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India's pharma industry should aim to become health care custodian of the world

Mumbai : Union Commerce & Industry Minister Shri Piyush Goyal has urged the Indian Pharmaceutical industry to work towards becoming the healthcare custodian of the world.

Speaking at the 'Indian Pharma - Global Health Care' Diamond Jubilee Conclave of the Indian Drug Manufacturers' Association (IDMA) in Mumbai. Shri Goyal said that India is already recognized as the 'pharmacy of the world'. "Diamond Jubilee is a good time to reflect on our achievements and also to plan for the future. It's extremely important that we focus not only on our strengths in the generic sector, but also ensure our backward and forward linkages. It's important that we try product development, break new grounds" Shri Goyal said.

The Minister spelt out three mantras to economic success: Focus on innovation, Stress on quality and Work with the world market. "International competitiveness will be very important. It is important to keep abreast of new developments and good manufacturing practices" he added.

Shri Goyal further urged the 750 large pharma companies of the country to hand hold the smaller companies and help them become quality manufacturers of good products. He

suggested that the GMP (Good Manufacturing Practices) companies may create a fund for this purpose and work out how in a defined time frame we can ensure that the entire pharma industry of India necessarily works with good manufacturing practices.

Referring to the recently concluded FTAs with UAE and Australia, Shri Goyal stated that the Government has created the pathway for easier approval of their products. "For the first time ever, we have been able to bring in some game changing decisions in the agreements which focuses on non-technical barriers". It is particularly of benefit to the pharma industry, he added and hoped that the industry will be able to use these new agreements for faster approvals. He also noted that the Government has come up with many schemes like the PLI for APIs and for medical devices.

"We have strengthened India's IPR regime. Our domestic patent filing has been more than international filing for the first time in 11 years". Referring to this as a good sign, the Minister said, "Patent applications have increased four times than what it used to be 7-8 years ago".

The Minister noted that India's pharma industry is the fifth largestContinued on Page 4

Promotion of Indigenous Drugs and Medicines

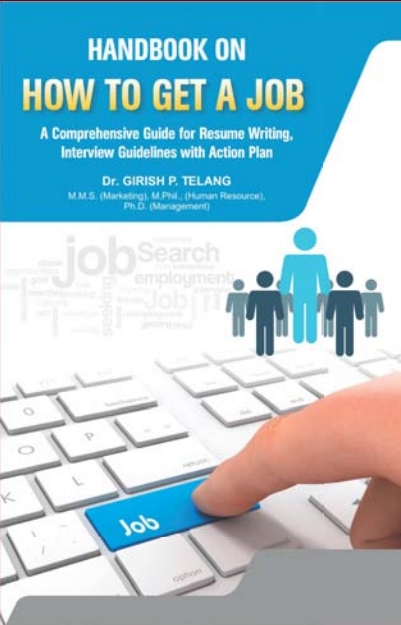
New Delhi : The Indian Pharmaceutical industry is the 3rd largest in the world by volume. India exported pharmaceuticals worth Rs. 1,80,551 crore in the financial year 2020-21. India exported Bulk Drugs/ Drug Intermediates worth Rs.32,857 crore in financial year 2020-21.

The Government strives for promotion and development of indigenously manufactured drugs and medicines and to give fillip to indigenous manufacturing.

- In order to make the country Atmanirbhar in pharmaceuticals, the Department of Pharmaceuticals has launched the Production Linked Incentive (PLI) Scheme for promotion of domestic manufacturing of critical Key Starting Materials (KSMs)/ Drug Intermediates (DIs) and Active Pharmaceutical Ingredients (APIs) in India. The total financial outlay of the scheme is Rs. 6,940 crore and the tenure from FY 2020-2021 to FY 2029-30. 49 projects with investment of Rs. 3685.38 crore have already been approved.

.....Continued on Page 5

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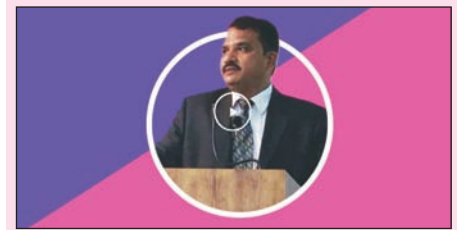
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Pricing Policy of Medicines

New Delhi : The extant National Pharmaceutical Pricing Policy (NPPP), notified on 7th December, 2012, has been formulated with an objective to put in place a regulatory framework for pricing of drugs so as to ensure availability of essential medicines at reasonable prices while providing sufficient opportunity for innovation and competition to support the growth of pharma industry. The policy made a shift from earlier 'cost based' pricing under the Drug Policy, 1994 to 'market based' pricing.

In pursuance of NPPP, 2012, the Government notified the Drugs (Prices Control) Order, 2013 (DPCO-2013). As per the provisions of DPCO, 2013, the National Pharmaceutical Pricing Authority (NPPA) fixes the ceiling price of all scheduled formulations appearing in National List of Essential Medicines (NLEM). All the manufacturers of these drugs are required to sell their product equal to or lower than the ceiling price. Further, NPPA monitors the prices of non-scheduled drugs so as to ensure that the increase in their Maximum Retail Price (MRP) is not more than 10% of what was prevalent during the preceding twelve months.

The information was given by the Minister of State for Chemicals and Fertilizers, Shri Bhagwanth Khuba in a written reply in the Lok Sabha.



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Investment and Innovation Opportunities in the field of AYUSH are limitless

Gandhinagar : The first ever Global AYUSH Investment and Innovation Summit (GAIIS) at Gandhinagar concluded on a high note last night, with the AYUSH sector witnessing Letter of Intents (Lols) of over Rs 9,000 crores. The investment proposals have come across major categories like FMCG, Medical Value Travel (MVT) and services, pharmaceuticals, technology & diagnostics, and farmers & agriculture.

During the summit, more than 70 MoUs (Memorandum of Understanding) were signed between countries, prestigious research institutes, the farmers groups and industry. Other than international exchanges, an MoU was signed between the Ministry of AYUSH and Ministry of Defence to start AYUSH facilities in over 35 cantonment areas across India.

Speaking at the valedictory function, Union Minister for AYUSH Sarbananda Sonowal said that the

Summit has been instrumental in developing an enabling framework to attract investments in the sector. "The investors and the entrepreneurs of the whole world have realized the comparative advantages which AYUSH is offering, and its strengths" he added. Shri Sonowal further said the investment and innovation opportunities in the field of AYUSH are limitless.

Also speaking on the occasion, Union Minister for Sport & Youth Affairs and Information & Broadcasting, Anurag Thakur said the market size of the AYUSH has witnessed a quantum jump from just over \$3 billion in 2014 to \$ 18 billion today, clocking a phenomenal annual growth of 75%. The Minister expressed hope that the country will soon see many Start-ups and businesses investing in this sector. To encourage competition, Shri Anurag Thakur said we need better packaging of our products and this should be complemented with aggressive marketing and branding.

.....Continued on Page 5

Shortage of Essential Medicines

New Delhi : The production and availability of essential medicines, which are included as Schedule-I of the Drugs Prices Control Order, 2013 are monitored by the National Pharmaceutical Pricing Authority (NPPA) through Drugs Control Administration of the State Governments. The manufacturers of scheduled formulations are also required to submit quarterly returns of production / import of scheduled formulation and their bulk drugs/active pharmaceutical ingredients. Regular surveys of chemists shops are conducted by the officials of the Drug Controller General (India) and the Price Monitoring and Resource Units (PMRUs) set-up in 22 States/UTs by NPPA. Whenever shortage is reported by the State Drug Controllers or when the matter comes to the notice of NPPA, remedial steps are taken for ensuring availability of drug by impressing upon manufacturers to rush the stocks to the places of shortage. However, no reports have been received recently by NPPA regarding scarcity of essential medicines in the country.

In order to make the country Atmanirbhar in pharmaceutical sector, the Department of Pharmaceuticals has launched the 'Production Linked Incentive (PLI) Scheme for promotion of domestic manufacturing of critical Key Starting Materials (KSMs)/ Drug Intermediates (DIs) and Active Pharmaceutical Ingredients (APIs)' with a total financial outlay of Rs. 6,940 cr. In total, 49 applicants have been approved under the scheme, out of which 8 projects have already been commissioned. Another 'Production Linked Incentive Scheme for Pharmaceuticals' has been launched by the Department with total financial outlay of Rs. 15,000 cr. to enhance India's manufacturing capabilities by increasing investment and production in the sector. In total, 55 applications have been approved under the scheme. Further, the Department has launched a scheme for 'Promotion of Bulk Drug Parks' with a total financial outlay of Rs. 3,000 cr.

The information was given by the Minister of State for Chemicals and Fertilizers, Shri Bhagwanth Khuba in a written reply in the Lok Sabha.



Steps taken to protect ancient and traditional knowledge of indigenous medicinal systems

New Delhi : The Traditional Knowledge Digital Library (TKDL) is a pioneering initiative of India, under the joint collaboration of the Council of Scientific and Industrial Research (CSIR) and Ministry of Ayush, to prevent exploitation and to protect Indian traditional knowledge at Patent Offices worldwide. The TKDL includes India's rich traditional knowledge related to the systems of medicine from classical/ traditional books related to Ayurveda, Unani, Siddha and Sowa Rigpa as well as practices of Yoga. The information from the ancient texts of medicine and health existing in local languages such as Sanskrit, Hindi, Arabic, Persian, Urdu, Tamil, Bhoti, etc. have been digitized in five international languages, namely, English, French, German, Spanish and Japanese in the TKDL database as prior art.

A total of 418885 formulations including 119269 in Ayurveda, 236399 in Unani, 54689 in Siddha, 4151 in Yoga and 4377 in Sowa Rigpa have been transcribed so far into the TKDL database.

As per the extant Government of India approvals in place, the access of the database is given to patent offices world-wide that have signed non-disclosure access agreements with the CSIR. Fourteen patent offices including the Indian Patent Office (Controller General of Patents, Designs & Trade Marks), European Patent Office, US Patent Office, Japanese Patent Office, German Patent Office, Canadian Patent Office, Chile Patent Office, Australian Patent Office, UK Patent Office, Malaysian Patent Office, Russian Patent Office, Peru Patent Office, Spanish Patent & Trademark Office and Danish Patent & Trademark Office have been granted access to the TKDL database.

The CSIR-TKDL Unit also files third party observations and pre-grant oppositions on patent applications related to Indian traditional knowledge based on the TKDL evidences.

So far, 265 patent applications have been either withdrawn/deemed withdrawn or amended or set aside on the basis of TKDL evidence thus protecting Indian traditional knowledge.

As per the information received from CSIR, The TKDL activity is not supported under a scheme. It is implemented through Projects. The amount allocated for TKDL during FY 2021-22 is Rs. 1141.350 lakh.

Under the national Biological Diversity Act, 2002 & Rules, 2004, the National Biodiversity Authority has been pursuing efforts on People's Biodiversity Register (PBR). The register is a tool for formal recording and maintenance of comprehensive information on availability and knowledge of local biological resources, their medicinal or any other use. The CSIR-Traditional Knowledge Digital Library Unit has signed a Non-Disclosure Agreement with the National Biodiversity Authority for evaluating and identifying modalities for possible inclusion of information from the People's Biodiversity Register (PBR) into the TKDL database.

This information was given by Minister of Ayush Shri Sarbananda Sonowal in a written reply in Lok Sabha. ■ ■ ■

Continued from Page 1...India's pharma industry

contributor in exports, having touched 25 billion dollars in March 2022. "The phenomenal growth that we have seen in the last 10 years should be carried forward to ensure that we become self-reliant, as global supply chains are becoming more and more unpredictable" he added.

Shri Piyush Goyal complimented India's Pharma Industry for demonstrating utmost positivity amidst adversity caused by the Covid pandemic, by ensuring success of India's massive vaccination drive and also for supplying vaccines and medicines to over 200 countries. ■ ■ ■

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Integration of Ayush in Lifestyle

New Delhi : Ministry of Ayush is promoting Ayush-based diet and lifestyle and is working in convergence with the Ministry of Women and Child Development to realize the ultimate goal of "Suposhit Bharat" (nourished India).

Ministry of Ayush has launched a composite nutritional guideline as "Ayush Dietary Advisory for Kuposhan Mukh Bharat" to improve nutritional outcomes in children, pregnant women and lactating mothers with Ayush practices and principles.

Ministry of Ayush has also provided inputs to the Department of Food and Public Distribution in revision of nutritional standards fixed under Schedule II of the National Food Security Act, 2013.

Ministry of Ayush is implementing Centrally Sponsored Scheme of National AYUSH Mission (NAM) through State/UT Governments for overall promotion and development of AYUSH systems of medicine.

Under NAM, there is a provision of financial assistance to the State/UT

Governments for different activities including operationalization of Ayush Health & Wellness Centres (HWCs). At Ayush HWCs, a holistic wellness model based on principles and practices of AYUSH system of medicine is being established focusing on preventive, promotive, curative, rehabilitative healthcare including promotion of AYUSH in lifestyle.

Further, under AYURVIDYA component of NAM, there is a provision for promotion of healthy lifestyle and integrative diet education encompassing dietary principles from AYUSH System for school children. Also, under AYUSH Gram component of NAM, AYUSH based lifestyles are promoted through behavioral change communication, training of village health workers towards identification and use of local medicinal herbs and provision of AYUSH health services.

This information was given by Minister of Ayush Shri Sarbananda Sonowal in a written reply in Rajya Sabha. ■ ■ ■

Continued from Page 1...Promotion of Indigenous Drugs

Another Production Linked Incentive Scheme for Pharmaceuticals has been launched with total financial outlay of Rs. 15,000 crore and tenure from FY 2020-2021 to FY 2028-29. The scheme intends to enhance India's manufacturing capabilities by increasing investment and production in the sector and contributing to product diversification to high value goods in the pharmaceutical sector. Approval has been granted to 55 companies under this scheme. The eligible drugs under this scheme include APIs among other categories of pharmaceutical products.

The Department has launched a scheme to provide further support to API pharma companies through providing financial assistance to the States for establishing three Bulk Drug Parks.

- Further, Department provides support to the pharma clusters for creating common infrastructure facilities under Assistance to Pharmaceutical Industry for Common Facilities (API-CF).
- Pharmaceutical Technology Upgradation Assistance Scheme (PTUAS) has also been approved to support SME units in pharmaceutical sector for quality and technology upgradation.
- The information was given by the Minister of State for Chemicals and Fertilizers, Shri Bhagwanth Khuba in a written reply in the Lok Sabha.

■ ■ ■

Online applications are invited to open Pradhan Mantri Bhartiya Janaushadhi Kendras in 3579 Blocks of 406 districts of 26 States/UTs

New Delhi: Pharmaceuticals & Medical Devices Bureau of India (PMBI), the implementing agency of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is inviting applications from Individuals, Unemployed Pharmacist, Government nominated agencies, NGO's, Trust, Societies, etc. for opening of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs). The applications have been invited through an online process. Interested applicants can apply on PMBI's website "janaushadhi.gov.in". Eligible applicants will be given in-principal approval for taking drug license on the name of PMBJP on first come first basis.

With a vision to provide quality medicines at an affordable rate for the common man especially the poor, Govt. has set a target to increase the number of Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) to 10000 by March 2024. Till 31.03.2022, the number of stores has increased to 8610. Under the PMBJP, all 739 districts of the country have been covered. New applications have been invited to cover 3579 blocks of these 406 districts. Residents of small towns and block headquarters can now avail the opportunity to open Jan Aushadhi Kendras. The scheme provides for incentive/special incentives for various categories including women, SC/ST, Hill districts, Island districts and North-Eastern States. This will ensure easy reach of

affordable medicine to the people in every nook and corner of the country. Detailed terms and conditions for opening of PMBJP Kendra and incentive scheme for various categories can be seen on PMBI's website i.e. Janaushadhi.gov.in.

The product basket of PMBJP comprises 1616 medicines and 250 surgical devices which are available for sale through more than 8600 Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs) functional across the country. In addition to this, some AYUSH products like Ayuraksha Kit, Balraksha Kit and Ayush-64 tablet as Immunity boosters have been added in the product basket of the Pariyojana which is being made available through selected Kendras. The product basket covers all major therapeutic groups such as Cardiovascular, Anti-cancers, Anti-diabetics, Anti-infectives, Anti-allergic, Gastro-intestinal medicines, Nutraceuticals, etc. Further, PMBI is working on the launch of Fast-Moving Consumer Goods (FMCG) products and food products under FSSAI and highly demanded ayurvedic products under the PMBJP for expansion of their product basket.

PMBI has strengthened the supply chain system by setting up four warehouses at Gurugram, Chennai, Guwahati and Surat. In addition, there is a strong distributor network of 39 distributors across India to ensure timely supplies in every part of India.

■ ■ ■

Continued from Page 3...Investment and Innovation

The Minister further remarked that "The time has come for India to become Vishwa Guru in traditional medicine. We must work in the spirit of One Earth, One Health and promote Heal in India, making our country the hub of medical tourism"

The Governor of Gujarat Shri Acharya Devvrat was the Chief Guest at the valedictory session of the Summit. MoS for Tourism Shri Shripad Yesso Naik and MoS for AYUSH Dr. Mahendra Munjapara were also present during the function.

The Global Ayush investment and Innovation Summit, 2022 was a

distinctive effort by the Government of India to attract the world's attention to India's ancient wisdom and traditional knowledge, and capitalize on it to pave the way for a sustainable future. The Summit was organized in line with Sustainable Development Goal Number 3 of promoting "Good Health and Well-being."

The Summit wrapped up with a total of five plenary sessions, eight roundtables, six workshops, and two symposiums, all packed into a short time span of three days. The summit witnessed the presence of 90 eminent

speakers and 100 exhibitors. It also saw participation of more than 30 FMCG companies including Amul, Dabur, Kama Ayurveda, Accord, AyurVAID, Natural Remedies, Ambro Pharma and Patanjali.

The Global AYUSH Investment & Innovation Summit was inaugurated by Prime Minister Shri Narendra Modi in the presence of Prime Minister of Mauritius Pravind Kumar Jagnauth and Director General of World Health Organization Dr. Tedros Ghebreyesus at Mahatma Mandir in Gandhinagar.

■ ■ ■

Status of Jobs in Manufacturing Sector

New Delhi : As per the Economic Survey Reports, estimated employment in Manufacturing Sector in India was 5.7 crore in 2017-18, 6.12 crore in 2018-19 which was further increased to 6.24 crore in 2019-20.

Labour Bureau under the Ministry of Labour & Employment conducts Quarterly Employment Survey (QES) as part of All India Quarterly Establishment based Employment Survey for establishments having 10 or more workers. As per the results of the first round for the period April to June 2021, employment increased to 3.08 crore (approximately) in the nine selected sectors of the economy against a total of 2.37 crores, as reported in the sixth Economic Census (2013-14) reflecting an overall growth of 29% and 22% for the Manufacturing Sector.

The above data indicates an increasing trend of employment in manufacturing sector.

National Manufacturing Policy notified by Ministry of Commerce and Industry in 2011 identifies employment intensive industries like textiles and garments, leather and footwear, gems and jewellery and food processing etc. as special focus attention sectors. The policy provides special attention for small scale industries as they offer employment opportunities both for self-employment and jobs across diverse geographies.

Keeping in view India's vision of becoming 'Atmanirbhar' and to enhance India's Manufacturing Capabilities and Exports, an outlay of INR 1.97 lakh crore has been announced in Union Budget 2021-22 for Production-Linked Incentive (PLI) schemes for selected key sectors for a period of 5 years starting from fiscal year (FY) 2021-22.

To boost domestic manufacturing, Department for Promotion of Industry and Internal Trade has taken a number of measures including setting up of

world class infrastructure by developing nodes across various Industrial Corridors; formulation of National Master Plan on multimodal connectivity infrastructure; implementation of Industrial development schemes for North-East States, Himachal Pradesh, Uttarakhand and Union Territory of Jammu & Kashmir to boost industrialization in the industrially backward and hilly States; for start ups, setting up a Fund of Funds and Seed Fund to build up a strong ecosystem for nurturing innovation and entrepreneurship; Development of industrial information system for improving availability of industrial land and amendment in Public Procurement Rules to enhance minimum local content.

This information was given by the Minister of State for Labour & Employment, Shri Rameswar Teli in a written reply in Rajya Sabha. ■ ■ ■

200 startups to be supported via Atal New India Challenges

New Delhi : The Union Cabinet chaired by the Prime Minister Shri Narendra Modi has approved continuation of Atal Innovation Mission (AIM), till March 2023. The AIM shall work on its intended target of creating an innovation culture and entrepreneurial ecosystem in the country. This will be done by AIM via its various programs.

The intended targets that will be achieved by AIM are:

- ◆ Establishing 10000 Atal Tinkering Labs (ATLs),
- ◆ Establishing 101 Atal Incubation Centers (AICs),
- ◆ Establishing 50 Atal Community Innovation Centers (ACICs) and
- ◆ Supporting 200 startups via the Atal New India Challenges.

The total budgeted expenditure of Rs.2000+ crore shall be incurred in the process of the establishment and supporting the beneficiaries.

The Mission has been set up under the NITI Aayog, in accordance with the Hon'ble Finance Minister's declaration in the 2015 Budget Speech. The

objectives of the AIM are to create and promote an ecosystem of innovation and entrepreneurship across the country via interventions at school, university, research institutions, MSME and industry levels. The AIM has focused on both infrastructure creation and institution building. As evident from these examples, the AIM has worked on integrating innovation ecosystem both nationally and globally:

The AIM has created bilateral relations with various international agencies for building synergistic collaboration on innovation and entrepreneurship such as the AIM – SIRIUS Student Innovation exchange program with Russia, AIM – ICDK (Innovation Centre Denmark) Water Challenge with Denmark, and IACE (India Australian Circular Economy Hackathon) with Australia.

The AIMS played a pivotal role in the success of InSprenur, an Innovation Startup Summit hosted between India and Singapore.

The AIM partnered with the Ministry of Defence to set up the Defence Innovation Organization which is

fostering innovation as well as procurement in the defense sector.

Over the past years, the AIM has worked to provide an institutional mechanism to integrate innovation activities across the country. Through its programmes, it has brought innovation to lakhs of school children. The AIM supported startups have raised 2000+ Crores from the government and private equity investors and have created several thousand jobs. The AIM has also executed several innovation challenges on topics of national interest. Together, the programmes of AIM cover 34 states and Union Territories with the goal of leveraging India's demographic dividend by inspiring greater participation in the innovation ecosystem.

With the cabinet's approval to continue, AIM assumes an even greater responsibility to create an inclusive innovation ecosystem where engaging in innovation and entrepreneurship get increasingly easier. ■ ■ ■

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