



## AYUSH Sector's Growth

**For Prelims:** [AYUSH](#), [World Health Organization \(WHO\)](#), Global Traditional Medicine Summit

**For Mains:** Initiatives Related to AYUSH, Importance of Traditional Medicine

**Source:** [IE](#)

### Why in News?

The [Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy \(AYUSH\)](#) sector is witnessing a remarkable growth trajectory. This growth is poised to continue, with projections indicating a leap to **24 billion USD by the end of 2023**.

- Amidst this promising landscape, the Ayush sector is set to take centre stage at the [World Health Organization \(WHO\) Global Traditional Medicine Summit](#).

What is the AYUSH Sector?

- **About:**

- The AYUSH sector represents India's traditional healthcare systems.
- Indian systems of medicine are **diverse, accessible, and affordable, with broad public acceptance**, making them vital healthcare providers. Their economic value is growing, offering crucial services to a significant population.

- **Diverse Disciplines Under AYUSH:**

- **Ayurveda:** Ancient system emphasizing holistic well-being.
- **Yoga:** Union of body, mind, and spirit through physical postures and meditation.
- **Naturopathy:** Natural healing using elements like water, air, and diet.
- **Unani:** Balance restoration through herbal medicines and humoral theory.
- **Siddha:** Traditional Tamil medicine with roots in five elements and humors.
- **Homeopathy:** Highly diluted remedies stimulating self-healing responses.

- **Growth of AYUSH Sector:**

- **Exponential Financial Surge:**

- Production of AYUSH medicines and supplements has seen exponential growth.
- **Revenue surged from 3 billion USD (2014) to 18 billion USD (2020).**
- Anticipated growth to **24 billion USD in 2023 showcases its financial impact.**

- **Integration in Healthcare:**

- AYUSH-based health and wellness centres garner significant response.
- **7,000 operational centers; 8.42 crore patients availed services (2022).**
- Increasing integration in modern healthcare systems.

### What are the Schemes Related to AYUSH?

- [National Ayush Mission.](#)
- [New Portals on Ayush Sector.](#)

- [AYUSH Entrepreneurship Programme.](#)
- [Ayush Wellness Centers.](#)
- [ACCR Portal and Ayush Sanjivani App.](#)

## What is the WHO Global Traditional Medicine Summit?

- **About:**
  - The WHO Global Traditional Medicine Summit is a pivotal event that underscores the **importance of traditional medicine in global healthcare practices.**
  - This platform brings together **experts, policymakers, researchers, and stakeholders** to discuss and shape the future of traditional medicine.
  - The **First WHO Traditional Medicine Global Summit** will take place in Gandhinagar, Gujarat, India.
  - The summit is a collaborative **effort between the WHO and the Indian Government, which holds the G20 presidency in 2023.**
- **Global Participation:**
  - Participation from more than 90 countries.
  - Gathering of diverse stakeholders representing various sectors.
- **Objectives and Focus Areas:**
  - Aimed at sharing **best practices, evidence, data, and innovations in traditional medicine.**
  - Platform to discuss the role of traditional medicine in health and sustainable development.

## UPSC Civil Services Examination, Previous Year Question (PYQ)

### **Mains**

**Q.** How is the Government of India protecting traditional knowledge of medicine from patenting by pharmaceutical companies? **(2019)**

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