



Department of Ayurveda, Yoga & Naturopathy,  
Unani, Siddha and Homoeopathy (AYUSH)

Ministry of Health & Family Welfare



# International Conference & Exposition on Health, Nutraceuticals, Medicinal Plants & Tourism

*International Policy Prescriptions  
for Growth*

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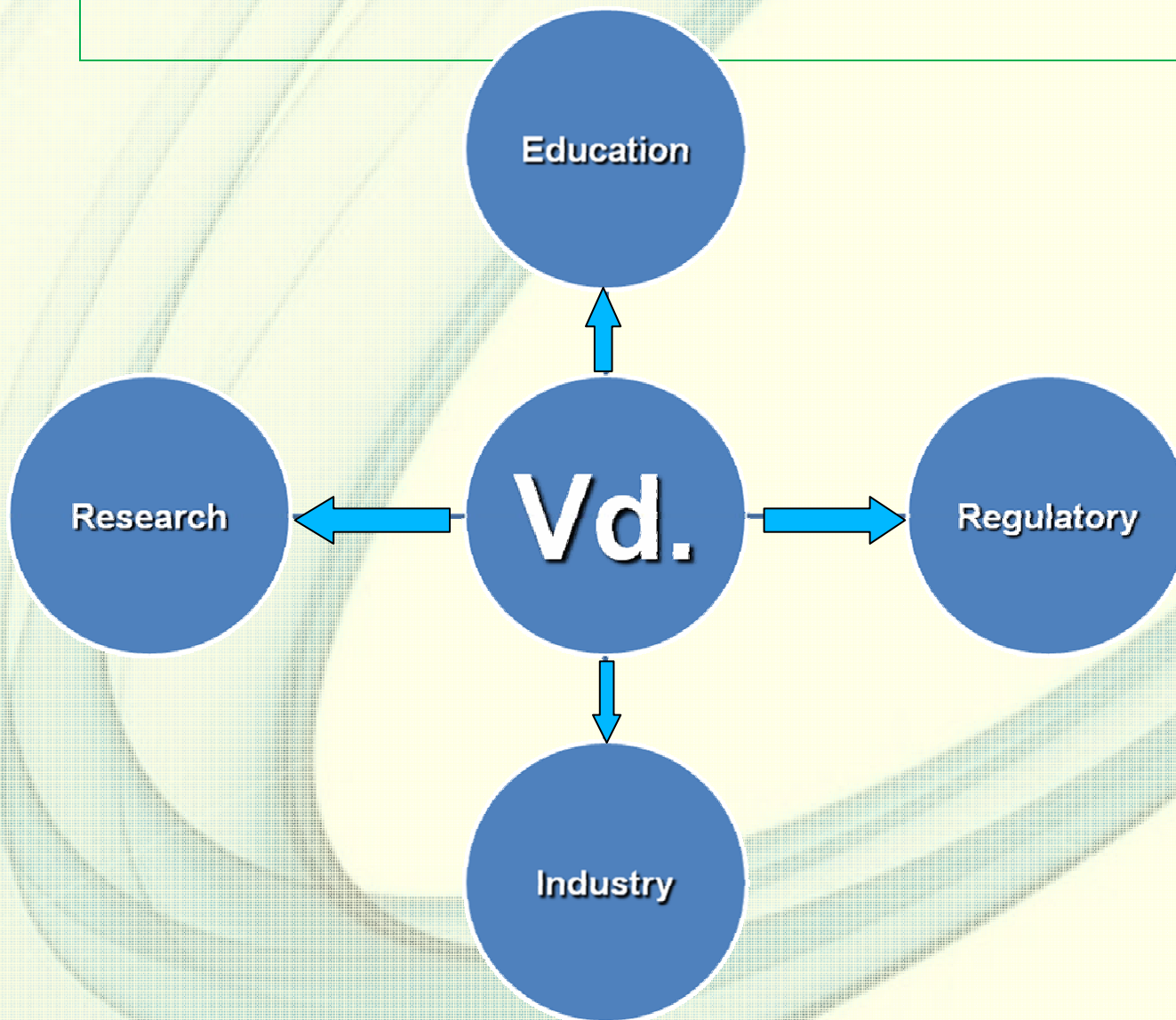


# Policy Prescriptions for growth ...

1. Trade block MoU's
2. Making most of CRISM
3. Mission Mode → THMPD
4. XI th Plan prescriptions
5. Pacing domestic reforms



# A positive shift in axis required





# Trade Blocks identified as potential

1. SAARC
2. Erstwhile CIS republics
3. GCC & ASEAN
4. USA – DS opportunity
5. Canada firming up the allowance
6. LAC & Africa



# Trade block MoU's

## Full scope Ayurveda is the objective

- Education for qualified doctors
- Education for new BAMS & Lic to practice
- Education for therapists & Lic to practice
- Acceptance of our API standards
- Acceptance of our Sch T GMP
- Firming the Ay DMF for registration requirements
- Pre shipment inspection → hygiene
- No tariff trade barriers



# Making most of CRISM

- Getting 50+ herbs recognised as NDI
- Establishing a programme for DSHEA GMP training and 3<sup>rd</sup> party certification in India
- Preshipment check → US FDA & EIC dialogue
- Looking for 2-3 National Dossiers u/Botanical Drug registrations
- Scientist exchange programme CCRAS-NCNPR
- Commission 'Therapy' based trials - protocol
- Massive scientific awareness programme
- Rasa preparation – safety profiling & characterisation



## Mission Mode - THMPD

- Initial news talks of a successful engagement and dialogue between stakeholders
- 4 way plan :
  - a. Putting THMPD to test – draft TM dossier
  - b. Getting herbal monographs accepted
  - c. Setting a lobby / engagement / awareness agenda
  - d. WTO protest against a trade barrier
- How do we manager the campaign within



# XIth Plan - AYUSH Research



- 1) Project to establish an autonomous National Institute of AYUSH/THS (similar to IIT or AIIMS) in public private partnership mode - **Rs. 350 Cr.**
- 2) Program to identify and strengthen Advanced Centres for basic and applied research in AYUSH/THS and identify flagship research projects - **Rs. 10 Cr.**
- 3) Program for Capacity Building of AYUSH/THS institutes - **Rs. 10 Cr.**
- 4) Scheme to promote 'Science Initiatives in AYUSH/THS' (SIA) and Golden Triangle Project (GTP) for Global Leadership. - **Rs. 120 Cr.**
- 5) *Establishment of network of centres for AYUSH/THS informatics - **Rs. 36 Cr.***
- 6) *Scheme for Development of Trans-disciplinary Research Methodology – **Rs. 20 Cr.***
- 7) *Harmonization of Intramural and Extramural research between AYUSH/THS institutions and promote basic and applied research in national and global priorities/need based areas. - **Rs. 210 Cr.***



# XIth Plan - AYUSH Industry

- 8) *Scheme for promotion of entrepreneurship in the AYUSH sector. - Rs. 150 Cr.*
- 9) *Schemes for development of Standards and Quality norms for AYUSH ingredients, formulations and processes as per AYUSH principles – Rs. 31 Cr.*
- 10) *Schemes for Development of new formulations, technologies, tools and practices with validation of existing products and procedures – Rs. 50 Cr.*
- 11) *Scheme for Technology Upgradation and Modernisation for the AYUSH Industry – Rs. 125 Cr.*
- 12) *Scheme to Identify, promote and develop “Star product(s) for the International market” and Brand promotion for the ASU sector – domestically and internationally – Rs. 300 Cr.*
- 13) *Scheme for formation of AYUSH Pharmacopoeia Commission – Rs. 25 Cr.*
- 14) *General Policy Initiatives for promotion of AYUSH Industry – Rs. 30 Cr.*



## Pacing domestic reforms ...

- Introduction of Shelf Life for ASU formulations
- AYUSH Premium and GMP Ver II
- DMR review for ASU sector – Advt code
- Allowance of ASU dietary supplements u/FSSA
- Introduction of Bio Div Rules for ASU sector
- Wild collection to Certified Wild collected → legal, sustainable, labeled, QA, organic, GCP



*Thank you ...*



*Serving Ayurved since 1872*

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