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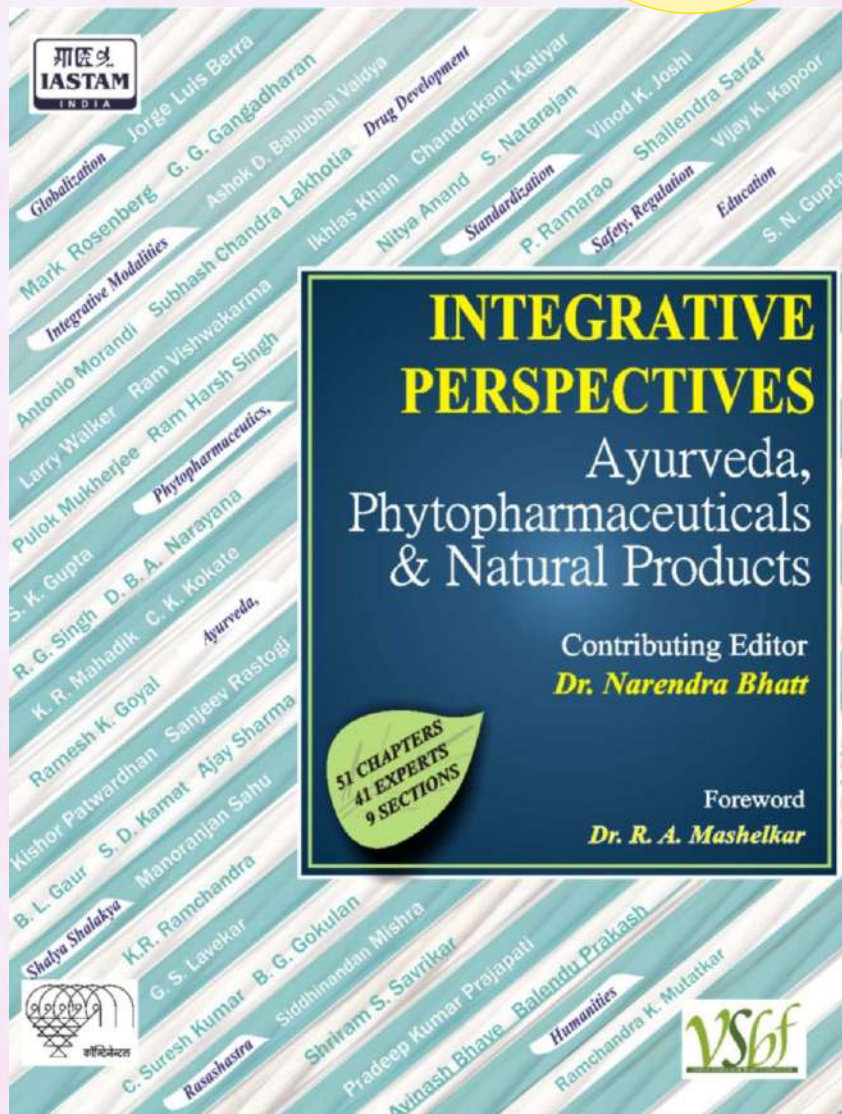
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‘Biomedicine of the 21st century has embraced integrative modalities for development. The need for science to integrate rather than contradict nature for a harmonising holism, is being realized. Ayurveda and Herbal products can play a greater role to remedy natural biological anomalies. Knowledge and science have mutual significance for being the source and the outcome’.

‘If one wants to Innovate, then one cannot but integrate’. Every Reader, will Find a Takeaway’

Dr. Narendra Bhatt, Contributing Editor, Consultant Ayurveda, Research & Industry, Former CEO, Zandu Pharma.

Theme *'INTEGRATION' is a basic law of life; when we resist it, disintegration is a natural result, both inside and outside of us, thus we come to the concept of harmony through integration. - Norman Cousins*
Integration is About Connecting the Dots, Applying Knowledge from One Subject to Another and Discovering Innovative Solutions.

'To my mind, the world 'integrative' in the title of the book is of tremendous significance. I am so convinced of its significance. *We should be open to new ideas and new thinking.* The book has well-marked sections. Not only do the papers provide excellent analysis they also provide innovative strategies as the way forward'.
'The book is invaluable in terms of pointing the way forward'. - Dr. R. A. Mashelkar, Former D. G. CSIR

Views of Stalwarts

Dr. Ramesh Goyal, Vice Chancellor, DPSRU, New Delhi - This book is the timely publication. In nutshell, *this book will serve as document like 'who's who', guide for industry* for knowing not only tall personalities across the world in Ayurveda and strategies for developing global products and a reference to teachers and students to know many things unknown.

Dr. R. G. Singh, Former Director, IMS, BHU - The book content is very pertinent and need of the day. *The drug development is the final outcome where stress is to be given on standardization of drug, procurement procedure, method of preparation, its purity etc.* These aspects are described very well by the experts in the field.

Dr. R. B. Smarta, Chairman & Managing Director, Interlink Marketing Consultancy Pvt. Ltd. - In this book, the basic Ayurvedic thought of Prakriti or human constitution and such other principles have been woven with modern sciences like pharmacogenomics, from integrated modalities to drug development and discovery, the approach has been comprehensively laid out in this book through various ideas, concepts and examples. With 51 chapters, *this is a very unique book which must be kept as reference book on every researcher's shelf.* working in the field of new product or drug development.

Excellent, Thought provoking and Forward looking publication to promote integrative approaches & strategies for development of health products from Ayurveda. - **Dr. D. C. Katoch, Former Advisor, Ayurved, Ministry of AYUSH**

Dr. C. K. Katiyar, CEO, Health Care (Technical) EMAMI Ltd. - The list of authors in this book reads like a 'Who's who?' with expertise in their respective fields and they represent various disciplines. *I wonder if any research activity has been left out in this comprehensive text in Ayurveda and pharmaceuticals that is not covered in this book.*

This is a gem of a book, a collector's item, having the wisdom of renowned experts in diverse fields of Science, Humanities and Ayurveda.

Dr. S. S. Savrikar, Chairman, Scientific Body, PCIM&H - Several chapters by renowned experts provide readers with *methods to integrate advanced technology for standardization and quality control of Ayurvedic and herbal drugs.* The book presents a kaleidoscopic and comprehensive view of the methods of *integration of medical systems, specifically related to Ayurveda and conventional medical and pharmaceutical sciences.*

Dr. A. J. Baxi, former Head of Pharmaceutical Division, IPGT&R, GAU - Section VI in the book is an important one so far as drugs and formulations are concerned. He has elaborately deliberated on standardization of raw materials, methods of preparation, finished products, packaging and its validation. The publication will prove to be a compendium for pros and cons for integration.

Shri Shiv Raman Dugal, Founder & Chairman-Institute of Clinical Research India - *A Fantastic Compilation And Will Be Very Useful To All.*

Dr. Rabinarayan Acharya, Dean, Prof. & Head, Dept. of Dravyaguna, IPGT&RA, GAU -
An Informative Publication

Drug Development - Molecular mechanisms and Ayurvedic biology are new approaches for translational research – bedside to product – to deliver new drugs.

Phytopharmaceuticals, Standardization - Available technologies and scientific principles have capabilities to help deal with Ayurvedic principles and needs. QA & QC at Raw material level, process level and finished product level could be newly defined for modern Ayurveda.

Safety Regulation - There is urgent need to address the safety and regulatory issues in a collective & positive manner. Recognizing these both as a societal need and scientific challenge will help resolve issues and expand avenues.

*Most of the Pages Covers
Ayurvedic
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Standardization,
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