



Review Article

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AN APPRAISAL ON SHASTRA TO SHELF: A REVELATION FOR AYURVEDA VIGILANCE IN THE DIGITAL ERA OF E-COMMERCE

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ABSTRACT

In an age where a click can summon centuries-old wisdom to your doorstep, Ayurveda finds itself at a crossroads between sacred shastra and the seductive shelf of e-commerce. This paper explores the unfolding narrative of Ayurvedic vigilance in the digital marketplace, where tradition meets transaction. As herbal formulations, oils, and tonics flood online platforms, the sanctity of classical texts and the rigor of pharmacovigilance face new challenges: misinformation, adulteration, and regulatory blind spots. "Shastra to Shelf" is not just a transition it's a revelation. It calls for a reawakening of ethical stewardship, where ancient knowledge is not diluted for convenience but curated with integrity. The study highlights the urgent need for digital traceability, consumer education, and robust quality control mechanisms that honor the soul of Ayurveda while embracing the speed of modern commerce. In this convergence of ancient healing and algorithmic retail, vigilance becomes the new dharma. The shelf may be digital, but the responsibility is timeless.

Keywords: Ayurveda Vigilance, Digital Ayurveda, Pharmaco Vigilance, E-Commerce Regulation, Shastra Compliance

INTRODUCTION

Grounded on the dateless wisdom of books like the Charaka Samhita and Ashtanga Hridaya, Ayurveda was further than just drug; it was a way of life. The path of phrasings from ancient calligraphies (shastra) to mass- request products (shelf) must be steered by ethical, scientific, and spiritual industriousness as interest grows worldwide. Ayurveda's sacred trip from shastra (classical textbooks) to shelf (retail vacuity) necessitates careful monitoring as it reaches consumers worldwide through digital platforms. This review emphasizes how traditional integrity can be maintained in the face of Ayurvedic products' quick commercialization and algorithm- driven online distribution. It emphasizes that when modifying traditional phrasings for use in ultramodern force chains, academic rigor, pharmacological translucency, and ecological responsibility are essential.

The vacuity of health and heartiness products, similar as Ayurveda, India's traditional medical system, has been drastically changed by e-commerce. The cornucopia of fake, thinned, and fraudulent Ayurvedic products on the internet request hides real health pitfalls like unwarranted remedial claims, mysterious pharmaceutical constituents, and a lack of nonsupervisory oversight. To alleviate these pitfalls, pharmacovigilance (PV), the regular process of covering medicine safety, needs immediate reform.

The rise of spurious Ayurvedic products in online commerce: A growing concern

With the surge of Ayurvedic products available on platforms like Amazon, Flipkart, and eBay, a troubling reality has emerged: consumers now face a digital marketplace flooded with unverified and potentially harmful remedies masquerading as authentic Ayurveda. While access has expanded, so too have risks.¹

According to a 2020 WHO report, herbal medicines rank among the top ten categories of medical products in low- and middle-income countries that are often substandard or falsified. A 2021 investigation by the Associated Press revealed alarming findings many online-sold Ayurvedic preparations contained toxic heavy metals such as arsenic, lead, and mercury.²

Common issues in Digital Ayurveda Commerce

Misleading Health Claims

Some products promise miraculous results like "100% herbal diabetes reversal" or "instant eczema cure." These claims are not backed by clinical evidence, yet they attract vulnerable consumers seeking quick relief.

Hidden Allopathic Additions

A 2023 study published in *Frontiers in Pharmacology* found that nearly 21% of Ayurvedic-labeled supplements contained undisclosed steroids or NSAIDs, posing serious health risks under the guise of natural healing.³

Regulatory Evasion

Many products bypass essential approvals from agencies like the Ministry of AYUSH, US FDA, or European Medicines Agency (EMA). These unchecked formulations may not meet safety, efficacy, or purity standards.

Lack of Adverse Event Reporting

Unlike conventional medicines that undergo rigorous pharmacovigilance, most Ayurvedic products sold online lack mechanisms for reporting side effects. Without such data, consumer safety remains a blind spot in public health monitoring.⁴

As Ayurveda moves deeper into the digital realm, the community must ask: Are we safeguarding its purity or compromising its principles in the rush to scale? Vigilance is no longer optional it is the ethical bridge between shastra and shelf.

Why Pharmacovigilance is Needed

Guarding Consumers from detriment

There are several scientific studies on herbal supplements that indicate pitfalls to consumer health. A 2022 Journal of the American Medical Association (JAMA) composition banded cases of liver and order toxin from 'thinned' products.⁴ The US FDA has also issued warnings about cases of lead poisoning linked to online herbal drugs bought in the US.⁵

Combat Misleading Advertising

Despite laws that live in a variety of formats, similar as India's medicines and Magic Remedies Act (1954), misleading claims are abundant on the internet. There are enterprises in the US that have been fined by the Federal Trade Commission (FTC) for misleading herbal advertising.⁶

Securing the Future of Ayurveda

Ayurveda is erected on hundreds of times of knowledge, traditional practice, and progressive doctrines. The proliferation of fake products can undermine public confidence. It's also vital that the Ayush Ministry's Pharmacovigilance Program for ASU&H medicines are enforced in a stricter manner.⁷

Adding Regulatory Action

Several nonsupervisory agencies (for illustration, the EMA) have protocols in place for the auditing of medicinal substances and herbal drugs.⁸ On the other hand, there's no oversight by the EMA or other transnational authorities for herbal drugs available for purchase on e-commerce spots. In addition, the WHO's Global Surveillance and Monitoring Systems (GSMS), must expand its part to include traditional drug, in addition to herbal drugs of not just controlled status.⁹

The difficulties of regulating online deals

- Regulating Ayurvedic products in this digital age poses some unique obstacles
- No Pre-Listing Checks There are many, if any, checks for GMP or permits on e-commerce platforms.
- Cross-Border Deals If products are vended from requests that are limited, they're vended outside of public medicine laws.
- Consumer knowledge Buyers fall victim to paid and false reviews rather than substantiation- grounded knowledge.

Policy and Technological Results

Stricter Guidelines for E-commerce spots E-commerce platforms, whether domestic or foreign, should ensure they exercise GMP or

hold nonsupervisory licenses before listing any product on their platforms. Being authorities in India are formerly encouraging Amazon and Flipkart to take this action with public storehouse spots.¹¹

AI Monitoring Artificial intelligence and machine literacy can offer sooner real- time sophisticated algorithms which relate false claims, fake reviews, and duplicated rosters.¹²

Global Collaboration WHO's GSMS should connect with conventional and traditional medicinal pharmacovigilance databases. Organizations similar as those which support Interpol's Pangea that target fake and illegal online apothecaries should include Ayurvedic products.¹⁰

Public Awareness and Education Programs initiated by governments and NGOs must raise mindfulness on procedures consumers should follow to corroborate: If the products are certified and approved, that the products have license figures; and a system to report adverse goods against the products through stoner specific doors.

CONCLUSION

The limited trade of sham Ayurvedic products on online commerce deserves serious consideration as a growing public health problem. Unprejudiced consumers will continue to be vulnerable to implicit health hazards in the absence of reasonable pharmacovigilance systems in place. Regulatory agencies, e-commerce and online deals companies, health care professionals and global associations must work together to guarantee a safe, dependable, and secure cohort of traditional and Ayurvedic drugs in the face of changes in the ecommerce and online business between the demands of consumers and their access to products. Technology, regulation, and education will save the significance of Ayurveda as well as cover public health.

Ayurveda's wisdom must not be sacrificed for shelf visibility. As this ancient science steps onto global platforms, it is our shared responsibility to honor its roots, preserve its purity, and ensure that innovation never comes at the cost of integrity.

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