Strategic Roadmap for Making Ayurveda Global

Prelims: *Current events of national and international importance | Governance*

Why in News?

On July 2, 2026, NITI Aayog released a landmark report titled "Strategic Roadmap for Making Ayurveda Global."

Current Global Footprint
• **Export Growth -** India's Ayush and herbal exports increased from $1.09 billion in 2014 to $2.16 billion in 2023, covering over 150 countries. • **Global Recognition -** Ayurveda, along with Siddha and Unani systems, is integrated into the WHO International Classification of Diseases-11 (ICD-11) under the Traditional Medicine module. • It is recognized as an official medical discipline in nearly 30 countries (e.g., UAE, Switzerland). • Despite over 355,000 qualified practitioners in India, 95% remain within the country. • It faces tough competition from Traditional Chinese Medicine (TCM), which has a vastly dominant global export share and licensed workforce.

NITI Aayog's Three-Pillar Framework

1. **Availability (Workforce & Trade Expansion)**

- **Global Ayurveda Register (GAR) -** A digital, WHO-aligned credentialing and Continuous Professional Development (CPD) system
    - Under the National Commission for Indian System of Medicine (NCISM) to facilitate foreign practitioner licensure.
- **Ayurvedic Trade Infrastructure -** Launch of a real-time Ayurveda Trade Dashboard using precise Harmonized System (HS) codes to track and leverage Free Trade Agreements (FTAs).
- **Standardized Sourcing -** Enforcing Good Agricultural and Collection Practices (GACP) to eliminate heavy metals, pesticides, and microbial contaminants at the source.

2. **Acceptability (Quality & Compliance)**

- **Export Edition Pharmacopoeia -** Creating an exclusive international edition of the Ayurvedic Pharmacopoeia to establish chemical profiling and batch-to-batch consistency.
- **Manufacturing Upgrades -** Fast-tracking compliance of domestic units with WHO-Good Manufacturing Practices (WHO-GMP) standards.
- **Evidence-Based Localization -** Conducting multi-country clinical trials via WHO Collaborating Centres to bridge the traditional "evidence gap" and move products from the "dietary supplement" tag to formal therapeutic drug classification.

3. **Propagation (Branding & Health Diplomacy)**

- **Medical Value Travel (MVT) -** Establishing international Ayurveda MVT hubs (starting with Mauritius) integrated with Ayush Visa packages, diagnostics, and tele-consultation support.
- **Global Forums -** Proposing a World Federation for Ayurveda and Yoga and modernising India's Traditional Knowledge Digital Library (TKDL) to secure intellectual property (IP) rights and prevent biopiracy.

Implementation Roadmap

- **Short-Term (Up to 2029) -** Focus on institutional foundation-building, deploying the Global Ayurveda Register, and establishing quality testing protocols.
- **Medium-Term (Up to 2035) -** Market integration through mutual recognition arrangements (MRAs) with regional blocs (G20, BRICS, and ASEAN) and introducing Ayurveda electives in global medical institutes.
- **Long-Term (Up to 2047) -** Achieving formal integration of Ayurveda into at least 20 national health systems and securing insurance coverage for defined Ayurvedic indications in at least 10 countries.

Reference

Economic Times | Strategic roadmap to make Ayurveda global

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