

AYUSH SECTOR IN INDIA & POTENTIAL IN AFRICAN COUNTRIES



Department of AYUSH
Ministry of Health & Family Welfare
Government of India

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DEPARTMENT OF **AYUSH**

A – AYURVEDA
Y – YOGA & NATUROPATHY
U - UNANI
S – SIDDHA
H - HOMOEOPATHY



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Ayurveda, Yoga, Siddha and Unani medicine are experiential systems of holistic health care with historical evidence of documentation dating back to the Vedic period (3500 B.C.).

a) Teaching Institutions	485
b) Admission Capacity	25,000
c) No. of Institutionally qualified Regd. Practitioners	half a million
d) Drug Manufacturing Units	8,000
e) Hospitals	3,192



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COMPONENTS OF AYUSH MEDICINES

- Plants : 90-95 %
- Minerals : 1-2 %
- Metals : 1-2 %
- Animal Products : 1-2 %
- Marine Products : 1-2 %



These are used in single and multiple ingredients formulations

Global Market opportunities for AYUSH today

- Growing awareness for healthy lifestyle - AYUSH
- OTC products - around 6 billion EUR / Yr in the EU
- Decreasing and ageing population – more prevention
- Medical service more expensive
 - Long waiting lists at hospitals
 - Lack of prevention in some countries



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Global Market opportunities for AYUSH today

Is there any demand for AYUSH and AYUSH products?

The answer is: **YES.**

There is a need for:

- AYUSH products (OTC, food, cosmetics, veterinary products)
- AYUSH education (for the public, and in universities)
- AYUSH therapies, doctors
- AYUSH wellness services (massage, cosmetics)
- Re-export of products within western countries



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STRENGTHS OF AYUSH SYSTEMS



- **AYURVEDA:** Oldest System of Medicine which is time tested.
- **AYUSH Medicines:** Safe, Efficacious, Affordable, Preventive , Promotive as well as Curative with less or no side effects.



-More effective than any other system in chronic diseases.

-Yoga & Naturopathy: Drugless therapy.

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Classification of AYUSH Products

- OTC
- Ethically Promoted
- Classical
- Food/Dietary Supplements
- Cosmetics

» Raw drugs



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AYURVEDIC PHARMACOPOEIA OF INDIA [API]

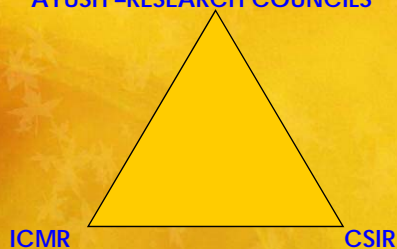
- ❖ ABOUT 800 SINGLE DRUGS AND 1000 COMPOUND FORMULATIONS ARE COMMONLY USED IN INDIA.
- ❖ AYURVEDIC PHARMACOPOEIAL COMMITTEE [APC] TARGETED TO DEVELOP PHARMACOPOEIAL STANDARDS
- ❖ SIX VOLUMES OF AYURVEDIC PHARMACOPOEIA OF INDIA (API) HAVE BEEN PUBLISHED.

API Part I	VOL -I	80 drugs
API	VOL -II	78 drugs
API	VOL- III	100 drugs
API	VOL -IV	68 drugs
API	VOL-V	92 drugs
API	VOL-VI	<u>90 drugs</u>
Total single drugs		<u>508</u>
API Part II	Vol. I	50



GOLDEN TRIANGLE" PARTNERSHIP (GTP) SCHEME FOR VALIDATION OF TRADITIONAL ASHU DRUGS (AYURVEDA, SIDDHA, HOMOEOPATHY & UNANI) AND DEVELOPMENT OF NEW DRUGS

AYUSH -RESEARCH COUNCILS



Department of AYUSH, CSIR and ICMR decided to work together to achieve safe, effective and standardized classical ASHU products for the identified disease conditions and to develop new Drugs effective in disease conditions of national/global importance.

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TRADITIONAL KNOWLEDGE DIGITAL LIBRARY

* TKDL is a collaborative project of NISCAIR by the Dept. of AYUSH and Dept of Industrial Policy.

-The objective of this library is to protect the ancient and traditional knowledge of the country from misappropriation such as bio-piracy and wrong patents.

-Formulations from classical Ayurveda, Unani, Siddha and Yoga practices from classical texts have been digitized in TKDL in five languages — English, German, French, Spanish and Japanese.



International Cooperation



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International Cooperation Key Areas

➤ Bilateral & multilateral cooperation and collaborations

a) MoUs with select countries

b) MoUs with select foundations, Universities and Institutes



➤ High visibility in International events

Participation in International exhibitions, trade fairs, conferences etc.

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International Cooperation Key Areas

➤ Organizing AYUSH events on annual basis in major countries

➤ Setting up of AYUSH information centres in ICCR Cultural Centres in foreign countries

➤ Deputation on short to mid-term basis to work with foreign NGOs engaged in the promotion of AYUSH.

➤ Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH



➤ AYUSH entrepreneurs, industry representatives etc. participating in international exhibitions, trade fairs, roadshows etc. will be reimbursed 50% of the expenditure limited to Rs. 1.00 lakh per unit, incurred in air-travel, boarding & lodging and product-display arrangement, including hiring of stalls.

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International Cooperation Schemes

Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for Registration of their products by USFDA/EMEA/UK-MHRA for exports

50% of the expenditure incurred on preparation of Drug Dossiers and Registration of ASU&H products subject to a maximum limit of Rs.5.00 lakhs per product shall be provided to AYUSH units



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Support for International Market Development and AYUSH promotion-related activities

International Market Development related exhibitions/ trade fairs, surveys & studies, data procurement and hiring of services of International consultants

Up to Rs. 50.00 lakh

Sponsoring of AYUSH conferences / teaching and other collaborations with reputed institutions / universities in other countries through Indian Missions / Embassies.

not exceeding Rs. 100 lakhs in one case.



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Support for International Market Development and AYUSH promotion-related activities

International conferences/road shows/trade forums organized by the Department / CII / FICCI / ITPO.	Up to Rs. 50.00 lakh
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Support for fulfillment of international commitments for transfer and networking of AYUSH technology/ regulatory information.	Up to Rs. 25.00 lakh
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Technical Barriers to Trade

- TM is emerging in developed countries from an unregulated environment to overregulation based on inappropriate quality & safety evaluation parameters.
- Eligibility parameters for registration of TM products like the condition of 15-year usage in a particular region, quantitative determination of ingredients, bioequivalence and genotoxicity data without hazard assessment are technical barriers to trade of ASU products.
 - » Fixing of permissible limits of heavy metals in herbal medicines more stringent than WHO/USP norms.
 - » Lack of harmonization in safety & quality evaluation parameters and registration procedures and high registration fees for TM products in developed countries leading to prohibitive transaction costs for exporters.



Technical Barriers to Trade CONTD...

- Absence of uniform drug dossier formats for registration of herbal/TM products in developed countries and insistence on multiple GMPs like US-FDA/EU GMP instead of reliance on WHO-GMP.
- Absence of harmonization & cooperation between regulatory agencies regarding development of pharmacopoeial monographs of medicinal plants.



- » Inadequate HS code classification for herbal substances/extracts/traditional medicinal products.

Interface with EU

- Indo-EU Dialogue on THMPD
- To prepare lists of ASU products in EU market for more than 15 years
- Interaction of APC with EU Pharmacopoeia Commission



