



Editorial



Quality Publications for the Globalization of Ayurveda: A Need of the Hour

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The pace of Ayurveda industry growth with respect to herbal drug market, healthcare products and wellness products market is highly remarkable especially after COVID 19 pandemic. Medical tourism also sharing quiet a large amount in the AYUSH market growth reflecting increasing global acclaim in Indian traditional medical system.

In order to compete with China at global level, there is urgent need of high-quality research and high-quality publications in AYUSH integrated with advanced research methods. The department of AYUSH has taken initiatives to establish global center for Traditional medicine (GCTM) at Jamnagar, incorporation of research methodology in BAMS course, SPARK, PG-Star, SMART program, AYUSH portal, AYURGENOMICS, Pharmacovigilance for ASU drugs and many more. JAHM wholeheartedly welcome these initiatives. But there is urgent need to expand our research infrastructure, research training center for producing skilled researcher to carry top quality research and generate high quality research data and robust scientific evidences to promote global acceptance for Ayurveda.

The persistent reasons for publications with poor scientific rigor in Ayurveda could be – a. Limited knowledge regarding research methods and practical application among the Ayurveda fraternity, b. No practical exposure for Ayurveda fraternity to learn high quality research skills during PG, doctoral or post-doc level, c. Poor training of researchers, and d. Poor infrastructure.

Over 20 years of my experience in the Ayurveda publishing sector and Ayurveda research, the important observations are- the young Ayurveda scholars (MD/MS) submit the article without reading the journal guidelines, use the Generative AI tools like ChatGPT, Gemini etc. for writing the article; they don't bother to check the authenticity of AI generated content. The overreliance on such tools in younger generation is costing the originality, rational thinking, and creative writing. All these leads to poor quality publications in Ayurveda and becoming an obstacle for globalization of Ayurveda. Most of the Ayurveda journals which are not indexed in SCOPUS or PUBMED are not following any ethics, stringent peer review, adherence to reporting standards and guidelines. These journals simply for earning money, publishes the poor-quality articles. The governing bodies and the regulatory authorities are acting like mute spectator, not taking any action.

Finally, the larger question remains is that—who should be held responsible? Instead of blaming each other, it is time for collective responsibility. I sincerely urge entire Ayurveda fraternity to engage more deeply in meaningful research and high-quality scientific publishing. Let us train our students in rigorous research methodology and ethical scholarly writing. Together, we must take a pledge to produce top-class research and high-quality publications that strengthen the global credibility and scientific foundation of Ayurveda.

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[/jahm.v14i2.2643](#)

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CITE THIS ARTICLE AS

Vasant Patil. Quality Publications for the Globalization of Ayurveda: A Need of the Hour. *Journal of Ayurveda and Holistic Medicine (JAHM)* 2026; 14(2):1

