



AYUSH: Soft Power & Global Health Diplomacy

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Syllabus Connection: GS Paper II (International Relations & Social Justice/Health)

Contemporary News Pivot

The Minister of State for Ayush recently updated Parliament on the **Central Sector Scheme for Promotion of International Cooperation for AYUSH**. This scheme is the primary vehicle for projecting India's traditional medicine systems as a global alternative.

Strategic Objectives

- **Standardization & Certification:** Through the **Yoga Certification Board (YCB)**, India is trying to "reclaim" and standardize Yoga training globally to ensure quality and prevent commercial dilution.
- **Market Access for MSMEs:** The scheme provides financial incentives to Indian AYUSH drug manufacturers for registration with international regulatory bodies (like the USFDA or EMA) and for participating in international trade fairs.
- **Academic Chairs:** By establishing AYUSH Academic Chairs in foreign universities, the government is fostering **evidence-based research**, which is critical for gaining scientific legitimacy in Western medicine-dominated markets.
- **Export Growth:** This is a vital component of the "**Heal in India**" initiative, aiming to turn India into a global hub for medical tourism and wellness.