

AYUSHEXCIL is pleased to invite its member companies and industry stakeholders to participate in PARĀMARŚA (परामर्श) - A Stakeholder Consultation on FITM Studies on AYUSH Markets, Quality and Supply Chains, being organised by the Forum on Indian Traditional Medicine (FITM), Research and Information System for Developing Countries (RIS).

Programme Details:

- Date: Monday, 30 November 2026
- Time: 11:00 AM onwards
- Venue: Gulmohar Hall, India Habitat Centre, New Delhi.

The consultation will focus on three ongoing FITM studies:

1. PRANA: Prospects and regulatory framework for AYUSH products in six African countries.
2. Haritha Swarnam: Medicinal and Aromatic Plants (MAPs) supply chain.
3. AYUSH Abhyuday: Industry readiness, quality and standards.

These studies have significant relevance to the AYUSH industry, particularly in relation to international market access, export opportunities, raw material availability, supply-chain development and quality standards.

The consultation aims to:

- Present the research objectives, methodology and proposed data collection tools.

- Obtain industry feedback to ensure that the studies address practical challenges and industry requirements.
- Facilitate industry participation in future consultations, data collection and fieldwork.
- Explore institutional collaboration through proposed MoUs between RIS (FITM) and AYUSHEXCIL, and RIS (FITM) and NCISM.

Industry Participation

AYUSHEXCIL invites manufacturers, exporters, importers, medicinal plant suppliers and other AYUSH industry stakeholders to actively participate in the consultation and share their valuable suggestions and recommendations.

The participation of industry representatives will help ensure that the studies reflect ground-level realities and contribute towards developing actionable recommendations for strengthening the AYUSH sector.

Interested members are requested to confirm their participation by filling the below online form

https://forms.gle/V7cxtb14Gs5z9yS67 at the earliest.