

AYUSH

“Attainment of highest level of health and wellbeing for all, leaving no one behind”



Peer reviewed by

1. Dr Umesh Shukla, Principal & CEO, Pt. Khushilal Sharma Govt. (Autonomous) Ayurveda College & Institute Bhopal
2. Dr Juhi Gupta, Professor, Government Homeopathy Medical College and Hospital, Bhopal.

Guidance

1. Mr. Lokesh Sharma ACEO AIGGPA
2. Dr. Silja Sudhir Principal Advisor AIGGPA
3. Ms. Preeti Upadhyay, Sr Advisor, AIGGPA

Authors

1. Dr Abhishek Bhagat Advisor AIGGPA
2. Ms. Priyanka Gajbhiye, Advisor AIGGPA
3. Mr. TaruneshUmrao Advisor AIGGPA
4. Dr. Sunil Survanshi Advisor AIGGPA

Abbreviations

AIGGPA	Atal Bihari Vajpayee Institute of Good Governance and Policy Analysis
AYUSH	Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy.
BAMS	Bachelor of Ayurveda, Medicine and Surgery
CAGR	Compound annual growth rate
DTL	Drug Testing Laboratory
GoI	Government of India
GoMP	Government of Madhya Pradesh
HWC	Health & Wellness Centres
MAP	Medicinal & Aromatic Plants
MBBS	Bachelor of Medicine and a Bachelor of Surgery
MGNREGA	Mahatma Gandhi National. Rural Employment Guarantee Act
NCD	Non-communicable disease
NGO	Non-governmental organization
PVTG	Particularly Vulnerable Tribal Groups
SHG	Self Help Groups
SMPB	State Medicinal Plants Board
TCM	Traditional & Complimentary medicine
WHO	World Health Organization

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1. Introduction

The Ministry of AYUSH, Government of India defines the word ‘AYUSH’ system of medicine as traditional & non-conventional systems of healthcare and healing which includes Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Riga and Homoeopathy etc. (Ministry of AYUSH, Government of India, 2021). The origin of Ayurveda dates back to the Vedic era and historians claim that Ayurveda is a part of Atharva Veda and finds its origin from the same Veda, however Rig Veda also mentions diseases and medicinal plants (National Health Portal, MoH&FW, Government of India, 2021). Similarly, Yoga and other traditional systems of medicines such as Naturopathy, Unani, Siddha and Homeopathy etc. have their own history and process of evolution pathways in India and have flourished over the years. In the strict sense the term indigenous system of medicine can be used only for Ayurveda and Siddha but by convention the term is also used for Unani system. The Unani system was introduced in India around the 10th century AD. (Raghunathan, 1979).

There is a greater thrust by the Government of India in the last decade on the AYUSH sector. In the Union Budget 2021-22, Government of India has allocated Rs. 2,970.30 Crores to the Ministry of AYUSH, which is 28% higher than the previous fiscal year allocation (Press Information Bureau, Government of India, 2021). The AYUSH Sector witnessed tremendous growth in recent years and has a huge potential to grow. Indian herbal market is worth Rs 13,470 Crores in 2017 and expected to grow with a CAGR of 19% to Rs 31,660 Crores by year 2022 (National Medicinal Plant Board, Ministry of AYUSH, Government of India).

Madhya Pradesh with its vast expanse of designated forest (94,689 sq. km) accounting for about 31% of the total geographical area of the state and 12.27% of the total forest area of India, supports rich biodiversity. This unique geographical feature of Madhya Pradesh provides a rich ecosystem for the medicinal and aromatic plants (MAP) to grow, which are the main source of raw material for the AYUSH drug manufacturing units and makes Madhya Pradesh a potential hub for the AYUSH drug manufacturing sector. The state government is promoting the cultivation of medicinal and aromatic plants (MAP) and collection of plant produce and plant derivatives, their processing, storage and marketing by establishing backward and forwards linkages which will benefit in improving the health of the people and generating livelihood opportunities and help in enhancing the income for the producers and collectors of medicinal and aromatic plants and plant derivatives.

2. Governance Structure of AYUSH System of Medicine

As per the World Health Report 2000, the ultimate responsibility for the performance of a country's health system lies with the government. The report defines stewardship or governance as the careful and responsible management of the well-being of the population and it is the very essence of good government. The health of people is always a national priority (in the context of state governments it becomes the state governments responsibilities as the health is state subject in the Indian context). Health is a public good and in the welfare state it is the continuous permanent responsibility of the state to ensure accessible, affordable and equitable healthcare services to its citizens. (World Health Organization, 2000).

In the AYUSH sector, governance has two tier structures, AYUSH Ministry at the Union government level and Department of AYUSH at the state government level provides necessary governance support. Major roles and responsibilities of AYUSH Ministry, Government of India and Department of AYUSH, Government of Madhya Pradesh are described below.

Ayurveda not only address the health needs of humans but it has been used to address the ailments of animals by using the principles of **Pashu-ayurveda** and crops and plants by **Vikshayurveda**.

2.1 Governance structure at NationalLevel

The Ministry of AYUSH, Government of India is the ministry at the Union government which provides the policy and guidelines to all the states and ensures the quality of care, education and standards of medicines are maintained in addition to promote research in the field of AYUSH sector. The Ministry of AYUSH was formed on the 9th November 2014, with the objective of reviving the ancient traditional systems of medicine and ensuring the optimal development and propagation of the AYUSH systems of healthcare. Earlier, the Department of Indian System of Medicine and Homoeopathy (ISM&H) formed in 1995 and then renamed as the Department of Ayurveda, Yoga, and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in 2003 with focused attention towards education and research in Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy.

Objectives of Ministry of AYUSH, Government of India: -

1. To upgrade the educational standard of the Indian Systems of Medicine and Homoeopathy colleges in the country.
2. To strengthen existing research institutions and to ensure time-bound research programmes on identified diseases for which these systems have an effective treatment.
3. To draw up schemes for cultivating, promoting, and regenerating medicinal plants that are used in these systems.

4. To evolve Pharmacopeial standards of Indian Systems of Medicine and Homoeopathy drugs (Ministry of AYUSH, Government of India, 2021).

2.2 Governance structure at State Level

The State of Madhya Pradesh is having a well-established AYUSH department, which provides clinical services, ensure quality education at the AYUSH institutions, responsible for ensuring quality of drugs manufactured and marketed in the state. State Medicinal Plant Board (SMPB), under the umbrella of AYUSH department is the nodal agency for the conservation, promotion and sustainable management of the medicinal and aromatic plants and to collaborate with other line departments like Horticulture, Forest for the same. Government of Madhya Pradesh is committed to harness the potential of AYUSH Sector so that the local population of Madhya Pradesh may avail maximum benefit in terms of preventive, curative, rehabilitative and palliative services provided by the AYUSH system of Medicine. For the better implementation of AYUSH services at the grass root level, there are 51 District AYUSH Offices and 7 Divisional AYUSH Offices are functional in Madhya Pradesh.



3. AYUSH Infrastructure & Human Resource in Madhya Pradesh

Quality healthcare infrastructure in adequate numbers and at accessible locations operated by the qualified, skilled, well trained and motivated healthcare professionals is necessary for any healthcare system to perform efficiently and effectively, the same stands for the AYUSH system of medicine as well. This section provides details about the existing AYUSH healthcare professionals, educational institutes and healthcare infrastructure present in the state of Madhya Pradesh.

3.1 AYUSH Educational Institutions

To produce well trained healthcare professionals, it is essential to have adequate number of AYUSH educational institutes in the state. The supply of healthcare professionals in any system of AYUSH should be equated with its demand in the government and private sector. AYUSH educational institutes are not necessary just to impart education and training to the students but they also provide healthcare services through their hospitals, involve in health awareness generation and carry out research and development activities.

Table 1 Status of AYUSH educational Institutions in India and Madhya Pradesh

Sl. No.	Institutions	India	MP
1	Ayurveda Colleges	393	20
2	Homeopathy Colleges	221	25

3	Unani Colleges	52	4
4	Yoga & Naturopathy colleges	26	6
Total		692	55

Source: Annual Report (Year 2020-21), Department of AYUSH, GoMP&Ministry of AYUSH, GoI

There are 20 Ayurveda, 25 Homeopathy, 4 Unani and 6 Yoga & Naturopathy colleges (both public and private) imparting AYUSH education in the state of Madhya Pradesh. Table below provides a detailed overview of the AYUSH educational institutes in the state and the number of seats (both UG & PG seats).

Table 2: Distribution of AYUSH Educational Institutes in public and private sector

Discipline	Public	No of Seats (Govt)	Private	No of seats (Pvt)
Ayurveda Colleges	7	500	13	732
Homeopathy colleges	1	125	24	1836
Unani Colleges	1	75	3	155
Yoga & Naturopathy Colleges	0	-	6	395
Total	9	700	46	3,118

Source: Annual Report (Year 2020-21), Department of AYUSH.

AYUSH education sector in MP is predominantly occupied by the private sector colleges. For each public sector Ayurveda college there are almost 2 private Ayurveda College in MP, out of 13 private Ayurveda colleges, more than 50% (7) private Ayurveda colleges are clustered in Bhopal itself. Similarly for homeopathy the public to private ratio of college is 1:24 and out of total 24 private homeopathy college 25% (6) are clustered in Bhopal and 16% (4) are clustered in Gwalior.

Clustering of Private AYUSH college in only one city or at one specific geographical location may be restricted and policy may be framed to open new colleges in those geographical locations which are underserved so that regional imbalance and inequity in health care services may be addressed.

3.2 Public Healthcare Facilities

Madhya Pradesh has a well-established network of AYUSH public healthcare facilities, which provides promotive, curative, and rehabilitative services to the citizens. It has the following facilities present in the public sector.

Table 3: AYUSH Public Healthcare Facilities in Madhya Pradesh

Sr. No	Type of Healthcare Facility	Number
1	AYUSH Health & Wellness Centers	362
2	Ayurveda Dispensaries	1,496

3	Homeopathy Dispensaries	213
4	Unani Dispensaries	64
5	AYUSH Colleges & Hospitals	9
6	District Level AYUSH Hospitals	18
7	Village & Block Level AYUSH Hospitals	5
8	Ayurveda AYUSH Wings in Allopathic Hospitals,	31
9	Homeopathy AYUSH Wings in Allopathic Hospitals	5

Source: Annual Report (Year 2020-21), Department of AYUSH, GoMP

Apart from these public healthcare facilities, AYUSH Department has one Government Ayurveda Pharmacy located in Gwalior and one Government Unani Pharmacy in Bhopal. In addition to above the department has also setup a Drug Testing Laboratory (DTL) at Gwalior, which is engaged in testing of manufactured Ayurvedic medicines and as and when required the raw material or semi processed formulations can also be tested.

3.3 AYUSH Practitioners

Healthcare is a human resource intensive sector. To provide quality healthcare services it is essential to have qualified, skilled and well-trained healthcare professionals so that healthcare services can be made available, accessible and affordable to the citizens to achieve the goal of ensuring universal health coverage. Madhya Pradesh accounts for about 12% of total registered AYUSH practitioners in India.

As per the Annual Report (Year 2020-21) published by the Department of AYUSH, Government of Madhya Pradesh there are total 70,775 AYUSH physicians registered under the Madhya Pradesh Ayurveda & Unani Board and the Madhya Pradesh Homeopathy Council. Table below shows the number of Registered AYUSH Practitioners in Madhya Pradesh as well as in India.

Table 4: Registered AYUSH Practitioners in India and Madhya Pradesh

Sr. No.	Registered Practitioners	India		Madhya Pradesh	
		Institutionally Qualified	Non-Institutionally Qualified	Institutionally Qualified	Non-Institutionally Qualified
1	Ayurveda	2,94,162	1,49,542	15,369	32,731
2	Homeopathic	2,46,792	46,663	20,381	-
3	Unani	38,672	12,438	2,154	84
4	Naturopathy	2,349	136	56	-
5	Siddha	5,685	3,440	0	0
6	Yoga	0	0	0	0
7	Sowa Rigpa	0	0	0	0
Total		5,87,660	2,12,219	37,960	32,815

Source: Annual Report (Year 2020-21), Department of AYUSH, GoMP & Ministry of AYUSH, GoI.

Uniform geographical availability of practitioners is essential to ensure that healthcare services are reaching the unreached and it is generally observed that practitioners are located mostly in urban and semi-urban areas and remote villages are far from the reach of practitioners and villagers have to depend upon either on the quacks or traditional healers for their healthcare needs.

It is essential not just to have an adequate number of healthcare professionals but also their availability in the remote areas to ensure the health equity in the remote areas as well. To motivate practitioners to provide services, the government may provide hard-to-reach area allowance to the physicians providing services in the hard-to-reach areas such as forest or hilly areas or areas which are far from the district headquarters.

Posting of AYUSH Medical officers (e.g., BAMS Physicians with training on emergency and primary medicines) with the integrated generalist approach in those Primary Health Centers (PHCs) in which MBBS Doctors are getting posted is another possible solution to ensure the quality healthcare services in the far-flung areas and dependency of inhabitants on quacks and faith healers may be reduced resulting into better health outcomes.

4. Good Governance Initiatives in Ayush Madhya Pradesh

The Government of Madhya Pradesh is promoting good governance in every sector to ensure that the public service delivery system is efficient and provides timely quality services to the citizens.

4.1 AYUSH Gram 2018

AYUSH Department of Madhya Pradesh has established “AYUSH gram” in the selected 75 villages of Madhya Pradesh under the National AYUSH Mission of Government of India. The main objective of the scheme is to improve the quality healthcare of rural people through AYUSH medical practices, conservation and augmentation of medicinal plants and to promote their use at the community level and generate awareness about the AYUSH system of medicine at the grass root level. The state government has taken proactive steps for effective implementation of the AYUSH gram. These steps include preparation of health cards of the villagers in AYUSH gram, support in various missions of the health department, organization of yoga camps, medical camp and awareness programs, distribution of ayurvedic medicines and establishment of Adarsh Herbal Garden (AYUSH Department, GoMP, 2020-21).

4.2 AYUSH Health & Wellness Centers 2018

Health & Wellness Centres are the base of India’s primary healthcare journey from selective primary health care to comprehensive primary healthcare (CPHC) services as promised in the Atma Ata Declaration 1978 and Declaration on Primary Healthcare, Astana, 2018 to which India is a signatory, this will help in achieving the goal of health for all and universal health coverage.

The Union Cabinet on 20.03.2020 approved the proposal of the Ministry of AYUSH to operationalize 12,500 Health and Wellness Centres under Ayushman Bharat in a phased manner from the year 2019-20 to 2023-24. These



AYUSH HWCs would be operationalized through States/ UTs in Centrally Sponsored Scheme mode and under the broad umbrella of National AYUSH Mission (NAM). The vision is to establish a holistic wellness model to reduce the disease burden, out of pocket expenditure and to provide informed choice to the needy public Functional integration with existing establishment for providing comprehensive care by using Standard protocols, up-gradation of infrastructure, community mobilization for self-care, sensitization & capacity building of health care providers, linkages with higher- level facilities, AYUSH educational institutions, reputed NGOs & Trusts and documentation with the help of IT platform are the highlights of the activities. (Ministry of AYUSH, Government of India, 2021). Department of AYUSH, Government of Madhya Pradesh has operationalized 362 AYUSH HWCs in the financial year 2020-21 and 200 more AYUSH HWCs have been proposed for the financial year 2021-22. By year 2022 Madhya Pradesh would be having total 562 AYUSH-HWCs providing holistic healthcare services to the citizens.

4.3 AYUSH in AtmaNirbhar Madhya Pradesh Roadmap 2023

With an objective to make Madhya Pradesh Atmanirbhar (Self-reliant), Government of Madhya Pradesh has prepared a roadmap with specific, time bound outcome and output. All these outcomes are broadly related to four pillars of good governance namely, physical infrastructure, governance, health and education, economy and employment. AYUSH has given significant space in the health & education subject where in total five outcomes and 06 outputs specifically address the matters of AYUSH sector (Government of Madhya Pradesh).

Table 5: Outcome and Output defined in AtmaNirbhar Madhya Pradesh Roadmap 2023 for AYUSH

Sl.No.	Outcome	Output
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1	Achieving Universal Health Coverage (UHC)	Establishment of 362 AYUSH Health and Wellness Centre
2	Strengthening and upgradation of health and education facilities	Establishment of AYUSH super specialist hospitals in Bhopal and Indore
		Upgradation of established Ayurveda and Unani Pharmacies
4	Reorganization of government departments and creation of a coordination mechanism for better service delivery	Creation of a common platform for communication and collaboration between field of Indian medicine such as Ayurveda and Homeopathy
5	Creating a conducive ecosystem for promoting research in health and education sector	Research and Development of AYUSH drugs for NCD and Chronic Diseases
6	Emphasis on prevention and early diagnosis of illness	Emphasis on AYUSH medicine for preventive care

Source: AtmaNirbhar Madhya Pradesh Roadmap 2023

4.4 Vaidya AapkeDwarScheme 2021

‘Vaidya AapkeDwar’ is a mobile application based free AYUSH teleconsultation service provided by the AYUSH physician initiated by the AYUSH Department, GoMP. Through this scheme AYUSH Medical Specialists can be consulted through live video call using AyushQure app. The Minister of State for AYUSH, Shri Ramkishore Nano Kaware has launched this scheme on 7th May 2021. The objective of the scheme is to ensure AYUSH services accessible and available to the citizen even at home. Three disciplines of AYUSH viz. Ayurveda, Homeopathy and Unani services can be availed under this scheme.

4.5 AYUSH AapkeDwar 2021

To promote the awareness about the preventive and therapeutic use of medicinal plants, the Ministry of AYUSH has launched ‘AYUSH AapkeDwar’ scheme, under the scheme it is envisaged to distribute medicinal plants to over 75 lakh households across the country in one year. (DD News, 2021). In line with the guidelines of the Ministry of AYUSH, GoI, AYUSH Department, Government of Madhya Pradesh has also launched the scheme on 3rd September 2021 across the state. Under this scheme 1,500 saplings of medicinal plants would be distributed in each district with the help of departments like Horticulture, Forest and Rural Development. (Dainik Bhaskar, 2021).

4.6 AYUSH initiatives during COVID-19 pandemic 2020

‘Jeevan Amrut Yojan’: AYUSH Department, GoMP has been in the forefront in the fight against COVID-19. It has distributed medicines under the ‘Jeevan Amrut Yojna’. Migration has a major role in spreading the disease from one geographical area to another area and it was essential to screen the migratory population for the symptoms of COVID-19 and if they are found to be presumptive cases of COVID-19, isolate them and treat them. Department of AYUSH has conducted screening, health investigation and distributed medicines to the migratory population. Department has also organised awareness generation campaigns, training programmes and conducted research in the area of COVID-19. Under ‘Jeevan Amrut Yojna’ Ayurveda Kadha (Decoction), Sansmani Vati, Anu Tail and Trikatu Churna were distributed free of cost to the citizens as per the advisory of AYUSH Ministry, Government of India. Jeevan Amrut Yojna has two phases. The first phase was started in 24th March 2020 and total 70,99,697 families and 2,12,99,090 persons were benefited under the scheme, in second phase which was started on 8th April 2021, total 5,09,185 packets of kadha were distributed in MP, which has benefitted total 5,09,185 families and 12,72,963 beneficiaries. AYUSH Department has provided clinical services to total 38,538 COVID-19 positive patients by the institutional quarantine facility and by the COVID Care Centers¹

Yog se Nirog 2021: This innovative, IT based, patient centric, yoga-based initiative for the home quarantined Covid Positive patients was launched on 23rd April 2021 by the Honorable Chief Minister of Madhya Pradesh. The Covid-19 pandemic challenged the health systems across the globe and Madhya Pradesh was also no exception to this situation. During the second Covid-19 wave, Madhya Pradesh reported a 25% positivity rate in April 2021 and over 10,000 new cases per day. Immunity and positive mindset results into positive health outcome and faster recovery rate in Covid-19. To enhance the immunity and to accelerate the recovery process this IT based, patient centric, volunteer based, programme was initiated by the AYUSH Department, Government of Madhya Pradesh, in close coordination with the Department of School Education, Department of Tribal Welfare and Indian Yoga Association.

Sarthak Application of GoMP was used for the identification of home isolated cases from the state database and patients were allotted the Yoga Prashikshaks based on the consent of the patients. Till 3rd June 2021, 1,10,699 home quarantined Covid-19 patients have benefited from this programme.

It is suggested that this programme may be scaled up and Yoga services may be provided to the non-Covid patients as well. Yoga has a significant role in reducing Anxiety and Stress, Hypertension and cardiovascular diseases and other NCDs. Customized yoga sessions may be provided to non-covid patients also which will result in accelerated recovery and better quality of life, over the period of time department may think of scaling

¹As per the data provided by the AYUSH Department, Government of Madhya Pradesh.

this innovative programme and services may be made available to common citizens also which will be helpful in promoting the wellness and reducing the burden of NCDs in the State of MP.

4.7 Devaranya Scheme 2021

Madhya Pradesh is a forest rich State and stands first in India in terms of highest coverage of Recorded Forest Area (RFA). RFA in the State is 94,689 sq km which is about 31% of the total geographical area of Madhya Pradesh. (India State of Forest Report 2019). MP has a sizable tribal and rural population dependent on the forest produce for their livelihood and basic needs. MP has 89 tribal blocks and 21% of the population of MP belongs to ST category. The rich biodiversity of MP coupled with 11 types of agro-climatic zones provides suitable ecosystem for the cultivation of medicinal and aromatic plants (MAP) in the State. State has a potential to become a hub for the collection and cultivation and primary processing of medicinal and aromatic plants and plant derivatives which will generate employment opportunities for the local youth and promote farmers for crop diversification.

Gulbakawali (*Hydychium coronarium*, also known as Dolan Champa, White Ginger Lily or Butter fly Lily) is a medicinal plant identified for under *One District One Product* scheme by Anuppur District of MP.

To bridge the existing gap in the value chain of medicinal and aromatic plant and plant derivatives in the state and to establish backward and forward linkages in the value chain of MAP, the Government of Madhya Pradesh has launched the Devaranya Scheme. A workshop was held on 26th July 2021 under the Chairmanship of Chief Minister of Madhya Pradesh with the major AYUSH drug manufacturers and GoMP has constituted a State Empowered Committee (SEC) on 9th August 2020, to oversee the implementation of Devaranya Scheme in the State of MP. SEC is having representation of 12 Departments of GoMP as the member in the committee for the smooth implementation and convergence between the various departments of GoMP. The prime objective of this scheme is to enhance the livelihood of people residing in tribal areas by the collection, cultivation and primary processing of medicinal and aromatic plants, plant produce and derivatives. For the implementation of scheme State Medicinal Plant Board (SMPB), under the Department of AYUSH, GoMP would be the nodal agency and State Policy and Planning Commission, GoMP would act as a facilitator and convener for the scheme.

5. AYUSH Drug Manufacturing Scenario in Madhya Pradesh

Madhya Pradesh has 31% of its geographical area under forest cover against the national average of 24%, out of total 313 blocks, 89 blocks are designated as tribal blocks in Madhya Pradesh. There are a total of 10 national parks and 25 Wildlife sanctuaries present

in MP which provides suitable ecology of the rich biodiversity to sustain and grow. About 21% of the Madhya Pradesh population belongs to Scheduled Tribes, whose livelihood is primarily based on forest produce and agriculture. These tribes are mainly located in the forest areas of the state and by leveraging the opportunities in medicinal and aromatic plants their income may be increased and new direct and indirect employment opportunities may be created in the tribal areas of the state.

5.1 Existing enabler to promote the value chain of Medicinal and Aromatic Plants

Apart from the existing educational and public healthcare infrastructure of the AYUSH Department of Government of Madhya Pradesh, different departments of Madhya Pradesh are already implementing some schemes and having infrastructure facilities etc which are acting as enablers for the promotion of value chain for the medicinal and aromatic plants.

Role of Forest Department in promoting raw material for AYUSH medicines

Madhya Pradesh State Minor Forest Produce Co-operative Federation has announced the Minimum Support Price (MSP) for the 32 Non-nationalized NTFP. If the market rates are higher than the MSPs then cultivators are free to sell their produce in the market and if the market is less than the MSP, the department procures the produce at the MSP from the farmers.

Minor Forest Produce Processing & Research Centre (MFP-PARC) produces about 350 types of medicinal products under the brand name of Vindhya



Herbals. MFP-PARC, Bhopal has established a chain of sale outlets, named “Sanjeevani Ayurveda Kendra”. These outlets sell Vindhya Herbals products and some outlets provides consultation of Ayurvedic doctors and Specialized Doctors as well, there are 27 “Sanjeevani Ayurveda Kendra “outlets in major districts of Madhya Pradesh. There is a need to expand the chain of these outlets, generate awareness and demand for the products and the services available at these centers.

Role of Horticulture Department in the cultivation of medicinal and aromatic plants

Madhya Pradesh is blessed with 11 types of agro-climatic zones. Horticulture Department is involved in the cultivation of Medicinal plants. It supports the cultivation of Medicinal plants under Medicinal Plant Mission under the umbrella of National AYUSH Mission and state sponsored Ausdhiyaevam Sugandhit Fasal Kshetra Vistar Yojna.

Other important national schemes and institutions promoting the value chain for the medicinal and aromatic plants

- Ministry of Rural Development and Ministry of AYUSH, Government of India for convergence with National Medicinal Plants Board (NMPB) had issued joint guidelines to states vide letter No. L-13060/05/2020-21-RE-VII (E-371846) dated 11.08.2020. This mentions about the collaborative efforts that can be achieved between NMPB and MGNREGA under MGNREGA guidelines. The important role of MGNREGA in the conservation and cultivation of medicinal plants has been recognized for both livelihood promotion and health security. These guidelines outline the areas in which NMPB will provide technical assistance to the Ministry of AYUSH and MGNREGA, forward linkages with the AYUSH industry, training and various forest-culture works etc.
- The Ministry of AYUSH promotes Cluster based approach as an effective and sustainable strategy for competitiveness enhancement of MSMEs. Such an approach, which leverages the geographical proximity of the enterprises on ‘collaborating while competing’ principle is participatory, cost effective and provides critical mass for customization of interventions.
- Scheme for Conservation, Development and Sustainable Management of Medicinal Plants under the National Medicinal Plants Board aims at ex-situ cultivation of medicinal plants as well as in-situ conservation efforts through systematic surveys, augmenting local medicinal plants and aromatic species of medicinal significance through afforestation as per silvicultural principles and management prescriptions.
- Under the Forest Rights Act, management of forest resources vests with the Gram Sabha. Also, under the PESA act Gram sabha also resources rights for “minor forest product” at areas listed under scheduled areas.
- Van-Dhan scheme of the Ministry of Tribal Affairs can also be used for value addition and marketing of Minor Forest Produce falling under the medicinal and aromatic category.
- Horticulture Department in Madhya Pradesh has a state budget supported scheme to promote the cultivation of medicinal and aromatic plants like Amla, Ashwagandha, Sarpagandha, Kalmegh, Shatavari , Tulsietc under Aushadhiya Evam SugandhitFasalVistaar Yojana.
- States like Orissa and West Bengal are using provisions under MGNREGA to convert existing subsistence cropping patterns into high value medicinal and aromatic plants.

5.2 Key challenges in the development of AYUSH drug value Chain

1. Fragmented sector, with lack of synergy and non-linkages between the concerned departments.
2. Lack of scientific evidence and established clinical protocols for the therapeutic use of AYUSH drugs.
3. Lack of standardization of raw materials and the produce for the AYUSH drugs.
4. Unorganized sector with unclear roles of various stakeholders involved.

5.3 Key Considerations

1. Multisectoral approach & convergence of multiple concerned departments eg. AYUSH, Tribal welfare, Rural Development, Horticulture, Forest, Public Health & Family Welfare, Cooperatives/SHGs, Civil Societies & Industries.
2. Task force to be established to create & enable this convergence platform & support smooth progress of identified interventions.
3. AYUSH Department to be empowered & equipped with resources to undertake the said approaches and interventions.
4. The key medical institutions from modern medicine & AYUSH sector to participate in the scientific and clinical protocols.
5. To explore & establish local, national & global partnership to get required recognition of the clinical protocols and generate scientific evidence of the AYUSH drugs and procedures.

5.4 Suggested Interventions

1. Identify leanings from China, Kerala, Tamilnadu and other states on practices being followed for the development of traditional and complementary medicine (TCM).
2. Create clear clinical pathways for treatment, preventive medicines for various therapeutic areas.
3. Undertake structured taxonomy & clinical trial projects in partnership with local and national research bodies.
4. Mapping & certification of produce in the state to expand existing supplies of raw material in the domestic and international market.
5. Explore fiscal & non-fiscal incentive, inducing convergence of multiple schemes of GoMP&GoI.
6. Industry, academia linkages and to promote upgradation of scientific capabilities in the state covering its own employees, students, scholars and independent practitioners.
7. Create rational operating models to integrate complementary service delivery between AYUSH and modern medicine.
8. Introduce technology enablement interventions in consultation with all key stakeholders such as industries, academia, financial institutions, NGOs, cooperatives/Self Help Groups (SHGs).
9. Focusing on creation of a data bank for this sector.
10. Strengthen production, supply chain and create interfaces for market linkages for the state by engaging SHGs/Cooperatives, industries and NGOs.
11. Identify viable infrastructure and financial assistance projects to promote the sector.

6. Conclusion

7. Policy recommendations

State should initiate research for creating a conducive ecosystem for promoting the AYUSH Drugs especially Non-Communicable Diseases and chronic diseases. It is necessary to establish and validate AYUSH drugs based on the bio-medical parameters of modern medicine and evaluate efficacy for wider acceptance across the world. The documentation and validation of Traditional Knowledge and traditional healthcare practices

State has immense potential in health and wellness tourism. There is need to establish health and wellness tourist unit in Khajurao, Sanchi, Mandu, Pachmari, Amarkantak, Bandhavgarh National Park etc for promotion of wellness with special focus on alternate system of medicine including Yoga.

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