



ROLE OF WELLNESS SECTOR IN UTTARAKHAND; OPPORTUNITIES AND CHALLENGES

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ABSTRACT

The wellness economy is made up of industries that enable consumers to adopt healthy habits into their day to day lives. From exercise and training to food, nutrition, and aesthetics, wellness spans a wide range of activities and goods.

The healthcare industry (also called the medical industry or health economy) is an aggregation and integration of sectors within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care.

The scope of wellness is directed towards a positive and affirming life. Wellness takes into account multiple components, which involves lifestyle, spiritual well-being, mental well-being and the environment.

Ayurveda has a growing influence on holistic wellness and medical tourism. The global ayurvedic market has been growing at an average annual rate of 16.2 % since 2015, reflecting the rising demand for alternative medicine and wellness experiences.

KEYWORDS: Well-Being, Mental, Spiritual, Activities, Wellness, Intellectual, Financial, Environment

WELLNESS IN AYURVEDA

It translates literally as “**the science of life**” Ayur – life, Veda – knowledge.

Ayurvedic wellness **focuses on the delicate balance between mind, body and spirit**. Our ability to maintain this balance is **the key to Good Health**.

A healthy life necessitates a perfect complementary support of all these factors and thus the concept of health encompasses **Physical, Mental, Sensory and Spiritual** domains.

Wellness is the act of practicing healthy habits on a daily basis to better physical and mental health outcomes, to understand the significance of wellness, it's important to understand how it's linked to health. Taking care to eat right, engage in regular physical activity, and get enough sleep are important aspects of self-care. Maintaining a healthy diet can help reduce symptoms of depression and fatigue, improving a person's overall mood.

CONCEPT OF WELLNESS IN AYURVEDA

Ayurveda says the health and wellness of an individual is the sum of their physical and mental activities. If focuses on how an individual's physical and mental perception reacts to their body. the principal objectives of Ayurveda include maintenance and promotion of health, prevention of disease and cure of sickness.

Overall physical wellness encourages the balance of physical activity, nutrition and mental well-being to keep your body in top condition. Obtaining an optimal level of physical wellness allows you to nature personal responsibility for own health.

CLASSIFICATION OF WELLNESS

समदोषः समअग्निश्च समधातुमलक्रियः |

प्रसन्नात्मेन्द्रियमनाः स्वथ्य इत्यभिधीयते || (SU. S. 15/48)

Wellness encompasses 8 mutually interdependent dimensions of wellness in our lives builds a holistic sense of wellness and fulfillment.

Physical, Emotional, Social, Spiritual, Intellectual, Financial, Environment and Vocational (occupational).



- **Physical wellness** encompasses a variety of healthy behaviors including adequate exercise, proper nutrition and abstaining from harmful habits such as drug use and alcohol abuse, as well as preventing illness and injury or managing chronic health conditions.
- **Emotional wellness** is the ability to successfully handle life's stresses and adapt to change and difficult times. Emotional health refers to how well people are able to accept and manage their emotions and cope with challenges throughout life.
- **Social wellness** refers to the relationships we have and how we interact with others. Our relationships can offer support during difficult times. Social wellness involves building healthy, nurturing, and supportive relationships as well as fostering a genuine connection with those around you.
- **Spiritual wellness** means having personal value and beliefs and acting compassionately in accordance with those values.
- **Intellectual wellness** recognizes creative abilities and encourages us to find ways to expand their knowledge and skills to help them grow their potential. Intellectual wellness can be developed through personal and professional development, community involvement and personal hobbies. Cultural wellness includes accepting, valuing, and even celebrating the different cultural ways people interact in the world.
- **Financial wellness** is a state of financial well-being in which you can manage your bills and expenses, pay your debts, weather unexpected financial emergencies and plan for long-term financial goals such as building college funds and saving for retirement.
- **Environmental wellness** is having good health by occupying pleasant, stimulating environments that support well-being. It promotes interaction with nature and also creating an enjoyable personal environment (both in and out of your workspace). This involves establishing a sustainable lifestyle, protecting natural resources, and eliminating pollutants and excessive waste.
- **Occupational wellness** is the ability to achieve a balance between work and leisure in a way that promotes health, a sense of personal satisfaction and is financially rewarding. Allows you to explore various career options and encourages you to pursue the opportunities you enjoy the most.
- **Economy wellness** means people have their most basic survival needs met and have sustainable income and assets so they can prosper. (examples of economic wellbeing)- present financial security includes the ability of individuals, families, and communities to consistently meet their basic needs (including food, housing, health care, transportation, education, child care, clothing, and paid taxes).

WELLNESS AND AYUSH SECTOR IN UTTARAKHAND

- Wellness sector includes segments such as public health, prevention & personalized medicine, nutrition, fitness, therapies, personal care & beauty, and medical tourism, among others. Of these, rejuvenation services such as spas, alternative therapies, (Ayurveda treatments, homeopathy, Unani etc.) and beauty services are expected to grow at around 30%, while the fitness sector (includes yoga center, gyms and slimming center) is expected to grow by more than 25%.
- The wellness business is projected to grow at a CAGR 30-35% over the next 5 year with the business of leisure (such as sports hall, swimming pool and different facilities) growing in popularity.
- Uttarakhand tourism sector, according to some estimates to be worth 51% to the total gross state domestic product from 2004-05 to 2013-14. Is projected to grow to USD 7-8 bn by 2020.

MEDICINAL & AROMATICS SCENARIO IN UTTARAKHAND

- Uttarakhand is blessed with a variety of soils and agro-climatic conditions, ranging from sub-tropical to alpine which is a mega biodiversity hotspot for wide range of wild and cultivated medicinal & aromatic species.
- Uttarakhand being a Himalayan state enjoys a proven advantage and monopoly over the availability of some valuable medicinal & aromatic plant in the state.
- More than 200 unique plant with medicinal properties are found in state. It has 3.66 lac cultivable waste land which can be utilized for cultivation of aromatic crops.
- More than 600 tone of pure and natural essential oil suitable for aroma therapy, spa, flavor & fragrance and cosmetic industry is being produced by 18000 trained farmers.
- Uttarakhand is the only state which promotes aromatic crops in organized manner with the result of 109 clusters covering an area of more than 7600 ha under aromatic crops.

AROMATIC SECTOR

- Sourcing of authentic & 100% pure natural essential oil from Himalayas.
- Promotion of aroma tourism; detoxification & relaxation of body.

MEDICINAL PLANTS SECTOR

- Sourcing of quality and naturally grown raw herbs



- Ample scope of value addition, processing & herbal product development from Himalayan medicinal plants. Development of hi-tech nursery, production of quality planting material of rare and endangered species.

SOME OF THE KEY CREDENTIALS OF STATE IN THIS SECTOR

- Pilgrimage has traditionally been a major sector of tourism in Uttarakhand, like Haridwar, Rishikesh, Kedarnath, Badrinath, Gangotri, Yamnotri etc.
- There are many yoga centers and ashrams of world fame in the state, like yoga gram Patanjali Haridwar, gurukul kangi Vishwavidyalaya Haridwar, dev Sanskrit university shanti Kunj Haridwar, yoga study Centre Rishikesh, par Marth Niketan Rishikesh, Yoga Niketan Rishikesh etc. the state is focusing on developing few more centers at other tourism places in order to attract tourism from international and domestic markets.
- There are wide range of herbal drug produced in hilly area.
- There are many tourist places in state, which in turn generate scope for the development of enormous resources for cultural, adventure, wildlife, nature(hill stations), leisure, many new places have also been emerged as popular tourist places, employment generation and income for the local youths in the state.
- Under the national AYUSH mission, a government homeopathic medical college and a 50 bed Unani hospital will be established in the state.
- Financial assistance will be provided for setting up 100 AYUSH wellness centers in the state.
- With the help of the national medical plants, board, herbal gardens will be established in 200 schools of the state and thirteen nurseries in thirteen districts.
- An assistance of Rs 15 lakh will be given to each forest panchayat for the establishment of medical plants etc.
- Apart from this, arrangements for Marma therapy would be made in Uttarakhand Ayurveda University and it would become a major center of the country. Uttarakhand is being given assistance by the government of India for the development of the AYUSH sector.
- The mountainous state of Uttarakhand is endowed with a rich variety of medicinal plants, many of which are in great demand in the domestic and export markets (government of India 200).
- A large proportion of this demand is met by collection from the wild. This is particularly true for plant found in high altitude areas, which are generally characterized by fragile ecosystems. As a result of intensive extraction many species of medicinal plants are now seriously depleted.
- The cultivation of medicinal plant is considered to be of great importance for the safeguarding of biodiversity and contribution to rural livelihood in Uttarakhand.
- It is hoped that cultivated medicinal plant material will provide an alternative source of supply to the market, thereby reduce the need for collection of these plants from the wild. Cultivation will also provide an additional source of income for the state's rural poor.
- This is especially important as 80% of Uttarakhand's working population depends on agriculture, but poor land quality and the small size of landholding lead to low rural income.
- Uttarakhand is a hub of Ayurveda medicines and products, with yoga guru Ramdev ji promoted Patanjali Ayurveda Ltd.'s headquarters and manufacturing units present in Haridwar.
- Availability of good infrastructure for Ayurvedic treatment and education in state.
- The state houses 549 Ayurvedic and Unani clinics, two Governments Medical Ayurvedic college Rishikul and Gurukul kangi in Haridwar.
- Also 206 allopathic hospital are established in the AYUSH Wing, out of which 26 AYUSH Wing are from the district hospitals.
- 272 pharmacies have already obtained GMP (Good Manufacturing Practices) certificates with efforts being made to get GMP certificates for the remaining pharmacies.
- the state government's Uttarakhand Ayurveda university ensures effective and systematic instructions, teaching, training research and development in Ayurveda, yoga & naturopathy, Unani, siddha and homeopathy facilitated through the University.

Uttarakhand Has Developed vast Infrastructure for AYUSH

- 272 Ayurvedic and Unani pharmacies
- 549 state Ayurvedic and Unani clinics
- 3638 registered practitioners
- 2463 Ayurvedic pharmacists
- 983 panchakarma therapist & Nurses
- 206 AYUSH Wing established in the allopathic hospital
- 183 AYUSH Wing being operated in (29 CHC & 154 PHC) under National Rural Health Mission



- 90 MOCH at PHC Medical Officer Community Health
- 10 Ayurvedic centers available for development & operation on PPP mode

INVESTMENTS OPPORTUNITIES ACROSS UTTARAKHAND

Key investible projects / activities across wellness & AYUSH sector for private investment are identified and categorized as below; (these include projects to be implemented via PPP mode)

AYUSH Project

- Development of AYUSH Township
- Development of Spiritual Economic Zone (SEZ)
- Development of operation of global wellness city
- Development of center for wellness and AYUSH treatment (AYUSH Gram)
- Development of State-Of-Art Yoga and Meditation centers (Yog Gram)
- Development of AYUSH, Panchakarma, Treatment & Yoga in existing Homestays

Healthcare Projects

- Upgradation, development and operation AYUSH 50 bedded hospital
- Upgradation and transformation of existing hospital into multi-specialty disease based Ayush wellness centers.

Aroma Projects

- Aroma Tourism
- Value addition and fractionation of Japanese mint essential oil

Natural Fibre Projects

- Silk Garment Manufacturing Unit

Tourism Projects

- Upgradation, Operation and Maintenance of Eco huts, koti
- Upgradation, Operation and Maintenance of floating huts and Eco Lodges, Sarai
- Wellness City, Rishikesh
- Development of wellness Resort at Marchula
- World Class Exclusive Luxury Destination Mountain Forest Resort in Mussoorie
- Development of Hill Resort at Ganjana, Tehri
- Development of Lake Side Resort at Goran, Tehri
- Tent city, Tehri
- Development of wellness resort at Madan Negi

CHALLENGES IN WELLNESS SECTORS

- The healthcare system is faced with several challenges, including increased healthcare costs, need for nursing and long-term care for senior's citizens due to the rise of the nuclear family system, high financial burden on the poor, increasing burden of new diseases, and negligence of public health.
- Uttarakhand also witnesses landslides, flash-flooding and forest fires almost every year. Rain shadow areas are prone to droughts.
- Challenges facing tourism include taxations, travel promotions, safety, infrastructure, and cross border set of laws among others. The majority of tourism destinations are not ready for visitors. Facility in the destination. Traffic control, accommodation and other basic amenities and need to properly address. Tourism or travelers might at time implicate travel marketing as overstated.
- The health system in Uttarakhand is ailing and the worst affected are villagers living in the hills. Accessibility to quality health care, beside shortage of doctors and paramedical staff are the main problems the rural people confront in the state.

CONCLUSION

Participation in wellness courses that incorporate a mind-body-spirit approach to health improves multiple domains of psychosocial well-being, which persist even after course participation. The wellness industry in India is rapidly growing, with increasing demand for natural and holistic health products and services. This presents many opportunities for business in the wellness sector to capitalize on this trend and grow their business.



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