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ayurworld

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3RD IACE 2026

Highlights of 3rd
International Ayush
Conference &
Exhibition 2026, Dubai

MARCHING TOWARDS
\$200 BILLION
BY 2030

BUDGET 2026

Ayush Sector
Highlights

HARSHA 22

A New Direction in
Local Anesthesia



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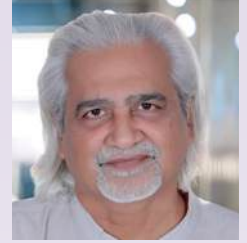
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Om Sree Gurubhyo Namaha.



40...44...52! *Ayur World* is getting 'obese' and we are not complaining!

This issue is special in more ways than one. To begin with, the Union Budget has brought renewed attention to the Ayush sector. Increased allocation, the announcement of three new All India Institutes for Ayurveda (AIAs), and several forward-looking measures have collectively energized stakeholders across the spectrum.

Among the public, curiosity is high, with speculation about where the new AIAs will be located. The Delhi AIA has already set a benchmark – not only in patient footfall but also in easing the burden on institutions like AIIMS – while demonstrating Ayurveda's tangible contribution to public healthcare.

The second highlight is the Third International Ayush Conference and Exhibition (IACE) held at the World Trade Centre, Dubai. This edition marked a significant leap forward: participation from 25 countries, an overbooked exhibition with more than 20,000 footfalls, vibrant buyer-seller interactions, and meaningful deliberations that included voices from modern medicine. Add to that the screening of compelling short films and the drafting of a White Paper on Mind–Body Health by international delegates, the event has truly set a new benchmark. Our report captures the IACE story in a nutshell.

Equally noteworthy was the active participation of Shri Prataprao Jadhav, Hon'ble Minister of Ayush; Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush; senior officials from the UAE health and academic sectors; and representatives from the WHO across all three days. While geopolitical tensions in the Middle East may have delayed certain expected outcomes, there is little doubt that these engagements will soon translate into tangible progress in terms of strengthening Ayush and integrative healthcare in the region.

On a personal note, the idea for this issue's cover story emerged while listening to Vaidya Rajesh Kotecha's inaugural address at IACE. His call for the sector to push harder towards the \$200 billion target by 2030 struck a chord. In response, we reached out to key stakeholders to share their perspectives on the opportunities and challenges tied to this '200/2030' vision. The candidness of their responses is a sign of a maturing sector. One hopes the Ministry of Ayush will continue its enabling role, building on the foundation it has laid since its inception.

Finally, *Harsha-22* is an exciting R&D story, which promises to wake you up from 'anesthesia' in many ways.

There's more in these pages from across the world of Ayurveda and integrative health. Do read on and write back with your thoughts. 📧

Best wishes.

Editorially yours, Eashwar

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AYUSH Without Borders

How the 3rd International Ayush Conference & Exhibition, (IACE) Dubai, Reframed Global Wellness

Dubai has always been a meeting point of civilizations, trade, and ideas. In February 2026, it added another dimension to its global identity when the 3rd International Ayush Conference & Exhibition (IACE) unfolded at the Dubai World Trade Centre, bringing ancient Indian systems of medicine into a contemporary, global spotlight.

For three days, the venue transformed into a living ecosystem of knowledge, science, tradition, policy, and enterprise. With over 1000 registered delegates, a footfall touching 20,000, and 85 Ayush companies participating in the exhibition, IACE 2026 was not merely an event – it was a statement. A statement that Ayush has arrived on the global stage, not as an alternative

voice, but as a credible and collaborative force in modern healthcare.

A Powerful Beginning: Leadership, Diplomacy, and Vision

The inaugural session set the tone for what would become one of the most significant international gatherings for traditional medicine. The conference was inaugurated by Shri Prataprao Jadhav, Hon. Minister of State (Independent Charge), Ministry of Ayush, Government of India, whose address underlined India's commitment to taking Ayush to the world through science, quality, and international partnerships.

Joining him were senior policymakers and global health leaders, including Vaidya Rajesh Kotecha, Secretary, Ministry



of Ayush, Government of India, who emphasised evidence-based integration and global regulatory harmonisation, and Dr Deepak Mittal, Ambassador of India to the UAE, who highlighted Ayush as a vital pillar of India-UAE health diplomacy.

The presence of Dr Alawi Alsheikh Ali, Director General of the Dubai Health Authority, reaffirmed the UAE's open-

ness to integrative healthcare models, while spiritual leader Brahmarishi Dr Mohanji reminded audiences that wellness is ultimately about harmony – within the individual and with society.

Guided by the leadership of Dr Eesa M Bastaki, Chairman of the Organising Committee, and supported by prominent figures such as Dr Jayesh V Sanghvi, Chairman, Global



Health Forum, the event blended statesmanship with scholarship in rare balance.

Science at the Core: Where Tradition Meets Evidence

At the heart of IACE 2026 were its scientific sessions, carefully curated to reflect both the depth of classical knowledge and the demands of modern medicine. Across plenary lectures, system-specific short paper sessions, and panel discussions, Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy were examined through the lens of research, outcomes, and global relevance.

Experts explored integrative approaches to mental health, oncology support, metabolic disorders, and lifestyle diseases. Discussions on systems biology, clinical validation, digital documentation, and outcomes research underscored a collective shift – from anecdotal acceptance to measurable evidence.

Equally compelling were sessions on quality, regulation, and education, where speakers addressed global ‘Good Manufacturing Practice’ (GMP) standards, export readiness, curriculum reform, and international accreditation. The conversations were pragmatic and future-facing: how can Ayush scale responsibly without losing its philosophical soul?

The Ayush Expo: Innovation, Enterprise, and Opportunity

Running parallel to the conference, the Ayush Expo emerged as a bustling marketplace of ideas and enterprise. Eighty-five companies, ranging from heritage institutions to modern wellness brands and technology-driven startups, showcased herbal formulations, nutraceuticals, diagnostic tools, digital health platforms, and sustainable packaging solutions.

The expo floor became a hub for B2B meetings, distributor negotiations, and cross-border collaborations. International buyers, healthcare professionals, and policy observers moved seamlessly between stalls, discovering how traditional medicine is being reimaged for contemporary consumers.

Industry leaders such as Dr Rangesh Paramesh spoke on the importance of research-led branding and global trust, while representatives from academic and professional forums – in-



cluding Dr Satish Krishnan and Shri Siddharth Balachandran – emphasised science diplomacy and diaspora engagement.

Beyond Numbers: Footfall, Influence, and Impact

While the numbers were impressive – 20,000 visitors over three days – the true success of IACE 2026 lay in its intangible outcomes. Conversations sparked at coffee tables translated

into collaboration plans. Academic exchanges evolved into proposals for multicentric research. Policy dialogues opened pathways for regulatory alignment.

The conference also served as a cultural bridge, introducing global audiences to the philosophical foundations of Ayush – balance, prevention, and holistic wellbeing – while aligning them with contemporary expectations of safety, efficacy, and transparency.



A Global Future Rooted in Ancient Wisdom

As the curtains closed on the 3rd IACE Dubai, one message resonated clearly: Ayush is no longer confined by geography. It is a global movement – rooted in ancient wisdom, strengthened by science, and propelled by collaboration.

IACE 2026 did not merely showcase Ayush to the world; it invited the world to engage with Ayush. In doing so, it marked a defining moment in the journey of traditional medicine towards a shared, global future of health and wellness.

From Dialogue to Action

In an era where global healthcare is being reshaped by integration, sustainability, and patient-centred care, the 3rd IACE stands out as a defining milestone. More than a convergence of stakeholders, it represented a collective reimagining of wellness – one that respects ancient knowledge

systems while embracing scientific validation and global collaboration.

What made IACE 2026 truly significant was its ability to move the narrative forward. Ayush was not presented as a legacy to be preserved in isolation, but as a living, evolving framework capable of addressing modern health challenges with credibility, compassion, and coherence. The dialogues initiated in Dubai echoed a shared understanding: that the future of healthcare lies not in silos, but in synergy.

As policymakers, practitioners, researchers, and industry leaders return to their respective geographies, the responsibility now shifts from conversation to action. The success of IACE 2026 will ultimately be measured not by its scale alone, but by the partnerships forged, policies influenced, and practices transformed in its wake.

Dubai provided the stage. Ayush delivered the message. The world is now listening. [#IACE2026](#)



11th International Delegates Assembly (IDA): Advancing Global Integration of Ayush

Building on the success of previous editions held in cities such as Kochi, Pune, Jaipur, Bengaluru, Bhopal, Delhi, Kolkata, Ahmedabad, Dubai, Goa, and Dehradun, the 11th IDA, held in Dubai as part of IACE 2026, marked a significant milestone in the global evolution of traditional and integrative medicine.

The event brought together a diverse and influential mix of stakeholders – including practitioners, researchers, policymakers, educators, and institutional leaders – representing a wide spectrum of systems such as Ayurveda, Yoga, Unani, Siddha, Sowa Rigpa, Homeopathy, and Naturopathy. With participation from 25 countries, the gathering reflected a growing international interest in integrative approaches to healthcare that bridge traditional knowledge and modern medical practice.

Aligned with the World Health Organization Global Traditional Medicine Strategy 2025–2034, the 11th IDA moved beyond dialogue to emphasise actionable pathways for integrating Ayush systems into mainstream healthcare frameworks worldwide. The event served as a platform not just

for exchange of ideas, but for shaping collaborative strategies aimed at advancing global health outcomes.

The focal theme – *Ayush Interventions for Mind and Body Health* – resonated strongly across discussions. A key highlight was the release of a draft White Paper on Ayush interventions in mind–body health, signalling a step towards structured, evidence-based articulation of the sector’s contributions to contemporary healthcare challenges.

Six panel discussions explored various dimensions of mind–body health, examining how Ayush-based approaches can play a significant role in addressing global health concerns ranging from stress and mental well-being to chronic lifestyle disorders. The deliberations underscored the increasing relevance of holistic, preventive, and integrative models of care in today’s healthcare landscape.

Overall, the 11th IDA reinforced the momentum behind Ayush as a globally relevant healthcare paradigm – one that is steadily moving from the margins towards meaningful integration within mainstream systems. [Read more](#)



Ayush Short Film Festival: Storytelling for Global Wellness



At the 3rd International Ayush Conference and Exhibition (IACE) held at the World Trade Centre Dubai, cinema emerged as an unlikely yet powerful vehicle for promoting traditional systems of healthcare. The Ayush Short Film Festival (ASFF), organised as part of the event, showcased how visual storytelling can translate complex health concepts into compelling narratives that resonate across cultures, geographies, and social backgrounds.

In an era defined by digital connectivity and rapid content consumption, short films have become one of the most effective mediums for communicating ideas with clarity and emotional depth. Recognising this potential, the third IACE positioned cinema as a tool to amplify awareness about Ayush systems – bridging gaps of language, education, and access.

The festival was conceived with a clear objective: to build global awareness around the preventive, promotive, and therapeutic potential of Ayurveda and other Ayush systems. Through documentaries, narrative storytelling, and technology-driven formats such as animation and AI-assisted visuals, filmmakers explored themes ranging from clinical applications and medicinal plant cultivation to lifestyle practices and holistic well-being.

A total of 39 films were screened, out of which 15 were shortlisted as top entries, with three emerging as winners. The event, held on 16 February 2026, drew an engaged audience

and created a vibrant atmosphere, reflecting the growing interest in creative approaches to health communication.

Entries were evaluated on multiple parameters, including concept, script, factual accuracy, cinematography, use of technology, public appeal, and overall impact. The jury comprised experts from Ayush systems, award-winning filmmakers, media professionals, and technical specialists – ensuring a balanced assessment of both scientific integrity and creative excellence.

Beyond competition, the festival also served as a platform to encourage healthcare professionals and aspiring filmmakers to explore storytelling as a means of public engagement. Supported by Shree Dhootapapeshwar Ltd, the initiative highlighted how industry collaboration can nurture creativity and expand the reach of traditional knowledge systems.

The films collectively conveyed a clear and consistent message: Ayush systems are not only relevant to modern healthcare but also integral to promoting self-awareness, preventive health, and sustainable lifestyles. By translating complex concepts into relatable stories, the festival helped foster a deeper connection between traditional wisdom and contemporary audiences.

More than just a cultural showcase, the ASFF underscored the growing importance of narrative-driven communication in global health discourse – where storytelling is emerging as a catalyst for awareness, acceptance, and behavioural change. www.ayurworld.org

Marma Therapy Workshop Draws European Practitioners

Uithoorn event demonstrates Ayurveda's role in pain management and holistic wellness.



The vibrant town of Uithoorn, the Netherlands, recently hosted a transformative Marma Therapy workshop organised by Jan M J Storms, Director of Storms (ICO). The intensive three-day programme brought together 30 enthusiastic participants from the Netherlands (19) and Belgium (11) – representing diverse age groups and highly educated professional backgrounds – all united by a shared interest in holistic healing and integrative health practices rooted in Ayurveda.

Led by Prof. Dr Shishir Prasad – Professor and Head of Department, Shalya Tantra, Himalayiye Ayurveda PG Medical College and Hospital, Dehradun, and a member of the expert group on Marma Chikitsa, Central Council for Research in Ayurvedic Sciences (CCRAS), Govt of India – the workshop focused on the clinical application of Marma Therapy in managing chronic pain, lifestyle disorders, Post-Traumatic Stress Disorder (PTSD), and non-communicable diseases (NCDs). Through a balanced blend of scientific explanation, practical demonstrations, and hands-on training, participants gained insight into how the stimulation of specific marma (vital energy) points can restore energy flow, improve

circulation, reduce inflammation, regulate the nervous system, and activate the body's inherent self-healing mechanisms.

The programme also offered a structured overview of Ayurvedic physiology, including foundational concepts such as Panchamahabhuta, Tridosha, Sapta Dhatu, Agni, and Srotas (channel systems). These principles were explored in the context of underlying pathophysiological changes and their relevance to Marma Chikitsa and its clinical applications.

Participants engaged actively in hands-on sessions, learning precise techniques for identifying and stimulating marma points safely, along with essential *dos* and *don'ts*. Case discussions addressed the growing global burden of

lifestyle diseases such as diabetes, hypertension, and cardiovascular disorders, demonstrating how Marma Therapy can complement modern medical approaches. A key highlight of the 25-hour workshop was the management of chronic musculoskeletal and neuromusculoskeletal conditions – including low back pain, cervical pain, frozen shoulder, and osteoarthritis – through this rapid, cost-effective, and non-invasive modality.

Special emphasis was placed on stress-related conditions and PTSD, where gentle marma stimulation was shown to calm the mind, reduce anxiety, and support emotional balance. The workshop concluded with interactive discussions, leaving participants inspired and equipped with practical tools to integrate Marma Therapy into their personal and professional wellness practices. Insights into Ayurvedic medicines and Panchakarma therapies were also shared in response to participant queries.

The event marked another meaningful step in promoting integrative Ayurvedic healthcare solutions across Europe, aligning with India's broader vision of 'Ayurveda for People and Planet.' [\[1\]](#)

Ayurveda takes root in a European Home in Bad Ems

At the Maharishi AyurVeda Health Centre, ancient healing meets modern wellness in one of Germany's historic spa towns.



In the spa town of Bad Ems – long celebrated for its therapeutic waters – the Maharishi AyurVeda Health Centre has quietly built a global reputation for authentic Ayurvedic healing. Established in 1992 by Lothar Pirc and Dr Karin Pirc at the invitation of the Rhineland-Palatinate state government, the centre represents one of Europe's most sustained efforts to integrate traditional Indian medicine into a modern wellness setting.

Over the past three decades, more than 30,000 patients from around the world have undergone treatment here, typically through structured programmes lasting around ten days. Many arrive after exhausting conventional medical options, particularly those dealing with chronic conditions. For a significant number, Ayurvedic therapies – especially

Panchakarma – have offered relief where other approaches have fallen short.

The setting itself reinforces the experience. Housed in the former palace of Wilhelm I, the centre draws on Bad Ems' historic identity as a European spa destination. The town is part of the Great Spa Towns of Europe, reflecting a long tradition of health tourism. At the facility, six natural hot springs flow beneath the building, adding a unique therapeutic dimension.

At the core of the centre's approach is Panchakarma, Ayurveda's classical system of detoxification and rejuvenation. Designed to eliminate accumulated toxins and restore physiological balance, the therapy works through a sequence of personalised treatments that stimulate the



body's self-healing processes. The result, practitioners say, is not only symptom relief but a deeper restoration of vitality and resilience.

The centre operates within the historic Häckers Kurhotel, where traditional Ayurvedic treatments are integrated with modern spa amenities. Nearly 100 rooms and suites are connected to therapy areas, creating an immersive environment for guests. A multidisciplinary team of over 70 professionals delivers around 20 treatment and educational offerings, including Rasayana therapies, Yoga, Transcendental Meditation, and lectures on Vedic sciences such as Jyotish (Vedic Astrology) and Vastu (Vedic Architecture).

The institution is part of the broader Maharishi Ayurveda movement founded by Maharishi Mahesh Yogi. Since the 1980s, this movement has played a key role in reintroducing Ayurveda to global audiences, combining traditional knowledge with modern scientific perspectives.

At the same time, Ayurveda's international growth reflects a wider ecosystem. Numerous practitioners, researchers, and institutions have contributed to its spread across continents. In recent years, the Ministry of Ayush has

further strengthened this trajectory through policy support, research initiatives, and global collaborations.

Reflecting on this journey, CEO and co-founder of the Maharishi Ayurveda clinic Lothar Pirc, who also serves as Professor of Practice at DPU-COL, Pune, India, expresses his deep sense of gratitude:

We are profoundly indebted to India, the land of the Veda, for preserving this invaluable knowledge of life. It is held in the highest regard, particularly by the people of Germany. Over the past decades, hundreds of thousands have benefited from these time-tested therapies.

This growing acceptance is now taking institutional shape. In Germany, 23 Ayurvedic organisations have come together under the umbrella of ADAVED, an initiative aimed at advancing recognition and integration of Ayurveda within the national healthcare framework.

As Europe continues to explore integrative approaches to health, the Maharishi Ayurveda Health Centre in Bad Ems stands as a telling example – where ancient wisdom is not only preserved, but adapted to meet contemporary healthcare needs. [\[30\]](#)

Giving Back to Nature



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Taking Ayurveda to the World

In an era when traditional knowledge systems are finding renewed relevance in global healthcare, the World Ayurveda Foundation (WAF) has emerged as a key institution dedicated to taking Ayurveda to the world stage. Established in 2011 as an initiative of Vijnana Bharati, the Foundation seeks to create a global platform for the promotion, advancement, and wider acceptance of Ayurveda as a comprehensive health science.

The Foundation was conceived as part of the larger intellectual mission of the Swadeshi Science Movement led by Vijnana Bharati. Its purpose is both ambitious and timely: to bring the benefits of Ayurveda to humanity by fostering research, encouraging dialogue, and building institutional support for traditional healthcare systems. In doing so, WAF aims to strengthen Ayurveda's place not only in India but in the global health discourse.

Registered as a Trust with the Charity Commissioner in Karnataka, WAF is guided by an eminent Board of Trustees and supported by a participatory governance framework. Its Governing Council, functioning under the broad stewardship of the Board, enjoys considerable autonomy in designing and implementing annual programmes. This collaborative and stakeholder-driven model has enabled the Foundation to evolve into an effective platform for coordinated action in the Ayurveda sector.

WAF's mandate spans a wide spectrum of activities aimed at the propagation and popularization of Ayurveda worldwide. These include supporting scientific research, organizing healthcare initiatives such as camps and clinics, promoting documentation, and facilitating academic engagement through international conferences, seminars,

study groups, exhibitions, and other knowledge platforms. Through these efforts, the Foundation works to ensure that Ayurveda reaches communities across geographies while retaining its scientific integrity and philosophical essence.

Beyond programme implementation, WAF also seeks to provide leadership to a sector that increasingly needs a coherent and credible institutional voice. As Ayurveda gains visibility in national and international policy circles, the Foundation aims to articulate its ethos in policy planning and advocacy with governments and institutions in India and abroad. With broad stakeholder participation and a clear global vision, WAF positions itself as a catalyst for the sustained advancement of Ayurveda on the world stage.

One of the most significant platforms associated with this vision is the World Ayurveda Congress and Arogya Expo, the largest international gathering dedicated to exploring new frontiers in Ayurveda and integrative medicine. First held in Kochi in 2002, the Congress has since grown into a major global event, bringing together practitioners, researchers, policymakers, and industry stakeholders from across the world. With 10 editions held so far across India, the Congress has become a vibrant forum for exchange, collaboration, and the advancement of Ayurveda as a globally relevant system of medicine. In addition, the International Ayush Conference and Expo, with its three editions in Dubai, has further strengthened the Ayush ecosystem globally.

Together, the World Ayurveda Congress and the International Ayush Conference represent a concerted effort to build global recognition for Ayurveda as a living knowledge system with much to contribute to the future of healthcare.

Ayurveda and AI: Transforming Traditional Wisdom through Digital Innovation



What happens when a medical system rooted in millennia-old wisdom meets one of the most transformative technologies of our time? The convergence of Ayurveda and artificial intelligence (AI) is beginning to reshape how traditional knowledge is practised, validated, and delivered in the modern world. At the heart of this transformation is the Ayush Grid initiative – envisioned as the digital backbone of the sector – integrating data platforms, digital health records, and AI-enabled tools across research, education, and clinical care. From personalised wellness recommendations and predictive insights to large-scale evidence generation, AI is unlocking new possibilities within the Ayush ecosystem. As India accelerates its digital health ambitions, the Ministry of Ayush is positioning Ayurveda at the intersection of tradition and technology – quietly but decisively redefining its role in the future of global healthcare.

In this overview, Ayur World brings together key initiatives led by the Ministry of Ayush that are shaping this transformation. At the same time, significant developments are also unfolding within the private sector – across industry and healthcare delivery – which we will cover as more detailed information becomes available.

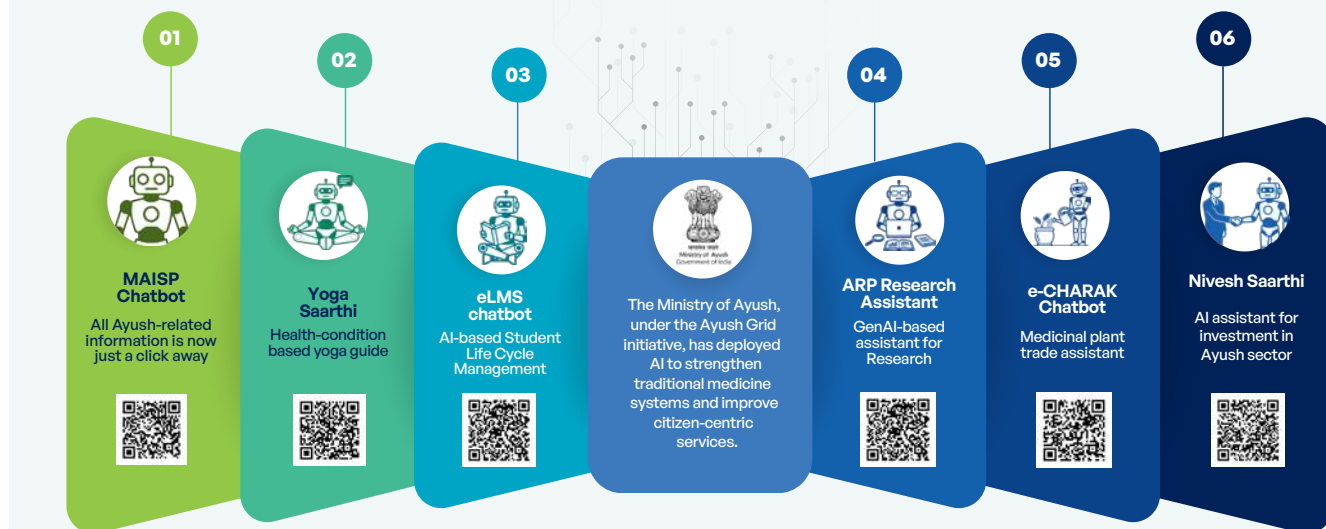
The integration of artificial intelligence (AI) with traditional medicine is creating new opportunities to strengthen healthcare delivery, research, and knowledge dissemination. Ayurveda is increasingly benefiting from digital technologies that enhance patient care, expand access, and support evidence generation. Recognising this potential, the Ministry of Ayush has initiated several digital initiatives under the Ayush Grid project to integrate AI, data platforms, and digital tools into the Ayush ecosystem. AI enables analysis of complex datasets, supports clinical decision-making, disease prediction, and personalised wellness recommendations based on Ayurvedic concepts while enabling digital health records and

decision-support systems that bridge traditional knowledge with modern technology. AI technologies also facilitate the digital documentation of patient records, integration of clinical data across institutions, and development of decision-support systems for practitioners. These capabilities help bridge traditional knowledge with modern healthcare technology while maintaining the foundational principles of Ayurveda.

Ministry of Ayush and WHO collaborative Initiatives

The effort made by the Ministry of Ayush for global relevance of digital health technologies in traditional medicine has widely

AI BASED ASSISTANTS OF AYUSH GRID



been recognised by the World Health Organisation (WHO). WHO has emphasised the importance of digital tools, AI, and data-driven research in strengthening traditional medicine systems across the world. One significant collaborative initiative is releasing a technical brief titled 'Mapping the Application of Artificial Intelligence in Traditional Medicine' in 2025. This document highlights the potential of AI to strengthen traditional healthcare systems globally in which the Ministry of Ayush was the key contributor. Also WHO m-Yoga application, developed in the Ministry of Ayush, provides standardised yoga training modules based on internationally validated practices and demonstrates how digital platforms can promote traditional health knowledge globally. The Ministry of Ayush has been the main driver for Global Initiative for Artificial Intelligence in Health (GIAI4H).

Ayush Grid: Building the Digital Backbone of Ayush

A major step towards integrating AI and digital technologies in Ayush, including Ayurveda, has been the establishment of the Ayush Grid, a comprehensive digital health platform developed by the Ministry. Ayush Grid aims to create an integrated digital ecosystem for healthcare delivery, research, education, drug regulation, and knowledge dissemination in the Ayush sector.

Under Ayush Grid, several digital platforms have been developed to streamline healthcare services and enable data-driven governance. Applications such as the Ayush Hospital Management Information System (AHMIS) facilitate the digital management of hospital records, clinical workflows, and patient data across Ayush institutions. These digital records provide a valuable foundation for future AI-based analytics, predictive models, and clinical research in Ayurveda.

Similarly, the Ayush Research Portal (ARP) hosts 43,000 research papers related to Ayush systems, providing a structured digital repository for researchers and policymakers. The availability of such large datasets is critical for developing machine learning models that can analyse patterns in Ayurvedic treatments, outcomes, and therapeutic approaches. Namaste application has been developed for the development of National ASU (Ayurveda, Siddha, Unani) morbidity code and through the AI-enabled application these have been mapped with ICD11 (International Classification of Diseases – 11th Revision).

AI-powered Chatbots and Digital Assistants

To further enhance user engagement and knowledge dissemination, the Ministry of Ayush has also introduced several AI-enabled chatbots and digital assistants under the Ayush

Grid initiative. These chatbots provide quick access to information related to Ayush policies, research, wellness practices, and investment opportunities in the sector.

Some of the notable AI-based assistants include:

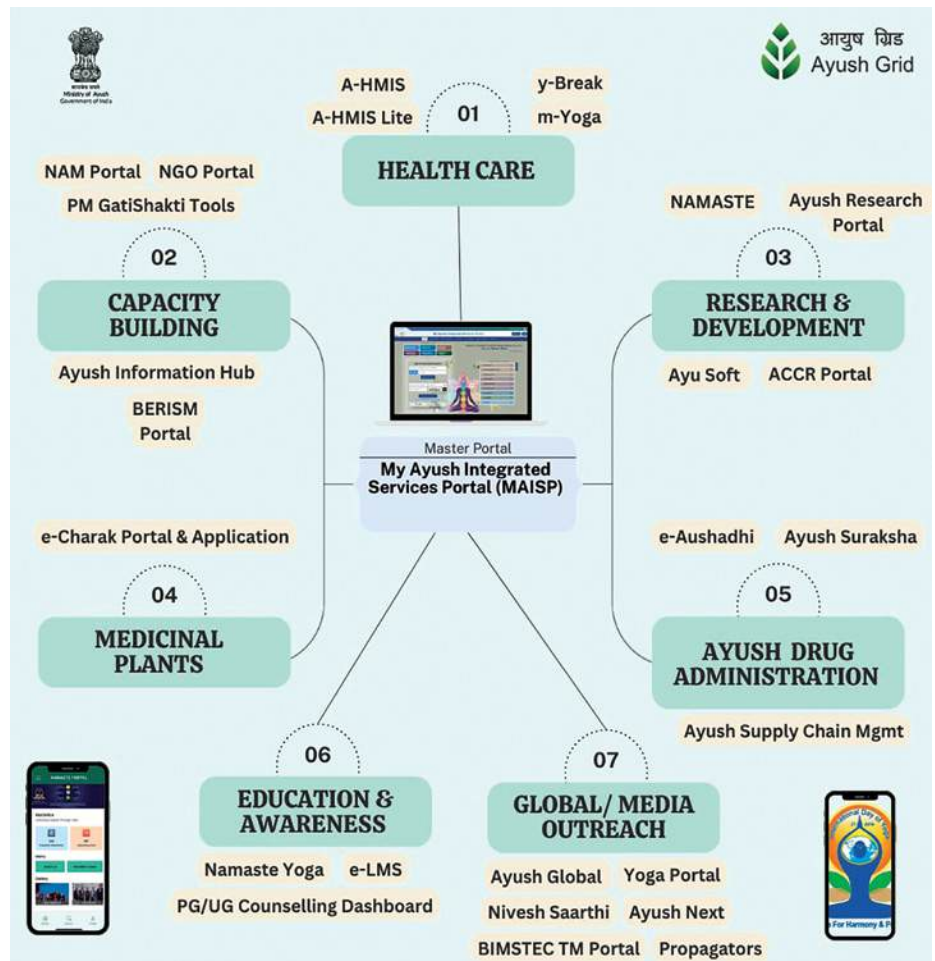
- MAISP Chat Assistant, developed for the Master Portal of the Ministry of Ayush to help users navigate Ayush-related information.
- Yoga Saarthi, an AI-enabled chatbot designed to recommend suitable yoga asanas based on user needs and wellness goals.
- Ayush Nivesh Saarthi, which provides guidance on investment opportunities and policies in the Ayush sector.
- Ayush Research Portal Chat Assistant, which helps researchers and scholars quickly locate relevant research publications.

These AI-driven tools demonstrate how emerging technologies can simplify access to knowledge while promoting wider adoption of Ayurveda and other Ayush systems.

Showcasing Ayurveda and AI on Global Platforms

The growing convergence of Ayurveda and AI was prominently showcased during the India AI Impact Expo and Summit 2026, held at Bharat Mandapam, New Delhi. At the event, the Ministry of Ayush set up a dedicated Ayush Pavilion, highlighting various digital initiatives and AI-enabled solutions developed under the Ayush Grid project.

The pavilion demonstrated several digital platforms, research tools, and AI-powered applications designed to strengthen the Ayush ecosystem. Visitors from across the technology and healthcare sectors were introduced to the innovative ways in which AI is being used to support traditional medicine systems. The event also served as a platform for collaboration between healthcare experts, technology developers, researchers, and policymakers, fostering discussions on the future of AI in traditional medicine.



Future Prospects

The integration of AI with Ayurveda holds immense potential for the future of healthcare. With the continued development of digital health infrastructure, large-scale datasets from Ayush hospitals, and increasing adoption of AI technologies, new opportunities are emerging in areas such as predictive healthcare, personalised medicine, pharmacological research, and global knowledge dissemination.

The Ministry of Ayush, through initiatives such as Ayush Grid, digital health platforms, AI-enabled chatbots, and international collaborations, is laying the foundation for a technology-enabled ecosystem that preserves the authenticity of Ayurveda while making it accessible to the modern world.

As digital innovation continues to evolve, the convergence of ancient wisdom and modern AI has the potential to transform Ayurveda into a globally integrated, evidence-informed, and technology-driven healthcare system benefiting billions of people seeking holistic and preventive healthcare solutions. www.ayurworld.org

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The Ayush Sector: Building Depth to Leap into the Future



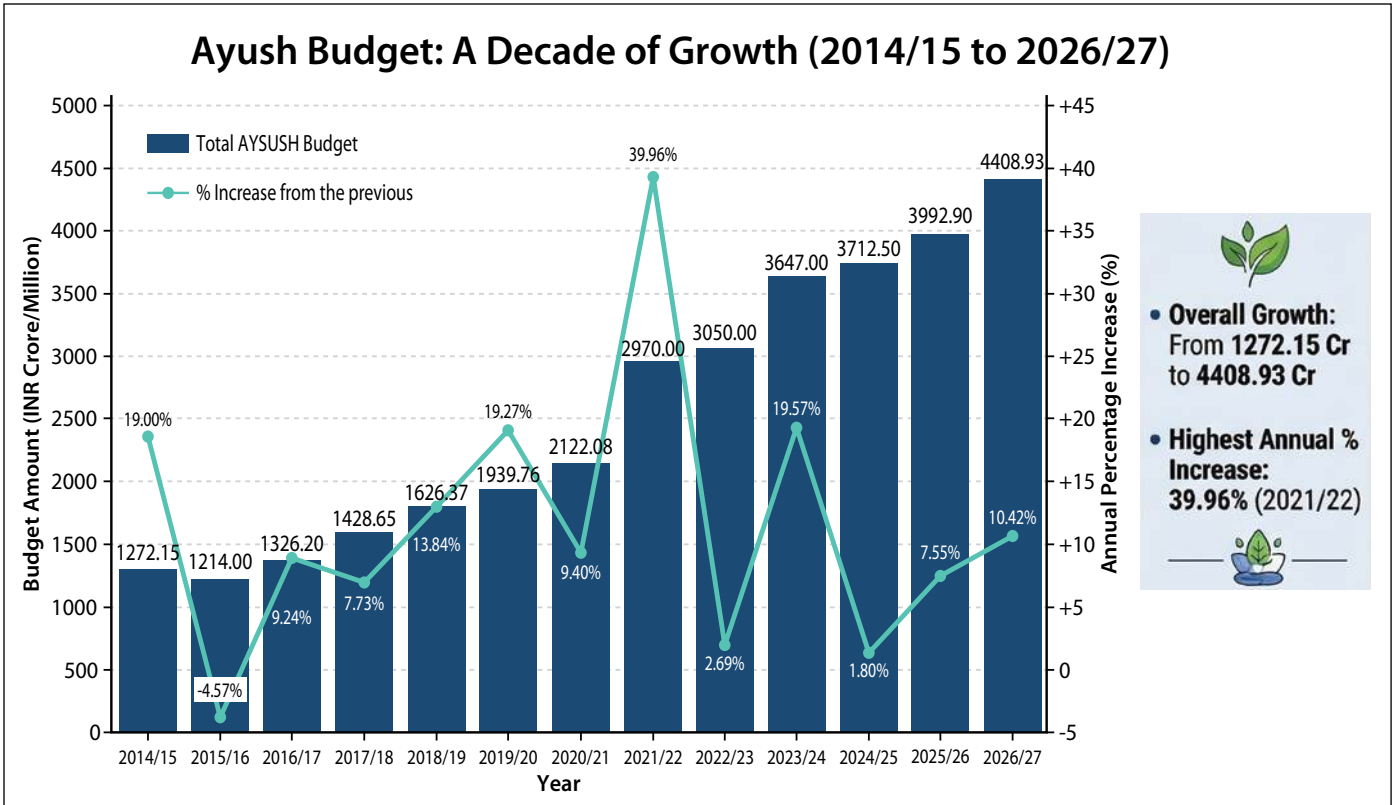
Less than five per cent of India’s total health budget goes to the Ministry of Ayush. By conventional metrics, that would seem marginal. Yet, over the past decade, this relatively modest allocation has delivered outsized returns, demonstrating how strategic intent and cultural capital can together produce a powerful multiplier effect. The global rise of Yoga is not just a wellness trend; it is evidence of how Ayush has extended India’s health footprint far beyond its borders.

Since the formation of the Ministry of Ayush in 2014, the sector has steadily converted constraints into opportunities. Even with limited fiscal space, Ayush has expanded its institutional presence, sharpened its policy architecture, and strengthened its relevance within the broader healthcare ecosystem. The Covid-19 pandemic served as a critical inflection

point, bringing traditional systems into mainstream public health conversations and reinforcing their role in preventive, supportive, and disease care.

The current phase is more deliberate. And more ambitious too. Ayush is no longer just expanding; it is systematically ‘widening’ its reach while ‘deepening’ its foundations. This means scaling access on one hand, and strengthening credibility on the other – through scientific validation, regulatory rigour, and institutional capacity-building.

This twin process of ‘widening and deepening’ is unfolding across the ecosystem: from research and evidence generation to tighter regulation and standardisation, pharmaceuticals, healthcare delivery, integrative medicine, education, trade, and employment. The direction is clear – build depth, expand



breadth, and prepare the ground for a larger global leap centred on healthcare, wellness, and holistic wellbeing.

Ayur World puts together a crisp account of the sector’s key milestones and achievements since 2014. www.ayurworld.org

Ayush has expanded its institutional presence, sharpened its policy architecture, and strengthened its relevance within the broader healthcare ecosystem.

Ayush Budget: 2014/15 to 2026/27

Year	Amount in INR crore	Increase from the previous year (%)
2014/15	1272.15	19.00%
2015/16	1214.00	-4.57%
2016/17	1326.20	9.24%
2017/18	1428.65	7.73%
2018/19	1626.37	13.84%
2019/20	1939.76	19.27%
2020/21	2122.08	9.40%
2021/22	2970.00	39.96%
2022/23	3050.00	2.69%
2023/24	3647.00	19.57%
2024/25	3712.50	1.80%
2025/26	3992.90	7.55%
2026/27	4408.93	10.42%

KEY HIGHLIGHTS

National Ayush Mission (NAM): 2014/15 to 2023/24

- Supported **167** hospital units for setting up integrated Ayush hospitals.
- Upgraded infrastructure and other facilities in **416** Ayush hospitals and **5036** Ayush dispensaries.
- Supported **2322** primary health centres (PHCs), **715** community health centres (CHCs), and **314** district hospitals (DHs) under co-location for recurring assistance of medicines and contingency on an average every year.
- Supported **996** Ayush Hospitals and **12,405** Ayush dispensaries with supply of essential Ayush medicines on an average every year.
- Supported establishment of **16** new Ayush educational institutions.
- Upgraded the infrastructure, libraries, etc. in **76** undergraduate and 36 postgraduate Ayush educational institutes.
- Supported establishment of **1055** Ayush grams.
- Approved **12,500** Ayushman Arogya Mandirs (Ayush).

Collaboration with WHO and Beyond

- **WHO-Global Traditional Medicine Centre (WHO GTMC):** The Ministry of Ayush and World Health Organisation (WHO) have established the world's first and the only Global Traditional Medicine Centre (WHO GTMC) in Jamnagar, India.
- **WHO's Collaborative Centre (WHOCC)** for Traditional Medicine at the Institute of Teaching and Research in Ayurveda (ITRA), Jamnagar; the Morarji Desai National Institute of Yoga (MDNIY), New Delhi; and the Central Council for Research in Ayurvedic Sciences–National Institute of Indian Medical Heritage (CCRAS–NIIMH), Hyderabad.
- **Group of Friends of Traditional Medicine (GFTM):** The GFTM, set up by India in May 2023, is an informal platform of WHO Member States to discuss and support the integration of traditional medicine into health systems, with India leading the initiative.
- **WHO m-yoga app:** The WHO m-Yoga app provides videos of Yoga training and practice based on common Yoga protocol in various languages.
- **Project collaboration Agreements with WHO:**
 - Signed three project collaboration agreements (PCAs) with WHO since 2016 as a commitment towards promotion and propagation of scientific Traditional systems of healthcare enhancing its quality and safety, and fostering international collaboration in this field.
- Released a benchmark document on training and practice of Ayurveda and Unani in 2022.
- Developed a 'Terminology' document in Ayurveda, Unani, and Siddha.
- Ministry of Ayush and WHO to work on a dedicated 'Traditional Medicine' module under the International Classification of Health Interventions (ICHI) on 24 May 2025.
- **ICD-11 Module 2:** In ICD-11 Module 2 released recently, WHO has included the morbidity codes of Ayurveda, Siddha, and Unani in the International Classification of Diseases (ICD). This facilitates communication with the world community of physicians and health researchers in the technical terms of their own. This will also significantly help insurance companies the world over to ingrain Ayush systems in their policy packages.

KEY HIGHLIGHTS

Global Presence and Partnerships

- Country-to-country memoranda of understanding (MoUs): **25**
- Institute-level MoUs: **52**
- Ayush Chairs in countries: **15**
- Ayush Information Cells: **43 in 39 countries**

International Recognition:

- **International Day of Yoga:** Celebrated in over **190 countries**, every year on **21 June**.
- **Ayurveda Day:** Celebrated on **23 October**, Ayurveda Day positions Ayurveda as a key contributor to global health and environmental harmony, with initiatives in **150 countries**.

Mainstreaming and Research**Healthcare Integration**

- Co-location and mainstreaming of Ayush services under National Health Mission (NHM): As a part of mainstreaming efforts, Ayush facilities have been co-located at 476 district hospitals, 3002 community health centres (CHCs), 6349 primary health centres, 216 locations other than CHCs at or above block level but below district level, and 3109 other health facilities above sub-centres but below block level under the NHM.
- 24,989 Ayush doctors, 3657 pharmacists, and 2454 paramedics are providing services at these facilities, offering patients a choice of systems within a single healthcare setting.
- Established research-based **Centres of Excellence** in Ayush institutions and in non-Ayush institutions such as the Council of Scientific and Industrial Research (CSIR), Central Ayurveda Research Institute (CARI), All India Institute of Medical Sciences (AIIMS), Indian Institute of Technology (IIT), and universities such as Jawaharlal Nehru University (JNU) and Savitribai Phule Pune University (SPPU).
- Developed and commercialised specialised formulations like Ayush-64 (for COVID-19/malaria) and Ayush-82 (for diabetes) through clinical validation.
- Released National Clinical Management Protocol for the management of COVID-19.

- Released guidelines for R&D with Safety and Quality Dossiers on Guduchi and Ashwagandha.
- Set up Advanced Centres for Integrative Health Research at 5 AIIMS, focusing on gastro-intestinal disorders, women and child health, geriatric health, and cancer care (Ayush-ICMR collaboration)
- Established Ayurveda out-patient departments (OPDs) at 12 Armed Forces Medical Services (AFMS) hospitals and 36 Cantonment Board hospitals.
- Desh Ka Prakruti Parikshan:
 - 1.40 crore+ (14 million+) individuals completed their Prakruti Parikshan, carried out by 470,000+ volunteers across the country

Insurance Coverage for Ayush Healthcare Services

As per the IRDAI guidelines dated 31 January 2024, all insurance companies (public and private) are advised to provide Ayush coverage with cashless facility and 100% claim of the total sum insured.

Ayush in National One Health Mission:

- Ministry of Ayush is also actively engaged in National One Health Mission, particularly in areas such as antimicrobial resistance (AMR), pandemic preparedness, capacity building of the Ayush healthcare institutions thereby aligning with a comprehensive, cross-sectoral approach to public health challenges.

KEY HIGHLIGHTS

Industrial Growth and Facilitation

- 92,653 micro, small, and medium enterprises (MSMEs) in Ayush as of November 2022.
- India's Ayush market size, as per RIS Ayush Market Study in 2021, is 43.4 billion USD (₹3599 billion) (₹1931 billion - Manufacturing, ₹1667 Billion - Services).
- The Ayush industry has witnessed considerable growth in market size since the upgradation of the Department of Ayush to the Ministry of Ayush in the year 2014. Ayush manufacturing industry has been reported to be at ₹21,697 crore (USD 2.85 Bn) in 2014/15. As per a study of RIS in 2020, the Ayush manufacturing industry size has been estimated at ₹1,37,800 crore (USD 18.1 billion) that is 6 times rise in 7 years. Similarly, preliminary study of RIS shows Rs 1,66,797 Crore Revenue in Ayush Service sector.
- Total Ayush export of India: 1.54 billion USD (₹114 billion)
- Ayurveda is recognized as a system of Traditional Medicine in more than 30 countries.
- Ayush and Herbal products/medicines are exported to more than 150 countries.
- Over 900 startups in the Ayush sector.
- Introduced a dedicated Ayush Visa category to facilitate travel for foreign nationals seeking traditional Indian treatments.
- Launched the **Ayush Grid**, a comprehensive IT backbone linking teaching institutes, hospitals, and pharmacies under the Digital India mission.
- The National Medicinal Plants Board (NMPB), under the Ministry of Ayush, has launched 'e-CHARAK' mobile application and a web portal for the promotion and marketing of medicinal plants/herbs. The 'eCHARAK' application is available in different local languages and it provides a fortnightly market price of 100 medicinal plants from 25 herbal markets across India. Currently, e-Charak mobile application has 45,389 downloads; 10,576 registered users; 2,98,22,787 visitors; 7585 posted items; and facilitated 71,14,617 buyer-seller interactions.



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Budget Pulse: What 2026/27 holds for Ayush



Budget 2026/27 indeed boosts the Ayush momentum. *Ayur World* breaks down the key takeaways.

- Union Budget 2026/27 gives major boost to Ayush sector with ₹4,408 crore allocation.
- The Budget 2026/27 reinforces ‘Health for All’ and ‘Viksit Bharat’ Vision through Ayush’.
- Key initiatives for the Ayush sector:
 - Modernization of Ayush education and training
 - Expansion and strengthening of Ayush Health and Wellness Centres under the National AYUSH Mission
 - Scaling up of research, standardization, and quality assurance initiatives.
 - Establishment of three new All India Institutes of Ayurveda (AIIA) to strengthen education, clinical services, and research
 - Upgradation of Ayush pharmacies and drug testing laboratories to ensure quality, standardisation, and availability of skilled manpower
 - Upgradation of the WHO Global Traditional Medicine Centre, Jamnagar, to promote evidence-based research and global outreach in traditional medicine
 - Facilitation of increased global collaborations and international outreach in Ayurveda, Yoga, Unani, Siddha, Sowa-Rigpa, and Homoeopathy, thereby strengthening India’s leadership in traditional medicine at the global level.
- Transformative measures aimed at positioning India as a global hub for Medical Value Tourism (MVT):
 - The Government to support states in establishing 5 regional medical hubs to boost MVT, in partnership with the private sector.
 - These hubs will function as integrated healthcare complexes, combining medical services, education, and research facilities under one umbrella.
 - These hubs will house Ayush centres, MVT facilitation centres, and advanced infrastructure for diagnostics, post-treatment care, and rehabilitation.
 - These hubs are expected to generate diverse employment opportunities for healthcare professionals, including doctors, therapists, yoga trainers, and allied health professionals (AHPs).
- The inclusion of yoga and wellness competencies within National Skills Qualifications Framework-aligned caregiver training programmes – targeting 1.5 lakh caregivers in the coming year – further mainstreams Ayush-linked skills within the expanding care of the economy, strengthening preventive and geriatric care services. [AW](#)

MISSION MODE: MARCHING TOWARDS \$200 BILLION BY



adobestock image

The Ayush sector today represents one of India's fastest growing sectors, blending civilisational knowledge with modern innovation. The Ayush manufacturing industry has expanded nearly eightfold in the past 10 years, reaching an impressive market size of USD 43.4 billion, with a robust compounded annual growth rate (CAGR) of 17% between 2014 and 2020, reflecting both domestic confidence and rising global demand. Initiatives such as the Ayush Grid have strengthened digital integration and data-driven governance. The launch of the Ayush Quality Mark has reinforced quality assurance and global credibility. India's growing footprint in Medical Value Travel (MVT) has further positioned Ayush as a trusted destination for holistic and integrative healthcare.

Over the past decade, Ayush manufacturing has expanded significantly, exports have increased steadily, and the global demand for Ayurveda and Yoga has grown across continents.

Building on this momentum, we have set an ambitious, yet achievable target of USD 200 billion by 2030. This requires accelerating growth from the current 17% CAGR to nearly 21%. While the target is undoubtedly challenging, it is well within reach through collective resolve, clear strategy, and coordinated action.

A Decade of Strong Foundations

Our confidence is rooted in the transformative reforms of the past decade. Since the creation of the Ministry of Ayush in 2014 under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi and guidance of Hon'ble Minister of State (IC) Sh. Prataprao Jadhav, the sector has witnessed structural strengthening.

Over the years, policy frameworks have been strengthened, regulatory mechanisms streamlined, research councils empowered, pharmacopeial standards enhanced, and public health integration expanded through the National Ayush Mission. Quality assurance mechanisms such as Good Manufacturing Practices (GMP) compliance have been strengthened, and advanced technologies including AI, machine learning, and digital platforms have begun transforming research, education, and service delivery.

The recent Union Budget announcements have further accelerated this transformation. The proposal to establish three new All India Institutes of Ayurveda will expand tertiary healthcare, postgraduate capacity, super-specialty



Vaidya Rajesh Kotecha

The world today looks towards India for leadership in safe, effective, and evidence-based traditional medicine.

efforts. The world today looks towards India for leadership in safe, effective, and evidence-based traditional medicine.

The Road to 2030: Accelerate, Consolidate, Lead

The coming years demand sharper focus and measurable outcomes. Achieving 21% CAGR will require:

- Stronger industry–academia–research collaboration
- Global branding and strategic market positioning
- Regulatory agility aligned with international standards
- Greater private investment and innovation
- Comprehensive digital transformation across the value chain
- Expansion of MVT and integrative healthcare services

Policy support provides direction, but sustained acceleration requires unity of purpose across manufacturers, practitioners, researchers, educators, investors, and entrepreneurs.

A Collective Call to Action

This is a decisive moment for the Ayush sector. We must move from incremental growth to mission-mode expansion. Together, we must identify bottlenecks, scale innovation, strengthen quality, and expand our global footprint. The journey to USD 200 billion will not be achieved by aspiration alone, but by coordinated action, measurable milestones, and shared accountability.

The path is clear. The opportunity is historic.

Mission 200 has begun. Let us move forward – together. I look forward to your support, ideas, and suggestions as we move ahead collectively chasing the Mission 200. [@Ayush](#)

services, and high-end translational research. The upgradation of Ayush pharmacies and drug testing laboratories will elevate certification ecosystems, promote World Health Organization (WHO)-GMP and standards of the National Accreditation Board for Testing and Calibration Laboratories (NABL), and build a larger pool of skilled professionals in quality control and regulatory compliance. The strengthening of the WHO Global Traditional Medicine Centre at Jamnagar will deepen international collaboration, regulatory harmonisation, and evidence-based global leadership.

Ayurveda must continue to play a central role in driving this growth. The expansion of apex institutions, integrative medicine initiatives, and research-driven validation has positioned Ayurveda as an evidence-informed, research-oriented, and globally respected healthcare discipline.

Beyond Economics: A Larger Purpose

The USD 200 billion goal is not merely an economic benchmark; it represents a larger mission. It is about ensuring accessible, affordable, and quality healthcare rooted in prevention and holistic well-being. It is about generating credible scientific evidence, enhancing export competitiveness, strengthening skill development, and building public trust through transparency and global standards.

India's collaboration with the WHO in advancing traditional medicine underscores the global relevance of our

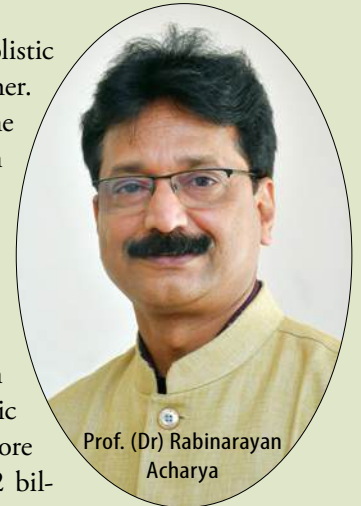
Gearing Up for 200/2030: R&D Outlook

The Union Budget 2026/27 has sent an unambiguous signal. The Ministry of Ayush has received a record allocation of ₹4408.93 crore – a four-fold increase since the ministry was formed in 2014. Within that envelope, the Central Council for Research in Ayurvedic Sciences (CCRAS), the country’s apex body for Ayurvedic research, has been allocated ₹524 crore (Budget estimate 2026/27). These are not mere numbers. They represent a national commitment to building the evidence base, the quality infrastructure, and the scientific partnerships that will carry Ayurveda onto the world stage.

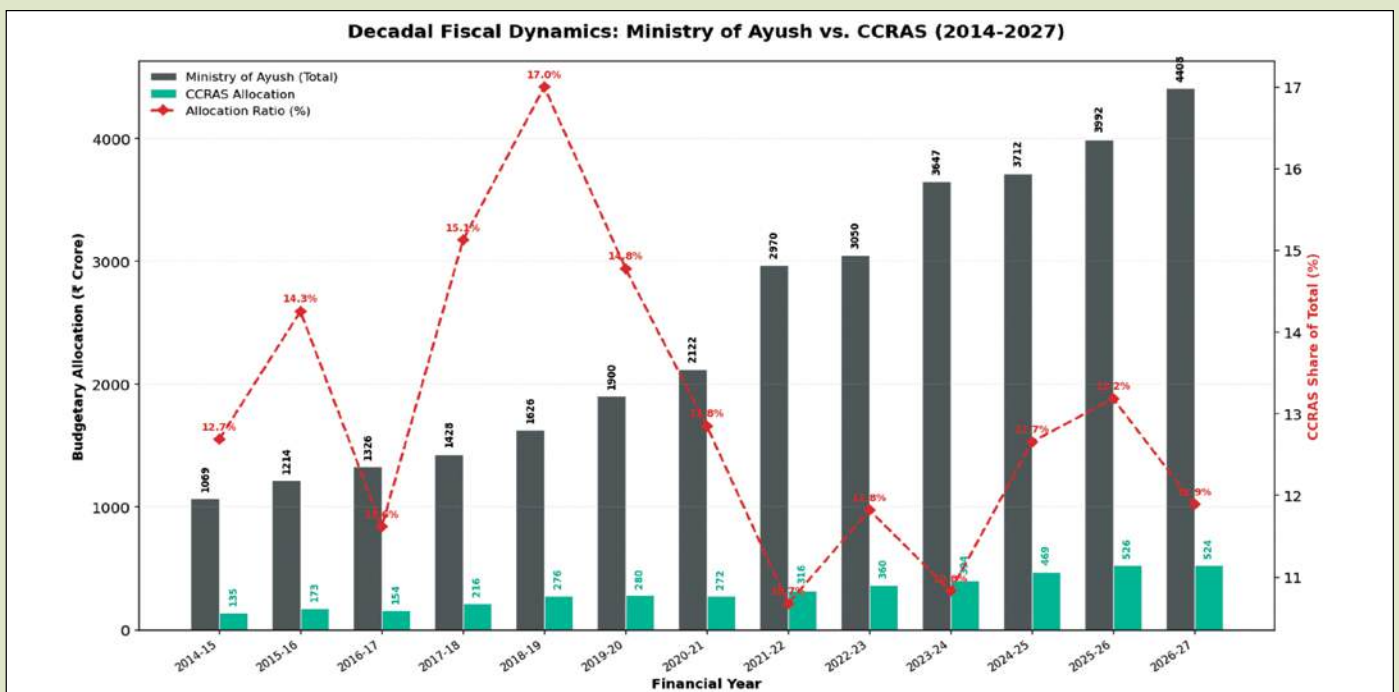
The chart below tells a story of sustained and accelerating commitment. When the Ministry of Ayush was carved out as a separate ministry in November 2014, its first budget stood at ₹1069 crore. Twelve years on, that figure has quadrupled. More significantly, the growth has not been linear – recent years show a sharp upward inflection, reflecting a government that sees Ayurveda not as a welfare item but as a knowledge-based economic sector with serious export potential. For CCRAS, the journey mirrors that of the parent ministry. Starting from ₹135.56 crore, the Council’s budget has grown nearly four-fold to ₹524 crore, enabling it to move from basic documentation to rigorous, multi-site, internationally peer-reviewed research.

The demand for natural, holistic healthcare has never been higher. According to data published by the India Brand Equity Foundation (IBEF) and Ministry of Ayush assessments, the Indian Ayush market grew from just USD 2.85 billion in 2014 to USD 43.3 billion by 2020 – an extraordinary 15-fold increase in one decade. Exports of Ayurvedic and herbal products have also more than doubled, crossing USD 2 billion annually. As per IBEF, ‘The Indian Ayush market is projected to reach USD 200 billion by 2030, reflecting an exponential growth of almost five times over just six years.’

This target aligns perfectly with the World Health Organization’s (WHO) 2025–2034 Global Traditional Medicine Strategy, which has shifted its focus from ‘Traditional Medicine’ (TM) to the broader concept of ‘Traditional, Complementary and Integrative Medicine’ (TCIM). The strategy recognises that



Prof. (Dr) Rabinarayan Acharya



traditional healing systems, when backed by scientific evidence and quality standards, can form an essential part of universal health coverage – a mission CCRAS is actively supporting.

1. **Multidisciplinary research:** Breaking silos, CCRAS is moving decisively beyond single-discipline studies. The new budget supports collaborative research with premier national institutions, Council of Scientific and Industrial Research (CSIR), Indian Council of Medical Research (ICMR), Indian Council of Agricultural Research (ICAR), All India Institute of Medical Sciences (AIIMS), Indian Institutes of Technology (IITs), National Institute of Pharmaceutical Education and Research (NIPERs), and other recognised bodies under the Department of Biotechnology (DBT) and the Department of Science and Technology (DST). By bringing together Ayurvedic scientists, molecular biologists, clinicians, and data scientists under one research roof, CCRAS is producing findings that no single discipline could generate alone. This is what modern science calls ‘convergence research’, and Ayurveda is uniquely positioned to lead it.
2. **Quality science:** Accreditation and Standards Research findings are only as credible as the facilities and processes that produce them. CCRAS has, therefore, prioritised the accreditation of its hospitals and laboratories with nationally and internationally recognised bodies. Its facilities carry certifications from the National Accreditation Board for Testing and Calibration Laboratories (NABL), the National Accreditation Board for Hospitals (NABH), and comply with Good Manufacturing Practices (GMP) standards for quality medicine production. This rigorous quality framework means CCRAS data is accepted in international journals, regulatory submissions, and WHO technical consultations.
3. **Public health:** Research that reaches people and science that stays in a laboratory do not save lives. CCRAS has made large-scale public health research a central priority. The Council is conducting multi-site clinical studies on conditions where Ayurveda has a well-established historical background like anaemia, non-communicable diseases (NCDs) such as diabetes, arthritis, cardiovascular conditions, and metabolic disorders. These are the conditions driving India’s growing disease burden, and Ayurveda’s holistic, preventive approach offers genuinely promising solutions that need rigorous clinical evidence.

4. **Digital and AI integration research for the 21st century:** CCRAS runs the NAMASTE Portal and the Ayush Research Portal, which together host over 43,000 research articles, the largest digital repository of Ayurvedic evidence in the world. Platforms such as SAHI, CCRAS-DRAVYA, and Ayurgenomics are integrating AI with traditional medicine knowledge, enabling predictive diagnostics and precision Ayurveda. The WHO has specifically recognised these AI-driven innovations as a model for global traditional medicine.

The Road to a USD 200 Billion Ayush Economy

The Ministry of Ayush’s Vision 2030 is not wishful thinking, it rests on a clear strategic architecture, with CCRAS providing the scientific foundation. Here is how research investment translates into economic opportunity:

Evidence base: Regulatory acceptance, rigorous CCRAS clinical trials, and safety studies enable Ayurvedic medicines to meet the regulatory standards of export markets – the EU, USA, Japan, and Gulf countries. Without peer-reviewed evidence, these markets remain closed. With it, they open.

WHO alignment: CCRAS’s collaboration with the WHO on TCIM strategy and ICD-11 classification positions Ayurveda as a mainstream healthcare system, not an ‘alternative’. This recognition drives insurance coverage, hospital adoption, and government procurement abroad.

CCRAS is strategically advancing research to deliver quality-assured, evidence-based formulations for national and global markets. Standardised ‘coded formulations’ such as AYUSH-64, AYUSH-82, and AYUSH-SG demonstrate scalable, reproducible, and internationally compliant products. Over 40 research products targeting diverse disease conditions are in the pipeline, with several already commercialised.

CCRAS’s collaborative research with these international partners builds trust, raises awareness, and drives demand for Indian Ayurvedic products and services worldwide.

NCD research: India has over 101 million people living with diabetes and is the world’s hypertension capital. CCRAS’s large-scale NCD clinical studies are building the evidence for Ayurvedic interventions in these conditions, unlocking the enormous domestic healthcare market and reducing pressure on the overloaded allopathic system.

The enhanced budget allocation is expected to accelerate intensive research and expand the portfolio of validated products. [\[30\]](#)

Ayush Healthcare at Scale: Translating Mission Mode into Measurable Outcomes



As India advances towards its ambitious goal of building a USD 200 billion AYUSH sector by 2030, the emphasis is increasingly on execution. Achieving this scale will require more than policy intent. It calls for structural reforms, institutional coordination, and targeted investments. A closer look at the sector reveals a set of interlinked priorities that must shape the ‘way forward’ for policymakers and healthcare industry alike.

1. Reforming Policy and Regulatory Frameworks

India already has a broad policy foundation for traditional medicine, supported by global frameworks from the World Health Organization and national guidelines from the Ministry

of Ayush. However, the need of the hour is regulatory clarity and consistency.

One way forward is the creation of nodal agencies at both Central and State levels, each backed by dedicated budgets and structured five-year plans for Ayurveda and allied systems. Such institutional mechanisms can provide a clear roadmap for investors while aligning state-level initiatives with national priorities.

Equally important is the need for seamless coordination between states and the Centre. The challenges being faced by the industry range from licensing delays to compliance hurdles. These can be addressed through structured engagement with pan-Indian industry bodies. The formation of multi-stakeholder



Dr P M Varier

working groups, comprising policymakers, regulators, and industry representatives, could significantly accelerate approvals for new products, R&D initiatives, manufacturing facilities, and hospitals.

Time-bound approvals must become the norm. Leveraging technology, including artificial intelligence, to identify credible investors and provide 'green channel' clearances could further improve ease of doing business. Additionally, institutional platforms for sharing best practices across states can help standardise processes and drive sector-wide efficiency.

2. Bridging the Evidence Gap

A critical constraint for the Ayush sector remains the lack of robust, evidence-based data on clinical outcomes and service delivery. This gap continues to affect investor confidence as well as policy formulation.

In contrast, Traditional Chinese Medicine (TCM) has benefited from sustained and structured state support. Its integration into China's national healthcare system dates back to the 1950s, with mandates requiring TCM departments in government-funded hospitals to work alongside modern medicine.

India has made initial efforts in integrative care. Institutions such as ours (Arya Vaidya Sala, Kottakkal) have developed models combining Ayurveda with modern medical practices, albeit on a limited scale. However, scaling such efforts requires significantly higher investment in research and clinical validation.

The disparity in funding is notable. While India has allocated approximately USD 5.53 billion for evidence-based treatment in the Union Budget 2026/27, China's investment in TCM research is estimated at around USD 200 billion per year on average during 2019–2027. Overall, China's budget-

ary allocation for TCM is roughly four times that of India's Ayush sector, which stood at about ₹4400 crore in 2025/26. Increasing public investment in research is therefore essential to generate credible evidence, attract both domestic and foreign investment, and enhance global acceptance. Although India has made sustainable and substantial progress in this area over the past decade, the comparison with China here should be considered only as a reference point, which should push us to deliver more in the coming years.

3. Strengthening Quality Standards and Building Trust

Standardisation remains a pressing issue across the Ayush value chain. Variability in the quality of raw materials, products, and services continues to impact trust and scalability. The shortage of advanced testing laboratories further compounds the problem.

A nationwide framework for uniform quality standards is essential. Expanding the network of NABL-accredited laboratories in major cities can facilitate rigorous testing and certification. Simultaneously, incentivising healthcare providers to obtain NABH accreditation for hospitals and NABL accreditation for laboratories can drive compliance and credibility.

Leading institutions are already demonstrating best practices in quality control. These include general chemical analysis as per Active Pharmaceutical Ingredient (API) protocols, High-Performance Thin-Layer Chromatography (HPTLC) profiling for phytochemical consistency, qualitative and quantitative analysis of major phytochemical groups, and stringent testing for heavy metals, aflatoxins, and pesticide residues. Scaling such practices across the sector will be critical for building trust in both domestic and global markets.

4. Securing Raw Material Supply Chains

The sustainability of the Ayush sector is closely tied to the availability of high-quality medicinal raw materials. A structured approach to cultivation is therefore essential.

The Ministry of Ayush, in collaboration with state medicinal plant boards, can drive planned cultivation programmes in peripheral and degraded forest areas. Partnering with tribal organisations, cooperatives, and self-help groups, such as Kudumbashree in Kerala, can generate livelihoods while promoting social forestry.

Industry participation will be key. Assured buy-back arrangements between manufacturers and cultivation groups can stabilise supply chains and incentivise farmers. Such models also help address regulatory requirements under biodiversity laws, including provisions related to access and benefit sharing.

Integrating basic knowledge of Ayurveda and preventive health practices into school curricula could further strengthen long-term adoption.

Institutional initiatives provide a blueprint. Arya Vaidya Sala, Kottakkal, for instance, cultivates medicinal plants across approximately 250 acres and supports farmers by producing and distributing high-quality saplings through biotechnology.

5. Investing in Human Capital

The growth of the Ayush sector will ultimately depend on the quality of its human resources. Skill development programmes, such as the Additional Skill Acquisition Programme (ASAP) in Kerala and initiatives under the National Council for Vocational Education and Training (NCVET), have already contributed to building a trained workforce.

These efforts need to be expanded and standardised. Therapists, clinicians, and support staff must be trained to meet global service standards. At the same time, academic institutions offering BAMS, MD, and other specialised courses require greater standardisation to ensure consistency in education and practice.

6. Creating World-class Healthcare Infrastructure

The development of world-class hospitals and wellness centres is central to positioning India as a global hub for Ayush-based healthcare. High-quality infrastructure, combined with trained professionals and standardised protocols, can significantly boost Medical Value Tourism (MVT).

There are a few such NABH-accredited institutions in the country, including four such hospitals set up by Arya Vaidya Sala, which have established benchmarks. There is a need to set up more such high-end healthcare facilities in the country. For instance, the scale of operations in our facilities is noteworthy. Our hospitals and treatment centres collectively serve over 17,000 patients annually, with nearly 30% comprising international patients and non-resident Indians, highlighting the sector's global appeal.

7. Expanding Insurance Coverage

Insurance integration is a critical enabler for mainstreaming Ayurveda. Progress has been made, with many treatments offered in NABH-accredited hospitals now covered under insurance schemes. However, significant gaps remain.

There is a need to build greater awareness around existing government guidelines, IRDAI directives, and treatment protocols. Developing a standardised Ayurveda insurance

framework can provide clarity for both providers and insurers.

A formal working group comprising Ayurveda hospital networks, insurance companies, third-party administrators (TPAs), the Ministry of Ayush, and industry and advocacy bodies can help streamline processes, update documentation, and expand coverage.

8. Building Awareness and Market Demand


For Ayurveda to achieve mass adoption, it must be supported by sustained awareness and branding efforts. Public-private partnerships can play a vital role in driving outreach through both traditional and digital platforms. This newly launched international magazine, *Ayur World*, by the World Ayurveda Foundation is a step in the right direction.

Campaigns leveraging websites, social media, blogs, and short-form video content can engage diverse audiences. In a multilingual country like India, communication strategies must be inclusive, targeting all age groups through schools, colleges, workplaces, and community organisations. Integrating basic knowledge of Ayurveda and preventive health practices into school curricula could further strengthen long-term adoption.

Institutions have already taken proactive steps in this direction. Through seminars, continuing medical education (CMEs), medical camps, and outreach programmes for students, senior citizens, and community groups, organisations like Arya Vaidya Sala continue to promote awareness and education.

Towards 2030: a Coordinated Push

The pathway to a USD 200 billion Ayush sector is challenging, but achievable. Addressing regulatory inefficiencies, strengthening research and evidence, ensuring quality, securing supply chains, investing in human capital, expanding infrastructure, integrating insurance, building consumer awareness, etc. should not be seen as isolated priorities but interconnected levers.

A coordinated policy framework and action plan built around these pillars can unlock the sector's full potential. With sustained commitment, Ayush can emerge not only as a cornerstone of India's healthcare system but also as a significant contributor to the global wellness economy. 

Dr Rangesh Paramesh

Director – Intellectual Properties, Himalaya Wellness



Ayurveda Product Manufacturing: Himalaya Wellness on Opportunities, Barriers, and the Road to USD 200 Billion by 2030

Ayurveda, India's timeless healthcare system, has steadily evolved from its traditional roots into a global wellness movement. At the forefront of this transformation stands Himalaya Wellness, a premier institution and leader in research and manufacturing of Ayurveda products. With nearly a century of experience blending ancient wisdom with modern science, Himalaya represents not only the sector's strength and legacy but also its future potential. As the industry sets its sights on an ambitious target of USD 200 billion by 2030, Himalaya's perspective offers valuable insights into the opportunities, challenges, and strategic imperatives that will shape the journey ahead.

Opportunities Before the Ayurveda Manufacturing Sector

At the 2nd WHO Global Summit on Traditional Medicine held in December 2025, themed 'Restoring Balance: The Science and Practice of Health and Well-being', Prime Minister Narendra Modi emphasised that global health concerns, ranging from diabetes and heart disease to depression and cancer, often stem from lifestyle imbalances. He urged the Ayush sector



to act swiftly, stressing that 'restoring balance' is not just a cause but a global urgency.

Ayurveda's timeless wisdom, rooted in harmony between body, mind, and environment, offers solutions to these imbalances. This philosophy aligns perfectly with the global wellness economy, which is shifting towards natural, preventive, and plant-based healthcare. For manufacturers, this creates unprecedented opportunities.

Rising global demand

Ayurveda is uniquely positioned to meet the surge in demand for herbal remedies, nutraceuticals, and preventive health solutions. Himalaya views this as an opportunity to expand across pharmaceuticals, personal care, nutrition, and veterinary health.

Integration into mainstream wellness

Ayurveda is no longer confined to traditional dispensaries. It now features in skincare aisles, fitness regimes, and digital health platforms. Himalaya sees this integration as a pathway to making Ayurveda a credible, everyday choice for global wellness.

Digital transformation

Telehealth, e-commerce, and AI-driven platforms offer Ayurveda manufacturers direct access to consumers worldwide. Himalaya emphasizes that 'Digital Ayurveda' – personalized regimens, designer medicines, online consultations, and educational content compliant with Good Automated Practices (GAMP) and Good Machine Learning Practices (GMLP) – will be a major growth driver.

Export potential

With herbal wellness gaining traction in Europe, the GCC, and North America, Ayurveda manufacturers can position themselves as global leaders. Himalaya believes Ayurveda can serve as India's 'soft power export,' strengthening cultural and economic ties.

Challenges Confronting the Sector

Despite vast opportunities, Himalaya acknowledges significant hurdles.

Scientific skepticism

Ayurveda faces skepticism regarding scientific credibility. The absence of large-scale clinical trials and peer-reviewed evidence limits acceptance in mainstream healthcare.

Supply chain fragmentation

Raw material sourcing remains inconsistent, with quality varying across regions. Sustainability, efficiency, and traceability are weak links. Himalaya stresses the need for standardized cultivation, regenerative agricultural practices, and ethical sourcing compliant with Good Agricultural and Collection Practices (GACP).

Competition from global brands

International nutraceutical companies, backed by stronger R&D budgets, pose stiff competition. Ayurveda manufacturers must innovate continuously to remain competitive. Himalaya's success has come from investing heavily in R&D capabilities.

Limited insurance and healthcare integration

Ayurveda products are often excluded from insurance coverage and formal healthcare systems, restricting consumer access and undermining Ayurveda's mainstream potential.

Domestic barriers

Key challenges in India include exclusion from the Production Linked Incentive (PLI) scheme, fragmented state-level regulation, rising costs, weak traceability of medicinal herbs, and widespread counterfeiting. Manufacturers also face restrictive excipient rules, biodiversity compliance hurdles, and inconsistent licensing practices.

Structural, regulatory, and market barriers

Regulatory fragmentation: Divergent standards – Ayush in India, EMA in Europe, FDA in the US – create compliance challenges. Harmonization of global standards and regulatory convergence is critical for scaling exports, which calls for intervention by the government.

Quality and safety concerns: While GMP exists, it is not uniformly tailored to Ayurveda. Himalaya advocates for Ayurveda-specific GMP frameworks emphasizing raw material traceability, standardized formulations, and pharmacovigilance.

Market trust deficit: Counterfeit and poorly regulated products erode consumer trust. Himalaya calls for stricter enforcement, transparent labelling, and credible certification systems.

Export barriers: Complex labelling requirements, restrictions on health claims, and high compliance costs hinder global expansion. Himalaya urges government–industry collaboration to ease these barriers.

Human Capital: Ayush manufacturing struggles to attract top talent. Pharmacy graduates rarely consider Ayurvedic companies as first-choice employers. Himalaya suggests integrating ‘Rasashastra’ and ‘Bhaishajyakalpana’ into pharmacy curricula to expand the talent pool.

To summarize, regulatory harmonization, constructive dialogue, and FTA-driven cooperation are essential to unlock Ayurveda’s potential, particularly in Europe. A balanced approach – grounded in safety, science, tradition, and sustainability – will help Ayurveda gain recognition as a trusted global wellness system.

If India’s ambition is to become a global Ayush hub, it would require coordinated reforms, including PLI inclusion to encourage investment in GMP Infrastructure, regulatory harmonization, stronger supply chains, anti-counterfeiting enforcement, and pragmatic GMP standards, to sustain momentum and credibility.

Strategic Recommendations for Achieving the 2030 Target

Scaling Credibility

- Invest in large-scale clinical trials and evidence-based documentation.
- Publish peer-reviewed research to counter skepticism.
- Establish pharmacovigilance systems to monitor safety and efficacy.

Expanding Access

- Develop affordable product lines for rural and underserved populations.
- Strengthen distribution networks across tier-2 and tier-3 cities.
- Leverage digital platforms to reach global consumers directly.

Demonstrating Outcomes

- Partner with hospitals, wellness centres, and digital health apps.
- Document measurable health outcomes to build trust.
- Encourage collaborations between Ayurveda and modern medicine.

Driving Sustainable Expansion

- Adopt ethical sourcing and fair-trade supply chains.
- Invest in biodiversity conservation and eco-friendly packaging.
- Transition toward carbon-neutral manufacturing.

Global Expansion


- Advocate for Ayurveda’s inclusion in WHO frameworks.
- Push for harmonized global GMP standards.
- Position Ayurveda as a cultural and economic export.

Pathways to USD 200 Billion by 2030

1. **Evidence First:** Clinical trials and peer-reviewed publications will be the cornerstone of credibility.
2. **Unified Standards:** Harmonized GMP and labeling frameworks will ease exports and build trust.
3. **Digital Ayurveda:** AI-driven diagnostics, personalized regimens, and telehealth will revolutionize engagement.
4. **Sustainable Growth:** Ethical sourcing and carbon-neutral manufacturing will ensure long-term viability.
5. **Public–Private Partnerships:** Collaboration with governments, universities, and wellness chains will accelerate integration.

Conclusion

Himalaya Wellness, with its legacy of blending tradition and science, believes Ayurveda manufacturing stands at a historic inflection point. The opportunities are vast with increasing global demand, digital transformation, and cultural resonance. Yet the challenges are equally formidable such as scientific skepticism, regulatory fragmentation, and market trust deficits. To achieve the USD 200 billion target by 2030, the sector must embrace evidence-based validation, harmonized standards, sustainable practices, and inclusive access.

For Himalaya, the journey ahead is not just about scaling revenues but about positioning Ayurveda as a credible, accessible, and sustainable healthcare system for the world. By blending timeless wisdom with modern science and technology, the Ayurveda manufacturing sector can truly realize its potential as a global force in consumer wellness. 

Tryst with Destiny: How Ayurveda-based Integrative Medicine Can Shape a Healthier India – and the World

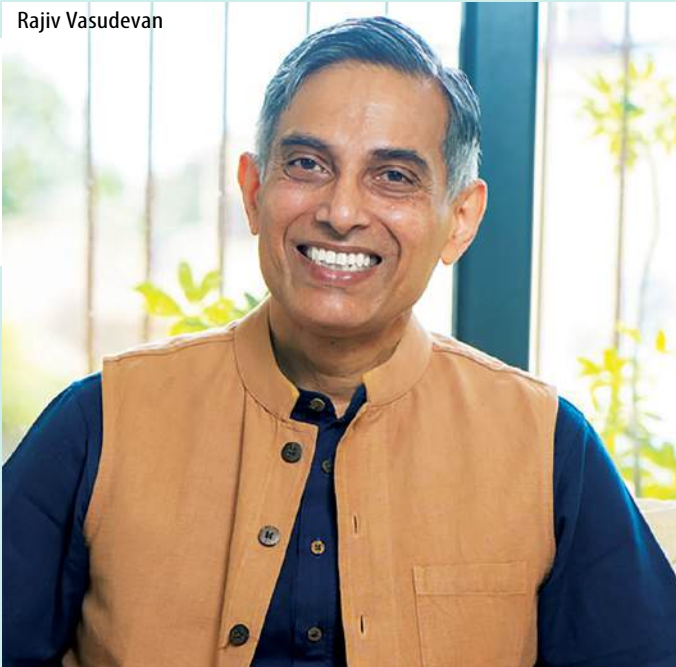


The world is living through a period of deep and multiple overlapping crises – economic uncertainty, environmental stress, cultural fragmentation, and growing health burdens. Yet, amidst this turbulence, India continues to project relative stability and ambition, positioning itself as a potential global

guide – a *civilisational mArgdarshak*. At the heart of this aspiration lies an unlikely but powerful force: Ayurveda.

The classical Roman ideal – *mens sana in corpore sano*, a healthy mind in a healthy body – has long served as a shorthand for well-being. But centuries earlier, the ancient Indian

Rajiv Vasudevan



surgeon Sushruta Acharya articulated a far more expansive vision: *SwasthyaAvastha*, meaning a state of dynamic equilibrium of body, mind, senses, and spirit – internally, and externally with the environment that the individual is part of.

Today, that idea feels less philosophical and more urgently practical.

Modern healthcare faces a paradox. People are living longer, but not necessarily healthier. The rise of multimorbidity – where individuals live with multiple chronic conditions simultaneously – has become the norm rather than the exception. Alongside this is a quieter but equally pervasive ‘wellbeing burden,’ where multiple *swAsthya lakshanAs* are compromised, additionally.

Global health metrics reflect this strain. Gains in disability-adjusted life years (DALYs) are slowing, and the gap between life expectancy and healthy life expectancy remains stubbornly wide. Health systems worldwide are spending more but achieving diminishing returns.

It is in this context that the call for Integrative Medicine is growing louder.

Globally, integrative medicine has often been framed through a Western lens, where biomedicine dominates and traditional systems play a supporting role. But this hierarchy is neither inevitable nor optimal.

An Indian perspective offers a more patient-centric model.

Instead of a one-size-fits-all approach, care can be tailored to the *rogi-roga avastha* – the unique interaction between patient and disease. Depending on the stage and severity of illness, as

well as the individual’s physical, mental, and metabolic profile, either Ayurveda or biomedicine may take precedence.

Healthcare, in this view, is not a battleground of systems but a continuum – from prevention and early intervention to acute care, rehabilitation, and long-term management. Each stage opens space for collaboration.

This is particularly relevant in the era of non-communicable diseases, which accounts for the bulk of healthcare demand. Symptom-focused approaches alone are proving insufficient. Addressing root causes such as metabolic, inflammatory, behavioural, and psychological factors has become essential.

Ayurveda’s ‘whole person’ framework, which integrates diet (*ahara*), lifestyle (*vihara*), thought patterns (*vichara*), and therapeutics (*aushadha*), offers a complementary lens, one that extends beyond the purely biological.

Not Mixopathy, but Co-managed Care

One of the biggest misconceptions about integrative medicine is that it involves a single practitioner prescribing a blended package of treatments from multiple systems simultaneously. In reality, the model is far more nuanced.

A patient may be treated by different clinicians for different conditions – say, hypertension and joint pain – or for primary and secondary health concerns. Care pathways may also shift across stages: acute intervention may rely on biomedicine, followed by long-term disease reversal strategies rooted in Ayurveda.

In some cases, Ayurveda may offer conservative management, while biomedicine provides surgical or emergency care. In others, integrative approaches may be most valuable at the primary care level, especially in triaging patients and determining appropriate referral pathways.

What emerges is not ‘mixopathy,’ but a structured model of co-managed care, where each system contributes where it is most effective.

An ethically grounded, scientifically robust model of Ayurveda-based integrative medicine could redefine healthcare delivery – not just for India, but globally.

The Case for an Integrative Mindset

At its core, integrative medicine is less about systems and more about mindset.

Different medical traditions operate on distinct diagnostic and therapeutic paradigms. Yet, they share a common ground – the human body and its responses to disease and intervention.

An integrative mindset enables clinicians to understand each other's frameworks, collaborate meaningfully, and make patient-centred decisions, both in the short and long term. It also encourages appropriate referrals and the development of credible evidence across systems. Crucially, it recognises a simple truth: no single system has all the answers.

Structural Barriers to Integration

Despite its promise, integrative medicine in India faces some structural and regulatory hurdles. The major ones are listed below.

- **Insurance and payer support** remain a major constraint. While policy directives have sought parity between Ayush systems and biomedicine, gaps persist, particularly in cashless access and coverage for integrative care. The exclusion of Ayurveda from flagship schemes like Ayushman Bharat Pradhan Mantri Jan Arogya Yojana continues to limit access and scale.
- **Medical education** remains siloed. A shared foundational curriculum – covering subjects like anatomy and physiology – could foster early cross-system understanding. Targeted integrative training, particularly at postgraduate and specialty levels, offers a more pragmatic path forward.
- **Regulatory ambiguity** around Ayurveda medicines also persists. Their widespread availability as over-the-counter products dilutes their positioning as part of a rigorous medical system. Strengthening prescription frameworks and clinical protocols could enhance credibility and safety.

Co-location and the Rise of Collaborative Care

There are, however, signs of progress. The co-location of Ayush services within mainstream institutions, such as All India Institute of Medical Sciences hospitals and district health centres, has created new opportunities for collaboration. Joint research initiatives between bodies like Indian Council of Medical Research and Central Council for Research in Ayurvedic Sciences are also helping build an evidence base for integrative care.

These efforts now need to evolve into structured referral systems and scalable care models – moving from co-location to true collaboration.


A Policy Moment Waiting to Be Seized

India's National Health Policy 2017 has already articulated a pluralistic vision for healthcare. But translating that vision into practice will require coordinated action across policy, education, insurance, and research.

Equally important is a shift in how evidence is defined. Conventional frameworks such as double-blind randomised controlled trials may not fully capture the complexity of Ayurveda's personalised, multi-dimensional interventions. Emerging approaches, including real-world evidence and pragmatic trials, could bridge this gap.

A Global Opportunity

As the world searches for more sustainable, affordable, and patient-centred healthcare models, India has a unique opportunity to lead. An ethically grounded, scientifically robust model of Ayurveda-based integrative medicine could redefine healthcare delivery – not just for India, but globally.

In that sense, this is more than a policy debate. It is a civilisational moment – a tryst with destiny. And this time, patients and their sustained wellbeing may well be at its centre. 



SINCE 1930

Reimagining Ayurveda Through Digital Technology

From starting our journey in India to touching lives across the globe...
From being a healthcare brand to evolving into a holistic wellness company...
From developing herbal remedies for everyday needs to addressing the evolving requirements of our customers, we've come a long way.

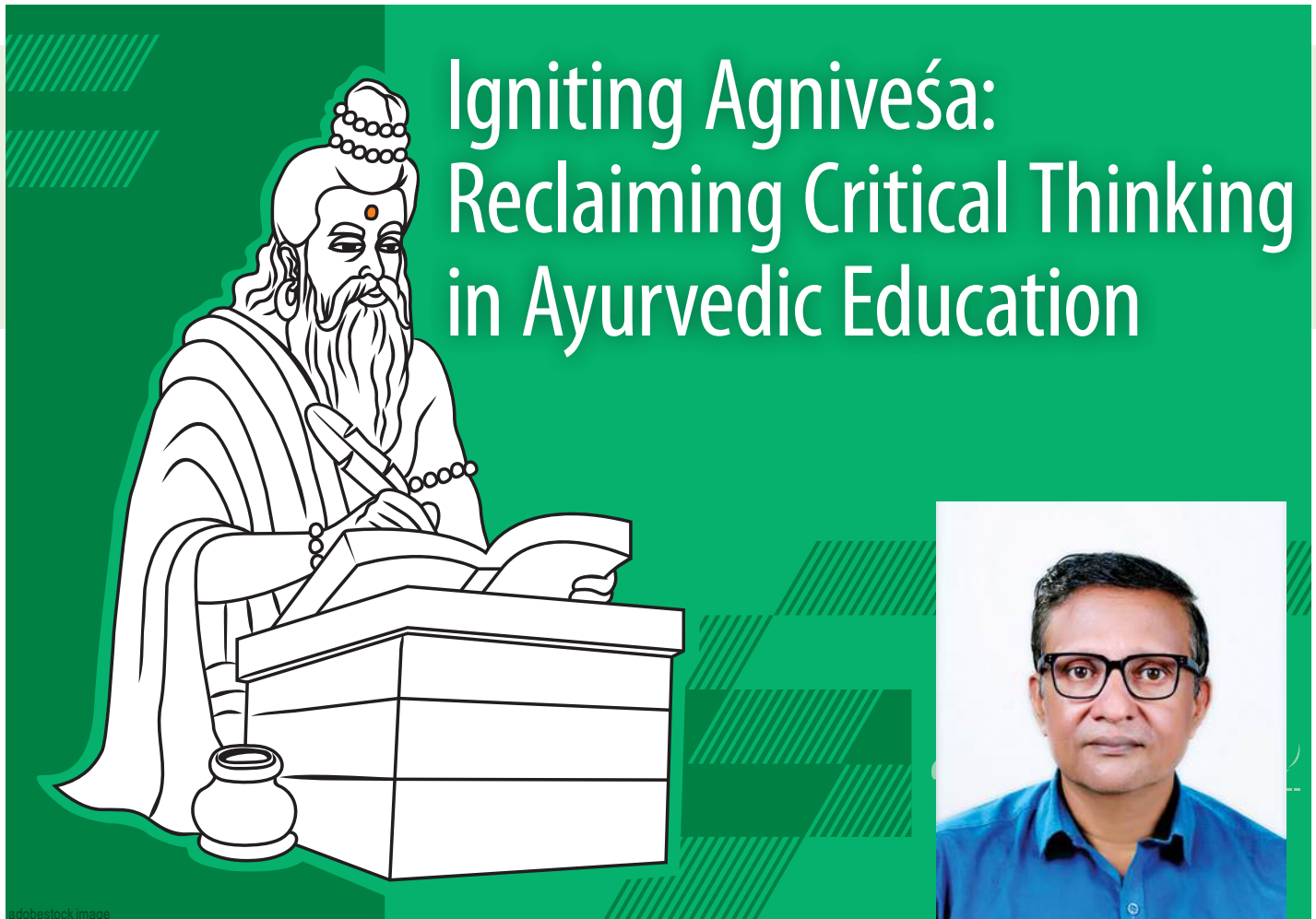
What has enabled us to constantly evolve and continue being a reliable brand across the globe? Our focus on research and innovation to fulfill our purpose of spreading "Wellness in every Home, and Happiness in every Heart!"

And for us, blending the ancient science of Ayurveda with the technology of today isn't something new. As the world celebrates the harmony between the old and the new, we take pride in balancing tradition with innovative formulation technologies since our brand came into existence, 94 years ago. With a scientific approach and extensive R&D, we continue harnessing our capabilities to fulfill tomorrow's needs, today.

*We wish you and your family a lifetime of
good health and happiness!*



Scan to know more about
our journey of innovation



Rammanohar Puthiyedath

Ayurveda is not a static body of inherited knowledge – it is a tradition built on enquiry, reflection, and continuous refinement. At its foundation lies a vibrant intellectual culture where students were encouraged not merely to learn, but to question, doubt, and seek clarity. This spirit is embodied in Agniveśa, who, even after receiving the teachings of Ātreya, remained thoughtfully unsatisfied and raised fundamental questions about the reliability of treatment outcomes.

His concern was deeply clinical and strikingly relevant even today: why do some patients, despite receiving appropriate medicines, skilled care, and following established protocols, fail to recover, while others improve even without such advantages? This led him to question whether the distinction between wholesome and unwholesome interventions – and by extension, the predictability of therapeutic outcomes – was truly reliable. In essence, he was questioning the certainty of medical knowledge itself.

What is remarkable is not just the question, but the intellectual freedom to ask it. Ayurveda did not suppress doubt;

it cultivated it. The teacher’s response did not dismiss the concern but clarified it: while variability exists, treatment and non-treatment are not equivalent. Some may recover spontaneously, but many require appropriate intervention. Not all diseases are curable, but those that are treatable do not resolve without proper measures.

Outcomes are governed by causality, and clinical reasoning must account for this complexity.

This model of dialogue – question, doubt, clarification, and refinement – lies at the heart of Ayurvedic epistemology. However, contemporary Ayurvedic education often fails to nurture this spirit. Instead, it tends towards passive learning, rote memorization, and an uncritical acceptance of textual authority.

A concerning consequence of this is visible in the current generation of students. Many appear either disillusioned with Ayurveda or emotionally defensive about it. In academic discussions and increasingly on social media platforms, responses

Research is not merely about generating publications – it is about cultivating a way of thinking that is analytical, evidence-sensitive, and open to revision.

often oscillate between uncritical rejection and equally uncritical glorification. What is largely missing is the ability to engage with Ayurveda through balanced, reasoned, and evidence-informed thinking. This reflects not a lack of intelligence or commitment, but a gap in training – an absence of structured cultivation of critical thinking.

Part of the problem lies in how educational content is organized. The prevalent classification of topics into ‘must know’, ‘desirable to know’, and ‘nice to know’ may serve administrative convenience, but it does little to encourage intellectual engagement. Such frameworks promote memorization rather than analysis, and completion rather than comprehension.

Instead, Ayurvedic knowledge should be classified based on the strength of evidence and rationale. Content may be organized as having high evidence, moderate evidence or rationale, and weak evidence or rationale. This allows students to understand not just what to learn, but how strongly it is supported, where it can be confidently applied, and what requires further validation. Such an approach naturally aligns education with clinical decision-making and research priorities.

This is not an imported idea; it is deeply rooted in Ayurveda itself. The classical tradition had a sophisticated system of knowledge appraisal and self-correction. It distinguished between what is directly observable (dr̥ṣṭārtha) and what is inferred (adr̥ṣṭārtha), between universally valid knowledge (satya) and context-dependent or questionable claims (anṛta). Through such processes, knowledge was examined, refined, and established as reliable. What stood the test of scrutiny became accepted knowledge (ukta), while what remained uncertain or unexplored formed the basis for further enquiry (tarkya).


Equally important is Ayurveda’s explicit recognition of the domain of the ‘yet-to-be-said’ – (anukta) a space for innovation, new knowledge, and discovery. This reflects a system that was never closed or rigid, but open and evolving. The presence of such a category is itself an invitation to future generations to question, explore, and contribute.

Reviving this intellectual framework is essential today. Students must be trained not only to learn established knowledge, but also to critically evaluate it, test its applicability, and identify its limitations. They should be able to ask: What is the basis of this therapeutic claim? How strong is the supporting evidence or rationale? In which contexts does it work, and where might it fail? Such enquiry strengthens both confidence and competence.

A strong research orientation in education is indispensable in this process. Exposure to research methodology, critical appraisal of literature, and participation in structured enquiry should not be peripheral, but central to Ayurvedic training. Research is not merely about generating publications – it is about cultivating a way of thinking that is analytical, evidence-sensitive, and open to revision.

Teachers play a pivotal role in enabling this shift. Classrooms must become spaces of dialogue rather than monologue, where questioning is encouraged and reasoning is valued. Case-based discussions, interpretative exercises, and exposure to clinical variability can help students appreciate the complexity of real-world practice. Assessment methods must also evolve to evaluate reasoning, not just recall.

Ultimately, the goal of Ayurvedic education should be to produce thinking physicians – individuals who can navigate uncertainty, engage with multiple knowledge systems, and contribute meaningfully to the evolution of the discipline. This requires intellectual courage, humility, and rigour.

To ignite the minds of students in the spirit of Agniveśa is to restore Ayurveda’s original vitality. It is to move from passive acceptance to active enquiry, from defensiveness to discernment, and from inherited knowledge to living wisdom. In doing so, we not only honour the tradition but also ensure its relevance, credibility, and growth in the modern world. 

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Scaling Ayush in the United States: Pathways Towards the \$200 Billion Vision by 2030

The Government of India’s ambition to expand the Ayush sector to \$200 billion by 2030 reflects a decisive shift in global healthcare towards preventive, integrative, and holistic approaches. Over the past decade, the sector has already witnessed remarkable growth, with the Ayush sector expanding nearly eightfold to an estimated \$43 billion. At the heart of this rise lies Ayurveda, widely regarded as the system’s central pillar due to its depth of knowledge, therapeutic potential, and growing global credibility.

While India continues to dominate the supply side – spanning manufacturing, raw materials, Panchakarma centres, and practitioner training – the next phase of growth will be driven by global markets. Among these, the US stands out as a critical engine. With an estimated 15% share of the global Ayush market, the US already represents one of the largest consumers of yoga services, herbal supplements, and integrative wellness solutions. With the right strategy, this market could expand from roughly \$6–7 billion today to \$30–40 billion by 2030.

This opportunity is underpinned by powerful structural trends. The US faces a growing burden of lifestyle and cardiometabolic diseases, accounting for a significant share of its nearly \$5 trillion healthcare expenditure. At the same time, consumer demand for wellness, natural products, and preventive care continues to surge. Yoga’s widespread adoption provides a familiar entry point, while Ayurveda’s principles such as personalised nutrition, digestive health, and mind–body



Dr Mahadevan Seetharaman

balance align closely with emerging fields such as lifestyle and functional medicine.

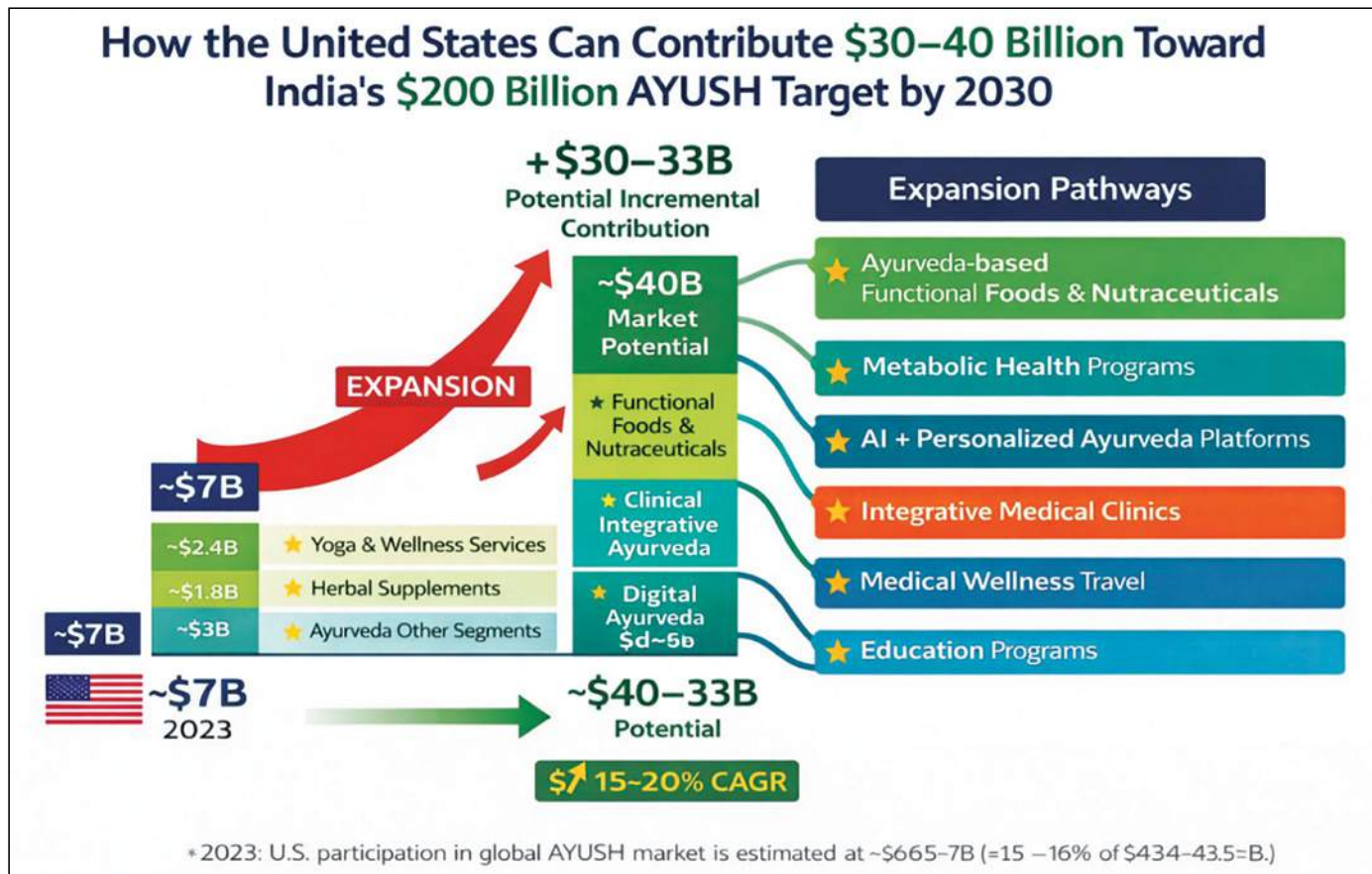
Yet, significant barriers remain. Regulatory ambiguity limits Ayurvedic products largely to the dietary supplement category, constraining therapeutic positioning. The absence of a standardized licensing framework for practitioners restricts integration into mainstream healthcare and limits insurance coverage. Although growing, the clinical evidence base is relatively weak,

Global Ayush Market Snapshot

- **India:** \$20–22 billion (~50% share)
- **United States:** \$6.5–7.0 billion (~15%–16%)
- **Germany / EU:** \$3.0–3.5 billion (~7%–8%)
- **Middle East (UAE-led):** \$2.5–3.0 billion (~6%–7%)
- **Australia & New Zealand:** \$1.5–2.0 billion (~4%–5%)

US Ayush Market: Segment Breakdown

- **Yoga and Wellness Services:** \$2.4 billion (largest segment)
- **Herbal Supplements / Ayurveda Products:** \$1.8 billion
- **Personal Care and Beauty:** \$0.9 billion
- **Functional Foods and Nutraceuticals:** \$0.9 billion
- **Clinical Services:** \$0.5 billion
- **Education and Training:** \$0.2 billion
- **Wellness Tourism:** Emerging (~\$0.1 billion)



especially large-scale trials aligned with biomedical standards. This further slows policy acceptance. Compounding this is a perception gap: Ayurveda is often reduced to herbal remedies or spa therapies, rather than understood as a comprehensive system of medicine.

Addressing these challenges requires a coordinated and strategic approach.

First, a strong global branding effort is essential. Ayurveda must be positioned not merely as an alternative therapy, but as a science of preventive health and personalised medicine. **Second**, expanding accredited education and professional training in the US will be key to building credibility and scale. Partnerships between Indian Ayush institutions and US universities can help standardise curricula and strengthen academic legitimacy.

Third, investment in clinical research must accelerate. Collaborative studies focusing on major health challenges such as diabetes, cardiovascular disease, and mental health can demonstrate Ayurveda’s relevance in modern clinical settings. Fourth, integrative healthcare models that embed Ayurveda within multidisciplinary clinics and wellness programmes can drive adoption, particularly in chronic disease management and preventive care.

Equally important is the expansion of Ayurvedic nutraceuticals and functional foods, one of the fastest-growing segments of the US wellness market. Botanicals such as turmeric and ashwagandha already enjoy strong consumer interest and can serve as scalable entry points. Digital health platforms, teleconsultations, and AI-enabled personalisation tools can further amplify reach and accessibility. Meanwhile, strengthening medical value travel through structured referral pathways to certified centres in India can deepen experiential engagement with Ayurveda.

The path to a \$200 billion Ayush economy will depend on how effectively India leverages global markets, with the US at the forefront. Beyond being a large consumer base, the US also offers strengths in research, innovation, and healthcare entrepreneurship, making it a potential hub for the next phase of Ayurveda’s evolution.

As global healthcare increasingly shifts towards prevention, personalisation, and holistic well-being, Ayurveda is uniquely positioned to contribute. With clear strategy, stronger evidence, and global collaboration, the coming decade could mark a defining chapter, not just for Ayush, but for the future of healthcare itself. [📄](#)

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Harsha 22: A New Direction in Local Anaesthesia

Ayur World brings you the story behind Harsha 22 and the possibilities that lie ahead as Ayurveda explores new frontiers in pain management during surgical care.

adobestock image

For as long as surgery has existed, one principle has remained non-negotiable: the need to control pain. Whether in modern operating theatres or within the classical framework of Ayurveda's Shalya Tantra, the ability to numb the body – locally or wholly – has shaped the safety and success of surgical procedures. For decades, this responsibility has rested largely on a handful of well-established anaesthetic agents developed by modern medicine, relied upon across systems with remarkable consistency.

But a new development may be nudging that narrative in a different direction. A polyherbal formulation named *Harsha 22*, developed by researchers at the Pankajakasthuri Herbal Research Foundation, is emerging as a noteworthy contender in the field of pain management. In preclinical studies conducted on animal models, the formulation has demonstrated efficacy comparable to – and in some cases exceeding – that of conventional anaesthetic options.

With a recent patent granted for the product, *Harsha 22* is being seen by many within the Ayurvedic community as a significant milestone – one that signals not just innovation, but also the potential of traditional knowledge systems to contribute meaningfully to modern clinical challenges.

About the Study

A research team from the Pankajakasthuri Herbal Research Foundation conducted a study titled: *Pharmacological Evaluation of the Anaesthetic and Analgesic Potential of Injection Harsha 22: A Novel Polyherbal Local Anaesthetic Formulation.*

The study was carried out by Dr Shan Sasidharan, Dr Asha Nair Kaveri, Dr M S Sithara, and Dr Hareendran Nair. The study aimed to evaluate the anaesthetic and analgesic



potential of a polyherbal local anaesthetic formulation intended for parenteral administration. The study was published in the *Journal of Experimental Pharmacology* (2023). The primary reason for carrying this study in *Ayur World* is because this herbal formulation (*Harsha 22*) received a patent recently.

The formulation used in the study contains extracts from selected medicinal plants such as *Syzygium aromaticum*, *Myristica fragrans*, *Aconitum heterophyllum*, *Aconitum chasmanthum*, and *Nardostachys jatamansi*. These plants have been reported in earlier studies for their *anaesthetic* and *analgesic* properties.

The study was carried out using experimental animals under controlled laboratory conditions. The researchers evaluated (a) the anaesthetic effect using the tail-flick latency test and (b) the analgesic effect using electrical stimulation



testing. A commonly used local anaesthetic agent (lignocaine 2%) was used as the standard for comparison.

Key Findings

The study reported several important observations:

- The formulation showed anaesthetic effect up to 90 minutes after administration.
- The duration of anaesthesia was comparable to lignocaine (2%).
- The analgesic effect was prolonged, with a median duration of around 40 minutes.
- No significant changes were observed in haematological and biochemical parameters, indicating safety within the study conditions.

Why This Study Matters

Pain control is one of the most important aspects of surgical procedures. The findings are significant because they explore (a) the potential of a polyherbal local anaesthetic formulation, (b) a possible supportive option for performing procedures requiring pain control, and (c) the integration of plant-based formulations into areas where modern medicine is widely used.

Beyond Tradition: Ayurvedic Anaesthetic Edges Towards Market Entry

Pankajakasthuri's Ayurvedic injection awaits regulatory green signal from the Government of India

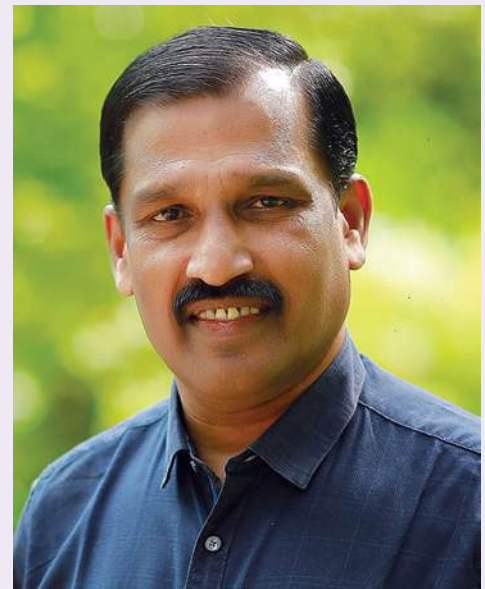
In 2000, the then Department of Ayush, Government of India, permitted Ayurvedic surgeons – those trained in Shalya Tantra (Master of Surgery in Ayurveda) – to perform around 56 surgical procedures. These practitioners have since been conducting surgeries using lignocaine, a commonly used anaesthetic from modern medicine.

The idea of developing an Ayurvedic anaesthetic emerged in December 2021 during an alumni meet at the Government Ayurveda College, Thiruvananthapuram. At that point, I committed that our team would attempt this within two years. Remarkably, within a year, we were able to develop a herbal formulation.

Our R&D team at Pankajakasthuri Medical College, comprising 18 experts across Ayurveda, biochemistry, organic chemistry, phytochemistry, and analytical chemistry, played a crucial role in this achievement under the leadership of Dr Shan Sasidharan, who deserves full credit.

We applied for a patent in 2023 and submitted all details to the Ministry of Ayush, Government of India. While current regulations do not permit Ayurvedic injections, we have pursued the necessary legal pathways and have secured a patent valid for 20 years. Once the regulatory framework evolves, we will move to clinical trials and, subsequently, market introduction.

Although there is an option to position this as a modern medicine injection, our intent is clear – to establish it as an Ayurvedic injectable formulation.



Dr J Hareendran Nair, Founder and Managing Director, Pankajakasthuri Group

A Global Perspective

Across the world, there is a growing interest in exploring plant-based approaches to pain control. Researchers have been studying individual plant-derived ingredients and combinations to understand their potential role in anaesthesia.

Some clinical studies have shown that plant-based preparations, such as those derived from clove, can provide pain relief comparable to commonly used topical anaesthetic agents in dental care. In addition, multi-ingredient herbal gels have been evaluated in controlled settings and found to produce similar pain control effects when compared with standard formulations.

At the same time, scientific reviews highlight that compounds naturally present in plants – such as those found in medicinal herbs – have properties that support anaesthetic and analgesic activity. These findings have encouraged further research into polyherbal formulations, although most of them are still in experimental or early clinical stages.

This places the present study within a wider global effort to understand how plant-based formulations can contribute to pain management.

Current Status and Future Scope

The study concludes that the formulation has demonstrated *in vivo* anaesthetic and analgesic potential in experimental animals. However, it also clearly states that further studies are required and clinical trials in humans are necessary. Only after these steps can it be considered for wider application.

Conclusion

This study presents a careful scientific evaluation of a poly-herbal local anaesthetic formulation, highlighting its potential in controlled experimental conditions. While further validation is essential, it marks an important step in exploring Ayurvedic approaches to pain management. [\[30\]](#)

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Goa Ayush Wellness Policy



Goa's status as a global tourism hotspot is beyond debate. But what happens when 'wellness' is layered onto a destination already synonymous with leisure and escape? The state's newly launched Ayush-led Wellness Policy does precisely that – adding a compelling new dimension to the Goan experience. For Goans, it promises easier access to preventive healthcare and a stronger public health framework. In this piece, **Dr Sneha Bhagwat** unpacks the vision behind the policy and explores what it could mean for the state, its people, and the millions who return to its shores each year. With the implementation blueprint expected shortly, the real story may just be beginning. Read on...

The Government of Goa has initiated steps to position the state as a structured hub for holistic health and wellness through the proposed Goa Ayush Wellness Policy. Announced by Goa's Chief Minister, Pramod Sawant, who himself is an Ayurveda Doctor, the policy reflects a broader attempt to align traditional systems of medicine with tourism and public health priorities.

The initiative comes at a time when global interest in preventive healthcare and integrative medicine is rising. Within this context, Ayush – comprising Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy – is being positioned as a complementary pillar alongside conventional healthcare systems.



Dr Pramod Sawant
Chief Minister, Goa

“Goa has the natural advantage to evolve beyond a leisure destination into a hub for holistic wellness. Through the Ayush Wellness Policy, we are working to combine traditional knowledge systems with global standards to promote preventive healthcare and sustainable tourism.”

Integrating Wellness with Tourism

A central focus of the proposed policy is the integration of Ayush services into Goa’s established tourism ecosystem. The state, already a major international leisure destination, is seeking to expand its appeal by developing wellness tourism offerings that include yoga retreats, naturopathy centres, and Ayurveda-based therapies.

This approach reflects a wider trend in global travel, where wellness-oriented experiences – ranging from stress management to lifestyle modification – are gaining traction. Goa’s natural landscape and an established hospitality infrastructure provide a favourable base.

Institutional and Regulatory Framework

The policy proposes closer coordination between the Department of Ayush, tourism authorities, healthcare institutions, and private sector stakeholders. One of its stated goals is to create an enabling ecosystem for the establishment and expansion of Ayush wellness centres across the state.

Standardisation is expected to be a key component. The government has indicated plans to introduce quality benchmarks for wellness centres, including practitioner qualifications, treatment protocols, and infrastructure norms. Such measures could play a role in addressing longstanding concerns around variability in service quality within the wellness sector.

Preventive Healthcare and Public Health Linkages

Beyond tourism, the policy places emphasis on preventive healthcare, an area where Ayush systems traditionally focus

on diet, lifestyle, and mind–body balance. With non-communicable diseases such as diabetes, hypertension, and stress-related disorders on the rise, the integration of preventive approaches is being positioned as a complementary strategy to reduce long-term disease burden.

Public outreach, awareness campaigns, and community-level wellness programmes are expected to form part of the implementation framework, although details on scale and funding remain to be fully articulated.

Policy Context and Recent Developments

The announcement of the Goa Ayush Wellness Policy was made during the India International Ayurveda and Wellness Expo and Summit 2025, signalling the state’s intent to align with national efforts to promote traditional medicine. The policy has also received mention in the state budget, suggesting an initial level of financial backing.

In a related development, plans to expand the Goa Ayush campus with a focus on cancer research point to an emerging interest in exploring the role of traditional systems in integrative oncology, an area that remains under active scientific evaluation.

Conclusion

Goa’s Ayush Wellness Policy does have the intent and vision to add an invaluable dimension to the state’s positioning not only as an international tourist destination but also as a wellness destination, thus contributing to a more preventive, lifestyle-oriented approach to health. [\[3\]](#)

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