

GUJARAT TECHNOLOGICAL UNIVERSITY

Report of the 5th Meeting:

Kotler's Incubator for Ayurvedic Medicines (K-IAM) at GTU

The 5th meeting of Kotler Incubator for Ayurvedic Medicines was scheduled on Saturday, 9th March 2013 at 2 PM at the GTU Campus. The agenda was :

1. To review the progress of all 15 projects allocated to the different institutional groups
2. To determine the road map for further progress of K-IAM at GTU

Besides the faculty members and researchers, the Hon. Vice Chancellor had invited Hon. Jaynarayan Vyas, (Ex Cabinet minister-Health and Tourism, Government of Gujarat) and many manufacturers of Ayurvedic Medicines and a few prominent Ayurvedic practitioners to the meeting. all the Deans of Faculty of Business Studies -Dr. Chinnam Reddy, Dr. PG K Murthy and Dr. Junare - were present at K-IAM.

Meeting Proceedings

Dr. Bhavin Pandya initiated the meeting by briefing all the present members about the last four meetings with their brief reports. Dr. Bhavin Pandya also narrated all the 15 projects finalized by Dr. Phillip Kotler and taken by the different faculty groups. Dr. Pandya also thanked the Deand of Faculty of Business Management for their support.

At the outset, Dr. Gitesh Joshi welcomed Shri Jaynarayan Vyas with a bouquet. Then Dr. Bhavin Pandya requested Dr. Akshai Aggarwal to brief the members about the project and its progress..

Dr. Aggarwal began by welcoming Shri Jaynarayan Vyas, all the industry participants, Deans- Faculty of Management, faculty members and all the present members. Dr Aggarwal said as Kellog School of Business, USA was the mentor for GTU for K-IAM, it was high time we summarized our work and submitted a comprehensive report to Dr. Kotler. He said that it was a great opportunity for the faculty members of GTU Colleges, wherein through the research oriented project, they would be grow their capacity for



doing reseach, have a research work of high quality to their credit and they may be able to contribute something significant to Indian Medicine system. Dr. Aggarwal said, "Compared to the Chinese Traditional Medicines, we have not done a modern scientific study of the Indian

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Traditional Medicines. So we have very few research articles and proven work, in today's idiom on Ayurveda.”

After, Dr. Aggarwal's speech, there was a round of self-introductions. Then Shri JayNarayan Vyas started his address. Shri Vyas cited the example of Kukurmin, a turmeric extract, a concentrate of 95% curcuminoids, which are powerful antioxidants found in the spice turmeric root. Shri Vyas said Kukurmin which is produced in Gujarat, India but the drug which is made of Kukurmin is patented in USA. Shri Vyas said if in India we could have worked on that the results may be miraculous.



Shri Vyas said in USA most of the traditional medicines were available in the form of food supplements. Shri Vyas also explained the importance of Psyllium Husk and its more than 300 derivatives. He said in the western countries, these were priced 5 to 10 times of normal derivatives of Psyllium Husk. He quoted we can have the products of Psyllium Husk at \$ 0.8 to \$ 0.9 instead of \$4 to \$5. He said some of the Ayurvedic Medicines had no alternate and they were fast in healing or curing the particular disease.

Shri Vyas emphasized on the

Quality control of Ayurvedic Medicines and purity of raw materials. He said many of the species of Ayurvedic plants were on the verge of extinction and were disappearing faster than ever. Shri Vyas said that we would have to make major efforts for fostering some valuable herb plants. He added that India's tropical condition can support the existence of these plants. He said research should be carried out in the area of **raw material procurement and related issues**.

Shri Vyas said that we should study the following four areas for raw material procurement and classification:

- a. Vanaspati Base
- b. Cast Base
- c. Mineral Base
- d. Ras-Shastra Base

He said the flow of Data Collection and research should have the following flow:

Raw Material Procurement in Ayurvedic Medicines and Herbs:

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1. Overview of Industry- Practices and best practices
2. Minor and Major Procurement(Forest and Farm based)
3. Organized sources of raw-material procurement
4. Overall assessment of various raw-material

Shri JayNarayan Vyas said Raw Material in Ayurveda face both the problem of right quality and right quantity.



Shri Vyas also added that the issue of **clinical trials** is also a big concern for the Ayurvedic Medicine Industry. Western World and China are doing an outstanding performance for clinical trials so far as their medicines are concerned.

After the speech of Shri JayNarayan Vyas, the other member expressed their views:

Senior Ayurvedic doctor Shri **M H Barot** spoke on Ayurveda focusing on three areas;

- b. Hetu Viparit
- c. Bhay Viparit

a. Vyadhi Viparit

In discussion two important concerns for Ayurveda have emerged:

1. Emergency medicine in Ayurveda
2. Life saving drug in Ayurveda

After that Dr. Shekhar Sharma spoke on issues like:

1. Clinical Trials
2. Traditional life science
3. Regulatory Environment as need of the time
4. Social Awareness for Ayurveda
5. Emergency centers for Ayurvedic Medicines



Mr Dipak Patel, Research Scientist of Sahjanand Life Science discussed the issues like:

1. Globalization of Ayurveda and road ahead

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2. Exporting of Ayurvedic Medicines to the extent to 30 to 40 percent
3. Post- Marketing studies and surveys
4. Change in Guidelines of European Markets
5. Reaching to the level of Nano and Pico Particles for Bhasmas

The insight and views of Dipak Patel were really valuable and path-shower in the field of Ayurveda.

Shri Ghanshyam Patel of Vasu Health Care also raised the issue of raw material quality and availability. He said some time it is both the ways even some of the companies are not interested in procuring quality raw material due to cost pressure.

In response to the issue raised by Shri Ghanshyam Patel Shri Jaynarayan Vyas explained “**you produce best quality product and then effectively communicate to the end user and doctors about it**”



Dr. Agnihotri of Shri Shankar Ayurvedic Pharma said in Japan Ashwagandha is promoted as sleeping pill, while in India we lack such initiatives and innovations in our Ayurvedic products.

Shri Prabodh Shah of Virgo UAP Pharma Pvt. Ltd., recalled some of the best conferences held in Gujarat with the help of GAMA(Gujarat Ayurvedic Manufacturers Association). Shri Prabodh Shah said in Madhya Pradesh where Ayurvedic Medicines and related products expo was organized, GAMA had emerged

as active and innovative body. He said Gujarat’s Ayurvedic Manufacturer displayed the best initiatives there. Shri Prabodh Shah extended his support for conference pertaining to Ayurveda at GTU.

Shri Kamlesh Bhatt, Joint Commissioner Ayurveda, FDCA, coordinated all industry representatives, who attended the meeting, meticulously. Shri Kamlesh Bhatt said in India still the policy makers need to work a lot for classification of Ayurvedic medicines and food supplement. Shri Bhatt said now the Government is supporting the initiatives pertaining to Ayurveda, but industry people need to come forward with concrete action for promoting the Ayurveda.

Shriram Gandhi of LVG health care also presented his views on the topic.

Mr. Rahul Desai of Amika Pharma said distribution channel and category in which Ayurvedic products are sold make lot of difference. He quoted some of the companies which failed in-spite

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of good product and innovative idea in Ayurvedic medicines. He said psyllium husk may be used as laxatives and promoted by doctors.

At last Shri Jaynarayan Vyas said some of the herbs are vanishing fast especially Gugal, Chanothi, Dodi, Brahmi, Vajradanti, Shikakai, Shenavali etc. He said we need “**Herb Bank**” for assuring the quality and availability of such important herbs and plants.

Shri Vyas also added there should be some **regulatory market where farmer and buyer get a common platform for trade**. Such kind of market will ensure good prices to farmers and quality material to buyer.

Hon. Vice Chancellor, Dr. Aggarwal further said in China if you would like to take a degree in medicines then a candidate need to study both Chinese Traditional Medicines and Western Medicines then only he/she will be eligible for getting a degree while in India such type of provisions are missing.



At last Dr. Bhavin Pandya requested Dr. Aggarwal for “Facebook page of K-IAM-GTU”. Dr. Bhavin Pandya said there would be four categories which should be placed on the page to have holistic view of K-IAM like:

- a. Patient Queries
- b. Doctors and their case stories
- c. Industry participant with their New Product updates and best practices
- d. Researchers- KIAM- Coordinators and student participants

Dr. Aggarwal agreed with the idea of Dr. Bhavin Pandya and asked him and Ms Krutika Desai to do needful. At last Dr. Bhavin thanked all the invitees for their valuable presence and innovative ideas for KIAM.

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List of present members at 5th Meeting of KIAM at GTU on 9th March 2013

Sr.No.	Nane	Institute or Organisation/Designation
1	Dr. Akshai Aggarwal	Vice Chancellor, GTU
2	Shri Jay Narayan Vyas	A respected professional and Ex -Health Minister, GoG
3	Dr. Gitesh Joshi	Registrar, GTU
4	Dr. Bhavin Pandya	S.V. Institute of Management, Kadi
5	Dr. P G K Murthy	Parul Institute of Management
6	Dr. S. O . Junare	SJPIMCS, Gandhinagar
7	Dr. Chinnam Reddy	MEFG, Rajkot
8	Dr. M H Barot	Rajvaidhya Clinic
9	Dr. Kumar Barot	Rajvaidhya Clinic
10	Dipak Patel	Research scientist, Sahjanand Life Science
11	Dr.Kamlesh Bhatt	Joint Commisionor Ayrveda FDCA
12	Sr. Ghanshyam Patel	Vasu health Care Pvt. Ltd.
13	Manoj Upadhyay	Emami ltd.
14	Prabodh V Shah	Virgo UAP Pharma pvt.Ltd.
15	Dr. Samir J. Roy	Assistant Professor, Govt. Medical College, Bhavanagar
16	Dr. Punarvasu Agnihotri	Shri Shankar Ayurvedic Pharma
17	Shriram H. Gandhi	L V G Healthcare Pvt.Ltd.
18	Dhananjay Shukla	Leopard Int.Ltd.
19	Dr. M R Brahamabhatt	S G Patel inst. Of Mgt.
20	Dr. Vijay Pithadiya	Shri Arbindo, Rajkot
21	Dr. Shekhar Sharma	Ayurvedic Physician, Ahmedabad
22	Jaman Malviya	SUNRISE Remedies Pvt.Ltd.
23	Prof. Mitesh Dadhaniya	Christ Inst.of Managemetn,Rajkot
24	Rahul Desai	Amika Pharma
25	Dhruva Joshi	NPCCSM,Kadi
26	Krunal Joshi	SJPI (NICM)
27	Marfatiya Mohammad	SVIM, Kadi
28	Krunal Patel	SVIM, Kadi
29	Krutika Desai	Coordinator, GTU