

Award category 2 - Excellence in multidisciplinary team efforts in the application of S&T

Application of Science and Technology for the sustainability of herbal health care industry to give the benefits of traditional medicine to the modern consumers through integrated multidisciplinary team efforts

Link Natural Products (Pvt.) Ltd, is a leading herbal health care products manufacturing company. Company's vision is to provide safe and effective Ayurvedic pharmaceuticals, Herbal Health care products, and Herbal Personal care products that are of highest quality and integrity through the incorporation of ancient Ayurvedic wisdom with modern technology and scientific management systems for the improvement of health and longevity of people.

Application of Science and Technology for the manufacturing of herbal health care products is one of the main strategies of Link Natural Products in achieving the market success. Ayurveda, Agriculture, Chemical Engineering, Chemistry, Botany,



Pharmacy, Microbiology, Pharmacognosy and Modern medicine are some of the scientific disciplines directly involved in the manufacturing processes. Company always relied in multidisciplinary team efforts. Integrated multidisciplinary approaches have yielded much greater outcomes in project implementations and successes.

Herbal raw materials are an essential component of the whole product range. Sustainable supply of authentic good quality herbal ingredients is an important aspect of the business sustainability. Company has identified some herbal raw materials that need careful attention as their questionable sustainability pose a risk to the business.

“Vishnukranthi” (*Evolvulus alsinoides*), an ingredient of Link “Samahan” and many of other branded and generic products, is one of the leading Plant raw materials in the priority list. Previously “Vishnukranthi” (*Evolvulus alsinoides*) was totally imported from India. This material has been collected from the wild and company has little control over its quality. Company had to incur a significant cost for re-processing the materials (sorting, drying, etc.) to bring the materials to the required quality. In order to ensure the sustainable supply of good quality “Vishnukranthi”, several factors related to quality, cost, and systematic cultivation have to be addressed. All these aspects need to be addressed in an integrated manner. It needs inputs from various disciplines.

Winners of Certificates of Merit

Link Natural Products realized the importance of multidisciplinary team work in this project and implemented the project with experts from different disciplines to achieve significant successes.

Major collaborators were from the Faculty of Agriculture, University of Ruhuna for the development of agronomic protocol for the commercial cultivation of vishnukranthi supported by inputs from Consultants from Sri Jayewardenapura University. Second stage of the project was the application of the developed protocol in field trials in collaboration with Sewa Lanka Foundation. Finally project was commercialized through the out – growers in Mahakumbukkadawala area of the Puttalam district. The project has significantly contributed to rural economic development. 45 families are directly engaged with this project. From January 2014 to August 2014, this project has recorded Rs. 1.18 million income generation to the rural farmers living in resource constrained remote areas of Puttalam district. This project has been able to supply 29.4% of the total material requirement during January 2014 to August 2014. This project yields the materials of higher quality at a comparable cost. This has saved Rs. 2.2 foreign exchange to the country while contributing 16% cost saving to the company.



Scientific evidence is important in building the consumer trust on traditional medicines. Link Natural

Products has been able to conduct randomized clinical trials to establish evidence of the efficacy of its products in a scientific manner. This is a novel initiative to the herbal healthcare sector in Sri Lanka. Two randomized clinical trials have been conducted and published during the 2010 -2013.

Continuous scientific improvements in product quality, processes, facilities and quality control methods are an integral part of Link Natural Products business strategies. Implementation of new systems such as GMP, HACCP, introduction of new machineries to comply with modern safety and regulatory requirements are among the other major initiatives in the application of science and technology.

In this endeavor, a multidisciplinary team approach was followed. That comprises the involvement of Company R&D team, Production team, Agriculture team, Academic consultancies from the Universities of Ruhuna, Wayamba, Peradeniya, Colombo and Sri Jayewardenepura and the Farmers of resource constrained areas.

About the winner

Link Natural Products (Pvt.) Ltd, is a leading herbal health care products manufacturing company, driven by the corporate philosophy of combining ancient Ayurvedic wisdom with modern technology and scientific management systems for the improvement of health and longevity of people.

