



Profile of the Ayurvedic Industry in India –Case Study

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Abstract

Health is one of the fundamental human rights which have been accepted in the Indian Constitution. Healthcare industry is one of the most challenging industries in India with projected revenue of 5.2% of India's GDP. In India, hospitals have classified based on the system of medicine such as Allopathic, Ayurveda, Siddha, Homeopathy and Unani. Ayurvedic health system is one of the oldest, natural health care systems, originated in India. There are some evidences to prove that it has practiced this system since 3000 B.C. in the South Asian countries. Ayurveda is considered as a Sub Veda and it has its own unique theory and pattern of treatment. It is based on the belief that health and wellness depend on a delicate stability between the body, mind, and spirit. Its main aim is to support good health, not scrap disease. But treatments may be geared towards specific health problems. India has a rich history of traditional system of medicine based upon six systems, out of which Ayurveda stands to be the most ancient, widely accepted, practiced and flourished indigenous system of medicine. Ayurvedic daily life routines are meant to improve the total health of man, both physical and mental. They are easy to follow and are not accountable to cause trauma of any kind to the body of mind.

Key Words: Ayurveda, Ayurveda Medicines, Ayurvedic industry, Ayurvedic industry in India

I. Introduction

Ayurveda is a system of Indian customary form of medicine. The word Ayurved originated from the two Sanskrit word 'Ayur' meaning life and 'veda' meaning science or knowledge. In ancient days, Vaidyas used to treat patients with personal care and prepare drug according to the necessity of the patients but nowadays the herbal medicines are being produced on large scale. At present, there is a very high demand for all forms and preparations of

medicinal plants worldwide. There is an extensive demand for raw materials even as medicinal plants worldwide are facing the threat of becoming dead or in risk of extinction. Now-a-days people are aware about the side effects and adverse reactions of synthetic drugs, so there is an increasing interest in traditional system of Medicines. Although Ayurveda has gained fame among the medicinal systems there is a restriction for its further growth. One of the burning problems is the practice of Adulteration which creates doubts and disbelief in the curative capability of traditional systems. The mushrooming Ayurvedic industry and removal of natural forest habitats of these plants had adverse impact on the herb supply. The deforestation and extinction of many species and incorrect identifications intentionally or unintentionally of many rare, in risk of extinction plants has resulted in a quality assurance and quality control on herbal drugs.

CONCEPT OF AYURVEDA

Ayurveda is the science of life and longevity. Although it is considered a science of medicine, it is a different science. The treatment is not simply curing of disease, but deals with the physical, spiritual and mental body complex. The knowledge of Ayurveda was formerly passed on from teacher/guru to disciple in the form of one to one lessons without the use of any written books.

NATURE OF THE AYURVEDA INDUSTRY

Ayurvedic drug manufacturing companies are mostly family owned businesses. The origin of most of these companies can be traced back to a vaidya who used to plan some formulations for dispensing, and the slow taking of medicines leads to the growth of such units. Many such companies are now being run by third generation owners - managers. The ownership pattern has helped in the transfer of knowledge from one generation to other, thereby inspiring the knowledge base of families.



But it has also brought conservatism and secretive attitudes into the sector, which has affected its combination with the general stream of growth. This observation is most obvious in the case of standardization of raw material as well as medicines. Ayurvedic treatments are holistic in nature. This means Ayurveda considers human as a part of environment and believes that true health can be achieved through a holistic approach that targets physical, mental, and social well-being.

The success and acceptance of Ayurvedic treatments lies in its basic principles,

1. **The five elements:** All living and non-living things, in this universe are made up of five basic elements and therefore every substance in nature has the potential to be a medicine.

2. **The Tridosha:** The Ayurveda works by concept of tridosha (Vata, Pitta, kapha) which are actually the physiobiological properties. Any imbalance caused in tridoshas can lead to disease and thus a balanced state has been considered as a basic target for therapeutics in Ayurveda.

OBJECTIVES OF THE STUDY

The major objective of the study is,

1. To study the profile of the Ayurveda industry in India.
2. To study the performance of the Ayurveda industry in India.

RESEARCH METHODOLOGY

The study is an empirical research based on the secondary data. The secondary data were collected from leading journals such as The Indian Journal of Ayurveda, Journal of Indian ayurvedic Industry, Survey of Indian Census and Economic Survey Report.

CLASSIFICATION OF AYURVEDA

Churna

Lavan bhasker churna or Sitopaladi Churna, the herbs and active component are dried, cleaned and powdered together by micropulveriser in to fine mech size.

Aveleh

Chyavanprash type products are made up of decoction of herbs, like amla (Indian gooseberry) are mixed and boiled with jaggery, sugar, or sugar candy and other herbal extracts. After cooling, honey is added resulting in semisolid product.

Aristha

The drugs in the text are roughly crushed and kasaya is prepared. The kasaya is strained and kept in a fermentation pot; sugar of honey according to the

Ayurvedic medicines are available in the form of powder, pills, tablets, liquid and semi-solid which are classified into following different categories such as, Arishta and Asava, Rasa Rasayan, Lauha, Vati, Churna, Avaleha, Ghrita, Parpati, Taila and Goggulu.

Methods of Preparation

Different medicines are produced by different methods described in brief as under:

Arishta and Asava

Ashokarishta and Mritasanjivani sura type are fermented to generate alcohol extract of vigorous ingredient. The extracted and fermented products are bottled and distilled. Arishtas and Asavas are made by soaking the herb either in powder form or in the form of decoction (Kasaya) in a solution of sugar or jaggery, during the exact period of time for which it undergoes a course of fermentation generating alcohol and facilitate the removal of the active ingredients contained in the drugs. The alcohol so generated, also act as a preservative.

Rasayans

Lakhi Bilas Ras the minerals life swarna (gold), gandhak (sulphur), rajat (silver), abraka (mica), tamra (copper), etc. are heated in earthen pot to convert into form of bhasma and either crushed in disintegrated or changed in the form of pill, in tablet making machine.

Rasayan Rasa or Rasa Yoga

Ayurvedic medicine includes mineral drugs as a major ingredient which is called Rasa Rasayan or Rasa-Yoga. They are in powder and pill form. Drugs like abhraka maksika, tamra, rajata, svarna, karmasya etc. are used only in bhasma form in these planning. Drugs such as manahisila, gandhaka etc. are used in cleaned form.

formula it is added after heating and melting. Drugs stated as praksepa dravyas are finely powdered and added. Finally, dhataki pusp, is included in the formula, should properly clean and added.



Asava

The required quantity of water, to which jaggery or sugar as prescribed in the formula is added, is boiled and cooled. This is poured into the fermentation pot, barrel or vessel. Fine powder of the drugs mentioned in the formula is added. The pot is covered with a lid and the ends are sealed with clay smeared cloth in seven consecutive layers. The rest of the process is as in the case of Arista.

Goggula

Ayurvedic medicines prepared from exudates (Niryasa) obtained from the plant commiphora mukul, are known as Goggula. There are five different varieties of goggula in Ayurvedic shastra. But two varieties, such as mahisakasa and kanaka are favored for medical preparation frequently. Exudate in small pieces are taken in a piece of cloth and boiled in gomutra or Dugdha or Triphala kasaya until the exudate passes into the liquid through the cloth to the maximum. The fluid after filtering is boiled till it forms a mass. After drying the mass is formed into a paste by adding ghee till it turns into waxy.

Taila

Taila is prepared by boiling given kasayas (decoction) and kalkas of drugs in oils according to the formula prescribed in Ayurveda. In regular practice taila oil is used as basic oil for preparation of such Ayurvedic oils.

Parpati

First kajjali is prepared with cleaned sulphur and mercury. Other drugs mentioned in the formula are added one by one and filtered by trituration in a kshl. The powder put in iron container and kept over fire in the sikatayantra. A thin pit in new cow dung is made and an eranda leaf or a kadali leaf is spread over the pit.

Lauha

Lauha kapas is preparations of Loha Bhasma as major component with other drugs. The other vigorous ingredients are made to fine powder and mixed with Loha Bhasma. Bhavana is given with prescribed liquids, if mentioned.

Vati or Gutika

Ghrita is prepared in which ghee is boiled with prescribed kasayas (Decoction) and kalkas of drugs

according to formulation as per Ayurvedic formulary.

Avaleha Modak Paak

Avaleha or Lehya is a semi solid form of drugs. These are prepared by adding the jaggery sugar or sugar candy and boiled with prescribed drug juices decoction. Honey, if necessary, is added when the preparation is cold and mixed well.

Churna

Churna is a fine powder form of drugs. All the herbs and other active components are cleaned, dried and powdered together by mechanical means, to the fineness of at least 80 mesh. Drugs say in the Yoga are cleaned and dried up to the level. They are finely powdered and sieved. Where there are a number of drugs in yoga, the drugs are individually powdered and sieved. Each one of them (powder) is weighed separately and well mixed together.

COMPARISON OF AYURVEDA AND WESTERN MEDICINE

Ayurveda

Ayurveda; "Science of the Seers", had its existence into the world have infinite number of years ago. The sages and seers who lived their life in hill tops, valleys, dense forests and remote places were introduced the ayurveda. They spent their spare time in bringing good to the human kind. They went in search of herbal plants, seeds and fruits which could be a remedy for all the sickness that the common man was undergoing.

Western Medicine

The boon of the modern age, western medicine has spread its wings into technology and innovation towards every disease that is reported on the earth. Having been introduced by scientists and researchers in chemical labs, where they spent their entire life in, this form of medicines have been a call away for every person's emergency medical conditions. This form of medicine is extracted from chemicals that have good influence over the human's body. Various components and chemicals are worked on to bring the best out of it and then the medicine is produced.



S. No.	Ayurveda	Western Medicine
1.	Extracted from the naturally available plants and herbs	Compiled from chemicals naturally extracted and artificial ones
2.	It is a permanently cure for the suffering by penetrating deep into the cells or organ causing ill health.	Its spontaneous relief by acting over the superficial surface.
3.	It is not tested on animals for its effect and action. Since it is all natural, it does not cause any harm to the human kind. Where is a plant it comes to the plant extracts, every opposite action has a plant to reverse the intensity.	It is tested on animals to prove its efficiency. The effect of chemicals can leads to inefficiency and irreversible side effects both on the human and animals. Very few effects can be reversed to normal.
4.	Ayurvedic medicines exist from long back say centuries ago.	Modern western medicine grew up along with age and technology to treat the mankind.

LIST OF AYURVEDIC TREATMENTS

Ayurvedic Treatment	List of Diseases
Abhyangam	Pain, Mental Stress, Gastric Problems, De-toxification, Immunity Problems, Weight
Shirodhara	Loss, Paralysis, Skin Problems
Kashayadhara	Sleep Problems, Insomnia, Stress, Hair Fall
Greeva Basti	Psoriasis, eczema, scalp lesions, hairfall
Janu Basti	Neck Pain, Neck Spondolysis, Neck Arthritis
Kati Basti	Knee Pain, Knee Arthritis
Spine Basti	Back Pain, sciatica, lumbar spondylosis
Kizhi	Spine arthritis, Spondolysis of spine
Mukha Lepam	Pain, Mental stress



Netra Tarpanam	Skin Care, Skin conditions
Padabhyangam	Vision problems, Eye strain, Headaches
Pizhichil	Pain, Mental stress, De-toxification, Gastric problems, Paralysis
Shringara	Pain, Mental stress, Immunity problems, Paralysis
Soundarya	Skin care treatment
Thalapothichil	Skin care treatment
Ubtan	Scalp and hair care
Udvartanam	Skin care, Weight loss

II. CONCLUSION

Ayurveda is a 5,000-year-old system of natural healing that's truly stood the test of time. First originating in the Vedic culture of India, it's actually considered by many to be the oldest healing science there is. Ayurvedic medicine is based on the premise that there are three doshas: Vata, Pitta and Kapha and that disease and illness originate from an imbalance in the three energies. The primary goal of Ayurvedic medicine is to help people live long, healthy and balanced lives without the need for prescription drugs, complicated surgeries or suffering through painful conditions. In fact, the very word Ayurveda itself means something in Sanskrit similar to "lifespan build on knowledge" or "science of life". Although people living in India have relied on traditional Ayurvedic practices to heal everything from infertility to digestive issues for centuries, luckily in recent years - as complementary and alternative health practices have become more and more popular across the world - Ayurveda has been enjoying a major worldwide resurgence and is still practiced effectively today.

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