

Proposed e-ITEC Course 2021-22

Healthcare at Scale : Inspiration from Traditional AYUSH Medicine Systems of India

Dates : 8th November 2021 to 19th November, 2021

Venue : IIT Delhi (via Webinar)

Coordinator : Prof V M Chariar, IIT Delhi

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Proposed ITEC Course 2020-21

Healthcare at Scale : Inspiration from Traditional AYUSH Medicine Systems of India

PART A

(Synopsis, Aim, Objectives, Contents, Outcomes, Audience, Eligibility)

a. **Course Synopsis** : This interdisciplinary learning experience “Healthcare at Scale : Inspiration from Traditional AYUSH Medicinal Systems of India” is for e-ITEC participants who are keen to learn about the role of Traditional Medicine Systems to provide culturally appropriate, cost-effective healthcare solutions at scale in society. This course would enable participants to powerfully apply their domain knowledge in an interdisciplinary setting. Participants would learn how Grassroot Organisations in India have collaborated and co-created and worked with various organs of Govt of India’s AYUSH Ecosystem to provide healthcare solutions to communities at remote locations where modern healthcare delivery can face last mile issues. The short term course is designed for policy makers, government officials, elected representatives, prospective entrepreneurs, corporate managers, academicians and researchers. The Faculty Members and Resource Persons associated with delivery of this short-term course have rich experience in traditional medicine systems, grassroots research and community knowledge. The course mentors would be happy to engage and support the participants to carry forward the course outcomes into tangible interventions - both impact interventions and disruptive products and services - that add value to society at large.

b. **Aims of the Course** : The single most important aim of the course “Healthcare at Scale : Inspiration from Traditional AYUSH Medicinal Systems of India” is to empower government officials, industry participants, entrepreneurs, academicians and researchers in developing nations across the world by exposing them to the nexus of the talent pool of Innovators in India and to the Indian Innovation Ecosystem which has resulted in entrepreneurs creating wealth, improving quality of life and multiplying livelihood opportunities in the rural economy.

c. **Course Objectives / Learning Objectives :**

The course objectives are as follows :

- To familiarize participants with the vast reservoir of knowledge available in traditional medicinal systems of AYUSH in India which have universal relevance
- To appreciate the possibilities of collaborating with networks of Traditional Health Practitioners in India and develop innovative solutions for one's own context
- To develop a strategy of grassroots healthcare that recognises role of integrated approach combining modern approaches and traditional approaches to improve health outcomes of citizens at scale

d. **Course Contents**

Module No.	Contents
1	Course Introduction & Keynote Speaker
2	Identifying Sources of Traditional Knowledge
3	Strategies for Validation of ITK
4	Practitioner Perspectives : Ayurveda for Universal Health
5	Practitioner Perspectives : Yoga for Wellbeing
6	Practitioner Perspectives : Unani & Siddha Folk Remedies
7	Practitioner Perspectives : Homeopathy for Childcare
8	Blending Traditional & Modern Healthcare Approaches
9	Strengthening Grassroots Public Health System
10	Keynote Speaker & Course Valedictory

e. **Expected Course Outcomes of the Course :**

On successful completion of the course “Healthcare at Scale : Inspiration from Traditional AYUSH Medicinal Systems of India”, the participants will be able to

- Identify sources of traditional medicinal knowledge in their own culture and region
- Chart a Road Map to enable development of local, regional, and national health plans which utilise Traditional Medicinal Knowledge at scale
- Strengthen the grassroots Public Health System by utilising scientific, culturally appropriate and cost-effective healthcare and nutrition solutions to improve public health outcomes

f. **Target Audience :** This interdisciplinary short term course is designed for policy makers, government officials who design and implement health programmes, elected representatives, successful as well as aspiring entrepreneurs, herbal and pharma industry associations, corporate managers, academicians and researchers.

g. **Eligibility of the participants :** The course is transdisciplinary in nature and is open to participants who are keen to support and catalyse or launch healthcare programmes and interventions in their nations with a view to improve health outcomes of the population at scale.

PART B

(Sectoral Focus, Indian Success Stories, Govt & Pvt Sector Engagement, Rationale)

Sectoral Focus : The course is focussed on the area of Traditional Medicine Systems and will focus on how various stakeholders in the Indian AYUSH ecosystem have innovated, collaborated and bridged gaps to create health impact through creative solutions.

Examples of Indian Success Stories : There are hundreds of interventions and success stories in India where Traditional Medicine Systems have been applied by Traditional Health Practitioners, Civil Society Organisations, Policy Makers and Community Leaders.

Proposed e-ITEC Course 2021-22 at IIT Delhi “Healthcare at Scale : Inspiration from Traditional AYUSH Medicinal Systems of India” Coordinated by Prof V M Chariar

These interventions have resulted in a more efficient healthcare system and well-being of the rural society. Some organisations that have been seminal work in this space include Baidyanath, Zandu Ayurveda, Dabur India, Patanjali Ayurved, Arya Vaidya Sala Kotakkal, Himalaya Wellness, Hamdard, Dr Vaidya's, KIVA, &Me and Kapiva.

Exposure to Indian Policy and Governmental Setup : Govt of India has strong Ministry of AYUSH which has been promoting Ayurveda, Yoga, Unani, Siddha and Homeopathy across the country. Through a highly networked organisation structure a plethora of research, scientific validation, product development and service delivery schemes have been creating impact in rural, peri-urban and urban India. The course would expose participants to how the Traditional Medicine Ecosystem has been strengthened from diverse perspectives of knowledge generation, knowledge protection, and knowledge translation. It would also give a glimpse into financial policies which have been instrumental in strengthening and supporting the ecosystem. The e-ITEC course will provide avenues opening avenues for mutually beneficial bilateral and multilateral policy level engagement.

Connect to Private Sector & Industry : Connect to Industry bodies such as CII, FICCI, ASSOCHAM, PHD Chambers of Commerce etc. would be facilitated as part of the course. Representatives from NITI Aayog, Office of Principal Scientific Advisor to PMO, Atal Innovation Mission, All India Institute of Ayurveda, AIIMS, DST, DBT would be invited as Guest Speakers. The e-ITEC Course will provide avenues for mutually beneficial commercial engagement for health care sector based on AYUSH.

Rationale : India has a gross market size of over USD 5 Billion in the Traditional Medicines Sector of which 75 % are from products and 25 % from services. It is expected to grow at a phenomenal 16 % year on year globally. This sector has also seen large number of new entrants which have had a phenomenal growth trajectory. There has been a seen a huge rise in establishment of startups, IPR filing, translational research and rise of several unicorn enterprises in this sector over the last ten years. This has led to outcomes such as culturally appropriate, cost-effective, scalable health solutions at the grassroots. There is a lot that developing nations across the world can learn by learning Proposed e-ITEC Course 2021-22 at IIT Delhi "Healthcare at Scale : Inspiration from Traditional AYUSH Medicinal Systems of India" Coordinated by Prof V M Chariar

and partnering with various elements of the Traditional Medicine and AYUSH ecosystem in India to create improved health outcomes in their own nations.

PART C

Co-ordinator Contact Details & CV

Course Coordinator :

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[Link to Detailed CV of Course Coordinator](#)