

Strategy for global placement of Ayurveda: An international survey

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Background: The current world is gradually realizing the insufficiency of conventional bio-medicine to offer optimal health. Thus, significant interest is being shown both by the users and administrators to incorporate the holistic traditional medicine systems like Ayurveda, Chinese medicine into the mainstream healthcare. Ayurveda therefore has travelled beyond the geographical and cultural boundaries of its origin. This paradigm global shift has opened up an economic avenue for Ayurveda in the \$85 billion strong herbal market which is steadily growing at 10-15% per annum (Analyze & Realize Inc., 2012). But despite its inherent strong fundamentals, share of Ayurveda in global market is around 2%. These facts left us with questions what it is that stops potential realization of Ayurveda in global herbal market. A survey thus was planned involving domestic and international stakeholders to analyze the market dynamics and to draw a strategic milestone based roadmap for effective placement of Ayurveda in the global platform.

Objective: To draw a roadmap for effective global placement of Ayurveda with milestones.

Materials and Methods: Questionnaire survey (by e mail and personal interviews) and review of secondary data sources (Government and Non-Government Reports).

Results and Discussion: 219 International and 268 domestic participants were surveyed. Majority of the respondents opined cumbersome legal procedures (96%), lack of scientific evidence (85.06%), lack of formal education (85.71%), lack of trained manpower (81.17%) are few of the roadblocks.

Conclusion: Ayurveda products and services may be categorized into 7 types and the global market may be divided into 4 zones. Ayurveda may be introduced in a phased manner with a market zone-product category matrix assessment.

Biography

Vaidya Sudipta Kumar Rath is a Post Graduate in Dravyaguna (Ayurvedic Materia Medica and Pharmacology) from National Institute of Ayurveda, Jaipur - the Apex learning center for Ayurveda in contemporary India. He worked in medicinal plants R & D for more than 7 years with the Industry in a Plant- Product-People holistic approach and subsequently joined NIA as a faculty. He is a staunch believer that without incorporating the principles of Ayurveda in use the Ayurvedic herbs cannot sustain the global expectations. His core area of interest is Fundamental Principles of Ayurvedic Medicine, Rational and Scientific use of Ayurvedic herbs, Research Methodology of Ayurvedic Herbs, Strategic Global Placement of Ayurveda and Sustainable Management of Medicinal Plants Resource. He has published 51 research papers and reviewed articles in scientific journals. He has been striving to disseminate the real essence of Ayurveda at the Global Platform.

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A fMRI study shows moxibustion deqi influences in the patients with knee osteoarthritis

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Many studies have used functional magnetic resonance imaging (fMRI) to examine the role of the central nervous system (CNS) and the Deqi sensation stimulated by acupuncture needle. However, none of them investigated CNS relationships to the Deqi sensation stimulated by moxibustion.

To observe specific neurophysiological connections between the Deqi sensation stimulated by moxibustion and the CNS as evidenced by fMRI techniques, and to discuss the cerebral mechanism underlying the effect of the Deqi.

The influence of the Deqi sensation stimulated by moxibustion changed obviously in brain regions, which may be related to the pain and temperature sense pathway. The activation of sensitive systems in the body may be objective evidence of channel transmission. The regulation of brain function by the Deqi treatment is not in a single brain region but rather in a network of many brain regions.

Biography

Hongwu Xie, Jiangxi Provincial Hospital of traditional Chinese medicine acupuncture rehabilitation doctor of traditional Chinese Medicine University, master of medicine, assistant professor, Department of Medical University Of Chongqing graduate, engaged in clinical work and brain mechanism of acupuncture effect. To participate in the national "973" and a number of provincial-level research. Disclosed by the first author published in English and the national core journals more than 20 articles.

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