

From Roots to Reach: How India's Ancient Healing Systems Are Finding a Global Voice



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What was once passed quietly through gurukuls, vaidyas, and household traditions is now stepping confidently onto the global health stage. India's traditional medical systems — Ayurveda, Yoga, Unani, Siddha, and Homoeopathy — are no longer confined by geography. Today, AYUSH has established an active presence in 43 countries, signalling a shift in how the world understands health, healing, and prevention.

This expansion isn't accidental. It reflects a growing global curiosity about holistic, sustainable, and person-centric healthcare, especially at a time when modern systems are struggling with chronic disease, mental stress, and lifestyle disorders.

WHY THE WORLD IS LOOKING TOWARD AYUSH

Across continents, people are asking deeper questions:

- Can healthcare focus more on prevention than cure?
- Can treatment be personalised rather than protocol-driven?
- Can healing include the mind, body, and environment together?

AYUSH offers answers rooted in balance — of doshas, habits, diet, and lifestyle. This philosophy resonates strongly with global populations seeking long-term wellness rather than short-term symptom relief.

INDIA'S SOFT POWER THROUGH HEALING

India's approach to globalising AYUSH goes beyond exporting therapies. It is building healthdiplomacy through:

- AYUSH Information Cells in multiple countries
- Academic exchanges and scholarships for international students
- Collaborative research with global institutions
- Bilateral agreements for integrative healthcare models

Through these initiatives, traditional medicine becomes a bridge between cultures, not just a treatment option.

AYUSH on the World Stage

In a remarkable shift, India has strengthened the international footprint of AYUSH systems, with active presence and partnerships in 43 countries around the world. This expansion reflects a broader push by the Indian government and health leaders to make traditional wellness practices a recognised part of global health ecosystems.

These efforts are backed by policy action, partnerships, and global collaboration, including:

- Ayush Information Cells in dozens of countries that serve as touch-points for education, outreach and practitioner networks.
- Scholarships and exchange programmes that bring foreign students and researchers to India to learn AYUSH traditions.
- Bilateral MoUs and research projects with universities and institutions across Europe, Asia and beyond.

BRIDGING TRADITION & MODERN SCIENCE

India's global strategy isn't just about exporting practices — it's about integrating traditional wisdom with modern scientific frameworks.

For example:

- The World Health Organization (WHO) is working on formal coding and classification for Ayurveda, Siddha, and Unani treatments in its international health systems, paving the way for better standardisation, research comparison, insurance recognition, and clinical inclusion worldwide.
- Key collaborations include clinical trials in UK on herbs like Ashwagandha , that's been proven to decrease stress, anxiety, and depression. Also decreasing cortisol levels in the morning, it increases testosterone levels in male overtime; and studies on systemic benefits of traditional formulations in countries like Germany and Latvia.

This blending of old and new aims to provide evidence-based credibility to practices that have been part of health traditions for thousands of years.

GLOBAL HEALTH DIPLOMACY AND SHARED WELLNESS

India's outreach extends beyond services to strategic cooperation. During major global health summits — such as the recent WHO Global Summit on Traditional Medicine hosted in New Delhi— Indian health leaders conducted bilateral talks with delegations from 16 countries to strengthen long-term cooperation.

These dialogues are shaping how nations think about holistic and preventive health — especially relevant in an era where people increasingly seek natural, personalised, and culturally supported care options.

WHAT THIS MEANS FOR THE WORLD

India's AYUSH push signals a new chapter for traditional medicine:

- A stronger global presence for systems like Ayurveda and Unani.
- More scientific research collaborations and knowledge exchange.
- Greater integration with global health standards and classification systems.
- Opportunities for health diplomacy and cooperation that go beyond borders.

Traditional medicine is no longer just “alternative” — it's increasingly part of the global conversation on wellness, sustainability, and equitable healthcare.