

# AYUSH Goes Global

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## Scheme for Promotion of International Cooperation for AYUSH

**Context:** The Ministry of AYUSH has recently launched several initiatives to foster the global growth and awareness of Ayurveda and other AYUSH systems.

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### Overview of the Scheme

The **Central Sector Scheme for Promotion of International Cooperation (IC Scheme)** aims to **promote and strengthen global awareness** of AYUSH systems of medicine.

### Objectives:

1. **International Promotion and Development:** Facilitate the **global recognition** of AYUSH systems, including Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, and Homoeopathy.
  2. **Stakeholder Interaction and Market Development:** Encourage **interaction among stakeholders** and develop **international markets** for AYUSH products and services.
  3. **Expert Exchange and Information Sharing:** Support the **exchange of experts and information** across borders.
  4. **Global Boost for AYUSH:** Promote AYUSH education, research, training, and services worldwide.
  5. **Academic and Research Promotion:** Establish **AYUSH Academic Chairs** in foreign countries to enhance **research and academic collaboration**.
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### Key Initiatives and Measures

#### 1. Traditional Medicine and Homoeopathy

- **Memorandums of Understanding (MoUs):** Signed with **24 foreign nations** to promote traditional medicine systems.

#### 2. AYUSH Academic Chairs in Foreign Nations

- **Collaborations:** MoUs established with **15 international institutes** to set up **AYUSH Chairs**.

### 3. Research and Academic Collaborations

- Regular MoUs at the institutional level to foster research and academic partnerships.

### 4. AYUSH Information Cells

- **42 Information Cells** established in **38 foreign nations** to disseminate knowledge about AYUSH systems.

### 5. International AYUSH Fellowship/Scholarship Program

- **Scholarships** for **foreign nationals** to pursue AYUSH courses in **recognized Indian AYUSH institutions**.
- **Current Status:**
  - **260 students** from **32 countries** are enrolled in AYUSH programs under this fellowship scheme.

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#### AYUSH Academic Chairs

##### Objective:

To **promote academic exchange, research, and public awareness** of AYUSH systems, leading to their **recognition and acceptance** in host countries.

##### Establishment Process:

1. **Initiation:** Either through **bilateral agreements** or at the request of a foreign institution willing to host an AYUSH Chair.
2. **MoU Signing:** Between the **foreign university** and an institution under the **Ministry of AYUSH**.
3. **Selection:** A **qualified AYUSH expert** is chosen for the role.
4. **Deputation:** The selected expert is deputed to the **foreign university**.

##### Responsibilities:

- **Ministry of AYUSH:** Covers the **salary and travel expenses** of the Chair.
- **Host Foreign University:** Provides **rent-free accommodation** and **local hospitality**.

##### Duration:

The Chair is initially deputed for **1 year**, extendable up to **3 years**.

##### Functional AYUSH Academic Chairs:

Currently established in **Bangladesh, Australia, Mauritius, Latvia, and Malaysia**.

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#### Conclusion:

The **Scheme for Promotion of International Cooperation for AYUSH** reflects the Ministry's

commitment to enhancing the **global presence and acceptance of AYUSH systems** through strategic partnerships, academic exchanges, and research initiatives. It plays a crucial role in fostering **international collaboration**, spreading **traditional knowledge**, and boosting the **global market** for AYUSH products and services.



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