

NITI Aayog launches report on "Strategic Roadmap for Making Ayurveda Global"

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NITI Aayog released a report titled "**Strategic Roadmap for Making Ayurveda Global**" on 2nd July 2026, which presents a comprehensive assessment of Ayurveda's global footprint and outlines a phased roadmap for making Ayurveda global.

The report was launched by **Dr. Ashok Kumar Lahiri, Vice Chairman, NITI Aayog**, in the presence of **Prof. (Dr.) M. Srinivas, Member, NITI Aayog**, and **Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush**, Senior officials from NITI Aayog, Ministry of Ayush, Ministry of External Affairs, government bodies, research bodies, industry associations, and other stakeholders.

Speaking on the occasion, **Shri Ashok Kumar Lahiri, Vice Chairman, NITI Aayog**, stated that the globalization of Ayurveda presents a unique opportunity to establish India as a global leader in traditional medicine while unlocking substantial economic value, creating employment, strengthening exports, and reinforcing India's cultural and knowledge-based soft power. He emphasized that realizing this vision would require a whole-of-government approach to ensure coordinated and time-bound implementation.

Prof. (Dr.) M. Srinivas, Member, NITI Aayog, emphasized that the globalization of Ayurveda is not merely about expanding markets or increasing exports. At its core, it is about improving health outcomes and offering people across the world additional evidence-based options for achieving healthier and more fulfilling lives while advancing the vision of "सर्वे भवन्तु सुखिनः".

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, highlighted the major initiatives undertaken by the Ministry to promote the global acceptance of Ayurveda and the substantial progress achieved during the past decade. He stated that the report's recommendations would complement the Ministry's efforts and provide renewed momentum for establishing Ayurveda as a globally recognized system of healthcare.

Mr. Acquino Vimal, Additional Secretary (UNES), Ministry of External Affairs, highlighted the progress made in advancing the globalization of Ayurveda through India's international engagements and partnerships.

The study was undertaken by the Health Division of NITI Aayog in collaboration with **PricewaterhouseCoopers (PwC)**. It draws upon extensive stakeholder consultations, international benchmarking, and evidence-based analysis to identify opportunities and challenges in the globalization of Ayurveda.

The report adopts a three-pillar framework encompassing:

- **Availability** – Globalized practice and workforce, global exports and manufacturing, international research & development, and standardized global education.
- **Acceptability** – Compliance to regulations and guidelines, international collaborations (academic & industrial), insurance coverage, and localization & cultural adaptability.

- **Propagation** – Strategic brand positioning, global visibility and promotions, medical value travel and presence in global bodies.

The report proposes a phased strategy extending up to **2047**, aligned with the vision of ***Viksit Bharat@2047***.

The report is expected to serve as a valuable resource for policymakers, researchers, industry stakeholders, practitioners, and international partners, among others. It aims to facilitate evidence-informed policymaking and coordinated action towards strengthening India's position as a global leader in traditional medicine and highlights key policy priorities to strengthen global practice, research, education, exports, regulatory alignment, and international collaborations. The report reflects India's broader commitment to the vision of **"One Earth, One Health"** and reinforces the country's role in advancing global well-being through its rich knowledge traditions.

Access the full report here: <https://niti.gov.in/sites/default/files/2026-07/Strategic-Roadmap-for-Globalization-of-Ayurveda.pdf>

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