

Wellness Sector in Uttarakhand

Dr. Radha joshi¹, Dr. Sanjay Kumar Tripathi²

¹PG scholar 3rd year, Department of Kayachikitsa, Rishikul Campus, Haridwar.

²Professor, PG, Department of Kayachikitsa, Rishikul Campus, Haridwar.

Abstract

India is the Second largest exporter of Ayurveda and Alternative Medicine in the World, with its biggest markets being Western Europe, Russia, USA, Nepal. India has set up a National Medical and Wellness tourism board policy advice on wellness sector. Uttarakhand has developed vast infrastructure for Ayush as there is 272 Ayurvedic and Unani pharmacies, 549 State Ayurvedic and Unani Clinics, 206 Ayush Wing established in the Allopathic Hospitals. 183 Ayush Wings being operated under National Rural Health Mission, 90 MOCH at PHC Medical Officer Community Health, 10 Ayurvedic Centres available for development and operation on PPP mode¹. Uttarakhand is ideal destination for Luxury Spa, YOG and Meditation Retreats, Home to 62 of the total 350 Hot Springs in India, Hon'ble Prime Minister of India, has emphasized on developing the state as a Yoga Centre. Uttarakhand has great potential to develop as Model AYUSH state.

Keyword: Ayurvedic, Unani, Yoga Centre, Ayush Wings

Introduction

Ayurveda, the Ancient Indian System of Medicine, has gained significant popularity in recent years. With its emphasis on Natural Healing and Holistic well-being, Ayurveda has become a popular choice for Individuals Seeking Wellness and balance in their lives. According to recent report by CII, 77% of Indian households are using Ayurvedic products as against 69% in 2015². The major chunk of the domestic revenue (75%) comes from the sale of Ayurveda products whereas consulting/service Contribute only 25% to the total business.

Uttarakhand has immense potential area to cater the demand to produce best Ayurvedic products Nutraceuticals, Cosmoceuticals and Agro-chemical based industrial products.

Opportunity of wellness sector in Uttarakhand is vast because more than 20 million domestic and 0.1 % million foreign tourist visits every year in Uttarakhand. We all know that Uttarakhand is known as land of gods, has emerged as an ideal destination for individuals looking to experience the benefits of Ayurveda in a pristine and pollution free environment.

Development of 'oxygen hubs' for local natives and tourists. This is being done by developing biodiversity parks and regenerated environ.

Uttarakhand is surrounded by evergreen trees, exotic herbs, dense forest, enchanting rivers, mesmerizing waterfalls. This conductive blend of Himalayan atmosphere, natural resources and spiritual vibrations itself promote health and wellness. Hence state should focus on developing the concept of Yog Gram. Yog Gram is an unprecedented experiment of bringing together the age-old rural ambience and the ultra-modern lifestyle and the latest architecture. A unique health science is developing in Yog Gram with the co-ordination of science and spiritualism.

Wellness tourism in India is trending not only among foreign travellers, but Indian travellers are also taking much interest nowadays in wellness and rejuvenation. Wellness tourism would mean travelling to promote health and wellness through means of physical, psychological and spiritual activities. Activities like hiking, a relaxing ambience, journey of finding oneself or a break from the busy lifestyle. Uttarakhand is one such destination that has become very popular globally for its holistic experiences.

As Uttarakhand is blessed with scenic beauty along with soothing weather condition there is a huge scope to open resort facilitating Ayurvedic remedies to pamper the guests with a divine experience. The services also include beauty and weight management, dietary plan for various kinds of life style disorders as wellness packages. Different therapies provided the guest as supplementary services to restore their physical, psychological and spiritual harmony and well-being.

One of the key aspects that make Uttarakhand an ideal destination for Ayurvedic wellness is its abundance of Panchakarma centres. Panchakarma, a traditional Ayurvedic detoxification treatment, is highly sought after by individuals looking to cleanse their body and rejuvenate their mind. Uttarakhand offers a range of Panchakarma centres that provide authentic and effective treatment, ensuring that individuals can benefit from true essence of Ayurveda.

In addition to Panchakarma centres, Uttarakhand is also home to numerous yoga centres. Yoga, an integral part of Ayurveda, is a powerful way to achieve physical fitness, mental clarity, and emotional well-being. The scenery and natural surroundings of Uttarakhand make it an ideal destination for practicing yoga. From traditional ashrams to modern yoga retreats, Uttarakhand offers a wide range of options for individuals to immerse themselves in this ancient practice.

As we know Rishikesh is known as ‘Yog Nagri’ people come here to do certification courses to become yoga trainers. So, state government should focus on developing more institutes for certification courses in yoga. Apart from this, arrangements to open ‘Marma Therapy’ centres in various Ayurvedic hospital in Uttarakhand.

Uttarakhand is blessed with a pollution free environment. The state is known for its pristine air and water, making it an ideal setting for individuals looking to detoxify and rejuvenate. Away from the hustle and bustle of city life, Uttarakhand provide a tranquil and peaceful atmosphere, allowing individuals to connect with nature and experience true healing

Furthermore, Uttarakhand’s rich biodiversity enables the cultivation of wide variety of medicinal plants. Ayurveda places great importance on the use of natural remedies derived from plants, and Uttarakhand offers an abundance of these healing herbs. More than 200 unique plants with medicinal properties are found in state. The state’s favourable climate and fertile soil create the perfect conditions for cultivating medicinal plants, ensuring steady supply of high-quality herbs for Ayurvedic treatments. More than 600 tonne of pure and natural essential oil suitable for Aroma Therapy, Spa, Flavour and Fragrance and Cosmetic industry is being produced by farmers of Uttarakhand. There are 109 aroma clusters for production of essential oils with 187 distillation units. About 3000 plants species which are found in state is used by Indian system of medicines like Ayurveda, Unani, Siddha. So, There is a huge business opportunities for pharma company in Uttarakhand.

Focusing on promotion of aroma tourism; detoxification and relaxation of body and development of new aroma cluster as per requirement through land leasing with an Indian partner. Development of hi-tech nursery, production of quality planting material of rare and endangered species.

Medicinal plant nurseries would be established in all AYUSH educational institutions and hospitals. Steps would be taken to grow herbal garden and to cultivate sufficient medicinal plants in public premises.

Government shall intervene to enhance or develop AYUSH health programmes focusing on Public Health Care, Palliative Care, Maternity Care, Geriatric Care, Sports Care, Life Style Management.

Yoga practices and naturopathic life style would be introduced for prevention of cancer. AYUSH cancer treatment centre would be started and an integrated protocol for management of cancer would be developed.

The state government would facilitate in conducting an integrated programme on lifestyle diseases management and prevention through public health activities. Various programmes like the 'Ayushmabhava' the state level programme to treat the lifestyle diseases shall be introduced to all AYUSH hospitals and the knowledge of 'science of healthy living' shall be propagated to the public domain³.

De-addiction speciality clinic would be introduced by leveraging the strengths of Ayurveda and Homoeopathy.

A joint AYUSH fertility centre and intervention programme would be launched to reduce the causes for high incidence of infertility.

The diploma and degree programme in pharmacy, panchkarma therapy, AYUSH nursing and other specialized courses in AYUSH should be strengthened.

Conclusion:

Ayurveda, the Indian system of medicine is deep rooted in our nation. The total size of Indian Ayurvedic market is Rs50 billion and it is growing substantially at the rate of 10-15 %. The wellness sector in Ayurveda has a wide range of products and services, like panchakarma therapy, herbal supplements, diet plan for life style disease management, yoga, meditation etc.

Uttarakhand has emerged as preferred destination for individuals seeking wellness through Ayurveda. With its range of Panchakarma centres, yoga retreats, pollution free environment, and cultivation of medicinal plants, uttarakhand provides an ideal setting for individuals to experience the true benefits of Ayurveda. Whether it is detoxification, physical fitness, emotional well-being, uttarakhand offers the perfect blend of natural beauty and ancient wisdom to promote holistic wellness.

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