

# Made in India - Make in India

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The Idea of “Make in India” hit the minds of all groups including investors and intellectuals. The new spirit, drive and directions has fueled the Ayurveda fraternity through dynamic “3D” Prime Minister Shri Narendraji Modi in 2014. The “Made in India” Ayurveda has to be well shaped in forth coming days under the proficient guidance of him and independent responsible minister of AYUSH, Shri Shripad Yesso Naik. For them the Ayurveda is a way of life and it can free a person from disease and ensure patient remains healthy.

Ayurveda Indian system of medicine had a lot in 2014. There are currently 281 Ayurveda colleges in the country offering 15,057 graduate and 3,081 post-graduate seats. Pitching for integration of Ayurveda, Yoga and other traditional forms of treatment in the existing health care system, a committee has been set up by the Government to promote "holistic health" had recommended reforms in medical education, research and legal framework. The approval has come for 18 colleges this year and has been given against proposals for setting up 39 new Ayurveda institutions [1].

CCIM president Mrs. Vanitha Murali Kumar has said that the council sent a proposal to introduce a nine-month bridge course for ISM graduates, who are interested in joining the rural health mission of the government, if a proposal submitted by the Central Council of Indian Medicine (CCIM) gets central government's nod [2].

Noting that Ayush infrastructure is far from satisfactory besides the industry being poorly regulated, the government had notified National Ayush Mission (NAM) in September this year, laying

down a detailed road map to shore it up. [Government working towards building national e-library] NAM aims to improve Ayush education and provide better access to its service through increase in a number of Ayush hospitals and dispensaries, besides offering quality drugs by increasing pharmacies, drug laboratories and "improved enforcement mechanism". "On one hand many Ayush education centers are in poor shape and on the other, lack of quality control often makes people suspect the practitioners and quality of drugs they provide," sources said, adding that government was working to turn things around. The Centre is also in talks with states to improve the legislative framework to regulate Ayush practitioners and drugs.

“Ayurveda needs to be vigorously positioned in public healthcare through strong policy interventions. The fact is public healthcare system in the country is not well-regulated and sustainable. A comprehensive law that integrates all systems of medicine could be the answer,” said Dr Jagdish Prasad, Director General of Health services, Union Health and Family Welfare Ministry. “No country which is aspiring become a world power in the 21st century can afford such wastage of human capital. It is here that Ayurveda can play a pivotal role in prevention of these lifestyle diseases,” added by Dr Srinath Reddy, President of New Delhi-based Public Health Foundation of India (PHAI), said [3].

On February 25th, 2014 addressing a gathering of 26 states at National Ayurveda Summit 2014 in Gandhinagar, Gujarat, PM, India stated that along with giving emphasis to the practitioners, an equal focus must be laid on the Ayurveda medicine

manufacturers. Vast base of Ayurvedic medicines, and the extensive knowledge of Ayurveda, would escalate their demand across the globe and thereby increase our exports. He felt there are many ways to promote the use of Ayurveda, some of which included tapping the countries that believe in traditional medicine and engaging them in discussions and affiliating our Ayurvedic colleges with foreign colleges. He stressed that by taking such initiatives at the global level, other countries could be brought under the umbrella of Ayurveda.

The problems of 'hurry, worry and curry' are the main cause of concern for humankind, for which we need to adopt an approach that promotes the balance of all three aspects and ensures improved living. He emphasize that "The doctors of Ayurveda must have complete faith in Ayurveda. Also, the patient needs to have patience. If that does not happen, then the patient and Ayurveda cannot mix". "If you are not yourselves committed to it, how will you assure the patients ... If my words sound bitter, then I am following the principle of Ayurveda. A bitter pill helps," he said. On the same Dias he called for the need to raise awareness on Intellectual Property Rights, stating that patenting was the need-of-the-hour for Ayurveda. The three areas pointed by the PM are Skills, Service and Exports are linked with Education, Health Practice and Industrialization in Ayurveda.

At the 6th World Ayurveda Congress (WAC) (November 08, 2014) Union Health Minister Harsh

Vardhan said "Health for all through a holistic medicine system was not just the mandate of the central government; it also needed active support from all state governments. [4]"

At the 6th World Ayurveda Congress (WAC) (November 09, 2014) The Prime Minister, Shri Narendra Modi called upon practitioners of Ayurveda to be dedicated to Ayurveda not just as a profession, but as a service to mankind. He said it is essential for Ayurveda to reach people in a simple, effective way, if Ayurveda is presented in the right spirit as a way of life, it too can acquire acceptance. According to him a space has to be created in international medical and science publications, for articles on Ayurveda. But the effort for this has to come from the practitioners and researchers of Ayurveda, he added.

The entire progress in future depends upon the Dedication, presentation and language triad with Skills, Service and Exports expanded.

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