

# Ayurvedic Industry- Challenges And Oppurtunities

Mr.T.Balakrishnan.I.A.S



# World Herbal Industry

- Herbal Product's Market : USD 80 billion
- Annual Growth Rate : 7%
- By 2050 : will reach 6 trillion

*Source : EXIM Bank Report*



# Indian Herbal Industry

- Indian Market : Estimated as Rs. 4205 crores
- Export of Ayurvedic drugs & allied herbal products : Estimated as Rs. 440 crores
- Potential by 2020 : Estimated as Rs. 7000 crores

*Source : EXIM Bank Report*



# Kerala Scenario

- Ayurvedic Industries : Less than 1400
- Total Turnover : Less than Rs. 400 crores
- Export : Less than Rs. 60 crores

*Source: Data from Drug Manufacturer's Association*



# Strength of Kerala Ayurveda

- Ashtavaidya tradition
- Authentic ayurvedic products
- Kerala's contribution like Pizhichal, Njavarakizhi etc.
- Well trained medical and paramedical staff



# Bottle necks for sector Development

- Lack of documented validation of Products.
- Lack of documented quality control procedures.
- Lack of documented process validation.



# Bottle necks for sector development...*Contd*

- Batch to batch variation in product.
- Toxicity profile - not explained
- Efficacy - not scientifically proved & documented
- Quality assurance protocol - not properly designed.



# Bottle necks for sector development... *Contd*

- Lack of world class treatment centers.
- Lack of NABH accreditation.
- Lack of health Insurance approval.
- Lack of well trained man power.





# Major Players In Ayurvedic Industry

- Arya Vaidya Sala, Kottakkal
- Arya vaidya Pharmacy, Coimbatore
- Vaidyaratnam Oushadasala, Ollur
- Oushadhi, Thrissur
- S.D Pharmacy, Alleppey
- Kandamkulathy Vaidyashala, Thrissur
- Kerala Ayurveda Pharmacy, Aluva
- Nagarjuna Herbal Concentrates. etc.....



# CARe KERALAM - A Kerala Govt. Initiative

- The first functional Ayurvedic cluster in the country at KINFRA Small Industries park, Koratty.



# Objectives

- To promote Exports
- To upgrade Ayurvedic drugs & cosmetic manufacturers to compete in the international market.
- Establishing a Kerala brand of Ayurvedic Products.



# The Project

- Research & development centre in the field of Herbal Medicine & other products
- Common facility centre for Quality certification, bench marking & validation.
- International marketing support centers.



# The Project ...*Contd*

- Data centre for Patent protection.
- GMP training & Technology transfer.
- Common facility centre for specialty production & Packaging.



# The Project ...*Contd*

- Soft Skill Development programme for hospital staff.
- Initiatives for NABH accreditation.



# Components

- A. R & D Centre
- B. Branding of Kerala Ayurvedic Products
- C. Marketing Infrastructure
- D. G.M.P. Training & Technology Transfer
- E. Common Facility Production & Packaging
- F. Common raw material sourcing center



# Threat and Challenges

- Shortage of raw materials
- Escalation in raw materials price
- Lowering of standards in the products
- Adulteration in the raw materials
- Unhealthy growth of fake massage parlors.





# Corrective Measures

- Promote cultivation of medicinal plants
- Implement good agricultural practice, good pre and post harvesting practices and good storage practices
- Promote single point sourcing of raw materials
- Promote sustainable harvesting of minor forest produces



# Corrective Measures... *contd.*

- Initiatives for high quality hospital chain.
- Training for soft skill development for doctors and paramedical staff.
- Norms for NABH accreditation.
- Quality medicines and services.



Thank you

