

PROPOSED ACTION PLAN FOR 12 MONTHS

STARTING FROM MAY 2020 EMERGING FROM THE MAHAMANA
DECLARATIONS ON PROMOTING AYUSH GLOBALLY
BY IMS-BHU, PSAIIF, QCI AND FICCI

12th MAY 2020: NEW DELHI, INDIA

The members of the main working group are as follows:

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| 01 | Prof. Y. B. Tripathi , Dean, Faculty of Ayurveda IMS-BHU, Varanasi. | Chairman |
| 02 | Dr. Meenakshi Datta Ghosh , IAS Reid. Former Secretary to the Govt. of India | Member |
| 03 | Dr. K. K. Aggarwal , Former President Indian Medical Association, HQ, New Delhi. | Member |
| 04 | Prof. Dr. Tanuja Nesari , Director All India Institute of Ayurveda, New Delhi | Member |
| 05 | Shri Prafull D. Sheth , Former Vice President FIP, Board Member PSAIIF Vadodara Gujarat | Member |
| 06 | Shri Arvind Varchaswi , Managing Director Sri Sri Tattva, Bengaluru, Karnataka | Member |
| 07 | Prof. R. N. Acharya Dean Gujarat Ayurveda University, Jamnagar, Gujarat | Member |
| 08 | Prof. Bejon Kumar Misra , Adviser/Consultant IMS, BHU, New Delhi | Member |
| 09 | Prof. Dr. K. N. Dwivedi HoD Dravyaguna Faculty of Ayurveda, IMS BHU, Varanasi. | Member Secretary |

| ACTION PLAN BY SPECIAL INTEREST GROUPS (SIGs) | | | |
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| Sl. No. | KEY CONCEPTS | WORKIING GROUP MEMBERS (WG) & SPECIAL INTEREST GROUP (SIG) | PROPOSED ACTIVITIES |
| 01 | Patient First | <ol style="list-style-type: none"> 1. Prof. Bejon Kumar Misra, 2. Shri P. C. Jha, 3. Smt. Bina Jain 4. Shri Robert Johnstone 5. Dr. Matthias Wienold | <ol style="list-style-type: none"> 1. Launch a Multi Media Campaign to create the demand in India and Overseas for AYUSH Products and Procedures by engaging with Patients and general public (Preventive and promotive measures by Healthy people). 2. Conduct a Study on the Behaviour of the Citizens on AYUSH and a Registry of AYUSH Users in India and Overseas. 3. Develop a communication strategy to empower citizens to make an informed choice to seek affordable healthcare. 4. Establish the need for AYUSH under Ayushman Bharat and Universal Health Coverage. 5. Start working with World Health Organisation (WHO) in India, SEARO and HQ. |

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| <p>02</p> | <p>Value of AYUSH</p> | <ol style="list-style-type: none"> 1. Dr. Gayatri Mahindroo 2. Prof Dr. P. V. Tiwari 3. Prof. SS Savrikar 4. Shri Anand Shrivastava 5. Prof B K Dwivedi 6. Prof. Rajendra Prasad | <ol style="list-style-type: none"> 1. Develop Standards for H&W Centres of our country and make it mandatory for all the H&W Centres for Entry Level Certification. 2. Promote NABH Entry Level Certification for all AYUSH Hospitals and provide special incentives from Insurance Companies for AYUSH Hospitals. |
| <p>03</p> | <p>AMEND The Standard Setting Exercise for AYUSH MEDICINES</p> | <ol style="list-style-type: none"> 1. Professor Y. B. Tripathi 2. Dr. Vijay Srivastav 3. Dr. Alka Mukne 4. Dr. Mohd. Sikandar Hayat Siddiqui 5. Dr. V.K. Tripathi 6. Prof. KK Pandey 7. Dr. Sunita Suman | <ol style="list-style-type: none"> 1. Introduce process change in the Licensing requirements, which needs to be updated to include requirement of data related to confirmatory evidence of efficacy claims of the AYUSH combination product. 2. Establish a credible database to emphasize the urgent need for safety and efficacy of new products. Additional safety data should also be provided if long term safety data on its usage are not available. |

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| | | | <p>3. AYUSH MARK of QCI should be made popular by building awareness about the benefits of the MARK amongst the consumers and the manufacturers. AYUSH MARK SCHEME should be made mandatory for all manufacturing units to promote exports and quality assurance.</p> |
| 04 | The Changing Role of AYUSH Practitioners | <ol style="list-style-type: none"> 1. Dr. Meenakshi Datta Ghosh, 2. Dr. K. K. Aggarwal 3. Shri Arvind Varchaswi 4. Dr. Mridula Pandey 5. Dr. P. K. Mukarjee 6. Dr. Manish Pande 7. Dr. Altafur Rehman 8. Vaidya Sushil Kr Dubey | <ol style="list-style-type: none"> 1. Establish a model Health & Wellness Centre under Ayushman Bharat in Tikri Village, Varanasi. Then expand throughout Uttar Pradesh before moving PAN INDIA. 2. Create a Strategy to assure Quality Healthcare by AYUSH practitioners are provided at all the 1.5 lakhs H&W Centres with focus on Preventive Care and Healthy Life-style alongside modern medicine practitioners. 3. Encourage the Voluntary Certification |

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| | | | Scheme for Traditional Community Healthcare Providers (VCS-TCHP) with QCI to generate employment opportunities from the AYUSH Sector for ASHA & AGANWADHI workers. |
| 05 | Assess the Value of Our Biodiversity | <ol style="list-style-type: none"> 1. Prof. Dr. K. N. Dwivedi 2. Dr. G. L. N. Shastri 3. Shri Anil Khaitan 4. Prof. Mita Kotecha 5. Dr. Manish Pande | <ol style="list-style-type: none"> 1. Create a Platform to organize at least 2 field visits to villages to educate/ encourage the farmers regarding cultivation of genuine medicinal plants, to procure useful parts, process them and facilitate to get them the best price. 2. Develop a strong collaboration with NMPB, Horticulture, Forest and Environmental Departments for propagation, cultivation and conservation. 3. A state of the art, drug testing facility to be established, with an animal house, |

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| | | | <p>where toxicity studies & studies on various pharmacological activities could be carried out on Ayurvedic products & herbs.</p> <ol style="list-style-type: none"> 4. Also establish a sophisticated Cell line laboratory, where in-vitro pharmacological studies could be performed on herbs and herbal products. 5. Voluntary Certification Scheme for Medicinal Plant Produce 6. Promote the voluntary certification scheme for medicinal plant produce (VCSMPP) by QCI, supported by the National Medicinal Plant Board (NMPB), GoI 7. Making MoUs with existing Institutes for use of their instrumentation and incubators for chemical and pharmacological drug standardization. |
| 06 | Strong Regulatory Body | 1. Shri Pradeep Multani | 1. Develop a Comprehensive |

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| | | <ol style="list-style-type: none"> 2. Shri Prafull D. Sheth 3. Prof. SS Savrikar 4. Dr. G. L. N. Shastri 5. Sri Arun Malik 6. Dr. Alka Mukne 7. Dr. Ahmed Khan | <p>Draft BILL for Ministry of AYUSH for Enactment of a Law, exclusively for a Robust Single Window Regulatory Authority to deal with all the dimensions of AYUSH Products sold in India, right from sourcing of, medicinal herbs and plants, raw materials, manufacturing, distribution and use by patients/citizens.</p> <ol style="list-style-type: none"> 2. Develop Standards covering all aspects of Quality, Safety and Efficacy to be covered upto User Level. |
| 07 | Institutionalize AYUSH | <ol style="list-style-type: none"> 1. Shri Arvind Varchaswi 2. Prof. Yamini Bhushan Tripathi 3. Prof. J S Tripathi 4. Prof. C. S. Pandey 5. Prof KN Murthy 6. Dr. Vaibhav Jaisawal | <ol style="list-style-type: none"> 1. A Centre for excellence to be established in BHU linking all academic institutions involved with AYUSH and related activities. 2. Create a Portal for AYUSH to enable citizens around the world to seek information in their language on all subjects related to AYUSH. |

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| | | | 3. Manage online and off-line academic short term and long term programs for students and professionals to upgrade skills and knowledge.. |
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| <p>08</p> | <p>Make AYUSH Popular: FOUR PERSPECTIVES</p> | <ol style="list-style-type: none"> 1. Prof. R. N. Acharya 2. Prof. Vaidya KS Dhiman, 3. Shri L. Mansingh 4. Dr. PS Byadgi 5. Dr. Namrata Joshi 6. Vaidya Sushil Dubey | <ol style="list-style-type: none"> 1. Develop a 4 Prone Strategy based on the following perspectives: <ol style="list-style-type: none"> a) Preventive interventions: b) Novel scientific studies: c) Immunity: d) Up-scaling and marketing: 2. This should be part of the activities of the Centre of Excellence for AYUSH created in BHU, Varanasi. 3. First Two months target: <ol style="list-style-type: none"> a) To have a robust literature survey and prepare list of medicinal plants having scientific base for using non pharmacological strategic applications like dhupana etc. b) To have a robust literature survey and prepare list of medicinal plants having scientific base for using pharmacological strategic applications for prevention and promotion of disease. |
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| | | | <p>c) To carry out molecular docking as well as system dynamics simulation studies of the useful secondary metabolites of targeted medicinal herbs against the viral spike proteins.</p> |
| 09 | AYUSH Leadership | <ol style="list-style-type: none"> 1. Prof. Dr. Nirmal Kumar Ganguly 2. Shri Anurag Sharma 3. Prof. Y. B. Tripathi 4. Shri Wajahat Habibullah 5. Dr. Atul Mohan Kochhar | <ol style="list-style-type: none"> 1. Create a National Policy Document on AYUSH for going Global based on sound science 2. Seek investment on Research & Development based on certain urgent expectations from Citizens and AYUSH Practitioners. 3. Present a Comprehensive Document on the achievements made in 12 months on the 9 Key Concepts to The Hon'ble Prime Minister and The Minister (I/C) Ministry of AYUSH, GOI. |

For Further clarifications and information, please contact:

Dr. Sushil Kumar Dubey, Coordinator for the Working Group, Assistant Professor, Dept. of Kriya Sharir, Faculty of Ayurveda, IMS ,B.H.U. Varanasi on Mobile Nos.:+91-8423270165 or 9415540732 Email: drsushildudey@gmail.com,

Prof. Yamini Bhusan Tripathi, Chairman of the Working Group, (Dean of Ayurveda) Ph.D (Biochemistry) Department of Medicinal Chemistry, Institute of Medical Sciences, Banaras Hindu University, Varanasi-221005, U.P, India, Mob. No.- +91 9415694450, Fax No.- +91 542 2368174, (R)2366577, Gmail I.D.-yamini@bhu.ac.in, yaminiok@yahoo.com, dean_ay@bhu.ac.in,

Dr Kamal Nayan Dwivedi, Member Secretary of the Working Group, Cell No. 8765550189, Res- 9415223859 M.D.(Ay), Ph.D, Dip. in Yoga, Professor & Head, Department of Dravyaguna, Faculty of Ayurveda, Institute of Medical Sciences, Banaras Hindu University, Varanasi – 221005 (INDIA) Email: kndbhu@gmail.com