

Review Article

Why globalization is needed in Ayurveda

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ABSTRACT:

India, having one of the richest and most diverse heritage in the world is not an exception to this global trend. Ayurveda is the world most ancient medical knowledge system. Ayurveda due to its holistic approach using lifestyle medication, healthy diet, less side effects, has attracted a large population in different countries around the world. There is a growing demand for natural products including items of medication value. Pharmaceutical, food supplements and cosmetics in the international market. Globalization may also help in reducing cost and competition of drugs one important advantage of mergers and Acquisitions is that it provides instant access to markets and distribution networks. In Charak Samhita it is said that whatever in it, can be found anywhere? ³ Realizing the benefits of Ayurveda, many countries have started showing interest in Ayurveda curriculum and research. These include Russia, USA, Japan, Austrilia, Netherlands, South Africa, Argentina, UK, France, Italy etc. The traditional Ayurveda medicine remains the most ancient yet living traditions. Global awareness on this traditional system has increased manifold over the past decades, leading to the acceptance of such medicine system. The Ayurveda medicine therapies /drugs have diversity, flexibility, accessibility and affordability in many parts of the world. There is growing demands of Ayurvedic products including items of medicinal value, pharmaceutical, food supplements and cosmetics in the international markets.

KEY WORDS: Globalization, pharmaceutical, Acquisitions, curriculum, cosmetics

INTRODUCTION:

The mutual exchange of technology and knowledge around the world is known as Globalization. The process of globalization is transformation of some things or phenomenon into global ones. This is the process by which the citizens of the world incorporated into a single society and function together.

Globalization is the process of international integration arising from the interchange of world's views, product, ideas and other aspect of culture. ¹ WHO defines traditional medicines as including diverse health practices, approaches, knowledge and belief incorporating, plant, animal, and or mineral based medicines, spiritual therapies, natural techniques and exercises applied singularly or in combination to maintain well bring as well as to treat,

diagnosis, or prevent illness. ² This is the combination of economical, technological, socio-cultural and political forces. The word globalization has been used by economists since 1981, Globalization is viewed as a century's long process, tracking the expansion of human population and the growth of civilization that has accelerated dramatically in the past fifty years.

In the 19th century it was sometime called the first era of Globalization a period characterized by rapid growth in international trade and investment⁷. The world Globalization was used in economics primarily but nowadays it is meant by "mutual exchange of Technology and knowledge through worldwide integration arising from the interchange of world views, product, ideas and other aspect of culture are

the process of interaction and integration among the people, companies and governments of different nations. There are many references of seminars and symposia held all over the world in Ayurvedic text. It shows that phenomenon of Globalization was in existence in that time to lack of proper documentation and researches Ayurveda (science of life) has been suffered from negligence last many decades but in recent era due to its holistic approach, healthy diet, less side effects, has attracted a large population in different countries around the world. Realizing the benefit of Ayurveda, now population is being attracted towards it. Due to Globalization Ayurvedic medicines should be standardized according to global norms. Cultivation of medicinal plants should be regularized and controlled and researches should be more specific and diligent. All these will definitely develop Ayurveda a standard manner.

Revolution of Ayurveda:

In 1827 the Ayurveda course was started in India in the Government Sanskrit college Calcutta, India later by the beginning of 20th century, many Ayurveda college were established in India. In a later stage the Indian National congress tried to promote the integrity of this science in 1907 a professional group of indigenous Practitioners established the All India Ayurveda maha sammelan in 1916; all members of the imperial legislative council, led by pandit madan mohan malaviya. But this time, outside India also, Ceylon and Burma had started moving in the same direction to promote the integrity of this indigenous system of medicine later different central government committees were formed. The period from 1925 to 1950 is considered as the golden era for Ayurveda in the modern age, lots of academic works were done, many books were written, and seminars and symposia were held the work of pandit gananath sen, Acharya Yadavji Trikamji, pandit Ramraksha pathak etc. were remarkable. Recently Government has started paying more attention to Ayurveda, not because of its immense healing powers, but for its tourist potential. In 1970 WHO recognized Ayurveda as a health science and as a traditional health system.

Effect of globalization on Ayurvedic therapeutic system:

If we meet all the criteria for worldwide acceptance of Ayurvedic medicines and their raw constituents this will result in their standardization according to global norms. There will be regular and controlled

cultivation of medicinal plants. The patent law will enforce a more specific and diligent research and development movement in India patents being the most vital aspects of the global pharmaceutical industry, more efforts will be taken to acquire and protect Ayurvedic medicine to be established in the world market. Globalization gives you a larger market, you can sell more medicines, make more money. You can create more jobs in Ayurveda consumers, also profit from Globalization, products become cheaper and you can get new medicines more quickly. Globalization lets countries do what they can do best. If for example, you buy cheap Ayurvedic drugs from another country. You don't have to make your own. You can focus on other formulations and researches. A patent is an exclusive right granted for an invention, which is a product or process that provides a new way of doing something, or offers a new way of doing something, or offers a new technical solution to a problem⁴. There was a continuous misappropriation at International patent office was that the traditional medicinal knowledge exists in local language, such as Sanskrit, Urdu, Arabic, Persian and Tamil. Which was neither available nor can be understood by patent examiners even in of even availability at International patent office due to lack of knowledge of Ayurveda. The practical problem was that patent examiners could not search relevant traditional knowledge due to little documentation. To solve this problem TKDL has been formed Traditional knowledge Digital Library (TKDL) is a collaborative projects between council of scientific and Industrial Research (CSIR) ministry of Health and Family welfare. Documentation of the knowledge from the existing literature related to Ayurveda, Unani and Siddha in digitized format Globalization of Ayurveda will help it to be known to everyone. Indian pharmacopoeia commission (IPC) is an Autonomous institution of the ministry of Health and Family welfare, Govt of India, IPS is created to set standards of drugs in the country. Its basic function is to update regularly the prevailing in this region It publishes official document for improving Quality of medicines by way of adding new and updating existing monographs in the form of Indian pharmacopoeia (IP). There are so many steps are taken by Indian Health ministry in this regards.⁵

Problems in globalization:

Exports of Ayurvedic medicine in global market is necessary to make our science known to everyone.⁹

The Main face worthy problems in this are:

- Lack of identity, brand equity and marketing mechanism
- Non-availability of standardization facilities, research and primitive manufacturing process resulting in unacceptable levels of quality especially in documented form.

Traditional medicine sector in general and Ayurveda in particular facing a lot of problems like lack of standardization of raw material, lack of ample modernization and lack of sufficient infrastructure. Use of heavy metal in medicine controversially related to Ayurvedic medicines makes it difficult to increase the official export of Ayurvedic medicines. Lack of government support and a lot of paper work required for exporting Ayurvedic medicines affected the motivations for drugs also create the issue. Difficulties are relating to the protection of indigenous/traditional system of medicine knowledge. Problems in ensuring its proper use, very little documentation of such process as effectiveness of formulations, efficacy and any side effects are also there. Studies in our field are not documented and certified by appropriate agencies before drugs can be sold in market. In the recent past traditional medicine sector in India has come under criticism for non-standard, untested, unsafe and harmful formulations. This sectors has to face a lot of controversy due to heavy metal issues. This would enable them to meet basic standards and required scientific protocol thereby enhancing acceptability of traditional medicines not only in India bus also world. Besides these there are many other problems in globalization like lack of continuous supply of raw materials, delays in approval of formulations, ban on several herbs for exports leading to lesser availability of certain herbs, lack of trained personnel in financial management in foreign trade and lack of motivation for exports.

CONCLUSION:

The phenomena of 'Globalization' has been come from many decades ago in the Vedic and Upanishad period. Ayurveda is a life science of holistic approach. In the earlier era it was a very renowned medical science but by the time it obsolete due to many reasons. Now at present while life styles have been changed, people are suffering from diseases in which Ayurveda works wonderfully. Times demands a complete and effectible cure from disease. As Ayurveda has been descended for the mankind of all over the world, now being an Ayurvedist it is our

responsibility to globalize it. So that its main aim can be fulfilled i.e. Sarvabhutanukampaya means for All living being. ⁶

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