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Ayurveda – An Indian Perspective

Ariya Maheshwari

Ariyamaheshwari17@gmail.com

Jai Hind College, Mumbai, Maharashtra

Abstract

The oldest medical system, Ayurveda, is now well known and well-liked around the world. In addition to being a curative medical system, Ayurveda embraced the management approach, which aims to promote and avoid illness. Ayurveda has a substantial advantage over modern medicine, and it has become a tremendous business potential for the growth of India's economy. The demand for herbal food items, nutritious food supplements, and immunity boosters has increased significantly throughout the world as people's awareness of the importance of good health and robust immune systems has expanded. Consumers are focused more on implementing various strategies to preserve long-term health as health and wellness are given more attention due to the shift in healthcare from curative medicine to proactive and preventative treatment. The global market for herbal medications is expanding as a result of the rising desire for all-natural alternatives. Ayurveda is now widely practised across the world, with a market for its products worth Rs. 515.5 billion in India.

Keywords: Complete Life Science, Ahara (Diet), Asana (Position), Ayurveda (Knowledge Of Longevity), Naturopathy, Homeopathy, Yoga, Allopath, Ethno Medicine, Indian Economy, Raw Materials, Organic, Health Care, Post Covid, Quality Control, Uniformity, Clinical, Private Sector

Objectives

The objectives of this study are

- 1- To understand the awareness regarding Ayurveda
- 2- To see what effect it has on the Indian economy
- 3- To get an insight into how the new generations are adapting to Ayurveda
- 4- To analyse depth with which Ayurveda is growing in India today

I. INTRODUCTION

Ayurveda is a comprehensive medical system having roots in ancient India and is closely associated with Indian wellbeing. The wellness sector in India has grown rapidly over the past four years and is now estimated to be worth Rs 50,000 crores. Ayurveda and holistic wellness have once again piqued people's attention, and this industry includes a few huge corporations like Dabur as well as other medium and small size businesses with a more individualised approach. The ministry of AYUSH was established by the Indian government to advance alternative therapies. Rs 3,400 crores funding for AYUSH wellness centres from 2014 to 2019. In response to the rising popularity of Ayurveda over the past several years, various businesses, like Dabur, have developed less expensive alternatives to more expensive brands whose goods are beyond of the reach of the average consumer.

Scope

Over the past several years, the Ayurvedic business in India has had a resurgence. This popularity has also moved to the west, where these products are in great demand, and as a consequence, India has risen to the position of second biggest exporter of ayurvedic goods and complementary medicine. Up to 3 million employment have been created by the ayurvedic business, which has an annual growth rate of 14% and a market value of up to 5000 crores. The challenges the Ayurveda industry faces are the lack of public awareness, standardisation and recognition for Ayurveda to become a mainstream life science, and obtaining all the necessary components to assemble the finished product because all raw materials must be organic, of high quality, and readily available throughout the year to manufacture the products.

II. CHARACTERISTICS OF THE AYURVEDA INDUSTRY

India has taken on the mission to mainstream Ayurveda globally in the healthcare field. Ayurveda has its roots in ancient India, this provides a lot of examples in which Ayurveda has worked wonders and India advertises that as the unique selling point of Ayurveda from India and Indian origin companies. Ayurveda has grown tremendously over the past decade however the rate at which the Ayurveda industry is growing has been subdued, due to this there is an immense need for products and services that will help in the growth of the Ayurveda industry and increase sales at an exponential rate. The Ayurveda industry has seen a huge increase in demand and has a projected worth of around \$23.3 billion dollars in 2022.

Ayurveda helps a person from within if a person follows Ayurveda in their daily life like food combinations etc.

In the past few years Ayurveda has seen a boost in popularity since there has been awareness created around holistic healing, healthy lifestyle, ayurvedic food choices, chemical and preservative free food choices, this has appealed to the younger generations in the country and globally because following the ancient Indian practice Ayurveda heals the problems from within and has the power to omit any unnecessary medications that a person may be consuming.

To maintain a healthy lifestyle consumers are preferring healthier food choices like herbal tea, oats etc. which are made out of organic ingredients. Ayurveda states that one should eat healthy and exercise in the form of yoga, walking or any form of movement to keep your body physically healthy and meditate to keep your mind calm, collected and peaceful, this will help in overall wellness of the person. There are many resorts in India that people go to for detoxes which are nothing but simply following all the rules of Ayurveda to live a healthy life.

Cheaper rates along with good quality healthcare

Quality of healthcare and medical facilities provided can only depend upon factors such as availability of resources, infrastructure and professional manpower who can execute the quality of health care that is required and deemed proper. Ayurveda as a field of healthcare has one of the most basic medical processes and can work wonders. In professional and competitive environments budgeting is also a top priority as well as providing customers with quality products. Quality of healthcare is seeing a booming rise in India today and that includes the quality of Ayurveda. The younger generations have spiked interests in Ayurveda as a result of which many companies are getting set up which creates competition for better quality and lower price. The overall quality of healthcare is advanced and efficient and is only getting better day by day as newer technology is coming into the country, however these advanced and expensive facilities are only available to those who can afford it and by private hospitals where they have the financial and geographical infrastructure. India has an extremely advanced healthcare sector which has the best of research facilities, doctors, hospitals which are well recognised globally for their level of healthcare, the other side of the spectrum is the extremely low quality of healthcare provided by some facilities. Efforts to increase the level of healthcare depends upon factors like reliable data, qualified medial personal, not enough financial backing and resources to help improve the quality of healthcare. In India health is a state priority and there is no law or applicable legislation to help regulate the quality of healthcare.

Sustainable policies and reforms and interference of government schemes

A medical establishment act has been established by some states however it only applies to private hospitals

To reduce this gap between the people of the country, bring uniformity and assign accountability the government of India has enacted the Central Clinical Establishment Act of 2010, this basically helps people get more healthcare facilities.

In the private sector, attention to promotion of quality of care has mainly been driven by the business plan side of the working of healthcare providing institutions. In the public sector healthcare providing institutions have undertaken projects that would help improve the quality of healthcare provided. The national rural healthcare mission has paid keen attention to the attention to the quality of care and over the past few years all the states have made an effort in incorporating this in their healthcare plan.

The effort the states have made range from ISO certification in hospitals to facilitated equality in the running of the hospitals.

Imports and exports

The economic conditions of the ayurvedic industry are constantly on an upward curve, in 2018 it was valued at \$300 billion (USD) and by 2024 it is predicted to reach \$710.87 billion(USD). Over the last few years Ayurveda has had an increasing effect on Indians since in 2018 around 75% of Indian households were using ayurvedic products compared to 2015 in which 67% of Indian households

were using ayurvedic products. In a span we can see a drastic increase in the use of ayurvedic products. Ayurveda has seen such an increase in its use because of awareness created about holistic treatments and living a healthy life.

The Ayurveda industry has witnessed a growth of up to 90%, it has gained more popularity after the initial rise in cases in the COVID-19 pandemic as well as gained global recognition. The Ayurveda sector has gained a huge jump in exports as well as national and international investments, according to official data Ayurveda is an industry valued at RS 30,000 crores and is growing exponentially at 15%-20% annually. The current economic conditions of the Ayurveda industry is extremely well placed and provided the growth happens at the exponential rate that it continues to grow at, the economic conditions will only get stronger. During the COVID-19 pandemic there was a lot of panic among the people, during this time people not only in India but globally resorted to Ayurveda to put their anxieties at bay, this unknowingly led to a lot of popularity among the people regarding Ayurveda due to which many people started small business relating to Ayurveda, this has led to a huge increase in ayurvedic companies which ultimately leads to the overall increase in the economic conditions in the ayurvedic countries.

The Ayurveda industry is expected to be worth 710.87 billion INR by 2024 with the industry expanding at a compound growth rate of 16.06% from 2019-2024, which is the forecast period to see a rise in the overall valuation of the industry.

In India there are multiple large companies who dominate around 85% of the market share in the Ayurveda branch of holistic healing. These companies employ a large number of people depending on their size and annual turnover. The companies who own most of the market share of Ayurveda in India are spread over a range of products like medicines, perishable goods, cosmetics

India is known for its ayurvedic remedies and exports Rs 425.05 crores in sales per annum. The top countries India exports to are Russia, UAE, Nepal, USA, Kazakhstan among others. India happens to be one of the largest exporters of ayurvedic remedies in the world. The export value of ayurvedic drugs has a value of around 539 million USD. Ayurveda has become extremely popular and is exported in enormous quantities from India across the globe however there are some rules and regulations that have to be followed like general and validated licenses which are basically restrictions put on specific aspects of the products that get exported, the licenses have requirements of the final destination and it has to be cleared by their rules and regulations as well as the home countries rules and regulations.

The government of India has agencies relevant to exporting goods such as Department of Justice-Drugs. Any goods that are prohibited and are imported or exported or attempted to import or export without following the guidelines of the other countries, the goods can be confiscated by any customs Act or any other law for the time being according to sub section (d) of section 111 and subsection (d) of section 113.

While exporting ayurvedic products from India companies have to apply for the free sales certificate and Non-Convention Certificate will be given on the request made by the company and after the company has undergone a background check will be issued the license within a span of 15 days.

The processes of exporting ayurvedic products

- 1- Apply for the import export code and free sales certificate
- 2- Find foreign customers and agents
- 3- Create some form of contact
- 4- Finalize the rates of the products
- 5- Finalize payment, mode of transport for the products and agents
- 6- Start receiving orders
- 7- Prepare the final invoice
- 8- Clear customs
- 9- Apply for the shipping bill
- 10- Inspection of the products will be carried out
- 11- 'Let Export' Order will be issued and the product/s can be exported

III. CHALLENGES FACED BY THE INDUSTRY

The major challenges faced by are quality control, standardisation, lack of knowledge about the products and lack of standard protocol are some of the challenges faced by the Ayurveda industry, it could also include tough competition as there are constantly new companies in the market for ayurvedic products.

Since Ayurveda is not medicated but is still used to treat certain illnesses to convince people to use Ayurveda even though the demand is growing in the global market. There is a lack of documentation of the products and the effect they have, there is a variation from batch to batch, the toxicity profile of the product may not always be explained, the efficacy may be questioned since it doesn't have any science backing it, medical health insurance doesn't cover Ayurveda as a branch of medical treatments.

Most of the people who cannot afford medical treatment in private hospitals and go to government owned hospitals do not have enough knowledge about the difference between Ayurveda and allopath, they describe their pain to the doctor who then goes on to

prescribe them medications which are not usually Ayurveda.

There are certain disorders which demand Ayurveda like digestive disorders, paralysis, joint disorders, hypertension etc. however due to poor infrastructure the availability of these products in government run hospitals isn't possible they also lack basic quality medications. A lot of patients who go to government run hospitals and clinics and want ayurvedic or specific medications have to go to private chemists who tend to have higher prices for the medications as compared to government clinics. The major challenges faced by the Ayurveda industry is also their price point which tends to be higher than the average medications, their reach since they are unable to reach the smallest villages in the country and tend to stay in tier 1 and tier 2 cities and a lot of ayurvedic industries do not produce in bulk, not only would this reduce the cost of production significantly but also help a larger number of people get access to ayurvedic medications as the cost would reduce and the product will reach tier 3 and tier 4 cities.

In a public healthcare setting it is harder to find qualified ayurvedic doctors. Ayurvedic doctors have extremely short slots allotted to patients and do not know what is the actual problem, they ask questions like what problem do you have, what's wrong with you, since when have you been feeling like this etc based on which they prescribe medications.

IV. REVIEW OF LITERATURE

“Ayurvedic research and methodology present status and future strategies”- Ashutosh Chauhan, Deepak Kumar Semwal, Sayendra Prasad Mishra and Ruchi Badoni Semwal: In the country today we see the population constantly rising with this comes the concern for the constant rise in healthcare prices and the difficulties people have affording basic health coverage. In economically poor countries like India drug based medications are becoming extremely expensive for the masses. Drug based medication should be the last resort to infections and diseases, Ayurveda has made a huge comeback since the prices of drug based medications have skyrocketed, Panchakarma a popular ayurvedic cleanse has gained popularity among the people for curing diseases before they even manifest themselves into one's body. The development of ayurvedic medications and practices requires a lot of research and practical work by academicians as well as practitioners who have the required motivation, knowledge and bandwidth for this job. If the preservation of Ayurveda isn't done well then the concept and awareness for ayurveda will once again become history. There is an urgent need to advance the research pertaining to Ayurveda since modern researchers have not been rewarded since their research work is being used for modern bioscience. There is a different approach towards Ayurveda and allopathic treatment and medications. Ayurveda is a holistic science that has roots deeply embedded in Indian culture. Ayurveda helps to understand the physiology and the inner workings of the body well enough to prevent diseases from manifesting within. Allopath over the past few decades has provided a huge amount of concrete research to cure as well as prevent illnesses. Ayurveda and Allopathy should work in tandem to bring about a real change.

“A Glimpse of Ayurveda- The forgotten history and principles of Indian traditional medicine”

Yogini S Jaiswal and Leonard L Williams: Ayurveda has its roots in Indian culture and has been there since thousands of years, however there are a few setbacks towards it today which endanger the growth of Ayurveda similar to the western system of medication. The ingredients that go into the ayurvedic medications are not known with full clarity. Today even after all this awareness has been created about the benefits of ayurvedic treatments, herbal treatments still face backlash. A positive of ayurvedic medication is that the medication treats illnesses before they manifest in the body, it treats the person as a whole while curing the person of the illness. Although Ayurveda has numerous health benefits, it cannot be completely tailored for the masses since there is a lot of research that goes into creating ayurvedic medications that can cater to the masses. Ayurveda also faces issues like non-uniformity, quality control etc.

“Influence of Deha-Prakriti (Body Constitution) in the manifestation of disease in context to Amavata (Rheumatoid Arthritis)”- Assistant Professor, Department of Samhita and Siddhanta, Mahatma Gandhi Ayurvedic College, Hospital & Research Centre, Salod (Hirapur), Wardha, DMIMS (DU), Maharashtra. India.2. TSWRDCW, Warangal (East) International journal of Ayurvedic Medicine vol 13(2), 258-267: According to ayurvedic practices DP plays an important role in assessing how severe the disease is and its prognosis. Even though Ayurveda has created a huge amount of awareness in society today it lacks the reliability simply due to the literature based claims not being validated enough and can be done by adding multiple kinds of clinical research validating the claims of the products. A broad test that covers the population in a gist would be more applicable and marketable for a producer while it will be convincing for a consumer. It would only be possible to make Ayurveda a mainstream drug if it can be personalised to each and every person and their bodies.

“Indian Traditional Ayurvedic system of Medicine and Nutritional Supplementation”-M.M.Pandey, Subha Rastogi and A.K.S Rawat,Evid Based Alternate Med June 23rd 2013: There is some uncertainty regarding these alternate forms of medicine even today and after there being a lot of exposure of the various health benefits that complementary and alternate medicine (CAM) has of a human being. These methods have been expanding their areas of research and it shows the health, economic and social benefits. It could help in improving the information provided by pharmacists, if informed about correctly people could start getting the correct treatment with ayurvedic medication from their local pharmacies in rural villages. CAM can conquer the market if it devotes time and resources to understanding more about the products, combinations and how it can be used to help the masses in the country. CAM can be fully integrated into the medical world and be taken seriously by all the generations provided it researches and presents qualitative and believable data. People should remain healthy and consume healthy foods in order to stay healthy and fit, people should avoid junk foods since if had for a prolonged period of time can lead to illnesses.

“Globalizing Ayurveda - Opportunities and Challenges”- Santhi Krishna, Dinesh, Nazeema, Vaidyaratnam, International Journal of Health Sciences and Research Vol.10; Issue: 3; March 2020:

People have taken a keen interest in Ayurveda over the last few years specifically during the covid-19 pandemic when they couldn't depend upon allopath medications and the pharmaceutical industry was shaken. Ayurveda has been made available in much larger quantities and it is constantly growing, if Ayurveda can be mainstreamed and the production and efficacy of the product can match that of allopathic products, ayurvedic products can be made mainstreamed products and globalised. The most important challenge the industry faces today is however the future of the healthcare care system where the social healthcare of the people is concerned.

“Tradition of ayurveda- Tradition to trend”-Journal of Ethnopharmacology – Volume 1972 February 2017: Ayurveda is a drug that is mentioned in scriptures that are thousands of years old and are deeply embedded into Indian culture, habits and way of life. Ayurveda as a topic can be researched, be explored and validated to the newer generations in order to help them to carry on the traditions of ayurveda.

Ayurveda has a lot of health benefits that one may not realise, it can help prevent many illnesses before they manifest.

“Understanding of Post Covid Mucormycosis through the Lens of Ayurveda”- Anupama M Bathe1, Harsha Thanvi2, Digambar Dipankar3, Leena Jungade4, Jibi Varghese3, Pallavi N Mane1 have written the article in this journal International Journal of Ayurvedic Medicine, Vol 13 (2), 268-273: Mucormycosis is one of the scariest effects of the COVID-19 pandemic. Prior to the pandemic it was a deadly disease that was not very common. However due to the pandemic the cases for this rare disease have only increased. Ayurveda has natural cures for this and it is natural.

V. RESEARCH METHODOLOGY

Research methodology refers to the precise procedures or techniques used to locate, select, organise, and analyse material about a subject. The reader has the opportunity to evaluate the study's general validity and dependability in the methodology part of a research report. Two major questions are addressed in the techniques section: How was the data collected or created? How was it looked at?

Types of Research Methodology

Descriptive research

Research that aims to precisely and methodically describe a situation or a phenomenon is called descriptive research. It can respond to many inquiries, including what, when, where, and how, but it cannot respond to the why question. It is frequently used to look at one or more variables. In this kind of study, the researcher simply observes and reports his results without attempting to influence any of the factors. Numerous descriptive research techniques exist, including surveys, observations, and case studies. One of this design's qualities is that it is frequently quite quantitative in nature and frequently utilised as a foundation for more study.

Exploratory research

Exploratory research is the study of an issue that has not yet been firmly established. It is done to gain a deeper comprehension of the issue. The outcomes of this kind of research, however, will not be definitive. In this kind of study, the researcher uses any general concepts as a starting point and investigates them to identify recurrent problems that might be the subject of more investigation. In this approach, the researcher must be persuaded and ready to embrace the possibility that he may need to adjust his objectives in light of new information. These kind of studies are time demanding, not typically classified as organised studies, and generally yield cost-effective results.

Statistical tools adopted:

Graphs and chart presentations were used to evaluate and examine the data.

Sampling technique:

A questionnaire with 12 straightforward general questions was employed in this study. The goal of this questionnaire is to collect the information that is necessary for the analysis of impact attribute data.

Hypothesis:

The hypothesis proposed here is as mentioned below:

H0- Ayurveda has not become popular because of its benefits and does not contribute to the Indian economy.

H1- Ayurveda has become popular because of its benefits and has contributed significantly to Indian Economy

Data types and sources:

Primary data

Primary data is information that the researcher directly gathers from primary sources using tools like interviews, questionnaires, surveys, etc. Getting primary data has various benefits for the researcher. First of all, compared to secondary research that was gathered years ago, primary data is current and extremely recent, giving the researcher an understanding of the present condition. Additionally, the data is private, making it somewhat unique since only the researcher has access to it. Thirdly, the researcher has control over primary research to ensure fair results. However, primary research takes a lot of time and can be expensive in some circumstances. In addition, primary data only covers a limited number of topics in comparison to secondary data.

Secondary data

Any information gathered in addition to that gathered by the primary user is considered secondary data. These might include information gleaned through public documents, online books and periodicals, etc. The primary benefit of secondary data is that it is quite affordable to acquire. It is really nicely organised and takes the researcher less time to get. However, there could also be drawbacks. In addition to being out-of-date and irrelevant, secondary data may also have been collected under unfavourable circumstances, which might have tampered with the results of the study.

Population:

Maximum number of both males and females who are familiar with Ayurveda to which the results are applied

Sampling frame:

A random list of diverse people from the selected area who work in various occupations was established in order to conduct non-profitability sampling.

Sample size:

Sample size of 75 respondents was selected to make the study meaningful.

Study area:

Mumbai's whole city is counted for the research. Mumbai should be aware of Ayurveda because it is India's financial centre.

Limitations:

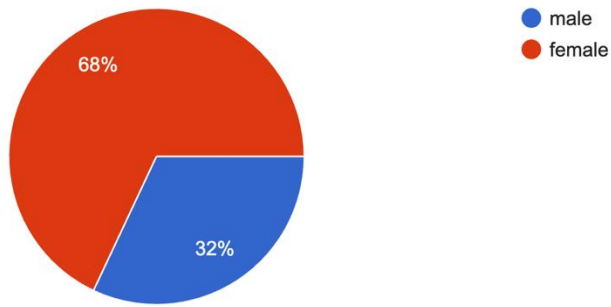
1. Limited technological literacy of the respondents may have an impact on form completion.
2. Only citizens of India could participate in the sample.
3. The respondents' insufficient knowledge may have an effect on the data collected.
4. There is just one source of primary data used throughout this article due to time and financial constraints.

VI. DATA ANALYSIS AND PRESENTATION

WE TOOK THE SURVEY: QUESTIONNAIRE METHOD AND RESULTS WERE AS FOLLOWS: WE GOT 75 RESPONSES TO THE COMPULSORY QUESTIONS ASKED BELOW:

What is your gender?

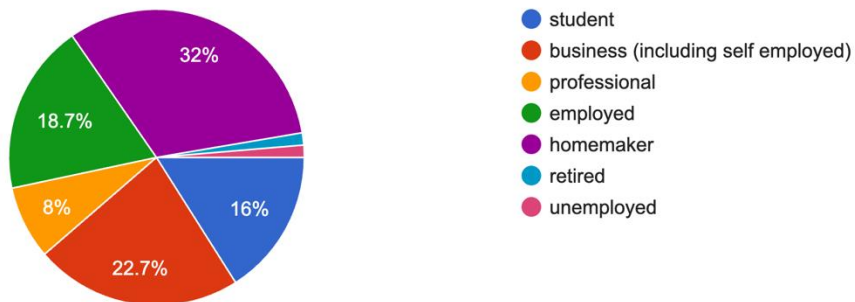
75 responses



We can observe that the above graph that Ayurveda is more popular among women

What is your profession?

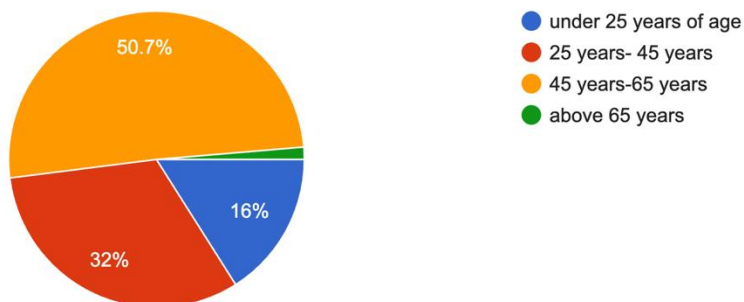
75 responses



People from multiple professions have filled the form

Which age group do you belong to ?

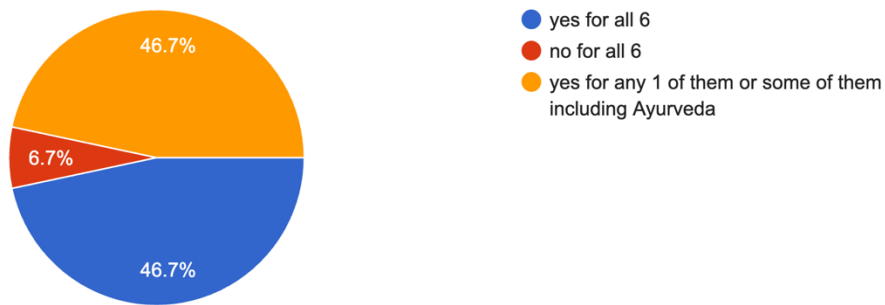
75 responses



Through this graph people from diverse age groups have filled the form but majority were from age group 25 to 45 years.

Have you heard about six recognised system of Indian medicine comprising of Ayurveda, Siddha, Unani, Yoga, Naturopathy and homeopathy ?

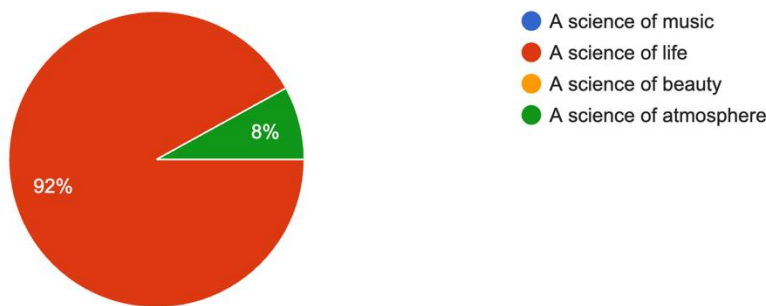
75 responses



This graph shows the mixed knowledge that people have of the six recognised system of Indian medicine.

What does Ayurveda mean to you?

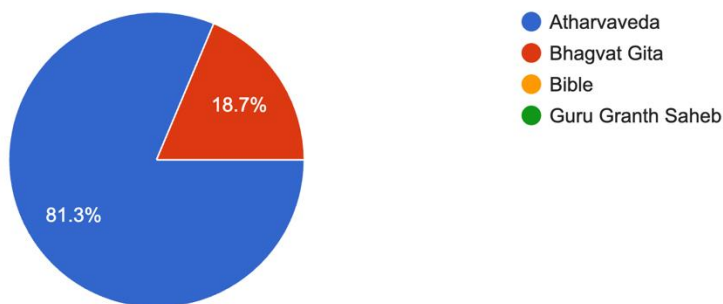
75 responses



This graph is an indication of what Ayurveda means science of life to people.

Which bodies of knowledge contains 114 hymns related to Ayurveda?

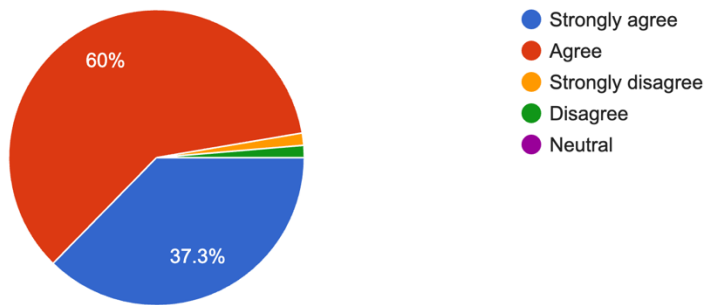
75 responses



It is evident that many people know about the bodies of knowledge related to Ayurveda.

Ayurveda uses old medicinal plants or its parts like fruits, roots, bark, stem, wood, leaves, flowers, seeds etc for the preparation of Ayurvedic medicines.

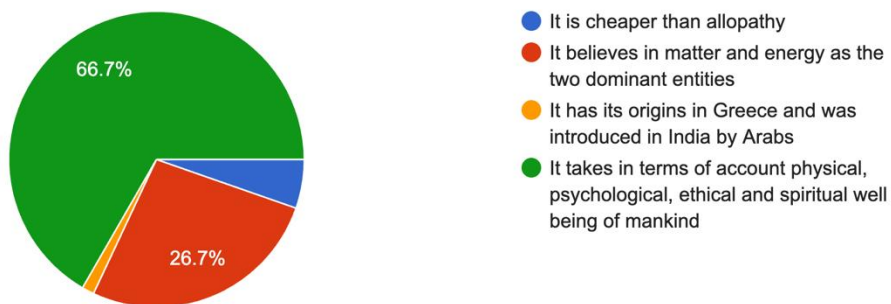
75 responses



We see that people have awareness about the contents of ayurvedic products.

Ayurveda is not just considered as ethnomedicine but also a complete medical system because

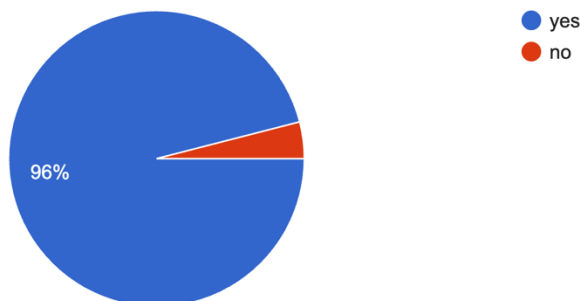
75 responses



Majority of the respondents consider Ayurveda as a complete medical system.

Because of Ayurveda's concept of a proper life style, dietary habits, daily and seasonal routines and it's ability to modify to the healthcare needs of peo..., Australia, New Zealand, South Africa, Russia etc.

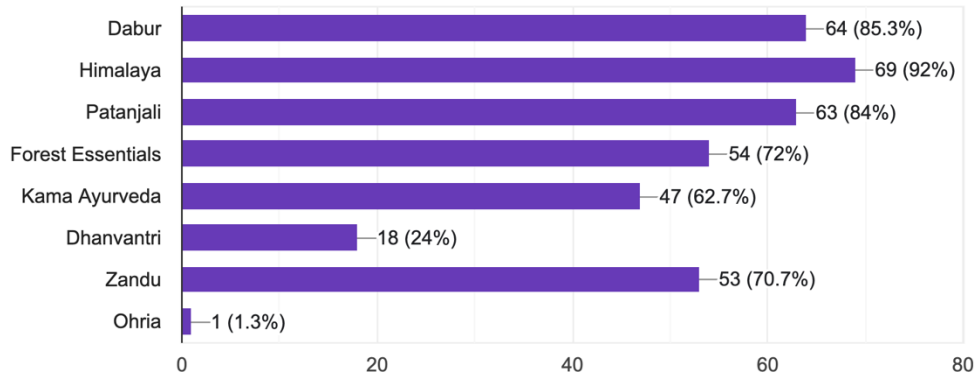
75 responses



The respondents' opinion about the contribution of Ayurveda vouches for its popularity.

Which Indian Ayurvedic brands have you heard about?

75 responses

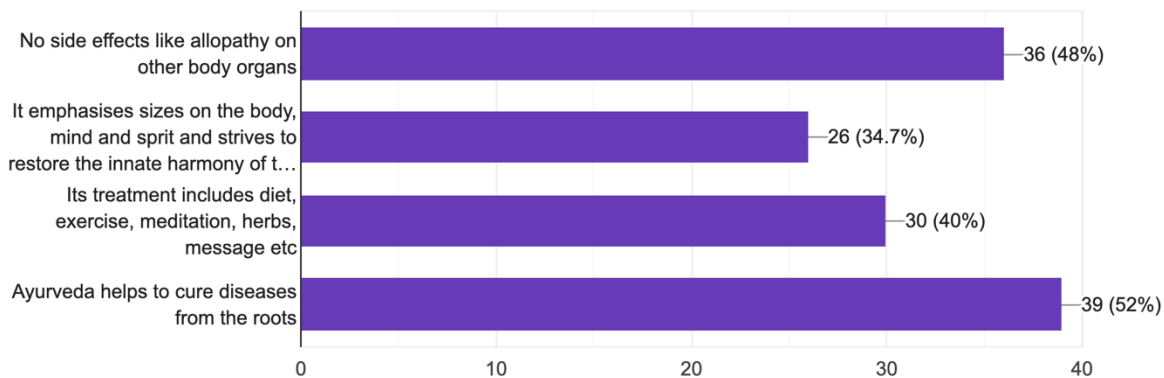


It can be inferred

that there are many popular Ayurveda brands in India.

Ayurveda is becoming more popular in India and globally for treatment of various diseases and for overall well being because

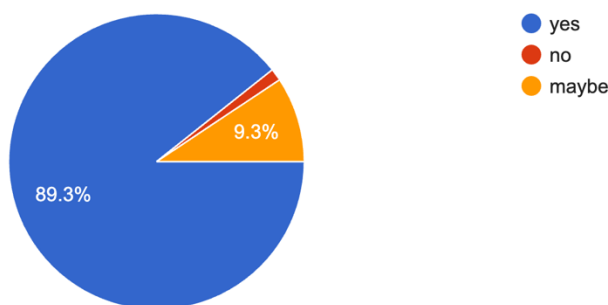
75 responses



Ayurveda is popular today because of the benefits it offers.

India being the main hub of Ayurveda and producer of Ayurvedic medicine, do you think the popularity and growth of Ayurveda is beneficial to the Indian economy ?

75 responses



The contribution of Ayurveda to the Indian economy has increased because of its popularity.

VII. CONCLUSION AND SUGGESTIONS

The enormous success of Ayurveda in the West portends a promising future for this healing method. By 2022, it is anticipated that the industry, whose overall value was \$3.4 billion in 2015, would have grown to \$9.7 billion. A growing number of people are switching to natural, safer, and holistic alternatives of Ayurveda as a result of growing public knowledge of the potential negative effects of traditional therapies through various media outlets. A household would spend a sizeable percentage of their monthly income on Ayurvedic goods, from toothpaste and painkillers to immune boosters like Shilajit, Ashwagandha, and almond oil.

The industry is seeing an increase in businesses with cutting-edge goods, premium packaging, and clever marketing techniques, which bodes well for the future of Ayurveda. The current generation of businesspeople is cleverly working on these factors to compete in the expanding market rivalry. Previously, Ayurvedic enterprises struggled to attract clients with presentation and advertising efforts. Ayurveda is also gaining popularity quickly as a result of the exponential growth of India's travel and tourism sector and the enormous interest that international tourists have in Indian culture. States in India that profit greatly from medical tourism include Tamil Nadu and Kerala. These states offer a number of advantages, including good infrastructure, a skilled workforce, cutting-edge R&D, stunning scenery, and a somewhat cleaner environment. Additionally, the administrations of these nations are highly helpful in developing policies that are favourable to business.

There are many extremely profitable potential for Ayurveda's future, but it is crucial to consider whether India will continue to hold the top spot in this field given the continuous difficulties and deficiencies. Since the organic growth of these herbs needed farms and land masses that were never subjected to chemical fertilisers, excellent Ayurveda is first and foremost unattainable without quality plants. Second, despite being the home of Ayurveda, India lacks sufficient colleges and universities where the next generation may learn this ancient knowledge and pursue a profession in it. Therefore, there will be a severe shortage of Ayurveda specialists if proactive measures are not implemented. Ayurveda has a big potential to propel the Indian economy to greater heights, hence both government and private parties should step forward to seize future chances through PPP model.

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Appendix:

Questionnaire

- 1- What is your gender?
 - Male
 - Female

- 2- What is your profession?
 - Student
 - business (including self-employed)
 - professional
 - employed
 - homemaker
 - retired
 - unemployed

- 3- Which age group do you belong to?
 - under 25 years of age
 - 25 years- 45 years
 - 45 years-65 years
 - above 65 years

- 4- Have you heard about six recognised system of Indian medicine comprising of Ayurveda, Siddha, Unani, Yoga, Naturopathy and homeopathy?
 - yes for all 6
 - no for all 6
 - yes for any 1 of them or some of them including Ayurveda

- 5- What does Ayurveda mean to you?
 - A science of music
 - A science of life
 - A science of beauty
 - A science of atmosphere

- 6- Which bodies of knowledge contains 114 hymns related to Ayurveda?
 - Atharvaveda
 - Bhagvat Gita
 - Bible
 - Guru Granth Saheb

- 7- Ayurveda uses old medicinal plants or its parts like fruits, roots, bark, stem, wood, leaves, flowers, seeds etc. for the preparation of Ayurvedic medicines.
 - Strongly agree
 - Agree
 - Strongly disagree
 - Disagree
 - Neutral

- 8- Ayurveda is not just considered as ethno medicine but also a complete medical system because
 - It is cheaper than allopath
 - It believes in matter and energy as the two dominant entities
 - It has its origins in Greece and was introduced in India by Arabs
 - It takes in terms of account physical, psychological, ethical and spiritual wellbeing of mankind

- 9- Because of Ayurveda's concept of a proper life style, dietary habits, daily and seasonal routines and its ability to modify to the healthcare needs of people of different countries, it's becoming popular globally in countries like USA, Japan, EU, Australia, New Zealand, South Africa, Russia etc.
 - Yes
 - No

- 10- Which Indian Ayurvedic brands have you heard about?

- Dabur
- Himalaya
- Patanjali
- Forest Essentials
- Kama Ayurveda
- Dhanvantri
- Zandu
- Ohria

11- Ayurveda is becoming more popular in India and globally for treatment of various diseases and for overall well being because

- No side effects like allopath on other body organs
- It emphasises sizes on the body, mind and sprit and strives to restore the innate harmony of the individual
- Its treatment includes diet, exercise, meditation, herbs, message etc
- Ayurveda helps to cure diseases from the roots

12- India being the main hub of Ayurveda and producer of Ayurvedic medicine, do you think the popularity and growth of Ayurveda is beneficial to the Indian economy?

- Yes
- No
- Maybe