



# **Challenges of Globalisation -Ayurveda & world**

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# Drivers

- Annual share of millions of dollars
- People are becoming more interested in natural forms of medicine across the globe
- Diseases per se, especially chronic ones & lifestyle disorders are increasing
- Many diseases have a safe efficacy only in Ayurveda
- Long term solution than temporary relief
- Treats the cause rather than the symptom

# Challenges

- There are basically two sets of challenges
- Pre globalisation
  - Acceptability
  - Adaptability
- Post globalisation
  - Managing knowledge
  - Integration
  - Competition

# Pre Globalisation



# Acceptability



- Lack of awareness – specifically about the details
- Difficulty in explaining the system
- Bad perception of herbo-mineral system of medicine

# Adaptability

- Not enough qualified people – therapists and doctors
- Train local personnel to attain sustainability
- Ayurveda has to absorb diagnostic features of conventional medicine and use them to treat patients
- Minimise use of jargon and use simple language for better communication

# Adaptability

- Unavailability of herbs and raw materials abroad
- We can look at the export model for medicines
- Ensuring quality control



# Ayurveda & Law

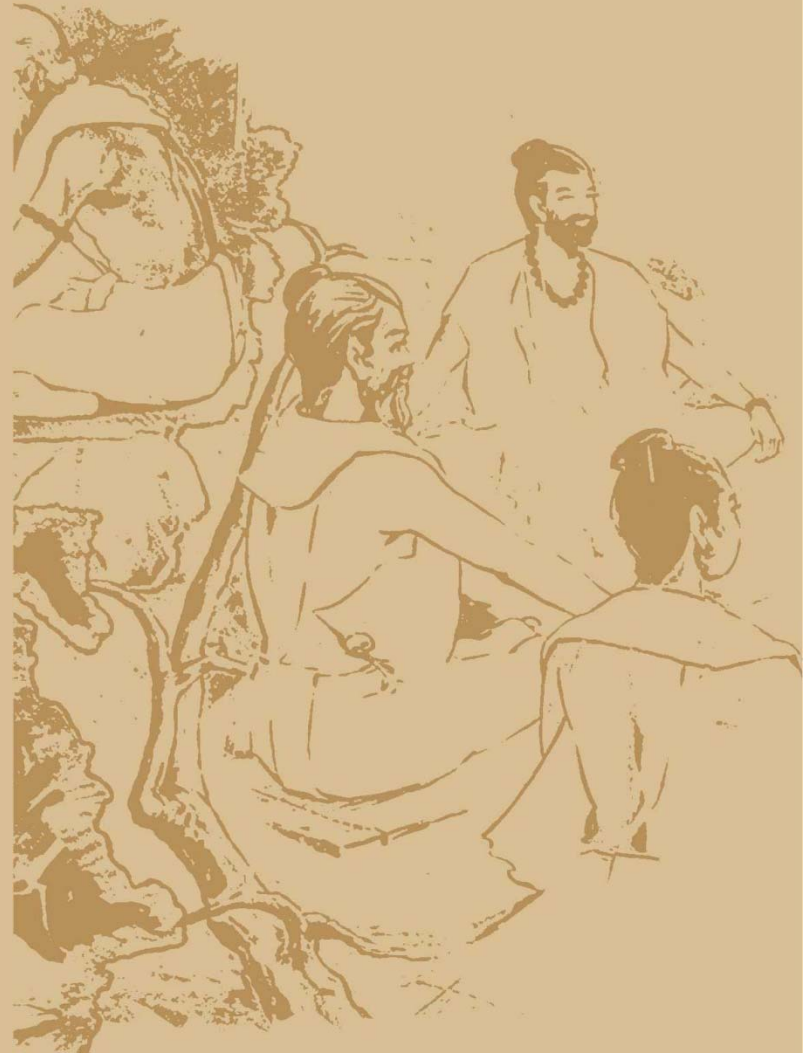
- Many countries don't recognise Ayurveda as a system of medicine.
- As health supplement
- Have to get help of WHO
- At ministerial level

# Post Globalisation



# Managing Knowledge

- Regional differences in the practices
- Lack of evidence based documentations
- Lack of stringent qualification norms



# Integration

- No research and development only 2% of total govt. allocation goes to Ayurveda
- What may work in India may not work abroad
- No market research – have to find out what the needs of the people are – the common diseases etc.

# Integration of knowledge

- Process of standardisation of health care service
- Quality controls
- Efficacy



# Competition

- Competition
  - Genuine
  - Quack
- Unorganised players creating havoc
- Product profiling
- Positioning
- Packaging

**Thank You**