

GENERAL AWARENESS ABOUT AYUSH SYSTEM OF MEDICINE & POPULARITY OF AYURVED IN RATNAGIRI DISTRICT

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ABSTRACT

The world is looking at *Ayurved* as a solution for many disorders. *Ayurved* is a life science originated in India which emphasizes on prevention of diseases than its cure. Use of *Ayurvedic* system of medicine started declining and reached its nadir during the British rule. Ministry of *AYUSH* is giving boost to regeneration of *Ayurved* and other allied systems of medicine. Public health initiative scheme is one of its efforts to deliver *Ayurved* in society. MES *Ayurved Mahavidyalaya* in collaboration with Ministry of *AYUSH* conducted *Ayurved* awareness assessment with questionnaire. This study is an attempt to analyze popularity of *AYUSH* and *Ayurved* in north Ratnagiri district of Maharashtra. As a result of this survey it was clear that efforts for propagation and percolation of *Ayurved* are yet to show desired results and people are ready to accept *AYUSH* system of medicine.

KEYWORDS: Ayurved, Awareness survey, Ministry of *AYUSH*, Questionnaire.

INTRODUCTION

Ayurved – the ancient science of life was practiced and used in India since time immemorial. The time tested principles of *Ayurved*¹ were documented after thorough research. Over centuries of foreign rule in the Indian subcontinent, the use of *Ayurved* started declining² and reached its nadir during the British rule. Since independence the situation didn't improve as expected with the allopathic system of medicine taking over as the conventional medical system and *Ayurved* pushed to the fringes of health care set up.

It is only in the last few years that this system has been actively promoted and popularized. Setting up of the independent Ministry of *AYUSH* was an extremely important step in this direction. Since its

inception, the ministry has taken numerous steps to promote the popularity of authentic *Ayurved*³. Emphasis is placed on research and development of modern modalities for application of principles of *Ayurved*. Various schemes and programs have been set up for tackling of different health related issues. The focus is slowly shifting from a disease oriented approach to health promotional aspect.

MES Ayurved Mahavidyalaya, *Ghanekhuntlote, Khed, District- Ratnagiri, Maharashtra* State was allotted with Public Health Initiative Scheme funded by Ministry of *AYUSH* under *AYUSH PHI Scheme*⁴, sanctioned on 15/07/2016. One of the key deliverables of this scheme was to assess awareness about *AYUSH* system of

medicine & popularity of *Ayurved* in *Ratnagiri* district. Following study is a result of survey conducted in North part of *Ratnagiri* district.

MATERIALS & METHOD

A questionnaire of 09 questions was drafted to assess status of AYUSH system of medicine and popularity of *Ayurved*. This questionnaire was translated in regional

language so as to present no problem in understanding spirit of question. The objectives were duly explained to each and every respondent. Doubts if any were clarified at the same time. Data was collected from responses of questions and then this data was analyzed, presented in charts and tables.

Table no. 1- Survey information

Targeted Area	State: - <i>Maharashtra</i> , District:- <i>Ratnagiri</i> Tehsil: - 5 Tehsil viz. <i>Dapoli, Mandangad, Khed, Chiplun & Guhagar</i> from North <i>Ratnagiri</i> district were selected.
No. of Respondent	4099 people
Type of survey	Door to door survey with questionnaire

Table no. 2- QUESTIONNAIRE

Sr. No.	Questions	Answers
1.	Do you know what AYUSH is?	Yes / No
2.	Are you aware of <i>Ayurved</i> practitioner in your area?	Yes / No
3.	Do you or your family member receive <i>Ayurved</i> treatment for any disease?	Yes / No
4.	Have you or your family member ever received <i>Ayurvedic</i> treatment?	Yes / No
5.	Do you practice yoga regularly?	Yes / No
6.	Do you know what is <i>Panchakarma</i> ?	Yes / No
7.	Have you or your family member ever received <i>Panchakarma</i> treatment?	Yes / No
8.	Are you aware that <i>Ayurvedic</i> medicines are available in PHC, RH & other government Hospital?	Yes / No
9.	Would you like to receive <i>Ayurved</i> treatment for you & your family member?	Yes / No

OBSERVATIONS

Table no. 3-Bar diagram showing awareness of people about AYUSH

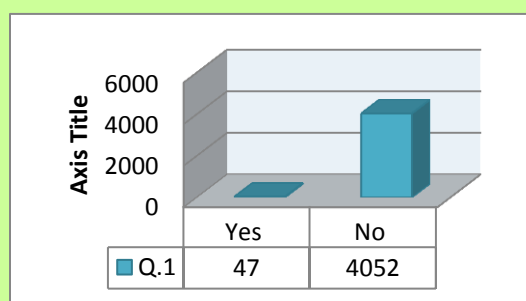


Table No.4-.Bar diagram showing awareness of people about *Ayurved*

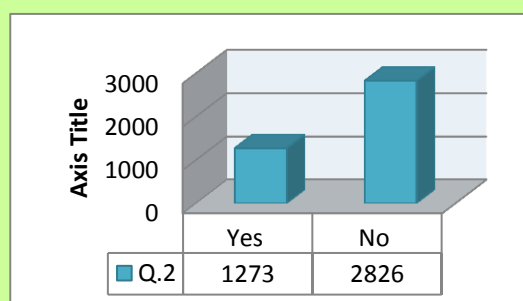


Table No -5. Bar diagram awareness about availability of Ayurvedic practitioner

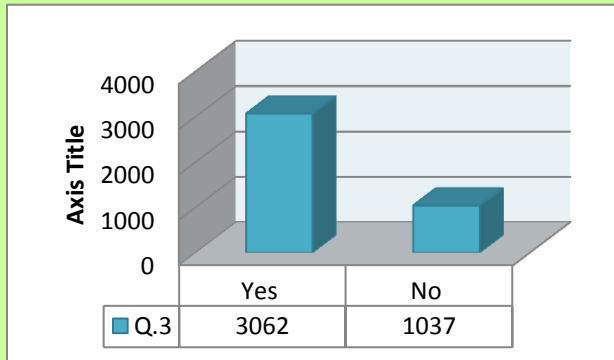


Table No -6. Bar diagram showing people opted Ayurved for treatment

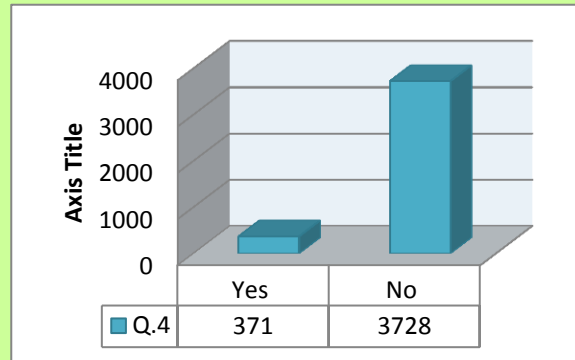


Table No -7. Bar diagram showing people who are regularly practicing Yoga

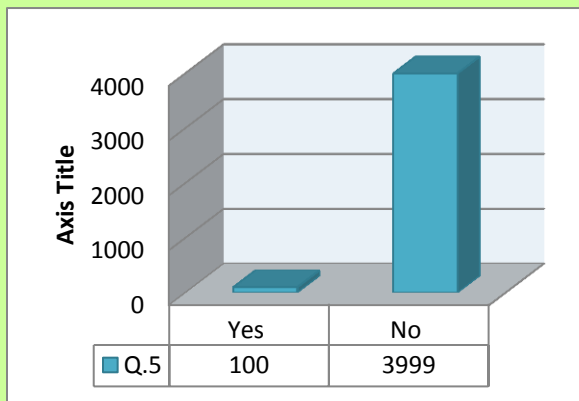


Table No -8. Bar diagram showing awareness of people about Panchkarma

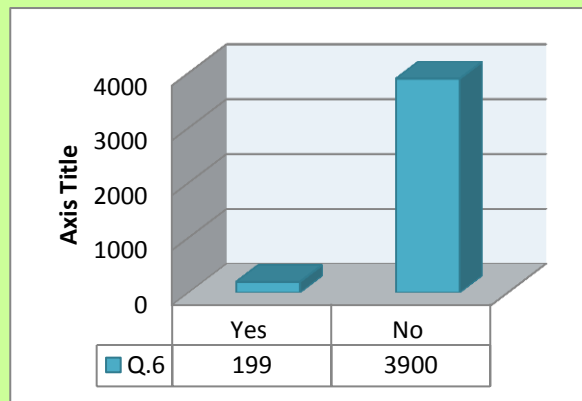


Table No -9. Bar diagram showing number of people/family member who received Panchkarma treatment

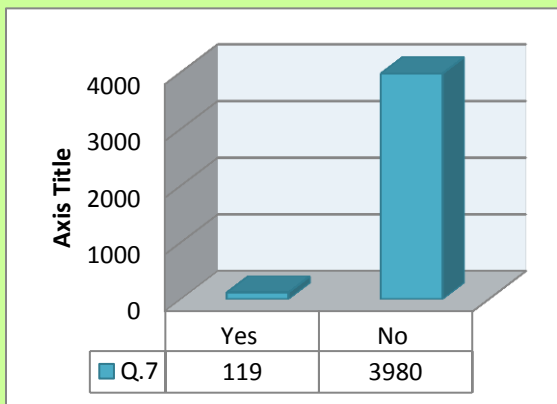


Table No -10. Bar diagram showing awareness of people regarding availability of Ayurvedic medicine in government hospitals

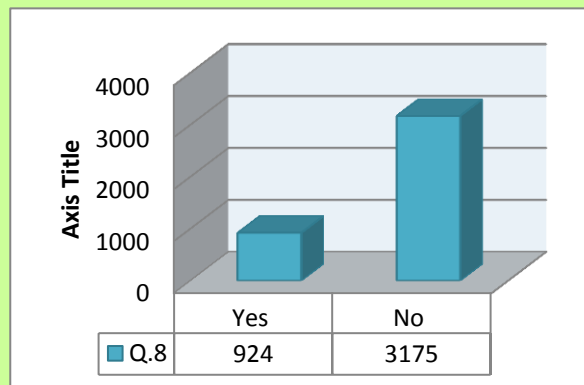


Table No -11. Bar diagram showing people who are ready to accept *Ayurved* for their treatment in future

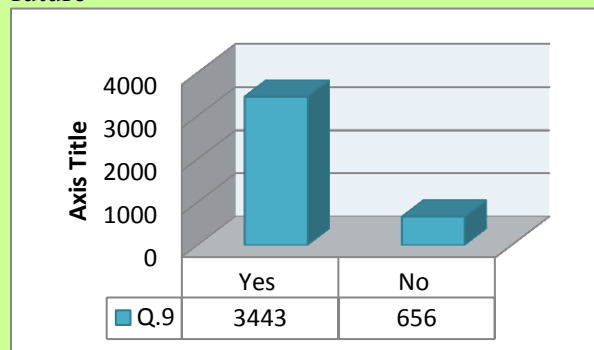
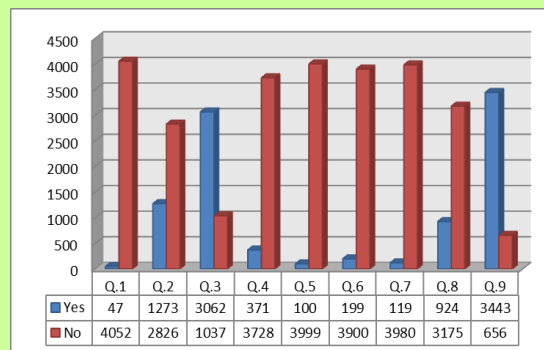


Table No -12. Bar diagram showing series of questions and their respective responses



RESULT

According to survey it was seen that most of the people are unaware about AYUSH system of medicine (99%) and *Ayurvedic* treatment (69%). About 75% of people are aware about some *Ayurved* practitioner in their area but only 9% are actually receiving *Ayurvedic* treatment for some or other ailment. Though people had heard much about Yoga but only 2% are actually practicing Yoga regularly. 95% of people are still not aware of *Panchkarma* that is why only 3% of people actually received *Panchkarma* for their treatment. 23% people are aware that *Ayurvedic* medicines are available in Government hospitals like primary health center (PHC), rural hospitals (RH), etc. Among 4099 respondents 84% people are ready to accept *Ayurvedic* treatment.

DISCUSSION

Ayurved is ancient science which originated in India & getting importance worldwide again. Ministry of AYUSH is working hard along with all stakeholders to regain glory of *Ayurved*. Public Health Initiative [PHI] scheme is one of their efforts for propagating *Ayurved* till grass root level.

Motive of this scheme is to assess awareness, deliver quality *Ayurvedic* treatment & service to society. As a result of this study conducted under PHI scheme, it was found that many people are still not aware of AYUSH & *Ayurvedic* modalities of treatment. Though people had heard much about *Ayurved*, they haven't actually started using it for their healthcare & wellness. Thus Modern medical science is still a primary treatment accepted by mass in northern area of Ratnagiri district. Awareness and acceptance towards *Ayurveda* is gradually increasing but still much work is yet to be done for making *Ayurved* mainstream treatment. Exhibitions, healthcare camps & different programs like International Yoga Day added pace in awareness building. *Ayushmaan Bhaarat Yojana* will be a boost for delivering standardized *Ayurvedic* treatment protocol helping people to accept AYUSH. Considering current situation, Health check-up camps, rally, poster presentations, road play, exhibition, seminars, awareness lectures, different schemes are still very much required for improving awareness and

AYUSH acceptance among rural people in Ratnagiri district.

CONCLUSION

The above results shows that all the efforts taken by the Ministry of AYUSH for propagation and percolation of *Ayurved* and AYUSH system of medicine to grass root levels, are yet to show the desired results. All the stakeholders need to further contribute towards achieving this goal.

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