



## WELLNESS

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### SUMMARY

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- India is one of the pioneers in the alternative system of medicine and has an unparalleled heritage represented by its ancient and age-old traditional treatment methods, such as Ayurveda, Yoga, Unani, Siddha and Homoeopathy <sup>1</sup>
- The Ministry of AYUSH was formed in November 2014, to overlook the optimal development and proliferation of the AYUSH systems of health care <sup>2</sup>
- Over USD 200 Bn to be spent on medical infrastructure by 2024. The country has developed vast AYUSH infrastructure comprising of 13.8 lakh registered practitioners, 3986 Hospitals and 27,199 Dispensaries <sup>3</sup>

### REASONS TO INVEST

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- The Indian systems of medicine and homoeopathy particularly Ayurveda and Yoga are widely recognised for their holistic approach to health and capability for meeting emerging health challenges. These systems are playing an important role in achieving the national health outcome goals of reducing Maternal Mortality Rate (MMR), Infant Mortality Rate (IMR), malnutrition and anaemia
- The demand for Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) and herbal products is surging in India and abroad
- India is the second largest exporter of AYUSH and herbal products. Investors and corporate houses are increasingly investing in AYUSH sector
- Ayurveda has a unique therapy called Panchkarma which is beneficial for preventive/promotive health care and for treatment of many chronic lifestyle disorders
- Yoga is widely recognised and practiced in Asian as well as western countries. Several yoga centres/studios have been established across the globe during the last 4-5 decades
- Yoga is a drugless system and can be applied as an independent modality or as add-on therapy with other systems

### RECENT ANNOUNCEMENTS

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**26th December 2020:** Hon'ble PM Shri Narendra Modi launched Ayushman Bharat PM-JAY SEHAT to extend coverage to all the residents of the Union Territory of Jammu & Kashmir. The scheme will ensure Universal Health Coverage and ensuring quality and affordable essential health services to all individuals and communities.

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**16th December 2020:** Ministry of Ayush approves 200 Ayush Health & Wellness Centres in Almora District of Uttarakhand.

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**6th December 2020:** The Ministry of Commerce and Industry and the Ministry of AYUSH have decided to work together to set up an Export Promotion Council to boost AYUSH exports.

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**2nd December 2020:** AYUSH Day Care Therapy Centres for Central Government employees. Private Day Care Therapy centres of Ayurveda, Yoga and Naturopathy will be empanelled under Central Government Health Scheme (CGHS).

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**29th October 2020:** Hon'ble Prime Minister, Shri Narendra Modi has approved the signing of the Memorandum of Understanding (MoU) on cooperation in the field of Health and Medicine between India and Cambodia. The main areas of cooperation include Mother and child health; Family Planning; HIV/AIDS and TB; Drugs and Pharmaceuticals, Technology Transfer to name few.

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**8th October 2020:** All India Institute of Ayurveda (AIIA), New Delhi under the Ministry of AYUSH has signed a Memorandum of Understanding with the Amity University on 7th October 2020. The MoU focuses on promoting research in Ayurvedic Sciences.

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### STATISTICS

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- The country has developed vast AYUSH infrastructure comprising of 13.8 Lakh registered practitioners, more than 27 thousand dispensaries and about 4 thousand hospitals in the public sector. About 702 undergraduate colleges with annual intake of 52,720 students, 212 centres for post-graduate education with annual admission of 5,885 scholars and 8,954 licensed drug manufacturing units also operate in AYUSH sector. <sup>4</sup>
- India is a rich country in terms of biodiversity. Of the 17,000-18,000 species of flowering plants found in India, more than 7,000 are estimated to have medicinal usage <sup>5</sup>
- Around 1,178 species of medicinal plans are estimated to be in trade, of which 242 species are annually consumed in excess of 100 metric tons/year <sup>6</sup>
- India has 15 Agro-climatic zones <sup>7</sup>
- 12,58,83,000 people have received benefits under the Ayushman Bharat Scheme as on 12<sup>th</sup> March 2020. <sup>8</sup>

### GROWTH DRIVERS

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- The Ministry of Tourism has taken steps to promote medical tourism in India. A few examples are <sup>9</sup>:
  - In 2015, the National Medical and Wellness Tourism Promotion Board was established to provide a dedicated framework for the promotion of medical and wellness tourism (including AYUSH). The ministry has also collaborated with British Broadcast Corporation (BBC) to create a short film on medical tourism for promotional purposes.
  - During FY 18 (till December 2017), GoI provided financial assistance of USD 8,848 to NABH-approved wellness centers, under its Market Development Assistance (MDA) Scheme.
- Department of Commerce and Services Export Promotion Council have launched a healthcare portal, [www.indiahealthcaretourism.com](http://www.indiahealthcaretourism.com), as a single source platform providing comprehensive information to medical travellers on the top healthcare institutions in the country in various languages <sup>10</sup>
- The e-tourist visa regime has been expanded to include medical visits as well. Medical and medical attendant visa has been introduced to ease the travel process of medical tourists. The maximum duration of stay in India under the e-Medical visa is a longer duration of six months <sup>11</sup>
- The Government of India has set the Ministry of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) with the aim of providing a boost to these ancient healthcare systems with a targeted thrust <sup>12</sup>
  - The Ministry of AYUSH provides ample opportunities for investment, education and research, health services and training in the AYUSH sector
  - The Ministry has a 'Central Sector Scheme for Promotion of International Co-operation' which aims to promote global awareness of AYUSH systems of medicine, facilitate international promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy. The scheme also aims to support international exchange of experts and information for the cause of AYUSH systems, to give a boost to AYUSH products in the international market, to establish AYUSH academic chairs in foreign countries
- The Government of India signed a Memorandum of Understanding (MoU) with Sao Tome and Principe for Cooperation in the field of Traditional Systems of Medicine and Homoeopathy. The MoU will enhance bilateral cooperation between the two countries in the field of Traditional Systems of Medicine <sup>13</sup>
- The Government of India has signed MoUs with the governments of countries such as Malaysia, Trinidad and Tobago, Hungary, Bangladesh, Nepal, Mauritius, Mongolia, Iran for cooperation in traditional medicine <sup>14</sup>
- In various locations in India, the Indian systems of medicine and homoeopathy continue to be widely used due to their accessibility and sometimes because they offer the only kind of medicine within the physical and financial reach of the patient <sup>15</sup>
- The Prime Minister has launched National Digital Health Mission, it is a digital health ecosystem wherein every Indian citizen will have unique health IDs, digitised health records with identifiers for doctors and health facilities. The Mission is expected to bring efficiency and transparency in healthcare services in the country. <sup>20</sup>

## **FDI POLICY**

- 100% FDI is permitted in the AYUSH sector <sup>16</sup>

## **SECTOR POLICY**

### **AYUSHMAN BHARAT (PRADHAN MANTRI JAN AROGYA YOJANA (PM-JAY))**

Ayushman Bharat, a flagship scheme of Government of India was launched as recommended by the National Health Policy 2017, to achieve the vision of Universal Health Coverage (UHC). This initiative has been designed on the lines as to meet SDG and its underlining commitment, which is "leave no one behind".

Ayushman Bharat is an attempt to move from sectoral and segmented approach of health service delivery to a comprehensive need-based health care service. Ayushman Bharat aims to undertake path breaking interventions to holistically address health (covering prevention, promotion and ambulatory care), at primary, secondary and tertiary level. For more details, Refer to Ayushman Bharat.

### **NATIONAL AYUSH MISSION**

The National Ayush Mission (NAM) aims to promote Ayurveda, Siddha and Unani and Homoeopathy drugs in the country. It also aims to make provisions for the sustainable availability of Ayush, Siddha, Unani and Homoeopathy raw materials <sup>17</sup>

The objectives of NAM are as follows <sup>18</sup>:

1. Provide cost effective AYUSH services with universal access by upgrading AYUSH hospitals and dispensaries, co-location of AYUSH facilities at primary health centres (PHCs), community health centres (CHCs) and district hospitals (DHs).
  2. To strengthen institutional capacity at the state level by upgrading AYUSH educational institutions, State government Ayurveda, Siddha and Unani and Homoeopathy pharmacies, drug testing laboratories and Ayurveda, Siddha and Unani and Homoeopathy enforcement mechanism.
  3. Support cultivation of medical plants by adopting Good Agricultural Practices (GAP) to provide sustained supply of quality raw materials and support certification mechanism for quality standards, good agricultural/collection/storage practices.
- Ministry of AYUSH has rolled out a set of initiatives to improve Financial Management and accelerate Governance Reforms. These initiatives have two thrust areas, namely the Government Schemes (both Central Sector and Centrally Sponsored) and the Autonomous Bodies of the Ministry. <sup>22</sup>

For more information, please refer to National Ayush Mission .

## **FINANCIAL SUPPORT**

### **Key Highlights of Budget 2020-21:**

- The total budget allocation towards the Ministry of AYUSH stands at USD 9.1 bn <sup>19</sup>

## **INVESTMENT OPPORTUNITIES**

→ Ayurveda drug manufacturing (nutraceuticals, food supplements, cosmetics and rejuvenates).

→ Setting up of specialised treatment centres.

→ Medical tourism for curative and rejuvenation treatments.

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Objectives of National AYUSH Mission:

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Provide cost effective AYUSH services with universal access by upgrading AYUSH hospitals and dispensaries, co-location of AYUSH facilities at primary health centres (PHCs), community health centres (CHCs) and district hospitals (DHs).

→ Strengthen institutional capacity at the state level by upgrading AYUSH educational institutions, State government Ayurveda, Siddha and Unani and Homoeopathy pharmacies, drug testing laboratories and Ayurveda, Siddha and Unani and Homoeopathy enforcement mechanism.

→ Support cultivation of medical plants by adopting Good Agricultural Practices (GAP) to provide sustained supply of quality raw materials and support certification mechanism for quality standards, good agricultural/collection/storage practices.

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## AGENCIES

→ Ministry of AYUSH

→ National Medicinal Plants Board

→ Ayurvedic Drug Manufacturers Association

→ National Centre for Complementary and Alternative Medicines

→ Pharmaceuticals Export Promotion Council of India

## REGULATORY BODIES:

→ Central Council of Indian Medicine

→ Central Council of Homoeopathy

## RESEARCH COUNCILS

→ Central Council for Research in Ayurvedic Sciences

→ Central Council for Research in Unani Medicine

→ Central Council for Research in Siddha

→ Central Council for Research in Homeopathy

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## KEY ACHIEVEMENTS

→ Hon'ble PM Shri Narendra Modi will inaugurate Institute of Teaching and Research in Ayurveda (ITRA) at Jamnagar and National Institute of Ayurveda (NIA) at Jaipur on 5th Ayurveda Day (i.e) 13th November, 2020 via video conferencing. These institutions are expected to play global leadership roles in the growth and development of Ayurveda in the 21st Century.<sup>21</sup>

→ More than 50,000 (50,025) Ayushman Bharat - Health and Wellness Centres (AB-HWCs) are now operational across the country to providing Comprehensive Primary Health Care (CPHC) services to the communities closer to their homes.<sup>23</sup>

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