

GLOBAL AYUSH INVESTMENT & INNOVATION SUMMIT



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Context

The Prime Minister opened the **Global Ayush Investment and Innovation Summit in Gandhinagar, Gujarat**, with the **goal of revitalising and extending the country's traditional medical systems.**

Traditional Medicines

Traditional medicine is **defined by the World Health Organization** as the **sum total of knowledge, skills, and practises based on ideas, beliefs, and experiences unique to many cultures and employed in the prevention, diagnosis, improvement, or treatment of physical and mental illness.**

All about the summit

- India is preparing to **create the AYUSH mark to promote traditional medicine items and ensure the country's AYUSH products are of high quality.**
- This Summit will serve as a **catalyst for the country's indigenous medicinal techniques and cures to gain international recognition.**
- Through a discussion **engaging entrepreneurs, industry, startups, and other stakeholders**, the Ayush Global Summit aimed to include more ideas and investments in the Ayush sector.

- With the attendance of significant delegations such as the **Prime Minister of Mauritius, the WHO Director, and representatives from the Ministries of Health and Family Welfare, AYUSH,** and other stakeholders, this event became legendary.
- The summit **examined the evolving developments of AYUSH, as India's output of Ayush medications, vitamins, and cosmetics has increased significantly.**
- The expansion of AYUSH is estimated to be **worth more than \$18 billion.**
- The **Ayush Export Promotion Council** has been established, along with **four Ayush ICT activities.**
- Professor Ayushman, a comic book that highlights the **potential of ayurvedic medicines in healing ailments and how it assisted in the treatment of COVID-19, was released.**
- **The All India Institute of Ayurveda, in collaboration with Start up India, hosted the Ayush Startup Challenge.**

Key launches

- In addition, India has decided to **create a separate Ayush visa category to make it easier for tourists to go to India for AYUSH treatment.** This will **raise the profile of India's traditional medical system** on a worldwide scale.
- **Ayush Information Hub, AyuSoft, Ayush Next, and Ayush GIS are the four Ayush ICT efforts.**
- During the Summit, there were announcements of new projects to broaden the reach of AYUSH both domestically and worldwide, including the following:
 - Creating **Ayush parks** to promote
 - **Ayush product development and manufacture** across the country
 - **Ayush Ahar** is a new category created to aid herbal nutritional supplement manufacturers.

Ayush Ahar

- The **Ministry of Ayush launched 'Ayush Aahar'** as a pilot initiative offered at **Ayush Bhawan's canteen to encourage a nutritious diet and healthy lifestyle.**
- **Vegetable poha, Bhajani vada, Gajar ka halwa, and Kokum drink are included in this dinner.**

Assessing the Problems

- The lack of clarity on the **adverse effects of traditional medicine** is a big source of concern, since there is always the **chance of hazardous compounds present,** even if the product comes from a natural source.
- Despite the fact that ayurvedic medications have a low risk of adverse effects and are safe, there is a **lack of thorough inspection about the safety and efficiency of the medicines.**
- **People's lack of knowledge about herbal remedies may lead to incorrect treatment, which can be dangerous.**
- Many herbal medications take a long time to work, delaying the healing process. As a result, it may be **ineffective in situations when a quick recovery is required.**
- **Inadequate dosing recommendations.**

Way forward

- The exponential expansion of AYUSH products as a **superior alternative to contemporary treatments has been aided by the country's and world's educated and inventive populations.**
- Because several herbal treatments were utilised in the treatment of COVID-19, **increasing acceptance of traditional medicines has gained traction in the aftermath of the epidemic.**
- **To ensure quality, safety, effectiveness, and authenticity of traditional medicines, experts suggest additional evidence-based research and scientific interventions.**
- The opening of the **WHO Global Centre for Traditional Medicine in Jamnagar** was a watershed moment in the formalisation of traditional medicine production and use.
- With **increased capacity in training, infrastructure, data analysis, and incubation centres**, as well as active government backing and all other conditions in place, India may become a leader in traditional medicine, stimulating innovation and investment in the Ayush industry.

https://www.youtube.com/watch?v=wOTIBIWdqPA&list=PLVOgwA_DiGzrOZ062PskBVE83abtupy3z&index=5