

PHARMEXCIL ORGANIZES A HERBAL NATIONAL ROUND TABLE CONFERENCE TO DEVELOP STRATEGY PAPER FOR PROMOTION OF EXPORT OF HERBAL / AYURVEDIC / VALUE ADDED PRODUCTS.

With the active support of Department of Ayush, Department of Commerce, Department of Chemical and Fertilizer, Pharmexcil organized "Round Table Conference" on December 7, 2006 at New Delhi.

The meeting was participated by Joint secretaries of Ministry of Chemicals and fertilizers, Ministry of Industry & Commerce, Department of Ayush, Drugs Controller General of India. It was also attended by Directors of Indian Pharmacopoeia commission, United States Pharmacopoeia Commission, National Medicinal Plants Board (NMPB), Export Inspection Council, Ayurveda Drug Manufacturers' Association (ADMA) and CEOs of leading companies like Natural Remedies, Ranbaxy, Ayurved, Zandu Pharmaceuticals, Medicament Biotech, etc,

Shri D B Mody, Chairman, Pharmaceutical Export Promotion Council (**PHARMEXCIL**) chaired the round table and **MS. Anita Das, Secretary; Department of Ayush** was the chief guest. Shri D B Mody announced the formation of **Exclusive cell for export promotion of Ayush Products**. This cell will closely work with Department of Ayush and other Government Departments to prepare a Road Map for Ayush industry,

Shri Mody in his opening remarks said that size of the Indian Herbal / ayurvedic market was estimated as Rs.5000 Crores but the share of Herbal medicines was quite modest, therefore, there was undoubtedly a large scope for enhancing substantially the share of herbal medicinal products.

Pharmexcil has already constituted a National Committee headed by a Technocrat in the field of Ayurvedic medicines to guide this industry to march ahead with the basic objective of promoting exports to developed countries.

Ms. Anita Das expressed her concern for development of Herbals / Ayurvedics / Value added products and said that her department was committed to promote the growth of this sector of Indian Industry so as to get it World wide recognition & acceptability. She emphasized that necessary procedures & standards need to be laid down for exports of these products, in particular testing for heavy metals.

Ms. Das and other speakers like DCGI Dr. Venkateswarlu, Mr., Rajiv Kher, Joint Secretary, Department of Commerce and Mr. Sajwan, CEO, NMPB stressed the need for improvement in labeling & for ensuring safety & efficacy of the products dossier based system for registration has to be in place. She stressed on the need to regulating standardization for poly-herbal products so that their inclusion in Pharmacopoeia is facilitated.

Some of the key points that came out of this Round table are:

- Need to narrow down our focus to about 10 products and Identifying a national programme for these selected 10 good products
- Urgent need for Export Certification programme
- Addressing developing markets like Africa, CIS etc right now.
- Branding of the Indian product.

- There are two sources for natural products
 - Forest produce (minor) and
 - Cultivated produce
- Private farming system of growing to define well
- To bring the consistence in the Indian products within the domestic market first.
- To bring consistency in prices.
- To look into specialized processing zones for common facilities as every company can't afford. This will bring the consistency in quality of each product.
- To decide the priority to promote: Botanical, nutraceuticals, dietary supplement, herbal, and ayurveda.

Shri. Shiv Basant, JS, Department of Ayush in his closing remarks summarized the discussion & suggested a working group to be formed under the leadership of **Dr. P V Appaji, Executive Director, PHARMEXCIL**. According to him following action points to be initiated:

- Future road map for Ayush Industry with a strategic paper.
- For Certification for Export, Export Inspection Promotion Council, industry, PLIM and Shriram institute of toxicology, to prepare an export inspection scheme for ayush industry.
- Surveys and studies and audio/video presentations to be prepared, which can disseminate in a large way from the point of view of industry.
- Co-operation with the industry for preparation of Drug Master Files.

Immediately after Round Table conference, the Core Group met and came out with the following action points.

- Form small groups to monitor implementation of the proceedings.
- Pharmexcil should prepare strategic paper for next 5 years. Mr. Bhat, Mr. Puranik and Dr. Appaji decided to share the information for this.
- Have to work towards certification of the Ayush products
- Have to commission Survey and studies
- Have to identify and prioritize products
- Sourcing of the bioresources from overseas market.