
PUBLIC PERCEPTION ON AYUSH: A CASE STUDY

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Abstract

Background: The Department of Indian Systems of Medicine and Homoeopathy (ISM&H) was established in the Ministry of Health & Family Welfare in March, 1995 and it was re-named as AYUSH in November, 2003. **Aim:** To study about the work nature of AYUSH, the origin of Traditional Methodology and the Perception of Tamil Nadu people about AYUSH healthcare delivery systems. **Methodology:** A prefixed questionnaire has been given to 84 respondents of various income group, students and in all walks of life in both the gender. The study was conducted in December 2016 and January 2017 in Chennai and around. **Result:** It is observed that among the 84 respondents 76.2% of them aware of Ayurvedha and 71.4% of them are familiar with Yoga. 66.7% of them aware of Siddha and 61.9% of them are familiar with Homoeopathy. Only Unani is lesser to a percentage of 28.6. Moreover this research puts light on the opinion of the respondents about the Traditional Healing method is good for which department of healthcare system.

Keywords: . AYUSH acronym of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy.

Introduction

In India, two major traditional indigenous systems of medicine are common, among these two, Ayurveda is practiced in North and Siddha is practiced in Southern part of India. According to tradition, it was Shiva who unfolded the knowledge of Siddha system of medicine to his consort, and for Ayurveda it was Brahma, the Creator of the Universe, who taught the science to Prajapati. In India Traditional Healing system AYUSH - Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy, offer a wide range of holistic treatments covering preventive, primitive, curative, rehabilitative and rejuvenator needs. These systems of medicine are generally cost effective and valuable and attracting increasing attention globally.

Traditional Healing refers to method concerned with healing, practiced in a particular region, culture or country. The holistic approach, to balance the mental, physical and spiritual entities, adopted some ethnic culture, having been rooted in practical wisdom over the ages. In many rural communities across developing

countries, use of remedies based on traditional medicine forms, the methodology of knowledge preserved through many centuries and is typically passed on orally from generation to generation.

Objectives

- To analyze about the perception of Tamil Nadu people for AYUSH – Traditional Healing practices, with reference to their awareness and the advertisement they happened to see.

Analysis

Research Methodology

A prefixed online questionnaire has been given to 84 respondents of various income group, students and in all walks of life in both the gender. The study was conducted in December 2016 and January 2017 in Chennai and Other city.

Public Perception about Traditional Healing

Awareness

The Traditional Healing method is one of the fastest growing areas of healthcare system in India due to the recent trend of growing health awareness. Compared to the overall health awareness the awareness toward traditional healing is less only. Even then Ayurveda seems to be well-known healthcare system and Siddha in the south. Yoga considered as a physical exercise to get health benefits than a complete package of spiritual and health enhancement. Homoeopathy is also not less and competing in the count with Siddha. Only Unani is in backseat since it is used for particular morbid like Jaundice and for it popular methodology called Cupping.

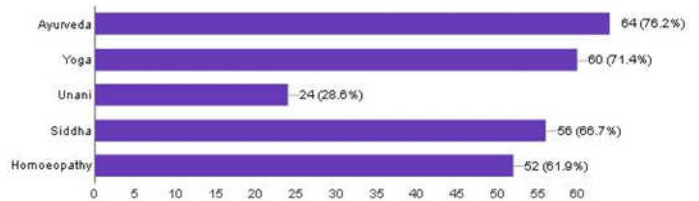


Chart 1 Awareness about the Traditional Healing AYUSH

It is observed that among the 84 respondents 76.2% of them aware of Ayurvedha and 71.4% of them are familiar with Yoga. 66.7% of them aware of Siddha and 61.9% of them are familiar with Homoeopathy. Only Unani is lesser to a percentage of 28.6.

Advertisements

Advertising is a visual or audio or audio-visual form of marketing communication that provides a message to promote or sell a product, service or idea. This gives the public an awareness and idea about the particular product or service to set a perception about the same. The repetition, the end consumer happens to view or listen to the particular advertisement gives a concrete opinion about the particular product or service. *The Outdoor and Newspaper advertisement throw a particular hue*

of light, that the Traditional Healing is best for certain diseases like Asthma, Psoriasis, Impotency and Joint pains.



Chart 2 Print Advertisements and Outdoor Advertisements

Table 1 Print Advertisements and Outdoor Advertisements

Ailments	Print Advertisements in %	Outdoor Advertisements in %
Impotency	21.4	19
Hernia	7.2	7.2
Piles	39.3	39.3
Psoriasis	11.9	13.1
Other Regular Diseases	20.2	21.4

The table shows the maximum of 39.3% of the respondents have seen the Piles advertisement and a minimum of 7.2% of them have seen Hernia advertisement in both Print and outdoor

advertisements. Around 20% of the respondents have seen Impotency advertisements and Regular Diseases advertisement in advertisement in both Print and outdoor advertisements. Along with awareness the advertisements also play a major role in building perception of Traditional Healing system of healthcare.

Traditional Healing for various department of Healthcare

People are ready to take treatment in AYUSH kind of Traditional Healing healthcare system, when the ailments are related to Digestion or Pain / Lower Back Pain or Bone & Joint issues or Fracture. When there is a serious instant problem in any of the Life Threatening health issues like Cancer or AIDS or ailments of Cardiology or Respiratory or Neurology or Gynecology or Pediatric health.

It is a fast world and people expect fast relief from ailments due to day today problem of domestic and career. So, they have a perception that, Traditional Healing methods are not giving Quick and instant relief for them to meet the needs of domestic and career. Previously there was perception that the Traditional Healing medicines are not available freely and accessibility of stores are not there but, now most of the medical corporate giants like Dabur, Zandu, Himalayas and Patanjali are producing enough medicines and are easily accessible in all stores.

Table 2 Traditional Healing for various department of Healthcare

Ailments	Ayurveda	Yoga	Unani	Siddha	Homoeopathy	Allopathy
Heart related problems	39.3	-	2.4	28.6	17.9	41.7
Respiratory issues	54.8	-	3.6	38.1	29.8	19
Nerve related problems	51.2	-	6	36.9	13.1	26.2
Gynecology issues	50	-	6	29.8	22.6	32.1
Children related problems	40.5	-	3.6	22.6	29.8	29.8
Bone & Joint issues	52.4	-	4.8	39.3	20.2	21.4
Digestion related problems	59.5	-	11.9	39.3	16.7	25
Life threatening Diseases	33.3	-	3.6	20.2	15.5	56
Acute (Short Time) issues	35.7	-	7.1	27.4	23.8	39.3
Chronic (Long Time) issues	52.4	-	9.5	39.3	34.5	25
Bone Fracture	45.2	-	4.8	31	13.1	40.5
Pain related problems	56	61.9	7.1	32.1	31	-
Lower Back Pain	40.5	76.2	4.8	21.4	11.9	-

The table shows Ayurveda scored 50+% in Respiratory, Nerve related, Bone & Joint, Digestion, Chronic and Pain related health issues. Not only that the Pain related issues (61.9%) and especially the Lower Back Pain (76.2%) get maximum score in Yoga too. 56% of the selected population go with Modern medicine for Life Threatening Diseases. Unani restricted itself in less than 10% except Digestion related issues with a 11.9%. Siddha system of healthcare was opted by 20% to 40% of population in various categories including Life threatening Diseases. Homoeopathy also selected between 10% to 35% by the population, for various categories including Chronic (Long Time) issues with a maximum of 34.5%.

In olden days, for some of the ailments patients were treated with tailor made medicines and are done by special families called as Vaidhyars, who are doing the medicine production and handle treatment too, for generations together. But, when there is Traditional family medical practice, it was difficult for the general patient to choose the right format of medicine whether Ayurveda or Unani or Homoeopathy for his ailments and its difficult choose the specialist too. Even then there is a misconception about AYUSH – Traditional Healing medicine's authenticity as the medicine is prepared by the doctor him/herself. There are some secrecy of medicine formula is maintained to maintain the monopoly of the formula and anyone of the healer might be misusing the formula or format of the medicine for personal benefit, which brings bad name to the Traditional Healing System. But now AYUSH has lot research centers for medicine and there are lot colleges for the professional medical courses for Ayurveda, Unani, Siddha and Homoeopathy. There are lot hospitals also with good infrastructure with qualified doctors.

Two questions rose to the population more or less with similar meaning as, what is the perception they have in mind when they discuss about Traditional Healing method

AYUSH and according to them what are all the diseases that the Traditional Healing method AYUSH can cure got a similar kind of result in other regular disease.

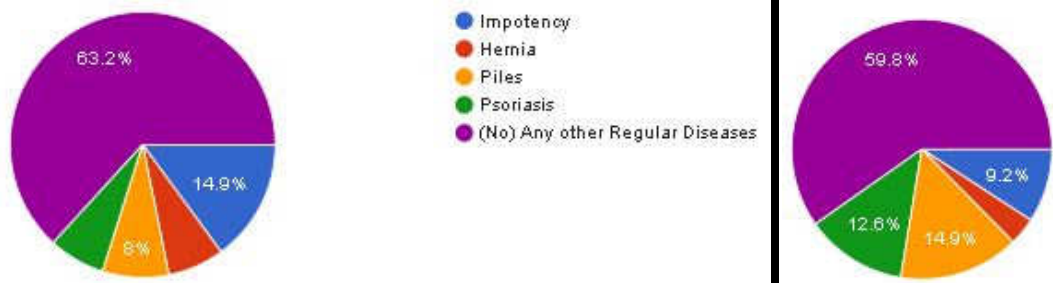


Chart 3 Perception on AYUSH and the Diseases AYUSH can cure

Table 3 Perception on AYUSH and the Diseases AYUSH can cure

Ailments	Perception on AYUSH in %	Disease AYUSH can cure in %
Impotency	14.9	9.2
Hernia	7	3.5
Piles	8	14.9
Psoriasis	6.9	12.6
Other Regular Diseases	63.2	59.8

The Table shows that very percentage, which is lesser than 15% only think that the AYUSH Traditional Healing method can cure particular diseases like, Impotency, Hernia, Piles and

Psoriasis due to the influence of advertisement they have seen. But the table clearly shows that the population doesn't have any perception on AYUSH Traditional Healing method is for a particular few diseases but, nearly 60% of the popular trust (63.2% & 59.8%) that AYUSH Traditional Healing method can cure other regular diseases.

Conclusion

Now Traditional Healing medicinal system AYUSH has proper education and research laboratories for the knowledge and formula gathered from the particular families of geography from Tamil Nadu or tribal families of Tamil Nadu. Some of the medicines for the common ailments have advertisements and people tend to buy those medicines and some other medicines from the advice of the medical shop pharmacist. These self medications without consulting a proper doctor and not maintaining the diet system like elimination of certain food or fasting, which one needed for the particular medication becomes the constraint for the medical system to bring the prescribed result. But, this shows that, people have become very health conscious now, and they have an intention like, 'Prevention is better than cure' and they are taking the advice of Ayurveda, Siddha and Naturopathy experts for the food supplement and preventive medicines for a healthy life. Chronic illnesses of Cardiology, Respiratory, Neurology, Gynecology, mental ailments and even life threatening issues like cancer and AIDS also treated in AYUSH Traditional Healing methods, for which modern medicines failed to provide adequate result.

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