

# Role of Ayurveda in Health promotion

Abhishek Joshi<sup>†</sup>

## Introduction

Due to severe pollution, climate change, population growth, and other socio-economic factors, the globe is undergoing rapid change in all domains; the eco system, environment, and living creatures are all under tremendous survival stress. Human beings are fighting to overcome these odds for survival at this critical juncture. Maintaining the integrity of nature and human health is a major concern that cannot be overlooked; governments throughout the world are investing billions of dollars and developing stronger policies to promote public health on a daily basis. To achieve the goal of public health, measures such as bridging the doctor-patient gap, developing new molecules for difficult diseases, and sophisticated medical aids may not be enough; perhaps a more comprehensive approach of many factors that can influence and improve human health in a far better way is required. In this environment, a window of opportunity for Traditional/Holistic medicinal systems such as Ayurveda and Traditional Chinese Medicine (TCM) is developing from all corners of the globe. TCM is much ahead of Ayurveda in terms of reaching out to the worldwide community and is better positioned in the global market. Though Ayurveda's concept and practise have immense potential, it has yet to make a place for itself on the global stage. It is conceivable to bring Ayurveda to the global market as a prospective public health care delivery system if the scientific method of Ayurvedic practise is proven with supporting documentation and evidence-based data. Because complementary medicine is so focused on molecule-based treatments, major issues like prevention, promotion, and social

health have been overlooked. Today, public health is gaining traction across the board, which is a strong sign that established medical systems will be able to fill the gap.

Medicine and public health have significant differences. Medicine focuses on individual, personal service, ethics in the context of societal obligations, and disease diagnosis, treatment, and care for the individual patient. Medical care, aetiology, and pathophysiology are all prioritised in the medical paradigm (infectious disease, oncology, etc.). Public health elements, on the other hand, are largely focused on the population, with a concentration on illness prevention and community health promotion. A spectrum of interventions focused at the environment, human behaviour and lifestyle, and medical care are used in the public health paradigm. Because health is constantly changing due to numerous circumstances, it is equally necessary to preserve and enhance health. As accurately stated in Ayurveda's "Arogyam Mulamuttamam," Ayurveda places the most emphasis on Arogya (Health). The basic goals of Ayurveda are "Swasthasya Swasthyarakshanam" and "Aturasya Vikaraprashamanam," which describe the importance of maintaining and promoting health in addition to treating illness.

Ayurveda places a strong emphasis on both individual and societal health. Dushya (Dhatu - tissue and Mala-excreta), Desha (Deha-human and Bhumi-the locality), Bala (Samarthyastamina), Kala (diurnal and seasonal time), Anala (different state of Agni), Prakriti (Vata, Pitta, and Kapha), Vaya (child, adult, and old age), Sattva (mind), Satmya (food and

Editorial Office, International Journal of Clinical Skills, London, United Kingdom

<sup>†</sup>Author for correspondence: Dr. Abhishek Joshi, Editorial Office, International Journal of Clinical Skills, London, United Kingdom, Email: ijclinicalskill@journalres.com

geographical compatibility), Ahara (sweet, sour, etc.), Avastha (different phenomenal state), Sukshmasukshma (minute observation), Esham (diseases), and Dosha Aushadha Nirupanam (deciding the Doshik involvement and drugs) are the fundamental principles to be observed and considered for patient treatment.

With the rising trend of poor health index among all age groups around the world as a result of uncontrolled pollution and the degradation of a healthy eco system, the quality of life is at an all-time low, and deaths from noncommunicable diseases and other diseases are increasing at an alarming rate. Life expectancy is decreasing in all

ethnic groups and countries, and the situation is likely to worsen; at this point, it is critical to investigate the opportunities available in ancient medical systems; as previously stated, Ayurveda, with its outstanding potential to reverse the world's worsening health status, would be the best option. When it comes to disease prevention, promotion, and treatment, Ayurvedic medicine is known for taking into account an individual's entire internal, social, and environmental environment. As a result, it may be claimed that Ayurveda is the finest alternative for accomplishing both personal and public health goals.