

## **MINUTES OF MEETING HELD ON 6<sup>TH</sup> APRIL, 2016 WITH MAJOR MANUFACTURES/AYUSH CLUSTERS**

A workshop cum meeting under the Chairmanship of Secretary, Ministry of AYUSH with major ASU drug manufactures was held on 6<sup>th</sup> April 2016 at 3.00 PM in the Conference Room, Ground Floor of Ministry of AYUSH to discuss issues related to cultivation and marketing of medicinal plants.

At the outset, CEO, NMPB welcomed the chairman and all the participants of the meeting.

Secretary emphasised that most of the high demanded Medicinal Plants (MPs) are sourced from the forest areas therefore most of the species fall under the question of proper identity and Rare, Endangered & Threatened (RET) status. To meet out the industrial demand of genuine raw material, cultivation of these species through Quality Planting Material (QPM) with Agro-technology is essentially required. He further stressed that Supply Chain of medicinal plants is also highly fragmented which needs to be strengthened and organised.

Thereafter, Dy. CEO made a brief presentation about the agenda of the meeting and invited to participants for discussion.

### **AYUSH RAJ ENTERPRISED PVT. LTD. (AYUSH CLUSTER)**

Sh. Mukesh Agarwal, MD, Ayush Raj Enterprised Pvt. Ltd. presented a brief presentation about their activities related to cultivation, training programmes, etc. He mentioned that they have developed the 5 divisions under the cluster schemes viz. Extraction, Formulation, Analytical (including R&D section), Raw Material Warehouse and Resource Centre. He informed that presently, the raw material is procured from forest produce procurement agents/open markets/ directly from farmers. He mentioned that they are trying to bring the pharmaceutical manufacture and agriculture cultivation community on a single platform.

### **HERBAL HEALTH RESEARCH CONSORTIUM PVT. LTD. (AYUSH CLUSTER)**

Dr. GS Ceema from Herbal Health Research Consortium Pvt. Ltd. (HHRC) presented the activities of HHRC. He informed that HHRC has engaged in the supply of raw material of more than 200 medicinal plants to 29 manufactures. He proposed to start Research and Development activities in the field of agro-technology, field trial, agro-economics in collaboration with Punjab Agriculture University. He also proposed to organise a seminar for farmers/ traders and manufactures to facilitate the marketing linkages.

### **DHARMA PHARMACY PVT. LTD. (AYUSH CLUSTER)**

Dr. V Dharmalingam from Dharma Pharmacy Pvt. Ltd. (DPP) presented a brief presentation about the activities of DPP. He informed that DPP has engaged in the cultivation of medicinal plants viz. Adathodai (*Adathoda vasica*), Semparuthi (*Hibiscus rosasinensis*), Vasambu (*Acorus calamus*), Chitrarathi (*Alpinia galanga*), Vallarai (*Centella asiatica*), Nilavembu (*Andrographis paniculata*), Thulasi (*Ocimum tenuiflorum*), Kumri (*Aloe vera*), Chandan (*Santalum album*), Amla

(*Emblica officinalis*), Kadukkai (*Terminalia chebula*), Thandrikkai (*Terminalia bellerica*), Vettiver (*Vetiveria Zizanioides*) etc. through contract farming. He mentioned that DPP has provided the planting materials and technical inputs to the farmers. DPP has planning to develop an e-portal to connect the tribal farmers with urban consumers.

### **SHREE DHOOTAPAPESHWAR LTD.**

Sh. Ranjit Puranik, CEO, Shree Dhootapapeshwar Ltd. made a brief presentation showing their activities about Cultivation initiatives, Agronomy and Contract farming. He mentioned that Shree Dhootapapeshwar Ltd. has engaged in the cultivation of 27 medicinal plants and initiated pilot project of cultivation of 15 medicinal plants on Lease Farm areas of 10 acre. At the end of his presentation, he proposed the following points:

- AYUSH industry be allowed to take subsidy for cluster farming based on Market Price Rates for farmers.
- Practical yield calculations and Agro SOP with Medicinal plant seed material to be made available on large scale.
- NMPB supported projects to have production targets and online updated current database for direct contact.
- Urgent need to reinvigorate Mission Mode approach for unviable commercial crop – eradicate RET Classification.
- ICAR APEDA Infrastructure to be made available for cultivable Medicinal plants.
- Programmes should be initiate for Post-harvest handling, Organic mandi, etc..

He further mentioned that, NMPB supported research and development projects should be posted in the website, agro-economics should be calculated for high demanded medicinal plants and traded should be initiated through the APMCs. He further suggested that, sustainable sourcing of medicinal plants from the forest should also be allowed.

### **HAMDARD LABORATORIES (INDIA)**

Sh. Hamid Ahmed, Director, Hamdard Laboratories (India) presented a film on the activities of Hamdard Laboratories (India). He proposed that cultivation of medicinal plants should be linked with forward linkages. He proposed that Hamdard Laboratories (India) would start pilot projects on cultivation, capacity building, etc.

### **DABUR INDIA LTD.**

Dr. Pankaj Kumar, Bio Resources Development Group, Dabur Research & Development Centre (BRD) presented brief activities viz. Resource Augmentation, Supply Chain Interventions and Substitutions Development. He informed that BRD is engaged in the cultivation of 21 medicinal plants through contract farming in 8 states of India viz. Andhra Pradesh, Himachal Pradesh, Maharashtra, Rajasthan, Tamilnadu, Uttarakhand, Uttar Pradesh and West Bengal. He informed that BRD has nominated a NGO to network the farmers and collection of the produce. BRD has a dedicated QPM centre in Pantnagar, Uttarakhand. He emphasised that QPM along with economics of cultivation should be estimated to achieve quality cultivation of medicinal plants.

## **PATANJALI AYURVEDA LIMITED**

Sh. Atul Kumar Joshi, Chief General Manager-Quality & Legal Compliance, Patanjali Ayurveda Limited (PAL) mentioned that PAL has follow the PPP (People-Plant-Process) approach to achieve the quality production in focused manner as well as overall improvement in the performance. He informed that PAL is engaged in community cultivation of medicinal plants through farmers in Haridwar region. They have their own nurseries with 200 varieties of medicinal plants. PAL has also engaged with NBPGR on various research projects on medicinal plants.

## **THE HIMALAYA DRUG COMPANY**

DR. Vijendra Prakash, Senior Manager, Domestic Regulatory Affairs, Himalaya Drug Company (HDC) made a presentation to showcase their activities of farming, Post-harvest management and Corporate Social Responsibility. He emphasized that due to the major price variation, uncertainty of demand and non-availability of QPM, most of the farmers are not adopted the medicinal plants cultivation. He further stressed that regular prediction of demand is very necessary to promote the species specific cultivation. He proposed that AYUSH clusters should take further initiative in the area of QPM, capacity building and market linkages.

## **CARe KERALAM**

Sh. G Gopalkrisnan, General Manager, CARe KERALAM made a brief presentation covering the major activities of CARe KERALAM. He informed that CARe KERALAM has developed a raw material warehouse of 25,000 sq. feet area for storing the medicinal plants produce of farmers and traders. CARe KERALAM has provided the opportunity to farmers / traders / manufacturers for selling or buying of raw materials through them.

## **USHADHI (THE PHARMACEUTICAL CORPORATION (IM) KERALA LTD.**

T. Unnikrishnan, Manager (Projects & Planning), Oushadhi made a presentation to showcase their activities. He informed that Oushadhi has engaged in the cultivation of 20 medicinal plants on 15 acres land at Kuttanellu and contract farming of Bitter Gourd. He mentioned that Oushadhi has two medicinal plant nurseries at Kuttanellur and Pariyaram. Raised medicinal plant gardens in 150 selected schools in Thrissur and Kannur Districts of Kerala.

## **NATURAL REMEDIES PVT. LTD.**

Venky Sheshadri, Bio Resource Sourcing Team, Natural Remedies Pvt. Ltd. (NRPL) delivered a presentation about the activities of NRPL. He mentioned that NRPL has engaged in the medicinal plants cultivation through contract farming. He informed that all members of NRPL team on contract farming come from farming families therefore they better understand the needs of farmers. NRPL also provided the technical expertise and quality planting material to farmers.

## **INDIAN MEDICINES PHARMACEUTICAL CORPORATION LIMITED (IMPCL)**

Dr. Rajeev Kurele, Manager (Quality Control), IMPCL delivered a brief presentation about the activities of IMPCL. He raised some issues related to non-availability of quality raw material, adulteration, lack of quality standards of some items used in ASU preparations, etc.

### **The meeting was ended with following actionable points:**

1. ASU manufactures would promote the cultivation of medicinal plants through farmers.
2. ASU manufactures would support the activities related to QPM, capacity building of farmers, etc.
3. Major manufactures could undertake the Research and Development activities in collaboration with Agriculture Universities / Research Institutes to develop the agro-technology, agro-economics, field trials, substitutes of RET species of medicinal plants. NMPB would support the proposal.
4. NMPB would share the list of National Horticulture Mission and Forest Department with ASU manufactures to develop the market linkages of medicinal plants produce, cultivated by farmers under National AYUSH Mission and Resource Augmentation Scheme by Forest Department.
5. AYUSH clusters would submit proposals to organise Buyer-Seller Meet in their states.
6. To develop the market linkages, ASU manufactures would nominate a Nodal Officer to facilitate the marketing linkages with farmers and collectors. Contact details of Nodal Officer would be shared with NMPB.

CEO NMPB thanks all the participants and expected their proactive participation for strengthening the medicinal plant sector of the country.