

IASTAM

INDIA NEWSLETTER

Communiqué

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Connecting Systems; Bridging Disciplines

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

**"All is connected...
no one thing can change by itself."
- Paul**

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PRE NOTE

AYUSH-THE NEED TO THINK BIG AND DIFFERENTLY

Dr. Narendra Bhatt

Time and again leaders and successful entrepreneurs have recommended the habit to think big. This is the new India. ***The leadership of PM Modi encourages us to think big and think afresh. The AYUSH sector has a 'never-before' opportunity to grow and grow phenomenally.*** Policy decisions by the government have an impact on the sector. As AYUSH deals with healthcare delivery its impact will affect millions of Indians and people worldwide. ***Despite many efforts and a clear desire from the present government the percentage of budgetary provisions for AYUSH has not increased substantially over the last decade and a half.***

When examined critically one realises that our ideas, vision and plans are limited by short sight, small thoughts and small scattered steps. We lack ideas. We lack vision. We lack innovation. Our commitment to health and medical care gets restrained by our lack of confidence to manage contemporary challenges. We restrain ourselves to limitations of systems whereas what is needed is to fortify systems to the present day environment and plan to use all available channels and resources to think big, plan big, gain big.

AYUSH must take on the challenge of reducing the costs of medical care. This will require consultation and consideration with expertise from diverse fields. ***The***

role of the private sector will be very vital for such a growth. The private sector will get involved only if there is clarity of purpose, modality and an assurance of sustainable support. The opportunities must be sought after and planned. The country is undergoing major changes in the field of education. ***Our proposals will need to be aligned with these changes, particularly in the field of higher professional learning and training.***

While the new government is committed to innovation and research and new initiatives are being taken ***there is an urgent need to revamp the whole gamut of research potentials and approach for outcome oriented developmental activities.***

With a huge population and the highest density of people in the world, India has realised that environment protection is most vital. Incidentally the environment has a direct link with sustainable development of AYUSH resources. CAM - Complementary and Alternative Medicine – or integrative approaches to medical care is now a global reality and natural products in one or the other forms are the most common component of self-care. We have yet to exploit this situation with quality and specificity. We must not allow it to be dominated by unclear, poorly defined and a multiplicity of divided segments. The uniqueness of AYUSH services and

products are yet to be clearly defined, streamlined and systematically promoted and market forces cannot be allowed to create more confusion. Even the regulatory approach needs a complete overhaul towards self-regulation and healthy competition based on quality and supportive of industry rather than it being reactive to situations and controlling in nature.

We have been imitators and followers in our approach. ***India has succeeded wherever it ventured in changing its approach as was inherited. AYUSH needs that change.***

I was taken aback when a very senior administrator publicly voiced his view against any radical change. If so, forget development. This indicated lack of vision, lack of confidence and a basic instinct only for survival (somehow) rather than innovative leadership. Disruption, as Christensen defines it, is a theory of competitive response. Chaos theory, as Anita van de Vliet suggests is an area where management should place more emphasis on adaptability, initiative and entrepreneurial creativity to cope with a future that is inherently unknowable. ***Even our own Ayurveda theories emphasize on samshodhan, cleansing before samsarjan, replenishment and complete removal when damage is chronic and deep. The present government under PM Modi talks, plans and acts differently. AYUSH must follow the path of New India.***

PUBLICATION 2020

I am happy to inform you all, that our initiative of requesting the previous awardees to contribute their experiences and dynamic views in the form of a systematic article or a scientific paper received a very positive response. ***41 previous awardees have already***

committed to write for the text. Five full manuscripts and three abstracts have already been received. Others are on the way.

The experience has been enthralling especially when stalwarts like Dr. Nitya Anand at the age of 94 rings up to inform us that he will surely write; and others like Prof. Siddhinandan Mishra, Prof. Suresh Gupta, Dr. S. Natarajan and Prof. Bhavsar, all who are all above 75 years of age, reach you with promises to contribute. Prof. R. H. Singh despite his cataract assured us that he would write jointly with Dr. Rastogi and even submitted their piece and Prof. S. N. Gupta, Dr. Ajay Sharma and Dr. Savrikar have submitted their full manuscripts. Dr. Y. K. Gupta despite his travel eagerly encouraged. Dr. P. Ramarao and Dr. Pulok Mukherjee, who though very busy with their schedules have agreed to submit their articles within the stipulated time. Dr. Bhushan Patwardhan and Dr. Rastogi have given their experienced suggestions.

Unfortunately, 10 out of 79 IASTAM Awardees are no more with us. 5 awardees are not in the position to write due to age and 6 awardees have informed us of their inability to contribute due to other reasons. After the first request two more reminders were sent to all. A systematic follow-up has ensured timely responses. We are following up with the remaining awardees for their specific writings. ***Overall the response is much better than what was envisaged. I am working on the next few steps to group the wide range of subjects covered to provide a link with necessary editorial support. A thoughtful initiative has now taken the form of a full-fledged project. I am targeting a text with 40 contributions to mark the celebration of completing 40 years.***



INSTITUTIONAL NEWS

Delhi Pharmaceuticals Sciences and Research University (DPSRU) under the guidance of Prof. Ramesh Goyal Vice Chancellor organised the following:

1. National Skill Development & Hands-on Training Programme on Quality Control of Biologicals organised for M.Pharm / PhD students of DPSRU, at National Institute of Biologicals, Noida from 03-14 June, 2019, inaugurated and chaired by former ICMR Director General & Padma Bhushan recipient Prof. N. K Ganguly and Dr. Surinder Singh Director NIB.
2. Hands-on training on "Microfluidizer and Its Role in Development of Nano Delivery Systems" on 27th June 2019. The Guests of the event were Mr. Adeel Mahdi Manager Sales and Mr. Vivek Kumar, sales and Service Engineer of Trident Equipments Private Limited, Mumbai.
3. Training Workshop "Innovative Approach for Beauty Therapy" on 8th July 2019. The Guests of the event were Mrs Yogita Kashyap and her teammates.



National Skill Development & Training Programme



Training on Microfluidizer

EVENT

**International Congress on Traditional Asian Medicines
ICTAM X at Taipei, Taiwan
1-5 May, 2020**

“Challenges to Asian Medicines: Drawing a Big Picture”

Organised by
**International Association for the Study of Traditional Asian Medicine
(IASTAM) & Asian Society for the History of Medicine (ASHM)**

Call for Paper

Panel and Paper proposals may be submitted by one or more persons, in the form of an abstract of 300 words outlining the topic of the panel or the paper.

Papers should develop the theme “Challenges to Asian Medicines” by revisiting old paradigms in the spirit of new research.

DEADLINE for submissions is September 30, 2019.

For the SUBMISSION PROCESS: www.ictam-ashm.com/submission.php

JOIN THE CONFERENCE

Please Participate!

For more details visit <http://ictam-ashm.com>

REPORT

IASTAM A CATALYST ONCE AGAIN!

After the IASTAM Award function 2018 at Delhi Pharmaceutical Science and Research University (DPSRU), Dr. Bhatt was paying a visit to DPSRU in a long time. On the occasion, Prof. Ramesh Goyal, Vice Chancellor acquainted us with details about how the *international conference on Challenges on Global Competitiveness of AYUSH and Natural Products which was organised together with IX series of IASTAM Award Function 2018 with IASTAM in February 2018 became a landmark event in the history of the University.* The main reason was the inauguration by the Honourable Chancellor Shri Anil Bajjal and Prof. V. M. Katoch.

The Honourable Chancellor gave the call to explore the bio diversities within Delhi and at other places. Prof. Goyal and team visited the biodiversity of the Aravalli Hills and were asked to visit the Andaman and Nicobar Islands which was again full of very extensive biodiversity. They are in the process of signing an MoU with them and are very optimistic that the products that will emerge from the University will find a market. They will in turn be promoting in a true and comprehensive way Herbal drugs based on Ayurved or Unani medicine.

Furthermore, in the long term they have a plan to start specified courses for pharmacy in traditional medicines. For this they are preparing Vision 2030 for the University. We hope that soon it will be available. We have 8000 industries in the country for Ayurved being ruled as per the normal drugs control order rather than the Ayurved

Regulations as in the case of pharmaceutical Drugs. It will be one more step that is going to lead and provide directions for Standardisation, Safety and efficacy of the product. Prof. Goyal assured us that such conferences and organisations play a major role in the development of science and research.



Further an interactive session was conducted at DPSRU on 11th July 2019 with the Faculty and Post Graduate Scholars. Dr. Bhatt shared his experiences and appraised the faculty with the opportunities for research and development that exist in the field of Ayurved and Natural Products.

This turned out to be a very interesting session. The faculty and scholars responded enthusiastically to the enquiry made by Prof. Goyal who actively co-ordinated the meeting. They were also empowered with several inputs on varied subjects presented by Dr. Bhatt and picked up their own subjects of interest too. Specific research project proposals are expected to be initiated in the near future.



OUR ASPIRATIONS

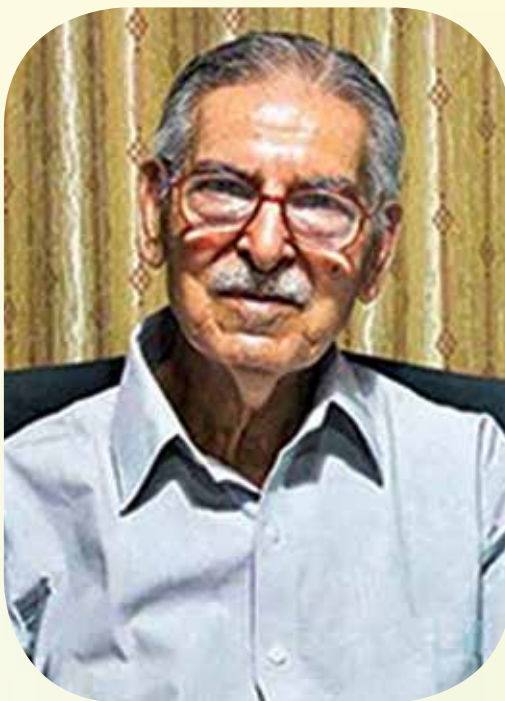
Dr. Vandana Kozarekar provides a profile of

A Legend in Indian Pharmaceutical Sciences, **Dr. Nitya Anand**

Dr. Nitya Anand, former Director of Central Drug Research Institute (CDRI), Lucknow is a legendary figure in drug discovery & research development in India. He has provided leadership to make CDRI a world class center for Drug Research in India.

Dr. Nitya Anand received his B.Sc. from Government College Lahore, M.Sc. in Chemistry from St. Stephen's College; Delhi, a Ph.D. in Chemistry from UDCT; Bombay and a second Ph.D. in the field of Nucleic Acids research from Cambridge University; UK. He was on a Rockefeller Foundation Fellowship at the Department of Microbiology; Harvard Medical School; Boston (USA). He returned to India & joined CDRI soon after its inauguration.

He is widely recognized for promoting excellence in pharmaceutical sciences in India, and for his concern on making



the Indian pharma industry self-reliant and make drugs affordable to the common man. Dr. Anand established Medicinal Chemistry research at CDRI that led to significant contributions in the design, discovery & development of new drugs such as Centbucridine; a local anesthetic; Centperazine; an anti-filarial and Centbutindole; a neuroleptic. *The most important Centchroman a new class and the only non-steroidal contraceptive was found preventing implantation of the fertilized ovum and practically devoid of any side effects. The drug - Saheli was adopted by the National Family Planning Program in India.*

He is recognized as an **Icon of the PP model** of Academia and Industrial partnership. His deep interest in research in medicinal plants led to finding Guggulipid - an hypolipidemic drug on which he has worked jointly with Dr. Sukh Dev for over 2 decades, the drug later marketed by CIPLA and others in Indian and International market.

He has published around 400 research papers and has been granted about 150 national and international patents. He has written books on '**Art in Organic Synthesis**' and has contributed around 30 Chapters in textbooks of '**Medicinal Chemistry**'. He has jointly edited two books '**Chemotherapy and Immunology in the Control of Malaria, Filariasis & Leishmaniasis**' and '**Approaches to Design and Synthesis of Antiparasitic Drugs**'.

Dr. Anand has played a major role in the planning, setting up and functioning of two globally recognized Pharmaceutical institutions of India; the Indian Pharmacopoeia Commission (IPC) of MOH & FW; Ghaziabad and the National Institute of Pharmaceutical Education & Research (NIPER); Mohali; Chandigarh.

He was a member; Scientific Advisory Committee to the Cabinet of GOI and was President of the Indian Pharmaceutical Congress. Dr. Anand is an elected Fellow of the Indian National Science Academy; New Delhi, National Academy of Sciences; Allahabad and Indian Academy of Sciences; Bangalore. He has been a Consultant to W. H. O on Tropical Diseases & Reproduction and Chairman of the Steering Committee for Chemotherapy of Malaria of WHO. On behalf of UNCTAD & UNIDO he was also an advisor consultant for the Pharmaceutical Institutes and Industry of many developing countries.

A great guide and teacher; his several students; now occupy leading positions in R&D and Pharmaceutical Industries across the world. A soft spoken and gentle person his exceptional qualities are fondly expressed by his students... '**Dr. Nitya Anand is not just a scientist; his personal and humanistic traits are his most endearing qualities. His Buddha like passion and tenderness for anything living, whether it is people, animals or plants have always made him an exceptional human being.**'

REVIEW

'His intense desire to take up causes which would help his fellow men, country and institutions is well known. One of the examples is his fierce defense of the Intellectual Property (IP) framework and the need for the watering down of the unfavorable provisions in the WTO agreement to safeguard the future of all Indians.'

Dr. Nitya Anand was honored with *Amrut Mody Research Award*; *K. G. Nayak Gold Medal*; Baroda University, *Vishwakarma Medal*; INSA, *J.B. Chatterji Gold Medal*; Tropical School of Medicine; Calcutta, *Acharya P. C. Ray* and *Sir J.C. Ghosh Medals*; Indian Chemical Society, *National Nehru Science Award* of MP; CST and *Vigyan Gaurav Award*; UPCST. He was conferred *Padma Shri* by the President of India (2012). Dr. Nitya Anand was felicitated with *IASTAM - Zandu Bhattaji Memorial Oration for Excellence in Research Contributions to Ayurvedic / Natural Products*.

In today's world of encroachment of ideas and plagiarism Dr. Bhatt says '*Dr. Nitya Anand stands out differently as someone who will always acknowledge contribution however small or even by his most juniors.*'

Recently, he was one of the first awardee to respond to the request to contribute in the proposed text of IASTAM. We at IASTAM are very grateful to him for his valuable guidance.

With his enduring passion, devotion, dedication and hard work; at the age of 94; Dr. Nitya Anand is true aspiration to all.

.....
We thank students of Dr. Nitya Anand for providing the information.

.....
'Science is a beautiful gift to humanity; we should not distort it'.....Dr. Abdul Kalam



CALENDAR AICTE Sponsored International Conference



Biomolecular and Biotechnological Aspects of Medicinal Plants
@ Institute of Engineering and Technology, Ahmedabad University
Organised by L. M. College of Pharmacy

The Deadlines of Abstract Submission; 15 August 2019 @ herbalresearch@lmpe.ac.in
For Details Contact: 9426032217, 9714166394, 9978010160



National Conference on Pharmacovigilance
& 18th International Conference of
Society of Pharmacovigilance, India
AYUSHSURAKSHA 2019

@ Dr. P. M. Mehta Auditorium, IPGT&RA, Jamnagar

For Details visit: www.ayurveduniversity.edu.in

Organised by IPGT&RA, Jamnagar; Sponsored by Ministry of AYUSH, Gov.t of India
In Collaboration with Society of Pharmacovigilance, India

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to
Members**

IASTAM NEWSLETTER, is yours!

You are invited to participate in its publication.

We assure of our efforts to publish appropriate items falling within the purview of IASTAM from our members.

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REVIEW

Book (English) by Dr. Narendra Bhatt**FIFTY YEARS OF PHARMACEUTICAL INDUSTRY** by Dr. M. D. Nair

It is not easy to cover probably the most successful industrial sector that has grown phenomenally and has given the country a position of pride in fifty years from a situation of near non-existence. *The unparalleled growth of the Indian pharmaceutical industry is a subject of many facets and multiple dimensions. It is a challenge of intellectual capabilities and precise writing.*

'Fifty Years of Indian Pharmaceutical Industry' written by Dr. Mohan Nair is a piece of insightful writing about the growth of an industry and explains how political decisions can impact a sector and influence the lives of millions and the economics of a country. And there is much for the AYUSH sector to learn from the success of the pharmaceutical industry.

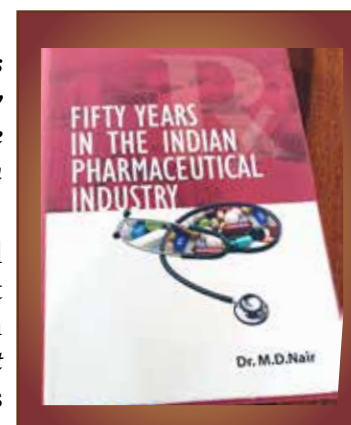
Within the precincts of common sense, it is not possible to cover this phenomenal development in one text. However, when one goes through this well-written text one is surprised that the text not only covers the unparalleled phenomena, unseen by any other sector but also *touches practically every aspect of the development in a most refined fashion.* It reflects environment under which the changes occurred, details how the challenges were recognised and addressed, talks about the people and their manner of getting involved, highlights the procedures that were followed, the support the state provided and the regulations developed. This proved a boon to the people of this country and one is left wondering what would have happened otherwise!

The book covers in brief how the large multinational organisations and thereafter the Indian industry at large and their outlook and approach have changed over the last few decades from that of a socially oriented business model to a purely profit-oriented business model. The changes in the approach and practice are obvious.

My first meeting with Dr. M. D. Nair was at the home of Dr. Ashok Vaidya one evening. I had heard him at one of the clinical research methodology workshops. Thereafter we used to hear of him being involved with documentation, information and research management. My young mind was curious and I knew that if Dr. Nair was involved then it must be something of significance. Strategy was the buzzword and I took interest in that thinking when I began my industry career. And then came the stressful and yet exciting period of WTO, TRIPs and patent laws. Dr. Nair was one of the prominent speakers at those meets. Participants used to look forward to his precise presentations and clear views. I personally was enamoured with his style and substance. His clear views on patenting, administration, research management for IPR and on regulations were noteworthy. I was fascinated with his strategic views.

When one goes through this book one realises the value of investment in human capital that multinational companies make. The amount of professional training he has undergone and the way in which multinational companies provided importance to systematic use of compiling and using information is to be seen to be believed. And then there is the focus on right management of research and prioritization! How futuristic and visionary these companies used to be! I think I have yet to come across an Indian company with this kind of vastness, depth and strategic thinking.

As a reader I divide this book into a few categories. One is about the individuals and their scientific influences and their approach to the pharmaceutical research. The second is about the industry leaders who really made a difference with their committed acts of entrepreneurship and their ability to link them with financial wisdom. The third would be how these organisations came up, what were the commitments of the leaders and how they went about it. The fourth relates to the approach to research and management of research. The fifth is about regulatory aspects; national, international and how to regulate the quality and



several related aspects of significance.

Dr. Nair has ably and separately covered the whole issue of phyto pharmaceuticals particularly dealing with indigenous and traditional knowledge. His observations on traditional medicine are noteworthy. The text in terms of presentation and language, as we all know Dr. Nair, is very compact, precise and clear. Nearly 300 pages of the book offer a complete picture in an interesting manner. They proffer ideas about individuals, about how they think and execute their plans. They provide glimpses into the minds and ideas of stalwarts like President Kalam, Drs. Sanjivi, M. S Swaminathan, R. A. Mashelkar, M. S. Valathan, Pratap Reddy, K. M. Cherian, Devi Shetty, P. K. Warrier, Ramalingaswamy and Venkataswamy. The book provides exposure to the contributions of visionary industrialists and scientists like Dr. Parvinder Singh, Anji Reddy, Yusuf Hummaid, Kiran Mazumdar Shaw, Nityanand, A. V. Ramarao, Mohammed Majeed, T R Gocindachary, Chandru Shahani, Ajit Singh and S. Ramachandran. And at the very end an interesting glimpse of how the visionary giants think? What are their characteristics? How have these minds influenced the processes of a country, of an industry, or a sector. These aspects are interestingly covered in this book.

The book reflects the happenings within and outside the Indian pharma industry- how it was influenced and in turn, how it influenced outside factors. For a student to learn the history of an industry and for anyone interested in any healthcare industry this text provides a wealth of information and knowledge.

As a young enthusiast, I was fortunate to have been exposed, though from the periphery to the best pharmaceutical research centres in the country; namely CIBA Research Centre [CRC] at Goregaon and The Hoechst Research Centre at Mulund. Visiting CRC was like entering a different world. Though I knew some aspects of the centres at that time, the book provides a different insight into the happenings around. At the same time, it highlights how some of the decisions taken have influenced the growth of the segment and how profound institutes in the hands of big houses turn out to be mere 'happenings'. They appear and they disappear without a trace as in the case of CIBA Research Centre or HOECSHT Research and how the decisions and happenings affect the lives of many, which forms an integral part of the story.

It also tries to address the differences between the public sector and the private sector companies and addresses the differences in thought processes of small, medium and big enterprises. It also talks about individual entrepreneurship of a few and how these few entrepreneurs and committed individuals can change the whole scene and of how they develop dominance in one particular area of activity.

In short, the complete history and happenings of the Indian pharmaceutical industry of fifty years has been provided in a transparent encapsulated form with micro palettes of many hues and shapes. It not only tickles the taste buds but also leaves the hungry mind well-nourished.



ANNOUNCEMENT

**On Our Special Request Deadlines are further Extended to
15 October 2019**

**IASTAM (International) invites
Academic Publications
(Original, Unpublished Papers)**

**On the occasion of 40th Anniversary of the association
Prize - 1000€.**

**Academic, Researchers, Practitioners,
Post Graduate and Graduate Students
of Asian Medicine Please Submit Your PUBLICATIONS**

Manuscripts must be in English, 8000-12000 words. Please follow the journal style guideline in all other regards visit <https://brill.com/view/journals/asme/asme-overview.xml>

Entries must be received through email submissions to messner@sino.uni-kiel.de.

The winner will be announced by 15 December 2019

Series of IASTAM Oration & Award Functions



Views and opinions expressed in different articles are entirely of the writers and authors

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