



ADMA's role in organizing herbal trade and market development in plant based drug raw material

By

Ranjit Puranik

CEO, Shree Dhootapapeshwar Ltd

Hon. General Secretary - ADMA

ADMA

- Ayurvedic Drug Manufacturers Association
- Founded in 1994 today is an apex body of ASU Industry
- 200 direct and 400 indirect members
- Patron & Life Members represent almost 80% of ASU Commerce
- ADMA MC Members represent Industry in major Govt. committee's and policy making initiatives
- ADMA facilitates reform and core purpose is to upgrade ASU Industry footprint – domestic & global

ADMA & Stakeholders ...

- Farmers & cultivation agencies
- Collectors and Self Help Groups / Jt Forest Committee's
- Government & Regulatory Agencies
- Trade network
- Export and Globalisation
- Academia & Scientific community
- Industry & QUALITY norms

100% procurement from Sustainable & Cultivation Sourcing

ADMA Driving Objective



Massive Task & Agenda ...

- 70%+ sourcing from Wild
- Cultivation GAP's and QPM not validated
- Secretive and Traditional Trade routes
- Massive in-line wastages → Unsustainable practices
- Price realisation and progression unknown
- No standardised packing
- No standardised Retail profile → Customer defined
- No database that is robust and updated dynamically
- 1000+ Medicinal Plants commonly traded – **IDENTITY ??**

TIMES OF PLENTY – a bygone Era

Partnering with Cultivators ..

- Currently coordinating with Agri Univ to understand the GAP and feasibility model
- Currently getting together ASU Industry consortia – first cooperation off the ground – harvest of 5 acres and 4 species initiated
- Repeat models and documentation of experience underway
- Price is WIN WIN for farmer and Industry
- Challenge is to bring on board Trading Community
- Make Cultivation an automatic sensible economy
- Mid Term challenge is to move Certification and Organic accreditation to the fore

Partnering with Collectors

- Currently there is nothing being planned or done in this sphere
- Challenge :
 - Get GCP Guidelines – species wise formulated
 - Enter in Education mode with SHG's / JFMC's
 - Convince Traders to subscribe to GCP Guidelines
 - Document “chain of custody” for medicinal plant resource –
Know your source objective
- Ease Regulatory hardships in transactions
- Get a more robust information system in place for trades

Partnering for tomorrow ...

- Rare and Endangered is common sector issue and need to be addressed with Mission Mode and BIG PUSH approaches
- Gujarat & Rajasthan State Forest Department & Guggul – 10 years ; 16 Crores ; 600 tons p.a.
- Ashoka and Western Ghats & W Bengal
- Task Force on High Altitude Medicinal Plants
- Mid Term challenge – Quality certify and facilitate imports
- Increasing the Global footprint in Medicinal Plant Trade

NMPB XIth Plan Programmes

What ADMA can do ...

- Facilitate handshake between Cultivators, Collectors and ASU Industry
- Can motivate BUY BACK guarantees for specific med plants
- Can coordinate transfer and initiation of technology interventions
- Guide for requirements in Certification and chain of custody documents
- Work alongside for easement in Regulatory compliances
- Look at Globalisation & Larger Market share