

Review Article

Globalization of Ayurveda: Future opportunities and Current Challenges- Narrative Review

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A B S T R A C T

Background: The ancient Indian sages have also incorporated the principles of globalisation through the motto of “*Vasudhaiva Kutumbakam*” (One World-One Family-One Future), meaning that the whole world is one family. Ayurveda is no exception to revolutionary change in the form of its globalisation and popularisation especially, after the attack of COVID 19 infection.

Objective: This review has been undertaken to understand the global impact of Ayurveda interventions along with the impending challenges of the past few decades.

Methods: The information regarding the recent advances in the field of Ayurveda in terms of its global outreach and research was searched in the form of scholarly articles from the medical databases (Pubmed, SCOPUS, AYUSH Research Portal and Google Scholar) and publicly available websites and portals of government of India including the Ministry of AYUSH, Press Information Bureau, the Ministry of Tourism etc. Different points considering the present political scenario and national policy behind globalization, current status of Ayurveda education and practice across different countries, challenges in globalization like acceptability/adaptability, post globalization challenges, opportunities and avenues for globalization were analyzed and considered.

Results: Globalization of Ayurveda is both a strategic necessity and a promising opportunity to enhance global health and wellness. While significant strides have been made through supportive national policies and international collaborations, overcoming the inherent challenges requires sustained efforts in research, standardization, and education.

Conclusion: Ayurveda is making global impact in across the health sector and scientific communities. By leveraging its strengths in personalized and preventive medicine, Ayurveda can contribute uniquely to the global healthcare landscape, promoting holistic well-being and addressing the rising prevalence of chronic and lifestyle-related diseases

Keywords: Ayurveda, Globalization, Herbal treatment, Traditional medicine, Ayush

Introduction

Globalization is a process by which the ideas, knowledge, trade or innovation is made popular around the globe. It involves the international propagation of the systems of knowledge.¹ The ancient Indian sages have also incorporated the principles of globalization through the motto of “*Vasudhaiva Kutumbakam*” (One World-One Family-One Future) meaning that whole world is one family.² The Alma Ata declaration made in 1978 by WHO (World Health Organization) is the testimony of this revolutionary change.³ Through the advent of technology and social media boom the idea of globalization has gained tremendous momentum. Ayurveda is no exception to this revolutionary change especially after the attack of COVID 19 infection. The Ayurveda interventions like AYUSH Kwath, *Chyavanprasha* gained popularity in many countries during the COVID 19 pandemic.⁴ The spices of India have always been tourist attraction. In the eighth chapter of *Vimanasthana* of *Charaka Samhita*, *Charaka* elaborates that there are many diverse medical sciences across the globe.⁵ It is evident that the Ayurveda was well aware of its contemporary medical sciences and often imbibed different principles of management and diagnosis from other sciences to strengthen its base. Acknowledging the contribution of the surgical specialty, the term “*DhanvantariyanamAdhikara*” is quoted at several instances in the text. *Acharya Sushruta* further quotes that One should not make the mistake on relying on solitary science but also adapt and acquire the knowledge of allied and contemporary sciences to expand the horizons of knowledge. Thus, there was universal acceptance of different schools of thought across the globe that helped in better thriving of the Ayurveda science.⁶

In recent times, although there has been huge representation of Ayurveda publications on the scientific platforms namely PubMed, Scopus however, Traditional Chinese Medicine (TCM) and Accupuncture leads in this arena.⁷ This underlines the need for better evidence generation for the Ayurveda systems of medicine Research councils, national institutes, research institutions, dedicated AYUSH Centre of Excellence (CoE) are proactively working towards this goal. Ayurveda education is also revolutionized post the initiation of NCISM wherein operationalization of mandatory reforms and regulation of undergraduate and post graduate courses to streamline competency based Ayurveda education that matches the global standards has been achieved in past 6-7 years.⁸ Thus Ayurveda fraternity is constantly striving towards achieving goal of global health through robust research and strengthened educational systems.

Post covid the market share of Ayush has increased by leaps and bounds with market growth up to 18 billion in 2022.⁹ This growth is upward and will initiate further research and engagement in this aspect. Recently, Traditional Medicine

Module was added to WHO International classification of diseases ICD-11 TM2 underlining the global acceptance for Ayurveda terminologies.¹⁰ Ayurveda is currently recognized as system of medicine in 16 countries among including few from European union as well. However, concerns and cautions are being raised regarding the safety and efficacy of Ayurveda interventions as well.¹¹

It is evident that Ayurveda already has undergone universal dissemination due to its tremendous therapeutic and preventive potential. It can be stated that globalization is not the future but the present for Ayurveda. This article focuses upon the opportunities and impending challenges and obstacles for globalization and universal acceptance of Ayurveda.

Data Source

The information regarding the recent advances in the field of Ayurveda in terms of its global outreach and research was searched in form of scholarly articles in the indexed databased including Pubmed, SCOPUS, AYUSH Research Portal and google scholar. The relevant information is also gathered from the authorized and publicly available website and portals of government of India including Ministry of AYUSH, Press Information Bureau, Ministry of Tourism etc. Search terms like Ayurveda AND Globalization, Globalization and Ayurveda, Ayurveda AND Global policy, Ayurveda AND Government policy, Ayurveda AND Health policy, Ayurveda AND Medical tourism. The relevant information is also gathered from the authorized and publicly available website and portals of government of India including Ministry of AYUSH, Press Information Bureau (PIB), Ministry of Tourism etc. Full text articles in English language were considered. Abstracts, conference reports, brochures, grey literature were excluded. As this is a narrative review the accessible information across sources was collated to reach meaningful discussions and conclusion. The collected information was analyzed to represent the different aspects regarding the globalization of Ayurveda.

Present Political Scenario and National Policy Behind Globalization of Indian Systems of Medicine

The reinstatement of the Ministry of AYUSH in 2014 has strengthened the bureaucratic aspects of Ayurveda science. Ayurveda is being considered as the soft power to dominate the global economy. In the recent times, India has been proactive in involving the international co-operation for the propagation of Ayurveda. The establishment of WHO- Global center for traditional medicine (GCTM) at Jamnagar, Gujarat, India is mammoth step towards the expansion of the horizons of AYUSH system of medicine.¹² This has put India at the epicenter of global medicine systems as our country has made whopping invest of over

250 million US dollars for the GCTM. (<https://www.who.int/initiatives/who-global-centre-for-traditional-medicine/>)

The establishment of institutions like All India Institute of Ayurveda (AIIA) and National Institute of Ayurveda (NIA) is also a step to strengthen the research and academic infrastructure of the system. Recently, All India Institute of Ayurveda, Goa was dedicated to nation by honorable prime minister keeping in mind the main motive of promotion of medical tourism in India by in-cashing on the tourism potential of the state like Goa. (<https://aiiagoa.org/>) This is line with the "Heal in India" movement put forth by current government.¹³

Recently the Ministry of Home Affairs, Government of India has introduced the category of "AYUSH VISA" for the foreign nationals who wish to pursue the AYUSH medical treatment in India. This will promote the global wellness economy and stimulate the foreign investment in Indian market and publicity of the potential of Ayurveda intervention across the globe.¹⁴

On the same grounds first of its kind global summit for traditional medicine sponsored by Ministry of AYUSH was held during the months of August 2023 at Gandhinagar, Gujarat. The representative across the 6 regional zones of traditional medicine were present at the summit to discuss and deliberate regarding the contribution of traditional medicine in universal health coverage.¹⁵

The Ministry of AYUSH has also signed many (as many as 25) MoU with the international organizations for the promotion of international co-operation research and facilitation of globalization.¹⁶ India has signed pacts with 23 countries for cooperation in the field of Traditional Medicine. These countries include Nepal, Bangladesh, Hungary, Trinidad & Tobago, Iran, Malaysia, Mauritius, Mongolia, Turkmenistan, Myanmar, Germany, Sao Tome & Príncipe, Equatorial Guinea, Cuba, Colombia, Japan, Bolivia, Gambia, Republic of Guinea, China, St. Vincent & the Grenadines and Suriname. There is setup of Academic chairs sponsored by Ministry of AYUSH in more than 31 countries as well.¹⁷

The initiatives like AYURGENOMICS by IGIB (establishing genetic and molecular markers for Ayurveda constructs).¹⁸ Development of Ayurveda based AI models.¹⁹ Inclusion of AYUSH standards (for herbs, ayurveda formulations, AYUSH medical devices) in BIS.²⁰ Pharmacovigilance program for AYUSH (for reporting of adverse drug reactions and contemplation of misleading claims regarding).²¹ *Ayurveda Aahar* (Ayurveda nutraceuticals and functional foods) are promoting the cutting edge research and global acceptance for the Ayurveda systems of medicines.²²

It is thus evident that Ministry of AYUSH is continuously striving to promote, propagate and upscale the export and acceptability of Ayurveda.

Current Status of Ayurveda Education and Practice Across Different Countries

Ayurveda is recognized as an official system of Medicine in many countries like Sri Lanka, Nepal, Pakistan, UAE, Bangladesh, Oman, Saudi Arabia, Bahrain, Hungary, Malaysia, Mauritius, Serbia, Tanzania, Switzerland, Cuba and Brazil.²³ When we talk about the status of Ayurveda in larger economies (like USA and UK) it is considered as CAM (Complementary and Alternative Medicine) or wellness system and not the mainstream health system. For instance, in USA, the Ayurveda system is propagated through institutions like AAPNA (Association of Ayurvedic Professionals of North America) and California college of Ayurveda. However, the trade and export are not facilitated to satisfactory extent.²⁴ Similar scenario is faced in other leading economies like Europe, Russia and Australia. In Latin American countries namely Brazil, Cuba, Colombia and Nicaragua Ayurveda is recognized system of medicine with post graduate education institute in Argentina as well.²⁵ In the adjacent countries like Nepal, Sri Lanka Ayurveda is given the status of national medicine and these countries have many educational institutes that provide the graduate education in Ayurveda (Tribhuvan University, Nepal and University of Colombo, Sri Lanka).²⁶ Thus, it can be noted many efforts need to be taken for the mainstreaming the Ayurveda in developed and developing countries for the greater good of human health.²⁷ Globalization will only help the Ayurveda to achieve its true potential as universal medicine.

Need For Further Globalization And Global Acceptance

The indigenous medical and healthcare system i.e., AYUSH System contributes to the annual share of millions of dollars to the GDP of India. As per the Invest India report, the Ayush sector has grown to over 17% year on year between 2014 and 2020. The market size of the AYUSH industry currently stands at 18.1 billion dollars with the exponential rise from 2.85 billion dollars in 2014 showing a phenomenal growth of almost 6 times.²⁸ The sector is likely to generate nearly 3 million job opportunities across the country.²⁹ The share of sub-sectors in Ayush market size are Herbal Plants (43.35%), Nutraceuticals (24.65%), Pharmaceuticals (14.11%), Cosmeceuticals (8.37%), Plant Derivatives (5.14%) and Plant Extracts (4.39%).²⁹ Thus, it is evident that AYUSH is contributing to economic growth of the country. This was also observed at that investment brought about by the AYUSH System witnessed at GAISS (Global Ayush Investment and Innovation Summit), Gandhinagar during April 2022

Diseases affliction in the community especially chronic diseases and lifestyle disorders are increasing significantly. The noncommunicable diseases are leading cause of

mortality of morbidity over the globe which result in 41 million (74%) deaths across the world.³⁰ The research and age-old experiences suggest that the traditional medicine help in effective prevention and management of such disorders. While it is reported that more than 45.59% of patients adopted integrated approach as compare to 30.84% of patients the western biomedicine or allopathic medicine and 23.57% of patients who approached traditional medicine.³¹ Many chronic and noncommunicable diseases have a safe efficacy in Ayurveda and it provides the long-term solution than temporary relief in treating the cause of the disease rather than the symptom.

Globalization of Ayurveda is also necessary for the establishing the evidence base for experiential knowledge. It may also aid for the research on safety and efficacy of traditional Ayurveda formulations for the unrestricted use of the Ayurveda intervention for the management of different conditions.

Challenges in Globalization

There are basically two sets of challenges in the globalization of Ayurveda including the Pre-globalization and post globalization reforms. The pre-globalization challenges revolve around the acceptability and adaptability of the Ayurveda interventions while post globalizations focus on the managerial aspects.

The Challenges Concerning The Global Acceptability for Ayurveda Interventions

Although the Ayurveda interventions are gaining popularity across the globe, the lack of awareness specifically about the details and authenticity of Ayurveda treatment is abundant. The unique technical terminology of Ayurveda often poses significant difficulty in explaining the system. The terminology in Ayurveda can be best derived considering their physiological application rather than anatomical demonstration. The philosophical base is also an important factor to understand the holistic and spiritual approach of this system of medicine. Precise and flawless translation of the terms and concepts in Ayurveda is difficult. It often becomes cumbersome task to establish the contemporary understanding or modern medicine comparison of Ayurveda principles. It becomes a daunting task equivalent to the comparison of apples with oranges. WHO has tried to meet this gap by introducing the international standard terminologies on Ayurveda thus exploring the different aspects of standard AYUSH terms.³² It should also be noted that the international perception regarding the safety of Ayurveda herbs is still a questionable affair. The scientific community does not always accept the safety of Ayurveda as it involves the use of natural products. Robust data regarding the safety and toxicity of Ayurveda herbal, mineral and herbo-mineral formulations is required.³³

Similarly the matter of establishment of efficacy also arises as the randomised double-blind placebo controlled clinical trials are considered to be gold standard for any intervention.³⁴ The ministry of AYUSH is thus taking many initiatives to establish the safety and efficacy of Ayurveda treatment modalities. The drafting of Ayurveda Formulary of India (AFI) and Ayurveda Pharmacopeia of India (API) are the remarkable steps in achieving the same.

Adaptability

As mentioned earlier, Ayurveda was always a global science yet is deeply rooted in India and adjacent south Asian countries. The healthcare infrastructure pertaining to Ayurveda in other continents is not well established. It is noted that there are not enough qualified AYUSH therapists and AYUSH doctors in these countries who can provide quality medical care to the clients. Similarly, there is lack of insurance cover for AYUSH interventions in many countries.¹⁰ The Panchakarma procedures in short require trained personnel to ensure effective medical care. It is thus necessary to train the local personnel to attain sustainability in delivery of care.¹¹ The biomedical waste disposal issues and safety issues also concern the government for safe regulations of Panchakarma procedures needs to be regulated in these countries. Further it is to be noted that the Ayurveda system has to absorb diagnostic features of conventional medicine for prevention diagnosis and care making it cost sensitive requiring collaborative approach. The minimal use of jargon and use simple language for better communication with the patients is also an essential notion for the adaptability to Ayurveda intervention which might be more difficult in foreign settings.

Challenges Post globalization of Ayurveda

Even if we consider the pertinent globalization of Ayurveda system, managing authenticity of traditional knowledge and authentic data (patient reported outcomes and statistics) post globalization will always remain a major concern. This might be due the regional differences in the practices i.e., factor of *Desha* commonly mentioned in Ayurveda. It is to be noted that whatever may work in India may not work abroad. Although the principles of Ayurveda remain indispensable, the quality and availability of the herbs used may vary from region to region. The lack of evidence-based documentations and publications is also one such factor as the learned and scientific community may not be able to correctly comprehend the true sense of Ayurveda treatment.³⁵ Furthermore, there are of stringent qualification norms for any system of medicine to be accepted in developed countries. The Ayurveda interventions may be followed in these countries but the Ayurveda is not entirely followed as medical act in those regions.¹⁰

It should also be noted that extensive market research for every country across the globe is necessary to find out what the needs of the people are and what are the common diseases affecting the concerned community etc. Similarly, the process of standardization of health care services and medications is also cumbersome and essential. The quality control of the herbs administered or the formulations that are prescribed is essential to ensure the complication free service rendering. The availability of many herbal and herbo-mineral formulations like *Kupipakwa Rasayana* (herbo-mineral formulations), *Pottali Rasayana* (herbo-mineral formulations), *Ghrita* (medicated ghee), *Taila* (medicated oils), *Bhasma* (incinerated metals) in international should be ensured. There is also a need to setup local pharmacies to ensure quality in manufacturing. The use of native herbs and native resources can aid in better results for the authentic preparations.

Whenever there is growth in any system of medicine, the surge of competition with contemporary and allied health sciences also emerges. With the globalization of Ayurveda, the resistance from other systems may also emerge if integrative and collaborative approach is not adopted.

Opportunities for Globalization: Meeting The True Potential and Expanding The Newer Horizons

Ayurveda is eternal science having potential to rule over the world due to its holistic approach targeting all the aspects of health, including physical, mental, social and spiritual. Thus, globalization of Ayurveda will be helpful for the mankind in general. As mentioned earlier there are many hinderances in achieving this goal but opportunities are more profound than the obstacle. Globalization of Ayurveda can be achieved through following initiatives-

Facilitating The Evidence Based and High-Quality Research for Universal Acceptance of Ayurveda Science

For putting Ayurveda on the global map, it is important to publish robust and evidence-based research. Although many randomized controlled clinical trials are currently undertaken to prove the efficacy of Ayurveda interventions, multicentric RCT with randomization and blinding is necessary for global marketing of Ayurveda intervention. Similarly, the data regarding the safety and toxicity of Ayurveda single herbs and formulation should be generated through pre-clinical studies like cell line studies, animal models, molecular docking etc.^[36] The establishment of research institutions like AIIA, CCRAS, unveiling of AYUSH Research Portal, AYUSH case repositories, NAMASTE (National Ayush Morbidity and Standardized Terminologies Electronic) portal, facilitation of collaborative research with DST (Department of Science and technology) and Intra-

Mural researches for AYUSH are some of the steps taken in this direction. The development of Standard Operating Procedures (SOP), Clinical guidelines and clinical treatment Protocols will also help in uniform dissemination of the knowledge of Ayurveda.

Promotion of Medical Tourism³⁷

Medical tourism acts as both revenue generating and goodwill creating approach for the development of any country. Recently published study based on qualitative analysis of secondary data reveals that in the state of Kerala for instance, medical tourism is facilitated due to the Keraliya Panchakarma treatment, innumerable wellness and rejuvenation centers attracting many visitors across the world.^[38] Similar model can be adopted across India to widespread the concept of medical tourism. Models like Wellness Tourism and Medical Value Travel contribute to popularization of medical tourism in India through the policy of Universal Health Coverage.^[39] Ministry of AYUSH in collaboration of Ministry of Tourism has developed the champions services sector scheme for MVP also provide budget allocation to promote medical value travel.

Recommendations for promotion of Ayurveda medical value travel in India: initiative like setup of trade fair, wellness expo, infrastructure development for both Ayurveda institutions and tourist spots, advertising, tie ups with multinational companies and hotels. More fund allocation should be done to this initiative through the means of government schemes and PPP's i.e., private public partnerships. Many authentic Ayurveda therapies besides *Panchakarma* like *Agnikarma*, *Ksharakarma*, *Ayurveda Aahara* (dietetics), *Rasayana* therapy, *Vajikarana* therapy, *Daivavyapashraya Chikitsa* (spiritual medicine) can be health promoting aspects for the entire world.^[39] Provision of comprehensive insurance coverage for the treatment procedure as facilitated in AYUSH Nivesh Saarthi portal (<https://niveshsaarthi.ayush.gov.in/>) will also help to attract the global community.

Promotion of International Education and Research

Globalization also means the adequate representation of the Ayurveda workforce in different countries. This can be done through the appointment of AYUSH doctors in embassies and international offices, student exchange program, establishment of Ayurveda health centers in foreign countries, facilitating the research opportunities between the international universities and Ayurveda institutions in India. This will help in generating employment and opportunities for enthusiastic youth of Ayurveda in India and abroad. Similarly educational institutions can be started in these countries to impart quality education to foreign students. This will also help in legalizing the Ayurveda science in countries other than India. The

protocols and unique treatment modalities for the specific country can be developed at the representative institutes and locations to promote the smooth function of Ayurveda centers in those regions.

Development of Integrative Approach

The future of healthcare is integrative medicine where all the varied healthcare systems will work in unison to deliver holistic and excellent healthcare. Ayurveda should focus on its strengths through integration with the western biomedicine and other science like Yoga, homeopathy, Unani, naturopathy, acupressure/acupuncture, traditional Chinese medicine etc. This integrative approach has worked beautifully in management of palliative conditions like cancer, osteoarthritis, heart diseases and metabolic syndrome.⁴⁰ This integrative approach will enhance the global acceptance of Ayurveda promoting further research and validation. Ayurveda is tremendously blessed with its preventive approach towards health. Thus, the preventive approach can be adapted as a part of mainstream therapy and even standalone treatment of different disease conditions. The Ayurveda can also contribute to a large scale in beauty, cosmetology and wellness industry again attracting the wide west.

Emphasizing on Strengths of Ayurveda

The uniqueness of Ayurveda will contribute towards attracting the foreign investments. The principles of personalized medicine (*Purusham Purusham Vikshya*), *Pathya-Aahara Kalpana* (Ayurveda dietetics), *Prakriti* (constitution), *Sattva* concept (mental wellbeing), *Adravayabhoota Chikitsa* (non-pharmacological treatment), *Marma* therapy (sports medicine in Ayurveda) can help in attracting the foreign attention towards Ayurveda. The model of Ayurgenomics is example of this integration of Ayurveda with modern medicine.⁴¹ The Ayurveda

Aahara Kalpana can be promoted through the service of Ayurveda food items across the different food joints in other countries. The turmeric milk or golden milk is also being distributed as street health drink in countries like USA and Nigeria.⁴² The availability of quality pharmaceutical products of Ayurveda across the globe can also be ensured. Ayurveda beautifully focuses on the concept of immunity in disease prevention and/or management. Many herbs like *Ashwagandha* (*Withania somnifera* (L.) Dunal) and *Guduchi* (*Tinospora cordifolia* (Willd.) Hook.f. & Thomson) are known for their adaptogenic potential hence are also regularly consumed as power herbs abroad. The initiatives like *Suvarna-Prashana* (rendering the immunity in children through the gold formulations) can help in making Ayurveda as a public health initiative.

Major potential areas of focus for globalization of Ayurveda are enlisted as presented in the figure No. 1 below-

Fueling The Startups in Ayurveda

The start-up and innovation culture has boomed across the country since 2014 (<https://www.startupindia.gov.in/nsa2021results/health-and-wellness.html>). The Ayurveda industry is not an exception to the same. Many startups like *Ayur-Rhythm*, *Nadi Tarangini*, The Ayurveda experience are the examples of award-winning Ayurveda startups across the country.⁴² The startup culture nurtures entrepreneurship which helps in attracting the global attention. These will help in acquiring foreign investments and publicize the strengths of Ayurveda. Thus, these startups will surely help bring Ayurveda upfront on global platform.

Thus, considering the globalization of Ayurveda, sky is the limit and ocean is the opportunity with collaborative efforts, Global health is an achievable feat. The Avenues in globalization of Ayurveda based on Opportunities and Challenges are summarized in table No. 1 as shown below:



Figure 1. Major potential areas of focus for globalization of Ayurveda

Table I. Avenues in globalisation of Ayurveda: Opportunities and Challenges

Avenue	Description	Opportunities	Challenges
Integration in Modern Healthcare	Collaboration with allopathic medicine	Personalized healthcare, reduced chronic disease burden	Requires evidence-based validation, regulatory approval
Research and Clinical Trials	Scientific studies on Ayurvedic treatments	Enhances credibility, attracts funding	Time-consuming, standardization challenges
Digital Platforms and Telemedicine	Online consultations and treatments	Reaches a global audience, remote access	Regulatory hurdles, standardization issues
Education and Training	International programs and certifications	Global workforce, cross-cultural exchange	Licensing and recognition barriers
Wellness Tourism	Ayurveda-based retreats and therapies	Global visitors, local economic boost	Cultural differences, quality control
Product Exports	Export of Ayurvedic products	Expands market, enters health and beauty sectors	Regulatory compliance, intellectual property issues
Ayurveda in Corporate Wellness	Ayurvedic practices in workplace wellness	Improves employee health, boosts productivity	Convincing businesses of Ayurveda effectiveness
Cultural Diplomacy	Government-backed partnerships and exchanges	Strengthens global ties, promotes India's soft power	Geopolitical issues, perception as alternative medicine
Sustainability and Eco-Friendly Practices	Emphasis on natural, eco-friendly solutions	Appeal to eco-conscious consumers, aligns with organic trends	Competition from other natural medicine systems
Media and Pop Culture	Use of media, influencers, and documentaries	Builds mass awareness, appeals to younger generations	Risk of oversimplification, misinterpretation

Discussion

The globalization of Ayurveda represents a significant evolution of this ancient medical system, rooted in its rich historical context and diverse global interactions. As highlighted in the *Charaka Samhita* and *Sushruta Samhita*, Ayurveda has always acknowledged and integrated various medical sciences, enhancing its robustness and adaptability. This foundational openness has facilitated Ayurveda's expansion beyond its traditional boundaries, enabling it to resonate with contemporary health paradigms worldwide. The reinstatement of India's Ministry of AYUSH in 2014 marks a pivotal step in this journey, providing substantial bureaucratic and financial support aimed at positioning Ayurveda as a formidable soft power in the global wellness economy. Initiatives such as the establishment of the WHO Global Centre for Traditional Medicine in Jamnagar and the creation of specialized institutes like the All-India Institute of Ayurveda, New Delhi and Goa underscore India's commitment to elevating Ayurveda's international standing through robust research, infrastructure development, and strategic international collaborations. The last decade has thus shown tremendous growth of Ayurveda sector across all the paradigms.⁴³

The glimpse of global status of Ayurveda is presented in the figure No. 2 as shown below:

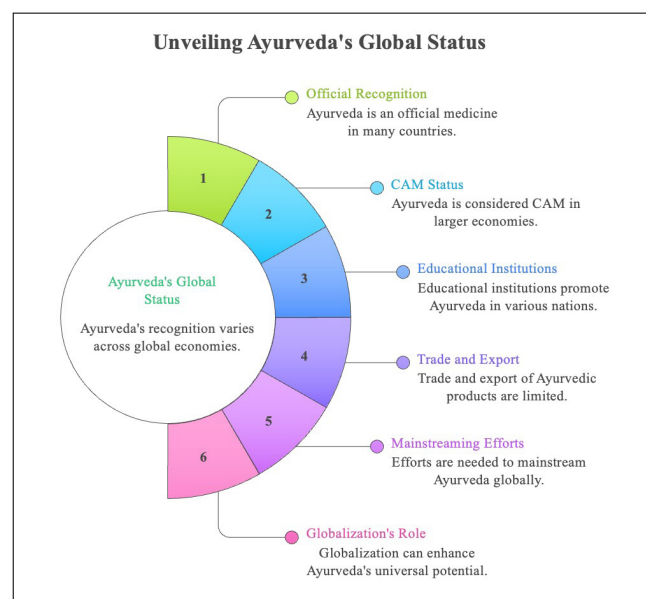


Figure 2. Unveiling the global status of Ayurveda system of medicine

Despite these advancements, Ayurveda faces several challenges in its quest for global mainstreaming. Pre-globalization hurdles primarily revolve around the acceptability and adaptability of Ayurvedic practices in diverse cultural contexts. The unique technical terminology and holistic philosophical underpinnings of Ayurveda often pose significant barriers to comprehension and acceptance in non-traditional settings. Furthermore, concerns regarding the safety and efficacy of Ayurvedic formulations persist within the scientific community, necessitating rigorous evidence-based research and standardized protocols. Post-globalization challenges include managing regional variations in Ayurvedic practices and ensuring consistent quality control of herbal and herbo-mineral products. Additionally, integrating Ayurveda with established healthcare systems in developed nations requires navigating stringent regulatory landscapes and fostering collaborative approaches with other medical disciplines to mitigate resistance and enhance mutual acceptance. Figure No. 3 shows impending challenges and future opportunities in globalization of Ayurveda

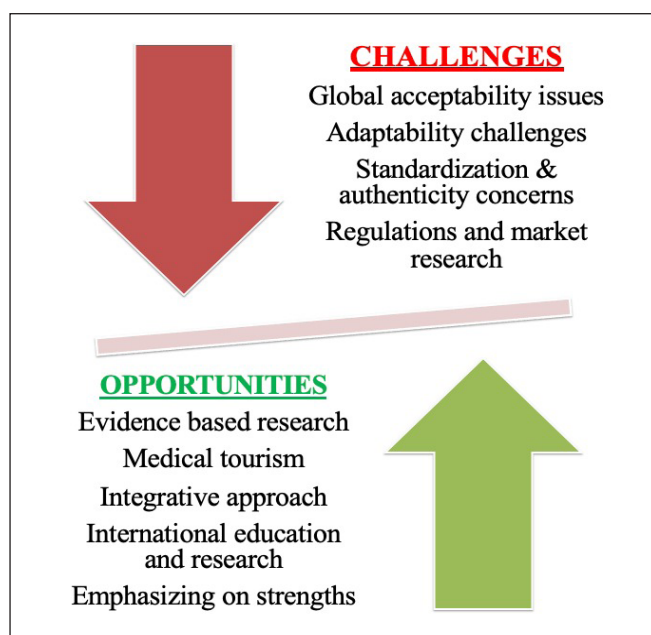


Figure 3. Challenges and opportunities in Globalization of Ayurveda

Opportunities for the globalization of Ayurveda are both vast and multifaceted, offering pathways to harness its full potential on the global stage. Promoting evidence-based research is crucial for establishing Ayurveda's credibility and facilitating its integration into mainstream healthcare systems. Initiatives such as multicentric randomized controlled trials and the development of comprehensive research infrastructures can bridge the gap between traditional knowledge and modern scientific validation. Moreover, the burgeoning medical tourism sector presents

a lucrative avenue for showcasing Ayurveda's holistic healing modalities, attracting international patients seeking alternative and complementary therapies. Expanding international education and fostering collaborative research partnerships can further embed Ayurveda within global medical frameworks, while the development of an integrative approach with other healthcare systems can enhance its applicability and acceptance across diverse populations.

The globalization of Ayurveda is both a strategic necessity and a promising opportunity to enhance global health and wellness. While significant strides have been made through supportive national policies and international collaborations, overcoming the inherent challenges requires sustained efforts in research, standardization, and education. By leveraging its strengths in personalized and preventive medicine, Ayurveda can contribute uniquely to the global healthcare landscape, promoting holistic well-being and addressing the rising prevalence of chronic and lifestyle-related diseases. The proactive engagement of startups and the embracement of an integrative medical approach will further propel Ayurveda towards achieving its true potential as a universal medicine, fostering a healthier and more balanced global society.

Conclusion

The globalization of Ayurveda is a strategic necessity and an unavoidable phenomenon that presents a highly promising opportunity to enhance global health and wellness. Although there are roadblocks to achieving universal health coverage through Ayurveda, the opportunities are vast. Overcoming the inherent challenges requires sustained, collaborative efforts in research, standardization, and education from government bodies, research institutions, and the Ayurveda community. Through these efforts, Ayurveda has the potential to become recognized as a 'universal science' (*Sarva-Bhouma Shashtra*) in the near future. Ayurveda has seen exponential growth, particularly following the COVID-19 pandemic, with the AYUSH industry's market size reaching 18.1 billion dollars. It is currently recognized as an official system of medicine in 16 countries, though it remains categorized mostly as a complementary and alternative medicine (CAM) in larger economies like the USA and UK. India is actively positioning Ayurveda as a "soft power" to influence the global economy. Key governmental initiatives include a \$250 million investment in the WHO Global Centre for Traditional Medicine in Gujarat, the introduction of a dedicated "AYUSH VISA" for foreign nationals seeking treatment, and the signing of international pacts with over 20 countries to promote traditional medicine. Expanding globally is hindered by a lack of awareness and the difficulty of accurately translating Ayurveda's unique technical terminology and holistic

philosophy for contemporary audiences. Additionally, the international scientific community often questions the safety, toxicity, and clinical efficacy of Ayurvedic herbal and herbo-mineral interventions. Practical challenges include a lack of qualified AYUSH practitioners and insurance coverage in foreign countries, as well as the need to standardize quality control for herbs and treatments across different regions. Ayurveda is uniquely positioned to address the global rise of chronic and lifestyle-related (non-communicable) diseases. Integrating its personalized and preventive approaches with modern Western biomedicine can vastly improve holistic patient care. Promoting medical value travel and fuelling the booming Ayurveda startup culture can attract significant global attention and foreign investment. The generation of robust, high-quality research such as multicentric randomized controlled clinical trials and comprehensive safety data is cited as the most crucial step for achieving universal acceptance and expanding Ayurveda's global footprint

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