Process standardization—Nishakathakadi Kashayam (Anti-diabetic drug)
- Lack of quality control impeding exports.
- Traditional process standardization with help of local MSMEs.
- Dossier of production process published and active agent identified.
- Potential access to Rs. 100 Cr export market.

Raw material Standardization
- Lack of input standardization causes the same formulation to give different results across batches.
- CKL established a raw material bank.
- Along with quality control, bulk sourcing of raw material.

Promotion of Innovation in Ayurveda and Biotechnology
- Ayurveda needs scientific validation.
- Working with regional academic and research institutions to promote research on Ayurveda.
- CKL opening outreach centres.

Growth Challenges
- Lack of process standardization
- Weak backward linkages
- Lack of scientific rigor and ecosystem to enable it

Pilot Innovation Activities

Ayush Cluster
Profile
Product Portfolio: Ayurvedic medicines, Pastes and Cosmetic Products
Number of People Employed: 20,000*
Business Units: 540*
Total Turnover: Rs. 225 Crores*
CIC Host: Care Keralam Ltd. (CKL)
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