

Ministry of Ayush played a crucial role in COVID-19 management:

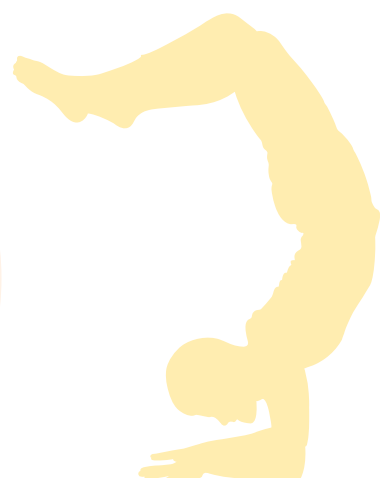
- It released the National Clinical Management protocol for Covid 19 based on Ayurveda and Yoga
- Developed and made available Ayush-64 which has four ingredients having immune-modulatory, anti-inflammatory, antipyretic, antioxidant and anti-viral activities. It arrests the extreme inflammatory responses in COVID-19 that causes progression to significant morbidity.
- It also designed and launched the Ayuraksha Kit and Balraksha Kit for preventive care and the Ayucare kit for infected patients in home isolation.
- It also launched the Ayush Sanjivani App to generate data on Ayush advocacy measures and their impact.



Market potential

Ayush has the potential to play a significant role in the future of healthcare.

- In India, Ayurvedic market size reached INR 626 billion in 2022, projected to reach INR 1,824 billion by 2028, CAGR of 19.3% during 2023-2028.
- The global yoga market attained a value of USD 105.9 billion in 2022 and expected to grow in the forecast period of 2023-2028 at a CAGR of 9% to reach USD 177.6 billion by 2028.



Ministry of Ayush:

It was formed in 2014, is dedicated to preserving and promoting the ancient healing systems of Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy. Its major components are Education, Research and Development, Healthcare, Technology, Globalization, Manufacturing and Service Industry, Quality Control and Standardization.



Ayush Export Promotion Council

AYUSHEXCIL, established in 2022 under the guidance of the Ministry of Ayush and Ministry of Commerce, is a significant step in promoting Ayurveda, Homoeopathy, Siddha, Sowa Rigpa, and Unani systems on the global stage. With its focus on export enhancement, trade issue resolution, capacity building, business interactions, and research safeguarding, AYUSHEXCIL is contributing to the growth and recognition of Ayush healthcare worldwide.

Contact us

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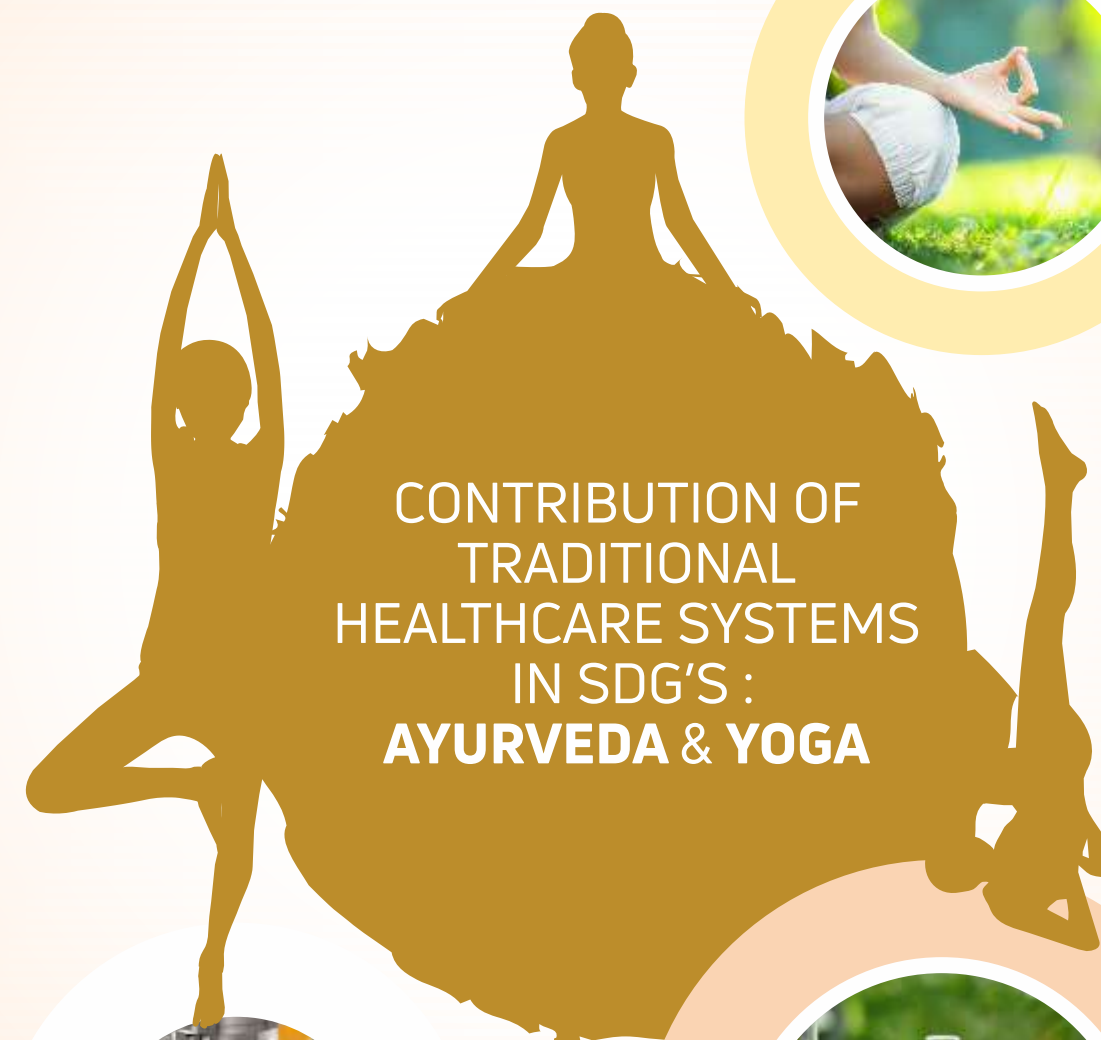
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Ayurveda and yoga are integral components of India's Public health care system.

The term 'Ayurveda' meaning 'the knowledge of life' comprises of two Sanskrit words viz 'Ayu' meaning 'Life' and 'Veda' meaning 'Knowledge' or 'Science'. Ayurveda has two objects: preservation of the health in the healthy (Swasthasya Swasthya samrakshanam) and treatment of disorders in the diseased (aaturasya vikaraprasamanam).

The word 'Yoga' comes from the Sanskrit word 'yuj' which means 'to unite or integrates'. Yoga is about the union of a person's own consciousness and the universal consciousness. Natureopathy is a cost effective drugless, non-invasive therapy involving the use of natural materials for health care and healthy living.

SIGNIFICANCE OF AYURVEDA AND YOGA

- **Holistic Health:** It is ageless Wisdom and time tested Science
- **Balancing Life's Elements:** A transformative journey to Harmony
- **Holistic Health Wellbeing & Personalized Approach** tailors recommendations based on one's unique constitution (Prakriti), current imbalances (Vikriti), and overall lifestyle
- **Comprehensive solution:** not only treats current health concerns but also promotes long-term health, vitality, and balance
- **Sustainable option for health and well-being:** Align well with principles of sustainability by promoting a harmonious relationship between individuals, nature, and the environment
- **Universal Health Coverage:** nurturing health through Dinacharya and Ritucharya



Holistic Nutrition: Healthy and balanced diet - Ayurvedic Wisdom for Optimal Nutrition

- Ayurveda emphasizes consuming wholesome foods that suit one's constitution and the prevailing season. Balanced nutrition supports digestion, energy levels, and overall vitality.
- Exercise is a powerful tool for overall wellbeing, preventive care and longevity. India's traditional medical systems known as Ayush streams of healthcare are well-documented medicine systems backed by robust research evidence. These ancient practices of Ayurveda addresses the root causes in offering enduring solutions, crucial in tackling Chronic Illness Management, and manage non-communicable diseases and Lifestyle-related disorders.

Benefits of Ayurveda and Yoga

- Yoga and Meditation enhances flexibility, strength, and mental clarity
- Boosts Immune System: Ashwagandha, Amla, Guduchi have immune-enhancing effects.
- Promotes relaxation: Ayurvedic practices like Abhyanga (self-massage) and Shirodhara (oil dripping on the forehead)
- Promotes Digestion: Good digestion crucial for overall health.
- Improves Skin Health: Abhyanga, herbal steam baths enhance skin texture, reduce aging signs.
- Enhances Brain Function: Brahmi enhances memory, learning, concentration.
- Supports Heart Health: Arjuna herb improves heart function, reduces heart disease risk.
- Improves Sleep Quality: Practices and herbs like Meditation, massage, ashwagandha improve sleep quality.
- Aids Weight Management: Increases metabolism and burns calories.
- Pranayama helps calm the nervous system, reduce stress hormones, and promote overall relaxation.
- Relieves Chronic Pain: Therapeutic diet and lifestyle and Panchkarma addresses various health issues, including digestive disorders, chronic illnesses, stress-related conditions, and overall wellness.
- Helps in Palliative & Rehabilitative care by strengthening the digestion and metabolism of patient.
- Geriatric care through Ayurveda: Jarachikitsa or Rasayana is a unique therapeutic methodology which delays ageing, maintains intelligence, memory, complexion, sensory and motor function



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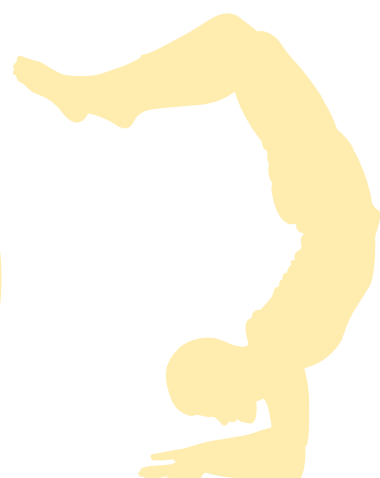
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CONTRIBUTION OF TRADITIONAL HEALTHCARE SYSTEMS IN SDG'S : AYURVEDA & YOGA



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