

# International Business Meet on Ayurveda conducted

Trivandrum: An International Business Meet was conducted in connection with the Global Ayurveda Festival. The speakers included P.V Appaji (Executive Director, Pharmexcil), Ranjit Puranik (Member, Executive Committee, Pharmexcil) and R.S Jayawardane (Member, Drug Regulation Council of Sri Lanka). This session was chaired by Mridula Jain (Jnt. Secretary, Dept. of Commerce, govt. of India).

Shri. P.V Appaji spoke on the topic '*Activities of Phramexcil in Ayurveda Product export promotion*'. He described traditional medicines as a precious resource and that it should be preserved. He focused his speech on the area of strengthening the Ayurveda exporting as China did with its indigenous medicinal branches about 20 years.

He added that the first target for the market expansion of Ayurveda should be the SAARC nations. Appaji also mentioned about a report by WHO which says that about 80% of people in Asia-African nations use traditional medicines as their primary medical aid.

Documentation, clinical outcomes and standardization is what international market requires for accepting Ayurveda and this is the sole aim of the activities of Pharmexcil. As his concluding remark, he pointed out on the lack of our will and keenness to take Ayurveda further and beyond India. This is causing Ayurveda to stay out of the wide global market.

The next speaker, Mr.Ranjit Puranik detailed the '*Activities of AYUSH cell of Pharmexcil*'. Puranik defined Ayush as a panel including great brains from the field of Ayurveda, Siddha, Unani, Homeopathy, Herbal extracts and Value Added Products. And he added that Ayush never deals with any sort of crude herbal exports.

The operations of Ayush department are mostly to organize fests, buyer-seller meet, participate in global and other national conferences and fest on herbal medicines, indigenous medicines etc. He also mentioned the key point on which Ayush focuses in the exporting of Ayurvedic products, ie; Raw materials used in the medicines should be made familiar to the world before it accepts our traditional medicines.

He also pointed out the difficulties faced during the export of ayurvedic meds and the large amount to be spent on making those products entered to foreign lands. He also asked the Ayurveda pharmaceuticals to join in the upcoming world buyer-seller meet to be held in this March in Bangalore. He also asked the producers to register themselves in Ayush and thus take pace with the growth of Ayurveda market in India and Abroad.

R.S Jayawardane made it clear that Sri Lanka can't promote its traditional system of meds without India's whole hearted support. He also remarked that even though both the nations are geographically separated, they both are emotionally the same. He most significantly added that India (Ayush) and Sri Lanka are to sign a MoU on traditional

meds. *“Yatha Bharate, Tatha Sri Lanke”*, he concluded.

Mrs. Mridula Jain, who presided, mentioned that Ayurveda is now treated as only a cosmetic & tourist leisure activity by the foreign lands. While the real message they should get is that Ayurveda is a holistic science based on meds. She finished her short speech with the words that Ayurveda should be introduced to the people and make it easily accessible to all, as well as keep it low cost.

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