

Embassy of India
Lima

PRESS RELEASE

Webinar on Ayush System of Medicine

As part of celebration of 75 years of India's independence under "Amrit Mahotsav" programme, Embassy of India and Ministry of Ayush in association with Ayushexcil, the Indian Chamber of Commerce in Peru (INCHAM), the General Directorate of Medicines, Supplies and Drugs (DIGEMID - regulatory agency) and the National Center for Intercultural Health of National Institute of Health in Peru and the State Agency for Medicines and Technologies in Health (AGEMED - regulatory agency) and General Directorate of Traditional Medicine in Bolivia, organized a virtual session on "Ayush System of Medicine" on 12 August, 2022.

In his opening address, Ambassador highlighted the importance of Ayush products. He explained as to how the traditional systems of medicine is a field of common interest for India, Peru and Bolivia as all three of them have inherited valuable knowledge, practices and ingredients, including medicinal plants and there is increasing interest in holistic healthcare. The role of traditional systems in prevention and mitigation of diseases and promotion of public health is also acknowledged in our countries. He noted that the production of Ayurveda and other Ayush formulations is well regulated in India. As noted by Hon'ble Prime Minister Shri Narendra Modi, India considers it its responsibility to share with the world her experiences in the field of Ayurveda and Integrative Medicine. The first ever WHO Centre for Traditional Medicine in India would promote scientific research in traditional medicine and benefit all.

Dr Manoj Nesari, Advisor, Ministry of Ayush explained the Indian legislative framework for Ayurveda and traditional medicine; the Ministry is in charge of the regulation of promotion of Ayush products. He mentioned that Ayush products normally are 90% of herbal origin but they can have a mix of other ingredients which can be mineral. The use of Ayush medicine to combat COVID-19 was also shown in the presentation.

Mr Praveen Mittal, Senior Director, Ayushexcil presented the newly created Ayush Export Promotion Council, which create awareness about the Ayush product System. He invited the delegations of Peru and Bolivia to the WAC – World Ayurveda Congress and Arogya Expo to be held from 8 to 11 December 2022 at Kala Academy, Panjim, Goa and International Arogya (International Exhibition & Conference on Ayush & Wellness) to be held in March 2023 at Delhi.

From the Peruvian side, from CENSI (National Center for Intercultural Health), Dr. Segovia and Dr. Matos presented the advances of Traditional medicine in Peru, the efforts the Center is doing to promote and embrace traditional medicine in health system, they gave account on some practices, such as Yoga, already implemented. From DIGEMID (Peruvian

regulatory agency), Dr. Lida Hildebrandt, DG and Dr. Rosa Camacho gave a comprehensive presentation on how to register natural products in Peru, some 50 products from India are already registered. Similarly, from the Bolivian side – AGEMED (regulatory agency), Dr. Yuri Quisbert made a presentation on registration process in Bolivia.

Mr. Amit Kothari shared his experience in Ayush products. Vote of thanks was given by INCHAM President, Mr. Rohit Rao.

17 August, 2022