

AYUSH sees growing global interest in wake of COVID-19 pandemic

By TIOL News Service

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growing global interest in AYUSH-based disease-preventive solutions in the wake of the COVID-19 pandemic, AYUSH Trade and Industry is gearing up to meet the demand for Ayurveda medicine.

Minister of Commerce and Industry Mr Piyush Goel and the Minister of State (IC) for AYUSH Mr Shripad Naik will interact with industry leaders and review the current status of AYUSH Trade and Industry today, as the body seeks to boost domestic and international trade.

"The various initiatives taken by the Ministry of AYUSH have been found significantly useful not only in India but in different parts of the world which relates to unprecedented demand for Ayurveda Medicine," said a statement from the AYUSH ministry. "There is emerging evidence of large-scale adoption of AYUSH-based prophylactic solutions by the people."

The ministry also pointed that there were indications of correlation between large-scale adoption of AYUSH practices and low level of COVID-19 mortality in India.

"All these have contributed to increased adoption of health and wellness solutions based on AYUSH disciplines in India and many other countries. The AYUSH Trade and Industry therefore needs to gear up to meet this increased demand," they said.

The Ministry of AYUSH has taken many initiatives to integrate AYUSH Systems into the efforts to protect the people from COVID-19 as well as to treat them successfully. The ministry issued timely advisories, and develop the post-COVID management and National Clinical Management Protocol based on Ayurveda and Yoga. The ministry has also taken up a massive campaign to encourage individuals to adopt disease-preventive measures and use the AYUSH system for protection from the virus.

The policy initiatives taken by the ministry include steps to facilitate the researchers from any stream of science as well as AYUSH doctors to undertake research on COVID-19 through AYUSH Systems and facilitation of the AYUSH industry to work even during the lockdown period.

India recorded 36,595 new COVID-19 cases in the past 24 hours as the total shot past 95.71 lakh.