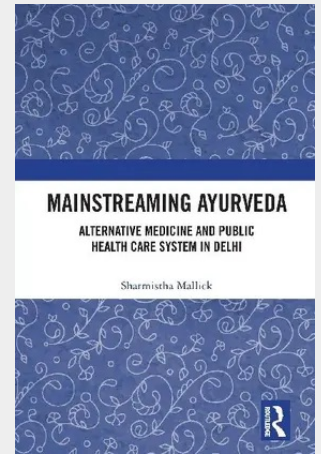


Mainstreaming Ayurveda

Alternative Medicine and Public Health Care System in Delhi

This book brings concepts, practices of Ayurveda and its interface with modern health care set-up in Delhi, India. It presents a new conceptual framework in studying public health in India, offers policy recommendations and outlines the challenges of mainstreaming of alternative medical systems in India. Drawing on a wealth of primary data that looks at the social profile of patients, gender, disease profile of patients, prescriptions, average cost per prescription and kinds of medicines prescribed, the monograph explores patterns of health behaviour through the perceptions of doctors and patients, administrators and their negotiations with the bureaucratic health structure. It analyses the power and structures between practitioners of modern medicine and Ayurvedic doctors and the issues of cross referral and formal and informal levels of interaction/network between the two medical systems. Engaging with current debates around public health in India, the volume will be of interest to scholars and researchers of public health and sociology of health and medicine, public policy and public administration and South Asian studies.

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