

# Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– *Growth and Excellence of the Ayush Sector*

FITM Industry and Trade Newsletter

## Advanced Analytical Methods for Quality Control of Unani Medicine: A Vision for the Future



**Maqbool Hasan**

The Unani system of medicine, with its centuries-old heritage, has been a foundation of holistic healthcare in various regions. Today, as demand for natural and traditional therapies rises globally, there is an urgent need to align ancient practices with modern standards of quality, safety, and efficacy. The future of Unani medicine lies in the robust integration of advanced analytical methods that ensure these principles are met, creating a new paradigm of excellence. As an industry leader, we believe that the key to unlocking the full potential of Unani medicine lies not only in the preservation of tradition but also in the use of cutting-edge scientific technologies for quality control (QC).

### Redefining Quality Control for Traditional Medicine

For centuries, Unani medicines have been crafted from a diverse range of plant, animal, and mineral sources, often compounded in intricate formulas. While the healing power of these remedies is indisputable, ensuring their consistency, safety, and effectiveness has historically been a challenge. Variations in raw material quality, seasonal changes, and even the methods of preparation can lead to discrepancies in the final product. To combat these challenges and maintain consumer confidence, we envision a future where analytical technologies drive every facet of Unani medicine production, from raw material procurement to finished formulations.

Our vision is one where Unani medicine manufacturing will adhere to the highest standards of pharmaceutical practice, ensuring every product meets predefined quality benchmarks through rigorous testing and validation. Advanced analytical methods, combined with a commitment to standardization, will provide a comprehensive

framework to maintain and improve the quality of Unani medicines in a rapidly evolving global market.

### Role of Advanced Analytical Techniques

Modern analytical techniques are revolutionizing how we approach the quality control of Unani medicines. These methods are not merely tools for detection but are integral in ensuring the identity, purity, potency, and safety of every batch of Unani medicine. As an industry leader, we are investing in technologies that not only preserve the integrity of traditional formulas but also elevate them to global standards.

### High-Performance Liquid Chromatography (HPLC) and Gas Chromatography-Mass Spectrometry (GC-MS)

In our vision, HPLC and GC-MS stand as the keystones of identifying and quantifying active compounds in Unani formulations. These methods allow us to ascertain the exact concentration of bioactive phytochemicals, ensuring that every product retains its therapeutic potency. We see HPLC and GC-MS as essential tools for achieving precision in the analysis of complex herbal compositions, offering reliability and reproducibility in every analytical run.

### Advanced Spectroscopy: FTIR and NMR

Fourier Transform Infrared Spectroscopy (FTIR) and Nuclear Magnetic Resonance (NMR) are critical in advancing the quality assurance of Unani

medicines. These techniques provide molecular-level insights into the chemical structure of both raw materials and finished formulations. With FTIR, we can detect functional groups, ensuring that no adulterants are present, while NMR allows for complete structural elucidation, confirming the identity of every ingredient.

As part of our vision, we see NMR as an indispensable tool in the realm of Unani medicines, ensuring that the molecular profile of each formula remains consistent across production batches, safeguarding the efficacy of every dose.

### Trace Element Analysis: ICP-MS and UV-Vis Spectroscopy

Ensuring that Unani medicines are free from harmful levels of heavy metals and toxic substances is non-negotiable. With advances in Inductively Coupled Plasma Mass Spectrometry (ICP-MS), we can detect even trace amounts of metals like lead, mercury, and arsenic, which can otherwise remain undetected. Alongside this, UV-Vis spectroscopy provides a fast and reliable method for quantifying active ingredients, helping us to maintain consistency in formulations and ensuring therapeutic efficacy.

Our commitment is to a future where no batch of Unani medicine is released without comprehensive testing for the presence of harmful contaminants or adulterants. Through these analytical techniques, we will safeguard the well-being of consumers while ensuring the integrity of the formulations.

### Towards Sustainable and Transparent Practices

The global pharmaceutical industry is increasingly driven by transparency, traceability, and sustainability. In line with these values, we envision

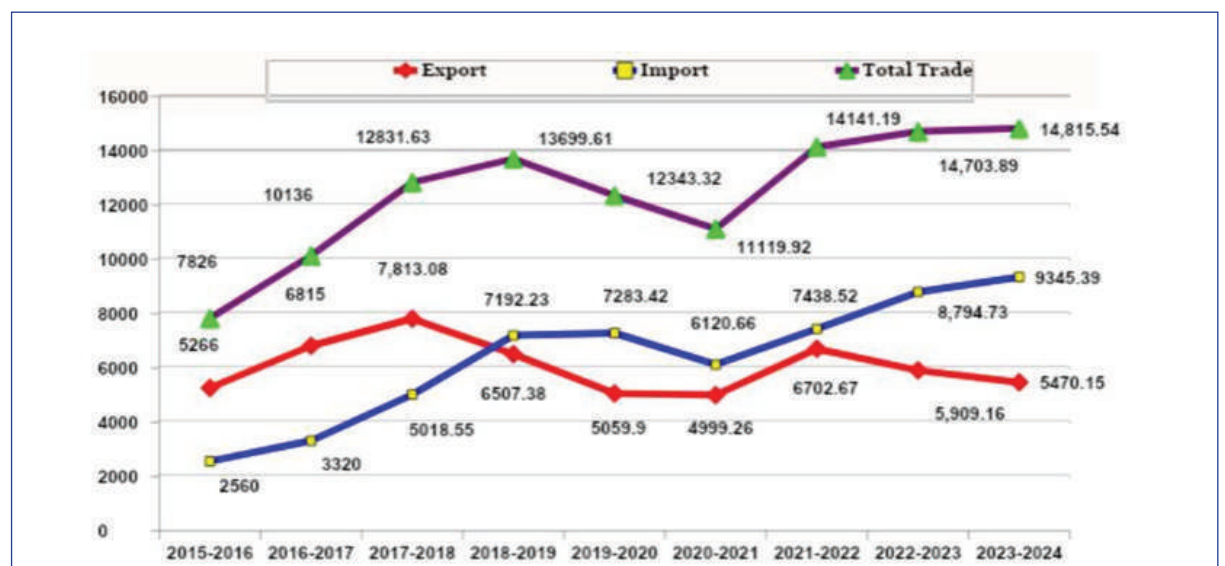


# Country Focus

## Vietnam



### Bilateral trade profile for the last few years (in US\$ millions)



Source: <https://www.cgihcmc.gov.in/page/trade-and-economic-relations/>

### Market Overview

Vietnam is a rapidly growing market in Southeast Asia with a population of over 99 million (estimated). The country has a rich tradition of using herbal medicines, deeply rooted in its culture, and growing awareness of health and wellness among its population.

- **Herbal Medicine Usage:** Vietnam's healthcare system incorporates traditional medicine practices, and herbal remedies are widely accepted. Nearly 30% of medical treatments are traditional, and demand for herbal products has been growing consistently.
- **Ayurveda Awareness:** Though not as established as local traditional medicine, Ayurveda is gaining recognition among urban populations, expatriates, and wellness-focused consumers.
- **Healthcare Spending:** Vietnam's healthcare spending reached approximately 6.5% of GDP in 2022/23, showing a growing willingness to invest in health and wellness.

### Government Policies and Schemes

The Vietnamese government actively promotes traditional medicine through various initiatives:

- **National Traditional Medicine Policy:** Encourages the integration of traditional and modern medicine, and the establishment of traditional medicine hospitals.
- **Import Regulations:** Herbal and Ayurvedic products fall under the jurisdiction of Vietnam's Ministry of Health (MOH). Products must meet strict regulatory requirements, including:
  - a. Compliance with food safety and drug registration standards.
  - b. Detailed documentation on ingredients and manufacturing processes.
- **Free Trade Agreements (FTAs):** Vietnam is part of multiple trade agreements, including the ASEAN-India Free Trade Agreement (AIFTA), which offers reduced tariffs on many exported goods, including herbal products.

### Challenges

Indian herbal and Ayurveda manufacturers face several challenges in entering and expanding in the Vietnamese market:

- **Regulatory Barriers:** Stringent product registration requirements and complex procedures.
- **Competition:** Strong local players dominate the herbal medicine market, and international brands are also actively penetrating.
- **Lack of Awareness:** Limited knowledge about Ayurveda among the Vietnamese population.
- **Distribution Network:** Identifying reliable distributors and navigating Vietnam's fragmented retail market can be challenging.

### Opportunities

Despite the challenges, Vietnam offers significant potential for Indian herbal and Ayurveda manufacturers:

- **Growing Health Consciousness:** Increased demand for natural and organic products, driven by a health-conscious middle class.
- **Rising Tourism:** Wellness tourism in Vietnam is growing, providing a platform for Ayurveda-based spa treatments and products.
- **Collaborations:** Partnerships with Vietnamese traditional medicine institutions and hospitals to integrate Ayurvedic practices.

- **Export Opportunities:** Products such as herbal teas, dietary supplements, and cosmetic products have a ready market.
- **Ayurveda Clinics:** Establishing Ayurveda wellness centers and training programs to build brand awareness and trust.

### Strategic Recommendations

- **Awareness Campaigns:** Conduct promotional activities to educate the Vietnamese public about Ayurveda's benefits.
- **Regulatory Compliance:** Work closely with Vietnamese authorities to ensure products meet all local regulations.
- **Joint Ventures:** Partner with local companies to leverage existing distribution networks and consumer trust.
- **Government Collaboration:** Utilize India's diplomatic channels and AYUSH Ministry schemes to promote Ayurveda at trade fairs and bilateral forums.

### Conclusion

Vietnam presents a promising market for Indian herbal and Ayurveda manufacturers due to its traditional medicine culture, growing wellness trends, and favourable trade agreements. By addressing regulatory challenges and investing in awareness, Indian companies can establish a strong foothold in this emerging market.

Source : Ayushexcil



## Event Info

### Joint Committee for Economic, Trade, Science and Technology meet

The 18th meeting of the Joint Committee for Economic, Trade, Science and Technology Cooperation was held in Hanoi in October 2023 while the 5th meeting of the Sub-Committee on Trade was held in New Delhi in August 2023.

The JCM meeting was co-chaired by Hon'ble Minister of External Affairs of India and Minister of Foreign Affairs of Vietnam. The 5th Meeting of Sub-Committee on Trade was co-chaired by Shri Rajesh Agrawal, Additional Secretary, Department of Commerce, Ministry of Commerce & Industry from Indian side and Ms. Phan Thi Thang, Deputy Minister, Ministry of Industry and Trade from

Vietnam side. Both sides are discussing the review of ASEAN India Free Trade Agreement.

India and Vietnam has long standing trade and economic relations which have steadily grown over a period. From a meagre US\$200 million in the year 2000, according to Vietnamese figure, bilateral trade grew to US\$ 14.36 billion in 2023. According to Indian data during 2023-2024, bilateral trade reached US\$ 14.82 billion, registering an increase of 0.76 percent year on year. India exports to Vietnam reached US\$ 5.47 billion (down 7.43%) while Indian imports from Vietnam amounted to 9.34 billion (up 6.26%).

Both sides have established institutional mechanism regarding trade related matter which include Joint Committee for Economic, Trade, Science and Technology Cooperation (JCM), Sub-Committee on Trade, Joint Working Groups on Agriculture, Healthcare, ICT and S&T.

In FY 2023-2024, For India, Vietnam is the 21st largest trading partner and 22nd largest export destination globally. For Vietnam, India is the 7th largest trading partner, 7th biggest importer of Vietnam's products and 11th biggest import source of Vietnam.

Source : Ayushexcil

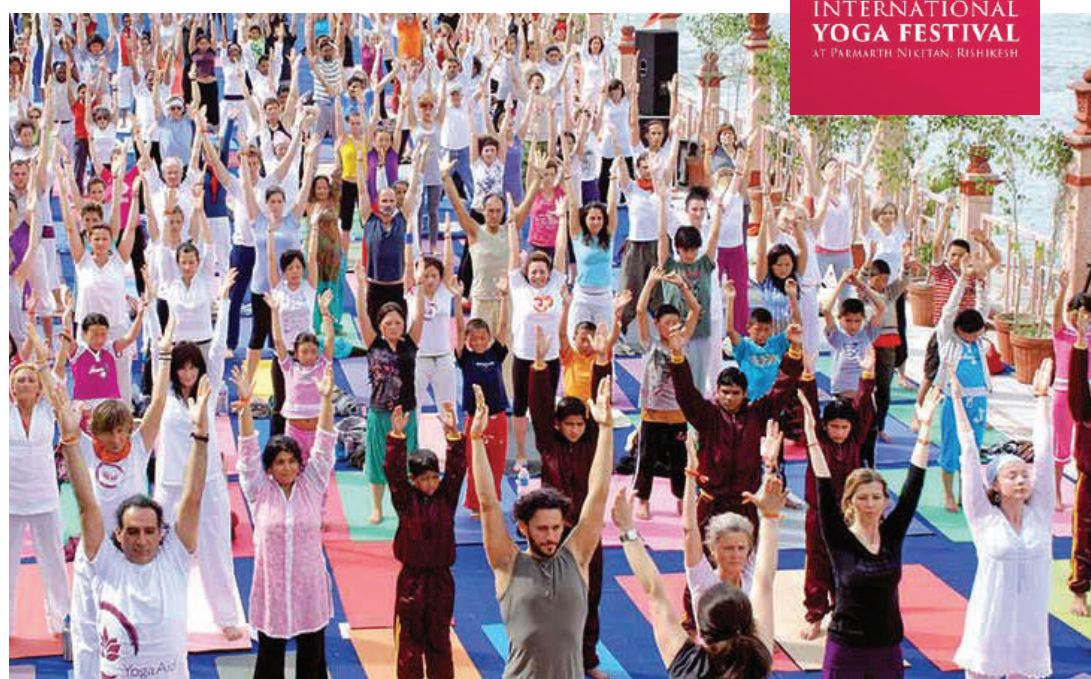
### Global Ayush Expo, January 2025

The Global Ayush Expo 2025 showcasing the potential of Ayurveda, Yoga, Unani, Siddha, and Homeopathy industries and organized by Sanjivani Welfare Society, will be held from January 2-6, 2025, at North Central Zone Cultural Centre (NCZCC), Prayagraj, Uttar Pradesh, India. This international event aims to promote cutting-edge trends, innovative medical methods, and products shaping the future of Ayush. The event connects top Ayush experts, professionals, and enthusiasts, fostering collaboration, knowledge sharing, and business growth. This premier Ayurveda expo in India is the single platform, bringing together leading practitioners, manufacturers, and innovators from around the world to showcase the latest therapies and treatments under one roof.



### International Yoga Festival, March 2025

The International Yoga Festival is scheduled to be held from March 9-15, 2025, at Parmarth Niketan Ashram, Rishikesh, Uttarakhand, on the banks of the holy Ganges river, in the lap of the sacred Himalayas. This 7-day immersion and celebration program focuses on providing participants the opportunity to embrace every major style of yoga and learn from enlightened spiritual leaders, Master Yoga teachers, evolutionary thought leaders, and wellness specialists from around the world and experience the Ganga Arati. Apart from daily Yoga sessions, there would be organized divine satsangs, cultural performances and more.





## इवारावार्त

(Concise Updates)



### Global network launched to integrate traditional medicines with modern sciences

*Pharmabiz, December 17, 2024*

A global network called GANESH (Global Ayurvedic Network for Excellence and Science Harmonization) has been launched to integrate Ayurveda with modern medicine. This initiative, led by Dr. Antonio Iswara Morandi, aims to overcome challenges in promoting traditional medicine worldwide. It will unite practitioners, researchers, and institutions to harmonize science and spirituality, adopting approaches like Collaborative Medicine and Ayurveda localization. The network will provide a platform for collaboration and innovation across the healthcare sector



### AYUSH market grew exponentially between 2014-2023

*ET HealthWorld, December 4, 2024*

The AYUSH market in India has surged from \$2.85 billion in 2014 to \$43.4 billion in 2023, reflecting substantial growth in both trade and industry with impressive CAGR of 35.33%, according to Shripad Yesso Naik, Minister of State for New and Renewable Energy. Exports have more than doubled, reaching \$2.16 billion, driven by increased global demand for traditional medicines. The sector is supported by over 7.5 lakh registered practitioners and a robust infrastructure of colleges, hospitals, and dispensaries. The Ministry

### Contribution of Siddha in National Ayush Mission Commendable – Ayush Secretary

*Press Information Bureau, December 19, 2024*

The 8th Siddha day on the theme 'Siddha for Public Health' was organized on 19th December 2024 at Anna Centenary Library Auditorium, Kotturpuram, Chennai-85, by Central Council for Research in Siddha, Ministry of Ayush, Govt. of India, in association with National Institute of Siddha, Ministry of Ayush, Govt. of India, and Directorate of Indian Medicine and Homoeopathy, Govt. of Tamil Nadu.

Vaidya Rajesh Kotecha, Secretary Ministry of Ayush delivered the presidential address on the occasion. He congratulated the Siddha community for conducting the 8th Siddha day. He commended the woman power of Siddha scholars who achieved accolades academics and mini projects. He congratulated inclusion of Kabasura Kudineer as drug for National Clinical management protocol for COVID 19. He urged the young generation to capitalize these opportunities in Siddha. He urged hand-holding with IIT's to facilitate start-up opportunities in Siddha through CCRS.

### Business deals worth 1,275 Crore clinched at 10th World Ayurveda Congress

*Rediff Money Desk, Dehradun, Dec 19, 2024*

The 10th World Ayurveda Congress and Arogya Expo 2024 which concluded here earlier this week clinched business deals worth nearly Rs 1,275

crore (USD 150 million), reflecting an increasing global demand for Ayurvedic medicines and wellness products.

The flagship biennial conclave of the Ayurveda fraternity and allied stakeholders, held from December 12-15, broke all previous records in the volume of business achieved as 142 buyers from 30 countries took part in about 3200 B2B meetings, facilitated by Ayush Export Promotion Council (AYUSHEXIL) at the event.





of AYUSH has been pivotal in fostering this growth, boosting both domestic and international trade in AYUSH products and services.

### Homeopathy and Sowa Rigpa books and Pharmacopoeias added to amended Drugs and Cosmetics Act

*Pharmabiz, December 12, 2024*

The Ministry of AYUSH has amended the Drugs and Cosmetics Act, 1940, to include the French and European Homoeopathic Pharmacopoeias for the manufacturing and import of homoeopathic medicines. It has also added important books on Homoeopathy and Sowa Rigpa systems of medicine to the Act. These amendments aim to standardize and regulate these practices alongside existing traditional systems like Ayurveda, Siddha, and Unani. This move highlights the government's efforts to integrate various traditional medicinal knowledge systems into the legal framework.

### New division created to facilitate coverage of insurance in Ayush sector

*Pharmabiz December 02, 2024*

The National AYUSH Mission (NAM) in Kerala has created a new division to facilitate the inclusion of AYUSH sector institutions in insurance



networks. This initiative follows a meeting with experts from the Ministry of AYUSH and aims to link AYUSH facilities with cashless insurance options, enhancing accessibility. Kerala, known for its numerous AYUSH hospitals, is positioning itself to benefit from this move, with plans for public hospitals to join the insurance network. The Insurance Regulatory and Development Authority (IRDAI) has mandated AYUSH treatment coverage starting April 2024.

### NIN taps Ayurveda for menopause care

*Times of India, December 27, 2024*

National Institute of Nutrition (NIN) scientists have patented a novel non-hormonal therapy (NHT) for menopause care, offering a safe and sustainable alternative to conventional hormonal treatment. Developed by Dr. Vandana Singh, this therapy integrates Ayurveda principles with scientific validation, addressing a growing global

health concern expected to affect over 1.2 billion women by 2030.

### Comprehensive Ayurveda app launched for multiple stakeholders



*Garhwal Post December 15, 2024*

At the 10th World Ayurveda Congress, Kerala-based doctors introduced the "Bhishak" app, which gained attention for its comprehensive features aimed at Ayurveda practitioners. The app includes detailed information on over 300 diseases, more than 550 medicines, Panchakarma procedures, and treatment protocols.

It also allows users to create personalized prescriptions and offers both online and offline consultation options. The app is a significant tool for practitioners, students, and teachers, promoting digital health integration into Ayurveda

## Editorial

### Advancing Wellness: Ayush's Role in Shaping Global Health Futures'

The beginning of the New Year provides an opportunity for reflection on the critical strides that the Ayush sector has taken and further strategize for potential opportunities that 2025 holds. The Ayush industry has been evolving globally as an important beacon of holistic health, innovation, and sustainable healthcare practices.

2024 witnessed important advancements in Ayush, with a focus on its integration into the mainstream health system, facilitated by strategic government initiatives and an expanding international interest. It also showcased a year characterized by the strategic expansion of Ayush education and research, and the further leveraging of modern technology within the sector. With the global health paradigm shifting towards preventive care and wellness, Ayush stands at the forefront, ready to offer solutions that are not only effective but also environmentally sustainable and culturally resonant.

Innovation in traditional medicine is an exciting area in the future trajectory of the Ayush sector. Advanced technologies such as AI and blockchain can significantly impact the mechanism of how traditional knowledge is preserved, shared, and utilized across the globe. While enhancing the quality of Ayush products and therapies, these technologies also promise to render them more accessible to a global audience without compromising on compliance with international quality standards.

As the demand for medicinal plants grows, ensuring that this demand does not exceed supply in a manner that has a harmful impact on the environment will be crucial. We shall strive to cover reporting on how ethical sourcing and sustainable practices within the Ayush industry are being implemented and their impact on both biodiversity and local economies.

Expanding Ayush's global footprint through strategic trade partnerships and a harmonization of the regulatory environment will continue to be a priority. The establishment of the Ayush Export Promotion Council (Ayushexcil) has set up a platform for enhanced global trade of Ayush products. The long-term impact of this on the market dynamics and its implications for stakeholders within the sector would be an exciting area to focus moving ahead. Additionally, as more clientele seek holistic health experiences, the role of Ayush in global wellness tourism cannot be overstated. The potential of Ayush to shape and lead this industry grows. We shall try to focus on how Ayush practices are being integrated into wellness tourism and the benefits that consumers and communities derive from the same.

As 2025 promises to be a year of further achievement for Ayush, Ayush Vaibhav will continue to focus towards providing insightful and forward-thinking coverage of developments across the industry.

## Interview

### Dr. Sangeeta Duggal, Advisor (Homeopathy), Ministry of Ayush



**Q) Can you provide an overview of the initiatives that the Ministry has taken to promote Homeopathy, nationally and on the global stage?**

**A)** Ministry of Ayush has implemented various initiatives to strengthen and promote homeopathy in India and internationally. Nationally, programs such as the National AYUSH Mission focus on integrating Ayush including homeopathy, into mainstream healthcare and ensuring its accessibility to rural and underserved areas. Globally, the Ministry has signed MoUs with several countries to facilitate research, education, and the promotion of homeopathy. Participation in international forums like the World Health Organization (WHO) and the International Congresses on Homeopathy has also been instrumental in advocating for its global acceptance. Additionally, the Ministry organizes conferences, training programs, and trade fairs to showcase India's expertise in homeopathy.

**Q) How is the Ministry working to enhance the scientific validation of homeopathic practices?**

**A)** Scientific validation is a core priority. Central Council for Research in Homeopathy (CCRH) under Ministry of Ayush has undertaken various initiatives to promote evidence-based research by conducting clinical trials and other research studies. Initiatives like developing standard treatment guidelines and funding research projects in collaboration with academic institutions are aimed at generating robust scientific data. Additionally, Ministry provides grants under Extramural Research (EMR) scheme to the other organisations to facilitate research.

Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), a sub-ordinate office under Ministry of Ayush, develops official guidelines and quality standards for Ayurveda, Siddha, Unani, and Homoeopathy (ASU&H) medicines. These standards help ensure the identity, purity, and strength of ASU&H drugs, as required by the Drugs & Cosmetics Act, 1940, and rules thereunder. These standards are mandatory for manufacturing Ayush medicines in India. By implementing these quality guidelines, the government ensures that the medicines available to the public meet high-quality standards.

**Q) What are the key areas of growth and challenges that the Homeopathy industry in India faces?**

**A)** Growth areas include increasing domestic and international demand for homeopathic medicines and the integration of homeopathy into public health programs. However, challenges persist, such as the need for more need specific research to counter scepticism, regulatory hurdles in export markets,

and ensuring quality control and standardization of medicines. Addressing workforce shortages and improving technical training are also critical to sustaining growth.

An Ayush vertical in Central Drugs Standard Control Organisation (CDSCO) has also been established to further strengthen the regulatory framework of Ayush drugs across the country.

The Ministry of Ayush is actively working to address such challenges. Efforts include promoting evidence-based research in homeopathy, simplifying regulatory provisions and establishing robust quality assurance mechanisms. Furthermore, initiatives are being undertaken to enhance workforce capacity by conducting training programs and encouraging collaborations with academic institutions and industry stakeholders.

**Q) Are there any specific international partnerships or collaborations that have significantly impacted trade within the homeopathy sector?**

**A)** Yes, collaborations with countries like UK, Israel, and Latin American nations have significantly bolstered trade and research in Ayush systems. Agreements with WHO have helped standardize homeopathy and Ayush globally, creating new opportunities for Indian manufacturers. Additionally, participation in forums like BRICS, G20, SCO and ASEAN have boosted new markets for homeopathic products.

**Q) With an increasing trade volume, how is sustainability of raw materials for homeopathy products being addressed?**

**A)** Ministry has taken several steps to ensure the sustainability of raw materials. Initiatives include promoting the cultivation of medicinal plants used in homeopathy under the National Medicinal Plants Board (NMPB) and encouraging good agricultural practices. Collaborations with states and farmers to establish medicinal plant clusters and eco-friendly harvesting techniques are also in place. Efforts to identify and develop alternative sources of key raw materials are ongoing to reduce pressure on natural resources. In addition, creating the homeopathic vertical in Bureau of Indian Standards (BIS) has opened new avenue in focusing standards of homeopathic drugs, services, and terminologies.

**Q) How has technology been leveraged to strengthen the homeopathy sector?**

**A)** Technology has been a game-changer in modernizing the homeopathy sector. Ministry of Ayush has launched online portals to provide access to knowledge. Telemedicine platforms have

brought homeopathy closer to remote areas, while advancements in AI and data analytics are being utilized to analyse patient outcomes and optimize treatment protocols. Furthermore, e-pharmacies and digital marketing have expanded the reach of homeopathy products both nationally and globally.

Ministry of Ayush has launched several digital health initiatives to modernize and integrate traditional medicine into the broader healthcare ecosystem. The cornerstone of these efforts is the Ayush Grid, which aims to create a unified digital health ecosystem, including the Ayush Health Management Information System (AHMIS) for citizen-centric electronic health records aligned with global standards. Under Ayush Grid, Ministry of Ayush has launched various

In 2018, Ministry of Ayush had launched the Ayush Grid as a digital health platform aligned with the Ayushman Bharat Digital Mission (ABDM). It integrates health services, education, research, schemes, training, citizen services, drug licensing, and media outreach across its Core, National, State, and Citizen Access layers. Significant achievements include the implementation of the ABHA-enabled Ayush Hospital Information Management System (AHMIS) in health services, Education Learning Management System (eLMS) Ayush Next Portal and AyuSoft. In the research domain, initiatives such as the NAMASTE portal, Ayush Research Portal, and ACCR Portal etc. have been established. Further, Y-Break App, the WHO m-Yoga App has also been developed.

**Q) How is the quality and standardization of education and training in homeopathy being ensured?**

**A)** Ministry of Ayush has established strict guidelines for homeopathic education through the National Commission for Homeopathy (NCH). National Commission for Homeopathy (NCH), a statutory body constituted under the provisions of the National Commission for Homeopathy (NCH) Act, 2020 recognises the Undergraduate and Postgraduate medical degree courses in Homoeopathy being awarded by the Universities in accordance with the National Commission for Homeopathy (Recognition of Qualifications of Homoeopathy) Regulations, 2023. Periodic updating is done by implementing Competency Based Dynamic Curriculum. Efforts are also underway to enhance the quality of faculty through specialized training programs and workshops. The Ministry supports the accreditation of homeopathic colleges and ensures adherence to standards through regular inspections. Additionally, research-oriented education is being promoted to cultivate the next generation of skilled practitioners and researchers.





# Firm Profiling

## Nature & Nurture Healthcare Pvt. Ltd.

### Bridging Tradition and Innovation in Wellness

With a legacy spanning over 120 years, Nature & Nurture Healthcare Pvt. Ltd. has been a pioneer in the herbal and wellness industry. From its early days, the company has grown into a globally recognized enterprise, expertly combining the rich traditions of Ayurveda, Unani, and other holistic remedies with modern scientific advancements. Our founding vision was rooted in the belief that nature holds the key to health, and our founders, driven by a deep passion for holistic well-being, dedicated themselves to offering authentic solutions that nurture the body, mind, and spirit.

Today, as a family-run business, it continues to operate with the same core values: authenticity, quality, and sustainability. Its journey has seen the growth of over 350 products, which include Ayurvedic and Unani formulations, herbal supplements, essential oils, therapeutic beverages, and more—all designed to enhance daily life and promote overall wellness.

### Awards and Accolades: A Testament to Commitment

At Nature & Nurture Healthcare, their achievements reflect their unwavering commitment to quality and innovation. One of the major milestones is the Hakim Ajmal Khan Award for Best Unani Manufacturing Company, a prestigious honor that recognizes their excellence in Unani manufacturing. This is just one of many awards they have received over the years, showcasing their dedication to providing time-tested solutions to their customers.

Their legacy of leadership in the Unani wellness industry is further reinforced by the continuous development of new products, services, and solutions that meet the evolving needs of the market, all while staying true to their heritage of quality, sustainability, and authenticity.

### Timeless Products: Crafted for Wellness and Excellence

Nature & Nurture Healthcare, offers a wide array of signature products, each a perfect blend of traditional wisdom and modern innovation. Their top-selling products have become synonymous

with health and wellness and have earned the trust of thousands of customers worldwide. These include:

**Sharbat Rehan:** Sharbat Rehan is a timeless classic known for its cooling properties and therapeutic benefits. The product has evolved over time, with new variants like Mango Masala, Minty Lime, Honey Lime, and Khas, all offering refreshing, revitalizing experiences. It was recently awarded the Achievers Award for 2024 as the best Sharbat of the year.

**Shilajit Ultra:** Sourced from the pristine highlands of Ladakh and Tibet, Shilajit Ultra is a 100% pure resin that is known for its ability to boost energy, vitality, and overall health. Its extraction process is meticulous, ensuring that the resin remains free from contaminants and retains its full medicinal potency.

**Roghan Akhrot Shirin (Walnut Oil):** This pure oil is prized for its nourishing and rejuvenating properties, particularly for the skin and hair. It is a vital part of their wellness range, offering natural hydration and promoting healthy skin.

They also offer a variety of other products including Ghrtiprash, White-Off, Nuskha Arabiana, Khamira Abresham Hakim Arshad Wala, Laboob e Kabir, and Khamira Marvareed, which continue to bring the richness of traditional formulations to modern-day consumers.

### Upholding Industry Standards: Certifications and Compliance

At Nature & Nurture Healthcare, quality is not just a promise—it is a way of life. They adhere to the highest standards of manufacturing and product quality, which is evident from the certifications and compliance measures we have implemented:

**ISO 22000 Certification:** Their manufacturing facility is certified for quality management, ensuring a commitment to maintaining the highest standards of product quality and customer satisfaction.

**Ayush-GMP Certification:** They are certified by the Ayush Ministry, Government of India, for Good Manufacturing Practices (GMP) in Unani and Ayurvedic product manufacturing, which guarantees compliance with stringent quality protocols.

**Regulatory Compliance:** Their facility meets all the necessary regulatory requirements for the manufacturing, labeling, and packaging of Unani, Ayurvedic, and food products.

### State-of-the-Art Production: Precision, Efficiency, Quality

Nature & Nurture Healthcare's state-of-the-art manufacturing facility is equipped with modern machinery for processing, manufacturing, and packaging, their unit ensures the highest level of production efficiency and quality control. Their HVAC-enabled facility maintains an optimal environment for manufacturing, ensuring products are produced in a sterile and safe environment.







In addition, their well-equipped laboratory is staffed with trained personnel to conduct rigorous testing on raw materials and finished products, ensuring they meet the highest quality standards before reaching the market.

### Innovative Packaging: Ensuring Quality and Compliance

They employ advanced packaging and labeling systems to ensure that their products are securely packaged and labeled in compliance with all regulatory standards. This ensures that their Unani and Ayurvedic products maintain their integrity and are safely delivered to their customers.

### Dedicated to Innovation: Research and Development Excellence

Innovation is at the heart of what they do. Their dedicated R&D facility is focused on creating new Ayurvedic and Unani formulations. Using modern scientific techniques and state-of-the-art equipment, their R&D team continuously develops products that meet current consumer needs while preserving the time-tested traditions of Ayurveda and Unani medicine.

### Sourcing Purity: Herbal Garden and Raw Material Expertise

Their herbal garden is a testament to their commitment to sustainability and quality. Located

in Haryana and Madhya Pradesh, it is dedicated to cultivating a wide range of medicinal herbs and plants used in the creation of our Unani and Ayurvedic products. This ensures that they have direct control over the quality of the raw materials used in our formulations. They also have a long-standing history of raw material sourcing, with over three generations of experience in supplying high-quality materials to major Ayurvedic and Unani manufacturing units. This robust sourcing system ensures the authenticity and purity of every ingredient they use.

Nature & Nurture Healthcare Pvt. Ltd. continues to lead the way in the wellness industry, offering products that are both rooted in tradition and driven by innovation. With over 120 years of expertise, an extensive range of 350+ products, and a commitment to sustainability, they remain dedicated to improving health and wellness worldwide. Whether through their signature products, cutting-edge manufacturing facilities, or sustainable practices, they are passionate about delivering natural, effective solutions that empower individuals to live healthier, more balanced lives.



Continued from page 1

a future where the entire progression of Unani medicine – from plant cultivation to final product – is traceable and verifiable using advanced analytical technologies. Every stakeholder, from producers to consumers, will have access to a complete, transparent picture of the product's journey, including data on sourcing, quality control measures, and safety testing.

This shift towards complete transparency is not just about regulatory compliance; it is about building trust in Unani medicine on a global scale. We are developing systems that use digital platforms and blockchain technology to record and verify every step of production and analysis, ensuring that every claim made about our products is verifiable.

### Integration with Modern Medicine

A key aspect of our vision for the future of Unani medicine is its integration with modern pharmaceutical and healthcare practices. As an industry leader, we are committed to fostering collaboration between traditional and modern

scientific communities. By utilizing advanced analytical methods, we aim to bridge the gap between Unani medicine and modern biomedicine, ensuring that our formulations meet international standards and can be easily integrated into global healthcare systems.

Our work in integrating genomic technologies and pharmacogenetics with traditional formulations will allow for more personalized treatments. Understanding the genetic variations that influence how individuals respond to Unani therapies will pave the way for precision medicine, where each treatment is tailored to the individual, optimizing therapeutic outcomes.

### A Vision for Global Leadership in Unani Medicine Quality Control

At the heart of our vision is the goal of establishing a global leadership position in the quality control of Unani medicine. We are driven by the belief that quality is not just a regulatory requirement but a core value that aligns with the rich tradition

and scientific foundations of Unani medicine. As an industry leader, we are dedicated to setting benchmarks for quality control that others in the sector will follow, ensuring that Unani medicine is recognized as a trusted, scientifically validated system of healthcare.

By combining the wisdom of the ancients with the precision of modern science, we are shaping a future where Unani medicine remains both a revered tradition and a leading force in global healthcare.

This vision encapsulates a deep understanding of both the historical significance and modern advancements needed for the sector. It focuses on showcasing how advanced analytical methods will not only preserve the essence of Unani medicine but will also pave the way for innovation, safety, and global recognition.

[The writer is the Founder-Patron of the Unani Drugs Manufacturers Association (UDMA) and Managing Director of Nature & Nurture Healthcare Pvt. Ltd.]



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