

Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– Growth and Excellence of the Ayush Sector

FITM Industry and Trade Newsletter

Elevating India’s Healing Legacy: A Global Mandate for Homoeopathy Leadership



Shivang Swaminarayan

India stands at a pivotal moment in the evolution of global healthcare. With over 100 million citizens relying on Homoeopathy as their primary mode of treatment (Homoeopathy Research Institute, EU), and a robust infrastructure of education, research, and industry, the country is uniquely positioned to claim the mantle of the global hub of Homoeopathy. Yet, despite this potential, a critical gap remains—one that must be bridged through coordinated efforts across industry, trade, education, research, and policy.

India’s Homoeopathic Backbone: A Snapshot

India’s homoeopathic ecosystem is already the largest in the world:

- 3.45 lakh registered homoeopathic doctors
- 277 hospitals and 8,593 dispensaries
- 277 educational institutions, including 197 UG and 80 PG colleges
- 384 licensed manufacturers and 1,117 pharmacopoeial monographs
- 35+ research centers under the Central Council for Research in Homoeopathy (CCRH)

This infrastructure is backed by a modern legal framework under the National Commission for Homoeopathy Act, 2020, replacing the 1973 Act to ensure transparency, quality, and scientific rigor.

Market Momentum: A Rising Tide

India’s homoeopathy market is growing at a CAGR of 8.38%, projected to reach USD 2.06 billion by 2030 (as per some independent industry studies). Key drivers include:

- COVID demand for immunity-boosting and holistic care
- Digital health integration via telemedicine and e-pharmacies : With growing internet penetration across India, the landscape is increasingly conducive to online consultations and digital access to homeopathic products, further strengthening the market’s future prospects.
- Rural penetration through Ayush wellness

- centers and mobile clinics
- Consumer trust: 62% of users prefer homoeopathy over conventional pharma, and 82% are unlikely to switch back (A C Nielsen Survey). Rising awareness about the adverse effects of conventional medicines has led many individuals to explore homeopathic alternatives, positioning the sector as a safer and more acceptable choice across all age groups. Homeopathic remedies are easy to carry, administered in small doses, and can be safely used alongside treatments for diabetes, coronary artery disease, hypertension, and other non-communicable diseases (NCDs), making them a preferred integrative option.

Yet, this growth is not evenly distributed. The sector remains fragmented, with limited global export visibility and under-leveraged research outputs.

Public Health Successes: Proof of Concept (POC)

India has already piloted successful public health programs integrating homoeopathy:

- Rakshan Programme: Delivered doorstep care in 55 villages via 11 CCRH institutes
- Homoeopathy for Healthy Child: Integrated with the Rashtriya Bal Swasthya Karyakram (RBSK) in 6 districts, focusing on teething and early childhood care
- Lifestyle Disorder Clinics: Under NPCDCS, homoeopathy was integrated in Andhra Pradesh and West Bengal for managing diabetes, hypertension, and cardiovascular diseases
- State Govt of Kerala, M.P., U.P., Andhra Pradesh, Rajasthan have quite interesting and promoting POCs in school health, Infertility among married couples, Japanese Encephalitis, Seethalayam (women centric psychosomatic disorders), Covid-19 response, co-location of Ayush - Homoeopathy unit within PHCs and CHCs under NAM, JANANI Suraksha & Child Health, Mobile Medical Units, Malaria mitigation, seasonal

epidemic prevention programs, rural outreach through Homoeopathy.

These pilots demonstrate that homoeopathy is not just complementary—it is scalable, affordable, and effective in preventive and chronic care.

Research & Education: The Engine of Global Credibility

India’s research ecosystem is robust but under-leveraged globally:

- CCRH operates 35+ research centers and publishes peer-reviewed studies
- National Institute of Homoeopathy (NIH) in Kolkata offers MD and BHMS programs with a 100-bed hospital
- Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) ensures drug quality and standardization

However, global recognition demands greater international collaboration, open-access publishing, and clinical trials aligned with WHO standards.

Industry & Trade: Unlocking Export Potential

Despite being the largest producer of homoeopathic medicines, India’s global market share remains modest. Key challenges include:

- Lack of harmonized export standards
- Limited branding and global outreach
- Fragmented supply chains

Yet, the opportunity is immense. With over 80 countries practicing homoeopathy, India can lead in:

- Contract manufacturing for global brands
- Export of standardized formulations
- Digital platforms for global teleconsultation and e-pharmacy

The Ministry of Ayush has already increased funding by 19% in 2023–24, signaling strong policy support.

Bridging the Gap: A 5-Point Policy Blueprint

- To transform India into the undisputed Global

Country Focus



Tanzania



Tanzania acknowledges T&CM as a component of its healthcare system. Herbal treatments, spiritual healing, bone setting, and the use of traditional birth attendants are all examples of traditional practices. Community identity is maintained by the oral transmission of this knowledge. In addition to laying the groundwork for state recognition, the Traditional and Alternative Medicine Act of 2002 also paved the way for regulations and support measures. As regulatory frameworks change, integration into mainstream services continues to be gradual.

Institutions of Administration

Administrative activities are led by the Institute of Traditional Medicine (ITM). Promoting conventional healing techniques, supporting the sustainable use of medicinal plants, fostering regional pharmaceutical and drug development, and educating practitioners are all part of its mandate. The Ministry of Health's Traditional Medicine unit supports ITM's mission. When combined, these organizations provide opportunities for controlled growth while promoting respect for indigenous customs.

Research Management

The Department of Natural Products Development at the ITM and the National Institute for Medical Research (NIMR) oversee T&CM research. According to NIMR, all health research initiatives must be registered and in line with the national health research agenda. With the requirement that procurement adhere to national policies, it offers consistent guidelines for budgeting, proposal preparation, and procurement. When equipment is purchased for a project, it belongs to NIMR and needs to be returned when it is finished. Contracts outlining responsibilities between NIMR and funders must be included with every project, whether it is funded internally or externally. Progress and final reports are required, and NIMR specifies final report formats while working with human resources personnel to oversee project employment. It creates standards for the quality of research and, prior to approval, evaluates proposals for morality and scientific validity. Contracts define rights to outcomes and demand mutual consent for changes when there are several parties involved. By means of these mechanisms, NIMR

upholds ethical compliance, resource stewardship, and oversight of research quality.

Clinical Trials

The Tanzania Medicines and Medical Devices Authority (TMDA) and the Tanzania Commission for Science and Technology (COSTECH) are the two organizations that oversee clinical trials. After verifying that applications are complete, TMDA grants certificates that permit trials. TMDA employees and outside specialists evaluate applications in a sequential manner. Certificates are valid for a maximum of five years, as stated in the protocol; extensions are necessary for longer studies. TMDA approval is required for significant changes, such as modifications to the trial's duration or participant selection. Applications that don't have the necessary information, ethical clearance, or pose an excessive risk may be rejected by TMDA.

Trials are approved scientifically by COSTECH. New applications are registered, receipts are acknowledged, and proposals are sent to the National Research Clearance Committee and expert reviewers by its secretariat.

Product Registration

The Tanzania Food and Drugs Authority (formerly known as the TMDA) is responsible for registering traditional medicines. Even with similar formulations, each product needs its own application. In addition to paying a non-refundable fee, applicants must submit a completed form along with supporting documentation, such as labelled samples of the smallest commercial pack and proof of business and practitioner registration. A thorough index of the applicant's dossier and, if applicable, verified copies of expert safety reports and references are also required by TMDA. To maintain a product on the register, fees must be paid into the Authority's account, and a retention fee is due annually. Any changes made to registered products require a new application that includes samples and a description of the change. Only complete applications are taken into account.

Access to Raw Materials

Ecosystem conservation and a sustainable supply of forest products are promoted by Tanzania's National Forest Policy (1998). The policy is implemented through the National Forest Programme and the

Forest Act of 2002. Access to wild resources used in traditional medicines requires prior informed consent (PIC) and compliance with access and benefit-sharing provisions. Applicants submit requests to forest authorities, which are then made public for 90 days to allow for public review. Permits, if granted, restrict collection, demand benefit sharing with the local community, forbid intellectual property claims on resources collected, and require duplicate specimens to be deposited with authorities. In order for local livelihoods to be supported by commercialization, at least 50% of the benefits must go to the local community to sustain livelihoods.

Manufacturing control at premises

Chapter 219 of the Tanzania Medicines and Medical Devices Act (Revised 2021) regulates the manufacture and distribution of pharmaceuticals, medical devices, and herbal products. Regulated goods cannot be produced, sold, or stored by unregistered companies. Applications for premises registration must include the required paperwork and fees; compliance is verified by the Director-General, who keeps an official register. The Authority determines whether a location is suitable and has the power to deny or cancel registration. Business owners are required to notify the Authority of any changes in ownership; registration is canceled 30 days following the change. License applicants must demonstrate adequate funding, a history of compliance, qualified personnel, and maintenance of facilities that meet all relevant standards.

Conclusion

Tanzania's complementary and alternative medicine policy blends institutional oversight with official recognition. Training and leadership are provided by the Ministry of Health and the Institute of Traditional Medicine. NIMR makes sure that research follows scientific and ethical guidelines and is in line with national priorities. Clinical trials are managed by TMDA and COSTECH, while TMDA is also in charge of product registration and facility licensing. Forest law governs access to biological resources, requiring benefit sharing with local communities and prior consent. These programs work together to preserve natural resources and public health while incorporating T&CM into healthcare.

(Source: *Ayushexcil*)

सारांश

(Concise Updates)



President inaugurates Mahayogi Guru Gorakhnath Ayush University

PIB, July 1, 2025
The President of India, Smt. Droupadi Murmu inaugurated the Mahayogi Guru Gorakhnath AYUSH University at Gorakhpur, Uttar Pradesh today (July 1, 2025).

Speaking on the occasion, the President said that the Mahayogi Guru Gorakhnath Ayush University is an impressive modern centre of our rich ancient traditions. This inauguration is a milestone in the development of medical education and medical services, not only in Uttar Pradesh but also in the entire country. She was happy to note that the advanced facilities developed at the University are now available to a large number of people. About 100 AYUSH colleges affiliated with this University are also benefiting from its excellence.

Greenspace Leads Scientific Revival of Ayurveda With New Quantum-Based Approach

Yahoo ! Finance, July 8, 2025
Greenspace Herbs, a leader in advanced Ayurvedic innovation, is leading a scientific revival of Ayurveda through its expanding work in Quantum Ayurveda™, a forward-thinking approach to herbal medicine that merges quantum physics with traditional plant-based healing. As part of this



initiative, the company is dedicating increased resources, research, and infrastructure to make this emerging field more accessible to the nutraceutical and phyto-pharmaceutical industries.

Rooted in classical Ayurveda, Greenspace's Quantum Ayurveda explores how herbal remedies interact not only at the molecular level, but also through their subtle energy patterns—what modern physics defines as vibrational frequencies.

Two-Day WHO Expert Group Meeting Concludes with Key Recommendations on Siddha Standards

The Canara Post, July 26, 2025
In a significant stride towards globalizing India's traditional medical knowledge systems, the World Health Organization (WHO), in collaboration with the Ministry of Ayush and the Central Council for Research in Siddha (CCRS), successfully convened a two-day WHO External Group Meeting on July 24-25, 2025.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, in his keynote address, emphasized the note for robust, globally harmonized training standards in Siddha. He reiterated India's commitment to promoting evidence-based practices in traditional medicine.

The meeting which was held in hybrid mode, focused on finalizing the Draft WHO Technical Reports on Training and Practice in Siddha, drawing participation from 16 international experts across 11 countries representing all six WHO regions. The deliberations mark a landmark milestone in aligning Siddha with globally accepted frameworks, while ensuring preservation of its unique indigenous identity.

Shalyacon 2025 honours Sushruta Jayanti (13 15 July 2025)

PIB, July 14, 2025
On the occasion of Sushruta Jayanti, Shri Prataprao Jadhav, Minister of State (Independent Charge), Ministry of Ayush inaugurated the Shalyacon 2025, the 3rd National Conference on Shalya Tantra at



Editorial

An Integrative Agenda for Aligning Ayush with One Health

The concept of One Health emphasizes the inter-relationship between the health of animals, people, and ecosystems. A neglect of this has led to global crisis situations such as COVID 19 and the accentuating threat of antimicrobial resistance. The sector of Ayush, draws heavily on plant based medicines and has a significant dependance on biodiversity. Hence major threats to the sector exist on account of environmental degradation and climate change. The integration of Ayush into a One Health framework can go a long way in enhancing biosecurity, preserve biodiversity and create new opportunities for innovation and trade.

Ayush imperatively needs the sustainable supply of medicinal plants. This is seriously threatened by climate change, habitat loss and overharvesting. Thematic areas such as conservation biology, pharmacognosy and public health could be linked with through a One Health approach in Ayush. Community champions from the sector can lead agro-forestry initiatives that would contribute towards income diversification for farmers, flora habitat regeneration and also sustainable and quality raw material supply. The National Ayush Mission should potentially consider expanding its scope to include initiatives that strengthen dimensions of ecological health via promotion of cultivation practices which are climate-resilient, creation of seed banks and community participation in the preservation of wild medicinal plant species. This can have an impact in enhancing the credibility of Ayush exports.

It is a fact that traditional veterinary practices using Ayurvedic

and Unani formulations are widely practiced in rural India. However, modern veterinary education has zero enagement with this knowledge base. Herbal remedies still remain the first line of choice for many livestock farmers for the purpose of deworming as well as handling conditions such as wound management and enhancing the yield of milk. Augmenting existing research into these practices can offer large-scale safer alternatives to chemical drugs and significantly inhibit antimicrobial resistance. An important need of the hour is the establishment of One Health research clusters by the Ministry of Ayush, in collaboration with the Department of Animal Husbandry and the Indian Council of Agricultural Research, towards the standardisation and testing of herbal veterinary medicines, subsequently leading to the development of guidelines for their integration within mainstream veterinary services through appropriate regulatory frameworks.

The impact of environmental externalities such as pollution in relation to manufacturing, water use and packaging waste on the Ayush value chain is a matter of serious concern. A One Health approach helps in mitigating the footprints of the same across this value chain. Policy instruments such as green certifications, incentivizing the use of renewable energy and enhancing the accountability of the producer for packaging should be considered the the. A roadmap that lays down a collaborative framework between Ministries of Environment, Ayush and Commerce for aligning Ayush industry standards with India's commitments to climate action and circular economy would be desirable.

the All India Institute of Ayurveda (AIIA), New Delhi.

Organized by the Department of Shalya Tantra at AIIA in collaboration with the National Sushruta Association, this national seminar formed a part of the 25th Annual Conference of the NSA. The event brought together over 500 participants, including scholars, Ayurvedic experts and surgeons, researchers, academicians, and students from India and neighboring countries like Nepal and Sri Lanka.

Addressing the gathering Shri Prataprao Jadhav emphasized the need for advancing research in Ayurveda in alignment with the vision of Prime Minister Shri Narendra Modi. The Union Minister said that "the promotion of research must remain our foremost priority. Through rigorous scientific inquiry, the efficacy of our traditional systems can be established globally. The Government of India has already authorized Ayurvedic practitioners to perform 39 surgical procedures and 19 additional operations, thereby strengthening the integrative approach to healthcare." Additionally, the standardization of surgical protocols is essential to uphold the quality and safety of treatments, the minister added.

Challenge to FDA denial of Americans for Homeopathy Choice declined to be dismissed

theaahp.org, July 22, 2025

A U.S. District Court has ruled against all but one of the claims asserted by the Alliance for Natural Health (ANH) in its lawsuit challenging the Food and Drug Administration's (FDA) regulation of homeopathic drugs. But the ANH challenge

to FDA's denial of the 2020 Americans for Homeopathy Choice (AFHC) Citizen Petition survived FDA's Motion to Dismiss and will be the subject of further proceedings.

In its July 15 ruling, the court held that FDA's action did not contravene the CARES Act, which exempted homeopathic drugs from the revisions to the OTC Drug Review process but did not exempt homeopathic drugs from FDA regulation. The court also held that the 2022 Final Guidance was not final agency action because it simply set out FDA's enforcement priorities and "has no direct legal consequences." APA jurisdiction only extends to final agency action. The court also rejected ANH's Due Process and Constitutional challenges.

National Expert Committee Meeting on Herb Safety Dossiers held at the All India Institute of Ayurveda, Goa

PIB, July 24, 2025

The National Expert Committee meeting was held from 21st to 22nd July 2025 at the All India Institute of Ayurveda (AIIA), Goa. The committee, constituted by the Ministry of Ayush, co-chaired by Dr. A. Raghu, Deputy Director General (Ayush), and Dr. J. B. Gupta, comprises senior experts and scientists from leading institutions including AIIA (Goa and New Delhi), AIIMS New Delhi, CCRAS, DIPSAR, ITRA, IIT Jodhpur, CIMAP, and Savitribai Phule Pune University.

As part of its ongoing efforts to strengthen the scientific evidence base of traditional medicine, the Ministry of Ayush, Government of India, has made significant progress in the development of

safety dossiers for four important Ayush herbs: Gokshura (*Tribulus terrestris*), Tulsi (*Ocimum sanctum*), Haridra (*Curcuma longa*), and Chandrashura (*Lepidium sativum*). The National Expert Committee undertook a rigorous review of scientific, pharmacological, and traditional data to refine safety documentation for the selected herbs. The exercise involved a critical synthesis of Ayurvedic classical references, preclinical data, toxicology findings, and available clinical literature.

Ayush and herbal products exports grew 0.5 per cent in May

PharmaBiz, July 15, 2025

Export of Ayush and herbal products has reported a marginal growth of 0.5 per cent during the month of May, as compared to almost 1 per cent growth on a Year-over-year (YoY) basis, reported in the same month a year ago.

Cumulative exports during the first two months of the fiscal year has registered 7.4 per cent growth as compared to the same period of last year, according to data from the Directorate General of Commercial Intelligence and Statistics (DGCI&S).

Exports during the month of May, 2025, was at \$60.6 million, as compared to \$60.3 million in the same month of previous fiscal year. The growth in May, 2024, was around 1 per cent from \$59.7 million in May, 2023. In Rupee terms, exports of Ayush and herbal products have reported 2.6 per cent growth in May, this year, at Rs. 516.2 crore, as compared to Rs. 503.1 crore registered in the same month, last year.

Initiatives

Standard Treatment Guidelines in Ayush



The Ayush vertical under the Directorate General of Health Services (DGHS) has created and published Standard Treatment Guidelines (STGs) for two major clinical areas – musculo skeletal disorders and metabolic disorders, as part of the Ministry of Ayush’s focus on strengthening quality in the Ayush health service sub sector. Three publications in relation to the same have come out so far: (1) Standard Treatment Guidelines on the Management of Metabolic Disorders in Ayurveda (April 2025); (2) Standard Treatment Guidelines on the Management of Metabolic Disorders in Homoeopathy (April 2025); and (3) Standard Treatment Guidelines on the Management of Common Musculoskeletal Disorders in Ayurveda (April 2024). These documents are the expression of a determined intent through a policy tool to create evidence based standardization to a sector that is largely heterogeneous in practice, improve the quality of health service delivery, and facilitate an alignment of Ayush practice with public health priorities, and not merely serve as therapeutic handbooks.

The documents have been created by a broad collaborative effort with national experts from CCRAS, allopathic institutions and state Ayurvedic colleges, homoeopathic clinicians, former advisors to the Ministry of Ayush and professors of medicine. The national expert committee constituted for the same had members representing every Ayush research council—Ayurveda (CCRAS), Homoeopathy (CCRH), Unani (CCRUM), Siddha (CCRS) and Yoga and Naturopathy (CCRYN)—as well as advisers from the Ministry and academic centres. In addition,

senior leadership of the National Commission for Indian System of Medicine, heads of central research councils, directors of All India Institute of Ayurveda, National Institute of Ayurveda and other state institutions. They are thus products of consensus statements across disciplines, for adoption by practitioners.

These STGs have been developed using current epidemiological data. It references global data such as the mortality contributor ranking of diabetes (eighth leading cause of death) and morbidity burden (529 million people globally in 2021), International Diabetes Federation estimates of a projected \$996 to be spent on diabetes care in 2021, projections of a 59.7% rise in prevalence by 2050 from the age-standardized prevalence of 6.1%. Indian data on prevalence as estimated through the NFHS 5 survey is also showcased.

Not limiting themselves to the listing herbs or drugs or medical interventions, the STGs define disease entities, outline risk factors, and specify diagnostic criteria. For example, in the STG for Musculoskeletal disorders, in relation to Osteo Arthritis (OA) there is a detailed case definition , description



of risk factors such as ageing, obesity, and lifestyle factors as well as diagnostic criteria adopted from the American College of Rheumatology for hand, hip and knee OA. Similarly, there is an advise to clinicians to assess behavioural, social and comorbidity profiles in the context of global and Indian risk factors, in the Homeopathy STG for Metabolic Disorders. Thus, there is a conscious effort to combine epidemiological context with clinical presentation, differential diagnosis and comprehensive examination protocols. A

preservation of duality has also been given care to, with the use of biomedical terms like “osteophytes,” “joint space narrowing” and laboratory markers alongside Ayurvedic concepts such as vitiated Vata and Dhatu Dushya Sammurchanaa, allowing practitioners trained in either system to understand and communicate conditions clearly. This is designed to lay a potential framework for interdisciplinary referrals and integrative care.

There is an important emphasis on strategies such as early intervention and patient education, outline screening and monitoring strategies, caution about modifiable risk factors etc in the STGs, to prevent onset and slow disease progression. STGs can serve the basis for standardized training and continuous professional development. From the demand side, existence and implementation of guidelines would consolidate trust in Ayush services. A homogenized understanding of Ayush terms and abbreviations across regions is also sought to be enhanced through the inclusion of their elaborate glossaries.

STGs are strategic tools to support India’s National Health Policy advocacy for pluralistic and integrative healthcare. As a larger vision of incorporating Ayush into government national health programs remains, the alignment of Ayurvedic and Homoeopathic interventions with public health evidence and biomedical diagnostic frameworks can go a long way in supporting policy coherence on national health priorities. They also position Ayush systems as adaptive to contemporary health challenges via evidence informed protocols and not being static in nature.



Continued from page 1

- Hub of Homoeopathy, the following strategic actions are essential:
- 1. Create a National Homoeopathy Export Mission**
 - Facilitate global certifications (GMP, ISO, WHO-GMP)
 - Offer export incentives and trade delegations
 - Develop a “Made in India” homoeopathy brand
 - 2. Establish a Global Homoeopathy Research Consortium**
 - Partner with WHO, EU, and ASEAN regulators
 - Fund multicentric clinical trials and meta-analyses
 - Promote open-access journals and global conferences
 - 3. Launch a Digital Homoeopathy Innovation Fund**
 - Support AI-driven diagnosis tools and e-prescription platforms

- Integrate homoeopathy into Ayushman Bharat Digital Mission
- Encourage startups in teleconsultation and personalized care
- 4. Expand Public Health Integration**
 - Scale successful pilots like Swasthya Rakshan and RBSK nationally
 - Include homoeopathy in school health programs and geriatric care
 - Train ASHA workers in basic homoeopathic triage
 - Regalvanise Homoeopathy Kits for Rural Health program that was successful pilot in early 21st Century.
- 5. Revamp Education & Global Exchange**
 - Introduce international electives and dual-degree programs
 - Incentivize faculty exchange with Germany, UK, and Brazil
 - Modernize curriculum with pharmacogenomics and integrative medicine

A Call to Action

- India has the numbers, the infrastructure, the trust, and the tradition. What it needs now is strategic convergence—between policymakers, industry leaders, educators, and researchers. The world is moving toward personalized, preventive, and participatory healthcare. Homoeopathy, with its gentle yet potent approach, is perfectly poised to lead this shift.
- Let India not just be the largest user of homoeopathy—but its global torchbearer.

The author is Member, CII-National Taskforce on Ayush and former Chairman, Committee for Homoeopathy at Indian Drug Manufacturers Association (GSB). E: shivang.swaminarayan@gmail.com

Event Info

Industry Session for boosting MSME Oppurtunities in Ayush

On behalf of the Ministry of Ayush, an industry interactive session was organized by the Ayush Export Promotion Council (AYUSHEXCIL), with the support of the Rastriya Ayurved Vidyapeeth (RAV), on 16.07.2025. The sessiona was titled “Fostering Growth: SME Schemes and Opportunities for the Ayush Industry”.

The meeting served as a forum for government officials and industry leaders to explore ways to enhance the Ayush sector by tapping the potential of micro, small and medium enterprises (MSMEs).

Dr. Kousthubha Upadhyaya, Adviser at the Ministry of Ayush, opened the proceedings by highlighting how vital MSMEs are to the growth of the Ayush ecosystem.

Smt. Anuja Bapat, Joint Secretary from the Ministry of MSME, gave a comprehensive overview of the government programmes available to support Ayush focused businesses.

In their remarks, Ayush Secretary Vaidya Rajesh Kotecha and MSME Secretary Shri. S.C.L.Das stressed the importance



of boosting product quality and increasing production capacity to satisfy both domestic and international markets.

The session focused on the collaboration between the two ministries, that could encourage innovation and enhance global competitiveness in the traditional medicine sector.

Source: <https://knnindia.co.in/news/newsdetails/msme/ayush-ministry-hosts-industry-session-to-boost-msme-opportunities-in-ayush-sector>.

FICCI Consultative Meeting for Ayush Industry Stakeholders



The Federation of Indian Chambers of Commerce & Industry (FICCI), along with the Ministry of Ayush, Govt of India, jointly organized the the ‘Ayush Stakeholders Consultative Meeting 2025’ on 29.07.2025 at New Delhi. The event was inaugurated by Shri. Prataprao Jadhav, Minister of State for Ayush, Govt of India. While addressing the gathering, he reaffirmed the government’s commitment to the holistic growth of the Ayush sector. Emphasizing the vision of Atmanirbhar Bharat, he urged the industry to collaborate in elevating Ayurveda, Siddha, Unani, Sowa-Rigpa, Naturopathy, Yoga, and Homoeopathy to global prominence—much like yoga has already achieved. “We must collectively strive to make Ayush systems the first choice in preventive and therapeutic healthcare—locally and globally. From ‘Vocal for Local’ to ‘Global for Local’, this sector has the potential to define India’s leadership in integrative medicine,” he added.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Govt of India emphasized the Ministry’s

resolve to mainstream Ayush through policy innovation, research-based frameworks, and institutional convergence. He outlined priorities including inter-ministerial collaboration, evidence-driven policymaking, and capacity building for global integration and last-mile delivery.

Dr Pradeep Multani, Chair, FICCI Ayush Committee and Chairman Emeritus, Multani Pharmaceuticals Ltd., highlighted the sector’s need for harmonized regulatory reforms, support for MSMEs and start-ups, international market access, and robust data frameworks. He presented FICCI’s key initiatives and actionable recommendations on issues such as Rule 170, the Biological Diversity Act, and the need to modernize the Drugs and Magic Remedies Act.

Ms Monalisa Dash, Joint Secretary, Ministry of Ayush; Dr. Kousthubha Upadhyaya, Adviser (Ayurveda); and Vaidya Devendra Triguna, President, All India Ayurvedic Congress, along with other industry leaders also shared their

perspective on Ayush sector. The discussions revolved around the understanding that Ayush is a strategic pillar of India’s health, economic, and diplomatic future and no longer a mere niche domain.

To further deepen the industry-policy engagement, FICCI has constituted four dedicated working subgroups on the following thematic areas:

- a. Standardization, Certification, and Quality Control
- b. Regulatory Issues in the Ayush Sector
- c. Market Research, Data Analysis, and Industry Report
- d. Promotion of the Ayush Sector in New Markets (International Collaboration)

These subgroups will work closely with the Ministry to develop actionable recommendations and support evidence-based policymaking for the sector’s sustainable growth.

Source: https://ficci.in/press_release_details/5083

Firm Profiling

IMPCOPS, Chennai



“IMPCOPS” The Indian Medical Practitioners Co-operative Pharmacy and Stores Ltd., was established in the year 1944 by the doyens and leading stalwarts of Indian Systems of Medicine like Vaidya Ratna Captain G. Srinivasamurthy, Professor Dr. C. Dwarakanath, former Adviser in Indian Systems of Medicine, Government of India, Dr. Y. Suryanarayana Rao, Ayurvedacharya, D. M. Visweswara Sastry, H. P. I. M., former Principal, Government College of Indian Medicine, Madras and Special Officer, Department of Indian Medicine, Government of Andhra Pradesh, Padmashri.

“Service with quality” and “reasonability in price” being its ideals, Impcops is engaged in the manufacturing of nearly 1000 varieties of centuries old, time proven traditional medicines in a reasonably modernized plant employing sophisticated techniques under expert supervision. The medicines manufactured here are consumed by the public, the Medical Practitioners and Government Hospitals. Initially this Society was registered under the Tamil Nadu Co-op. Societies Act 1932 on 6.4.1944 and started functioning from 12.9.1944 onwards.

It was brought under the purview of Multi State Co-operative Societies Act under the control

of Central Registrar of Co-op. Societies from 1984 onwards. This institution is situated on a 9-acre plot purchased by the society way back in 1949. With a humble beginning with 400 Registered Medical Practitioners as its institutional members, it has grown in stature by incorporating 18000 Registered Medical Practitioners as its present members.

A View of New Building of Prepared Medicine Stores Section





A Glimpse of New Building of Prepared Medicine Stores and Centralised Packing Section

This is the one and only unique organization working under Cooperative Sector in entire Asia which is engaged in the manufacturing of all the three traditional Indian systems of Medicines namely Siddha, Ayurveda and Unani under one roof. The institution has its second manufacturing Unit at Tadepalle, Andhra Pradesh and a Regional Office at Vijayawada, A.P.

Strong Leadership

Impcops is being successfully guided by the President Dr.R. Kannan M. D(S), Vice President Dr.M. Suresh, M. D(S) and Secretary I/c Dr.K. Kader Mohideen B.Sc., B.S.M.S. During the tenureship of Dr.Kannan, many activities have been successfully started and implemented. New building for prepared medicine stores section and centralized packing section have been constructed. Entrance of Impcops building have been changed into a new look and new Medicinal Boards of Impcops Medicines have placed in the outer walls of Impcops Building, which will give more awareness to the Public about Impcops medicines. New Hospital wings have been started in Puducherry, Theni, Coimbatore, Vijayawada in the respective Impcops sales depots themselves. New Siddha, Ayurveda and Unani medicines have been introduced for the production. In order

to modernize the medicines manufacturing and packing work, lot of new machineries have been purchased and installed on Pharmacy. Further steps have been taken to augment marketing and to make available in all areas of India. As part of this effort, the number of distributors appointed to distribute Impcops medicines have been increased from 39 to 219 during the last 5 years. Further steps have been taken to supply the Impcops medicines to Amma Marundhagam. Moreover, In the Tadepalle unit also, a new building has been constructed to expand the unit for more production of Ayurveda medicines. Impcops has recently launched veterinary medicines too. In order to increase the preparation of *Parpam* and *Chenduram*, the number of *kalvams* have been incremented and a new building for *kalvam* section has been constructed.

The hospital unit was established during 1986 considering the healthcare needs of the community. Recent years the overwhelming response to siddha from the allopathy, in-patient unit has also been started during 2011. This hospital unit is located at the entrance of the Impcops production unit, running with well-versed Siddha, Ayurveda and Unani Doctors panel.

We have established a small hospital of our own with an outpatient department in our premises. In

our In-patient Department which functions on ambulatory basis we give panchakarma and other special indigenous treatments for various diseases.

Our hospital has been recognized for treating State and Central Government Employees in the year 1987, by Tamil Nadu Government.

Our hospital has reimbursement facility for the State and Central Government employees of Tamil Nadu. The OP time starts from 9.00 am to 6.30 pm. On an average 90-100 patients are taking medical consultation daily for various ailments. This unit also has 2 massage unit with steam bath facility for both male and female. In-patient unit is furnished with 2 air-conditioned suits, 2 general wards separately for gents and ladies and 2 rooms. New Impcops Hospital had been inaugurated at IIT campus, Chennai on 30.07.2022.

Impcops has totally 17 depots in Tamil Nadu state, 1 depot in Puducherry, 5 depots in Andhra Pradesh, 2 depots in Telangana state, 1 depot in Karnataka and 2 depots in Kerala state.

Totally Impcops have been manufacturing quality Ayurveda, Siddha and Unani drugs in traditional manner and to serve to the people at affordable price. The main motto of Impcops is to serve the people for health and wellness of the society and spread Ayush medicines globally.



Core IV-B, Fourth Floor, India Habitat Centre, Lodhi Road, New Delhi-110 003 India., Ph. 91-11-24682177-80
Fax: 91-11-24682173-74, Email: dgoffice@ris.org.in, Website: www.ris.org.in

Follow us on:



Editorial Team: Dr Namrata Pathak, Dr Sarin N S, Dr Sanket Chavan, RIS