

# Information Technology and Ayurveda

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## ABSTRACT:

Ayurveda with the hallmark of ancient science of life and health has been practicing in most classical way. The challenges and opportunities like globalisation, patent, intellectual property rights issues and bio piracy needs to modernise the ancient system in pace and in line with the development of science and technology. Indeed, Ayurveda is needed to restructure in the global context to meet the rising demands of a cyber-society with the application of information and communication technology which not only help to increase the reach but also will make Ayurveda truly a way of life globally. The Electronic Health Records or any online information management system can be seen as an important tool in gathering complete data of the patient during routine, follow-up and emergency care. It also demands the need of these technologies in Ayurveda to improve the practices of documentation, dissemination and availability of patient data to the practitioners as well as to reach out to the maximum.

## INTRODUCTION:

Ayurveda has been in the practice as an ancient science of life and health and indeed a unique heritage India has gifted to the world. Despite of its presence for several centuries for so many centuries it has not picked up the preferred medicine against the allopathic. With the shifting scenarios of health, changing times, concepts of health and disease of the present times, there has been an amazing arousal of interest which is likely to be accelerated with the growing trends of information technology, economic globalization and industrial activism.

Information Technology is a powerful tool in the hands of the developed and information rich countries in the globalisation process. The term globalization has been used in a multiplicity of senses

The Alina Ata declaration of WHO in 1980 has created major awareness about Ayurveda in the Western World. The demand for Ayurveda in foreign countries is multifaceted which actually

determines its present status in respective countries. This impact is rapidly changing the picture of Ayurveda in India as well as abroad (Patel, 2000).

### **OBJECTIVE:**

The major focus of this study is to bring out the edge of information technology and its power to critically appraise Ayurvedic medicinal to increase the global footprint and education.

### **METHODOLOGY:**

Literature search which was shown here were either taken from the electronic publication media, internet, various technology forums and books which was further classed as

- A. Pharmacopeia and formularies
- B. Databases
- C. Newsletters k
- D. Research journals

#### **A. Pharmacopeia and formularies**

1. Indian Herbal Pharmacopoeia of CCRAS and IDMA
2. Electronic version of the Ayurvedic Pharmacopoeia of India AFI – eBook
3. Electronic version of Ayurvedic Formulary of India ( AFI e-book ver 1.0 )

#### **B. Database:**

A database is a collection of information which is organised on a structure, which further eases to store and retrieve the information.

1. NLAM: National Library of Ayurveda Medicine
2. TKDL Traditional Knowledge Digital Library

#### **C. Newsletters :**

Is the informational periodical that is generally distributed to the members of the interested group's Dietary supplement, Herbal information?

#### **D. Research Journals :**

1. PubMed Central
2. National institute of science Communication and Information Resources ( NISCAIR )
3. BioMED Central
4. Green Pharmacy www.greenpharmacy.info

**Discussions and Conclusion:**

Education and learning is a lifelong process , hence the information availability and reachability catalyses and influences and progression . Since most of the information about Ayurveda is still in the ancient state of books and not fully available on the internet or in the digital forms it creates a major barriers. Unlike in the allopathic medicine the adaption of the information technology has been from the development phase , most of the data , references are available in the digital media .Even the Ayurvedic practitioners records the Patient data and details on the hard copy and hardly in the health information system . It is sad to believe that there is little effort which is been done to record it electronically

**Conclusion:**

Information technology should be the strategic inputs in the life cycle of Ayurvedic medicine life cycle, be it a clinical study, Drug Development, Analytical study, Manufacturing, Quality, GO to market and post commercialization. Only if more and more information is available on the universal internet, it will have the natural pull to adapt. Mobile technology is becoming very pervasive and can be a great tool to reach the power and science of Ayurveda to every corner of the globe. The very nature of mobile consumerisation by an individual, if we develop and design the cost effective application with the involvement of actual users like practitioner, medical reps etc, there is no reason why Ayurvedic medicine can compete with the allopathic

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