

IASTAM

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Connecting Systems; Bridging Disciplines

○ Ayurved ○ Yoga ○ Unani ○ Siddha ○ Asian Medicine ○

"Innovation distinguishes between a leader and a follower."

- Steve Jobs

Communiqué

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PRE NOTE Ayurveda Aahar: Miles to go

Dr. C. K. Katiyar - President - IASTAM

Ayurveda recommends Aahar, Nidra and Brahmacharya as means to achieve 100 years of active life. Food is therefore, very important component of healthy life style.

FSSAI published a Gazette Notification for new category of food as "Ayurveda Aahar" on 6th May 2022. This was given high decibel publicity by FSSAI as well as the Ministry of Ayush for mass utilization of dietary wisdom of Ayurveda.

However, after almost 18 months of its promulgation not much movement has been seen by way of introduction of products under this category. Initial euphoria of Ayurvedic industry also appears to be waning. FSSAI needs to seriously consider review of its various

provisions to make the act more practical and user friendly for the industry.

In this pre-note we wish to draw the attention of FSSAI and the Ministry of Ayush to certain limitations which need immediate attention and remedies to take this forward to harness its full potential.

Major barriers and disablers of Ayurveda Aahar are as below:

- FSSAI does not seem to have clarity on **commercial aspects** to regularize and regulate Ayurvedic Aahar.
- Current rules promote Ayurvedic recipes only for fresh formats and processed formats are not

encouraged which requires a marketable shelf life.

- FSSAI regulations are incomplete with reference to **Product specifications**.
- Prior approval required from Authority for label Claim and disease risk claims.
- Prior approval is required for every modification in the formulation, minor or major.
- Value addition of Vitamin, minerals and Amino acids etc. are not permitted in Ayurveda Aahar, while the same is permitted by FSSAI for dietary supplement. FSSAI may consider permitting use of these micro nutrients in less than RDA value in Ayurveda Aahar also.
- List of permitted excipients/additives is mostly limited to natural excipients. Industry will not be able to innovate much with this constraints.
- Common additives like Sugar, Salt and Preservatives etc. are not permitted as per current regulation of Ayurveda Aahar. These are widely used in industry to make formulation palatable and enhance shelf life of product. When it comes to excipients like preservatives, additives, colors etc.the proposed category has followed very conservative approach. Even commonly used preservatives for foods like Sodium Benzoate have not been permitted. FSSAI should consider permitting all the excipients in other category of food in Ayurveda Aahar also.
- Labelling requirements include intended purpose, target consumer group, recommended duration of use disclaimers like “Ayurveda Aahar is not to be used as a substitute for a varied diet” and “product is for oral consumption only and

not for parenteral use”. Secondary disclaimer is irrelevant. Space on label has always been a constraint for branding of the product. This long list would create further shortage of space.

- As per FSSAI License rules, herbal RM vendors (for Ayurveda Aahar ingredient supplier) will need to have mandatory registration under FSSAI.This is to be noted that registration of vendor of Herbal Raw Material is not mandatory even for Ayurvedic drugs industry. This provision needs to be reviewed.
- In all the proprietary formulations safety studies like – Mutagenicity, Carcinogenicity and Teratogenicity are required which are very costly, time consuming (cost about Rs.1.5 crores to 2.5 crores and 3 to 4 years’ time) and do not seem logical in case of food recipes prepared with well-established ingredients. Taking lead from Rule 158B of the Drugs and Cosmetics Act and Rules safety studies may not be required if ingredients from Schedule E1 have not been used in the formulation.
- The Act should also permit use of concomitant consumer friendly formats like gummies, effervescent products etc. for Ayurveda Aahar to make it attractive for contemporary consumers.

We had earlier published a pre-note on Ayurveda Aahar appreciating its need highlighting the salient features of the Gazette Notification. This pre-note has been prepared basis follow-up of the same to identify areas of improvement in these regulation to enable harnessing its full potential. Hope FSSAI would consider the same and introduce suitable amendments in the rules.



XIV IASTAM ORATION & AWARD FUNCTION 2024

March 1-2, 2024 at Ahmedabad, Gujarat, India

IASTAM SYMPOSIUM 2024

ON

**AYUSH PRODUCTS : NEW FRONTIERS FOR
INNOVATION AND TECHNOLOGY**

**WORKSHOP on “PRECLINICAL AND CLINICAL STUDIES ON
AYUSH PRODUCTS”**

SUMMIT on “AYUSH: INNOVATION AND ENTREPRENEURSHIP”

**Internatinal Conclave on
AYUSH PRODUCTS**
New frontiers for Innovation
& Technology



POSTER PRESENTATION

Organized by

IASTAM India

In association with

**Atal Innovation Centre &
L.M. College of Pharmacy, Ahmedabad,
Gujarat, India**



IASTAM Announces XIV IASTAM Oration & Awards: 2024

Dr Kirti Bhati, Secretary General, IASTAM India

Over a period of 44 years with three Orations and nine Awards IASTAM has nurtured this unique tradition. These awards now termed as 'Aspiring Traditions' aims to encourage learning, growing and aspiring with a view that newcomers in the field adhere to the path of excellence and those capable aspire to achieve more. IASTAM Oration & Awards are universally recognized and acknowledged all over.

Recognition & respect for true knowledge and achievement in the field of traditional medicine has always been a commitment at IASTAM-India.

It has also been IASTAM – India's endeavor to provide a bridge between different streams of knowledge & faculties involved in the development of the Traditional Systems of Medicine.



These Awards are in tune with the interdisciplinary spirit of IASTAM. Specifically, the effort is to recognize pioneering work done by authorities from the Modern Sciences of Allopathy, Pharmaceutics, Molecular Biology & others for the enrichment of Ayurved & other Traditional Systems.

Since 1990 IASTAM has been paying its tributes, in memory of Stalwarts of yesteryears, to the modern achievers who have made a contribution of significance in the field of traditional knowledge.

Process of Nomination and Selection

A procedure evolved over a period of time has been established by the managing committee for nomination and selection of the awardees for these awards of excellence

Procedure of Nomination •

- An Announcement was made in the newsletter and the website and on email to all members of the association. Nominations were invited in prescribed format with justification and complete Profile of the Nominee.
- For the non-AYUSH subject areas, previous awardees and members of National Advisory Council were approached for their suggestions. Three subject experts from outside were nominated.

Screening of Nominations

The nominations received were scrutinized by office for completeness of information. The nominations were also cross checked for verification of information and adverse information; if any.

Selection committee

The IASTAM Award Selection Committee was constituted as follows 4 Representatives from Managing Committee, 4 previous Awardees, 3 senior Experts (Council of Subject Experts)

Announcement

from outside. As observed the role of subject experts has become important in recent times.

Process of Selection

• For the purpose of objectivity four criteria for the selection of awardee were –

1. Qualifications
2. Experience
3. Contribution to the respective field of activity
4. Contribution in context of objectives of IASTAM

After finalisation the selected expert were approached for his / her availability Based on the scores received the final selection was made. These awards are not given in absentia.

ZANDU INTERNATIONAL ORATION AND AWARD The IASTAM

Zandu International Oration and Award selection had an added step of selection of three nominees by a three members committee comprising of President of IASTAM - India, representative expert from EMAMI Ltd. and a third expert of high reputation from other organisation.

The three names suggested by this committee were forwarded to the 11 member selection committee for selection.

The Secretary General of IASTAM acted as a Convener and the President of IASTAM acted as a Chairman of the selection committee.

We are pleased to announce Awardees for the XIV IASTAM Oration and Awards 2024



IASTAM 'Pt. Shiv Sharma Oration For Contribution to Promotion of Ayurveda

Recipient of the Oration Award 2024 : Shri Shekhar Dutt

Former Governor of the Indian state of Chhattisgarh Former Secretary AYUSH in the Ministry of Health and Family Welfare of India.

Former Secretary in the Ministry of Defence of the Government of India



IASTAM 'Zandu International' Oration For Research Contributions to Natural Products

Recipient of the Oration Award 2024 : Dr. Herbert Schwabl

CEO of PADMA Inc. in Switzerland
President of SVKH - Swiss Association of Producers of Complementary Medicines



IASTAM ‘ZanduInternational’ Oration For Research Contributions to Ayurvedic Products

Recipient of the Oration Award 2024: Dr. Lal Hingorani

Dr. Lal Hingorani
Director, Pharmanza Herbal Pvt. Ltd., Anand, Gujarat
Director ,Pharmazna India Pvt. Ltd., Khambhat, Gujarat



‘Dr. K. N. Udupa’ IASTAM Award For Contributions to Research in Ayurved / Indigenous Systems of Medicine

Recipient of the Award 2024: Dr. Sudhir Bagga

Medical Director-Chief Medical Officer
Science of life -Life Science Medical Center,
Healthcare Information Technology, Redondo Beach, CA



Dr. C. Dwarakanath‘IASTAM Award for Contemporary Interpretation or Application of Ayurvedic Principles

Recipient of the Award 2024 : Dr. J.L.N. Sastry

Former CEO
National Medicinal Plants Board,
Ministry of AYUSH, Government of India



‘Dr. K. M. Parikh’ IASTAM Award for Contribution to Drug Development of Ayurvedic/ Herbal Pharmaceutics

Recipient of the Award 2024 : Dr. Prakash Itankar

Associate Dean,
Faculty of Science & Technology, R.T.M.N.U.
Director, Technology Park & Energy Park, R.T.M.N.U. Nagpur



IASTAM Vinaben Patel Award For Excellence in Teaching –Ayurveda

Recipient of the Award 2024 : Dr. Bhalchandra K. Bhagwat

Vice President, Rashatriya Shikshan Mandal, Pune
Former Principal, Tilak Ayurved Mahavidyalaya, Pune



IASTAM Shri K. Mathuradas Parikh Award for Excellence in Profession- Ayurveda

Recipient of the Award 2024: Dr. B. S. Prasad

President, Board of Ayurveda, National Commission for Indian System of Medicine, (NCSIM) New Delhi



IASTAM Yoga Forum Munchen Patanjali Award for Excellence in Interdisciplinary Development of Yoga

Recipient of the Award 2024 :Dr. Shivarama Varambally

Professor of Psychiatry
NIMHANS, Bengaluru



IASTAM Shri Gopaldas Parikh Award for Contribution to Drug Development in the field of Phytochemistry, Medicinal Chemistry, Pharmaceutical Chemistry or Biochemistry

Recipient of the Award 2024: Dr. B. Ravishankar

Research Adviser
Sri Sri College of Ayurvedic Teaching and Research, Bengaluru



IASTAM Vaidya Chandra Prakash Award for Contribution in Rasashastra

Recipient of the Award 2024 : Dr. Asmita Wele

Director of Research and Professor
Dr. D. Y. Patil Deemed to be University, Pune



IASTAM Shri Jugatram Vaidya Award for Excellence in Shalya Tantra

Recipient of the Award 2024 : Dr Sanjeev Sharma

Vice-Chancellor & Director
National Institute of Ayurveda, Deemed University, Jaipur

GRATITUDE



IASTAM India is thankful to -
Dr. Anantha Narayana D B,
(Former Head - Herbals Research, Hindustan
Lever Research Center, Whitefield, Bengaluru)
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activities of IASTAM.



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To,