

## Strengthening the Ayush Industry

### What is the issue?

Ayush has always been sidelined and its integration into mainstream systems will give wider acceptance to traditional systems of the country.

### What is the scope for herbal medicine worldwide?

*AYUSH refers to Ayurveda, Yoga, Unani, Siddha and Homoeopathy systems of medicine.*

- The global market for herbal medicine was valued at 657.5 billion dollar in 2020 and is expected to grow to 746.9 billion dollars in 2022.
- The Indian herbal medicine market is worth 18.1 billion dollars and the Indian Ayush sector has grown by 17% between 2014 and 2020.
- In China, the value of traditional Chinese medicine (TCM) market was 37.41 billion dollars in 2018.
- In 1982, the Constitution of China gave full recognition to TCM.
- Since 2009, there has been continuous support for TCM in health policies.
- China has focused upon developing quality infrastructure for TCM to co-exist with modern medicine under the same roof.

### What is the NAM Scheme about?

- The National Ayush Mission (NAM) is a Centrally Sponsored Scheme that was launched in 2014 by the Ministry of AYUSH.
- The basic objective of NAM is to
  - promote AYUSH medical systems through cost effective AYUSH services
  - strengthening of educational systems
  - facilitate the enforcement of quality control of Ayurveda, Siddha and Unani & Homoeopathy (ASU &H) drugs
  - sustainable availability of ASU & H raw-materials
- **Components of the Mission**
  - **Mandatory Components**
    - AYUSH Services
    - AYUSH Educational Institutions
    - Quality Control of ASU &H Drugs
    - Medicinal Plants
  - **Flexible Components**
- Under the 'Medicinal Plants' component of the NAM scheme, the cultivation of prioritised medicinal plants in identified clusters/zones is being supported.
- For the cultivation of plants, subsidies at 30%, 50% and 75% of the cultivation cost for 140 medicinal plants are being provided.

- The National Medicinal Plant Board (NMPB) implements the medicinal plant component of Ayush through state bodies—State Medicinal Plant Boards (SMPBs).

## What efforts have been taken to promote Ayush industry?

- **WHO-Global Centre for Traditional Medicine-** The foundation of the WHO-Global Centre for Traditional Medicine was laid in Jamnagar. This will be the first and only global outpost centre for traditional medicine across the world.
- **Committees-** NITI Aayog has constituted a committee and four working groups on integrative medicine to provide deeper insights and recommendations in the areas of education, research, clinical practice and public health and administration.
- **Financial assistance-** The Ministry of Finance has announced a Rs. 4000-crore package under the Aatmanirbhar Bharat Abhiyaan for the promotion of herbal cultivation.
- **Medicinal plant production-** In 2021, Union Ayush Minister had announced that medicinal plants will be cultivated on 75,000 hectares of land.
- **Yoga Certification Board (YCB)** - YCB has been established to bring synergy, quality and uniformity in knowledge and skills of Yoga professionals across the world through certification programs.

## What is the need of the hour?

- **Need for a thrust-** The Ayush sector requires a multi-dimensional thrust, ranging from initiatives at the institutional level, massive awareness and promotion of cultivation of medicinal plants by farmers, to trade-related interventions and quality focus measures.
- **Strengthening of SMPBs-** The organisational structure of SMPBs should have experts for conservation, cultivation, R&D, herbal garden and nurseries, IEC and marketing and trade of medicinal plants.
- Comprehensive databases on Ayush trade, products and raw materials is needed.
- Expansion of [HS \(Harmonised system\) codes](#) to accommodate various features of traditional medicine and medicinal plant products based on existing requirements is required.
- **Integration of Ayush-** Integration of Ayush systems into mainstream systems will certainly give wider acceptance for traditional systems of the country.

## References

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