



CCRAS launches SIDDHI 2.0 to strengthen research-driven innovation in Ayurveda pharma sector

SIDDHI 2.0 (Scientific Innovation in Drug Development, Healthcare & Integration) is a national industry research interface platform to accelerate evidence-based Ayurvedic product development

National conclave in Vijayawada brings industry, academia and regulators together to scale evidence-based Ayurvedic products

New CCRAS digital and literary initiatives unveiled to boost quality, regulation and global competitiveness of Ayurveda

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The Central Council for Research in Ayurvedic Sciences (CCRAS), Ministry of Ayush, launched the second edition of its flagship industry–research interface initiative, SIDDHI 2.0 (Scientific Innovation in Drug Development, Healthcare & Integration), in Vijayawada. The two-day national conclave has been organised by the Regional Ayurveda Research Institute (RARI), Vijayawada, in collaboration with the Confederation of Indian Industry (CII), Vijayawada Zone.



The programme commenced with a formal inaugural session graced by Prof. Vd. Rabinarayan Acharya, Director General, CCRAS; Shri K. Dinesh Kumar, IAS, Director (Ayush), Government of Andhra Pradesh; Dr N. Srikanth, Deputy Director General, CCRAS; Shri Kiran Bhupatiraju, CEO, Laila Nutra Pvt. Ltd. and Chemiloids Life Sciences Pvt. Ltd.; Dr V. Nagalakshmi, Chairperson (CII), Vijayawada Zone; and Dr B. Venkateshwarlu, Assistant Director (I/c), RARI, Vijayawada.

During the inaugural ceremony, CCRAS released its medico-historical publication, “Evolution of Ayurveda, Siddha & Unani Drug Regulations in India”, along with the Drug Inventory Management System portal. The conclave is positioned as a major national platform advancing the scientific, industrial and commercial ecosystem of Ayurveda.



Building on the momentum created by PRAGATI-2024 (Pharma Research in Ayurgran and Techno-Innovation), SIDDHI 2.0 marks a strategic shift towards research-led product development, indigenous technology advancement, accelerated translational pathways, and industry partnerships—key elements of India’s evolving Ayush innovation agenda.



Speaking on the occasion, Prof. Rabinarayan Acharya, Director General, CCRAS, underlined that lifestyle-related diseases are on the rise and that Ayurveda’s wellness-centric approach is increasingly relevant. He appreciated CII’s support in enabling direct engagement between CCRAS and the pharmaceutical sector through platforms such as SIDDHI. Highlighting various CCRAS initiatives including SPARK, SMART, PDF fellowships, and research-methodology programmes, he reiterated CCRAS’s commitment to collaborative research and assured industry stakeholders that IPR generated through joint work would be shared equitably.

Shri K. Dinesh Kumar, IAS, Director (Ayush), Government of Andhra Pradesh, noted that the number of Ayurveda colleges and pharmaceutical units in the State remains limited and proposed the establishment of a National Ayurveda Institute. He emphasised that SIDDHI 2.0 brings all key stakeholders onto a single platform and added that while modern science has increased lifespan, Ayurveda can ensure a healthier lifespan.

Dr N. Srikanth, Deputy Director General, CCRAS, informed that the Council has validated over 150 Ayurvedic formulations, including herbo-mineral preparations. He encouraged the industry to utilise CCRAS’s extensive data, spanning quality, safety, and toxicity studies, and highlighted the organisation’s industry-friendly research policy, which includes IPR-sharing provisions. He also mentioned CCRAS’s support to Ayurveda-based, AI-driven, technology-enabled and other innovative start-ups.

Presenting an industry perspective, Mr. Kiran Bhupatiraju, CEO, Laila Nutra Pvt. Ltd. and Chemiloids Life Sciences Pvt. Ltd., stressed the need for modernisation of Ayurvedic herbs and formulations to strengthen their global marketability.

Dr V. Nagalakshmi, Chairperson, CII (Vijayawada Zone), observed that the full potential of Ayurveda remains to be realised. She underscored the importance of synchronising research, education, manufacturing, and industry development and noted that enhanced research activity will spur industrial growth and create significant employment opportunities.

The event featured multiple technical sessions led by experts from CCRAS and representatives of leading organisations such as Himalaya Wellness Company. CCRAS scientists showcased the facilities, key research outcomes, products and technologies developed, and formulations under various stages of development. Further, the possible areas of collaboration with the industries were also discussed. The first day witnessed active participation from diverse pharmaceutical stakeholders, fostering discussions aimed at accelerating evidence-based growth in the Ayurveda sector.

SIDDHI 2.0 witnessed the participation of over 100 delegates, including representatives from more than 25 leading Ayurvedic pharmaceutical companies from Southern India—such as Himalaya Wellness Company, Oushadhi, IMPCOPS, Laila Nutra Pvt. Ltd., and Imis Pharmaceuticals—along with researchers, clinicians, academicians, State Ayush officials, and postgraduate scholars from Dr NRS Ayurvedic College, Vijayawada.

Envisioned as a national translational accelerator, SIDDHI 2.0 aims to promote wider industry adoption of CCRAS technologies, strengthen institutional linkages, upgrade quality and regulatory frameworks, and support the development of globally competitive Ayurvedic pharmaceuticals. By advancing scientific innovation and industry collaboration in unison, SIDDHI 2.0 lays the foundation for a modern, evidence-driven, and scalable future for Ayurveda in alignment with India's national vision for holistic health.

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