

## **AYURVEDA IN PREVENTIVE HEALTHCARE: GLOBAL TRENDS, SCIENTIFIC GAPS, AND THE FUTURE OF INTEGRATIVE MEDICINE**

**Paramita Bhattacharyya and Kaushik Banerjee**

This review paper explores the evolving role of Ayurveda in preventive healthcare amid rising global interest in sustainable, integrative health systems. Rooted in holistic principles, Ayurveda emphasizes disease prevention through individualized care, lifestyle regulation, and ecological harmony. The paper synthesizes historical foundations, emerging scientific advances, and policy-level initiatives that position Ayurveda as a viable response to the global burden of non-communicable diseases. Key challenges—including methodological limitations, research fragmentation, and insufficient integration into public health systems—are critically examined. The COVID-19 pandemic highlighted Ayurveda's potential in enhancing immunity and resilience but also underscored gaps in clinical validation and regulatory frameworks. The review further analyzes consumer behavior, global market trends, and Ayurveda's alignment with Sustainable Development Goals (SDGs), particularly SDG 3 (Health), SDG 12 (Sustainability), and SDG 15 (Life on Land). It concludes that while Ayurveda holds transformative potential in preventive healthcare, its global relevance hinges on evidence-based research, regulatory reform, educational integrity, and respectful integration with modern medicine. The paper advocates a paradigm shift—where traditional wisdom and scientific rigor coalesce—to ensure Ayurveda's sustainable and ethical growth within pluralistic healthcare systems.

*Paramita Bhattacharyya is Associate Professor, School of Law, Brainware University, Barasat, India, [pib.law@brainwareuniversity.ac.in](mailto:pib.law@brainwareuniversity.ac.in) and Kaushik Banerjee is Professor & HOD, School of Law, Brainware University, Barasat, India, [hod.law@brainwareuniversity.ac.in](mailto:hod.law@brainwareuniversity.ac.in)*

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