

Review Article

Ayurveda- A view towards Globalisation

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ABSTRACT:

The term Ayurveda is derived from 'Ayu' and 'veda' which means science of life. It is accepted as a ancient medical system which explains not only curative but also preventive aspect of health. Ayurveda is unique than other health systems in its own way as it approaches to Physical, Mental and Spiritual health of well being but due to some reasons Ayurveda is not accepted worldwide because of lack of awareness about the details regarding literature, difficulty in explaining the system, Lack of knowledge about the perception of herbo-mineral preparation. As lifestyle disorders increasing day by day People reached to modern medicine as they want early cure but modern medicine has several side effects and the treatment modalities are limited to some extent. On the contrary Ayurveda treat cause rather than symptom, Long term solutions rather than temporary relief, and Ayurveda explains many diseases having a safe efficacy.

This Paper highlights the valuable information about Needs and Ways for Globalisation of Ayurveda.

KEY WORDS: Ayurveda Importance, Merits & demerits, Need for Globalisation.

INTRODUCTION:

As Acharya charaka & sushruta described the term Ayurveda as it is medical science which explains not only curative but also preventive aspect of health. ^(1,2) It approaches to Physical, Mental and Spiritual health of well-being.

Globalisation is the process of integration of nations by mutual exchange of thoughts, knowledge, culture and products. This technique is also mentioned in Ayurveda in the form of tadvit sambhasha parishad so we can say that this term of globalization is not new to us.^(3,4) Ayurveda is an ancient traditional medical with holistic approach towards diseases by lifestyle management, diet, exercise, etc. Globalization of Ayurveda in terms of marketing the products will help in the betterment of economy of the country. By propagating its principles and literature reviews we can help establish it as mainstream healthcare system in world. Also by exchanging the clinical methods mentioned in Ayurveda we can also gain access to more researches in our field by developing interest of

foreign individuals. Ayurveda has mentioned solutions to new and stubborn challenges in regard to widespread diseases which is a question before modern medicine. So by spreading the knowledge of Ayurveda we can help mankind to cope with the diseases and maintain health.

It can help in proper functioning of the system as united one.

Aim and objectives:

Aim -

To study the views towards Globalisation of ayurveda.

Objectives -

1. To Study the merits and demerits why ayurveda is not accepted worldwide till date.
2. To Study the need why globalization is must.
3. To Improve the ways by which we can see ayurveda globally.

MATERIALS AND METHODS:**Todays changing Lifestyle & dietary habits**

- In present era there are many changes we can see in our surrounding
- Lifestyle disorders are increases in day to day life due to Todays changing Lifestyle & dietary habits
- Industrialisation and globalisation, heavy workload, lack of exercises causes very much effects on lifestyle and dietary habits.
- Ratrijagran is also a very much contributing factor
- Use of chemicals and fertilizers is increasing tremendously in agricultural field.
- Use of many types of Dooshivishajanya factors increasing in daily diet.
- Use of preservatives, additives is increasing in daily dieting subjects.
- All these are the causative factors provoking factors. Cardiovascular diseases, endocrinal diseases, renal diseases, skin diseases, obesity, cancer are the major problems we are facing.

There is a need to pay attention as what are treatment modalities by which we can apply on these that the problems can be solved.

Importance of ayurveda

Ayurveda have a safe efficacy over many diseases. Having Long term solutions rather than temporary relief, which treats the causes rather the symptoms.

Many skin disorders are also here which has no permanent cure is mentioned in modern medicine. We can take this advantage and prove ayurveda has the only option to cure. We can take the examples like urticaria, Psoriasis are also having the recurrence by using the panchkarma modalities like vaman, virechanadi, raktmokshana etc. and using the drugs which having antihistaminic, anti-inflammatory, antipruritic, immunomodulatory properties we can treat the patients of chronic allergic urticaria.

Need of Globalisation of Ayurveda

1. To bring Ayurveda as the mainstream health care system all over the world – Ayurveda is considered as complementary and alternative system of medicine according to western minds.

They consider to take ayurved medicines over the counter as they have no side effects.⁽⁵⁾ But this view needs to be changed as Ayurveda has the answer to many question before modern science but they have to be explained scientifically.

2. To meet the new coming challenges in health care system which are unanswered today by modern medicine – Modern medicine has many limits in terms of many new diseases coming forward but inspite Ayurveda has not mentioned the names of all diseases it has the power to cure each and every situation in its own way.
3. To change the perception of Ayurveda in western minds- Ayurveda is considered just as a massage system or beauty system where there are no standards laid down. Which led to development of tourism in Ayurveda and not healthcare system.
4. To highlight the age old tradition and culture of Indian heritage before the world- Ayurveda is the only ancient science which had thought about and written down each and every aspect of health. It is due to contribution of saints who had worked a lot in this regards.
5. To develop a good quality of healthcare system which thinks more on preventive aspect rather than cure – we should not always focus on treating the disease as western medicine does but to prevent the disease for well being and good quality life of human. This thought has been given only in Ayurveda.
6. To increase the commercialization of Ayurvedic products which will help India to change from developing to developed country – it is necessary to export standard Ayurvedic products from India so as to develop the nation on economical background.

Steps to be taken for globalization of Ayurveda.**1. Digitalization of Ayurveda.**

The no of Ayurveda journals are very few original research articles on Ayurveda are not seen in journals like BMJ, Lancet, Nature or Science¹⁶.⁽⁶⁾ Moreover, top journals like NEJM and PNAS showed zero hits for Ayurveda. It is beyond dispute that the number and the quality of research articles on Ayurveda in high impact journals must be enhanced to propagate Ayurveda at international platform.

This will help to bring forward new researches going on in Ayurveda and also help propagate the literature in Ayurveda on basis of modern terminologies. This is a very vital step towards globalization of Ayurveda

Ayurvedic online databases should be created so as to compile and publish the work of researchers in a single platform.⁽⁷⁾ This will enable readers from all over the world to get any information related to Ayurveda in a single site.

AYUSH cells should be established in other parts of the world to make the people aware of the system. This will encourage the propagation of Ayurveda and thereby help in globalization of it.

Digitalisation of Ayurveda classical granthas should be done in respective languages of the regions so as to allow people to understand the basic theories in Ayurveda and develop their interest to understand it.

2. Educational reforms to be made-

Re translation of Ayurvedic granthas should be done to understand it worldwide as the Sanskrit language is not known to everyone.

Libraries should be maintained to preserve the ancient knowledge written in the form of books, specimens, manuscripts etc to show the importance of age old system.

We all should be able to read in between the lines to understand the real meaning of the shlokas and thus propagate them.

Standardised textbooks should be made to enable every practitioner to easily go through the books and prescribe treatment.

3. Pharmaceutical companies-

As Ayurveda medicines are getting popular as health supplements rather than medicine many pharmaceutical companies have raised to make profit in this market. They prepare substandard drugs or preparations of their own having no reference called proprietary drugs and are sold in foreign markets without proper standardization or clinical trials. Hence Ayurveda is facing the problem of heavy metal toxicity in their drugs. There should be proper rules and regulations laid down for the preparation and marketing of ayurvedic products. The drugs should undergo raw material, in process and finished drug standardization and animal as well as clinical trials with uniformity in their work.

The reporting should be noted in a government initiated book which could be considered standard for all parameters.

4. Research and technology

More researches should be done for the advancement of Ayurveda regarding its basic principles to explore them more properly with modern context. Today even Ayurveda graduates cannot explain their own theories properly.

Modern instruments and machineries should be used or developed wherever needed to save the time in preparation of medicines.

Patenting of Ayurveda drugs and researches is a must to gain value to Ayurveda.

New clinical protocols should be developed based on classical principles of

- Rogi Pariksa
- Roga Pariksa

5. Clinical practices-

Ayurveda medicines should not be sold over the counter as it creates havoc. People consider them safe and consume them as much long time as they require.

Clinical practices in ayurveda are also of no standards. There are no rules and guidelines or protocols given by government to practice Ayurveda.

Standard diagnostic tools should be developed to examine the patient according to Ayurveda principles.

Development of standard guidelines for Ayurvedic treatment of different diseases in selected target areas, including costing of individual and institutional expenditure, is another urgent need to make the system more popular and transparent, and free it from currently rampant malpractices.

DISCUSSION:

The science of Ayurveda was established in ancient times to serve the humanity. It is of course an evidence based science as it was written by continuous research and documenting it in the form of theories and principles. But due to the changing trends in healthcare care system then and now people need evidences based on scientific researches performed with today's criteria. Ayurveda is lacking behind in that so it is not being accepted worldwide

and also issues like safety and efficacy are coming in front. There are also many other reasons for its hampered growth it may be from manufacturing sector to clinical practices and institutions Hence, Ayurveda has to be studied and investigated from every aspect as it is, specifically adapting an approach in tune with Ayurveda's basic principles. All these possible reforms should be done so that we can flourish our rich Ayurveda heritage and bring its glory back. Then only we can create a healthy society and help the mankind.

CONCLUSION:

From above all study we have to study the reasons why Ayurveda is not in the mainstream. If we search the reasons then we can search for the solution over it. The ways we can find for the progress of Ayurveda like the libraries can open, Educational platforms can be made by developing standard books for practitioner. Standard diagnostic tools should be developed to examine the patient according to Ayurveda principles.

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