

# *Sanshodhan Sanshaman Chikitsa* to Boost UP Traditional Medical Tourism in India

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## ABSTRACT

*Ayurveda* is an ancient science of life dealing with health and health related issues. *Ayurveda* has its root in India and is accepted globally as a system of medicine. It has less popularity and acceptance as a main stream of treatment in India. Many factors play role for such situation, including poor involvement of technology and healthcare management principles. The principles of *Ayurveda* are the main treasure of it that is unique and practically applicable in present scenario. *Sanshodhan* (body purification) and *sanshaman* (Conservative treatment) *Chikitsa*, diet and lifestyle modification according to body constitution, season etc. are some of the common principles of it. Common diet and lifestyle related diseases including obesity, diabetes, psoriasis, heart disease, and cancer are found to be curable by *Ayurveda*. Many scientific researchers have established standard treatment protocols for many of the acute and chronic type of diseases. Main eight branches of *Ayurveda* are less popular among general public due to lack of spread of knowledge about them in society. Indian government has made fruitful efforts to promote *Ayurveda* acceptance and make it a main stream of treatment in India. Establishing a separate Ministry for Indian system of Medicine has been a milestone in this path. AYUSH visa, reimbursement of Ayurvedic medicines is also included in this series. After COVID-19, many foreign companies have also shown interest in *Ayurveda* for manufacturing of medicines and establishing units for Ayurvedic treatment. Inclusion of technology and management skills in the field of *Ayurveda*, from drug manufacturing to patient treatment has been an important step to achieve the goal of Indian government. This paper is review for role of management and technology to establish Ayurvedic treatment in India.

**Key words:** *Ayurveda*, *Sanshodhan*, *Sanshaman*, AYUSH visa

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## INTRODUCTION

*Ayurveda* is main Indian system of medicine that is presently used in India and abroad to treat many diseases including lifestyle related disease. Social acceptance and promotion of Ayurvedic treatment as main stream of treatment needs many efforts including drug standardization, quality and safety, defining limitation of treatment, promotion etc. During and after COVID-19 pandemic, many Ayurvedic preparations have been got popularity by the media for their effectiveness in prevention and treatment of diseases. This popularity of *Ayurveda* in India and abroad has attracted the attention of Indian government along with world health organization to take initiative in promoting traditional system of medicine for the well being of humanity. The government of India has promoted health tourism, export of good quality Ayurvedic medicines with AYUSH brand mark to increase global AYUSH investment and profit from international market. Govt. has initiated the work of achieving the goal by following steps:

- Establishing of AYUSH ministry for traditional system of medicine in 2014.
- Establishing NABH accredited AYUSH institutions, hospitals and colleges.
- Establishing of Govt. pharmacy for the manufacturing of Ayurvedic medicines by following Good agricultural practices (GAP), Good manufacturing practices (GMP).
- Promoting researches and projects on principles of *Ayurveda*.
- Introducing AYUSH visa for the foreign patients and visitors.
- Promoting health tourism under Heal in India mission
- Collaboration with WHO to establish traditional Ayurvedic treatment.

- Developing AYUSH brand mark for exporting good quality medicines in international market.

These initiatives of the government has encouraged and promoted *Ayurveda* as a treatment modality with increasing its acceptability in India and in global platform.

### Ayurvedic treatment

There are main two types of treatments method in *Ayurveda*; *Sanshodhan* and *sanshaman*.<sup>1</sup>

In *Sanshodhan* method, detoxification of body is done by involving five methods of procedures. They are:

- Medicated emesis (*Vaman*)
- Medicated purgation (*Virechan*)
- Medicated anema (*Vasti*)
- Nasal drug administration (*Nasya*)
- Blood letting (*Raktamokshan*)

In these traditional method of treatment the indications, contraindications are followed according to disease, season, body constitution etc. Executing *Sanshodhan Chikitsa* needs a well established hospital with OPD (Out Patient Department) and IPD (In Patient Department) facilities with separate setting for each procedure with technical experts. Many lifestyles related and autoimmune diseases can be cured by *Sanshodhan* method of treatment including psoriasis, diabetes, obesity, hypothyroidism etc.

*Sanshaman* method of treatment is used to treat diseases by giving disease specific medication along with specific do's and don'ts of diet and lifestyle for specific disease. *Sanshaman Chikitsa* also needs established OPD and IPD in the hospital. Combination of both *Sanshodhan* and *Sanshaman Chikitsa* gives better result in many clinical trial studies.

Experts of *Ayurveda* and well established and managed hospitals are the basic needs to promote health tourism. NABH (National Accreditation Board for Hospital and Healthcare providers) accredited Ayurvedic institutions and hospitals are well managed hospitals that have capability to attract health tourism.

To establish a NABH hospital and institution following rules are followed:<sup>2</sup>

- Service provided must be displayed.
- Service not provided must be displayed.
- Well defined registration counter for OPD and OPD admission.
- Unique identification (UID) number for each patient.
- Patient care with regular assessment.
- Lab services with quality assurance and safety program.
- Quality assurance program for imaging services.
- Radiation safety program.
- Documented discharge process.
- Defined content of discharge summary that contain patient summary with condition and treatment given.
- Screening symptoms for nutritional needs.
- Patients progress reassessment schedule for OPD and IPD patients.
- Lab service with qualified, trained personnel with documented policies and procedures for sample collection, identification, handling etc.
- Periodic calibration and maintenance of equipments.
- Radiation safety program integrated with organization safety program.
- Coordination among staff, exchange of information and its documentation.
- Medico legal and absconded cases, LAMA, DOR policies.
- Discharge summary copy to the patient containing reason of admission, diagnosis, patient condition at the time of discharge, procedure performed, medication administered, treatment given, follow ups, medication, when and how to obtain urgent care.
- Death cases with summary of cause of death etc.

Some of the NABH accredited institutions and hospitals in India are given below:

- All India Institute of Ayurveda New Delhi.
- National Institute of Ayurveda Jaipur.



- Arya Vaidyashala, Kottakkal, Kerla.
- IHC Bangalore Karnataka
- Saranya Ayurveda Hospital, Coimbatore, Tamil Nadu.
- Sri Sri college of Ayurvedic sciences and research hospital Bangalore, Karnataka.
- Dhanvanthralaya Ayurveda specialty hospital Chennai Tamilnadu.

Standard health care services with supportive management are the need of foreign visitors for adopting *Ayurveda*. Some of the states of India have developed medical tourism in which Uttarakhand, Kerala, Maharashtra, Goa, Karnataka are leading. Rishikesh of Uttarakhand state is known as yoga capital of the world.

### **Traditional medicine and WHO**

WHO has collaborated with Indian system of medicine and established a WHO global center for tradition medicine around the world (GCTM) at Jamnagar Gujarat in India. This center is acting as a link to establish traditional medicine around the world to become useful for humanity. It is working to understand and protect the natural recourses by including modern technology, artificial intelligence, research and latest advance by modern application to promote safe and effective use of traditional medicines.

This center has also attracted medical tourism in India. Medical tourism has main two prospective: wellness packages for healthy individuals and wellness packages for disease specific individuals. Some of the popular health packages are:

- Sleep management
- Stress management
- Weight management
- Diabetes management
- Skin disease management

### **Technology and healthcare management:**

Introducing technology in the field of *Ayurveda* for research, teaching, diagnosis, treatment, drug manufacturing, marketing etc. has boosted its use and awareness in the society.

Research and technology: Use of advanced scientific techniques like cell line study, HPTLS, Nano particle study, HRMS etc.

Teaching and technology: Use of IT sector techniques with smart class rooms.

Diagnosis and technology: Use of imaging techniques, RTPCR, serological investigations etc.

Treatment and technology: Advanced equipments of physiotherapy, online consultation etc.

Drug manufacturing and technology: Pills making machines, grinding machines, dryers, boilers, PH testes etc.

Marketing and technology: digitalization, social media promotion in television, radio, mobiles etc.

Advanced technology with better management in hospitals with good quality and cost effective treatment for health restorative packages, has been the basic requirements to attract the foreign consumers to visit India and help in promoting health tourism under heal in India mission.

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