

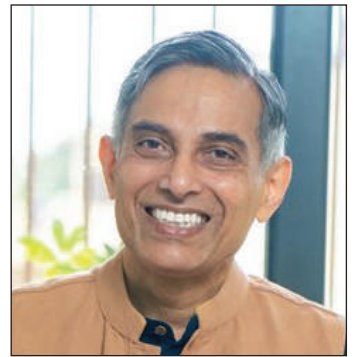
# Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– *Growth and Excellence of the Ayush Sector*

FITM Industry and Trade Newsletter

## Ayurveda- The Last 10 Years and The Next 5 Years


**Rajiv Vasudevan**

The last 10 years has been transformational for the Ayurveda sector in many respects. To list a few highlights- the formation of an independent Ministry of Ayush at the national level; continuous presence of a technocrat- a senior Ayurveda Vaidya administrator- as Secretary, Ayush since 2017<sup>1</sup>; advances with the WHO including ensuring that the Global Traditional Medicine Centre is located within India<sup>2</sup>; the release of ICD11 Traditional Medicine Module 2 which includes morbidity codes covering Ayurveda, Unani and Siddha<sup>3</sup>; the setting up a department under BIS (Bureau of Indian Standards) for standardization in Ayush sector<sup>4</sup>; formal initiation of new field of technical activity for standardization of Ayurveda and Yoga at ISO (International Organisation for Standardization), Geneva; coherent and cohesive administrative structure to enable effective functioning of the complex Ayush sector with 3 national commissions [National Commission for Indian System of Medicine (NCISM), National Commission for Homoeopathy, Pharmacopoeia Commission for Indian Medicine and Homoeopathy (PCIMH)], 13 national/central institutes, 7 autonomous bodies, 1 PSU (IMPCL)<sup>5</sup>, and in addition the National Ayush Mission to support the efforts of State/ UT Governments for providing AYUSH health services/education in the country, particularly in vulnerable and far-flung areas<sup>6</sup>; significant increase in budget allocations for the Ayush sector from INR 691 crores (2014–2015 RE)<sup>7</sup> to INR 3993 cr. (2025-2026 BE)<sup>8</sup>.

As we gaze into the future certain key drivers can be discerned that must be addressed for the mainstreaming of Ayurveda:

### Integration of Ayurveda medical care into the payer system

Ayurveda chikitsa or personalized health/ medical management protocol comprising of

diet (ahara), lifestyle (vihara), counseling (vichara), medicine (aushadha) and treatment procedures (kriyakrama) for disease management of serious non-communicable and communicable diseases should be covered seamlessly across insurance, CGHS, SGHS, and self-managed health programs (of autonomous organizations such as ISRO, DAE, etc. and PSUs such as BHEL, IOCL, etc.). While IRDA has effective April 1st, 2024, promulgated that all insurance products should cover Ayush without discrimination<sup>9</sup> accompanied by the launch of the 'Cashless Everywhere' scheme<sup>10</sup> enabling ubiquitous cashless care, on-ground reality shows that patients still face difficulty and Ayurveda hospitals continue to contend with a tough regime for hospital empanelment and claims processing. IRDAI must be persuaded to separate, analyze and publish Ayurveda specific insurance claims data on a quarterly basis.

The Government of India should actively work with foreign governments such as the UK and the USA and international insurance companies to offer Ayurveda based economical alternatives to obviate elective surgeries such as common spinal surgeries, TKR, etc.

CGHS tariffs for Ayurveda dates to 2016 and need urgent revision to appropriately reflect healthcare sector inflation estimated at 14% per annum over the last 9 years.

### Build evidence- safety and efficacy of products and chikitsa services

The Government of India has committed INR 100,000 cr. to funding research and development of which INR 20,000 cr. has been allocated in the 2025-26 national budget. ANRF acts as an apex body to provide high-level strategic direction of scientific research in the country primarily in educational institutions but also forges collaborations among the industry, academia, research institutions and government departments.

It is important that the MoAyush works with all stakeholders to ensure that the sector substantially leverages this funding opportunity to build evidence for Ayurveda products and services. The Global Traditional Medicine Centre in Jamnagar should be leveraged by India with short-medium-long term strategies so that India's investment in this centre is appropriately leveraged for the growth of Ayurveda globally.

### Ensure Safety Through Appropriate Regulation and Enforcement

Ayurveda classical and proprietary/patent medicines should be made available only against prescriptions and further should be sold only in licensed Ayurveda pharmacies. The Ayush Standard Mark should be made compulsory and not optional for Ayurveda medicines sold within India. Initially, to promote this safety and quality standard some incentive may be offered to industry to offset incremental cost for higher quality procurement, manufacturing and testing.

### Build Right Awareness to Build Sustained, Steadily Growing Demand and Consumer Preference for Brand Ayurveda

A lot of stereotypes abound about Ayurveda services and products that have both positive and negative implications for the growth. Quality of communication is of paramount importance to reposition Ayurveda as a contemporary system of public health spanning primal, primary, secondary and tertiary prevention. Both government and industry have a role to play in building grassroots awareness and demand for Ayurveda products

*Continued on page 6*

# इसरासंज्ञे

(Concise Updates)



## President highlights innovation efforts in Unani system of medicine

(Press Information Bureau, 11 February 2025)

The President of India, Smt Droupadi Murmu, inaugurated an International conference on innovation in Unani Medicine for Integrative Health Solutions – A Way Forward in New Delhi on February 11, 2025, on the occasion of Unani Day.

The President pointed out that India was leading the world in terms of education, research, healthcare, and the production of medicines in the Unani system. She was happy to note that researchers and practitioners associated with the Unani system are adopting useful aspects of modern methods and technology. She expressed confidence that the conference would discuss contemporary topics like Evidence-based Recent Research Trends in Unani Medicine and Harnessing Artificial Intelligence and Machine learning for Ayush/Traditional Medicine: Prospects and Challenges.

## Prime Minister lauds Ayush sector's contributions in promoting preventive healthcare

(Press Information Bureau, 27 February 2025)

The Prime Minister, Shri. Narendra Modi emphasized the sector's significant contributions, including its role in promoting preventive healthcare, boosting rural economies through medicinal plant cultivation, and enhancing India's global standing as a leader in traditional medicine. He highlighted the sector's resilience and growth, noting its increasing acceptance worldwide and its potential to drive sustainable development and employment generation. The Prime Minister

reiterated that the government is committed to strengthening the Ayush sector through policy support, research, and innovation. He also emphasised the need to promote holistic and integrated health and standard protocols on Yoga, Naturopathy and Pharmacy Sector.

## Evidence-based research in Ayush receives a boost through WHO update to ICD-11 module

(The New Indian Express, 19 February 2025)

In a significant move for the global recognition of traditional medicine, the World Health Organization (WHO) has announced the 2025 update to the International Classification of Diseases (ICD-11).

The update introduces a pioneering new module dedicated to traditional medicine conditions, marking a monumental step in the systematic tracking and global integration of traditional systems of healthcare practices related to Ayurveda, Siddha, and Unani, officials said Wednesday.

This inclusion of traditional medicine in WHO's internationally recognised health framework ensures that the traditional health systems of Ayurveda, Siddha, and Unani are officially documented and categorized in ICD-11, alongside conventional medical conditions.

## Sowa-Rigpa exhibition and free medical camp at Mahakumbh 2025

(The Diplomat Digital, February 11, 2025)

A 15-day Sowa-Rigpa exhibition and free medical camp that was organized by the National Institute of Sowa-Rigpa (NISR), at the Maha Kumbh 2025, was concluded on 9th February 2025. This was



organized in collaboration with the Himalayan Buddhist Cultural Organization, New Delhi.

The Chief Guest addressee of the concluding event, Ven. Shartsee Khensur Rinpoche Wangchuk Chorden highlighted the importance of Buddhist values in today's age for peace and prosperity. He appreciated the efforts of the NISR for preservation and promotion of Sowa-Rigpa on a national level.

## Ayush Ministry provided healthcare services to over 8 lakh pilgrims during Maha Kumbh

(The Economic Times, 28 February 2025)

Ensuring the health and safety of millions of devotees, the Ministry of Ayush extended comprehensive healthcare services to more than eight lakh pilgrims, making their sacred journey safer and healthier during the Maha Kumbh, according to a statement issued by the Ministry. Besides setting up 20 Ayush OPDs and deploying mobile health units, more than 90 doctors and 150 healthcare workers worked tirelessly to provide continuous medical care throughout the grand spiritual event, the statement said, adding that these dedicated efforts ensured that the devotees,

kalpvasis and seers could participate in the holy festivities without health concerns, particularly during the sacred Mahashivratri bath.

### Experts discuss regulatory framework for nutraceuticals growth at ASSOCHAM summit

(ET Health World, 25 February 2025)

At the 10th Nutraceutical Summit organized by ASSOCHAM, experts discussed the evolving role of nutraceuticals in preventive healthcare and the regulatory framework governing the industry. The summit focused on the integration of traditional Ayurvedic principles with modern nutraceuticals, along with the challenges and opportunities in the sector.

Dr Srinivas Rao Chinta, Joint Advisor at the Ministry of Ayush, highlighted the importance of regulatory oversight in ensuring the safety and efficacy of nutraceutical products used in daily life. He emphasized the significance of Ayurveda Dincharya (routine) and its alignment with

nutraceuticals, as more people focus on preventive healthcare.

### Herbalife India collaborates with IIT Madras to launch plant cell fermentation technology lab

(Pharmabiz.com, 11 February 2025)

Herbalife, a premier health and wellness company, community and platform signed an agreement with the Indian Institute of Technology (IIT) Madras to establish the Herbalife-IITM Plant Cell Fermentation Technology Lab at the campus under Herbalife's CSR initiative. The agreement signing ceremony took place at IIT Madras in the presence of Ajay Khanna, managing director, Herbalife India, and Prof. Ashwin Mahalingam, Dean - Alumni & Corporate Relations, IIT Madras and other IITM representing members.

This partnership aligns with the Indian government's Bio-E3 policy, aimed at establishing India as a global hub for bio-manufacturing and advancing Prime Minister's vision of Atmanirbhar Bharat. The lab will serve as a catalyst for innovation, capacity building, and industry collaboration in the wellness sector while also fostering entrepreneurship.

The Centre of Excellence – Herbalife Plant Cell Fermentation Technology Lab, is focused on pioneering sustainable solutions for high-quality herbal raw materials and phytochemicals. The facility will be a centre to produce sustainable herbal raw materials using plant cell fermentation technology, ensuring high-quality phytochemicals and drive innovation in nutraceuticals, cosmeceuticals, and Ayush formulations, contributing directly to the UN Sustainable

Development Goals (SDG3 - Good Health & Well-Being).

### The Global Traditional Medicine Market is expected to grow at 7.5% CAGR from 2025 to 2032.

The Global Traditional Medicine Market Report has pointed out that the Global Traditional Medicine Market is expected to grow at 7.5% CAGR from 2025 to 2032. Report offers an in-depth analysis of the current trends, drivers, and quantitative market dynamics. The report signifies the significance of Growth and innovations, technology implementation, globally competitive landscape, and adapting to current developments in the Global Traditional Medicine Market Industry. Key highlights of the report include insights into market size, CAGR, major contributors to the market's growth, and future potential. The report presents a high-quality, truthful, and comprehensive research study to provide Top Key players with valuable insights for making strategic business decisions. This report analyzes the potential of the Global Traditional Medicine Market in the present and the prospects from various perspective in detail.

The report has been created by Coherent Market Insights - a global market intelligence and consulting organization, headquartered in India, focused on assisting clients achieve transformational growth by helping them make critical business decisions. The research methodology employed in the report has involved a meticulous gathering and analysis of both quantitative and qualitative data, incorporating primary research interviews, surveys, and secondary data sources.



## Editorial

### Embracing Technological Convergence in Ayush for a Healthier Tomorrow

In the progressive phenomenon of health innovation, the Ayush sector stands to enter into a transformative era by the integration of advanced technologies paving the way for potential groundbreaking health interventions and treatments as well as augmenting the edifices for a sustainable approach to health and wellness.

The organic assimilation of and the need to productively integrate technologies such as artificial intelligence, big data, and blockchain in Ayush no more remains a futuristic vision but is rather a compelling present reality. These technologies offer unparalleled opportunities to enhance the accuracy of diagnoses, personalize treatments, and improve patient outcomes by analyzing vast amounts of health data in real-time. As Ayush therapies start increasingly aligning with these digital advancements, we will be witnessing an archetypal shift in how traditional medicine is practiced and perceived globally.

Adopting sustainable practices in the sourcing of medicinal plants, production processes, and waste management will strengthen the commitment to environmental stewardship and ethical healthcare. By leveraging green technologies and renewable energy sources in manufacturing and distribution, Ayush can set new standards for the health sector, demonstrating an eco-friendly approach that benefits both the people and the planet.

In the context of an evolving global landscape of health and wellness, with a growing emphasis on preventive care and natural

therapies the potential of Ayush h to lead the way as a viable, effective, and eco-conscious choice is now being universally appreciated. An increasing acceptance of Ayush at the international level is testament to its efficacy and the universal appeal of its holistic health benefits. As such, strengthening international collaborations to facilitate knowledge exchange, standardization of practices, and regulatory harmonization is crucial for the global expansion of Ayush.

As focused efforts on enhancing the quality of Ayush education and training to prepare practitioners who are not only well-versed in traditional methods but also adept in the use of modern technologies continue, it is equally imperative to engage in continuous dialogue with all stakeholders involved—practitioners, researchers, policymakers, and most importantly, the communities that are being served. This participatory approach will ensure that the benefits of Ayush reach all corners of the globe, making holistic health more accessible and effective.

We look forward in optimism towards embracing this era of technological convergence with open arms and a clear vision, with a clear intent of placing Ayush at the forefront of the global health and wellness movement, towards delivering solutions that are sustainable and impactfully transformative. Collectively, a path towards a healthier future, grounded in the rich heritage of Ayush and propelled by the limitless possibilities of modern technology can be forged ahead.

# Country Focus

## Uganda



### Uganda's Traditional Medicine Landscape and Regulatory Environment

Uganda has a rich tradition of Traditional Medicine (TM), comprising of diverse practices and practitioners, who adopt plant and animal based remedies as well as spiritual healing practices. The Traditional and Herbal Medicines Unit (THMU) within the National Drug Authority (NDA) of Uganda oversees the registration and regulation of Traditional and Complementary Medicine (T&CM) in the country, collectively whose products and preparations are further classified as – Home remedies (prepared on an individual basis and not commercially traded), Galenical (popularly used and have commercial potential) and Standardized traditional medicines (which warrant more rigorous scientific evaluation and quality control procedures). The process involves documentation and ethnobotanical surveys, phytochemical screening, pre-clinical studies, formulation and standardization, clinical trials, regulatory review and approval post-market surveillance and preservation of indigenous knowledge. The Ministry of Health (MoH) develops policies and frameworks for TM integration into the national healthcare system.

Apart from the above, two important Universities - Makerere University College of Health Sciences and Mbarara University of Science and Technology conduct research on various aspects of TM including pharmacognosy, clinical trials of herbal medicines, and traditional medicine practices. In addition, the East African Network for Medicinal Plants and Traditional Medicine (EACOMNET) facilitates research collaboration and knowledge sharing on TM across East Africa.

The Uganda Traditional Health Practitioners Association (UTHPA) represents interests of traditional healers and advocates for TM recognition while District Health Teams (DHTs) facilitate collaboration between Western and traditional medicine at the local level.

### TM product registration

The registration process for traditional medicine in Uganda is structured to ensure that traditional medicines meet defined standards of quality, safety, and efficacy before they are made available to the public. The NDA plays a central role in this process. It involves the preparation of a comprehensive documentation on the product details, safety and

efficacy data as well as quality control measures in place during the manufacturing process. This is then followed by a formal application to the NDA and its subsequent detailed evaluation. The final decision by the NDA is influenced by the recommendations of expert advisory committees that may be pertinently consulted. The post-approval monitoring includes pharmacovigilance of the approved drug/medicine as well as renewal of registration.

### Raw material procurement, manufacturing and sales

The regulations governing wildlife harvest and sustainable natural resource utilization, impacting some TM raw materials, are overseen by the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) in Uganda. Medicinal plants for TM are identified by traditional healers or herbalists, either individually or in collaboration with botanists or ethnobotanists. Traditional healers often use specific techniques to harvest plants in a way that ensures sustainability. In some communities, there are established guidelines or customary laws that regulate the harvesting of medicinal plants to prevent over-exploitation. Only the healthiest plants are selected for use in traditional medicine. This involves careful examination and selection based on color, size, and overall vitality. There is an increasing emphasis on ethical sourcing, which includes not harvesting endangered species and following any national or international regulations regarding wildlife protection. Detailed records are maintained about the source, date of collection, and identity of the raw materials. The manufacturing process of TM in Uganda involves turning raw materials, primarily medicinal plants, into forms that are suitable for use by patients. This process is deeply rooted in traditional knowledge and practices, but there's also an increasing incorporation of modern techniques to ensure consistency, efficacy, and safety. The sale process is a blend of cultural tradition, community trust, and increasingly, formal market principles. Many traditional healers sell their products at local markets directly from their homes or in other informal settings, often in rural areas. A consultation employing traditional methods of diagnosis always precedes the sale. Many traditional healers are adapting by modernizing their practices, including better packaging, branding, and even marketing their products online or through social media.

### Import and Export

The import and export of drugs in Uganda are governed by the National Drug Policy And Authority (Importation and Exportation of Drugs) Regulations, 2014. Verification of the legitimacy and credibility of the source of the traditional medicine is a critical element of the policy, towards ensuring that the products are manufactured and sourced ethically and sustainably. If the traditional medicine includes ingredients from species that are protected under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), additional permits are required. Another important dimension is the certification of quality such as certificates of Good Manufacturing Practices (GMP) packaging and labeling in accordance with international standards and the specific requirements of the destination country, with respect to import and export.

### Conclusion

The involvement of the Ministry of Health (MoH) in developing policies that integrate TM into the national healthcare framework shows a structured approach to embracing TM alongside conventional medicine. The involvement of academic institutions in pharmacognosy and clinical trials strengthens the scientific foundation of TM in Uganda. Uganda has also put in place a framework for the global integration of its TM products through ensuring compliance with international standards such as GMP.

The research institutions provide a foundation for potential research collaborations to explore Ayush's efficacy and adapt its practices to local needs and conditions. The UTHPA and DHTs can be tapped into for assuming significant roles in advocating for Ayush, much like they do for traditional Ugandan practices, facilitating the bridging of community trust and acceptance. Navigating the detailed and rigorous NDA approval process would be a critical determinant for Ayush's acceptance as a scientifically validated and reliable healthcare option in the country. The advanced integration of Ayush into the national healthcare system, will require continuous policy advocacy, education, and collaboration with governmental and non-governmental entities.

(Source: Ayushexcil)

## In Conversation

### Showcasing Ayurveda in Southeast Asia

#### Monica Mahindra

Ayurveda Entrepreneur, Bali

*Team FITM had an informal chat with Ms. Monika Mahindra, an invited participant of the India-Indonesia Roundtable for Cooperation on Traditional Medicine held at the India Habitat Centre, New Delhi, on January 23, 2025. Ms. Monika is the Executive Director of Ayurveda Gram Bali which is a Joint Venture that has been established with Ayurveda Gramam based in Bangalore. She was inspired by a personal experience of the healing power of Ayurveda. The center which was established a couple of years ago in Bali is now a thriving wellness and holistic treatment center based on Ayurveda serving to global clientele in Bali.*

*The important insights that emerged as part of the conversation are shared below:*

#### Regulatory Environment and Challenges

Ms. Monica dwelt on the considerable challenges integrating Ayurveda into a region where traditional Indonesian healthcare practices like Jamu are prevalent. The primary hurdle has been the non-recognition of traditional medicine at a clinical level in Indonesia. This regulatory gap affects how Ayurvedic practitioners are professionally credentialed in the country and complicates operational aspects such as staffing and service offerings at the center.

The additional operational challenges that were enumerated were, particularly concerning the importation and employment regulations in Indonesia. These challenges include the lengthy and expensive process of obtaining approval for Ayurvedic supplements and oils from India, which has necessitated the use of local Jamu products. Furthermore, the legal framework in Indonesia does not recognize Indian Ayurvedic therapists' qualifications in the same way as local practitioners, posing significant barriers to staffing and knowledge transfer.



#### Wellness Tourism and Community Impact

Despite regulatory and operational challenges, Ayurveda Gram Bali has capitalized on the growing trend of wellness tourism. Monica emphasized that her vision extends beyond operating a wellness center to being keen on making a positive community impact. One of her notable objectives has been to train individuals from the deaf and dumb community as Ayurvedic therapists, reflective of a sensitivity to social inclusion and community health. These efforts, however, have faced obstacles in gaining traction within the local community, reflecting broader challenges in changing perceptions about traditional medicine practices.

#### Services Offered

Ayurveda Gram Bali's extensive array of services holistically addressing the body, mind, and spirit, adhere to traditional Kerala Ayurvedic practices. Obesity, metabolic disorders, and gut health are some of the specific conditions in focus at the centre, for being addressed through treatments

based on Ayurvedic principles. There is also an additional focus on programs aimed at mental wellness, addressing modern-day challenges such as digital overload, loneliness, and anxiety through specialized retreats. Bali's unique cultural and spiritual environment certainly enhances the value of these spiritual treatments offered and positioning the center as a sanctuary for comprehensive well-being.

#### Looking Forward

Monica is optimistic about the future role of Ayurveda in the Indonesian wellness sector, spurred by the government's emphasis on promoting wellness tourism. She advocates for policy adaptations that could facilitate easier operation for foreign traditional health businesses in Indonesia, thereby allowing for a greater proliferation of Ayurvedic practices and potentially integrating them more deeply into the national wellness and healthcare framework.



Continued from page 1

and services by weaving the practice of the tenets of Ayurveda as a contemporary fitness and wellness regimen at every household level in the nation. Promote awareness of authentic Ayurveda chikitsa for disease management and sustained wellbeing in physical-mental-spiritual dimensions in overseas markets.

A strategic communication plan of this nature by Government shall be possible only with the support of an expert communication agency, with multi-media dissemination across print, visual, and social media to achieve target objectives. Industry associations may also be involved in the exercise so that an aligned, synergistic rollout of the communication campaign is enabled. The communication campaign should also target select international markets such as West Asia (UAE, Sultanate of Oman, Kuwait), USA, Western Europe, UK and Japan.

### Strengthen Ayurveda Doctor Talent with Necessary Clinical and Non-Clinical Skills

While acknowledging the role and contribution of the National Council for Indian Systems of Medicine (NCISM) in professionalizing and strengthening Ayurveda undergraduate and post-graduate medical education in the country it is important that academia and Ayurveda industry work together to mould clinical talent to meet the requirements of present day healthcare whereby they are ready to enter the professional market place on par with the best of medical professionals from modern medicine. This finishing school approach should be made part of every Ayurveda college covering both clinical skills and soft skills.

### International Markets- Offshore Centres and Medical Value Travel

“India’s Medical Value Travel (MVT) sector is witnessing significant growth. The market, valued at \$2.89 billion in 2020, is projected to reach \$13.42 billion by 2026, driven by increasing foreign patient arrivals seeking high-quality and cost-effective treatment.” The Hon. Finance Minister, Ms. Nirmala Sitharaman, in her union budget speech for FY 2025-2026 recognized “medical tourism as a key growth driver with the “Heal in India” initiative to be promoted by Government in partnership with the private sector enhancing India’s position as a premier global healthcare destination. By leveraging world-class medical expertise, cutting-edge infrastructure, and traditional wellness systems like Ayurveda and Yoga, India aims to attract a larger share of international patients seeking high-quality, cost-effective treatment”.<sup>11</sup>

Ayurveda and Yoga based therapies and training are key attractions for medical value & wellness travellers coming to India. India enjoys high credibility, abundant expertise and multiple options in preventive medicine, disease management, surgery, wellness and rehabilitation through a vast and accessible system of traditional medicine and modern medicine with immense scope for integrative medicine and rehabilitation- something that is unique to India.

Further, there is a clear transition in demand from Leisure Wellness to promotive health-

revitalization, functional health, and therapeutic wellbeing. This augurs well since it shall enable higher value medical value travel- for disease management as well as for sustained wellbeing seekers from affluent economies. This is a win-win for all concerned.

It may be realistic to set a goal of an incremental revenue goal of USD 3B. in 5 years’ time (incremental 600,000 foreign MVT patients per annum, each spending on an average of USD 5000 or INR 4.5 Lakhs, at current exchange rate, on Ayurveda based medical value travel). This opportunity must be firmly seized by Government (Ministries of Ayush-Tourism-Commerce & Industry) and industry forthwith to promote Ayurveda in all key markets and for capacity building in-country to develop quality infrastructure. Ensure all arms of Government at central and in states speak in one voice with aligned communication shifting to higher value Ayurveda from low value, leisure Ayurveda.

The next 5 years shall see Ayurveda hospitals and therapeutic wellness centres employing protocols-driven Ayurveda care significantly grow in overseas markets with Indian private sector taking the lead.

Harmonization of international regulatory requirements and compliance requirements with respect to Ayurveda products and services enabling access to these markets would be a critical determinant for the success of globalization endeavours. A pathway, as is present in Switzerland under Swiss law, for medical professionals to practice comprehensive Ayurveda chikitsa as in India should be enabled in key markets such as the EU and the USA.

### Seamless Integration of Ayurveda Medical/Health Care into the National Public Health Delivery System

The National Health Policy 2017 enunciated a pluralistic healthcare system that leverages the strengths of all systems of medicine to deliver accessible, affordable and acceptable healthcare across the lifecycle of every citizen. To translate vision into reality, it is important to move beyond shibboleths and slogans to adopt a systems view to arrive at an optimal public health system design.

While considerable funds have poured into the activities under the National Ayush Mission (NAM) focus must be on seamless integration between co-located and discrete clinical establishments belonging to Ayurveda and Allopathy starting from Health & Wellness Centres (HWCs) for primary health to tertiary/quaternary care hospitals.

Technology has a key role to play in achieving this seamless integration; however, aligned vision and actions between MoAyush and MoHFW- an even more important role to play. Towards this end, the O/o Deputy Director General(DDG), Ayush within the O/o DGHS, Govt. of India, shall be critical in translating the government’s vision of pluralistic, integrative healthcare locally at the facility level and nationally at program level with seamless, protocols-driven referral between different systems of healthcare that is consistent with the highest values of patient centric care. Research into impact of Ayurveda and integrative medical care on clinical outcomes and cost savings

for patients and the health system at large should be mandated to build bridges with the modern medicine sector and key stakeholders such as the Indian Medical Association (IMA).

Inclusion of Ayurveda under ABPMJAY will be a reality sooner than later with stakeholder confidence established on role and effectiveness of Ayurveda in serving public health needs across preventive-curative-promotive healthcare.

### Data/Tech Platforms, AI-ML

The vision for an Ayush Grid shall become a reality- a comprehensive data platform capturing product and services trade and commerce data shall be conceived that cuts across different sub-sectors of Ayurveda/ Ayush at the national and international level for focused and holistic policy formulation. This platform shall selectively integrate into the Ayushman Bharat Digital Mission (ABDM) platform as well as be supplementary to ABDM.

Adoption of AI/ML enabled digital therapeutics, Hospital Management Systems (HMS), EMRs, telemedicine and eCommerce by Ayurveda clinical establishments shall be ubiquitous. Further, AI/ML enabled digital platforms shall usher in a new era of personalized, life-cycle health management. These platforms trained on high quality Ayurveda data and whole person care paradigms shall emerge leading to fundamentally redefining the care process with Ayurveda becoming the treatment of choice for care of patients suffering from Non-Communicable Diseases, select communicable diseases, as well as rehabilitation.

The next 5 years shall see the above 8 trends gain tremendous momentum with Ayurveda being recognized in India, and increasingly globally, as a mainstream system of medicine and the treatment of choice for non-emergency care across major specialties/diseases/syndromes. It shall be a major driver of employment for doctors, para-medical staff as well in production of Ayurveda products. Ayurveda shall be a significant value creator for the Indian economy and a key element of India’s soft power globally.

[The Author is MD & CEO, Apollo AyurVAID Hospitals ([www.ayurved.com](http://www.ayurved.com))]

### Endnotes

- <https://www.deccanherald.com/india/centre-gives-third-extension-to-ayush-secretary-vaidya-rajesh-kotecha-3072561>
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# Firm Profiling

## SBL Pvt. Ltd. – Celebrating Over Four Decades of Excellence in Homoeopathy

### Celebrating Over Four Decades of Excellence in Homoeopathy

Founded in 1983 as Sharda Boiron Laboratories Ltd., now known as SBL Pvt. Ltd., the company has been a trailblazer in homoeopathic medicine in India. The late Dr. Jugal Kishore envisioned a future where homoeopathy would be both scientifically advanced and widely accessible, recognizing the need for rigorous quality standards to match the best in the world. Shri BK Shrestha played a crucial role in transforming this vision into reality, ensuring SBL became synonymous with innovation, precision, and trust in homoeopathy. Today, SBL continues their legacy by blending traditional remedies with modern research, making natural healing a preferred choice.

Guided by the principle of **Empowering Life Naturally Through Homoeopathy**, SBL manufactures world-class remedies proudly made in India. Their range includes Mother Tinctures, Dilutions, Specialty Liquids & Tablets, Bio-Combinations, Bio Chemicals, and Trituration. Additionally, they offer high-quality personal, baby, and herbal care products. Committed to **Quality, Research, Care, and Affordability**, SBL strives to make holistic healthcare accessible and improve personal wellbeing.

### A Diverse Product Portfolio for Complete Wellness

SBL's product range is expansive, covering everything from daily wellness to complex chronic conditions. Their formulations are developed through rigorous scientific methods and are made from premium quality raw materials to deliver the best possible results for users. The product categories include homoeopathic single and combination medicines, bio-chemic combinations (for supporting essential mineral balance and overall wellbeing), specialty medicines for various ailments (skin disorders, allergies, respiratory issues, digestive concerns etc.) Additionally, their personal care products cater to skin, hair, hygiene, and oral health, ensuring a comprehensive approach to wellness.

### Research & Development

#### Advancing Homoeopathic Science

SBL is the first homoeopathy company in India whose Research & Development (R&D) division is recognized by India's Ministry of Science & Technology, underscoring its commitment to innovation and scientific validation in homoeopathy. The focus areas of SBL's R&D include Homoeopathic Pathogenetic Testing (new drug proving), clinical trials, process and



product development, and stringent quality assurance measures to maintain the reliability and consistency of their products. These efforts ensure that SBL remains at the forefront of advancements in the homoeopathic field.

### Innovations

SBL is continually innovating, with significant advancements in both product development and molecular research. They have introduced new remedies that have expanded the scope of homoeopathic medicine and employed advanced technologies like High-Performance Thin Layer Chromatography and UV-Vis Spectrophotometry to enhance manufacturing and testing processes and ensure superior quality control.

### Uncompromised Quality Standards

Quality is paramount at SBL. The company uses state-of-the-art technologies and follows strict quality control measures throughout the production process to ensure that all products are pure, safe, and effective. Their facilities boast automated, air-conditioned plants with sterilized glass bottling to maintain the highest standards of purity and efficacy. By the employment of high-grade Extra Neutral Alcohol (ENA) and demineralized water, rigorous microbiological and sterility tests and adherence to Good Manufacturing Practices (GMP) guidelines, the

organization commits itself to the manufacture of international-quality products.

### Ethical & Sustainable Healthcare

SBL is dedicated to reducing its environmental impact and ensuring ethical practices throughout its operations. This includes sourcing organically grown ingredients, the purest ENA, demineralized water, and stainless-steel vessels in production, and employing eco-friendly manufacturing processes that minimize waste and energy consumption, demonstrating their commitment to natural, effective, and ethically curated healthcare.

### The Future of SBL: Innovation, Global Expansion & Awareness

Looking forward, SBL is poised for further growth and international expansion. The company aims to bring its products to new markets across the USA & Canada, Europe, Africa, Asia, and the Middle East. It is also focused on enhancing its research and development activities by developing innovative treatments for modern health challenges, as well as strengthening public awareness through educational campaigns to highlight the benefits of homoeopathy, ensuring that it continues to pioneer excellence in homoeopathy for a healthier world.



## Event Info

### Start Ups X Ayush Event

The Start Ups X Ayush was hosted by the Embassy of India, Tokyo on 21st January 2025, in collaboration with the Indian Professionals Network Japan and India Japan Tourism. This event aimed to foster collaboration and innovation in the Ayush sector by engaging start-ups and industry leaders of the Ayush sector.

The idea for this session was initiated by the Indian Embassy as part of their monthly engagement series to facilitate virtual connections and cooperation between Indian companies and manufacturers with Japanese businesses. It also sought to enhance awareness and knowledge exchange with industries based in the Japanese market.

The welcome note address and event introduction was delivered by H.E. Mr. C B George, Ambassador, Embassy of India, Japan. The key dignitaries and speakers of this event were Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Mr. Ram Kumar Founder and CEO of Nirog Street and Ms. Geeta Manjunath, Founder and CEO of Niramai.

The speakers highlighted the expanding scope of India-Japan collaboration with respect to Ayush;



several supportive initiatives taken by the Govt. of India- such as the National Ayush Mission (NAM), Ayush-ICMR Collaborative Research Centres, Ayush Export Promotion Council (Ayushexcil), 100% FDI in the Ayush sector and the case studies of several Indian Ayush start-ups. The participants

discussed the opportunities and challenges that lay ahead and a potential roadmap for the future of collaboration with Japan on Ayush.

(Source: Ayushexcil)

### 26th Health Tech India 2025

The 26th Health Tech India event was organized by the Confederation of Indian Industry (CII) at Bharat Mandapam, New Delhi between Feb 20-22, 2025. The Health Tech India is a platform for key stakeholders across the healthcare sector, that is focused on cutting-edge healthcare technologies. The event highlighted the latest innovations in healthcare products and services, medical devices and technology, diagnostics, lab advancements, pharmaceuticals, consumables and wellness solutions.



At the event, the Ayush Pavilion spotlighted the transformative power of traditional medicine. With free consultations, medicine distribution, Ayush Aahar, Yoga demo, exhibition on medicinal

plants, handouts, brochures & book stalls, the pavilion highlighted Ayush's evidence-based contributions to modern healthcare & the Govt of India's initiatives in its global promotion.



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