

# IASTAM

INDIA

## NEWSLETTER

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### Connecting Systems; Bridging Disciplines

• Ayurved • Yoga • Unani • Siddha • Asian Medicine •

Healing yourself is connected with  
healing others.

- Nesian Mystic

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## PRE NOTE

### What is an Ayurvedic (AYUSH) Product?

Dr. Narendra Bhatt

On television or in newspapers, on buses or bus stands, on trains and rikshaws, on hoardings at every nook and corner hundreds and hundreds of products are being advertised in the name of Ayurved. These products sold in the name of ayurved include not only *Chawanprash*, laxatives and such but also soaps and shampoos, cosmetics and beauty products and easy solutions for weight loss and diabetes and even help in cancer care. A new international trend is of ayurvedic clothing beyond religious shawls; foot ware and head gears beyond wristbands, crystal bands, copper and iron rings and what not.

With unaffordable increase in medical cost an access to information to the use of home remedies and self-care products has seen an unprecedented growth. The belief about ayurvedic products being natural and are safe has been exploited in majority of cases.

However, this belief is now being questioned both by consumers and by a group of scientists. The conventional medicine (Allopathic doctors) have started creating a fear in the minds of patients who seek ayurvedic treatments. As a result a consumer interested in using ayurvedic product or a patient desirous of seeking ayurvedic treatment faces a dilemma of choice. It is quiet common for an ayurvedic physician to come across these questions to which explanation are sought for. In fact the questions asked about the products have

affected the profession in a significant and negative manner and these questions are expected to increase in coming times.

**THIS IS A SERIOUS ISSUE IF NOT ADDRESSED IN A SQUARE MANNER WILL AFFECT THE WHOLE AYUSH SECTOR IN A DEROGATORY WAY.**

When I entered industry in 1980's the licence under ayurved was given as either (1) classical or textual and (2) Patent and proprietary. It has remained the same till now. Even then I was amused with the word patent at that time as there did not exist any properly defined meaning of the word patent in the right context. In fact I was one of the six scientist who got the first ever patent that got registered for treatment of Parkinson disease in 1989. Though many more products have been registered as patented thereafter there is no clarity about it as observed. As a side note it is also surprising to know that the TKDL (Technology, Knowledge, Digital, Library) database that was evolved with the help of ISM has limited access to the Indian scientist thereby refraining the capabilities for new inventions or discoveries whereas its use has been made more confused by inappropriate interpretation and selective access to the authorities abroad.

**The original approach based on 54 classical texts has undergone no change despite the fact that the**

**whole procedure of raw material management, manufacturing and processing have undergone major changes over last several decades.**

The loose interpretation of the proprietary medicine has made the manufacturers rush towards registration of their products. This has resulted into thousands of proprietary medicines without much differentiation for its quality, efficacy and safety.

The fear of pesticides and heavy metals in raw material and products in the mind of consumer and activists has harmed the systems where the production of classical products has started reducing.

Even a simple tablet of Triphala from a consumer's or practitioner's point of view is variable. Triphala tablet collected from four different manufacturers will have difference in its form, quality and efficacy.

**Use of extracts once objected upon by the conservatives is now accepted for all kinds of products.** Let us accept that the extracts are part of new products emerging from traditional knowledge. The extracts are and will remain part of Ayurvedic pharmacopeia. **However, how the extracts are used and its relevance to the products and for the product claims has till now remained unclear creating more misuse than right use.**

New questions have emerged with the use of extractives as well. The enquiries have emerged for curcuma, the kitchen remedy. On internet one finds curcuminoids. The dose of 500 to 1000 mg of curcuminoids (200+ mg in 1 teaspoon full) for a day is accepted. Now, this dose of extractive has found to have side effects which are much reported. The consumer is confused what to do? This is contradictory to the ayurvedic use of curcuma where one will observe that the use of powder (not extractives) is not more than 500 – 1000 mg per dose. **But the blame does come on ayurved.** **It is shocking to observe the formulations containing incompatible ingredients wrongly justified either based on traditional principles or scientific evidence.**

The claims based on ayurved having ingredients either 1/100th or even 1/1000th of a recipe are rampant. Claims based on costly ingredients like *gold*, *moti* with endangered species are common than earlier. Even claims based on simple ingredients like *banafsha* are not substantiable because of poor availability. **Irrational claims as shown supported by presumed to be qualified ayurvedic doctors has added to the confusions.** I was shocked to come across an ayurvedic product brought by a patient containing 3 *Rasaoushadis*, a potent *vishdravya* and other bhasmas. This is an obvious misuse under proprietary category that was licensed by the state authority and this is more common rather than rare which requires framework and specific

guidelines. This also reminded me of allowing the sale of arsenic containing *Samir pannaga* as an OTC product debated in the ministry wherein an expert to a very large industry pleaded for its OTC sell. Fortunately, the proposal was wisely overruled.

Being witness to rub or a balm being converted from medicinal product to ayurvedic products, I am aware of its intricacies. The intention to reach larger number of consumers and the increase in profitability are necessary for growth of the industry. I have observed how these innocuous looking conversions brought major change in the fortunes of the company and how it changed the future course of another company. **However, the simple conversion has taken a monstrous proportion that requires a careful and though industry friendly or consumer-oriented rethinking. Modern dosage forms are most welcome and essential for promotion of sector and growth of industry.** However, hundreds of excipients and additives used in ayurvedic products without even a primary check for their possible interaction or toxicity are a matter of serious concern.

Claims of all pain relief, those of weight reduction, 100% relief from an ailment or as of natural or organic origin are required to be refined for their use. Safety and reliability of this product is altogether another subject to deal with.

Advertisement of these products has also raised several questions. Issues related to claims in advertisements will not be resolved and solution will not be achieved till the issue is addressed at the basic level of licensing, categorization and claims permitted. **There is an urgent need to correlate the composition, process and relevance to clinical benefits.**

**The administration has opted to adhere to making amendments or issuing government resolutions from time to time which are at times even parallel and contradictory in nature.** The development of monographs and the formularies have helped to bring in some harmony. This one-dimensional approach will not help to resolve the problems of ayurvedic products and its usage. **This requires 360-degree approach through open and dynamic process to create bridge between tradition and technology.** India as a country with universal knowledge base and recent history of medical pluralism will lose its gains if these questions are not attended to in urgent manner. Despite having a logically justifiable system of ancient knowledge and survival of thousands of years the questions about its efficacy and safety will lead us to questions similar in west wherein the systems and products will get degraded to unclaimed, unauthentic solutions without logic for its reliability. **There is an urgent need to relook at the categorisation, quality parameters, safety and claims and efficacy of these products.**



## DIALOGUE



*Shri. Girish Parikh, amongst the founder member of IASTAM is the former Managing Director, Zandu Pharmaceutical Works Limited. He is M. Sc in Organic Chemistry and has been instrumental in making one of the finest brands in the Indian Pharma Sector. IASTAM was founded on the terraces of Zandu in 1981 and since then he has been closely associated in the 38 years journey of our association. He also sponsored an IASTAM Award in 2012 in the name of his father Shri Gopaldas Parikh. Ms. Anagha Vaidya interacted with him to find out his views and seek suggestions for future.*

**Q: You were witness to the establishment of IASTAM at 'Zandu' in 1981. What were the objectives of IASTAM at that time? Why do you think 'Zandu' supported this activity?**

At Zandu it was a philanthropic and conscious decision to support "IASTAM"

It was perceived as a platform to bring various scholastic faculties related to social and healthcare sciences together where our traditional culture and science "Ayurved" could mutually be exposed, that would have a significant impact. And Zandu along with business always stood by for the cause of Ayurved with pride.

**Q: For more than 26 years, 'Zandu' was host to the IASTAM activities. Apart from the conference and other activities having covered by several other members what are your observations on the achievements of IASTAM?**

Since inception Zandu continued to nurture and hosted the activities of IASTAM wilfully and dutifully.

In retrospect for about ten years, with periodic intervals have survived and progressed well till the day with efforts, dedication and exceptionally strong will of few individuals with some support from industry, educational and government organizations

**Q: After initial three (3) awards 'Zandu' as an industrial organization provided the corpus for four (4) more awards. What are your observations on sponsoring of these awards and the way these have been executed? About the awardees? About their areas of expertise and such?**

Zandu provided sponsorship to commemorate memories of three revered personalities of their organization. The other awards were sponsored by members of Zandu's families. I am happy and proudly satisfied with methodology, selection of fields and mostly with awardees selected. In real terms it is a recognition of an individual's excellence.

**Q: You personally sponsored one more award in**

**the name of Shri Gopaldas Parikh. What made you sponsor this award?**

My father Shri Gopaldas Parikh was a strong pillar Of Zandu during his time.

**Q: Why did you select specific subject related to Chemistry? Five (5) such awards are already been given. What are your observations on the same?**

For two reasons...

@ chemistry is an inevitable and essential faculty of basic sciences for healthcare sciences....

@ i am student of chemistry...😊😊😊

**Q: You were very kind to sponsor for publication. Why did you consider it worthwhile?**

A desire and feeling of duty towards my professional field that gave an opportunity to learn, work and payback to achieve whatsoever I have done, achieved and gained.

**Q: In your opinion what should IASTAM now aim? what should it focus on?**

To go further from here, need of motivated and dedicated support from stakeholders is necessary. Sincerity, belief and generosity are essential ingredient's required for any organization to grow. Strongly institutionalized administrative structure and self-sustaining financial structure is essential. IASTAM has limitless sky open for its aim and areas where it is active.

**Q: You have been suggesting some organizational and managerial changes for the financial strength of the Organisation. What are your specific suggestions?**

I believe, at present, the constitution is that of charity trust. A thought may be given for alternate constitution. With legal acceptance that could be helpful to generate higher revenues from corpus funds, provide more flexibility to augment finances. The structure could be non-profit corporate, or research organization/institute or any any other without compromising credibility, integrity and confidence of the members stake holders.



**IASTAM Oration and Award Function 2019**

&amp;


**AMRITA**  
 VISHVA VIDYAPEETHAM  
 SCHOOL OF AYURVEDA
**Conclave on**
**‘Cancer Care & Research in AYUSH:  
 Developing A Roadmap’**
**Fri - Sun, 15<sup>th</sup> - 17<sup>th</sup> February 2019, , Kochi**
***Conclave Emphasis & Subthemes***
***“Cancer Care and Research in AYUSH: Developing a Roadmap”***

Worldwide, cancer is the second leading cause of death after cardiovascular disease. Prevention and treatment measures focusing on environmental factors have been implemented, but little progress in reducing incidence of cancers has been made. The cost of cancer treatment remains prohibitive in major parts of the world. Cancer burden in India is growing and 1 million new cases of cancer are diagnosed every year in a population of 1.2 billion. In age-standardised terms the mortality burden of cancer in India is comparable to that seen in high-income countries. Such figures are partly indicative of low rates of early-stage detection and poor treatment outcomes.

In India, there is widespread use of traditional medical systems like Ayurveda, Siddha, Unani and Homoeopathy for management of Cancer in various stages of its clinical presentation. There are reports of benefits from such interventions, even as there are serious concerns about delay in seeking conventional care as well as herb drug interactions that can lead to adverse outcomes. On the other hand, there is a strong consensus that primary and secondary prevention, pain and palliative care as well as supportive care during chemotherapy and radiation are the areas of promise where AYUSH systems can make substantial contributions in cancer care. Drug discovery for cancer from traditional therapeutics has always been an area of research interest for several decades that needs new dimensions. It is also believed that the AYUSH knowledge base can help throw new light on the development of the disease and its manifestations.

In these circumstances there is a need to develop integrative approaches and treatment guidelines for management of cancer to maximize treatment outcomes. This calls for a systematic dialogue and continuous deliberations between practitioners of AYUSH systems and conventional medicine as well as researchers and academicians.

The *Conclave on “Cancer Care and Research in AYUSH: Developing a Roadmap”* is an outcome-oriented step in this direction.

The conclave aims to achieve the stated objective of a roadmap through structured deliberations for well-defined endpoints with the following sub themes –

- *Developing Drugs and Products for Cancer Management*
- *Clinical Insights for Understanding Cancer in AYUSH*
- *Cancer Biology and AYUSH Principles, Evolving Integrative Approaches*
- *Treatment modalities for AYUSH in Cancer*
- *Prevention of Cancer, AYUSH Perspectives*

It gives **INDIAN ASSOCIATION FOR THE STUDY OF TRADITIONAL ASIAN MEDICINE (IASTAM - India)** and **AMRITA VISHWA VIDYAPEETHAM** a great pleasure to invite you to a multi-disciplinary institution of **AMRITA SCHOOL OF AYURVEDA AND AMRITA INSTITUTE OF MEDICAL SCIENCES** for the '**IASTAM oration and award function 2019**' and **Conclave on 'Cancer Care & Research in AYUSH: Developing a Roadmap'** on 15<sup>th</sup> – 17<sup>th</sup> February 2019 at Amrita Institute of Medical Sciences, Kochi.

**Pre-Conclave Workshop on 'AYUSH Treatment Modalities of Cancer' on Friday, 15<sup>th</sup> Feb' 2019**

**Plenary - Keynotes - Panels / Paper Presentations & Posters**

**Opportunity to Interact With the best of the EXPERTS**  
**3 Orations, 9 Awardees, Research Scholar Awardees**

**The 3**

**IASTAM Orators 2019 are**

**Pandit Shiv Sharma oration For Contribution to Promotion of Ayurved**

**- Vd. Devendra Triguna, Delhi**

**Zandu International Oration For Research Contributions to Natural Products for International expert**

**- Dr. Robin James Marles, Canada**

**Zandu International Oration (Indian Citizen) For Research Contributions to Natural Products**

**- Prof. S.C. Lakhotia, Varanasi**

**Registration Fees**

<b>Delegate</b>	<b>Before 15/11/2018</b>	<b>Before 15/12/2018</b>	<b>Till 15/01/2019</b>
<b>Conclave</b>	Rs. 1000/-	Rs. 1500/-	Rs. 2000/-
<b>Conclave+Workshop</b>	Rs. 1200/-	Rs. 1750/-	Rs. 2300/-
<b>International</b>	USD 50/-	USD 75/-	USD 100/-

**Register Now @**

<http://amritaconsultancy.com:8080/AppForm/studentApplication/list?applicationFormId=31>

**Venue**

**Amrita Institute Of Medical Sciences  
 Peeliyadu Road, Ponekkara, Edappally,  
 Kochi, Kerala 682041**

*Further details will be provided soon*

**For Details Contact : Dr. Prajeesh Nath - 09496848044**

**Amrita School of Ayurveda**  
**Amritapuri Campus, Clappana**  
**P.O., Kollam, 690525, Kerala, India**  
**Ph: 0476 289 9688, 289 7043**  
**Email id: acara@ay.amrita.edu**  
**Website: www.ayurveda.amrita.edu**

**IASTAM - India**

**C/o Bharati Vidyapeeth University,**  
**College of Ayurved, Pune-Satara Road,**  
**Dhankawadi, Pune 411043, India.**  
**Ph: 9860085980**  
**Email id: iastam.india@gmail.com,**  
**Website: www.iastamindia.org**

## OUR ASPIRATIONS

Dr. Vandana Kozarekar provides a profile of

### Recipient of IASTAM LifeTime Achievement Award **Prof. R. K. Mutatkar**

First General Secretary and Member of NAC of IASTAM.

Prof. R. K. Mutatkar is the pioneer of *teaching of Medical Anthropology in India*. He introduced the teaching at Department of Anthropology, University of Pune in 1974.

Prof. Mutatkar is Chairman at Research Ethics Committee; Savitribai Phule Pune University (SPPU), Scientific Advisory Group; Social-Behavioral Research Division; ICMR, Indian Association of Human Behavior and a patron at Society of Indian Medical Anthropology. He has been nominated as Expert Member on Tribes Advisory Council, Rest of Maharashtra Statutory Development Board and Tribal Research and Training Institute.



He was a founder of Maharashtra Association of Anthropological Sciences, First Head of the Department of Anthropology and First Director, Interdisciplinary School of Health Sciences (SPPU) and Chairman to Indian National Confederation and Academy of Anthropologists, Panel on Anthropology and Curriculum Development Committee, U.G.C. and at Backward Classes Committee, Government of Maharashtra.

He authored the book on '*AYUSH in Public Health*' (2 volumes 2016), book on '*Tribal Health and Malnutrition*' (2018) and the books on '*Caste Dimensions in a Village, Society and Leprosy*' and '*Biography of Irawati Karve*'. He is Co-editor of two Anthropology books. He guided the Ph.D. students of Anthropology (18) and Health Sciences. (7) Pandit Shiv Sharmaji oversaw his successful organization of the International Congress on Medical Anthropology, his ability to bring famous anthropologists from all over the world, found him as a true academician wedded to scientific pursuits. Panditji shouldered him with responsibility to organize a meeting at Pune University on 20th April 1980 to formulate the Constitution to register the Indian Association for the Study of Traditional Indian Medicine.

Prof Mutatkar contributed as organizing Secretary for the Asian Congress (1983) and third ICTAM (1990), Mumbai. He became the first General Secretary of IASTAM. In his capacity as, General Secretary he also discharged the responsibility of editing IASTAM - India Newsletter. After the sad demise of Pandit Shiv Sharma and Dr. Udupa, he was unanimously elected as the third President of IASTAM - India.

**He was appointed as Hon. Director of AYUSH in Public Health and The Maharashtra Association of Anthropological Sciences (MAAS), supported by Government of India and Chairman, Working Group on AYUSH in Public Health, Planning Commission, 11th F. Y. Plan.** As a result, schemes on public health initiatives were introduced in the AYUSH department of Government of India. He was invited to meet Pope John Paul II at Pontifical Academy of Sciences, Vatican, to discuss leprosy. (1984), Pope Benedict (2007). He was also invited as 'Member of Working Group for '*Priorities for Research in Ayurveda*' by New York University (1993)

He has been honored with '*Prof. Panchanan Mitra Memorial Oration*', '*International Gandhi Award for Leprosy*', '*Prof. S. S. Sarkar Memorial Oration*' & '*first Prof. Irawati Karve Memorial Oration*', '*Tagore Research Fellowship*'; Anthropological Survey of India, Ministry of Culture, GoI. '*4 Memorial Orations in Honor of Pioneer Anthropologists in India*'. National Conference on Medical Anthropology dedicated to him in recognition of pioneering teaching and research in Medical Anthropology in India.

Prof. Mutatkar with his assertive but soft-spoken nature always guided at the meetings of the managing committee of IASTAM. IASTAM honored him with '*Lifetime Achievement Award*.' (2015)

.....  
*Anthropology is the most humanistic of the sciences and the most scientific of the humanities.... Alfred L. Kroeber*



## Accolades

### At IUFOST 2018, India; 19th World Congress of Food Science and Technology Two esteemed members and supporters of IASTAM were Awarded



**Dr. Ashok Vaidya**, Member of National Advisory Council of IASTAM and Research Director: Advanced Centre of Reverse Pharmacology, Kasturba Health Society, Mumbai received the **Dhanvantari Lifetime Achievement Award** from **Smt. Harsimrat Kaur Badal** (Union

Cabinet Minister of Food Processing in the Government of India and member of parliament from Bathinda).



**Dr. C. K. Katiyar**, Vice President of IASTAM and CEO Health Care (Technical) Emami Ltd received the **Sushrut Achievement Award** from **Dr Vish Prakash**, Chairman, IUFOST India with

**Smt. Harsimrat Kaur Badal** (Union Cabinet Minister of Food Processing in the Government of India and member of parliament from Bathinda).

## Happenings

### National Seminar & Workshop on Role of Ayurveda and Yoga in Pain Management

In Memory of Late **Vd. Pt. Shri Ramnarayanji Sharma**, Founder: **Shri Baidyanath Ayurved Bhawan Pvt. Ltd**, on 20th & 21st October 2018 at **Shri Ayurved Mahavidyalaya, Nagpur**. The National Seminar and Workshop was inaugurated by **Shri Nitin Gadkari**, Hon'ble Union Minister, Chairman - **Vd. Banwarilal Gaur**, Ex. V.C. Rajasthan Ayurved University and IASTAM previous awardee



Vd. Banwarilal Gaur

### International Seminar on "Globalization of Ayurveda"

by **Maha Ayurved Research and Medical Association (MARMA)**, Kolhapur on 14th October 2018 at **Taj Vivanta Hotel, at Panji, Goa**. The conference was inaugurated by **AYUSH Minister Shri Shripad ji Naik**, **Dr. Pramod Sawant**, *Speaker, Goa Assembly*, **Dr. Ashutosh Gupta**, *President MCIM*, **Dr. Ajit Rajgire**, *President MARMA*, **Prof. Subhash Ranade**, *Chairman, IAA, Pune*. More than 350 delegates from all over Maharashtra attended this one-day Seminar.



### Dhanvantari Award Function

Organized by **Dhanvantari Medical Foundation & Dr. B. K. Goyal Heart Foundation** on 7th October 2018 at **Taj Mahal Palace, at Mumbai**. The Dhavantari Award was received by **Dr. Sultan Pradhan**, *Oncologist* by **Shri Ch. Vidyasagar Rao**, *Governor of Maharashtra*, *Chief Guest*, **Hon' ble Shri Sushilkumar Shinde**, *Guest of Honour*, **Hon'ble Shri D. Y. Patil**, **Shri Kapil Dev** and **Shri Bharat Taparia**. The Dhanvantari Pujan was done at the hands of **Dr. Mahendra Chaturvedi**, *Trustee of Foundation and Member of IASTAM Managing Committee*.

## Institutional News

### Honor

Contributed by **DPSR university, Delhi**

**Prof. Ramesh K. Goyal**, *Vice Chancellor of DPSR University, former awardee and member of IASTAM-India* was honoured **Second Hon'ble Professorship in Stavropol State Medical University (StSMU), Russia**. He is second faculty to receive this honor from outside Russia in its 80 Annual Series.



On occasion of **World Physiotherapy day**, 8 September 2018, **DPSR University** organized Symposium on **"Recent Advancement in Physiotherapy"** on 6th September, 2018 & Hands on Workshop on 7th September, 2018 inaugurated by **Mr. Vivek Sehgal**, *Chief Guest* and **Mr. Mr. Ajay Dutt**, *Guest of Honour*.

### DPSRU Faculty Awarded for the year 2018

**Dr. Madhu Gupta** received "Youth Education Icon"; **Dr Parul Sharma** received "Young Achiever's Award" and **Dr. Shilpa Jain** received "Swabhiman Samman Award"

# CONCLAVE ON CANCER

February 2019

*Details Inside*

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**Indian Association for the Study of Traditional Asian Medicine (IASTAM - India)**



**Baidyanath**

**Shree Baidyanath Ayurved Bhawan Pvt. Ltd.**

**IASTAM Baidyanath Awards for Research on Ayurvedic Classical Products**

- **For Best Research in Standardization of Ayurvedic Classical Product.**
- **For Best Technology Adaptation for the Basic Classical Ayurvedic Product Concept.**
- **For Best Validation / Clinical Research of an Ayurvedic Classical Product.**

*Kindly Visit Website for Details [www.iastamindia.org](http://www.iastamindia.org)*

*Last Submission Date - 31<sup>st</sup> December, 2018*

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**Reach Us**

[iastam.india@gmail.com](mailto:iastam.india@gmail.com)

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From,  
INDIAN ASSOCIATION FOR THE STUDY OF  
TRADITIONAL ASIAN MEDICINE (IASTAM INDIA)  
Bharati Vidyapeeth University,  
College of Ayurved, Dhankawadi, Pune - 411 043  
Ph. : 020-24373954, 9860085980

To,