

Hate Propaganda against Ayurveda



There has always been sharp yet legitimate criticisms and learned opinions on Ayurveda in the past. Demanding modern scientific evidences posed serious threats to the very existence of this ancient system and practices of medicine. The Ayurvedic fraternity responded to all these by adding values to the sector by fostering updated academic modules, integrating fundamental and integrative researches, Good Clinical Practices and Good Manufacturing Practices – adopting unprecedented up-gradation exercises in tune with times. Now there are level playing fields for Ayurveda in treating many chronic illnesses and the world is keen to look for Ayurveda offering credible remedies for them. There is an upsurge of Ayurveda in the domestic and international scenarios owing to the relentless patronage by the Department of AYUSH, Government of India.

Amid these slow and steady achievements by Ayurveda in various domains, there are few elements active both on the virtual world of social media and real platforms of debate. A qualified Hepatologist cum Gastro-enterologist based in Kochi has been spewing venomous comments – most unbecoming of someone who has scientific temper, for the past few years. These come as clinical research papers in accredited journals, interviews on TV and YouTube, and other handles of social media. A major chunk of the public is frightened by these unethical ways of criticism and derogatory remarks. Some organizations claiming to be ‘atheists-scientists fora’ consistently arrange platforms for this drama in the name of promoting rational thinking. Even though it has not created any major setback in the service and industry sector so far, the issue is alarming.

Professional bodies and various other stakeholders in Ayurveda have promptly answered to most of the allegations in this context. Considering this emerging catastrophe, the issue was brought to the notice of the Kerala Medical Council for Indian Systems of Medicine and they issued a statutory notice seeking an explanation. The case was also referred to the AYUSH Ministry and other Central agencies including Prime Minister’s Grievance Cell and the National Medical Commission. They have issued stringent warnings against the said specialist to abstain from ‘denigrating’ Ayurveda amount-

ing to defamation. Meanwhile, the doctor in context filed a lawsuit in the Kerala High Court challenging the recognition of AYUSH systems by the Government in preventing COVID-19 and related medical conditions, and suggesting Ayurvedic remedies as prophylactic in the context.

The tug of war is ongoing. A Bengaluru Court has recently passed an ex parte injunction order to the social media company X (formerly Twitter) to suspend the account of this doctor after a defamation plea by Himalaya Wellness Corporation. He was accused of professional misconduct for calling Ayurveda ‘pseudoscience’. The orders and specific penal actions are awaited from Apex courts and Central constituent Councils.

There are thousands of modern medical doctors and specialists in our country, upholding Ayurveda for its merits and advocating Ayurveda in deserving clinical conditions where modern medicine has little to offer. It goes to be a matter of social concern that this misleading campaign against accredited systems of medicine needs to be put to an end. V-JAM strongly counsels that scripted and unethical means to malign Ayurveda and its patrons be considered as crimes against our civilized sociocultural tenets that have a formidable grounding in and legacy of traditional health-care systems. The so-called hepatologist must behave and deliver his yeoman service in treating patients rather than mistreating Ayurveda!

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