

## Dr. D. B. Anantha Narayana



**Former Director, Unilever  
Research, Bengaluru**

Dr. Anantha Narayana, popularly known as DBA, the recipient of the Eminent Pharmacist award 2007, of the Indian Pharmaceutical Association, obtained his M.Pharm from Saugar University (MP) and PhD from Delhi University.

DBA has been very active as a Managing Trustee of Delhi Pharmaceutical Trust [DPT], a Trust built with several Pharmacy Professionals to work in the area of Community Pharmacy in India. Through DPT he has done several paths breaking first time type of project, including conduction of Continuing Education programme for Working Pharmacists in Retail outlets, and about Storage Practices of medicines.

He taught pharmacy for 10 years and later worked at Ranbaxy Laboratories Ltd. for over 10 years. He then joined Dabur Research Foundation (DRF) & rose to become its Director, a premier research organization which he built and nurtured for over 12 years. He is credited for the phenomenal growth of Dabur led a team of researchers to develop for launch anti-cancer drugs, Ayurvedic drugs, cosmetics, food products, honey and a large number of herbal products built with science and technology. He is credited at Dabur and later at HUL, which he served for 9 years, for demonstration of the application of “Reverse Pharmacology” approach.

He is a member of Indian Pharmacopoeia Commission’s Scientific Committee and is Chairman of its Herbs and Herbal Products Committee. He has served on Ayurvedic pharmacopoeia Committee and ASU DTAB & as a Convener of Herbal Cosmetics Committee of BIS, as Convener of a subgroup of Dr. Mashelkar Committee. He is an active member Managing Committee of Ayurvedic Drug Manufacturer’s Association (ADMA). He has served on IPA, and was Secretary of IPCA, and is very active in the professional field. He is a Co-author of four books, chapter author in five books, and inventor of more than 20 patents.

## **Herbals – Making Towards Global Market**

Pharmacopoeiae have assumed great importance in the last decades, and each nation has developed their Pharmacopoeiae, published them and also updated them at regular intervals. Some have kept rapid pace while some have been slow in this effort. Each pharmacopeia has kept various policies while publishing standards for a variety of materials and formulations/products, manufactured using different technologies. While pharmacopoeiae began to provide legally enforceable quality standards only, in many countries it has assumed several roles and have slowly become information providers as well as providers of quality specifications for raw materials and products that are not approved as drugs, say Supplements.

For over a decade lot of discussions has taken place on the need and way for standardization of herbals. However the way forward for the same was not discussed in depth in most of such meetings. Objectively assessable quality standards needed to be developed along with the methods to be adopted which are robust, reproducible, and adoptable by most users, were required. With vast number of herbs used in India by a variety of industry in products for local as well as exports market, the need for such a bench marking specifications was the need of the hour. Indian Pharmacopoeia took up this task and has gone through a lot of learning's. The proof of having done significant progress is that in the IP 2011 edition there are such monographs for quality for a total of 89 monographs. They cover 47 raw herbs, 20 herbal extracts, 16 processed herbs and excipients and 6 finished herbal products, since the work began in 2007.

A brief review of the way these standards have helped Indian Herbals get to Global, need for science based decisions while laying down standards for herbals, and need for greater funds and infrastructure for doing this work will be dealt.