

Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– Growth and Excellence of the Ayush Sector

FITM Industry and Trade Newsletter

Future-Ready Ayurveda Innovations in Curriculum, Teaching, and Clinical Practice

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Origins and Foundations of Ayurveda

Ayurveda, meaning “the science of life,” has been a cornerstone of Indian knowledge systems for over 3000 years. Its classical texts, such as the Charaka Samhita, Sushruta Samhita, and Kashyapa Samhita, document centuries of medical observation and practice. Historically transmitted through the Gurukula system, Ayurveda emphasized close student-teacher interaction and practical training. Three primary schools of Ayurveda existed in ancient times: the Atreya Sampradaya (internal medicine), Dhanvantari Sampradaya (surgery), and Kashyapa Sampradaya (pediatrics). The science was further divided into Ashtaanga Ayurveda, encompassing eight specialties, including internal medicine, surgery, toxicology, and geriatrics. Though Ayurveda flourished under royal patronage, socio-religious restrictions and colonial influences led to the decline of surgical practices and the rise of alchemical therapies. Despite challenges, Ayurveda influenced and integrated with other global traditional systems such as Siddha, Unani, and Tibetan medicine.

Recognition and Government Initiatives

Following India’s independence, Ayurveda and other indigenous systems of medicine were officially recognized alongside conventional medicine. To support and promote Ayurveda, the Government established a dedicated Department of Indian Systems of Medicine and Homeopathy (ISM&H). In 1971, the Central Council of Indian Medicine (CCIM) was constituted as a statutory body to oversee education and practice in the field. In 2014, with the aim of globalizing Ayurveda and strengthening its education, research, and outreach, the Government formed a separate Ministry of AYUSH. Since its inception, the Ministry has initiated significant reforms in Ayurveda education, research, quality control

of medicines, and public health. The Central Council of Indian Medicine was later replaced by the National Commission for Indian System of Medicine (NCISM), which was established to enhance the quality and accessibility of Ayurveda education across the country. Currently, Ayurveda education includes a 5 ½ yr degree, 3 yr postgraduate degree program in 18 courses, DM program and Doctorate program. Transformed from the ancient personalized to the collegiate education, there is a tremendous increase in the number of colleges in the country, with 495 Ayurveda colleges as of 2023.

Pedagogical Transformation and Curriculum Development

Contemporary Ayurveda education has undergone a significant transformation, shifting from a teacher-centric approach to a student- or learner-centric model. It has moved beyond traditional text-based learning to adopt a competency-based, dynamic curriculum that emphasizes skill development and continuous assessment. The integration of modern medical education technologies has refined and enhanced

the curriculum, ensuring that it aligns with current educational standards while preserving the foundational principles of Ayurveda. The use of Information and Communication Technology (ICT) has revolutionized conventional classroom instruction, enabling interactive, self-paced, and personalized learning experiences. Over time, Ayurveda education has incorporated advancements in technology, innovative teaching methodologies, and improved communication strategies to remain relevant and to produce well-trained, capable Ayurveda physicians for contemporary healthcare needs. Additionally, a dedicated department of Integrative Health and Translational Research has been established in each Ayurveda college to promote research across all levels.

Quality Assurance and Accreditation Systems for global recognition and outreach

Ayurveda colleges are now evaluated by the Medical Assessment and Rating Board for Indian System of Medicine (MARBISM) to ensure



The signing of the agreement between the Ministry of Ayush and the WHO: A landmark development for the global mainstreaming of Ayush.

Country Focus



Australia



The market for Traditional and Complementary Medicines (T&CM), including Ayurveda in Australia is marked by a well-established regulatory framework, increasing consumer interest, and growing integration into the healthcare ecosystem. There are 43 colleges working on the research of Traditional Medicine and 29 health funds that recognize the use of complimentary medicines as part of pharma sector. More than 70% of Australians use a form of natural therapy as a regular part of their overall health care, with close to 2 million professional consultations conducted annually.

Regulatory Landscape

The Therapeutic Goods Administration (TGA), a division of the Department of Health, is the regulatory authority responsible for ensuring the safety, quality, and efficacy of therapeutic products marketed in Australia. Similarly, the National Aboriginal and Torres Strait Islander Traditional Healers Association represents indigenous healers in the country.

Product Classification and ARTG Registration: Ayurvedic products fall under the category of complementary medicines and are regulated through the Australian Register of Therapeutic Goods (ARTG). Products must be either listed (for low-risk items) or registered (for higher-risk products) before entering the market.

Evidence Requirements: The TGA mandates evidence of product safety, quality, and claimed therapeutic effects. For Complementary medicine, including Ayurveda, this includes ingredient analysis, proof of compliance with Good Manufacturing Practices (GMP), and documentation of ingredient safety, particularly due to concerns about certain herbs or minerals that might be restricted or require additional scrutiny.

Labeling and Advertising Regulations: Labels must clearly state ingredients, usage directions, warnings, and comply with TGA advertising standards, which prohibit unsubstantiated therapeutic claims.

Import and Supply Chain Controls: Importers must comply with Australian customs and biosecurity regulations, ensuring all products meet TGA standards to avoid customs clearance

issues. Full traceability and documentation—such as Certificates of Analysis (CoA) and GMP certification—are essential.

Market Potential and Consumer Trends

Australia's complementary medicine market is mature and growing, with an estimated value of over AUD 4 billion annually. The market is driven by a health-conscious population seeking holistic, natural, and preventive healthcare options.

Consumer Demographics: Australia's multicultural population, including a significant Indian diaspora, creates a fertile environment for authentic Ayurveda. The awareness of Ayurveda's preventive and wellness-oriented approach is growing beyond the Indian community, permeating mainstream wellness sectors.

Product Categories: Key Complementary Medicine product categories with demand include herbal supplements, oils, natural skincare, and dietary products. Wellness tourism, including Ayurvedic therapies, is gaining traction, especially in metropolitan areas and wellness resorts.

Health Trends: Increasing focus on preventive health, chronic disease management, and integrative approaches fuels demand for Complementary Medicine. However, Australian consumers expect scientifically validated products with clear safety and efficacy profiles.

Institutional and Research Support

Australia has institutional frameworks promoting the integration of traditional medicine within the broader healthcare context.

Research Initiatives: Entities like the Australian Research Centre in Complementary and Integrative Medicine (ARCCIM) conduct rigorous research on complementary therapies, to generate evidence supporting safety and efficacy.

Professional Bodies: The Australian Traditional Medicine Society (ATMS) represents practitioners of IATM, TCM and Ayurveda. It accredits practitioners, sets practice standards, and advocates for policy recognition, contributing to professionalization.

Educational Collaborations: Universities and research centers foster academic partnerships

with Indian Ayurveda institutions, facilitating knowledge exchange, curriculum development, and joint clinical research.

Governmental Cooperation: Australia-India bilateral agreements encourage cultural exchange and trade, enhancing Ayurveda's visibility and access.

Challenges in Market Entry and Expansion

Despite opportunities, Ayurveda's growth in Australia faces several challenges:

Regulatory Compliance Costs: Meeting TGA standards, conducting clinical trials, and maintaining GMP certification require significant financial and technical investment, which may be prohibitive for smaller exporters.

Scientific Evidence Gaps: While Ayurveda's holistic principles are recognized, the lack of large-scale clinical studies acceptable to Western regulatory bodies limits broader acceptance.

Consumer Perceptions and Misinformation: Skepticism remains among some consumer segments and healthcare professionals, often due to misinformation or lack of awareness about Ayurveda's scientific basis.

Supply Chain Complexity: Ensuring sustainable sourcing, quality control, and product authenticity in the export-import chain is critical to maintain market trust.

Legal and Regulatory Barriers: Certain Ayurvedic ingredients may face import restrictions or classification issues under Australian law.

Conclusion

Australia presents a promising yet a complex landscape for Ayurveda and traditional medicine exports. The country's rigorous regulatory system ensures high standards, though seemingly challenging, ultimately benefits reputable manufacturers by establishing consumer confidence. The growing demand for natural health solutions, coupled with government support and multicultural openness, offers considerable market opportunities. Exporters who invest in regulatory compliance, quality, evidence generation, and community engagement will be best positioned to leverage Australia's expanding complementary medicine market.

(Source: Ayushexcil)

In Conversation

Dr. Jannathul Firdouse Changampally



Could you kindly trace your professional journey with respect to your intense involvement in the management of cancer through Ayurveda?

My family, the Changampally lineage, is an ancient Ayurveda family whose roots trace back to the era of the Mamangam festival, centuries ago. I began my journey in Ayurveda at the age of three under the guidance of my father, Kunjalan Gurukkal Changampally, my grandmother Fathima Gurukkathiyar, and my grandfather Mammunni Gurukkal. My early education began not in classrooms, but through long walks across paddy fields and open grounds, where I learned the philosophy and knowledge of herbs directly from nature and my elders.

When I was in the fourth standard, a bookseller visited our school, and I happened to get a book that stated cancer had no cure. This sparked a deep curiosity in me. I asked my father about it, and he responded seriously, encouraging me to dedicate my life to finding a solution through our Ayurvedic tradition.

Growing up, our home functioned like a hospital. Patients were constantly coming in, and we had our own herbal medicine production unit. As a result, I was deeply immersed in the practice of Ayurveda from a very young age. I observed treatments, interacted with patients, and learned not only medical techniques but also patient psychology. Everyone around me — my family, the patients, the community — was involved in teaching me. Though I was still a child, I was already partially a practitioner, gaining hands-on experience every day.

To deepen my understanding of medicinal plants, I pursued a B.Sc. in Botany. Afterward, I appeared for the entrance exam and was admitted to SDM Ayurveda College, where I studied from 1991 to 1997. During my college years, I continued to treat patients at home, combining academic knowledge with traditional wisdom passed down through generations.

Even today, I practice what my ancestors taught me, continuing their legacy while also conducting ongoing research into new treatments. I have seen and managed numerous cases, always guided by the principles of Ayurveda and driven by my lifelong curiosity and commitment to healing.

How do you adapt your foundational rooting in a holistic science like Ayurveda and its principles to suit modern cancer care needs of patients?

My father had many friends who were modern allopathic doctors, so from a young age, I was exposed to modern medical practices and knowledge at a foundational level. While studying

at SDM College of Ayurveda, I frequently visited Manipal University and Manipal Hospital—a leading modern medical institution—to conduct research, observe clinical cases, learn about modern medicines, and understand emergency care out of sheer curiosity.

Some doctors rejected my efforts, but a few welcomed me. One such supportive doctor was the renowned Dr. Valiathan, a distinguished surgeon known for his work on heart valve surgery. Another was Dr. Kamath, who also guided me in understanding modern medical practices. I consistently pursued a comparative study of modern medicine and Ayurveda, exploring how both systems approach diagnosis and treatment.

After graduating from SDM Ayurveda College, I did my internship at Manjeri Government Hospital to gain further exposure to modern medical practices. It was a challenging experience, but I persevered, worked alongside modern doctors, and learned a great deal. They eventually acknowledged my dedication and involved me in clinical activities.

Following that, I was offered a position at NIMS Hospital, where I worked for 12 years as an Ayurvedic consultant in a modern medical setting. The institution supported my integrative approach. I also volunteered at the Regional Cancer Centre (RCC) in Trivandrum, where I saw approximately 150 patients every Saturday. This gave me valuable insight into cancer care from a modern medical perspective.

How receptive have patients and their families been to Ayurvedic treatment options when they have approached you after a diagnosis of cancer? What are the most common misconceptions that they have?

Many people turn to Ayurvedic treatment after being diagnosed with cancer in search of comfort. Disappointment with the side effects of conventional treatment and a desire for a more natural approach are often the main reasons why patients explore Ayurveda.

Reactions from patients and their families towards Ayurvedic treatment:

- Some approach Ayurvedic treatment with confidence, while others view it as a “last resort.”
- Many expect quick results, often influenced by desperation or hope.
- Some see Ayurveda as an “unfamiliar” or “unconventional” method, especially those who strongly believe in modern medical practices alone.

Common Misconceptions:

- a. Belief that Ayurveda can “completely cure” cancer delicately – Some assume that cancer is a simple disease that can be entirely cured

through Ayurveda. However, this is not possible in all stages of the disease.

- b. Stopping modern medical treatment entirely and relying solely on Ayurveda – This belief is very dangerous. It’s more appropriate to use Ayurveda in a complementary manner, alongside conventional treatments.
- c. Thinking Ayurvedic medicines have no side effects – All medicines can have effects on the body. Medicines must be given based on proper dosage, the stage of the disease, and the patient’s digestive strength, among other factors.
- d. Expecting fast results – Ayurvedic treatment is generally a gradual process. Patience and trust are essential.

The best approach is to compassionately educate both patients and their families in the right direction and promote an integrative treatment model. Ayurveda should not be seen merely as an “alternative” treatment, but rather as a complementary system of medicine. This is where its true value lies

When patients are advised with life-saving procedures like surgery or chemotherapy, how do you ensure that patients seeking Ayurvedic treatment for cancer receive the timely benefit of necessary conventional treatments?

Twenty-seven years ago, a 9-year-old boy was diagnosed with medulloblastoma. Doctors at the time gave his family a heartbreaking prognosis—he was expected to live only 5 to 6 more years. However, after receiving integrative treatment at our center, his journey took a remarkable turn. Today, that young boy is a grown man, happily married and a proud father. His story is a testament to the power of combining modern medicine with the healing support of Ayurveda.

At our center, our foremost responsibility is always the patient’s well-being. That means guiding them toward timely and medically necessary treatments, such as surgery, chemotherapy, or radiation when appropriate. We do not replace evidence-based medicine—we complement it.

Our integrative approach ensures that patients are thoroughly counseled on the importance of conventional treatments, while Ayurvedic therapies are used to support recovery, reduce side effects, and improve overall quality of life. By working closely with oncologists, we ensure that every patient receives a cohesive and timely treatment plan that aligns both scientific rigor and holistic support.

Healing is not just about survival—it’s about living fully. And stories like this remind us why integrative care matters.

Editorial

Sustainable Innovation and Strategic Global Engagement for Ayush Empowerment

In its ensuing journey towards global prominence, the degree of intersection that can be achieved between sustainable innovation and strategic international engagement emerges as a critical frontier for the future growth of the Ayush sector. Innovation that bears in mind an ecological balance as well global health needs is an imperative element that the sector needs today.

Sustainability: The Core of Future Growth

Sustainability has become a core business imperative today and no more remains a mere peripheral ideal. The Ayush industry, which is ingrained in natural resource consumption, is currently at a critical juncture where a balance between expanding demand and responsible resource management must be upheld with utmost rigor. Towards this, sustainable cultivation of medicinal plants, adoption of eco-friendly manufacturing practices, and minimizing environmental footprints are non-negotiable pillars for the sector’s long-term credibility and viability.

Industry and policymakers must prioritize research into sustainable raw material sourcing and innovations in biodegradable packaging as well as invest in green technologies for enhancing resource efficiency without compromising therapeutic

quality. Moreover, with the help of digital technologies such as blockchain, traceability and transparency in the supply chain, will assure consumers and regulators alike of the authenticity and sustainability of Ayush products.

Dealing with complexities in collaboration and Global partnerships

The global expansion of Ayush requires strategic partnerships that do not limit themselves to market access but also involve culturally sensitive knowledge exchange, harmonization of regulatory frameworks, and co-development of standards that take into account the diversity of global health systems and are sensitive to Ayush’s uniqueness.

Health diplomacy must be an integral element of trade diplomacy for creating ecosystems that will enable Ayush to prosper as a complementary health paradigm. Educational collaborations, joint research initiatives, and multilateral platforms for policy dialogue will continue to remain critical pillars for managing the intricate landscape of intellectual property, quality control, and public health priorities globally.

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What is your approach with terminal cancer patients for whom there are little conventional treatment options left?

In the care of terminal cancer patients, our approach becomes primarily palliative and supportive Ayurveda offers a range of gentle and individualized strategies to enhance comfort, manage pain, improve digestion, support emotional well-being, and uphold dignity during the final stages of life. The focus is not on curing the disease, but on improving the quality of life.

Through tailored counseling, dietary guidance, herbal formulations, and spiritual practices, Ayurveda can help both patients and their families navigate this difficult journey with greater ease and peace.

We are not opposed to any system of medicine. Rather, we believe in embracing all approaches that are beneficial for the patient. Integrative care that draws upon the strengths of various medical systems can offer the most compassionate and effective support.

What has been your own experience with respect to clinical outcomes of patients under varied categories of Carcinoma?

From my experience treating over 10,000 patients through inpatient Ayurvedic care, I’ve observed that outcomes can vary significantly depending on the stage at which patients begin treatment and whether Ayurveda is used as a standalone therapy or in an integrative approach alongside modern treatments like surgery or chemotherapy.

In the early stages of cancer, especially when Ayurveda is combined with conventional treatments, we’ve seen positive outcomes such as faster recovery, reduced recurrence rates, and notable improvements in overall well-being. In more advanced or terminal stages, while curative results are limited, many patients experience meaningful symptom relief—improvements in

appetite, sleep, pain management, and emotional resilience.

Importantly, patient satisfaction regarding quality of life has been consistently high, even in later stages of disease. Based on my observations, 70–80% of the patients—across a range of cancers including cervical, lung, brain, bone, breast, and blood cancers—have experienced significant life extension and enhanced well-being through Ayurvedic intervention.

Moving forward, how would you see the role of Ayurveda in the future of cancer care alongside conventional oncology and its place in mainstream cancer hospitals?

The future of cancer care lies in integrative oncology. Ayurveda, with its holistic approach, personalized care, and focus on strengthening the body’s innate resilience, can offer significant adjunctive benefits. We envision dedicated integrative departments in mainstream hospitals, where Ayurvedic practitioners work hand-in-hand with oncologists to manage symptoms, reduce side effects of chemotherapy and radiation, and support long-term recovery. For this to happen, more research, standardization, and mutual respect between disciplines are essential.

What sort of advice would you like to provide to young Ayurvedic practitioners or researchers interested in the field of oncology?

Begin by developing a deep and disciplined understanding of classical Ayurveda, particularly the branch known as Arbuda Chikitsa, which deals with tumor-like conditions. Simultaneously, commit to learning the fundamentals of oncology from a biomedical standpoint. This includes staying current with ongoing research, understanding how to critically read and interpret clinical studies, and engaging with the language and methodology of evidence-based medicine.

Interdisciplinary collaboration is essential. Be open to working alongside oncologists, researchers, and other healthcare professionals. Such partnerships foster mutual respect and enhance patient care.

Equally important are ethics, empathy, and humility—cornerstones in both Ayurveda and oncology. Cancer care is not only technically demanding but also emotionally profound, requiring a practitioner to support the patient as a whole person, not just a diagnosis.

Young Ayurvedic practitioners should champion rigorous research, clinical trials, and thorough documentation. This will help build a credible and evidence-supported framework for Ayurveda’s contribution to cancer care, ensuring it earns its rightful place within integrative oncology.

What role do you think the government, research institutions, and policy makers can or should play in the process of contributing to the broader understanding of cancer care and its integration with modern medical practices?

Their role is crucial. Governments should invest in high-quality, collaborative research to develop integrative oncology models that thoughtfully incorporate Ayurveda. Academic and medical institutions must promote interdisciplinary education and clinical training to prepare practitioners for integrative care. Public awareness campaigns are essential to demystify these approaches and make holistic cancer care more accessible and acceptable. Ultimately, integration must be grounded in rigorous science, guided by compassion, and centered on the needs and well-being of the patient.

(Dr. Jannathul Firdouse Changampally is Chief Physician and Ayurveda Oncology Consultant : Changampally Vaidyasala, Valanchery ; Changampally Vaidyabhavan, Thirunnavaya ; Changampally Sanjeevani Hospital, Edappal ; Remedium Changampally, Kandanakam , Kerala)

India Partners with WHO to Mainstream Ayush Globally



In a landmark development poised to transform the global standing of traditional medicine systems, an agreement was signed between the Ministry of Ayush and the World Health Organization (WHO) on May 24, 2025. The agreement marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI).

The ICHI, complementing WHO's International Classification of Diseases (ICD-11), documents what treatments and health interventions are administered. With the inclusion of a traditional medicine module, therapies from Ayurveda, Yoga, Siddha, and Unani systems—such as Panchakarma, Yoga therapy, Unani regimens, and Siddha procedures—will now be recognized in globally standardized terms.

(PIB, May 25, 2025)

Ayush and herbal products exports report growth of 6% in first 11 months of FY25

(Pharmabiz, April 26, 2025)

India's exports of Ayush and herbal products grew by 5.91% to \$621.58 million during the first eleven months of FY 2024–25 (April 2024 to February 2025), up from \$586.87 million in the same period last year. In rupee terms, exports increased by 7.96% to Rs. 5,244 crore, while export volumes rose by 22% to 1,15,468 metric tonnes. However, February 2025 recorded a 6.4% decline in export value to \$55.87 million compared to the same month last year, with a 1.78% dip in rupee terms. During the full fiscal year 2023–24, exports grew by 3.6% to \$651.17 million, marking the second consecutive year of below-5% growth, following a 2.68% rise in 2022–23. This is in contrast to the higher growth rates seen in 2020–21 (26.12%) and 2021–22 (13.38%). Export quantities declined from 12.25 crore kg in 2022–23 to 10.63 crore kg in 2023–24, despite the increase in value.

Ayurveda Day to be celebrated on 23rd September every year

(PIB, May 13, 2025)

In a landmark decision aimed at enhancing global visibility and consistency in observance, the Government of India has designated 23rd September as the date for celebrating Ayurveda Day each year. This change, notified through a Gazette Notification dated 23rd March 2025,

marks a significant shift from the earlier practice of observing Ayurveda Day on Dhanteras, which follows a variable lunar calendar.

Ayurveda Day has been commemorated annually to promote Ayurveda as a scientific, evidence-based, and holistic system of medicine that plays a pivotal role in preventive healthcare and wellness. Until now, Ayurveda Day coincided with Dhanteras, a festival observed in the Hindu month of Kartik (usually October or November). However, as the date of Dhanteras fluctuates each year, the observance of Ayurveda Day lacked a fixed annual date.

Integrated Ayush colleges to be set up in every division of UP: Adityanath

(ET Healthworld.com, May 18, 2025)



Uttar Pradesh Chief Minister Yogi Adityanath on Saturday directed officials to establish integrated Ayush colleges in every division of the state, where all its systems -- including Ayurveda, Unani, and Homoeopathy -- are made available on a single campus. Chairing a high-level review meeting, Adityanath said the initiative would strengthen both the Ayush medical system and the future of health-based education, an official statement said.

He said the government is working in mission mode to expand the reach of Ayush systems and instructed that Naturopathy and Yoga centers be made mandatory in all its institutions.

Parliamentary Panel calls for setting up of a platform CTMS for Ayush clinical research

(Pharmabiz, March 19, 2025)

The Parliamentary Panel on Union Health Ministry has urged the creation of a robust Clinical

Trial Management System (CTMS) for Ayush research to unify research councils and institutes on a single platform. Emphasizing automation, AI-driven analytics, and adherence to ICMR/ GCP guidelines, the system aims to improve efficiency, transparency, and global acceptance of Ayush interventions. The Committee also called for evidence-based data on Ayush treatment claims, including those for cholesterol control. Existing efforts like CCRAS's EDC monitoring and NIA's project management initiatives were acknowledged.

Ayush doctors to act against misleading ads

(ET Healthworld.com, May 9, 2025)

Andhra Pradesh Health Minister, Y Satya Kumar Yadav granted permission to 13 Govt Ayush doctors, one for each of the 13 erstwhile districts across the state, to take action against the false advertising of Ayurveda and other indigenous drugs that claim alleged magical properties.

This is a cognizable offence under the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. Yadav made the decision to strengthen the vigilance wing of Ayush after the Supreme Court raised serious concerns about the misleading publicizing of Ayurveda and other indigenous medicines, along with allopathy medicine, in the country.

Based on the apex court's advice to the states to act tough against the misleading advertisements of Ayush medicine, state govt has now strengthened the vigilance wing of the Ayush department to 13 officers from the existing one officer.

Delhi to host global Ayurveda summit, support start-ups

(Hindustan Times, May 08, 2025)

The Delhi government is planning to host a global Ayurveda summit and provide support to start-ups focused on the age-old Indian medicinal system, the Chief Minister Rekha Gupta said .

Addressing the All India Ayurvedic Congress here, Gupta said the way Ayurveda is getting popular at the global level, other countries look up to India for more information and the availability of Ayurvedic medicines. "I thank Prime Minister Narendra Modi for setting up the Ayush ministry and providing a bigger platform to Ayurveda and other related medicinal systems by formulating policies," she said.



"We should organise a global Ayurveda summit in Delhi that will be supported by the government. We can present the Ayurvedic system before the people from across the world at the summit," she said in her address to experts in the field of Ayurveda.

Event Info

Cosmoprof Worldwide Italy 2025

The 56th edition of Cosmoprof Worldwide was held from March 20–22, 2025, attracting over 3,128 exhibitors and more than 255,000 visitors globally. This premier international event showcased innovations in cosmetics, personal care, and wellness, providing a key platform for Indian companies to engage with global buyers and expand their market reach.

Indian Exhibitor Participation:

Total Indian exhibitors numbered 36, participating under various pavilions and individually.

- The Ayushexcil Pavilion featured 8 participants specializing in Ayurveda-based products.
 - The Human Hair Pavilion hosted 8 exhibitors focused on hair extension and related products.
 - An additional 20 Indian companies participated individually, representing sectors like perfumes, spa products, cosmetics, chemical-based cosmetics, comb manufacturing, and packaging.
- (Source: Ayushexcil)



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educational quality, while Ayurveda hospitals seek accreditation through the National Accreditation Board for Hospitals (NABH) to guarantee patient safety and service standards. Additionally, the launch of the Ayush Mark Certification Scheme is a welcome initiative aimed at ensuring that Ayush products meet stringent safety and efficacy standards, thereby strengthening public trust and international credibility. Ayurveda is officially recognized in 16 countries, with several universities offering Ayurveda education globally. International collaborations and student exchange programs have enhanced Ayurveda's global presence and acceptance. The Heal in India initiative and the introduction of the Ayush Visa have significantly boosted India's medical tourism sector. These measures have positioned India as a global destination for holistic and traditional healthcare.

Vision for Future Reforms in Ayurveda Education, healthcare and Research

To meet global healthcare demands, Ayurveda education and policy must evolve through continuous and age specific reforms. The admission process, which plays a crucial role in selecting eligible students for Ayurveda, often receives the least attention and focus. Admission processes should incorporate aptitude tests and personality assessments alongside academic merit to identify students with a genuine interest and aptitude for holistic health care. Assessment systems should focus on analytical reasoning, clinical problem-solving, and application of knowledge rather than rote memorization.

Integrating Clinical Wisdom into Education

Future curricula must be dynamic, interdisciplinary, and aligned with national and global healthcare needs. There should be a shift from knowledge-heavy content to skill-based modules that foster clinical acumen, communication, critical thinking, and ethical practice. It should focus on areas where the system has proven strengths and can offer better solutions compared to contemporary health sciences. For instance, Ayurveda has always emphasized preventive and promotive healthcare. However, in practice, we

seldom see these principles being translated from textbooks into real-life applications. Concepts such as Dinacharya (Daily regimen), Ratricharya (Night regimen), Ritucharya (Seasonal regimen), Sadvritta (Code of good conduct), Achara Rasayana (positive behavioural practices), and Pathya Ahara (Wholesome diet) remain underutilized in clinical practice and public health despite their immense potential in disease prevention and health promotion. There are numerous well-experienced Ayurveda practitioners who have successfully demonstrated the efficacy of Ayurvedic principles in clinical practice. Their knowledge and practical insights should be effectively integrated into collegiate education to bridge the gap between academic instruction and real-world application.

The current NCISM (Minimum Essential Standards, Assessment and Rating for Postgraduate Institutions and Minimum Standards for Postgraduate Education in Ayurveda) Regulations, 2024 provide for the appointment of Professors of Practice. This provision must be implemented in a meaningful manner to leverage the experience of such practitioners in the academic environment.

The reintroduction of the Gurukula system of education, where students live and learn in close association with their mentors, is a noteworthy development that aligns well with the traditional Ayurvedic pedagogy and offers immense value for experiential learning. Internships should be structured to reinforce clinical independence, leadership, teamwork, and public health service. Training in health economics, human resource management, and digital health should be included to prepare students for diverse healthcare settings. The mandatory demonstrable skills expected from undergraduate students should be explicitly defined and clearly articulated. Regular evaluation and feedback during internship can help guide professional growth.

Teachers must evolve into facilitators of learning who are adept in modern pedagogical techniques. Structured faculty development programs should be mandatory, covering curriculum planning, use of digital tools, student evaluation methods, and interdisciplinary teaching strategies. Performance-based incentives and recognition systems should be established to promote innovation and academic excellence among teachers.

Building a Healthy Nation Through Robust Healthcare Systems

Establishing a robust healthcare system is fundamental to building a healthy nation, which in turn contributes to enhanced economic productivity and national prosperity. A healthy population serves as a strong workforce, directly influencing the nation's economic output. Just as a secure defense system is essential to safeguard a nation from external threats, a resilient public health system is critical to prevent disease and ensure the wellbeing of citizens. The incorporation of Ayush services into public healthcare—evident in initiatives like the establishment of Health and Wellness Centres at Primary Health Centres (PHCs) and Community Health Centres (CHCs)—is a commendable step. What is now required is effective implementation, inter-sectoral awareness, and collaboration between Ayush and other health systems to enable an integrative approach for both preventive and curative care. This integrative strategy can significantly contribute to a healthier India. Moreover, Ayurveda demonstrates substantial potential in the management of autoimmune and metabolic disorders, which must be prioritized in Ayurvedic education, research, and clinical practice. Promoting early disease detection and fostering the integration of health sciences can substantially reduce the healthcare burden on society.

Ayurveda education has transitioned from ancient, personalized learning to structured academic programs that combine traditional wisdom with modern scientific advancements. With sustained reform and innovation, Ayurveda can produce globally competent, ethically grounded, and technologically adept healthcare professionals, ensuring its continued relevance and contribution to global health. Finally, policy formulation and implementation should be approached through a consultative process involving administrators, academicians, researchers, practitioners, and other key stakeholders. Such a collaborative model will help design feasible and pragmatic policies that are aligned with ground realities and national health goals.

(The author is Director, S.D.M. Group of Institutions, Karnataka as well as Former Principal, S.D.M. College of Ayurveda and Hospital, Hassan, Karnataka)

Firm Profiling

Apollo AyurVAID Hospitals

Two Decades of Healing: The Journey of Apollo AyurVAID

In 2005, IIM Calcutta alumnus Rajiv Vasudevan visualised a different future for Ayurveda and started a new chapter in India’s healthcare tradition. His vision to bring scientific rigour and clinical precision to one of the world’s oldest systems of medicine took tangible form when he founded AyurVAID.

Now the largest chain of Ayurveda hospitals in India, Apollo AyurVAID offers high-quality, insurance-approved, NABH-accredited in-patient services with a countrywide network of physicians to bring the best treatment to each patient.

A leader in Precision Ayurveda and pioneer in Integrative Medicine, the company currently operates eleven hospitals across Bengaluru, Delhi, Chennai, Almora and Kochi with a capacity of 200 beds. Two more hospitals at Hyderabad and Navi Mumbai shall soon be launched.

Precision Ayurveda as practiced at Apollo AyurVAID is a highly-personalised, end-to-end protocols-driven approach that focuses on the diagnosis and treatment of the root-cause of serious diseases consistent with classical Ayurveda principles leading to disease reversal at whole person level and sustained well-being. It treats complex medical conditions across all major medical specialties including Neurology, Oncology, Nephrology, Metabolic & GI health, Gynaecology, among others.

At every stage of care, in-process parameters and clinical outcomes (over 500 data points) are monitored and leveraged for safe, effective, real time, and life-cycle patient health management.

It is accredited by all leading medical insurance players and CGHS for ‘cashless’ Ayurveda medical care. The numbers speak volumes: 88% Net Promoter Score. 98.6% Overall Customer Satisfaction, 100% - Satisfaction with informed care provided - all industry-leading benchmarks



Apollo AyurVAID Hospital at Domlur, Bengaluru

that reflect patient empowerment, deep healing and deeper trust.

The hospital chain also operates centres in a hospital-in-hospital format, i.e. ensconced within quaternary hospital.

Apollo AyurVAID has a highly-qualified team of Ayurveda physicians besides skilled managers and professionals with varied educational and professional backgrounds who support the vision and mission of the company.

With a vision to transform Ayurveda into a mainstream system of medicine, the company is working towards making Apollo AyurVAID Chikitsa the treatment of choice for select medical conditions and also enhancing its reach globally –

with patients from 92 countries visiting the centres for treatment of multi-morbidity diseases.

Revolutionary pathway

In just five years of its launch, the trust that AyurVAID established translated into recognition. In 2010, AyurVAID Domlur became the first Ayurveda hospital in India to earn NABH accreditation. Three years later, the Ramamurthy Nagar facility broke new ground as the first Ayurveda hospital to receive NABH accreditation for para-surgical procedures. These weren’t just certifications -- they were milestones on a path towards building credibility and trust.

By 2012, AyurVAID’s distinctive approach earned it the prestigious QCI-DL Shah National Quality Award - the first to date by any Ayurveda organisation. The Ayurveda leader was selected by Harvard University for its prestigious Antares program in 2009. Mr Vasudevan was invited and spoke at Harvard Business School before its faculty and students and those of Harvard School of Public Health. An Ivey Publishing case paper on AyurVAID is today taught in several prestigious business schools globally as an example of ‘blue ocean strategy’ in healthcare.

From being selected as one of The Economic Times Best Healthcare Brands in 2016 to winning the Ministry of Commerce & Industry’s Best Ayurveda Centre National Award in 2017, AyurVAID has steadily reflected the growing aspirations of the Ayurveda sector to contribute to nation building.

But this wasn’t a journey fuelled by clinical excellence alone. The company embraced innovation and technology as fervently as it did tradition. In 2018, its cloud-based IT system – Panini -- won the Ministry of AYUSH’s National Silver Award for digitising end-to-end patient care.



Apollo AyurVAID Hospital at HRBR Layout, Bengaluru

During the COVID-19 pandemic, it launched C-ARM (COVID Automated Risk Management), India's first digital therapeutics-driven Ayurveda immunity programme, which caught global attention and was selected by the EU-sponsored COVID-X accelerator.

In 2021, when the second wave ravaged India, Apollo AyurVAID set up a 100-bed COVID Care Centre in Bengaluru in collaboration with the Karnataka Government and BBMP. Its integrative care model not only saved lives -- it set a new benchmark for superior quality of life at discharge.

Innovation rajectories

The merging of ancient and modern health sciences became even more tangible in 2022 when Apollo Hospitals Enterprises Ltd., India's biggest integrated healthcare enterprise, acquired a majority stake in AyurVAID. The new entity, Apollo AyurVAID, brought together centuries-old wisdom with the might of modern healthcare expertise and leadership.

Apollo AyurVAID has recently launched an Ayurveda products range of "Tested Safe" products in the market, assuring industry benchmark quality products. The initial range consists of classical Ayurveda and OTC products, as well as a new range of medical foods in partnership with Avesthagen, a leader in the biosciences industry. The company is also poised to enter international

markets with its range of products and services in the near future.

The hospital chain is also an industry leader with consistent presence in leading industry fora (CII-Ayush, TIE etc.) to constantly drive innovation and thought leadership, thereby contributing to the transformation of the Ayurveda industry. It strives to support evidence building in Ayurveda through clinical research collaborations and partnerships with leading global organisations such as Monash University, Australia and Open Health Systems Laboratory, USA.

Roadmap for the future

With expansion plans centred around building on its leadership as a Precision Ayurveda care provider and being a pioneer in integrative healthcare, Apollo AyurVAID's journey is just beginning! It is entering its next chapter -- one where integrative, precision-driven Ayurveda could one day become a primary treatment choice, not just in India, but around the world.

With a focus on Precision Ayurveda -- a protocol-driven, evidence-based approach -- Apollo AyurVAID aims to make Ayurveda the treatment of choice for chronic and complex conditions across specialties like neurology, oncology, nephrology, and metabolic disorders. Apollo AyurVAID is steadily extending its

Precision Ayurveda medical care across all metros and state capitals.

International expansion is a key priority, with outreach to global markets and patients from over 90 countries already seeking care. The company will continue to drive clinical excellence by enhancing its data-driven patient care systems, enabling real-time monitoring and long-term health outcomes.

Supported by Apollo Hospitals' global reputation, Apollo AyurVAID will also strengthen its presence in policy and innovation forums, advocating for Ayurveda's transformation at systemic levels. The future vision is clear: to lead the global evolution of Ayurveda from a complementary system of medicine to a mainstream, trusted system of comprehensive medical care.

From the founder's initial conviction growing to become a nationwide chain of hospitals, from the fringes of alternative care to the heart of integrative healthcare, from ancient wisdom to future-facing digital therapeutics, this is the journey of Apollo AyurVAID -- 20 years of transforming Ayurveda from tradition to treatment, from heritage to healing science.

And the success story is far from over -- as Apollo AyurVAID gears up for a healthcare revolution in India with Precision Ayurveda and evidence-based integrative care at its core to bring Ayurveda to the mainstream.

2 Decades of Excellence in Patient Centric Care



1st NABH Accredited Ayurveda Hospital, 2010

1st & Only QCI-DL Shah National Quality Award on Economic Quality and Ayurveda Centre, 2012

1st & Only Ayurveda center audited under JCI globally, 2019

Apollo AyurVAID



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