

Ayush Vaibhav

POLICY | INDUSTRY | INTERNATIONALISATION

– Growth and Excellence of the Ayush Sector

FITM Industry and Trade Newsletter

“

Possibilities of investment and innovation in the field of Ayush are limitless. We are already witnessing an unprecedented boom in the production of Ayush medicines, supplements and cosmetics.

”



– Shri Narendra Modi
Hon'ble Prime Minister of India

सारांश (Concise Updates)

Innovation

Ayurvedic formulation for the management of diabetic ulcer

The Time of India- Sep 13, 2024

IIT (BHU) have developed a new formulation using the Ayurvedic medicine 'Panchvalkal,' creating a stable solution and a biodegradable patch for healing wounds, post-operative cuts, and diabetic ulcers. The formulation, made with a biocompatible stabilizer and a novel biopolymer, was successfully tested in clinical trials, showing effective healing without side effects. The technology has been patented and transferred for commercialization, with eco-friendly products launched in spray, patch, and gel forms. This innovation offers a more affordable and sustainable alternative to current treatments

Homeopathy doctor receives patent for new drug delivery system

ToI: Mar 6, 2024

A homeopathy doctor Dr Anshul Shah, Hospital from Anand has received a patent for a new drug delivery system called "Sureshots Nano," which replaces the traditional method of administering homeopathic medicines. Instead of the conventional sugar globules, this new system delivers medicine through a mist spray that can



be applied orally, on the skin, or nasally. The spray is designed to enhance the effectiveness of homeopathic treatments and speed up patient recovery, while also being diabetic-friendly. Clinical trials on over 250 patients have shown promising results, particularly for conditions like nasal polyps, vitiligo, and urticaria. With the patent now granted, homeopathic medicine manufacturers can explore the commercial production of this innovative delivery system.

Smt. Yanung Jamoh Lego Awarded with Padma Shri for Excellence in Herbal Medicine and Agriculture

PIB-April 22, 2024

On April 22, 2024, Smt. Yanung Jamoh Lego received the Padma Shri award from the President of India for her significant contributions to herbal medicine and agriculture in Arunachal Pradesh. She has helped over 300,000 patients with serious



“Under the visionary leadership of Prime Minister Shri Narendra Modi the Ministry has made remarkable progress in promoting Traditional Indian systems of Medicine and strengthening of Ayush in the field of international cooperation”

– Shri Prataprao Jadhav
Hon'ble Minister of State for Ayush



illnesses through traditional healing practices, influenced by her father, a folk healer. she founded “Indigenous Herbal Heritage,” promoting the cultivation of medicinal plants and educating over 100,000 people on their benefits. Her initiatives include planting around 5,000 medicinal plants annually. Previously recognized with awards like the Arunachal Pradesh State Award (2019) and the “SRISTI Samman Award” (2007), the Padma Shri highlights her commitment to merging traditional and modern health practices.

R&D

WHO Designates CCRAS-NIIMH, Hyderabad as Collaborating Centre for Traditional Medicine Research

PIB- Jun 14, 2024

The World Health Organization (WHO) has designated the National Institute of Indian Medical Heritage (NIIMH) in Hyderabad as a Collaborating Centre for “Fundamental and Literary Research in Traditional Medicine”

for a four-year term starting June 3, 2024. This recognition underscores the institute’s commitment to traditional medicine research, focusing on documenting the historical aspects of various Indian medical systems. NIIMH has made significant advancements in digital initiatives, such as the AMAR Portal, which catalogs over 16,000 AYUSH manuscripts. With this designation, NIIMH becomes the third WHO Collaborating Centre in India for traditional medicine, joining the Institute for Teaching & Research in Ayurveda and the Morarji Desai National Institute of Yoga. The centre will assist WHO in standardizing terminologies related to traditional medicine systems and support member states in developing research methodologies, enhancing the global understanding of traditional medicine practices.

India commits \$85 million to WHO GCTM

ET Health World-August 01, 2024

India has committed \$85 million over the next decade (2022–2032) to support the World Health Organization (WHO) Global Traditional Medicine Centre, aiming to strengthen the evidence base for traditional medicine through data and insights on policies, practices, products and public usage. This funding is part of \$250 million investment made in 2022 for the establishment of the WHO Global Centre for Traditional Medicine in Jamnagar, which includes financial support for the Centre’s operations and new facilities. The contribution aims to enhance WHO capabilities in integrating traditional medicine into national health systems through global collaboration. The Centre will focus on five key areas: research and evidence, primary health care, indigenous knowledge and biodiversity, digital health applications, and the biennial WHO Global Traditional Medicine Summit.

Plea to conserve ‘Trona’ used in preparation of Siddha medicine

The Hindu- Aug 29 2024

The Madurai Bench of the Madras High Court has issued notices to the Centre and the Tamil Nadu government in response to a public interest litigation seeking the conservation of ‘Trona’ (Medicated Pooneeru/Fuller’s Earth), a key ingredient in Siddha medicine. The petition highlights that while 32 locations in the state were historically known for ‘Trona’ collection, it is now available in only eight places. This mineral, found in districts like Virudhunagar, Tirunelveli, Pudukkottai, and Sivaganga, plays a crucial role in purifying raw materials used in Siddha medicine. The petitioner raised concerns over its diminishing availability and emphasized the need for its conservation to ensure continued production of Siddha medicine.

Trade and Commerce

Ayush manufacturing industry surges six times in seven years

Pharmabiz- April 25, 2024

The Ayush manufacturing industry has grown sixfold between 2014-2021, increasing from Rs. 21,697 crore to Rs. 1,37,800 crore. This growth is attributed to reforms for Ease of Doing Business, including 100% Foreign Direct Investment and paperless drug licensing through E-Aushadhi. The Ayush sector’s market size is now estimated at \$43.4 billion. The Ministry of Ayush signed an MoU with the Ministry of MSME to promote Ayush enterprises, leading to an increase in MSMEs from 38,216 in August 2021 to 53,023 by January 2023. States like Uttar Pradesh and Karnataka have led these reforms, while Ayush startups have gained momentum, creating around 8,500 jobs. The initiatives like AIIA’s incubation center support innovation and entrepreneurship in the sector.

India’s Ayush and Herbal Exports: 63%: Driven by Top 10 Global Markets in 2023-24

Pharmabiz-May 11, 2024

In the fiscal year 2023-24, India’s exports of Ayush and herbal products reached \$651.17 million, representing a 3.6% growth from \$628.54 million in 2022-23. The top 10 countries accounted for 63.3% of these exports, totaling \$412 million, a 5.10% increase from the previous year’s \$392 million. The leading destinations included the USA (\$183.30 million), Germany (\$62.63 million), and Italy (\$36.20 million), followed by China, UAE, France, the UK, Nepal, Australia, and Russia. Despite the increase in export value, the volume decreased to 10.63 thousand tons from 12.25 thousand tons the previous year. Ayush Export Promotion Council (Ayushexcil) enhances exports of traditional medicine systems.


Exports of Ashwagandha rose 8 times in 6 years, says Ministry of Ayush

Businessline-April 13, 2024

The export of Ashwagandha, a prominent health supplement, has increased eightfold over the past six years, with shipments now reaching over

वैद्य राजेश कोटेचा
सचिव
Vaidya Rajesh Kotecha
Secretary





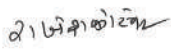
भारत सरकार
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MESSAGE

Over the past decade, the Ayush sector has undergone remarkable evolution, driven by regulatory reforms, infrastructural investments, international outreach, technological developments and innovations. This progress has gained global recognition and Ayush systems are now an important entity in global health conversations and discussions on wellness and trade.

FITM and RIS have played a crucial role in highlighting and quantifying the growth of the Ayush sector. As they continue these efforts, I would like to extend my warm wishes for the launch of their new monthly newsletter, “Ayush Vaibhav”. This newsletter represents a significant effort by the team and is poised to serve as a vital platform for all stakeholders. It is expected that this newsletter will benefit all stakeholders from trade, technology, policy perspectives and explore the synergies between them.

I extend my congratulations to the entire FITM and RIS team for this initiative and look forward to the informed conversations and discussions that it may nurture within the Ayush community.


(Rajesh Kotecha)

New Delhi.
21st October, 2024.

60 countries. India is the leading producer, with significant contributions from states like Rajasthan and Madhya Pradesh. In the U.S., Ashwagandha ranks among the top three herbal supplements, competing closely with Chinese Ginseng. The Ministry is collaborating with the London School of Hygiene and Tropical Medicine on a study involving 2,500 participants to explore the herb's potential effects on COVID-19, underscoring efforts to generate scientific evidence for its efficacy. Curcumin extracts are also seeing similar growth in exports. To address quality issues, especially concerning counterfeit Ayurvedic products, the government is establishing standards through the Bureau of Indian Standards (BIS).

Quality Control and Standards

BIS promotes standardization for Ayush products and procedures

The Hindu-August 17, 2024

The Bureau of Indian Standards (BIS) is advancing safety, efficacy and quality in the AYUSH sector by establishing a dedicated department for standardization. BIS has developed indigenous standards for products like cotton yoga mats, benefiting domestic manufacturers and farmers. It is also working on standardizing various areas, including herbs, yoga attire, Siddha diagnostics and homeopathic preparations, in response to the growing global demand for yoga-related products. Published standards include items like cotton yoga mats, stainless steel Neti pots, and yoga terminologies, with more in development for

Continued on page 8

Editorial

FITM Team

The impressive trajectory of development spurred by strategic initiatives within the Ayush sector over the past decade has elevated its stature from a national system of Traditional Medicine to an aspirational global wellness movement. Ayush has laid down the roadmap for how health outcomes can be exponentiated with growth and innovation running in parallel. Its progressively increasing share in global health markets is a testimony to this fact. The international growth of Ayush-based products has been facilitated by the regulatory harmonisation of key markets and strategic trade partnerships. A growing global wellness industry opens up new vistas of trade opportunities for Ayush products and services. Ayush has greater credibility as an export brand today aided by the establishment of the Ayush Export Promotion Council (Ayushexcil).

The pivotal role played by the embrace of advanced technology such as AI in shaping personalised Ayurvedic treatments, digital

health technologies and data-driven insights for preventive healthcare and creating new horizons in personalised healthcare needs to be iterated.

The Ayush industry is at a critical juncture today. Its global scaling accompanies several dimensions of standardisation of products and practices, regulatory alignment and intellectual property rights that need to be ironed out.

The FITM newsletter intends to be a source of important insights regarding the achievements, challenges and strategies with respect to the Ayush industry. We shall attempt to cover best practices in relation to trade, export and regulatory compliance and highlight important innovations within the industry. It shall aim to create a platform for stakeholders to remain informed about important developments as well as share knowledge, strategies and insights.

We commence our journey with the hope of your active engagement, exchange of perspectives and meaningful contributions.

Resource Augmentation of Commiphora wightii or 'Guggal' by In-Situ Conservation

Commiphora wightii, commonly known as 'Guggal,' in Gujarat. Guggal is a valuable medicinal plant, essential for the Ayurvedic, Siddha, and Unani (ASU) industries due to its oleo-resin gum. However, unsustainable harvesting practices and difficulties in regeneration have endangered the species, making conservation crucial.

The National Medicinal Plants Board (NMPB), had supported a project for *conservation and development of germplasm of Guggal*. The following objectives and targets were fixed under the project:

Establish 06 Medicinal Plants Conservation Areas (MPCAs) of *Commiphora wightii* or 'Guggal' of 250 hectares each covering a total of 1,500 hectares area in Gujarat State.

- Establish 02 Seed Production Area (SPA) of 5 hectare each.
- Plantation of 'Guggal' in 1,500 hectare
- Train local community and standardize the Gum collection practices.

The project has been executed in 11 Forest Divisions under 3 Forest Circles covering Kutch, Jamnagar, Banaskantha, Sabarkantha, Junagarh, Rajkot, Porbandar, Bhavnagar and Surendra Nagar districts of Gujarat.



The project achieved impressive outcomes, such as establishing six Medicinal Plants Conservation Areas (MPCAs) spanning 1200 hectares and planting Guggal over an additional 1400 hectares with a 60% survival rate. Two nurseries were set up to raise high-quality seedlings, and a groundbreaking 90% germination success rate from seeds was reported, a first in India. The project also involved training local communities, forest staff, and farmers to adopt sustainable cultivation practices, ensuring long-term benefits.

This initiative, which covers areas across several forest divisions, highlights innovation in both conservation techniques and community engagement. The establishment of gene banks

This innovative community-engaged conservation project achieved impressive outcomes, such as establishing six Medicinal Plants Conservation Areas (MPCAs) spanning 1200 hectares and planting Guggal over an additional 1400 hectares with a 60% survival rate.

and germplasm reserves creates a foundation for future research, development, and sustainable raw material production for the ASU industries. Moreover, the project demonstrates how conservation efforts can serve dual purposes—preserving biodiversity while providing economic benefits through sustainable resource management.

This initiative addresses both ecological and economic concerns by safeguarding an essential medicinal resource for India's traditional medicine systems and at the same time nurturing a community-driven conservation initiative. The incorporation of public awareness and training programs ensures sustainability by involving local stakeholders in the conservation process.

Source: NMPB



Guggal Seedlings raised by seeds at Chakar Nursery Gujarat



Public Awareness Campaign at Kutch Circle Gujarat



Commiphora wightii Guggal Plantation

Event Info

Mystic Wellness Expo

The Mystic Ayurveda Wellness Expo 2024, held in Almaty, Kazakhstan, from September 24-25, 2024, aimed to promote Indian Ayurvedic and herbal products under the Ministry of Ayush's Market Access Initiative (MAI) scheme. This event attracted participation from manufacturers and exporters across several countries, including India, Russia, Bangladesh, and the European Union. The central purpose was to boost Ayurvedic product exports and highlight India's potential in the wellness market.

The expo served as an essential platform for business networking, allowing stakeholders, including exporters, buyers, and distributors, to interact. Over 150 business meetings took place, and participants praised the opportunities for expanding Ayurvedic product markets in Kazakhstan and Central Asia. The estimated business generation from the expo was valued at around USD 1.5 million, with particular interest in herbal and organic products like women's wellness supplements, skincare items, and traditional Ayurvedic medicines.

During the event, exhibitors presented a range of products, and feedback from stakeholders indicated a significant interest in exploring long-term trade opportunities. Attendees also highlighted the importance of collaboration with local partners in Kazakhstan, focusing on areas such as farming processes and agricultural



exchanges between the two countries. The University of Kazakhstan expressed interest in signing an MoA with AYUSHEXCIL for joint educational and research initiatives, demonstrating a solid foundation for future trade and academic partnerships in the region.

The expo concluded with several recommendations to further develop the market for Ayurvedic products in Central Asia, including organizing more such expos, expanding awareness through educational sessions, and strengthening follow-up efforts to secure long-term relationships.

From a trade perspective, the event underscored the growing demand for wellness products in Kazakhstan and neighboring countries, showcasing the international potential for India's Ayurveda sector. The Mystic Ayurveda Wellness Expo acted as a key catalyst for expanding market access, emphasizing both the economic benefits of Ayurveda exports and the cultural diplomacy associated with promoting traditional Indian medicine abroad.

Source: Ayushexcil

Country Focus

Kazakhstan



Fostering Growth Opportunities for Traditional Medicine in Kazakhstan



Traditional Kazakh medicine, involving the use of Phytotherapy, animal-based treatments, and shamanistic rituals, is recognized as a form of Complementary and Alternative Medicine (CAM). Although T&CM practices are acknowledged, they are not fully integrated into Kazakhstan's national healthcare system. The government's approach to T&CM is coordinated through entities like the National Center for Traditional Medicine (NCTR) and the Ministry of Health and Social Development, which provide policy guidance for its gradual integration.

Kazakhstan's regulatory framework emphasizes research and development (R&D) in the field of traditional medicine. The Ministry of Health, along with the Scientific Research Institute of Complex Medical Problems, is responsible for overseeing research projects, including clinical trials on traditional medicines. The research process follows strict protocols, beginning with ethical approvals and Ministry of Health registration, and continuing through to post-research reporting. Additional approval from the Committee for Medical and Pharmaceutical Control (CMPC) is required for clinical trials, including those involving herbal medicines. Furthermore, the Science Committee under the Ministry of Education and Science supervises pharmaceutical research related to traditional medicines, while the Kazakh Academy of Sciences provides essential research on the scientific aspects

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of medicine and pharmacology. The registration of medicinal products in Kazakhstan is regulated under the Eurasian Economic Union (EAEU) guidelines, which require detailed documentation of manufacturing processes, GMP certifications, and compliance with the EAEU's strict regulatory standards.

To market traditional medicinal products, extensive documentation is needed, including certificates from the manufacturing authorities of EAEU countries like Russia, Belarus, and Kyrgyzstan. The Ministry of Health also plays a key role in ensuring that the standards for medicinal products are adhered to, with a strong focus on safety and quality.

The regulatory framework also covers the procurement of raw materials, which are categorized into plant-based, mineral-based, and animal-based materials. The process of procuring these materials is governed by the Ministry of Ecology, Geology, and Natural Resources. Permits and adherence to environmental guidelines

are mandatory for sourcing both common and endangered plant species. Special permits, aligned with international regulations like CITES, are mandatory for harvesting endangered plant species. Similar regulatory processes apply to animal-based raw materials, with strict oversight by veterinary authorities, particularly for wild animals.

In summary, Kazakhstan's regulatory environment for T&CM involves elements of traditional knowledge with modern regulatory oversight, focusing on research, clinical trials, and sustainable resource management. While T&CM is not fully integrated into the national healthcare system, Kazakhstan is making significant progress towards incorporating traditional practices through structured research and policy development, with the potential for further integration into the global health landscape.

The total value of Ayush products exported to Kazakhstan for 2023-24 was 91,96,462 US\$

Source: Ayushexcil

Ayurveda in Every Corner of the World

Ranjit Puranik

In the past decade, the Govt. of India under the leadership of Hon. Prime Minister Narendra Modi has significantly elevated the global presence of Ayurveda and Yoga, from establishing International Yoga Day to launching the WHO Global Centre for Traditional Medicine in Gujarat. Key initiatives like 'Ayurved Ahar' and the upcoming 'Prakriti Nirikshan' campaign are part of India's vision to integrate traditional medicine into modern public health and economic growth. With over 30 countries recognizing Ayurveda and the sector's growth to \$18 billion, these efforts are unlocking untapped potential in health and wellness, both globally and domestically.

Above is a crude summary incomplete in monumental happenings but rich on facts that have besotted our last decade – 2014-2024. Ministry of Ayush, Government of India has also published a summary of this decade which captures the massive turnaround this sector could clock in its homecoming. The sector watches, launch after launch, programme initiation. Commensurately the decade also saw a 7 fold increase in fiscal budgetary allocation to a little over INR 3000 crores. The AYUSH sector has commissioned many a plan stratagem and expanded its reach to allied Government Ministries, Authorities like – External Affairs, Environment & Forests, Commerce & Industry, Niti Ayog, Health & Family Welfare, Scientific & Industrial Research, Agriculture ... to name a few. AYUSH is now on agenda, a palpable growth sector and validated subject for any Budget or policy document. Foreign Trade Agreements integrate AYUSH subjects in collaboration.

Whilst the old school mindsets in Industry and Medical Practice watch this new found wave, AYUSH buzz is now a familiar tone to consumer interest. So what will prevail and be taken to every corner of the world from the AYUSH treasure. An outlook presented here relies on a dictum – big at home, is ready for the world. That which is India, matters in India, uniquely positioned in our culture, ingrained in 1.5 billion mindsets, G3 economy, is ready for the world. Now take this assumption towards a scenario of fruition for the above launch milestones - a 360 degree AYUSH universe emerges. Call it a 'golden goose', a Midas touch or what have you, one cannot but admit golden times of achievement are here for the asking. One can foresee a consumer bloom this next decade, it's the thereafter period that is very interesting.

EMERGING AMRIT KAAL – Next 25 GOLDEN YEARS:

A vision for the next 25 years can have 2 distinct phases -

The immediate decade –

- **Health Care:** Ayurved network of hospitals and service, fill the void created with an overwhelming under performance at the hands of modern medicine. The entire base generator of Ayurved practitioners from now 600+ educational institutions, further the urban, rural footprint of this health care,

With over 30 countries recognizing Ayurveda and the sector's growth to \$18 billion, these efforts are unlocking untapped potential in health and wellness, both globally and domestically.

cure science. An estimate of tripling AYUSH Services and base medicine sales from an estimated INR 1.5 lacs crore to almost INR 5 lac crore in this period.

- **Ayurved Ahar:** Ayurved checks into the 'food domain' with Ayurved Ahar and a slew of options are now available to a health-conscious consumer. Major chain providers have options from Ayurved Ahar. A 3% market share for Ayurved has been estimated by some food majors, it means a new market foray for AYUSH valued at INR 2-3 lacs in the least. We are talking of a new beat that health-conscious consumer now calibrates too. It will also be a time when global chains operating in India imbibe Ayurved tenets as part of their food offerings – Tridosha energetics, remix recipes to match palliation of Vata, Pitta and Kapha.
- **Green Pharmacy:** Backward integration programmes gain ground, a firm alternative crop for farmers, backed by agro-tech and supply chain infra. On the Forest front, we have a firm 'inclusive growth' for forest communities. SDG or India's commitment to climate change will lead to a massive legal rest in this sector with documentation, trace and track of all raw materials but will entail massive investments in long gestation crops from high Himalayas, arid desert lands to high moisture areas in North East and Western ghats. The emergence of this marketplace will be key for AYUSH growth not just in India but the green pharmacy of the world.
- **Global Block Busters:** Super herbs like Ashwagandha, Brahmi, Shatavari & Amla ... light the natural products marketplace in this coming decade. Natural product markets will echo this acceptance of 'new herbs' from India. We have Ashwagandha as on date and much research ongoing for similar launches.
- **Regulatory catch-up:** Global benchmarks in pharmaceuticals et food industry, an intense grind to compliance within the sector and stakeholder to this new norm has started. Associated pain is apparent within the sector but an outcome towards transparent, online reporting with dynamic statistics mark this coming immediate. 'Data drives even more growth' will be a boost that Ayush sector has hitherto not seen.

Whilst some grind, painful reset and coming of age for certified medicinal plants is foreseen, all this is on a backdrop of very high growth. New champions, globally connected cross border investments, collaborations – all open doors to a green commerce that Ayush has only just watched so far.

The next of Amrit Kaal progress – Research, Research & Research ...

- **BigData:** Not described and monetized in the immediate decade is an emergence of Ayush

as a credible coparcener in Public Health. In this coming time of calibrated digitization, we see 'big data' on Ayush benefit come into play. Intensive validation of Ayush Services and clear protocols in Public Health drive programmes from taluk to Lutyen. Evidence in many hues on a bedrock of hard data will mark this era of acceptance to mainstream. The early sprouts of high throughput simulation for pharmacological evaluation is seen as we speak.

- **Ayush Practitioners:** The sheer numbers of them ... subscription and patronage of Ayush students in their own science leading to their own economic growth from Ayush practice is essential in first phase. The movement of consumer mindset from faith in healer to validated protocols will be fruits of this Research driven era.
- **Global Research:** Even today we know of Research programmes moving towards registration of Botanical Drug dossiers in developed countries. Outcomes that validate the Ayurved protocols will yield impact not just in India but will attract global interest. Infact they will determine, redefine the whole gamut of drug discovery and R&D world over – this is not wishful, early spring is seen.
- **Ayurved Biology:** Linkage of Tridosh with genomics, cell nutrition, core material value beyond phyto chemicals and all above to whole systems biology is the flourish in Research directions.
- **IP:** Intellectual property, patents of our traditional medicine are major policy standpoints that would need clear and deft statement in these times of high investment research. Data exclusivity to innovative approaches of presenting ancient wisdom will be a key to unlocking this phase of sustained growth in mainstream health care. 'Whole Therapy Protocols' and their IP will unlock the full potential of Medical Value Travel. Research and data will drive this phase.
- Whilst all above are personal snap shots of what can be, there are clear indications of this sunrise sector emerging in full bloom. Definition of Medical Integration is in an infantile phase. Research will hold the key and there is not an institution of allied sciences which has not contemplated, penned or set in motion - an Ayush project for study. Integration with 'patient benefit paramount', will mark a coming age of Medical Integration to the advantage of validated Ayush.

Never, has there been a better time to be in AYUSH.

Author is Managing Director, Shree Dhootapapeshwar Ltd.

Firm Profile

Shree Dhootapapeshwar Limited

Serving Ayurveda

Shree Dhootapapeshwar Limited (SDL) has its roots in the far-distant past at Panvel, near Mumbai. It was established some time before 1872, by Late Vaidyaraj Shri Krushnashastri Puranik and his son Late Vaidyaraj Shri Vishnushastri Puranik. Its mission statement of 'Serving Ayurved since 1872' is in keeping with its objective of providing service to the Ayurveda fraternity, which actually means serving Ayurveda. The Shree Dhootapapeshwar Aryaushadhi Karkhana was set up to provide the highest quality of Ayurveda medicines, batch after batch. The enterprise's approach and immediate goals were very simple: Standardize the formulae of medicines to the satisfaction of Ayurveda vaidyas, manufacture 100 per cent-effective medicines, upgrade to industrial scale and nationwide distribution.

SDL's products are based on ancient textual description, and possibility of errors removed. Team SDL today invests considerable time and energy to create a united platform for Ayurveda physicians, and have done so since inception. The aim to ensure the voice of Ayurveda physicians is heard and respected in matters of national health continues.

With the passage of time, Shree Dhootapapeshwar moved from strength to strength, and came to be known countrywide for its superior quality of manufactured medicines. Illustrious leaders of the Independence struggle like Mahatma Gandhi, Sardar Patel, Bal Gangadhar Tilak and leading Ayurveda practitioners visited its factory in Panvel. By the mid-1930s, the company had 26 branches across India and was manufacturing over 1,000 Ayurveda medicines. It also owns a printing press in Panvel to seamlessly manage its evergrowing load in publicity and literature. Today, SDL is led by Shri Ranjit Anand Puranik, the fifth generation and seventh member



of the Puranik family. Its range of traditional medicines are mostly manufactured in Panvel. Another manufacturing site is in Bengaluru, which is managed by a dedicated technology-licensed vendor. The company, its subsidiaries and other group organizations are fully managed by professionals and domain experts. SDL has the largest number of Ayurveda physicians on board to deliver the sophisticated traditional yet scientific nuance to its every activity. The management believes 'what is Good for Ayurveda is Best for the enterprise.'

Even today, SDL and its in-house quality norms, named Shree Dhootapapeshwar Standards (SDS), is well accepted as benchmark quality. SDS has become synonymous with Shastrashuddha,

effective, standardized and safe Ayurveda medicines. The company's vision statement of 'Service to Ayurved is service to mankind with an intention to deliver cure to the ailing whilst promoting and preserving health' serves as a beacon, and its research and standardization of high performance drugs has been a hallmark of its achievements over the years.

Products

SDL offers a full range of classical Ayurveda medicines with over fifty branded proprietary medicines. Every product undergoes stringent tests that are conducted by SDS, before being released in the

"Our ability to read texts, cogently understand the critique and convert that into manufacturing process to give you batch to batch consistency is something we have been very proud of. Our standards are always at a higher threshold than what the law of the land prescribes, which is our warranty to the Ayurved fraternity in the quality that we have inherently reposed in our formulations."



Continued from page 3

Sutra Neti threads, Vastra Dhauti and common yoga protocols. These efforts aim to maintain authenticity and reliability, enhancing consumer confidence and promoting safe practices. BIS has formed seven sectional committees, collaborating with experts, institutions, industry and regulatory bodies to create comprehensive, evidence-based standards in alignment with national and international guidelines. So far, 91 standards have been published, covering herbs, Ayurvedic terminology, Panchakarma equipment and testing methods for pesticide residues in herbs.

MoU signed for Research on Standardisation of Indian Medicine

Medical Dialogues- July 1, 2024

In a significant advancement for Indian medicine

and homeopathy, the Central Council for Research in Ayurveda Science (CCRAS) and the Captain Srinivas Murthy Central Ayurveda Research Institute (CSMCARI) have signed a MoU with the Commissionerate of Indian Medicine and Homeopathy (CIM&H). This MoU establishes a collaborative framework for testing services, training, and executing joint research projects focused on the standardisation and evaluation of toxicity studies for select higher-order Indian medicines. The MoU also outlines procedures for state governments to collaborate with CCRAS and the Ministry of AYUSH in research and development activities. The anticipated outcomes of this partnership include enhanced quality and safety, specialized training programs, and capacity building and knowledge exchange.



The Forum on Indian Traditional Medicine (FITM) at RIS is a platform for stakeholders to contribute to coherent policy-making process and develop India's global strategy in the field of traditional medicine. FITM addresses challenges in regulatory frameworks, intellectual property rights, and sustainability of biological resources, while promoting India's traditional knowledge and tackling biopiracy on international platforms.

As Ayush systems continue to gain global prominence, vital insights with respect to market trends, policy advancements, and international developments that are shaping the future of Ayush assumes critical significance. In this backdrop, we are immensely pleased to launch the inaugural issue of 'Ayush Vaibhav' – a monthly newsletter, focusing on the dynamic intersections of industry, trade and policy within the Ayush sector.

I congratulate the FITM team for coming out with this elegantly produced newsletter. Our vision is to keep stakeholders informed and engaged, supporting growth and collaboration across the Ayush sector, both at the national and international levels. We look forward to sharing knowledge and creating a space where innovation and trade intersect for the benefit of global wellness.

Professor Sachin Chaturvedi
Director General, RIS

Global Export of Ayush Medicants and Medicaments from India (US\$ Million)

HS Code	Description	2023-24
30039011	MEDICANTS OF AYURVEDIC SYSTEM	12.5
30039012	MEDICANTS OF UNANI SYSTEM	0.03
30039013	MEDICANTS OF SIDDHA SYSTEM	0.03
30039014	MEDICANTS OF HOMOEOPATHIC SYSTEM	0.1
30039015	MEDICANTS OF BIO-CHEMIC SYSTEM	0.04
30049011	MEDICAMENTS OF AYURVEDIC SYSTEM	162.38
30049012	MEDICAMENTS OF UNANI SYSTEM	0.89
30049013	MEDICAMENTS OF SIDDHA SYSTEM	0.43
30049014	HOMEOPATHIC MEDICINE	1.87
30049015	MEDICAMENTS OF BIO-CHEMIC SYSTEM	7.07
Total		185.34

Source: DGCI&S, accessed on 22nd October 2024. Compiled by RIS



AMAM highly appreciates the wonderful work by RIS in promoting the Ayush Sector. Congratulations on the launch of this newsletter. It will be an important resource for all stakeholders within the traditional medicine industry.

Dr. Pradeep Multani
President Association of Manufacturers of Ayurvedic Medy (AMAM)



On behalf of UDMA I extend our congratulations to RIS for this valuable effort. The launch of this newsletter is a timely and commendable step, and will help keep practitioners, manufacturers, researchers and policymakers, informed about developments in the sector.

Shri Maqbool Hasan
Patron, Unani Drugs Manufacturers Association (UDMA)



On behalf of AMMOI, I would like to express the confidence that the upcoming newsletter will aid efforts for the global recognition of Ayush.

Dr. D. Ramanathan
General Secretary, AMMOI



I am delighted to hear about the launch of the FITM newsletter and I wish the endeavour all success on behalf of HPAI.

Dr. R. N. Wahi
CEO, Homeopathical Pharmaceutical Association of India (HPAI)



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आयुष मंत्रालय
MINISTRY OF
AYUSH
सर्वधर्म समवाय



AYUSH Export Promotion Council

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