

GLOBALIZATION OF AYURVEDA: NAVIGATING REGULATORY CHALLENGES AND GLOBAL MARKET STANDARDS

^{*1}Dr. Mukesh Kumar, ²Dr. Suman Sarkar

^{*1}Assistant Professor, Rasashastra and Vaisajya Kalpana, Bellay Sankarpur Rajiv Gandhi Memorial Ayurvedic College and Hospital.

²Assistant Professor, Samhita Siddhanta, Bellay Sankarpur Rajiv Gandhi Memorial Ayurvedic College and Hospital.

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*Corresponding Author

Dr. Mukesh Kumar

Assistant Professor, Rasashastra and
Vaisajya Kalpana, Bellay Sankarpur
Rajiv Gandhi Memorial Ayurvedic
College and Hospital.



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ABSTRACT

With rising global interest in holistic healing and herbal remedies, Ayurveda is steadily going global. Even so, taking this traditional Indian system of medicine to international markets comes with major regulatory bottlenecks and tough compliance standards abroad. This study looks into the key roadblocks coming in the way of Ayurveda's smooth global rollout, chief among them being the lack of uniform international regulations. While back home in India these formulations are duly recognised as traditional medicines, Western markets like the US and the European Union club them as mere dietary supplements or complementary products. This classification severely curbs manufacturers from making clear therapeutic claims, thereby hurting market reach. On top of that, issues surrounding quality control—namely heavy metal toxicity, product adulteration, and a shortage of concrete

clinical data on safety and efficacy—remain serious pain points. To address these shortcomings, the paper calls for streamlining standards internationally via bodies like the WHO and ISO. It takes stock of ongoing initiatives in scientific validation, chemical fingerprinting of raw herbs, and the strict enforcement of Good Manufacturing Practices (GMP). In conclusion, a practical roadmap is laid out for government bodies, researchers, and pharma players to join hands globally. Merging classical Ayurvedic wisdom with modern,

evidence-backed scientific protocols is the only way forward to tackle stringent foreign norms and establish Ayurveda as a credible, mainstream healthcare system worldwide.

KEYWORDS

- Ayurveda Internationalization
- Statutory Harmonization
- Botanical Standardization
- Polyherbal Quality Assurance
- Phytopharmacovigilance
- Integrative Healthcare Policy
- Studing Ayurveda in abroad
- Digitalisation of Ayurveda

INTRODUCTION

Globalization is the process of interaction and integration among people, companies, and governments worldwide, causing growth in international trade and the exchange of ideas and culture. Ayurveda, the Science of Life, was in previous times, only available in the Indian subcontinent and surrounding countries. But with the advancement of time and technology, awareness of the great Science of Ayurveda has spread globally, and many nations now seek to explore this science. In 1978 the 'Alma-Ata-Declaration' by the WHO stated their evaluation and promotion of traditional medicine. Which, after many policies and committees, eventually led to the birth and mainstreaming of the AYUSH Ministry in 2003.

Today the globalization process of the Ayurveda system of medicine has reached many nations, due to the efforts of the AYUSH Ministry, especially in the Covid-19 pandemic situation the role of Ayurveda and AYUSH Ministry guidelines to boost immunity and the preventative aspect globally is something worth mentioning.

Ayurveda which was originally confined to the Indian subcontinent and its vicinity, is now becoming a global medical practice, spreading to different areas of the world and acquiring new meaning in theory and practice.

The globalization of Ayurveda is also having a great impact in India. Many parents are coming to India from abroad in order to receive Ayurvedic treatment. For such patients, Ayurveda rapidly grow into a huge industry.

Globalization of Ayurveda in ancient era

1. In the main texts of Ayurveda we get the various reference of sage who are coming from foreign country to learn Ayurveda like Maharshi Pengi is from China, we know Kankayana as a Balik vishaka, Hiranyaksha belonged to Europe. After getting the knowledge they spread their knowledge in their Country for mankind.
2. Nalanda University. Towards the Southeast of Patna, the Capital City of Bihar State in India, is a village called the 'Bada Gaon', in the vicinity of which, are the world famous ruins of Nalanda University exist. Founded in the 5th Century CE., Nalanda, is known as the ancient seat of learning. Here, 2,000 Teachers and 10,000 Students from all over the Buddhist world lived and studied. It is known as the first Residential International University of the World.
3. Taxilla University flourished between 600 BCE and 500 CE, in the kingdom of Gandhar, in Ancient India, but now in Pakistan. Here, 68 subjects were taught and the students from all over world used to come to attain specialization in these subjects. The main subjects were Vedas, Grammar, Philosophy, Astronomy, medicine (Ayurveda), surgery, politics, archery warfare, music, dance, commerce, futurology etc. There were even curious subjects like the art of discovering hidden treasure, decrypting encrypted messages, etc. Bhikcu Attreya and Jivaka was a teacher in this university.
4. Alexander the Great who invaded India in 327 BCE.
He was much interested in the Hindu medicine mainly in curing snake-bites. It is said that he took along with him some Hindu physician.
5. In Mughal period we find the reference of translation of Ayurvedic book like Charak samhita as Sharaka Indianus and Sushrut Samhita as Kitab-e-susud in Arabic language.
6. A prime example of the globalization of Ayurveda is the opening of a club called the Charak Club in New York in 1898 by some local doctors to discuss the contribution and methods of Charak in patient examinations.

Ayurveda in Various Civilization

Some things are very important for the development of any civilization in the world, that is Easy availability of Food production and water. Accommodation facilities. Transportation and medical arrangement. Lot's of civilization like the Mesopotamian civilization, The Babylonian civilization, The Greek civilization All those civilizations have their own medical systems, which are compatible with many Ayurvedic medical systems.

As the Indian civilization developed, various empires spread over the Indian subcontinent at various times, like Haryanka Dynasty, Shishunaga Dynasty, Nanda Dynasty, Mauryan Dynasty, Indo-Scythians Kingdom, Kushans/ Yeuchi, Sunga dynasty, Kanva dynasty, Satavahanas, Ikshvaku dynasty, Chola Dynasty, Pandyan Dynasty, Chera Dynasty, Pallava Dynasty, and Chalukya Dynasty. and as a result, the Indian medical system developed and expanded along with the Indian culture.

In The Greek civilization (2000 BC) The civilization known for its Herbal, mineral drug and along with philosophers has contributed a lot towards development of the medicine

Spreading of Ayurvedic system of medicine in Asia, South East Asia and other traditional system of medicine

Asian traditional medicinal practices have a long history of over 2000 years. It can be argued that these traditional medicinal practices have helped to advance modern western medicine.

Currently, South Asian traditional medicinal practices have undergone globalization and are frequently used in different parts of the world including the Western world. South Asian medicines and therapies include Ayurveda, yoga, meditation, mindfulness, naturopathy, homeopathy, Sowa Rigpa, Siddha, Unani and different herbal medicines specific to different regions and cultures. Based on the types of therapies, they are delivered by yoga therapists, naturopaths, or homeopathic practitioners. Some of these, such as meditation, yoga and mindfulness have been extensively studied and are frequently used for several chronic pain conditions, including but not limited to chronic low back pain, neck pain, headache, and arthritis. These therapies are also delivered by physical therapists, psychotherapists, occupational therapists and other pain clinicians.

Mechanisms of action of herbal medicine, adverse events, and interactions with other herbal products and western medicines, nonetheless, are poorly understood. More research is needed to understand this important information before implementing herbal products into patient care for pain management and health care in general.

Ayurveda has reached several South East Asia countries like Kamboj, Jawa, Thailand, Tibet, Burma, Srilanka and Nepal etc. The current status of Ayurveda in this countries are

1. Kamboj

(North eastern part of Afghanistan and Northarn part of Pakistan) Its king Jaya Varman II had established many hospitals in 1881 AD. In Kamboj the units of measurement and weights like Drona, Kudava, Karsa, Anguli etc were in practice. Ayurveda has being honored here on par with Gandharva sastra (Music), Horasastra (astrology) etc.

2. Jawa

Government of Jawa had a separate department for Ayurveda through which health was being taken care. Ayurveda was publicised here along with Buddhism.

3. Thailand

Thailand's physicians were being called as 'Kumara Bacca', a synonym of Jivaka. Jivaka was described in several Ayurvedic texts and Buddhists texts in Thailand. King Rampancama has conveneded a conference and got 'Vaidyasastra samgraha' by the assembled pandits there. This book is an authority in Ayurveda for a Thailand even today. A bi-monthly by name 'Vaidya karma sage' is being published from Thailand. The Thailand government had all Samskrta ayurvedic texts translated into Thai languages. The traditional system of medicine of Thailand is Ayurveda only. Thus, Ayurveda spread to East Asian and South Asian countries like Campa, Kamboj, Malasiya, Indonesia, Mauritius, Jawa, Sumatra etc along with the propaganda of Buddhism. Several Ayurvedic texts were translated into languages of these countries. Moreover, we find Samskrta words in the languages of all these countries

4. Tibet

Once upon a time, it was a part of India and it was known as 'Trivistapam' (Swarga). What we believe as Indra the supreme of Swarga must have been somewhere in Tibet. Indians were having trade links, business transactions and cultural exchange with China tothrough this Tibet. In 8th century Tibetan king had invited two great teachers by name 'Kamalasila' and 'Santaraksita' from Nalanda University to Tibet. Santaraksita became a religious head in Tibet and he established 'Lama ' line of Buddhism in course of time. In 8th century, several Ayurvedic and Samskrta books were translated into Tibetan language. Astanga samgraha with Vaiduryaka Bhasya and the works of Nagarjuna and several other Rasa sastra granthas are available in Tibetan language even today.

5. Burma

The Suvarna desa (Burma) was once a part of our country. Here, there was simultaneous progress of Ayurveda, Buddhism and Buddhist monasteries for some centuries (9 to 12). Its Indian name was 'Suvarna bhumi and its southern part was known as 'Sriksetra'. Ayurveda could enjoy a wide publicity in Burma because of spread of Buddhism and cultural, trade and religious transactions between these two countries.

6. Srilanka

Also called 'Simhala Dwipa' and 'Ratna Dwipa' because of the wealth of diamonds here. Srilanka is very famous for diamonds Indians used to sail to Srilanka from Tamralipta on ships. Srilanka itself was being called as 'Tamraparni. Emperor Asoka has sent his son Mahendra and daughter Sangha mitra to Srilanka to propagate Buddhism there. This shows that there were Indo- Srilankan relations since a very long time, right from Gupta period till 12th century AD. Ayurveda was Buddhist monasteries in Srilanka. Several wing in Bauddha Bhiksus were both ayurvedists and Bouddha philosophers. Ayurveda in Srilanka was being known as 'Simhala Vedarala. There are ancient Srilankana medicinal books which are just similar to Caraka samhita Just like Ayurveda, Srilankana Indigenous system also today uses curnas, kvathas, asavas and aristas as in Ayurveda. There are Siddha and Unani systems also in vogue in Srilanka.

7. Cambodia

Cambodia is a small but beautiful country located in South East Asia. There are not many authentic Ayurvedic treatment center but many are coming up just in the name of massege and shirodhara. Dr. Vikram Chauhan started his Ayuvedic office in Cambodia.

8. Japan

Table 1 BRIEF HISTORY OF AYURVEDA IN JAPAN

6 th Century	Entrance of Ayurveda into Japan with Buddhism
1670	Publication of "Studies on Ayurveda in Japan" Foundation of "Research Association of Ayurveda in Japan" Representatives: Past H. Maruyama, B. Hatai, T. Nanba et al B. Hatai founded oriental medicine research Institute (OMTI) H. Inamura graduated from Gujarat Ayurveda Univ. Kurishna U.K. came to Japan: He worked as a Vice President of OMRI Maharishi Ayurveda was imported to Japan (1988) OMRI started Educational systems of Ayurveda Clinical practice of Ayurveda started in Hatai Clinic, Okamoto Memorial Clinic, Maharishi Tachikawa Clinic and Maharishi Nasu Clinic.
1999:	Development to "Japanese Association of Ayurvedic Research"
2001:	Progression of Ayurveda in Japan in the 1 st year of the 21 st Century Japan Ayurveda school has started its authorized educational system under the support of Gujarat Ayurveda University. The first principal was Krishna UK

9. Mongolia

During the periods of the Hunnu (400 BC-200 AD), Ikh Nirun (400-600 AD), and Uigur Dynasty (800-1,000 AD), Ayurveda (Indian Medicine) was introduced to Mongolia along with Buddhism from the Middle Asian countries Kushan, Khotan, Sogd and Uigar. Ayurveda was fully introduced to Mongolia under the deep influence of Tibetan Buddhism from the 13th century. Mongolia's first Medical School, following the Tibetan tradition, was established in 1662. In Mongolia more than 40 Medical Schools were established from 1662-1937. 26 Ayurvedic treatises were translated into the Mongolian language and published in 1742-1749. Since the century Mongols have been translating Tibetan Medical books into the Mongolian language, of which we have today found more than ten. Over the centuries, Mongolian scholars have written many commentaries to these medical texts.

Now a days JIVA Ayurveda (A pharmaceutical company of Ayurveda) plays a very important role in the South East Asian countries.

ASIAN TRADITIONAL MEDICINE AND AYURVEDA

Sasang constitutional medicine (KORIA), Traditional Chinese medical and Ayurveda this are the main traditional medical system in Asia. The common thing of all three system of medicine is all of they believed in philosophical, Holistic and Herbal components.

Globalization of Ayurveda in modern era

In ancient times, Ayurveda not only spread in Europe and Asia, but in the medieval period it re-entered through Arabia. Arab doctors combined both Ayurveda and Unani systems and gave a new form, which later became the father of modern medical science. Thus, Ayurveda owes a double debt to modern medical science – one by providing the theoretical and ethical basis in the early period and by summarizing that knowledge in the middle period.

The main reason of spreading Ayurveda from Indian subcontinent throughout the world during the ancient or medieval period was the traders from India who carried their own culture or medical system with them when they went to trade, which attracted others.

And during the propagation of Buddhism of Lord Buddha's time, Buddhist monks traveled abroad carrying Ayurveda with them during the propagation of Buddhism, resulting in the spread of Ayurveda throughout the world.

But Ayurvedic medicine fell behind due to foreign medical practices during the British colonial period, but it was re-awakened in 1905 by Gandhiji's Swadeshi movement and later on received worldwide recognition through WHO's Alma-Ata Declaration in 1978. Amongst the mandates of United Nations, health of mankind is the thrust area of UN through World Health Organization (WHO). Planning and execution of policies for mainstreaming of traditional medicines (TRM) of respective countries along with conventional system of medicine (allopathy), first in the country of origin followed by the international arena, is the priority agenda of operations of WHO. Within Indian context, WHO accorded prime focus to Ayurveda in its activities related to TRM. Sponsorship and encouragement of studies substantiating parameters of standardization, safety and efficacy of herbal medicines of Ayurveda are under chief consideration of WHO. In this review, several guidelines of WHO are summarized.

Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Central Council of Research in Ayurveda and Siddha and numerous other collaborative centers of WHO in India are assigned with several Appraisal Project Work (APW) and Direct Financial Cooperation (DFC) projects that will strengthen Ayurveda as evidence-based medicine for its global acceptance. Implementation of pharmacovigilance program in Ayurveda, publication of documents for rational use and initiatives to prepare consumer guidelines for appropriate use of Ayurvedic medicines are some other contributions of WHO toward advancement of Ayurveda at national as well as global level. WHO has observed that quality assurance of herbal medicinal products is the shared responsibility of manufacturers and regulatory bodies. National drug regulatory authorities have to establish guidelines on all essentials of quality assurance, evaluate dossiers and data submitted by

The producers, and check post-marketing compliance of products with the specifications issued by the producers as well as compliance with Good Manufacturing Practices (GMP).

Comply with the spirit of WHO regulations, Department of AYUSH, Government of India, took several measures to standardize Ayurvedic medicines. Some of these schemes are implemented with WHO assistance, such as the first workshop on "Production of ISM Drugs with Current Good Manufacturing Practices" organized in April 2001 covering different aspects of GMP.

WHO also impressed upon Central Council of Research in Ayurveda and Siddha (CCRAS) to prepare HPTLC-Fingerprint atlas of Ayurvedic single plant drugs which are mentioned in Ayurvedic Pharmacopoeia Vol. III and IV as a published document for standardization purposes

Global accepting , Global Network of Ayurveda and MoU

With increasing awareness about fitness, health, and changing lifestyle, the demand for Ayush Systems especially Ayurveda & Yoga has increased internationally. The United Nation declaration of 21st June as International Day of Yoga marks the relevance and significance of Ayush systems as an important intervention for ensuring the well-being of the entire global community. Ayurveda is recognized as a System of Medicine in Sri Lanka, Nepal, Pakistan, UAE, Bangladesh, Oman, Saudi Arabia, Bahrain, Hungary, Malaysia, Mauritius, Serbia, Tanzania, Switzerland, Cuba and Brazil. Romania, Hungary, Latvia, Serbia and Slovenia are 5 countries of the European Union (EU), where Ayurvedic Practices is regulated. The Unani system is recognized in Bangladesh, Sri Lanka, Malaysia, Pakistan, Bahrain, UAE and Tanzania. The Siddha system is recognized in Sri Lanka and Malaysia. The Sowa Rigpa system is recognized in Bhutan and Mongolia. The Homoeopathy system is recognized in Sri Lanka, Bangladesh, Pakistan, Oman, UAE, Russia and Tanzania. It is well-regulated in Ghana, Chile, Colombia, Romania, Turkey, Ontario (Canada) and is integrated into National Health Policy in the UK. Ayush products are being exported to more than 100 foreign countries either as Medicine or as Food Supplement.

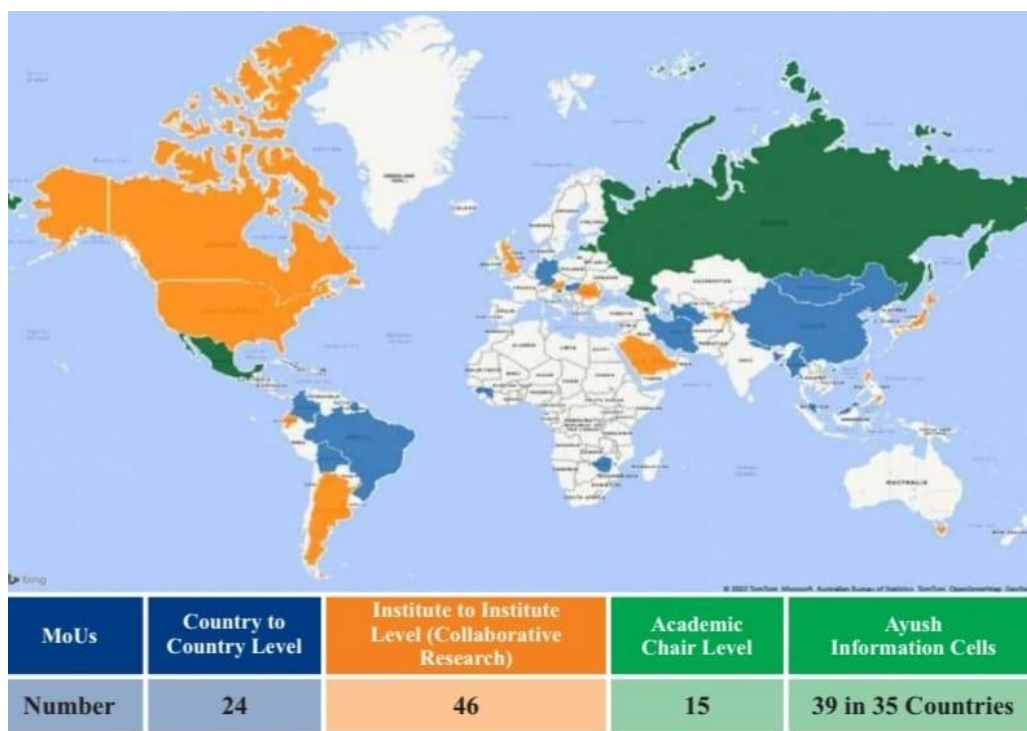
The Ministry's commitment to promoting Ayush on the global stage is evident from numerous bilateral agreements and collaborative research efforts, with country-to-country MoUs, collaborative research agreements, and Ayush information cells established globally. The presence of Ayurveda in over 50 countries around the world further underscores the global acceptance and recognition of traditional Indian medicine. Moreover, Ayurveda is acknowledged as a system of Traditional Medicine in more than 30 countries, showcasing its widespread adoption and credibility internationally. With Ayush products exported to over 150 nations, the global footprint of Ayush continues to expand, reflecting its growing importance in the global healthcare landscape.

MoU

1. MoU between ALIA & European Academy of Ayurveda, Bernstein, Germany
2. MoU between ALIA & The Medical University of GRAZ, Austria

3. MoU between AIIA & Spaulding Rehabilitation Hospital, United States of America
4. MoU between AIIA & FIZ Frankfurter Innovationszentrum Biotechnologie GmbH, Frankfurt, Germany
5. MoU between AIIA & UK College of Medicine
6. MoU between AIIA & Shimane University, Japan
7. MoU between AIIA & Western Sydney University (WSU)
8. MoU between AIIA & The University General Hospital in La Reunion da La Reunion
9. Tripartite MoU Between AIIA, Federal University of Sao Paulo & Future Vision Institute, Porangaba, Sau Paulo, Brazil
10. MoU between AIIA & Universitas Hindu Indonesia
11. MoU between AIIA & Kvarner Health Tourism Cluster, Croatia
12. Tripartite MoU of AIIA with CABSIN & Federal University of Rio de Janeiro, Brazil
13. MoU between AIIA & National Institute of Advanced Industrial Science and Technology (AIST)
14. MoU between AIIA & London School of Hygiene and Tropical Medicine (LSHTM)UK
15. MoU between AIIA & University Health network, Toronto, Canada
16. MoU between AIIA & The University of Medical Sciences of Havana, The Republic of Cuba
17. Banaras Hindu University (BHU) in Varanasi signed an MoU with the Yeongdeok Culture & Tourism Foundation of the Republic of South Korea. The MoU, signed by BHU's registrar, Professor Arun Kumar Singh, and executive director Lee Tae Ho of the Yeongdeok Foundation, paves the way for academic and research collaboration in the field of traditional Indian and South Korean medicine.
18. NIA signs MoU with Department of Thai Traditional and Alternative Medicine of Government of Thailand to serve as the establishment of an Academic Collaboration in Ayurveda and Thai Traditional Medicine
19. Tripartite MoU signed between Ministry of Ayush, CSIR, and ICAR for collaboration in areas of common interest.

This MoU will promote and facilitate research and development, validation, and deployment of agri-technologies related to medicinal plants.



Studying Ayurveda in abroad

The indian sub-continental countries of like Nepal, Bangladesh, Pakistan, Srilanka provide the Ayurvedadic degree Just like in India in the name of BAMS, and some of this country provide BAMS degree in join collaboration with Unani.

EUROPE

Ayurveda is increasingly acknowledged to be a comprehensive, traditional system of holistic medicine. Since 1993, the European.

Academy of Ayurveda has been contributing to this development, both by professionalizing educational schemes and by supporting international exchange and research projects. The institution situated in Birstein, Germany, is now celebrating its 20th anniversary.

THE ROSENBERG EUROPEAN ACADEMY OF AYURVEDA

The Rosenberg European Academy of Ayurveda (REAA, www.ayurveda-academy.org) was founded by Kerstin and Mark Rosenberg in 1993. It is a non-profit organization mainly financed by students' tuitions and patients' treatment fees, as well as by a relatively small amount of tax-deductible donations. In addition to its Ayurveda Health and Treatment Center in Birstein, Germany, REAA runs training centers in Austria and Switzerland, as well as in other locations in Germany. For the past 20 years, it has conducted courses on Ayurveda

massage, nutrition, and Ayurvedic medicine, training over 4000 adult students in long-term programs, with 300 doctors among them. In addition, more than 10,000 adult students have attended its further educational programs on various aspects of Ayurveda and Yoga.

Many of the currently leading training concepts of REAA have played a pioneering role in the development of professional Ayurvedic education in Europe (such as the training as Holistic Ayurveda Nutritionist or Psychological Ayurveda Consultant) and provided Ayurveda's response to the public demand for holistic and natural health care. College lecturers from our MoU partner universities, reputed Ayurveda doctors, and experienced therapists have helped in designing the educational programs, to which they have contributed broad knowledge and experience.

CANADA

Canadian college of Ayurveda and Yoga, Brampton, Ontario

It provides Diploma In Ayurveda & Natural Healing (DANH)

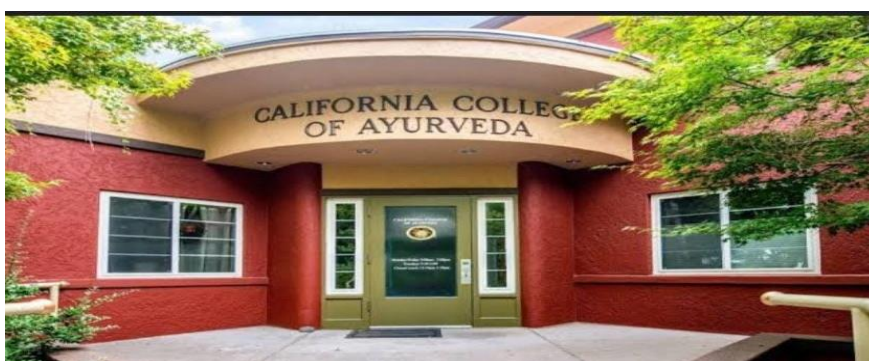
(DANH) trains students in the use of Ayurveda as a health care modality. As a part of this diploma, students will learn Ayurvedic therapies, be able to provide Ayurvedic lifestyle and dietary advice, dispense a range of Ayurvedic herbs and formulations, and be qualified to treat clients using Ayurvedic protocol.



CALIFORNIA

At the California College of Ayurveda, you have access to the highest quality education, healthcare and research in the field. Since 1995, CCA has been training students to become the healers of the future.

CCA offers certificate programs in Ayurvedic Medicine for Ayurvedic Yoga Practitioners, Ayurvedic Health Counselors, Clinical Ayurvedic Specialists and Medical Ayurvedic Specialists.



Studying Ayurveda in India for Foreign Students

India has reserved 20 seats in undergraduate courses (one seat each in Ayurveda and Homoeopathy for each SEAR country), 7 seats for MD and 2 Seat for PhD courses for SEAR member countries under AYUSH Scholarship scheme in the premier national institutes from the academic session 2015-16.

Foreigners looking to practice yoga in India can find a welcoming and authentic experience in Rishikesh. Rishikesh Yog Kendra, located in Rishikesh, is an ideal destination for foreigners seeking to immerse themselves in yoga practice. Rishikesh is globally recognized as the birthplace of yoga and offers a multitude of yoga schools, ashrams, and retreat centers.

Careers in abroad for Ayurvedic practitioners

A good example of the globalization of Ayurveda is that after studying Ayurveda, you can work anywhere in the world.

Ayurveda is not only an ancient and revered system of healing but also a complex science that has taken the world by storm. While this traditional system of medicine traces its origins to the Indian subcontinent, this science has also gained massive popularity across the globe.

The rapid rise of lifestyle diseases coupled with the covid-19 pandemic has highlighted the importance of natural forms of healing and medicine. Ayurveda is now practiced all over the world and many people are looking for ayurvedic or herbal remedies to get treatment for various problem like physical and mental.

It is this focus on simple, holistic, and natural healing that has prompted Ayurveda's global popularity as legitimate science. This is precisely why aspirants can dream of lucrative careers after BAMS as registered ayurvedic practitioners.

According to Ayurveda Professionals UK, the science of Ayurveda has developed a great presence in several countries abroad. While its legal status varies greatly, it has established its presence in these countries as a safe form of alternative healing. As a result of this fantastic global presence, aspirants can dream of forming fruitful careers after BAMS as registered ayurvedic practitioners in these countries. These countries can be classified into four main groups, namely:

India and SAARC countries

South-East Asian Countries

Gulf Countries

Europe and Other Nations

These countries encourage aspirants to pursue ayurvedic careers. Not just this, they also believe in remunerating ayurvedic practitioners highly. Let's understand the legal status of Ayurveda in these countries in detail, the popularity of this science as well the possible careers one can form in these nations.

INDIA And SAARC Countries

Needless to say, there is great scope of ayurvedic careers in India and neighboring SAARC nations due to the existing popularity of traditional systems of medicine like Ayurveda, Unani, and Siddha.

These traditional systems of medicine are recognized as legitimate healing sciences in these countries and therefore, have proper legal recognition. According to Ayurveda Professionals UK, an act of parliament regulates the trade and practice of Ayurveda in these countries.

Therefore, forming fruitful ayurvedic careers in these countries is an easier task as compared to other countries. Sri Lanka for one is emerging as a great spot for wellness tourism, apart from India. Millions flock to Sri Lanka annually in search of life-altering ayurvedic treatments.

Ayurvedic wellness retreats and Spas have become increasingly popular among tourists visiting Sri Lanka. This is precisely why ayurvedic practitioners from India with BAMS degrees from top-notch varsities like the Sri Sai Institute of Ayurvedic Research and Medicine are in special demand in Sri Lanka.

South East Asian Countries

Ayurveda's influence in Southeast Asia is largely seen through long-standing historical interactions and trade, which introduced traditional Indian medicinal philosophies into local healing practices. Countries like Thailand and Indonesia have integrated these concepts blending them with native herbal knowledge and other external influences-like Traditional Chinese Medicine--to form their own distinct traditional medical systems.

These countries genuinely appreciate the goodness of nature and natural ingredients to fix health issues permanently. Since these countries also legally recognize traditional forms of medicine in parliament, forming ayurvedic careers in these countries is also not difficult. Since Ayurveda is very well a part of primary health care systems, there is a great need for ayurvedic practitioners and researchers here. Ayurveda's similarity to traditional Chinese and other local forms of natural healing makes it a great hit in these countries. There is a genuine market for traditional botanical medicines in China. One can form a career as an ayurvedic researcher, consultant, wellness expert or botanical drug manufacturer in these countries.

GULF COUNTRIES

Gulf countries are known for more than their riches, royalty, and monopoly over natural resources. They are known for their thriving ayurvedic careers in Gulf nations like UAE, Dubai and Saudi Arabia. However, ayurvedic physicians must clear the Ministry of Health (MOH) exam in most of these countries barring Qatar and Bahrain. Countries that do not require a MOH certificate will ask you for visa and verification certificates to practice. After clearing the MOH exam and completing all necessary formalities you will be able to practice Ayurveda freely and legally, with great financial returns on investment.

Europe and other Nations

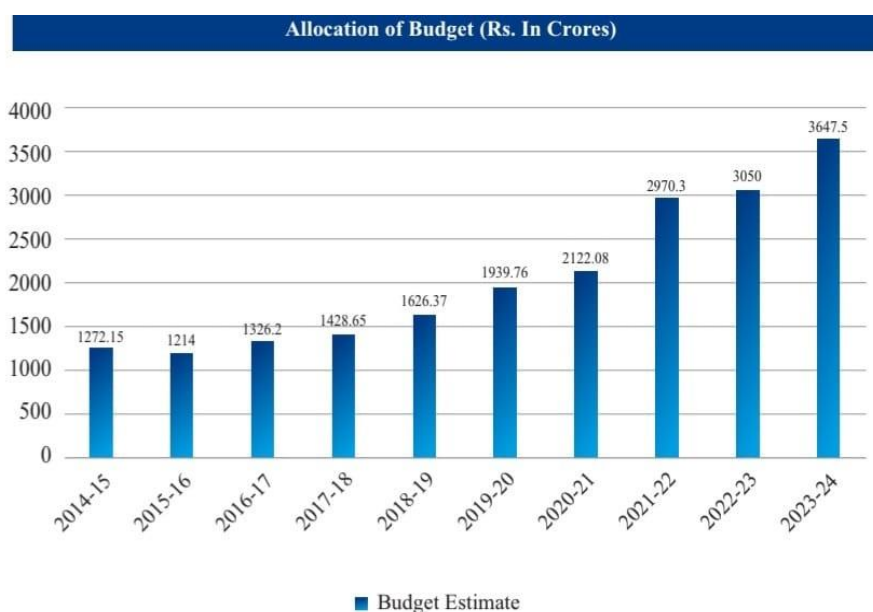
Out of all countries, it is most difficult to practice Ayurveda within the European Union. According to an excerpt from an article from Ayurvedic practitioners in the UK, the sale and practice of Ayurveda and ayurvedic products in the EU are restricted if there is no documented usage history of 15 years or more.

The EU directive for Traditional Herbal Medicines restricts Ayurveda to a point where it is difficult for Indian BAMS graduates to practice here. However, we also have countries like Canada and the US, where Ayurveda, yoga and veganism have become increasingly popular.

American states like California are known for their great affinity for ayurvedic practitioners from India. The National Ayurvedic Medical Association promotes the practice of Ayurveda in the United States. Canada has an International Council of Ayurvedic Physicians, (ICAP) which is registered with the government of Canada. This council creates awareness on yoga and Ayurveda and also forms a safe space for aspirants to pursue Ayurveda professionally. BAMS graduates can open yoga studios, wellness spas in Canada and U.S. They can also become researchers and certified practitioners in both nations.

Budget Allocation and Ayurveda Exports

Over the years, there has been a consistent trend of increased budget allocation, reflecting a growing recognition of the importance of the sector and a commitment to bolstering its initiatives and programs.



Global Herbal Market



The Economic Times of India 09/08/2023 updated that India has exported a total of 1240.6 million dollar Ayush and Herbal products in last two years (2021-2022 to 2022-2023).

Research and information system for developing countries (RIS) (2021) has estimated the global market size of the herbal sector at USD 657.5 in 2020, likely to touch USD 746.9 Bn by 2022. The global herbal market comprises of medicinal and aromatic plants (MAPs) herbal medicines, herbal extracts, plant derivatives and supplements. Growth performances of these sub-sectors differ significantly although the aggregate sector grew at the rate of 7.4 percent per annum during 2014-2020. Various sub-sectors, particularly, herbal pharmaceutical sector expanded at the rate of 18.5 percent during the same period with the market share of 14.1 per cent in 2020 (RIS, 2021). From the pattern of growth of the industry, it is evident that higher value-added sub-sectors are growing faster than primary sectors and the industry is expected to witness expansion of value chain based on trade among the trading economies.

Table 5.1: India's Ayush export to UAE (Value in USD Mn)

Category	Value exported in 2021(USD Mn)	CAGR (%) (2017-21)	Share as a % of total Ayush export (2021)
MAPs	34.02	17.13	48.82
Extracts	14.50	28.87	20.81
Medicants and Medicaments	21.16	5.33	30.37

Source: Authors' compilation based on Directorate General of Commercial Intelligence and Statistics (DGCI&S). Accessed on December 28, 2022

Table 3.1: India's Ayush Export to USA

Category	Value exported in 2021(USD Mn)	CAGR (%) (2017-21)	Share as a % of total Ayush exports (2021)
MAPs	167.24	5.40	37.92
Extracts	252.52	9.95	57.25
Medicants and Medicaments	21.32	8.46	4.83

Source: Based on Directorate General of Commercial Intelligence and Statistics (DGCI&S). Accessed on December 28, 2022

Table 4.1: India's Ayush Exports and Major Importing Countries in EU

Categories	Value exported in 2021(USD Mn)	CAGR (%) (2017-2021)	Share as % of total Ayush exports (2021)	Major Importers (2021)
MAPs	138.49	4.64	58.81	Germany (46.06%) Italy (14.56 %) Netherlands (7.88 %) France (7.10 %) Belgium (4.42%)
Extracts	64.26	17.94	27.29	Germany (27.00%) Italy (21.44%) France (19.08%) Netherlands (7.05%) Spain (6.32%)
Medicants and Medicaments	32.72	11.40	13.90	France (33.80%) Netherlands (13.48%) Poland (12.38%) Italy (5.01%) Spain (5.53%)

Source: Authors' compilation based on Directorate General of Commercial Intelligence and Statistics (DGCI&S). Accessed on December 28, 2022

Some legal aspects of Ayurveda drug Exporting

On April 10, 1940, the Drug & Cosmetics Act was passed, with the main purpose of legalizing the import, manufacturing, distribution, and sale of drugs and cosmetics.

- According to Section 33C. Ayurvedic and Unani Drugs Technical Advisory Board. —(1) The Central Government shall, by notification in the Official Gazette and with effect from such date as may be specified therein, constitute a Board (to be called the 6 [Ayurvedic, Siddha and Unani Drugs Technical Advisory Board]) to advise the Central Government and the State Governments on Technical matters arising out of this Chapter and to carry out the other functions assigned to it by this Chapter.
- Section 33D. The Ayurvedic, Siddha and Unani Drugs Consultative Committee.—(1) The Central Government may constitute an Advisory Committee to be called the Ayurvedic, Siddha and Unani Drugs Consultative Committee to advise the Central Government, the State Governments and the Ayurvedic, Siddha and Unani Drugs Technical Advisory

Board on any matter for the purpose of securing uniformity throughout India in the administration of this Act in so far as it relates to Ayurvedic, Siddha or Unani drugs.

- Section 33EEB. Regulation of manufacture for sale of Ayurvedic, Siddha and Unani drugs.—No person shall manufacture for sale or for distribution any Ayurvedic, Siddha and Unani drug except in accordance with such standards, if any, as may be prescribed in relation to that drug.
- Section 33EEC. Prohibition of manufacture and sale of certain Ayurvedic, Siddha and Unani drugs.—From such date as the State Government may, by notification in the Official Gazette, specify in this behalf, no person, either by himself or by any other person on his behalf, shall—
 - (a) manufacture for sale or for distribution—
 - (i) any misbranded, adulterated or spurious Ayurvedic, Siddha or Unani drug;
 - (ii) any patent or proprietary medicine, unless there is displayed in the prescribed manner on the label or container thereof the true list of all the ingredients contained in it; and
 - (iii) any Ayurvedic, Siddha or Unani drug in contravention of any of the provisions of this Chapter or any rule made thereunder;
 - (b) sell, stock or exhibit or offer for sale or distribute any Ayurvedic, Siddha or Unani drug which has been manufactured in contravention of any of the provisions of this Act, or any rule made thereunder,
 - (c) manufacture for sale or for distribution, any Ayurvedic, Siddha or Unani drug except under, and in accordance with the conditions of, a licence issued for such purpose under this Chapter by the prescribed authority :

Provided that nothing in this section shall apply to Vaidyas and Hakims who manufacture Ayurvedic, Siddha or Unani drug for the use of their own patients:

Provided further that nothing in this section shall apply to the manufacture, subject to the prescribed conditions, of small quantities of any Ayurvedic, Siddha or Unani drug for the purpose of examination, test or analysis.

- Section 33EED. Power of Central Government to prohibit manufacture, etc., of Ayurvedic, Siddha or Unani drugs in public interest.—Without prejudice to any other provision contained in this Chapter, if the Central Government is satisfied on the basis of

any evidence or other material available before it that the use of any Ayurvedic, Siddha or Unani drug is likely to involve any risk to human being or animals or that any such drug does not have the therapeutic value claimed or purported to be claimed for it and that in the public interest it is necessary or expedient so to do then, that Government may, by notification in the Official Gazette, prohibit the manufacture, sale or distribution of such drug.

According to WHO it is mandatory for all export to have a COO (certificate of origin). API (Ayurvedic pharmacopoeia of India), certificate. The API certificate is issued by the Ministry of Health and Family welfare, Government of India. It certifies that the Ayurvedic medicines exported comply with the standards of the Ayurvedic pharmacopoeia of India.

Rules For Heavy Metal By WHO

Prevalence of the heavy metals in the Ayurvedic medications ($n = 42$)

SN	Heavy metals	Median (range) ppm ($\mu\text{g/g}$) or (mg/kg)	Values (n) higher than permissible limit ^a	Undetectable (0.00) level
1	Mercury	13.52 (0.00–61 095.99)	29	13
2	Arsenic	0.00 (0.00–1038.83)	6	36
3	Lead	1.40 (0.00–57.09)	2	8
4	Zinc	84.2200 (26.48–22 519.03)	35	0
5	Iron	1356.21 (128.24– 136 835.25)	NA	0
6	Copper	17.1450 (0.00–12 756.86)	NA	1
7	Chromium	20.9050 (0.00– 2717.58)	NA	4
8	Cadmium	0.00 (0.00–0.00)	0	42

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^aThe permissible limit set by the FAO/WHO for herbal medicines was followed, i.e. 10 $\mu\text{g/g}$ for arsenic and lead, 1 $\mu\text{g/g}$ for mercury, 0.3 $\mu\text{g/g}$ for cadmium, and 50 $\mu\text{g/g}$ for zinc. The permissible limit for iron, copper, magnesium, and chromium in medicinal herbs has not been established yet. NA: not applicable.

Rules for drugs Exporting and license

Exporting Ayurvedic drugs involves several legal aspects to ensure compliance with regulations in both the exporting and importing countries. Here are some key legal considerations:

Regulatory Compliance: Ensure that the Ayurvedic drugs comply with the regulatory requirements of both the exporting country and the destination country. This includes registration, licensing, labeling, and packaging regulations.

Quality Standards: Verify that the Ayurvedic drugs meet the quality standards set by regulatory authorities. This may involve adherence to Good Manufacturing Practices (GMP) and other quality control measures.

Ingredient Safety: Confirm that all ingredients used in the Ayurvedic drugs are safe for use and comply with regulatory guidelines. Some countries have strict regulations regarding the use of certain herbs and substances.

Documentation: Prepare all necessary documentation, including certificates of analysis, product registration certificates, manufacturing licenses, and export permits. Proper documentation is crucial for customs clearance and regulatory compliance.

Labeling Requirements: Ensure that the labeling of Ayurvedic drugs complies with the regulations of the destination country. This includes providing accurate information about ingredients, dosage, usage instructions, and any warnings or precautions.

Intellectual Property: Protect any intellectual property associated with the Ayurvedic drugs, such as trademarks or patents. Ensure that there are no infringements on existing intellectual property rights in the destination country.

Customs Regulations: Familiarize yourself with the customs regulations of the destination country, including import duties, tariffs, and restrictions on certain types of products.

Packaging: Ensure that the packaging of Ayurvedic drugs is appropriate for export and complies with transportation regulations. This includes considerations such as durability, tamper-evident seals, and proper labeling for shipping.

Advertising and Marketing: Be aware of any restrictions on the advertising and marketing of Ayurvedic drugs in the destination country. Some countries have specific regulations governing the promotion of pharmaceutical products.

Post-Market Surveillance: Establish mechanisms for post-market surveillance to monitor the safety and efficacy of Ayurvedic drugs after they have been exported. This may involve reporting adverse reactions and conducting pharmacovigilance activities.

By addressing these legal aspects, exporters of Ayurvedic drugs can ensure compliance with regulations and facilitate smooth transactions in the international market. It's advisable to consult with legal experts and regulatory consultants to navigate the complexities of international trade in pharmaceutical products.

1. Certificate of Pharmaceutical Products (CoPP) for Ayurveda product issued by Drug Controller General of India (DCGI) for the purpose of export.

2. ISO 9001 Standard ISO 9001:2015 is the most popular ISO certification for implementation of quality management systems in an organization. It can be applied to any industry and for pharmaceutical companies, it holds great importance as it ensures the quality, safety, and efficiency of pharmaceutical products as well as that of the processes through which the products pass.

3. Certificate of WHO-GMP.

4. The Ayush Premium Mark is intended for companies who export their products and are in compliance with high manufacturing practice standards such as those set by WHO, European Commission, USA, and other countries.

This rules of drug export are under the control of Director General of Foreign Trade, Government of India.

Some Pharmaceutical Company Who Export Drug and Their Revenue Generation by Exporting.

1. Himalaya pharmaceutical

Exports contribute to about 20 per cent of the total turnover of Himalaya and is growing at 15-18 per cent every year. Liv - 52, a herbal drug for liver disorders, is sold in 25 countries with one billion tablets and 13 million syrup bottles being sold every year across the globe, said Ravi Prasad.

2. Charak pharmaceutical Charaka Pharmaceutical Revenue grew by 4% to Rs 178 crore in fiscal 2021, led by increased offtake from the export segment.

3 . Baidhyanath pharmaceutical

Currently the turnover of Baidyanath is US\$ 150 million. Of them, 10 per cent comes from export.

4. Patanjali pharmaceutical

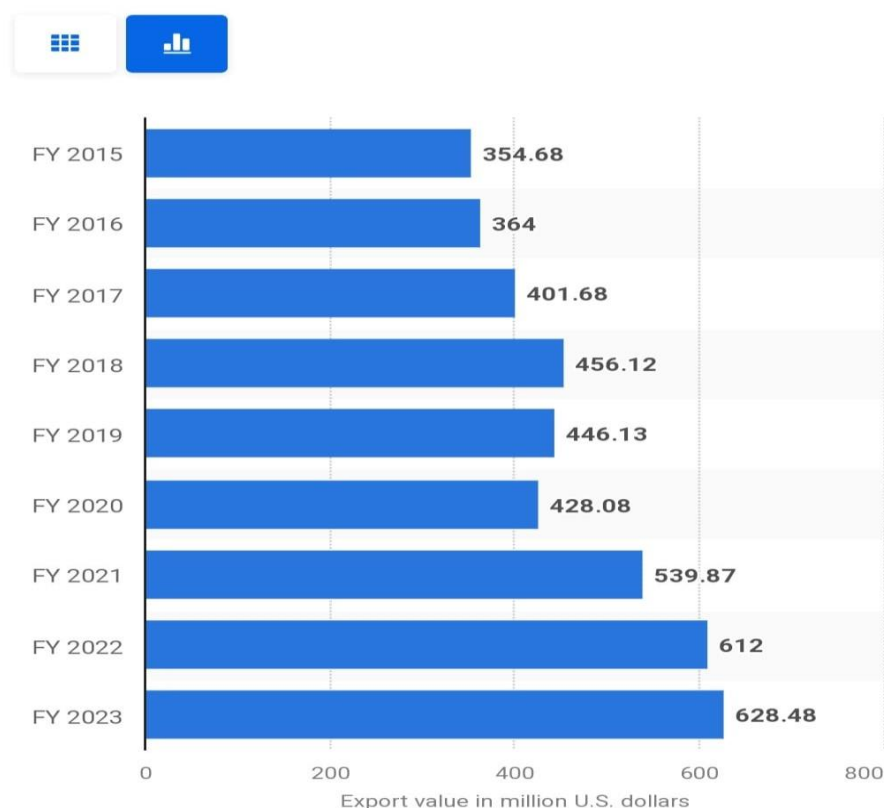
As per our global export database, PATANJALI AYURVED LIMITED made total 5737 export shipments with a total export value of \$1.5 cr in 2021.

5. Wilson Drugs and pharmaceutical

The market for Ayurvedic goods worldwide, which was valued at USD 3.4 billion in 2019, is anticipated to expand to USD 14.9 billion by 2026, with a CAGR of 22.4%.

Export value of ayurvedic and herbal products from India from financial year 2015 to 2023

(in million U.S. dollars)



1. AyurDoc. AyurDoc is a unique AI assisted app for both Ayurveda Doctors and Patients. Conversational AI based Prakriti and Vikriti prediction. Digital pulse diagnosis.

2. With support from the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (Ministry of AYUSH), Government of India, WHO has developed the mYoga app to support the implementation of the strategy and encourage people to practice quality yoga at the touch of their smartphone screen.

3. Y-Break App is a digital platform developed to promote Yoga practice in Working population to de-stress, refresh and re-focus at their workplace to increase their productivity, and consists of Asanas, Pranayama and Dhyana

4. AyuRythm is a patent-pending personalised holistic wellness digital solution. It is probably the world's first application where you can complete the age-old and renowned Naadi Pariksha, with the help of your smartphone

5. Ayush Export Promotion Council (AYUSHEXCIL): It has been established to promote Ayush products and services globally by the Ministry of Ayush and supported by the Ministry of Commerce, GOI.

6. Ayush Visa, The Ministry of Home Affairs incorporated a new visa category, "Ayush Visa" for foreign nationals seeking medical treatment like therapeutic care, wellness and yoga in India, Aayush announced on Wednesday. Ayush Visa aims to fulfill the need for introduction of a special visa scheme for foreigners visiting India for treatment under Ayush systems or Indian systems of medicine per say.

7. Ayush Research Portal For disseminating evidence based research data of Ayush Systems. Overall, 42105 research publications are available till date.

From

To

Early to bed and early to rise, makes a man healthy, wealthy, and wise". Ayurveda got globalised.

Ayush Traditional Medicine **Is Evidence Based, Not Just Tradition**



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