

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.

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.

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**.

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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