



**AYURVEDA IN MODERN ERA: HURDLES AND SOLUTIONS****ABHINAV<sup>1</sup>, NAMJOSHI PRADNYA VASANT<sup>2</sup>**

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**ABSTRACT:**

*Ayurveda, instead of being an old science, still continues to be the important way to a healthy living, both of an individual and a society. Though it has roots in the Indian culture, it has lost its glory in its own place. To return its place with honor, one has to fight many challenges. There are many issues regarding the sidelining of Ayurveda which have to be solved. Like the loopholes in study pattern, problems with drug standardization, biopiracy, availability of raw materials, negative publicity and many more. All these issues have to be seriously taken into consideration. They have to be discussed and solved in a proper manner. No doubt government is holding up the science for long to establish it but the efforts should also be generated from other sectors. Education, which is the basis of all sciences, needs to be planned again in order to match up with this era. Specialties of Ayurveda need to be focused on. Medicines in Ayurveda are totally based on the availability of herbs. So that sector should also be developed. The scarcity of jobs in the field also makes graduates to differ from it. Yes, they say that there is a bright future in Ayurveda, but one has to face many challenges. There are people who have created a separate identity in the world, but it is a bit hard for common people to stand in mainstream with this path. In order to become a popular science, it must be easy to earn living with a stream. So job opportunities must be cared for. The science should be positively put forward in the common public in order to make it popular as a lifestyle and not only a healing science. In the present article, we have discussed these issues and their probable solutions in detail that will help to a great extent in the renaissance of Ayurveda and bring it back into the mainstream.*

**KEYWORDS:** *Ayurveda, Biopiracy, Educational reforms, Hurdles.*

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**INTRODUCTION**

Since long ago, Ayurveda is serving the humanity in maintaining the healthy state of society and rescuing it from various illnesses. The science is

eternal and has its roots in the ancient time, the glorious time of Indian culture.

Ayurveda is by and large a conceptual science where concepts have been evolved around principles of health, etiopathogenesis of diseases and approaches to treatment, which include not only drug but also therapeutic diets and therapies to correct disturbed balance of the body.<sup>[1]</sup> The definition of Ayurveda expressly implies that it not only helps in the amelioration of diseases but generates sufficient immunization mechanism in the body for preventing their recurrence, and thereby making man stronger and healthier. But since after the dawn of the new world, every person is constantly in a race to overpower others. The life in this era has become so complicated that people are going away from Mother Nature and getting closure to newer and stronger ailments of health. In order to be in the race, man has sacrificed his healthy habits. Moreover, he wants quick relief from every single, even smallest of the health issues. This is causing more and more sidelining of an important science, Ayurveda.

It is not sufficient in this era just to be good. You must prove yourself to be best. "Survival of the fittest" applies to all. If we will not prove ourselves to be fit, our science will be lost in the timeline. Several thought leaders in Ayurveda accept that

Ayurveda is facing many challenges in the society. The science which is among the oldest traditional healing systems in the world is getting away from the mainstream. And being the graduates of this science, it's our responsibility to bring back its glory of the past. There are many hurdles in mainstreaming of Ayurveda, and it is important first to discover them and find their solutions.

The issues can be stated as

1. Need of Educational reforms
2. Collective coordinated efforts of all the sectors.
3. Availability of raw materials
4. Need of development in field of pharmacy
5. Drug standardisation and safety
6. Focusing on packaging and presentation
7. Exploring herbal market
8. Prevention of biopiracy
9. Practical applicability in this era
10. Negative publicity
11. Inability to create separate identity
12. Awareness about unique aspect of Ayurveda in public

Looking out the hurdles and finding out solutions through discussions is thus important. Keeping the best solutions in mind, we can go change the scenario and then only we can succeed in mainstreaming of Ayurveda. This requires possibly a revolutionary change in every



sub-system running under the heading of Ayurveda and efficient and well planned involvement of everyone related to the system. Now we will discuss the hurdles and their possible solutions.

### EDUCATIONAL REFORMS

We have a number of texts available for references like *Brihatrayi*, *Laghutrayi*, *Rasashastriya Granthas*, texts on *Bhaishajya Kalpana* etc. But every author has his own views which are in some examples mismatching with each other. The lack of uniformity in the knowledge poses many problems in disease diagnosis for newer physicians and students as well. There are no universally accepted diagnostic criteria for many conditions. We have no description in the texts about newly emerging diseases and no efforts are being made to find out basic *Samprapti* of those diseases based on Ayurvedic principles. Thus everyone makes a different diagnosis of the same condition and treats accordingly. This is stopping Ayurveda from becoming a universally accepted science.

The knowledge in *Samhitas* is also not well arranged. The texts were written in ancient periods. The main purpose was to preserve the available knowledge. It was considered that the students learning the science have the basic knowledge about

Ayurveda and basic literature. Thus maybe it was felt difficult and unnecessary to document every aspect of science in details. *Aacharyas* at that time utilised all modalities of conversation for documentation of knowledge in the form of *Samhitas* like grammar, philosophy, social moments, *Tantrayukti*, etc. Many of these are difficult to be understood by graduates of this period. This increases the confusion of already confused students. No standard books are available that will describe a single subject covering all its aspects. Whichever are available are not easy to be understood by each and every student. Due to this, an ignorant attitude develops in students and many newer practitioners about Ayurveda. Also a single topic is found described at many places in a scattered way. In many cases, there is repetition of same point in many topics. This also creates a confusing condition for readers specially the students.

Students are the future of Ayurveda. We need to build their confidence so that they can practice Ayurveda properly. The texts meant for students should cover every aspect of the subject starting from the basic knowledge in an easily understandable way. There should be more focus on the practical aspect of the science and less emphasis on philosophical aspects. The philosophical aspects can be

left for history or philosophy department or may be for post graduation. Texts need to be reformed in a more easy to understand manner, acceptable in terms of language, basic concepts and implementation. The knowledge scattered in *Samhitas* should be fetched and properly arranged after mass discussions. It's not necessary for study purpose that *Samhitas* must be in original form. Like newer edition of every book, knowledge updates based on scientific research can be included along with to make them more explanatory and close to newer world.

The current curriculum of BAMS does not include the relevant and essential topics like laws governing the intellectual property rights, patenting procedures, basic methods of standardization of medicinal products, fundamental principles of evaluating the toxicity of the medicinal products and basics of pharmacovigilance. Experts in phytochemistry, pharmacognosy, pharmacology, biotechnology and other relevant fields may be appointed in teaching institutions as teachers to teach these topics. Basics of research methodology are also not introduced in the present BAMS course of study. Some essential information related to these topics may be introduced in the curriculum making BAMS graduates conversant in these topics. Training programs and workshops may be required

to be introduced for Ayurvedic academicians, where, training may be given in planning the research protocols, preparing the research projects and in other various areas of research methodology. Some basic management skills that are essentially required to launch a new Ayurvedic hospital / *Panchakarma* center / Ayurvedic Pharmacy etc., may be included in the curriculum. Also, basic cultivation and marketing aspects of medicinal plants are needed to be introduced at BAMS level. Some manufacturing techniques related to cosmetic products and such other popular dosage forms may also be introduced. Introductory lessons in the management of health tourism may also be incorporated during the graduate level Ayurvedic education.<sup>[2]</sup>

Senior practitioners should share their experiences and lay down proper diagnostic criteria that will be universally accepted. It is of utmost importance to standardize the fundamental diagnostic principles, integrating it with the modern investigative tools and utilizing it for attaining a diagnostic and treatment perspective. This may help the young generation to solve the challenges in understanding newer diseases using Ayurveda.

**COLLECTIVE AND COORDINATED  
EFFORTS OF ALL THE SECTORS**

Though we comment that Ayurveda has no “*Rajashray*”, it seems that government is attempting a lot for the upliftment of Ayurveda at higher levels. The condition at government levels is not as bad as the scenario is created. Deptt of AYUSH is creating opportunities for jobs, researches etc better than earlier. We are good at sophisticated level but very less work is seen at the ground level that is at the doctor-patient level. We are unable to gain proper response from the society as the work done at higher levels is not reaching up to the ground level. There is a communication gap between various sectors of Ayurveda. It's not like we are not changing, but the change is not reaching the society. The ground level workers are the practitioners. They seem to be doing the same traditional practice. They may be senior ones or fresh ones.

Even the private sector doesn't seem to be so interested in investing money in the field of Ayurveda. Only government cannot generate the huge amount of money required for mainstreaming. The private sector must be attracted towards us to get into mainstream.

Rejuvenation of Ayurveda needs collective efforts of all the sub sectors. There should be a proper conversation between all the sectors so that efforts of any sector are not wasted. The research

work done at research centres should reach up to the individual practitioners. As these are the major parts of Ayurvedic society that are constantly in touch with the general public thus they are effective hands for application of available knowledge. This is true in reverse case also. The role of *vaidyas* in knowledge generation is crucial as they carry principles and practice of Ayurveda and gain firsthand experience of clinical outcomes and patient perception. There needs to be a proper and healthy exchange of knowledge at all levels.

Along with that, private Ayurvedic treatment centres can be established providing all kinds of treatments. Pharmaceutical companies should be encouraged to manufacture more and more unavailable formulations, maintain the safety and efficacy of drugs and make new researches. Harvesting of herbs should be encouraged so that raw material is available on a large scale. Incorporation of private sectors can be of great help to the mainstreaming of Ayurveda. What government can do is creating policies in favour of Ayurveda so that multinational companies get attracted for investing in this field.

### AVAILABILITY OF RAW MATERIALS

Even if we want to manufacture drugs, this new issue is again standing in front of us. Though it's true that less number of pharmacological preparations is available, one of the reasons behind is the lack of availability of raw materials. There are thousands of medicinal plants described in Ayurvedic texts but many of them are disputed. Which plant exactly is to be used is not correctly known. Many of the species are extinct. And whatever we are using in practice are also not enough to meet the supply.

This lack of quantity badly affects their quality due to malpractices. This leads to adulteration of raw materials required for medicinal preparations. The plants with similar external appearance are mixed with the required one, or there is substitution. Where roots are required, we are getting stem, bark, leaves and others and vice versa. This is badly affecting the quality of drugs and thus the efficacy. Even if we prescribe proper drug, it cannot give desired results.

Change of government policies can help a lot in this matter and the help of pharmaceutical companies as well. Promoting farmers for cultivation of medicinal plants at large scales can provide us with required quantity as well as quality of plants. Pharmaceutical companies can themselves raise herbs to be utilised.

Persons from *Dravyagunavigyan* sectors should work in finding out the exact plants described in texts so that it is easier to raise them and then utilise rather than just using the available plants and making them extinct. They can help the pharmaceutical companies in the identification of proper herbs. So with the help of all, this minor looking but badly affecting issue can be solved.

### DEVELOPMENT IN THE FIELD OF PHARMACY

There are many preparations emerging out now-a-days as Ayurvedic proprietary medicines and herbal medicines. It seems that many research works are going on. But this research is not based on principles of Ayurveda. The research is based on pharmacological properties of drugs and on modern parameters. Thus cannot be effectively used if we strictly follow the path of Ayurvedic diagnosis. No proper 'Ayurvedic' formulations are being designed since a very long period. Every day, modern science is searching for newer and advanced medicines and diagnostic tools and is acquiring tremendous development. And since a period of a century or more, we are stagnant at the same level without a single effective and entirely new formulation which is based on the principles of Ayurveda. That too in



such a period where world is encountering a new disease at each doorstep.

We are using a very small part of formulations that are already described in available texts. Thus we are using just a fraction of our science. Thousands of formulations are described in texts. But the pharmaceutical companies are not preparing many of them so they are not available for prescribing. This decreases the options available for the treatment of a particular ailment. The doctor is made to depend upon a few hundred medicines that the Ayurvedic pharmaceutical companies manufacture.

Ayurveda does not treat the disease alone. Holistic approach of Ayurveda considers the patient as a whole. So, based on the patient's body type, *Dosha* imbalance in the disease, patient's diet habits etc, the treatment needs to be planned. For such a customized treatment plan, a wide range of Ayurvedic medicines are very necessary, which, unfortunately is not available today. This makes the treatment restricted in a small circle.

Pharmaceutical companies should be encouraged to manufacture a wide range of formulations, newer as well as old ones. As we all know, the supply grows with demand. Thus it is customary for Ayurvedic physicians to start using traditional Ayurvedic medicines on regular

basis. As demand increases, companies will also start manufacturing traditional medicines.

If India has to become a global player in pharmaceutical industry it is absolutely essential to substantially increase its inputs on the research and development front. As the resources at the disposal of even the big Indian Pharmaceutical companies are limited, there is need to pool all resources and creates a few joint ventures for research and development activities to meet the immediate and long term requirements.<sup>[3]</sup>

In addition to that, teaching institutes and various research institutes should keep some of their students and research workers engaged constantly in designing newer formulations that are based on Ayurvedic principles. As a senior thought leader in Ayurveda says “we need more research on development of appropriate research methods than aimlessly borrowing outdated, beaten off or conventional biochemical methods which may lead to distortion Ayurveda with no benefit to either side.”

### DRUG STANDARDISATION AND SAFETY

Though this problem is not faced much in India, when we think about global Ayurveda, this is the greatest hurdle in its



acceptance. There is already a negative publicity about the Ayurvedic preparations worldwide. This specially relates with the metallic preparations. Before Ayurveda or any other alternative and complimentary systems of medicine are accepted globally they will have to a number of challenges. Many of these challenges are common to any other alternative health care system while others are uniquely related to the holistic rather than reductionist approach of Ayurveda.

Complete satisfaction that a medical preparation is safe to be dispensed to patients is the prime concern of regulatory bodies around the world. This is not an easy task. Any doubt on the safety of a preparation will lead to rejection of that preparation at the regulatory level. While safety is the primary concern of the regulatory agencies efficacy is not far behind. This is particularly important in the context of medications that are targeted into areas where effective treatments already exist. Our preparations are not standardized up to the mark and many companies are not following the SOP norms so that the rejection rates at the global levels is high.<sup>[4]</sup> National Policy on Indian Systems of Medicine and Homeopathy, 2002 has also admitted that the safety, efficacy, quality of drugs and

their rational use have not been assured in India. This document states that there is no assurance whatsoever that formularies and pharmacopeial standards are being followed by the Indian Systems of Medicine drug manufacturers.<sup>[5]</sup> When a product is presented for approval it needs to be standardized so the regulatory authorities are to be sure about the composition of the substance. This allows the regulators to match future batches against purity etc. This is typically difficult when a holistic method of treatment is used. Of course these guidelines are made to support the mainstream pharmaceutical industry which used the 'active ingredient' approach while Ayurveda uses a composition of mixtures approach where it is not possible to isolate an active ingredient and the sum total of effect of the medication is dependent on the interactions between the patient body and all the ingredients of the medication.<sup>[4]</sup>

Thus first of all it is important to set basis for the standardization of Ayurvedic formulations that are acceptable worldwide. Ayurvedic formulations can never stand on the norms set for modern drugs and thus can never be accepted like this. There has to be immense research in the field to standardize drugs that are prepared on the base of principles of Ayurveda and maintain standards also.

There should also be a serious consideration about the safety of formulations. Government should make strict rules about this and watch if they are strictly followed. Anything that is natural cannot be labeled as to be safe. So they should also undergo safety trials as the other medications do. This is important to make Ayurveda grow globally.

### FOCUSING ON PACKAGING AND PRESENTATION

Ayurvedic products have a very good potential to win a considerable share of the world market but at present Ayurveda is lacking in its packaging and presentation. Ayurveda needs a positive branding then only we can give a powerful presence at the global pharmaceutical market but the promotional efforts by the government and industries have not been sufficient to achieve the required potential presented by the market globally. Thus there is an urgent need for an appropriate planning and action based on the market requirement is essential. We have to focus to develop centers for specialty production and packaging, centre for patent protection, GMP training and technology transfer. Not only this, government has to encourage Ayurveda based medical tourism, Ayurveda industrial parks, world class treatment centers and to upgrade

Ayurvedic drugs and cosmetic manufacturers to compete in international market. Ayurveda has its own unique strength, characteristic and properties and hence it needs to be promoted as a distinct brand.

### EXPLORING HERBAL MARKET

India is called “BOTANICAL GARDEN OF THE WORLD”. India is the largest producer of medicinal herbs. Out of more than 25,000 medicinal plants only 10 percent is used for their medicinal value.

These different herbal products are preventive, protective, nutritive and curative. According to WHO 80 percent of the world population relies on traditional medicine for their primary healthcare.<sup>[6]</sup>

Ayurveda is one of the oldest traditional holistic medicinal systems of the world. India's potential to herbal market through Ayurveda is huge. India is having 15 agro climatic zones and thousands of different plant species. Currently our herbal market is estimated about 7,000 crores. But in this the share of Ayurveda is limited. No doubt the opportunities are enormous in India and we need to increase our share tremendously. The only constraint is that this system is not recognized in most part of the world legally as a system of medicine. Many of the western countries put Ayurvedic herbal medicinal

formulation under nutraceuticals. Government has to play an important role to check the quality control of the drugs and to ensure that Ayurvedic products are marketed worldwide in the name of Ayurveda and in promoting their legally recognized property rights. So, as a whole there is a need for establishing linkage between the herbal sector and Ayurveda to develop strategies for their seamless integration so as to explore the herbal market more and more.

### PREVENTION OF BIOPIRACY

The definition of biopiracy is given as “the appropriation of the knowledge and genetic resources of farming and indigenous communities by individuals or institutions seeking exclusive monopoly control over these resources and knowledge” [7]

Due to lack of proper knowledge of patent laws our traditional Ayurvedic knowledge is being pirated worldwide and Ayurveda is not getting the due recognition in that way. Many of our herbs which are frequently documented in many of the Ayurvedic texts for their medicinal role are available in the market in a very similar formulation form as mentioned in the text without mentioning them to be an Ayurvedic proprietary medicine. Not only this, many of the herbs are being patented

by some other foreign agencies by showing their similar role as documented. So this is causing a hurdle in the fame and recognition of Ayurveda. No doubt the efforts like TKDL (traditional knowledge digital library) is a great attempt to prevent this kind of biopiracy but a lot more is needed to be done. There is a need to create awareness among Ayurvedic institutions and Ayurvedic physicians regarding the different acts and laws for intellectual property rights and government has to become more vigilant to prevent biopiracy.

The economic consequences for India through its traditional knowledge are not very difficult to assess. As such, the main economic benefit would be to act as a quality mark which will play a part in enhancing export markets and revenues. It has also been suggested that geographical indications may be of particular interest to a number of developing countries who might have, or might be able to achieve, a comparative advantage in medicinal and agricultural products and processed foods and beverages. For these countries, seeking and enforcing protection for biopiracy of patent in view of consignments to abroad may have economic gains. In addition, prior to seeking protection abroad, it is necessary both to develop and protect the traditional

knowledge in the country of origin. Resources may need to be deployed to ensure that the required quality, reputation or other characteristics of the products covered by the traditional knowledge in specific geographical indications are developed and maintained.<sup>[8]</sup>

### PRACTICAL APPLICABILITY IN THIS ERA

This is an important issue again. Now this is the era of modernization. People are so much busy in the race as we discussed earlier. There are many therapies in Ayurveda that are a bit time taking, Panchakarma for example. Everyone from each class of the society cannot undergo such long procedures. Many of the people can't afford them. It's true that not even the other medicines are cheap, but they are well established systems and people think about them as the only available options. In addition, the treatment modalities are well suited to the fast lifestyle of this era. One more issue is with the palatability and easy availability of medicines. We have already discussed about the availability of medicines. Many of the Ayurvedic preparations are not good with the issue of palatability. If we want to become a healing system of common people, we need to tackle all these issues.

We need to prescribe medicines that are easily available in market. They should go with the fast lifestyle of people. For example people are not much interested in making decoctions at home and making *Matras* of various mixtures. They should be easily available to them. Pharmaceutical companies can be encouraged to make such very commonly used combinations easily available to the patients. The issue of palatability should also be solved with newer techniques and preparations. Medicine is the basic part of the therapy so when patients accept our medicines, they accept us.

### NEGATIVE PUBLICITY

This is also a big hurdle in the mainstreaming of Ayurveda. It's true that we need to focus on advertising our products and success rates so as to reach maximum population. But it is seen that many people make very high claims like a magical remedy. Advertisements of growth promoting, height enhancing drugs can be taken for example. These advertisements make such claims that can never be fulfilled. This creates negativity in general public about the efficacy of Ayurveda in all. Also, many quacks claim that they can treat cancer, AIDS, or other dangerous diseases like a magic. They find out some so called *Desi* formulations and



sell them under the label of Ayurveda. They are neither documented in Ayurvedic texts nor are they scientifically proved. They cannot give such results and are a great cause of defame to the already disturbed image of Ayurveda. The claims made by such people make people think that Ayurveda is an answer to only such incurable and chronic diseases which is totally wrong. Thus patients come to Ayurvedic physician when they see that all others have closed their door. At this stage, the disease has become 'Asadhya' and thus we can't give results to that much potential. This creates more negativity in public mind.

With such a problem, where the general public has no faith on the science, it is difficult even to survive; then thinking about mainstreaming can just be a dream. Even people related to Ayurveda must stop making such false claims. We can promote our science in a positive way so that they reach to the general public. It is not good to create an image in public mind that Ayurveda is meant only for special and very chronic cases. We should put forwards our science as a system of the common man. It's true that we need to put forth our specialties, but all in all it is a healthcare system that is meant for treatment of common ailments too. This fact has to be established in public mind.

Due to these efforts, people will visit Ayurvedic physicians at proper time and we can give them good results with high quality of life.

Government should also take this problem seriously. The Drugs and Magical Remedies (Objectionable Advertisements) Act should be strictly applied. Serious actions should be taken against personnel or pharmaceutical companies making such baseless and non-scientific statements openly through mass media at least. Not only government but associations of Ayurvedic physicians should also stand against such negative publicity. They themselves should also try to wipe out this false image of Ayurveda.

### CREATING SEPARATE IDENTITY

This is the greatest hurdle in maintaining Ayurveda in the mainstream. Common people now-a-days hear a lot about Ayurveda. Medicines based on Ayurvedic principles are largely being used all over the world. According to the 2007 National Health Interview Survey, more than 200 000 US adults had used Ayurvedic medicine in 2006 alone.<sup>[9]</sup> But we are unable to create a positive impression in public minds. We are not standing as a separate system in the society. We are not focusing on our plus

points and are just busy copying the style of modern medicine.

Many Ayurveda graduates are not even interested in practicing Ayurveda. They are very less number of vaidyas who are practicing traditional Ayurveda. Students are not interested in understanding basic principles. There is much ignorance about Ayurveda in our own stream. Many of us feel proud in being expert in the knowledge of modern medicine and have no respect for Ayurveda. They read Ayurvedic books just to pass the exams and practice modern medicine after graduation.

Due to this attitude, we are unable to create our own image as a separate system of medicine. People treat Ayurveda as a B team of modern medicine which are supplement to overcome the load of patients on healthcare systems. Ayurvedic (?) Physicians who practice modern medicine are considered only as a cheaper alternative to the MBBS/ Post graduates in society. This is creating an image crisis of Ayurveda in the society.

In order to create a positive image in society, we need to practice our science positively. Without which all efforts of mainstreaming of Ayurveda will be in vain. To achieve this, it should be mandatory for Ayurvedic physicians to practice their own system unless there is

any emergency. We need to stand as a separate healing system with own setup of treatment.

### **AWARENESS ABOUT UNIQUE ASPECTS OF AYURVEDA IN PUBLIC**

The authentic Ayurvedic system of medicine has lot to offer in management of lifestyle disorders. But there is little public awareness of this side of Ayurveda and there is a lot of quackery in this area.

We can stand as a unique medicinal system if we focus on special aspects of Ayurveda. There are many such points that are not found in contemporary systems of medicine. They are unique to Ayurveda. There are some conditions where Ayurveda can be a much better option for complete management. In the treatment, rather the management as a whole, of many conditions, Ayurveda has an upper hand. Arthritis can be the best example. Though contemporary medical sciences can provide relief from pain, they cannot provide patient a good quality of life. There are many more like this. We can promote this corner of Ayurveda and get into mainstream as the best option for such condition.

If we want to attract the society, we must emphasize those specialties which are not found in any contemporary system of medicine. *Panchakarma* is the best example. It is preventive, health

promoting, therapeutic and curative. No other system of medicine has a procedure that can remove morbid substances out of body. These procedures can be promoted for health promotion. Seasonal *Shodhana* packages for health maintenance can be provided to healthy patients. This can help in increasing popularity of Ayurveda among general public. *Panchakrma* is described in every disease by *Aacharya Charaka* for its complete cure from the roots to avoid remission. So it can be promoted in that way as well.

Ayurveda is a science of medicine, but its fundamentals are not based only on application of pharmaceutical product i.e., drug in meaning of definition of drug of WHO or Food and Drug administration departments of a number of countries. Ayurveda cures diseases on basis of diet and nutrition too. Full philosophy of “*Pathya Kalpana*” - dietary regimen is a magnificent remedy for few ailments and to support patients in cure of other

diseases.<sup>[10]</sup> Cosmeceutical products are also have place in bunches of buckets of Ayurveda.<sup>[11]</sup>

*Rasayana* can be promoted as a rejuvenation therapy, which again is unique to Ayurveda. The same is about *Vajeekarana* therapy. People in this era are facing problems like early ageing and infertility due to lifestyle changes. We can be the best solution for such problems.

There is mammoth potency in the field of nutraceuticals and cosmeceutical products of Ayurveda which may lead to grant of patent on this account and serve masses for good health and in continuance of beauty respectively[ac own] Recently, the Department of AYUSH has notified new category of Ayurvedic products under the title of Ayurvedic *Balya/Poshak* (Ayurvedic nutritional products) and Ayurvedic *Soundarya Prasadhak* (Ayurvedic cosmeceuticals) for license and export purpose which may explore new opportunities to Ayurveda worldwide.<sup>[12]</sup>

### CONCLUSION

Ayurveda is an eternal science as we can see that the concepts generated thousands of years back are still working without any disputes. The only thing is somewhere it is incompatible with the modern era.

Ayurveda in the 21<sup>st</sup> century needs a fresh wave of new ideas, adventures and liberations in order to play its required role in the newly emerging era of medical pluralism. In short, Ayurveda needs a

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renaissance. This demands participation of all sectors with a good communication between. We are the oldest system of medicine and we can obviously grow as a well established system of medicine with a

special identity. We just need to keep faith on our *Aapta* and rejuvenate our science. Then only we can return our science the glory of the past.

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