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Ayush Ministry enhances export potential of traditional medicines

15 September 2021 | News

PCIM&H of India Joins Hands with American Herbal Pharmacopoeia



Ministry of Ayush has paved the way for strengthening the quality of Ayurvedic and other Indian Traditional Medicine products globally and also enhance export potential, especially to the US Market.

This has been achieved by the signing of a Memorandum of Understanding (MoU) between the Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) and American Herbal Pharmacopoeia, USA.

The MoU was signed virtually. Ministry of Ayush has entered this MoU with the specific purpose of strengthening, promoting, and developing standards in the field of Ayurveda and other Indian traditional systems of medicine between the two countries based on equality and mutual benefit.

The collaboration of efforts will go a long way in enhancing the export potential of the ASU&H (Ayurveda, Siddha, Unani and Homeopathy) drugs. Under this MoU, there will be the constitution of a Joint Committee to develop the action plan along with timelines for the development of monographs and other activities for cooperation in the field of traditional medicine.