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Review Article

NEED OF GLOBALIZATION IN AYURVEDA: BOOM AND BUST

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ABSTRACT

The word, Globalization was used in economics primarily but nowadays it is meant by “Mutual Exchange of Technology and Knowledge through Worldwide”. International integration arising from the interchange of world views, products, ideas and other aspects of culture are the process of Globalization. Globalization is a 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. Due 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 benefits 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 in a standard manner.

Keywords: Globalization, Vasudhaiv kutumbakam, Standardization, Patent.

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, products, ideas and other aspects of culture.¹ “WHO defines traditional medicines as including diverse health practices, approaches, knowledge and beliefs incorporating plant, animal, and/ or mineral based medicines, spiritual therapies, natural techniques and exercises applied singularly or in combination to maintain well being, as well as to treat, diagnose 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 sometimes called “The First Era of Globalization” a period characterized by rapid growth in international trade and investment. A long time ago, in Mahopnishada the concept of ‘Vasudhaiv kutumbakam’ was described which means that whole world is like a home, nothing is personal for any member of it.³ ‘Vasudha’ refers to the Earth or to the entire Creation, meaning the vast cosmos. ‘Eva’ means “certainly” or “verily.” ‘Kutumbam’ means a family or blood relations, and kutumbakam technically means a little family. So here the Vedic sages are saying that the entire world is truly just one family. The world is like a small, tightly knit, nuclear family. Only small men discriminate saying: One is a relative; the other is a stranger. For those who live magnanimously the

entire world constitutes but a family⁴. As like in a home all members share ideas, thoughts, money etc. for the sake of home, in the same manner all the ideas, thoughts and technologies should be shared by the all countries. This very phenomenon is ‘Globalization’. At the time of Ayurveda Avataram, Bharadwaj rishi etc. gathered to discuss and unite against spreading of diseases.⁵ International and national seminars called as Taddhit sambhasha parishada⁶ were also held in that time. We can say that the phenomenon of Globalization has been come from Vedas and Upanishads. Globalization of Ayurveda has been started far ago. Any power in the world, big or small cannot have its own way, disregarding others. Globalization is the process of international integration arising from the interchange of world's views, products, ideas and other aspects of culture. Ayurveda is the world's most ancient methodical medical knowledge system. Ayurveda has the holistic approach towards health and diseases, using lifestyle, medication, healthy diet and fewer side effects. Evolution of this science has been started for human wellbeing. Globalization will help us to propagate it through worldwide. Globalization means erasure of national boundaries for economic purposes. The growth of globalization was mainly led by the technological forces in the fields of transport and communication. Rapid pace of globalization observed today is an outcome of new information technology which has influenced market integration of drugs, efficiency and pharmaceutical industrial organization. Two major recent driving forces are advances in telecommunications, infrastructure and the rise of the internet.

Golden Era of Ayurveda

From 2nd Century B.C., Medical students from different parts of the world used to come to the ancient University of Takshashila

to learn Ayurveda. From 2nd to 7th Century A.D., University of Nalanda also attracted foreign medical students mainly from Japan, China etc. In 2nd Century A.D, Nagarjuna had conducted many researches on Rasa Medicines. At that time Ayurveda was known as the main therapeutic science. Ayurveda has been placed at a high place at that time. Ayurveda was taught and used as main stream of medical science at that time.

Declination of views about classical methods of treatment

By the spread of Buddhism in India, Surgery and the Panchakarma practices were banned in the name of Ahimsa. Ayurveda faced a major setback and lots of literatures and ancient books were destroyed by the Mughal invaders. With the British regime the modern medicine grew in India. Provincial governments did not support the traditional Ayurveda practices. In 1835 Ayurveda along with other traditional forms of medicines was banned by British when colonized India and Ayurveda were forced to go underground.

Revolution in Ayurveda

In 1827, the first Ayurveda course was started in India in the Government Sanskrit College Calcutta, India. Later by the beginning of 20th Century, many Ayurveda colleges 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 Ayurved Maha Sammelan In 1916; 11 members of the Imperial Legislative Council, led by Pandit Madan Mohan Malaviya. By 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 works of Pandit Gananath Sen, Acharya Yadavji Thrikamji, 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.

Why Globalization is needed in Ayurveda

India, having one of the richest and most diverse heritages in the world is not an exception to this global trend. Ayurveda is the world's most ancient methodical 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 medicinal value, pharmaceuticals, 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 network. In Charaka Samhita it is said that whatever in it, can be found everywhere but which is not in it, can't be found anywhere.⁷ Realizing the benefits of Ayurveda, many countries have started showing interest in Ayurveda curriculum and research. These include Russia, USA, Japan, Australia, Netherlands, South Africa, Argentina, UK, France, Italy etc. Consumers are slowly but steadily becoming aware of the benefits from Ayurveda remedies. Service seekers in the area of preventive therapies and curative therapies are

picking up. The traditional Ayurveda medicine remains the most ancient yet living traditions. Global awareness on this traditional system has increased manifold over the past few decades, leading to the acceptance of such medicine systems. The Ayurveda medicine therapies/drugs have diversity, flexibility, accessibility and affordability in many parts of the world. There is growing demand of Ayurvedic products including items of medicinal value, pharmaceuticals, food supplements and cosmetics in the international markets. Increasing costs of modern medicines is also responsible for growing demand for them and growing interests in the cultivation and preservation of medicinal plants.

Problems in Globalization

Export of Ayurvedic medicine in global market is necessary to make our science known to everyone. Main face worthy problems in this are:

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

Traditional medicine sector in general and Ayurveda in particular is 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 motivation for exports. Lack of scientific evidence concerning to the efficacy of 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 processes 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 markets. In the recent past traditional medicine sector in India has come under criticism for non-standard, untested, unsafe and harmful formulations. This sector 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 but world. There are non-availability of standardized raw material, lack of reliable information about the consumption and supply of specific plants. Lack of standardization, lack of awareness about the system internationally, financial constraints, documentation and registration of products required in foreign markets, lack of suitable associates/ agencies abroad leading to low foreign penetration. People have no market information. High cost of registration charges abroad, tough verification procedures, lack of contacts make other countries unaware of our system. Medicines of Ayurveda exported as food supplements only so outer countries take them as food supplements only. 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.

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 a 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 aspect of the global pharmaceutical industry, more efforts will be taken to acquire and protect Ayurvedic medicines to be established in the world market. Globalization gives you a larger market. You can sell more medicines and 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 a process that provides a new way of doing something, or offers a new technical solution to a problem.⁸ There was a continuous misappropriation of Ayurvedic medicinal knowledge of India at the International Patent Offices. The reason for this misappropriation at International Patent office was that the traditional medicinal knowledge exists in local languages, such as Sanskrit, Urdu, Arabic, Persian and Tamil which was neither available nor can be understood by patent examiners even in case of 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 Science and Technology a, department of AYUSH, Ministry of Health and Family Welfare. Documentation of the knowledge available in public domain on traditional 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, IPC is created to set standards of drugs in the country. Its basic function is to update regularly the standards of drugs commonly required for treatment of diseases prevailing in this region. It publishes official documents 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 regard.

Status of Ayurveda in some foreign countries

The countries like Sri Lanka, Nepal have separate National Policy for Ayurveda. They also consider Ayurveda as National Health systems. In USA, the Ayurveda is having a very high commercial, potential and the Panchakarma therapy is also practiced widely. The California College of Ayurveda, California conducts a two year course, which certifies the

student as Clinical Ayurvedic Specialist. In Russia NAAMI Ayurveda Medical Centre runs successfully. The Russian translation of Charaka Samhita, Sushruta Samhita and Ashtanga Samgraha are available; except these, in United Kingdom, European countries, Australia and New Zealand, Germany, Japan, Italy etc. Ayurveda is a well recognized Medical Science. These facts show that Ayurveda is again in vogue. People of all over the world have awareness towards Ayurveda. We should share our hidden treasure with other countries for wellbeing of mankind as our Acharyas expected with it⁹.

CONCLUSION

The phenomenon of 'Globalization' has been come from many decades ago in the Vedic and Upnishad 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. Time demands a complete and effectible cure from diseases. 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.¹⁰

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