Globalization of Ayurveda and AYUSH system....

Opportunities and challenges – Ministry’s recent agreement

Dr. Anupam Srivastava
IC Section
Growing global popularity of traditional/Herbal medicine - boost to its demand in international arena

India is on the threshold of an opportunity for assuming role of leadership in extending assistance to various countries for promotion of AYUSH Systems of Medicine.

Necessitated fine-tuning - provisions of the existing Scheme providing incentives to various stakeholders - experts, educational organizations, credible NGOs AYUSH industry.
Ministry of AYUSH

CENTRAL SECTOR SCHEME FOR
PROMOTION OF INTERNATIONAL
COOPERATION IN AYUSH

MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
The International Cooperation (IC) Scheme was implemented during the IX, X and XI Plan. In view of contemporary developments and emerging needs, the scheme has been continued for promotion of AYUSH across the globe.
Objectives of IC Scheme

To promote and strengthen awareness and interest about AYUSH Systems of Medicine;

To facilitate International promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy;

To foster interaction of stakeholders and market development of AYUSH at international level;
Objectives of IC Scheme

To support international exchange of experts and information for the cause of AYUSH systems.

To give boost to AYUSH Products in International Market.

To establish AYUSH Academic Chairs in foreign countries.
The scheme has six components:

1. International exchange of Experts & Officers;

2. Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH by:
   (a) participating in international exhibitions, trade fairs, road shows etc. and;
Components of IC Scheme

(b) registration of AYUSH products (Market Authorisation) at regulatory bodies of different countries such as USFDA/EMEA/UK-MHRA/ NHPD/ TGA etc. for exports,

3. Support for international market development and AYUSH promotion-related activities;

4. Translation and publication of AYUSH literature/books in foreign languages;
Components of IC Scheme

5. Establishment of AYUSH Information Cells and strengthening of Health Centre/Institution in foreign countries with AYUSH equipments, etc;

6. International Fellowship/scholarship Programme for foreign nationals for undertaking AYUSH courses in premier institutions in India.
Status of Country to Country MOU (11)
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Country</th>
<th>Ministry/Department involved</th>
<th>Title of MoU</th>
<th>Cabinet Approval</th>
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<td>1.</td>
<td>China</td>
<td>State Administration of Traditional Chinese Medicine People’s Republic of China</td>
<td>MoU concerning cooperation in Traditional Medicine.</td>
<td>10/01/2008 and 13/05/2015 (for extension)</td>
<td>14/01/2008; (Extended from 13/01/2013)</td>
<td>The fresh tenure of the MoU will be valid till 13th January, 2018. (extendable automatically after 5 years i.e. 13.01.2018)</td>
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<td>MoU on cooperation in the field of Traditional Systems of Medicine.</td>
<td>07/07/2011</td>
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AYUSH INFORMATION CELL (15)
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<td>L-20025/09/2010-IC</td>
<td>(C-967/2009-10 dt. 3/3/10 (IFD) (04.03.2010) and revalidation of Rs.8.5Lakh vide C-990/21.8.14) (22.8.2014)</td>
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Globalization of AYUSH

• Institute to Institute MoUs/ LoI:-
  – Charite University, Berlin, Germany with CCRAS, New Delhi
  – University of Strasbourg, France and CCRAS, New Delhi
  – National Centre for Natural Products Research (NCNPR), University of Mississippi and CCRAS, New Delhi
  – Royal London Hospital for Integrative Medicine and CCRH, New Delhi
Globalization of AYUSH

- Project Collaboration Agreement titled “Cooperation on promoting the quality, safety and effectiveness of service provision in traditional and complementary medicine between WHO and AYUSH, India, 2016-2020” between WHO Hqs, Geneva and Ministry of AYUSH- signed on 13th May, 2016
  - Benchmarks for Training in Yoga
  - Benchmarks for Practice In Ayurveda
  - Benchmarks for Practice in Unani
  - Benchmarks for Practice in Panchkarma
India-U.S. Workshop on Traditional Medicine
3-4 March, 2016

Hon’ble MoS(IC)  
Amb. Richard Verma  
Amb. Jimmy Kolker
India-U.S. Workshop on Traditional Medicine
3–4 March, 2016

Group Photo

U.S. Delegation
1st International Day of Yoga

• A mass Yoga demonstration was performed at Rajpath led by the Hon’ble Prime Minister of India- 35,985 people participated and performed Yoga.

• The Ministry of AYUSH has been awarded with two Guinness World Records in two different categories on the first International Day of Yoga.
  – Category -1 was for the largest number of participants in a Yoga Lesson at single venue and
  – Category -2 was most number of nationalists i.e. 84 countries performed Yoga.
1st International Day of Yoga

• Ministry of AYUSH, Government of India organized a two day “International Conference on Yoga for Holistic Health” during 21-22 June, 2015 at New Delhi, India.
• Inaugurated by Hon’ble PM
• Fifty (50) Yoga experts / enthusiasts from 26 countries participated in the two day Conference.
• The Conference was attended by nearly 1500 Indian and foreign delegates including Members of Parliament; Diplomats from various countries; Senior Government officers and eminent Yoga Gurus.
Engagement with EU – Activities undertaken

• 30 medicinal plants were identified for development of draft community herbal monographs for submission to HMPC.

• 8 monographs were drafted by APC and submitted to HMPC in August 2008.

• The draft monographs were reported to MLWP in September 2008.
• Additional information on four Ayurvedic plants requested by EMEA was compiled and submitted to EMEA.

• 6th Meeting of EU-India Joint working group on Pharmaceuticals, Biotechnology and Medical Devices was held in 2015 at New Delhi. A proposal to assist Indian participation on an ad-hoc basis in the meetings of the HMPC was discussed.

• A two member delegation comprising of Advisor (Ayurveda), M/o AYUSH & Chairman, APC attended the meetings of HMPC and the MLWP held in Nov’ 2015 at London.
Engagement with European Union (EU)

Initial suggestions of EC on prioritizing Ayurvedic products:

- Ayurvedic Pharmacopoeia Committee of India may suggest a work plan for preparation of monographs by the HMPC.

- EC could consider an application dossier for OTC Ayurvedic preparations and the list of potential Ayurvedic products which could be considered as OTC.

- EC would like to welcome a delegation of experts led by Indian Ayurveda Pharmacopoeia Committee.
Challenges in context of registration of THMP

• Every member state of EU has its own list of permitted ingredients.

• Ayurvedic practitioners cannot be registered under the Medical Register of the EU Member Nations to legitimize ISM practice.

• Food / health supplements have a much bigger market scope and size compared to registered herbal medicines.

• Most Indian exporters are unable to understand regulatory requirements and are largely driven by the limited understanding of their respective European distributors/marketing partners.
• 30 years of documented use, 15 of which within the EU, in many cases appears impossible.

• The current rules on compilation of the quality module of drug makes the registration of multi-herb combinations economically and scientifically impractical - even if the product otherwise is eligible as a THMP.

• Traditional Indian Ayurvedic products contain mixtures of several herbs — making it difficult, time consuming and expensive to meet the requirement of the Directive
Way Forward

• Participation of Indian Counterpart, the PCIM&H, in the preparation of HMPC monographs.

• Collaboration of PCIM & H with EDQM for defining quality standards for the products to be marketed in the EU.

• Initiating the dialogue with relevant authorities for recognition of Ayurveda as a system of medicine.

• Exploring a possibility of recognition/registration of Ayurvedic products under a separate category of Ayurvedic medicines or under THMPD with different conditions for registration.

• Explore the possibility of cooperation between organizations, universities and scientific institutions involved in the scientific research and dissemination of ISM and products.
THANK YOU