

# Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– Growth and Excellence of the Ayush Sector

FITM Industry and Trade Newsletter

## Ayurveda: Pioneering the Future with Enduring Traditional Wisdom

**Dr D. Ramanathan**



**T**raditional Ayurvedic wisdom offers a holistic journey that emphasizes the importance of transparency and authenticity in treatment. Central to this ancient practice are the four key pillars: Bishak (Physician/Service sector/Research), Oushadha (Medicinal plants/Quality assured products), Parichaaraka (Masseur/Skilled – Upskilled-Reskilled technicians), and Rogi (Patient- from unhealthy to healthy stage). These timeless principles have maintained their credibility and relevance even in today's fast-paced world, where integrative approaches to treatment are increasingly valued. Furthermore, this rich tradition not only enhances individual wellness but also contributes to the overall advancement and enrichment of medicinal science.

### **Bishak (Physician/Service sector/Research)**

Ayurveda describes an ideal physician as someone who is knowledgeable through a guru's guidance, and possesses internal and external purity. Traditional healers dedicated themselves to learning Sanskrit and practicing medicine under their guru's blessings. To modernize traditional education, the Government of India established the Central Council of Indian Medicine (CCIM) to standardize Ayurveda medical education. This initiative resulted in the establishment of both government and private Ayurvedic colleges across the country. The National Commission for Indian System of Medicine (NCISM), later has introduced various advancements in the field of education. These include the study of elective options and the integration of virtual learning methodologies, notable advancements like The AYUSH GRID featuring 22 significant digital initiatives, the PM Gati Shakthi platform and has leveraged state of art technology into 541 Ayurvedic colleges. More over with 6 new Super Specialty DM courses, 3 new Ayurvedic MD courses NCISM is revolutionizing Ayurveda education.

Skilled practitioners in Ayurveda possess a deep understanding of tridoshas and

can manage emotional qualities linked to attachment, such as desire and jealousy. Historically, they relied on diagnostic skills, but modern acceptance necessitates empirical evidence and research. Conducting studies and publishing Internationally renowned peer-reviewed journals are essential for Ayurveda's recognition globally. This initiative is crucial for enhancing the credibility of our scientific contributions and effectively countering unfounded allegations propagated on social media platforms and websites such as Wikipedia. The Government of India, along with various research institutions, is making significant strides in fostering a research culture within the field of Ayurveda. As of now, CCRAS has published a total of 604,182 articles. Furthermore, the Honorable Prime Minister's announcement on Ayurveda Day regarding the establishment of four Ayush Centres of Excellence represents a substantial opportunity for advancement in the field.

The recent visit of the daughter of the former Kenyan president to India for Ayurvedic treatment of her eye ailment has garnered significant global attention. This event coincided with notable coverage highlighting the commendation of Ayurveda by our esteemed Prime Minister. Government of India is promoting integrative health care with comprehensive co-location systems for hospitals, which has been initiated across all states. Presently, numerous Allopathic hospitals have established Ayurvedic wings, enabling patients to receive treatment within a single facility. This approach not only facilitates better understanding of patients' conditions through the utilization of diagnostic tools but also aims to standardize healthcare services across all hospitals uniformly. By making Continuing Medical Education (CME) mandatory, Ayurvedic doctors are equipped with the knowledge to develop precise and effective treatment methodologies. A significant online CME program

titled "Acharya Rasayana" conducted under the auspices of Sitaram Research Foundation has recently crossed 210th episode. This program provides a platform for understanding the insights of expert physicians in Ayurvedic medicine as well as for exploring various treatment methods and innovative diagnostic techniques.

### **Oushadham (Medicinal plants/Quality assured products)**

Every branch of medical science depends on the efficacy of its medicinal substances, and Ayurveda has distinctly articulated the essential characteristics of such medicines in the verse "Bahukalpam bahugunam sampannam yogyam oushadham." Historically, medicinal plants were sourced from forests, processed, and utilized to formulate medicines. However, this practice has been limited due to conservation efforts, leading to the cultivation and production of these herbs. Presently NMPB, supported by 37 state medicinal plant boards and efficiently operated regional facilitation centers, has facilitated the conservation and resource augmentation of a total area of 103,026.32 hectares. Furthermore they have actively supported the establishment of Medicinal Plants Conservation and Development Areas covering an additional 20,589.45 hectares. Notably Single-drug preparations such as Ashwagandha, Guduchi, and Amalaki have successfully undergone rigorous clinical and pre-clinical studies, thereby facilitating their effective introduction to the public. Another achievement is publishing of around 91 BIS standards of Ayush products aligning with International guidelines. More over around 8,500 small, large, and micro production Ayurveda units in India operate in accordance with GMP guidelines, ensuring that drug preparations are conducted in compliance with AFI/API standards. Government of India is actively supporting these units by providing financial assistance through the central sector schemes like AYUSH Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) in upgradation to cGMP WHO standards.



# Country Focus

## Russia



Traditional and Complementary Medicine (T&CM) in Russia is deeply integrated into the country's cultural heritage and regional practices. It is legally recognized through a federal law defining "traditional medical practices," which serves as the basis for regulating and integrating T&CM into the healthcare system. State-funded clinics in some regions combine traditional therapies with conventional medicine, and the Ministry of Health oversees T&CM development.

### Administrative Framework

Russia's regulatory system for T&CM is managed at multiple levels:

1. **Ministry of Health:** The Ministry oversees T&CM, managing clinical trials, practitioner qualifications, and integration into healthcare practices. Though there exists a National Commission on Traditional Medicine which is currently inactive, it points out to a potential future centralization.
2. **Regional Health Authorities:** Regional authorities independently manage licensing and regulation of T&CM practitioners and healthcare centers. The quality control of T&CM services varies, with some regions offering traditional therapies in public facilities and others relying on private practitioners.
3. **Professional Associations:** Associations for disciplines like herbalism or acupuncture set standards, offer training, and advocate for greater integration into the healthcare system.
4. **Practitioner Certification:** Certification requirements differ across regions. Some require formal training, while others depend on voluntary certification through national associations.

### Infrastructure for T&CM

T&CM services are offered in both public and private healthcare facilities, with quality standards depending on regional regulations. Many practitioners work independently through private clinics or offer home visits. Efforts are ongoing to standardize practitioner training and certification to ensure consistency in quality and safety. The federal law provides the legal framework for integrating T&CM into public health systems.

### Research and Development

Russia emphasizes evidence-based validation of T&CM through structured research processes:

1. **Knowledge Gathering:** Ethnobotanical studies for documenting traditional remedies,

ensuring their preservation and scientific evaluation.

2. **Preclinical Studies:** Phytochemical analysis for identifying active compounds in traditional remedies, thereby aiming for consistent composition and dosage.
3. **Clinical Trials:** Clinical trials are supervised by the Ministry of Health in three phases:
  - Phase I: Testing safety on healthy volunteers.
  - Phase II: Evaluating efficacy and dosage.
  - Phase III: Confirming efficacy and assesses long-term safety. Data from these trials informs the Ministry's decision to approve remedies for clinical use.

### Registration Process

The registration of traditional medicines involves the Ministry of Health and regulatory bodies like Roszdravnadzor (Federal Service for Surveillance in Healthcare) and FMBA (Federal Medical-Biological Agency). The process includes:

1. **Pre-Submission:** Preparing a dossier detailing the medicine's composition, manufacturing process, and clinical trial data. Registration options (full, abridged, or simplified) depend on the product.
2. **Submission and Review:** Applications are submitted electronically to Roszdravnadzor, followed by expert reviews on safety, efficacy, and quality.
3. **State Registration:** After review, the State Registration Commission grants marketing authorization, ensuring compliance with Good Manufacturing Practices (GMP).
4. **Post-Marketing Surveillance:** Continuous monitoring ensures the long-term safety and reliability of traditional medicines.

### Good Manufacturing Practices (GMP)

Russia's GMP standards broadly align with EU regulations but feature specific adaptations. Domestic facilities must obtain GMP certification from the Ministry of Industry and Trade, and international manufacturers may need to meet Russian inspection standards. Challenges include long waiting times for certifications and procedural differences between Russian and EU norms. GMP certificates are valid for three years, with risk-based inspections ensuring compliance.

### Clinical Trial Exemptions

Certain medicines are exempt from clinical trials under specific conditions:

- **Orphan Drugs:** Products recognized as orphan drugs don't require local trials.
- **Generics and Biowaivers:** Generic drugs may be exempt if equivalency data is provided.
- **Combination Products:** Some therapies may be approved based on bibliographic data, avoiding additional trials.

These exemptions expedite the approval process for certain T&CM remedies.

### Raw Material Procurement

The regulation of raw material sourcing for T&CM emphasizes sustainability and quality:

- **Wild Harvesting:** Harvesting requires permits, and sustainable practices must be followed to protect plant species.
- **Cultivation:** Farmers must comply with Good Agricultural Practices (GAP) and obtain licenses to cultivate medicinal plants.
- **Documentation:** Strict traceability and record-keeping are necessary to ensure accountability in raw material sourcing.

### Challenges and Opportunities

Despite its comprehensive regulatory environment, Russia faces some challenges:

- **Regional Disparities:** Inconsistencies in quality control and practitioner certification across regions.
- **GMP Delays:** Delays in certification hinder the entry of foreign companies into the market.
- **Procedural Ambiguities:** Divergences in regulatory norms between Russian and international standards create challenges.

These challenges present opportunities for policy refinement, international collaboration, and technological integration to improve T&CM's role in healthcare.

### Conclusion

Russia's regulatory framework for traditional medicine balances the integration of ancient practices with modern scientific validation. Through rigorous clinical trials, research, and manufacturing processes, Russia aims to ensure that traditional remedies meet global safety and efficacy standards. By addressing challenges and fostering innovation, Russia seeks to establish itself as a leader in the global T&CM landscape.

**Source:** Ayushexcil



## Event Info

### Export Awareness Webinar on India-Russia Trade with Rupee-Settlement Mechanism

An online session on 'Payment Mechanisms in Rupee-Ruble Bilateral Trade' was held on 8th November 2024 for Ayush industry representatives. The session had talks by Mr. Naveen Malhotra (Director – Client relations) and Mr. Ishan Mahajan of Ayushexcil. The session shared details on how Sberbank supports client initiatives, likely focusing on providing financial solutions, partnerships, and strategic support.

Sberbank has been one of the top three most prominent financial institutions globally, maintaining a strong brand presence prior to recent geopolitical shifts and sanctions. In Russia, Sberbank covers approximately 70%

of the individual population and about 50% of the corporate market, giving it the largest network of clients in the country.

The session further highlighted the currency exchange between the Russian Ruble and the Indian Rupee, possibly focusing on exchange facilitation and trade between the two currencies.

It was also highlighted that Sberbank has been present in India since 2010, first opening in New Delhi and later expanding with a second branch in Mumbai. The bank holds a category one license from the

Reserve Bank of India (RBI), which allows it to operate with the same product and service capabilities as any other large Indian bank. Sberbank primarily serves clients with Russian interests, particularly those engaged in import and export with Russia.

The session helped particularly for those companies who are already doing business with Russia. As per industry demand, the council (Ayushexcil) will soon be hosting another session on the same.

**Source:** Ayushexcil

## Important events

### 10<sup>th</sup> World Ayurveda Congress, Dehradun 12-15 December 2024

The 10th World Ayurveda Congress (WAC) is scheduled to be held from the 12th to the 15th of December 2024 at Dehradun. The WAC is a platform established by World Ayurveda Foundation to propagate Ayurveda globally in its true sense. The first WAC, held in 2002 at Kochi, was conceptualized as an outreach program, to create greater awareness and opportunities in the practice, science, and trade of Ayurveda. Subsequent Congresses organized at various locations in India had a huge impact in propagating Ayurveda nationally and globally.

Previous themes of the Congress have been "Ayurveda and World Health", "Globalisation of Ayurveda", "Mainstreaming Ayurveda", "Ayurveda for All", "Enriching Public Health Through Ayurveda", "Health Challenges and Ayurveda", "Strengthening

the Ayurveda Ecosystem", "Re-aligning the Focus on Health" and "Ayurveda for One Health".

The theme of this year's WAC is 'Digital Health – An Ayurveda Perspective'. The impact of WAC encompasses the areas of policy, action, public health, trade, science and above all, global outreach for the benefit of society and mankind. WAC has so far touched over a million people through its AROGYA expos and in every edition the number of delegates exceeded far beyond expectations. Through the previous 9 World Congresses on Ayurveda, a huge interest for Ayurveda in 56 countries could be created which in turn resulted in making Ayurveda acceptable to the global community. With structured activities and sessions catering to varied audiences such as international,



diplomats, UG and PG students, PhD scholars, research officers, manufacturers and traders, public etc., this year's Congress promises to be a truly dynamic and memorable event.

### Desh Ka Prakriti Pareekshan Abhiyaan

The "Desh Ka Prakriti Pareekshan" campaign, launched by the Prime Minister, is a comprehensive health movement intended to enhance awareness, promote wellness, and integrate traditional Ayurvedic wisdom into the lives of citizens across the nation. It aims to highlight how understanding one's Prakriti (Body constitution) can help in making better lifestyle choices, managing stress, and preventing lifestyle disorders such as obesity, diabetes, and hypertension, empowering individuals to adopt preventive health measures tailored to their needs.

It leverages technology and volunteer networks to involve citizens from all corners of the country. A secure mobile app will enable unique data collection, verified through OTP and QR codes, ensuring compliance with GWR guidelines. Individual users will submit health pledges and undergo a Prakriti (body constitution) assessment conducted by registered Prakriti Volunteers, who are professionals in Ayurveda. Volunteers will diagnose body constitution, record videos of users, and capture photos displaying digital certificates, all linked to unique user IDs for authenticity.

Care has been taken to incorporate stringent security protocols, digital forensics, and comprehensive filters to prevent duplicate entries, ensuring data integrity. Aided by robust technology, this campaign bridges traditional Ayurvedic knowledge with modern tools, establishing a milestone in public health outreach. This initiative also aims to achieve five Guinness World Records (GWRs) including that of most health campaign pledges over various time frames, the largest online video album, and the largest online photo album displaying digital certificates.

# सारांश

(Concise Updates)



## Phase -II of All India Institute of Ayurveda inaugurated by PM Modi

As part of an ambitious expansion of the Ayush sector, PM Modi inaugurated Phase II of the All India Institute of Ayurveda. This new development includes a state-of-the-art Panchakarma hospital, an Ayurvedic pharmacy, a sports medicine unit, a central library, an IT and start-up incubation centre, and a 500-seat auditorium. The new facilities solidify AIIA's position as India's leading institution for Ayurvedic research, education, and treatment.

## PM launches Centre of Excellence in Ayurveda for diabetes & metabolic disorders

*The New Indian Express, Oct 30, 2024*  
Prime Minister Narendra Modi virtually inaugurated the Centre of Excellence (CoE) in Ayurveda for Diabetes and Metabolic Disorders at IISc, marking the 9th National Ayurveda Day under the theme 'Ayurveda Innovations

for Global Health.' The centre will integrate traditional Ayurveda with modern research to develop strategies for managing diabetes, focusing on herbal therapies, lifestyle modifications, and natural diets. In collaboration with institutions like CARI and Samatvam- Science and Research for Human Welfare Trust, to facilitate interdisciplinary research that combines traditional knowledge with scientific rigour. This initiative aims to enhance health outcomes and position Ayurveda as a complementary approach in contemporary healthcare.

## Global experts discuss AI's role in advancing traditional medicine at AIIA

A two-day global consultation on "Artificial Intelligence (AI) for Global Health: Advancing Traditional Medicine" was held on September 11-12, hosted by the All India Institute of Ayurveda (AIIA). The event, organized in collaboration with the World Health Organization (WHO) Global Traditional Medicine Centre and the Department

of Digital Health and Innovation, focused on integrating AI into traditional medicine practices. The meeting saw participation from 60 experts across 15 countries, including representatives from WHO and the World Intellectual Property Organization (WIPO). The group aims to release joint WHO-WIPO guidance on AI and intellectual property in traditional medicine over the coming year.

## Ayush and herbal products exports grow over 10 per cent in H1 FY25

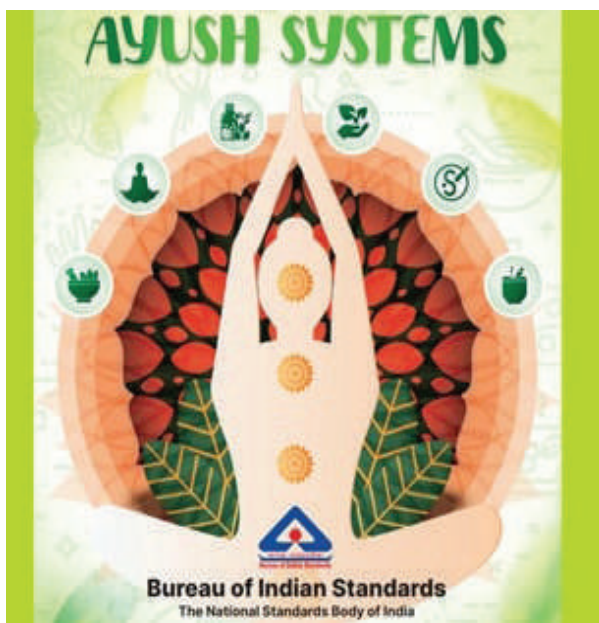
*Pharmabizz, Nov 11, 2024*  
India's exports of AYUSH and herbal products grew by 10.34% in the first half of FY 2024, reaching \$345.34 million, up from \$312.97 million in the same period last year. Export volume also rose by nearly 21%, totaling 61,171.8 MT. The second quarter saw an 8.8% growth, while Q1 posted a 12.3% increase. The exports during the second quarter from July to September, 2024, grew 8.8 per cent to \$170.54 million compared to \$156.7 million registered in the same period of previous fiscal year. Quantity of exports grew almost 20 per cent to 29,894.6 MT compared to 24,952.1 MT during the comparable period. Key export markets include the USA, UAE, Germany, and the UK, among others.

## BIS Launches a dedicated standardization department for Ayush Sector

*Medical Dialogues, Aug 9, 2024*  
The Bureau of Indian Standards (BIS) has established a dedicated Ayush department to develop comprehensive standards for traditional Indian medicine systems like Ayurveda, Yoga, Siddha, and Homeopathy. The new department focuses on promoting safety, efficacy, and quality Ayush products and practices. Under the leadership of renowned experts Ayush department at BIS has formed seven sectional committees, each addressing a specific Ayush system. BIS has published 91 standards, including 80 for indigenous herbs and the first national standards







## PCIM&H receives key ISO/SO IMS certifications

*Express Pharma, Sep 5, 2024*

The Pharmacopoeia Commission for Indian Medicine and Homoeopathy (PCIM&H), under the Ministry of Ayush, has achieved Bureau of Indian Standards (BIS) Integrated Management System (IMS) certifications, including IS/ISO 9001:2015 for Quality Management, IS/ISO 14001:2015 for Environmental Management, and IS/ISO 45001:2018 for Occupational Health and Safety. This milestone enhances the Ayush sector's global recognition and operational efficiency while promoting high standards in Ayurveda, Siddha, Unani, and Homoeopathy. The certifications reflect PCIM&H's commitment to international standards, environmental stewardship, and workplace safety, supporting the development of quality standards for ASU&H drugs.

for Panchakarma equipment. These initiatives enhance the safety, efficacy, and quality of Ayush practices while promoting environmental sustainability with innovations like the "Cotton Yoga Mat." Future efforts will focus on areas such as Siddha diagnostics and homoeopathic preparations.

## Innovations in Ayush Health & Wellness showcased at 43rd India International Trade Fair

An engaging and vibrant Ayush Pavilion was one of the key attractions among the visitors on the opening day of the 43rd India International Trade Fair at New Delhi. Important displays in the pavilion were the Ayush Visa exhibit for boosting India's rapidly growing health and wellness sector as well as the Ayush Aahar exhibit where councils and institutions will exhibit innovative Ayush dietary solutions, focusing on the efficacy of traditional dietary practices in promoting holistic wellness. In addition to the above, live Yoga demonstrations were also organized by the Morarji Desai National Institute of Yoga (MDNIY).

## Sikkim: Gangtok's Ayurveda Research Institute achieves major milestones in first 100 days of government

The Regional Ayurveda Research Institute (RARI) in Gangtok, operating under the aegis of the Central Council for Research in Ayurvedic Sciences (CCRAS), Ministry of Ayush, has achieved notable milestones during the first 100 days of the current government. One of RARI's flagship initiatives, the Geriatric Care Program, saw remarkable success by surpassing its target of treating 500 elderly patients. This program has made a substantial impact on improving the health and well-being of senior citizens by addressing age-related ailments and promoting a better quality of life. RARI's research collaboration with the SRC-GB Pant National Institute of Himalayan Environment marked a significant step toward promoting sustainable agriculture practices in the



Himalayan region. The project underscores the institute's dedication to combining Ayurveda's traditional knowledge with modern scientific research to support sustainable livelihoods in the region.

## Combination of 'Siddha' Drugs Reduces Anemia in Adolescent Girls

*PIB, Sep 10, 2024*

A study in the Indian Journal of Traditional Knowledge highlights the efficacy of the Siddha drug combination ABMN (A apēti centūram, Bāva a ka ukkāy, Mātu ai ma appāku, and Nellikkāy lēkiyam) in reducing anaemia among adolescent girls. Conducted by researchers from National Institute of Siddha (NIS), Ministry of Ayush; Xavier Research Foundation, Tamilnadu; and Velumailu Siddha Medical College & Hospital, Tamilnadu. Treatment can improve the level of Haemoglobin as well as PCV-Packed cell volume, MCV-Mean Corpuscular Hemoglobin and MCH-Mean Corpuscular Hemoglobin. The study also observed reductions in anaemia-related symptoms such as fatigue and menstrual irregularities. This initiative aims to integrate Siddha medicine into public health solutions for anaemia.

## Editorial

### Embracing the Future of AYUSH in a Globalized World

As we step into the final month of 2024, the Ayush sector is experiencing an unprecedented surge in global interest by becoming a key player in the global health and wellness movement. This December, we reflect on the pivotal role AYUSH is set to play in the future of public health, policy, and global trade.

The pandemic has reshaped global health priorities, fuelling a demand for natural, preventive, and wellness-based health solutions. Ayush's focus on immunity, chronic disease management, and mental well-being aligns perfectly with current global health trends, encouraging governments to increasingly integrate these practices into national health policies to promote preventive care alongside conventional medicine.

Ayush has been rapidly evolving into a lucrative sector. India has been pushing for the global export of Ayush products—from Ayurvedic remedies to wellness tourism. The trade of Ayush products is expanding, and global demand for eco-friendly, sustainable health solutions is strengthening this trend. However, as international trade in Ayush grows, the sector must ensure the authenticity and quality of products to meet global standards.

With rising demand for Ayurvedic herbs and medicines, sustainable sourcing practices must be prioritized. As global interest in Ayush increases, ensuring the consistency, safety, and efficacy of products through stringent regulations and quality control mechanisms is critical. Collaboration between industry leaders, regulators, and researchers will be essential in maintaining high standards.

Innovation will play a key role in the future of Ayush. From integrating artificial intelligence in Ayurvedic research to leveraging blockchain for traceability in herb sourcing, technology can drive the industry forward. Digital health solutions, including wellness apps and telemedicine, are also expanding the reach of Ayush practices, particularly among younger, tech-savvy consumers. These innovations will be vital for making Ayush more accessible and mainstream in a rapidly evolving health ecosystem.

The Ayush sector is at a pivotal moment, poised for global growth. With continued innovation, regulatory support, and a focus on sustainability, Ayush has the potential to redefine global healthcare and offer sustainable, holistic solutions for the future.

## Industry Association

### Uniting Tradition and Innovation: UDMA's Journey in Unani Healthcare

The Unani Drug Manufacturers Association (UDMA) began as a visionary idea in 2016, aiming to unite and strengthen the Unani pharmaceutical sector. This vision gained momentum, and on October 11, 2017, UDMA was officially registered as a society dedicated to the growth and promotion of Unani medicine. Since then, it has served as a dynamic platform for Unani drug manufacturers to collaborate, advocate for their industry. The Unani system of medicine is a vital component of India's traditional medical knowledge and AYUSH system. It emphasizes balance in the body's humors, using herbal treatments, diet, and holistic therapies to promote health and healing. UDMA aims to preserve this rich heritage while ensuring its relevance in the modern pharmaceutical landscape. UDMA's Vision UDMA's vision is to position Unani medicine as a reliable, safe, and scientifically validated form of healthcare, both within India and internationally. The organization is driven by the goal of standardizing Unani drug production, enhancing its credibility, and ensuring accessibility to high-quality Unani products for all sections of society. The Key pillars of UDMA's vision include:

**Standardization and Quality Assurance:** Ensuring that all member manufacturers adhere to Good Manufacturing Practices (GMP) and produce Unani drugs of the highest quality and efficacy.

**Research and Innovation:** Promoting scientific research to validate the therapeutic benefits of Unani formulations and integrating modern technology to enhance production processes.

**Global Promotion:** Working to elevate the status of Unani system of medicine on international platforms and facilitating exports to create a global footprint.

**Advocacy:** Representing the interests of Unani drug manufacturers by engaging with regulatory authorities and policymakers to create a supportive framework for the industry.

#### Milestones and Achievements

Since its inception, UDMA has made significant strides in building a strong network of manufacturers and fostering collaboration within the Unani pharmaceutical sector. The association has organized numerous workshops, seminars, and awareness campaigns to educate the public and healthcare professionals about the benefits of Unani system of medicine. UDMA has also played an instrumental role in shaping regulatory policies for the industry. By engaging with bodies such as the Ministry of Ayush, NCISM, NMPB etc. it has ensured that the unique needs of Unani manufacturers are addressed. These efforts have resulted in streamlined licensing processes and the inclusion of Unani medicine in various national and state healthcare programs.

#### Promoting Sustainability and Wellness

In today's era, where natural and sustainable healthcare options are gaining traction, UDMA's role has become more vital than ever. The association is actively working to bridge the gap between traditional knowledge and modern healthcare demands. Initiatives include promoting sustainable sourcing of medicinal plants, training healthcare professionals, and encouraging ethical practices across the supply chain.

#### The Road Ahead

As UDMA approaches its second decade, the association is gearing up to tackle emerging challenges in the Unani medicine industry. These include promoting Unani system of medicine internationally, navigating evolving regulatory landscapes, and addressing misconceptions about traditional medicine. To achieve this UDMA is committed to leveraging digital tools, fostering partnerships with academic institutions and enhancing consumer trust through transparency and quality assurance. By aligning its efforts with contemporary healthcare needs, UDMA has positioned itself as a cornerstone for the Unani industry, empowering manufacturers and ensuring the holistic wellness of society. UDMA's success is attributed to its dedicated members, partners, and supporters. We look forward to continued collaboration and growths.

[Maqbool Hasan  
Patron, Unani Drugs Manufacturers Association (UDMA)]

*Continued from page 1*

#### Parichaaraka (Masseur/Skilled – Upskilled-Reskilled technicians) – Rogi (Patient-from unhealthy to healthy stage)

Integrating Ayurveda with modern medicine represents a significant step toward bridging the divide between traditional and contemporary healthcare practices. This integration emphasizes the importance of investing in the training and development of a skilled workforce that encompasses a diverse range of roles. These specialized roles are crucial for ensuring innovation and the delivery of high-quality healthcare services to citizens across various demographics. The HSSC Sub Council on Ayush is actively working to develop and promote skill development initiatives tailored specifically for the Ayush sector. By collaborating with apex bodies, AYUSH industries, academic institutions, and other key stakeholders, the council has contributed in enhancement of the skill sets of individuals engaged in the diverse fields within the Ayush domain. Moreover, skill development partnerships, such as MoUs between Ayush and programs like the Deen Dayal Upadhyaya Grameen Kaushalya Yojana, along with initiatives like the Ayur Gyan Yojana and Ayur Diksha Centres, have played pivotal role in advancing the cause of upskilling and raising the standards of practice within the industry.

The integration of Ayurveda with modern diagnostic technologies should be pursued without compromising the traditional wisdom associated with methods such as Roga Rogi Pareeksha and Oushadha Niroopana. The Government of India has commendably introduced the Prakriti Pareekshan Abhiyaan, as announced by the Honorable Prime Minister on Ayurveda Day. Aligning with fundamental principles of Ayurveda, which have been substantiated through genomic studies conducted by the CSIR over the past two decades, this nation wide campaign is coordinated by over 470,000 dedicated volunteers. Managed by NCISM, this initiative focuses on identifying individuals' unique mind-body constitutions, or Prakriti. By fostering this understanding, participants are empowered to make informed adjustments to their lifestyles, dietary choices, and exercise regimens, thereby enhancing overall health and facilitating disease prevention.

Another milestone will be the inclusion of insurance coverage for AYUSH treatments on par with other medical interventions. This represent a significant advancement and a fair acknowledgment of our traditional knowledge systems. The acceleration of developments aimed at incorporating AYUSH treatments within the

ABPMJAY scheme and the establishment of standardized treatment protocols are poised to elevate Ayurveda's prominence in the coming years. However, amidst these advancements, it is crucial to precisely delineate the role that Ayurveda can play in addressing chronic lifestyle disorders. These insidious yet impactful conditions warrant consideration when devising future health insurance policies, as doing so could significantly mitigate the escalating expenditures within the health sector.

We possess a vast vision and an ambitious goal as we set out on this transformative journey to elevate Ayurvedic science into a globally recognized and easily accessible medical system. Our aim is to transition it from being seen merely as an alternative approach to health, to one that is embraced and integrated within mainstream medical practices. As we embark on this significant endeavor, it is crucial that we remain steadfast in our commitment to the foundational principles of Ayurveda, ensuring that the authenticity and wisdom of this ancient practice are preserved.

[The author is General Secretary - Ayurveda Medicine Manufacturers Organization of India (AMMOI) and Managing Director - Sitaram Ayurveda Group]



## Interview

### Dr. A. Raghu, Dy. Director General, DGHS (Ayush Vertical)

“We are integrating Ayush into public health programs like the National Program for the Healthcare of the Elderly (NPHCE). It is also envisaged to integrate with the National Program for Non-Communicable Diseases (NPNCD).”



The Directorate General of Health Services (DGHS) is a repository of technical knowledge concerning public health, medical education and healthcare. The department, at present, coordinates with the health directorates of all states and union territories for the implementation of different national health programs through its regional offices of health and family welfare. A separate vertical for Ayush has been created under the DGHS for coordinating and overseeing the field work and other programmatic activities of Ayush with an objective of building effective evidence-based policy decisions in the Ayush sector.

The Ayush Vaibhav team interviewed Dr A. Raghu, the Deputy Director General of DGHS (Ayush vertical) for understanding the scope and priorities of the vertical.

**Q: What are the main focus areas of the Directorate General of Health Services (DGHS) Ayush vertical?**

The Ayush vertical of DGHS focuses on several key areas: public health services, capacity building, training programs, research coordination, health information systems, and drug quality control and standardization. It also collaborates with international bodies to promote Ayush systems.

A recent NSSO survey revealed that 96% of the population is aware of Ayush systems, and 46% in rural and 53% in urban areas use these systems. This shows significant demand, primarily for wellness and curative purposes. However, there is a pressing need to strengthen service quality.

Since public health is a state subject, Ayush Vertical supports the efforts of Ministry of Ayush in engaging with the State/UT governments in implementing these initiatives, offering technical assistance like Standard Treatment Guidelines (STGs). We've completed STGs for musculoskeletal disorders in collaboration with Ayush and modern medicine experts and are now working on metabolic disorders.

In terms of healthcare regulation, the Clinical Establishment Act includes Ayush systems, and we've framed minimum

standards for dispensaries, clinics, and hospitals through consultations with stakeholders. We've also developed Indian Public Health Standards (IPHS) for Ayush institutions in alignment with standards for modern hospitals. These efforts aim to ensure uniformity and quality across states.

**Q: Does DGHS have a role in monitoring the adoption of quality standards in public healthcare institutions?**

Yes, once standards are implemented, it's essential to monitor their impact and identify areas for improvement. Dedicated monitoring systems are necessary, and as the Ayush vertical strengthens, we'll address these aspects comprehensively.

**Q: With the Ministry's focus on Medical Value Tourism (MVT) and the introduction of the Ayush Visa, do you think IPHS standards are sufficient to assure quality for global clientele?**

Definitely. Although IPHS primarily applies to public healthcare, it serves as a benchmark for quality across the sector. The standards address human resources, infrastructure, quality medicines, and patient-centered services, offering a template for all Ayush providers.

**Q: You mentioned integrating Standard Treatment Guidelines (STGs) with modern healthcare services. Are there other measures DGHS is pursuing to promote integrative healthcare?**

Yes, especially in secondary and tertiary care settings. Integrated Ayush departments have been established in Central Government hospitals like Safdarjung and Lady Hardinge. These platforms facilitate cross-referral protocols and mutual appreciation of strengths between traditional and modern medicine.

These initiatives address chronic diseases, autoimmune conditions, and aging-related issues through a holistic approach. Training programs are also proposed to be developed

for practitioners of both systems, fostering integrative protocols.

**Q: What is DGHS's approach to capacity building in Ayush?**

Capacity building is a natural progression after developing standards like STGs. For instance, we collaborated with CHEB (Central Health Education Bureau) to conduct Master Orientation Training for musculoskeletal disorders based on our STGs.

We are also integrating Ayush into public health programs like the National Program for the Healthcare of the Elderly (NPHCE). It is also envisaged to integrate with the National Program for Non-Communicable Diseases (NPNCD). These efforts focus on managing conditions like hypertension, diabetes, and pre-diabetes using Ayush systems.

**Q: Does DGHS collaborate with other Ministries on health-related programs?**

As per the directions of competent authorities, Ayush technical officers from Ayush DGHS vertical participate in inter-ministerial discussions with Ministries like Women and Child Development, Social Justice and Empowerment, and NITI Aayog. We provide technical inputs to align Ayush-related initiatives with broader health programs.

**Q: What role does DGHS play in the regulatory framework for Ayush?**

DGHS is actively involved in regulation through the Clinical Establishment Act and as the Chair of the Ayurveda, Siddha, and Unani Drug Technical Advisory Board (ASUDTAB). We provide technical recommendations on the regulatory aspects of Ayush practices and medicines, ensuring high standards. While implementation lies with the States/UTs overseen by Ministry of Ayush and CDSCO, DGHS plays a key advisory and recommendatory role.



# Firm Profiling

## Sitaram Ayurveda Pharmacy : A Century of Healing and Innovation

Sitaram's history is of a journey that began in 1921 under the visionary leadership of His Highness Rama Varma XV, the Rajarshi of Cochin. Rooted in the timeless principles of Ayurveda and guided by a spirit of innovation, Sitaram Ayurveda has grown from a local Ayurvedic pharmacy into a globally recognized leader in holistic healthcare. Over a century, it has blended tradition with modernity to redefine wellness and inspire trust worldwide.

### A Legacy Built on Heritage and Vision

Since its inception, Sitaram Ayurveda aimed to make high-quality Ayurvedic healthcare accessible to all. Encouraged by the Rajarshi of Cochin, a progressive scholar, it established itself as a symbol of excellence, harmonizing ancient wisdom with modern advancements. Guided by its core principles of authenticity, innovation, and sustainability, the organization has stayed true to its mission of delivering genuine Ayurvedic solutions tailored to the evolving needs of its consumers.



### Milestones and Recognition

Over the years, Sitaram Ayurveda has achieved significant feats and accolades:

- Udyog Rattan Award for outstanding industry practices.



- Establishment of the first GMP-certified Ayurvedic manufacturing plant, setting a global benchmark.
- NABH accreditation for specialty hospitals and retreats, ensuring quality and patient safety.
- The Vagbhata Award, presented to Dr. Ramanathan, Managing Director, for his contributions to Ayurveda.

It also made history as the first joint-stock Ayurvedic company in the Madras Province and has since expanded its reach to Asia, Europe, the Middle East, and the US.

### Innovative Research and Development

Sitaram Ayurveda's research and development hub, certified by Ayush and recognized by DSIR, focuses on state-of-the-art innovation, with respect to:

- Development of advanced formulations like Kashaya tablets and soft gel capsules.
- Rigorous quality testing with HPLC, GCMS, and stability studies adhering to global standards.
- Clinical trials conducted under Good Clinical Practice (GCP) guidelines, ensuring safety and efficacy.

The Sitaram Research Foundation has launched "Aachaara Rasayanam," a revolutionary CME initiative that aims to bridge the gap between theoretical knowledge and clinical wisdom. With over 23,000 participants and 180+ expert speakers, this program empowers practitioners to deliver evidence-based care.

### Immersive Wellness Experiences

Sitaram Ayurveda has created an immersive wellness experience for its clientele through two unique destinations:



1. Sitaram Beach Retreat: Nested along the seashore, this retreat offers Ayurvedic therapies centered amidst the calming influence of nature. Through its tailored detoxification and spiritual well-being program, it strives to ensure a transformative experience for its beneficiaries.
2. Sitaram Mountain Retreat: Nestled amidst lush green hills, this retreat offers personalized treatments, yoga, and meditation in a peaceful environment.
3. At the heart of its operations is the Sitaram Ayurveda Specialty Hospital in Thrissur, a NABH-accredited facility providing advanced treatments through a panel of expert physicians. Insurance-approved and empanelled with CGHS and ESI, the hospital ensures accessible and reliable care.

### Signature Products: A Blend of Tradition and Innovation

Sitaram Ayurveda brings the essence of Ayurvedic wisdom to life through its flagship products:

- Allerkhand Tablets: Trusted for effective allergy relief.
- Inflasap Tablets: A modern solution for pain and inflammation management.
- Testosap Capsules: Enhancing vitality with a blend of ancient knowledge and modern innovation.

Preservative-Free Kashayas: Convenient eco-friendly sachets replicating traditional decoctions with improved taste and longer shelf life.

### Global Reach and Export Excellence

Sitaram Ayurveda has earned global acclaim for its quality and efficacy, exporting to regions like Africa, the UAE, Europe, and the US. Its export strategies emphasize:

- Sustainable practices and regulatory compliance.
- Tailored packaging for diverse markets.
- Strengthening its footprint in international wellness industries.



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