

Growing Popularity of Ayurvedic Products and Yoga during COVID-19 Pandemic in India: An Overview

Paper Submission: 04/07/2021, Date of Acceptance: 17/07/2021, Date of Publication: 24/07/2021

Abstract



Gajendra Kumar Gupta

Associate Professor,
Shri Ramswaroop
Memorial College of
Management,
Lucknow, Uttar
Pradesh, India



Vivek Kumar Mishra

Professor & Head,
ITM School of
Management,
Lucknow, Uttar
Pradesh, India

During the COVID-19 demand for Yoga and ayurvedic products has increased worldwide. People are showing their interest in yoga & branded ayurvedic products. In today's marketing practices branding keeps a distinct place for consumers. Different brands portray different qualities of a product. Brand presents a unique image of the product in front of consumers. Different brands of various product categories create specific feelings in the consumers. Consumers are purchasing various ayurvedic products. In the ayurvedic product category there are lots of products available in the market which helps in fighting with COVID-19 spared. In the present paper we analyze the various products and yoga which helps consumers in the pandemic of COVID-19. This paper also analyzes the recent growth of various ayurvedic product companies and the fact behind it.

Keywords: Ayurvedic Products, Yoga, Customer Choice, COVID19.

Introduction

According to EXIM Bank document capacity of Indian ayurvedic marketplace is envisioned as Rs. 7000 crore with the aid of using 2020. A WHO (World Health Organization) study estimates that about 80 percent of world populace relies upon on herbal merchandise for his or her fitness care rather than current drug treatments ordinarily due to facet effects and high cost of current medicine (Sharma, Shanker, Tyagi, Singh, & Rao, 2008). Government of India mounted AYUSH re-naming ISM&H (Department of Indian System of Medicine and Homeopathy) in November 2003 to popularised natural cure. The Department has increased to a self - regulating Ministry w.e.f. 09th November, 2014 looking at human beings curiosity. Some of the primary gamers withinside the Indian natural marketplace are Dabur, Himalaya, Patanjali, Baidyanath, Vicco, Emami, Charak and others. Presently the call for for conventional Indian natural merchandise has elevated fairly in India and abroad (Government of India Planning Commission, 2011). Fast Moving Healthcare Goods (FMHG) in India international called Nutraceutical, described as, substances with human fitness advantages past fundamental nutrition) enterprise is anticipated to develop via way of means of 20 percentage to USD 6.1 billion via way of means of 2019-2020 due to rising awareness about fitness and fitness and changing lifestyle. However, nutritional dietary supplements, natural and dietary dietary supplements will shape the finest possibility regions for Nutraceutical processing, motivated by means of growing demand from an evolving consumer base. As in step with Sen and Chakraborty (2015) Ayurveda and different conventional natural drugs are able to address a few current unmet scientific needs, and might offer the premise for growing potential. Processing of natural merchandise is a complicated process. Quality control, prevention of adulteration and different dangerous chemical compounds is a challenge. It must be in mind that every one that glitters is not gold. In addition, all natural merchandise isn't safe.

The Union Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) has delivered a National Clinical Management Protocol primarily based totally on Ayurveda and Yoga for control of Covid-19. Stating that the pandemic had created a worldwide fitness crisis, it says "Ayurveda and Yoga can simply play a pivotal position to reinforce preventive measures supplied withinside the suggestions via way of means of the Ministry of Health and Family Welfare (MOHFW). The cutting-edge knowledge of Covid-19 suggests that a suitable immune repute is important to prevention and to protect from sickness progression."

Innovation The Research Concept

The report in its trendy and bodily measures states that except bodily distancing, respiration and hand hygiene, sporting a mask, gargling with heat water introduced with a pinch of turmeric and salt have to be done. Further water boiled with Triphala (dried end result of *Emblicoefficialis*, *Terminaliachebula*, *Terminalabellerica*) or Yashtimadhu (*Glycyrrhiza Glabra*) additionally may be used for gargling.

Objective of the Study

The aim of this paper is to find out the growth of branded ayurvedic products and yoga during the pandemic in the Indian market. This paper also focuses on the growing importance of Yoga in the Indian market in the phase of COVID-19 pandemic.

Methodology

Secondary data has been used in this paper to reach a conclusion. The researcher first collected secondary data available from various sources on ayurvedic and herbal products, Yoga. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. Also websites of natural products manufacturing company, AYUSH department and online document were investigated to conduct this research

Analysis

Growing market of Ayurvedic Product

The Indian Ayurveda marketplace became really well worth INR three hundred billion in 2018, and is anticipated to upward push to INR 710.87 billion via way of means of 2024, with a compound annual increase rate (CAGR) of 16.06 percentage for the forecast period (2019-2024). Baba Ramdev is the pivotal emblem ambassador of Patanjali products. Baba Ramdev marketed Patanjali's product in his diverse Yoga shivir and program. Yoga guru Baba Ramdev-led Patanjali Ayurvedic Limited, which began out simply 4 years ago, isn't most effective giving hard opposition to worldwide brands, however has additionally registered a turnover of over Rs 5,000 crore with inside the closing fiscal, up from Rs 2500 crore withinside the preceding year. Moreover, the big hike in income has endorsed the Swadeshi agency's goal Rs 10,000-crore sales in 2016-17. Surprisingly however, it's proper that the sales goal, if achieved, will position PatanjaliAyurved in advance of multinationals like Nestle, Colgate-Palmolive and Procter & Gamble in India.

Growth of ayurvedic products yoga during COVID-19 pandemic

Rising requirements of living, better disposable incomes, and transferring fashion of customers toward natural private care merchandise will push the India change medicinal drug and natural merchandise marketplace withinside the destiny. The marketplace for ayurvedic cosmetics merchandise in India is predicted to develop at a rapid tempo withinside the coming years. The marketplace is simply instigating to get colonized with ayurvedic manufacturers and has registered a momentous increase in a few years. Thus, with extra merchandise being released withinside the marketplace, extra attention from some of the customers, sturdy advertising and promotional strategies, the destiny of ayurvedic merchandise in India appears optimistic. Ayurveda has constantly performed a position of a preventive technique which particularly specializes in each day and seasonal regimes or exercises so that it will assist us hold our health.

The prominence of Ayurveda has risen dramatically in the recent year.

Natural herbs such as Guduchi, kalmegh, shunti, tulsi, yashtimadhu, turmeric, and AshwagandhaGhan act as a strong immune modulator, allowing us to build deeper, longer-lasting immune power in the body, thereby protecting us from viral infections, relieving frequent cough, cold, and allergies, and assisting us in these trying times.

An integrated remedy of present day remedy and ayurveda has benefited Covid-19 patients with faster restoration in mild-moderate Covid-19 cases and stopping ICU admissions and deaths, in accordance to a study through the Directorate of AYUSH-Gujarat.

People have begun to recognise the true value of Ayurveda as a result of these natural herbs and home cures.

Consumption of ayurvedic medicines products has increased during the COVID-19 pandemic, with the Indian Medicines Pharmaceuticals Corporation Limited (IMPCL), a government enterprise and manufacturer of ayurvedic and unani medicines, registering sales of 69.60 crore up to August 2020, up from 26.73 crore last year, of which the IMPCL has sold COVID-19 medicines worth approximately 30 crore to the various Central/State institutions/Autonomous as well as open market across the country.

Innovation The Research Concept

Yoga Protocol for Primary Prevention of COVID-19

	Practices	Name of the Practice	Duration (Minutes)
1	Prayer		1
2	Loosening Practices	Neck Bending	2
		Shoulder's movement	2
		Trunk Movement	1
		Knee Movement	1
3	Standing Asana	Tadasana	1
		Pada-hastasana	1
		Ardha Chakrasana	1
		Trikonasana	2
	Sitting Asana	Ardha Ushtrasana	1
		Sasakasana	1
		Uttan Mandukasana	1
		Simhasana	1
		Marjariasana	1
		Vakrasana	2
	Prone Lying Asana	Makarasana	1
		Bhujangasana	1
	Supine Lying Asana	Setubandhasana	1
		Utthanpadasana	1
		PawanaMuktasana	1
		Markatasana	1
		Shavasana	2
4	Kriya	VataNeti2rounds (30secseachwith30secrelax)	2
		Kapalabhati (2 rounds,30strokeeach)	2
5	Pranayama	NadiShodhana(5 rounds)	2
		Surya Bhedana Pranayama(5 rounds)	2
		Ujjayi Pranayama(5 rounds)	2
		BhramariPranayama(5 rounds)	2
6		Dhyana	5
7		ShantiPath	1
Total Duration			45

Source- www.ayush.gov.in

Here are some ayurvedic products that have played a key role in the COVID-19 pandemic

Patanjali Coronil Kit: With herbal substances, you can improve your immunity and keep safe from infections, bacteria, and viruses that aren't visible. Patanjali Coronil Kit is a set of three ayurvedic medicines that relieves common cold symptoms and others. It's made with potent herbs to maintain your immunity boosted throughout pandemics. Contents: Divya Coronil Tablets (80 table) 1 No., Divya Swasari Vati (80 tablets) - 1 No., Divya Anu Taila (20 ml) - 1 No.

An integrated remedy of present day remedy and ayurveda has benefited Covid-19 patients with faster restoration in mild-moderate Covid-19 cases and stopping ICU admissions and deaths, in accordance to a study through the Directorate of AYUSH-Gujarat.

The findings come at a time when there is a lot of debate about whether modern medicine is better than traditional medicine like ayurveda.

According to the data, Covid-19 patients who received combined allopathic and ayurvedic treatment received RT-PCR negative results in an average of 7.85 days, compared to 12.19 days for those who only received allopathic treatment. In addition, individuals receiving both therapies had a 33 percent chance of healing within 0-3 days, compared to none for patients receiving solely allopathic treatment.

Ayurvedic Medicines For Those At High Risk

People with underlying health problems, as well as those who are primary contacts or caretakers for COVID-19 positive people, are at a significant risk of obtaining severe COVID-19 infection. People in these categories should follow the following recommendations:

1. Ashwagandha is a powerful herb with antibacterial properties that can be found as extracts and powders. Take 500mg extract or 1-3g powder, mix with warm water, and drink twice a day for 15 to 30 days.

Innovation The Research Concept

2. Guduchi, also known as *Tinosporacordifolia*, is an Ayurvedic herb that should be ingested in the same amount every day after being mixed with warm water.
3. Chyawanprasha is a dark brown, sticky paste produced with a variety of Ayurvedic herbs and spices. On an empty stomach, drink 10g of it with warm water or milk first thing in the morning.

Guidelines for patients with asymptomatic or mild infection

Those who have tested positive for COVID-19 but have no symptoms should monitor their health to ensure that they recover fast and that the infection does not worsen. The AYUSH regimen recommends Guduchi (500mg extract or 1-3g powder), a mix of Guduchi and Pippali extract (375mg), and AYUSH 65 (500mg) for 15 days to a month for such asymptomatic patients, or as directed by an Ayurvedic specialist.

Those suffering from mild COVID-19 symptoms should take 375mg of Guduchi and Pippali extract and 500mg of AYUSH 65 for the same amount of time. This advice should only be followed if you are experiencing mild symptoms such as a fever, headache, weariness, dry cough, sore throat, or nasal congestion. If you are experiencing dyspnea or hypoxia, seek medical attention.

Those recuperating from COVID-19 infection should take the suggested dosage of Ashwagandha, Chyawanprasha, and Rasayan Churna (3g, twice daily) to speed up their recovery and avoid post-COVID-19 lung difficulties, fibrosis, weariness, and other problems, according to the AYUSH Ministry.

Conclusion

Market of branded ayurvedic products and yoga are rising very rapidly in India. The demand for herbal products is also increasing worldwide. During COVID-19 pandemic ayurvedic products helped a lot in fighting with COVID-19. Various ayurvedic products and yoga were very helpful in pandemic time. The sale of various ayurvedic products has grown significantly during pandemic. Now consumer preference is changing from artificial products to natural products. AYUSH ministry is

putting serious effort to promote the ayurvedic product to cure various diseases.

References

1. <http://www.news.kenresearch.com/post/103105454938/herbal-medicines-and-herbal-products-market>
2. <http://economictimes.indiatimes.com/industry/cons-products/fmcg/patanjali-ayurved-injects-new-life-into-herbal-market-helps-rivals-sell-more-personal-care-products/articleshow/51098124.cms>
3. <http://www.euromonitor.com/herbal-traditional-products-in-india/report>
4. <https://www.linkedin.com/pulse/20141113095419-67637969-india-alternative-medicine-and-herbal-products-market-outlook-to-2018>
5. <http://www.businessinsider.in/Indias-herbal-market-has-got-a-new-life/articleshow/51104012.cms>
6. <http://patanjaliayurved.net/>
7. Del I. Hawkins, David L. Mothersbaugh, Amit Mookerjee, "Consumer Behaviour Building Marketing Strategy", 11/e, Tata McGraw Hill Education Pvt. Ltd.
8. RamanujMajumdar, "Consumer Behaviour Insights from Indian Market "Second Printing, PHI Learning Private Ltd., 2011
9. P. Kotler, K. L. Keller, A. Koshey, M. Jha, "Marketing Management" 14e, Pearson Education, 2013
10. <https://www.ayush.gov.in/docs/ayush-Protocol-covid-19.pdf>
11. <https://www.thehindubusinessline.com/news/mix-of-modern-ayurvedic-medicine-helps-treat-covid-19/article34701852.ece>
12. <https://www.thehindu.com/sci-tech/health/consumption-of-ayurvedic-medicines-products-up-during-pandemic-ayush-ministry/article32686548.ece>
13. <https://timesofindia.indiatimes.com/life-style/health-fitness/health-news/why-ayurveda-gained-a-lot-of-popularity-since-covid-19/articleshow/83058289.cms>
14. <https://www.indiatvnews.com/health/can-alternative-medicine-systems-like-ayurveda-be-tapped-to-fight-covid-19-701394>