







DISTRIL HEALTH AN AYURVEDA PERSPECTIVE

12 - 15TH DECEMBER, 2024 - PARADE GROUND DEHRADUN, UTTARAKHAND

# **PROCEEDINGS**





















#### **CHIEF PATRONS**

Shri Prataprao Ganpatrao Jadhav

Hon'ble Minister of State (Independent Charge) Ministry of AYUSH & Ministry of Health and Family Welfare, Govt. of India

**Shri Pushkar Singh Dhami** Chief Minister of Uttarakhand

**PATRONS** 

Dr. Shekar Mande, National President, Vijnana Bharati

Dr. Vijay P Bhatkar, Mentor, Vijnana Bharati

#### NATIONAL STEFRING COMMITTEE

Chair

Vd. Rajesh Kotecha

Secretary, Ministry of Ayush, Govt. of India

Co-Chairs

Shri Ravinath Raman, IAS

Secretary, AYUSH & AYUSH Education, Govt of Uttarakhand

**Shri Satyajit Paul,** Joint Secretary, Ministry of Ayush, Govt. of India

**Ms. Kavita Garg**Joint Secretary, Ministry of Ayush, Govt. of India

Dr. Vijay Kailash Jogdande, IAS Additional Secretary, AYUSH & AYUSH Education, Uttarakhand Govt Dr. Rajesh S Gokhale, Secretary, DBT Vd. Jayant Deopujari, Chairman, NCISM

**Vd. Devendra Triguna**, Chairman, RAV **Dr. A Raghu**, DGHS

**Dr. Manoj Nesari**, Advisor (Ay.), Ministry of Ayush

**Dr. Kousthubha Upadhayaya**, Adviser (Ay.) Ministry of Ayush **Dr Shivkumar Sharma**, National Organising Secretary,

Vijnana Bharati

Shri Vivekananda Pai, Secretary General, Vijnana Bharati Shri Praveen Ramdas, National Joint Org. Secretary,

Viinana Bharati

Shri Ranjit Puranik, Trustee, WAF

Dr. ET Neelakandan Mooss, Kerala

**Dr. G Geetha Krishnan,** WHO, Jamnagar **Dr. Vijendra Prakash,** Bengaluru

Dr. Pawankumar Godatwar, WHO, Delhi

Dr. K D Purohit, President, Devbhoomi Vigyan Samiti, Uttarakhand

Dr. Antonio Morandi, Italy

#### NATIONAL ORGANISING COMMITTEE

Dr. P M Varier

Managing Trustee, AVS, Kottakkal

Co-Chairs

Prof. Dr. Tanuja Manoj Nesari Director, AllA, Delhi

Dr. Jayaprakash Narayan

Managing Trustee, WA

Secretary General Prof. Anup Thakar, ITRA

Treasurer

Dr. S Sunil Kumar, Kerala

Chief Co-ordinator

Shri Chandrasekharan Nair, Bengaluru

Members

Dr. Shriramji Jyotishi, Nagpur

Dr. Ashok BK, Bengaluru Dr. Ramesh P R, AVS, Kottakkal

Dr. Satyanarayana, Visakhapatnam

Vd. Tanuja Gokhale, Pune

Vd. Bhavdeep Ganatra, Ahmedabad Dr. Mamta Mishra, Mumbai

Dr. Sarbeswar Kar, JSS, Mysore

Vd. Shantala Priyadarshini, Mysore

**Dr. Rajeshwari Singh**, Min. of Áyush, Delhi **Dr. Sumeet Goel**, Delhi

Vd. Prashant Tiwari, NASYA

Smt. Sandhya M, Kerala Vd. Raman Ranjan, Patna Dr. Deepa K K, Kerala

Dr. Vidhu Sharma, Australia

Shri A F M Fakhrul Islam Munshio,

Bangladesh

Dr. Florin Bebesel, Romania

#### SCIENTIFIC COMMITTEE

Chair

Prof. Rabinarayan Acharya, DG -CCRAS Co-Chair

Dr. Rammanohar P, Kerala Dr. Supriya Bhalerao, Pune

**PLENARY LECTURES** 

Prof. Sanjeev Sharma, VC, NIADU

Convenor

Dr. Preeti Chabra, Delhi **ORAL PRESENTATIONS** 

Chair

Prof. Kalpana Shah, Navi Mumbai

Co-Chair

Prof. Girish KJ, Haridwar

Convenor

Dr. Prashant Deshmukh, Jaipur

POSTER PRESENTATIONS

Chair

Dr. Sujith E, AVP, Coimbatore

Prof. Swati Bamnote, Bhopal

Prof. Yogita Jamdade, Pune **Dr. Ashish Kate**, Nagpur Dr. Rahul VJ, Kochi

E-BOOK PRESENTATIONS

Conveno

Prof. Shalini Rai, New Delhi

Co-Convenors Dr. Umesh Sapra, Delhi Dr. Ila Tanna, Dehradun

ASSOCIATED EVENTS

Principals' Conclave Chair

Dr. Jayant Deopujari, Chairman, NCISM

Dr. BS Prasad, President, Board of Ayurveda, NCISM Conveno

Dr. Harshala Rajurkar, Nagpur Dr. Sapan Jain, Bhopal

**Conclave on Veterinary Ayurveda** 

Dr Abhijit Mitra, AHC, Govt of India

Prof. (Dr.) A. K. Srivastava, VC, DUVASU, Mathura

Co-Chairs Mr. Anurag Aggarwal, MD, Natural Remedies Dr. Arun Atrey, Director, Ayurvet

Dr. Kailash Uniyal, President, State Veterinary Council, Uttarakhand

Vd. S K Kumar, Bengaluru

Dr Bimal Kumar Choudhury, Sec. Gen., IVA

International Delegates' Assembly Chair

Dr. Mita Kotecha, Jaipur Co-Chairs

Vd. Pawankumar Godatwar, New Delhi

Dr. S. Sunilkumar, Kerala Prof. Gunvant Yeola, Pune

Convener

Dr. Anupama K, University of Southern

California, USA

Dr. Asmita Wele, Pune

Prof. Mandip Kaur, Jamnagar, Vd. Sukumar Sardeshmukh, Pune,

Dr. Rahul Jain, New Delhi Dr. Avinash Jain, New Delhi

**Seminar On Medicinal Plants** 

Patron

Prof. Mahesh Dadhich, CEO, NMPB

Chair

Dr. NB Brindavanam, Visakhapatnam Convener

Smt Gaura Verma, Managing Director,

Herbalscape Pvt Ltd Dr Avi Ramesh Fursule

Sr Principal Scientist Dabur R & D

**Ethnopharmacology & Traditional Healers Meet** Chairs

Dr. Pulok Mukherjee, Kolkata Dr. Prakash Itankar, Nagpur

Shri Nirmal Kumar Awasthi, TCHP

Dr. Pradeep Sarmokadam, Goa

Conveners

Dr. Pramod H J, KLE Shri Gajendra Gupta, TCHP

**Dr. Harsha Hegde**, ICMR-NITM, Belgavi

**RAV-Guru Shishya Meet** 

Chair

Vd. Devendra Triguna, Chairman, RAV

Co-Chair

Dr. Vandana Siroha, Director, RAV

Conveners

Dr. KK Dwivedi, NCISM Dr. Upendra Dixit, CRAV Guru, Goa

Garuda's Flight- Ayur Startups Chair

Prof. Tanuja Nesari, AllA

Co-Chairs Prof. Mahesh Vyas, AllA

Dr. Sushrut Kanaujiya, NCISM

Dr. Shivkumar Harti, AllA

**Satellite Events (Pre-Congress Events)** 

**Vd. Pooja Kohli,** Delhi

Vd. Yash Thakar, Gujarat **AROGYA EXPO 2024** 

Chair

Shri Anurag Sharma, Hon'ble Member of

Parliament, Jhansi

Co-Chair Dr. Yadhu Mooss, Kerala

Dr. Mithilesh Kumar, State Licensing Authority, Ayurvedic & Unani Services, Uttarakhand

**AYURVEDA SHORT FILM FESTIVAL** 

Prof. Mamata Bhagwat, Karnataka

Dr. Jasmine Gujarati, Ahmedabad Jt-Convene

Dr. Neelakanta J Sajjanar, Bengaluru Conclave on Vriksh Avurveda

Chair Prof. Sunita Pandey, GBPUA&T

Co-Chair Prof. Ganti S Murthy, IIT Indore Vd. Sreeraj S K, Kerala

Shri Ravi Singh Choudhary, Jharkhand Dr. Pragyashree Mishra, OUAT

**AYURVEDA & MEDIA** 

Shri KP Eashwar, Chennai

Vd Tanuja Gokhale, Pune

Convener Shri Debobrat Ghose, Delhi

Jt-Convener Ms Sonam Singh Subhedar, Delhi

**INDUSTRY CONCLAVE** 

Shri Anurag Sharma, Member of Parliament, Delhi Co-Chairs

Shri Shashank Sandu, ADMA, Mumbai

**Dr. Ramanathan,** AMMOI, Kerala **Dr. Vijendra Prakash,** Bengaluru

**Dr. Niranjan Murthy,** KADMA, Bengaluru **PUBLIC OUTREACH PROGRAMMES** 

Chair

Dr. Sharada G, Chandigarh Co-Chair Prof. Kamalesh Kumar Sharma, Jaipur

Convener

Dr. KK Pandey, Dehradun **AYUSHEXCIL - INTERNATIONAL BUYER-SELLER MEET** 

Chair Dr. Pradeep Multani, Delhi

Shri Praveen Mittal, Director, AyushExcil, Delhi

Shri Ashutosh Srivastava, Ayush Excil, Delhi

STATE ORGANISING COMMITTEE

Chair

Prof. AK Tripathi, VC, UAU, Dehradun Co-Chairs

Prof. Hemavati Nandan, VIBHA, Uttarakhand Prof. Anup kumar Gakkhar, Registrar, UAU, Dehradun

Dr. Shishir, Dehradun Dr. KK Pandey, Dehradun

#### **NATIONAL ADVISORY BOARD**

Dr. H R Nagendra Chancellor, S-VYASA University Dr. M K Ramesh, M. S. , FRCS V.C. Rajiv Gandhi University of Health Sciences Lt. Gen. Madhuri Kanitkar (Retd.)

VC. Maha. Uni. of Health Sciences

Shri Acharya Balkishan

VC, Patanjali University, Ayurved Shri. Sreenivas, IFS, Commissioner Ayush, Govt. of Karnataka

Prof. (Dr.) Suhrita Paul VC, West Bengal Uni. of Health Sciences

Dr. Mukul Patel,

VC, Gujarat Ayurved University Prof. A K Singh, VC, Mahayogi Gurugorakhnath,

Ayush University, Gorakhpur Prof. P K Prajapati, VC, Rajasthan Ayurved University

Dr. Bal Krishan Sharma Kaushik

VC, Guru Ravidas Ayurved University Prof. (Dr.) A K Tripathi VC, Uttarakhand Ayurved University Dr. A K Chandrakar, VC, Pandit Deendayal Upadhyay Memorial Health Science & Ayush University of Chhattisgarh Prof. (Dr.) Mohanan Kunnummal Pro VC, Kerala Health University Shri Darshan Shankar

VC, Transdisciplinary University Vd. K S Dhiman, VC, Ayush University, Kurukshetra Dr. Bhushan Patwardhar

Chairman, NAAC

Chairman, NAAC
Dr. Sanjeev Sharma, VC, NIA
Dr. B R Ramakrishna
Pro-VC, S-VYASA University
Prof. Abhijit Joshi, VC, Desh Bhagat
University, Chandigrah
Dr. Meenakumari, Director, NIS
Dr. Subhaa Singh, Director, NIH
Dr. Neeta Mahesekar, Director, NEIAH
Dr. Rakesh Sharma, President, AIAC
Dr. Dammika Abeygunawardena

Dr. Dammika Abeygunawardena Commissioner (Ayurveda), Srilanka Vd. Raghuram Bhatt,

President MARBISM, NCISM

Prof. (Vd.) Raman Ghungralekar, Director, Ayush, Govt. of Maharashtra

# LORD DHANVANTRI



Supported by



**Host State** 







12th to 15th December 2024 Dehradun, Uttarakhand

# **PROCEEDINGS**

Institutional Patrons













#### © World Ayurveda Foundation, 2024

All rights reserved. However, contents from this publication may be used freely by providing due acknowledgement to the World Ayurveda Foundation.

Published by
World Ayurveda Foundation
No. 6 (New no. 22), Sankey Road
Lower Palace Orchards
Sadashiv Nagar, Bengaluru
Karnataka – 560 003

Produced by ADCS (Academic and Development Communication Services) 7201, Block 7, TVH-TAUS Egatoor, Chennai – 600 130

#### Disclaimer

This publication has been developed with inputs of several individuals and institutions. The Ministry of AYUSH, Government of India; Government of Uttarakhand; all the institutions and sponsors of the 10th World Ayurveda Congress and Arogya Expo cannot be held responsible for any inaccuracies or errors, if any.

Printed by Rashtrotthana Mudranalaya Chamrajpet, Bengaluru Karnataka – 560 018



Ayurveda has the potential to strengthen the global healthcare systems as it focuses on providing 'comprehensive remedies' to various health problems and lays equal emphasis on prevention, nutrition and mental health.

- Hon'ble Prime Minister of India Shri. Narendra Modi



The state government is working towards implementing the country's first 'Yoga Policy'. It will play an important role in bringing about a new revolution in the field of health by bringing Ayurveda and Yoga on a big scale.

Honourable Chief Minister,
Government of Uttarakhand Shri Pushkar Singh Dhami



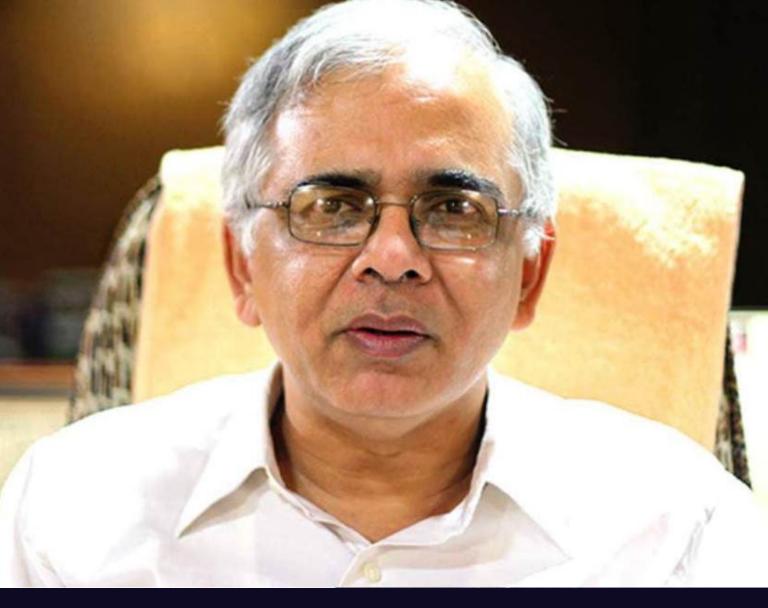
The 10th World Ayurveda Congress and Arogya Expo in Dehradun has emerged as the largest global gathering of Ayurveda stakeholders to date—a clear testament to the growing global recognition of Ayurveda's vital role in promoting holistic health and well-being.

Honourable Minister of State for AYUSH (Independent Charge), Government of India Shri Prataprao Jadhav



The government is encouraging research and development on a wide scale in the field of Ayurveda. More than 43,000 publications have been registered on the Ayush research portal.

Ministry of Ayush, Government of India Vd. Rajesh Kotecha, Secretary



Vijnana Bharati has, since its inception, been at the forefront of promoting Swadeshi sciences of Bharat across the globe. In 2010, the World Ayurveda Foundation was established as a dedicated initiative to advance Ayurveda—our ancient and timetested system of healthcare. Since then, the Foundation has worked tirelessly to bring Ayurveda to the global healthcare mainstream.

Through ten successful editions of the World Ayurveda Congress and Arogya Expos, we have created a vibrant global network of over one lakh Ayurveda Ambassadors. This growing community is a testament to our enduring mission. We remain steadfast in our commitment to furthering the reach and relevance of Ayurveda worldwide.

President, Vijnana Bharati

Dr Shekar Mande

# CONTENTS TENTS

MESSAGES	XIV
Shri Pushkar Singh Dhami	.xiv
Chief Minister of Uttarakhand, Dehradun	
Shri Prataprao Jadhav	xv
Minister of State (Independent Charge), Ministry of Ayush, Government of India	
Vd. Rajesh Kotecha	.xvi
Secretary, Ministry of Ayush, Government of India	
Shri Deependra Kumar Chaudhari, IAS	xvii
Secretary, Government of Uttarakhand, Dehradun	
Dr Shekar Mande	xviii
President, Vijnana Bharati	
FOREWORD	XIX
Dr Jayaprakash Narayan	.xix
Managing Trustee, World Ayurveda Foundation	
PREFACE	XX
Dr P M Warrier	. xx
Managing Trustee, Arya Vaidya Sala, Kottakkal	
Chairman, National Organising Committee, 10th World Ayurveda Congress and Arogya Expo	2024
ACKNOWLEDGEMENT	XXI
Chandrasekharan Nair	.xxi
Chief Coordinator, 10th World Ayurveda Congress and Arogya Expo	
PROFILE INSTITUTIONAL PATRON	
Shree Dhootapapeshwar Limited	xxiii
Arya Vaidya Sala, Kottakkal	xxv
Vaidyaratnam Oushadasalax	xvii
DABUR India Ltd	xxix



#### PROFILE PRIME SPONSOR

Himalaya Wellness	xxx
PROFILE CO-SPONSOR	
Arya Vaidya Pharmacy (AVP), Coimbatore	xxxii
Zandu	xxxiii
Planet Ayurveda	xxxv
SECTION 1	1
10th WAC and Arogya Expo 2024: An Overview	
Inaugural Session	2
Key Sessions and Events	
Arogya Expo	
Media Coverage	
Valedictory Session	
Conclusion	
Glimpses from Inaugural Session	
Glimpses from Valedictory Session	
Highlights	
10th World Ayurveda Congress and Arogya Expo	
SECTION 2	13
Plenary Session 1	15
Future Ready Ayurveda – Digital Health and Artificial Intelligence	
Plenary Session 2	17
New Age Samhita	
Plenary Session 3	21
Ayurveda Ahara	
Plenary Session 4	27
Evidence based Ayurveda (Hierarchy of Evidence/ Validation)	23
Plenary Session 5	27
Garuda's Flight - Startups, Innovations, and Entrepreneurs in Ayurveda	



	35
The Ashwagandha Saga	
Plenary Session 7	39
Policy Matters!	
Plenary Session 8	41
Ayurveda Biology	
Plenary Session 9	45
Pharamacovigilance and GMP in Ayurveda	
Plenary Session 10	47
Harmonizing Science and Spirituality: Insights from Ancient Wisdom	
Plenary Session 11	49
Invest India Meet - Summary	
Featured Talks	55
SECTION 3: SUMMARY	
Parallel Session	50
Oral Presentations	
Oral Presentations	60
Oral Presentations  Poster Presentations	60
Poster Presentations	60
Poster Presentations SECTION 4	60 
Poster Presentations  SECTION 4  ASSOCIATE EVENT 1	60 
Poster Presentations	60 99 93
Poster Presentations  SECTION 4  ASSOCIATE EVENT 1	60 99 93
Poster Presentations	
Poster Presentations  SECTION 4  ASSOCIATE EVENT 1	
Poster Presentations	
Poster Presentations  SECTION 4  ASSOCIATE EVENT 1	



ASSOCIATE EVENT 5	123
Guru-Shishya Meet - Summary	
ASSOCIATE EVENT 6	125
NCISM - Principals' Conclave	
ASSOCIATE EVENT 7	127
Ayurveda Short Film Festival	
ASSOCIATE EVENT 8	133
Ethnopharmacology and Traditional Healers Meet – Summary	
ASSOCIATE EVENT 9	141
Media and Ayurveda: The Role of Media in Mainstreaming Ayurveda	
ASSOCIATE EVENT 10	145
Reverse Buyer-Seller Meet (RBSM)	
ASSOCIATE EVENT 11	151
WHO-CC Workshop on Gathering Technical Inputs for Country Implementation of ICD Adoption of WHO International Terminologies of Ayurveda in India	-11 TM2 and
ASSOCIATE EVENT 12	157
Public Outreach Programme	
ASSOCIATE EVENT 13	159
Saraswati Vandana - Summary	
ASSOCIATE EVENT 14	163
Jyotishmati - Season 5	
SECTION 5	167
Arogya Expo: Through the Lens	169





# **MESSAGE**

#### Shri Pushkar Singh Dhami

Chief Minister of Uttarakhand Dehradun

It was indeed our pleasure to host the 10th World Ayurveda Congress and Arogya Expo in Dehradun, Uttarakhand, from 12th to 15th December 2024. With its rich biodiversity and ancient traditions, Uttarakhand has long been a cradle of

Ayurveda. The Government of Uttarakhand saw this event as a valuable opportunity to further promote Ayurveda—not only within the state, but also on the global stage—and made every effort to ensure its success on all fronts.

We are heartened by the overwhelming response the event received from stakeholders across the world. I am informed that this edition of WAC has surpassed all previous records in terms of participation and has set new benchmarks for future editions. I am pleased to know that the World Ayurveda Foundation is publishing the official proceedings of the event in both print and digital formats. This publication effectively captures the key discussions and deliberations that unfolded over the four days.

I extend my sincere congratulations to the World Ayurveda Foundation for bringing out this important document in a timely and commendable manner. I am confident that this compilation will serve as a valuable reference for all stakeholders in the years to come.





# **MESSAGE**

#### Shri Prataprao Jadhav

Minister of State (Independent Charge) Ministry of Ayush Government of India

I am extremely delighted to learn that the World Ayurveda Foundation is publishing the proceedings of the 10th World Ayurveda Congress (WAC) and Arogya Expo, held in Dehra-

dun, Uttarakhand, from 12th to 15th December 2024. The 10th edition of WAC marked the largest-ever congregation of Ayurveda stakeholders from across the globe.

This publication encapsulates the essence of all major discussions and deliberations that took place over the four days of the event. I extend my heartfelt congratulations to the World Ayurveda Foundation for bringing out this important document in a timely and commendable manner.

I am confident that this compilation will serve as a valuable resource for all stakeholders in the years to come.



DISITAL HEALTH AN AYURVEDA PERSPECTIVE



# **MESSAGE**

Vd. Rajesh Kotecha

Secretary, Ministry of Ayush Government of India

Since its inception in 2002, the World Ayurveda Congress (WAC) and Arogya Expo has grown to become the largest global platform for Ayurveda stakeholders. I have personally witnessed its remarkable evolution in both scale and

substance over the years. The 10th edition of WAC and Arogya Expo-held in Dehradun, Uttarakhand, from 12th to 15th December 2024-stands out as the most expansive and impactful event to date, even by WAC standards.

With over 10,500 registered participants, nearly 200 academic and side events, the submission of more than 4000 research papers, numerous B2B meetings, and the high-quality presentation of Ayurveda products and services by manufacturers and healthcare providers, this edition of WAC truly set new benchmarks. The Ministry of Ayush, Government of India, extended wholehearted support, and the enthusiastic involvement of the Government of Uttarakhand will serve as a benchmark for future editions.

I am pleased to know that the World Ayurveda Foundation is publishing the official proceedings of the 10th WAC in both print and digital formats. This comprehensive publication effectively captures the key discussions, outcomes, and deliberations of the four-day event.

I extend my sincere congratulations to everyone involved in the compilation and production of this important document. The summary of events included in this publication offers valuable suggestions and actionable points for the global promotion of Ayurveda. I am confident that the Ayurveda community will carry forward these insights with commitment and purpose in the years ahead.





# **MESSAGE**

#### Shri Deependra Kumar Chaudhari, IAS

Secretary, Government of Uttarakhand, Dehradun

The Department of Ayush, Uttarakhand, is proud and happy to have hosted the 10th World Ayurveda Congress (WAC) and Arogya Expo in Dehradun, Uttarakhand, from 12th to 15th December 2024. More than anything else, Uttarakhand with

its rich Ayurvedic tradition deserved to showcase Ayurveda to the world in its full glory.

The Government of Uttarakhand made best efforts to see that the event went off very well and set a new benchmark of others to follow in the coming years. It would not have been possible without the excellent support provided by the officials of the state government machinery. I would like to thank each one of them for the effort they had put in.

We are pleased by the overwhelming response the event received from various stakeholders from different parts of the world. We thank the Ministry of Ayush, Government of India, and the World Ayurveda Foundation for choosing Dehradun for the 10th World Ayurveda Congress.

For an event of such academic importance, it is important that the proceedings are captured efficiently and published for the benefit of all stakeholders. This publication, published by the World Ayurveda Foundation, covers all proceedings of the 10th WAC, which is available in digital format too.

I extend my thanks to the World Ayurveda Foundation for bringing out this important document in a timely and commendable manner.





# **MESSAGE**

#### Dr Shekar Mande

President, Vijnana Bharati

As you are aware, the 10th World Ayurveda Congress and Arogya Expo 2024 was held from 12th to 15th December 2024 at the Parade Grounds in Dehradun. This edition marked the largest-ever gathering of Ayurveda stakeholders in history.

The event witnessed vibrant and enthusiastic participation from across the spectrum–policymakers, decision–makers, regulators, representatives from various state governments, international delegates, Ayurveda practitioners, research scholars, undergraduate and postgraduate students from India and abroad, major Ayurvedic medicine manufacturers, healthcare providers, wellness centres, traders, media professionals, social media influencers, and more. Most heartening was the enthusiastic presence of tens of thousands of curious citizens from Dehradun and neighbouring areas, who visited the beautifully curated stalls of the Arogya Expo.

The unparalleled support extended by the Ministry of Ayush, Government of India, and the Government of Uttarakhand significantly contributed to the success of this event. The hundreds of plenary and parallel sessions, associate events, academic workshops, and forums facilitated profound discussions aimed at charting a progressive path for Bharat's traditional health science—Ayurveda. The festive and inclusive spirit that prevailed throughout the Congress was truly inspiring.

While it is virtually impossible to encapsulate the vast repository of knowledge shared by the esteemed speakers, the World Ayurveda Foundation—the organizer of the 10th WAC and Arogya Expo—has taken up the commendable task of distilling the essence of these deliberations into this publication. This document not only records the actionable insights for advancing the Ayurveda sector but also stands as a valuable resource for future reference.

I commend the World Ayurveda Foundation for undertaking this vital initiative. Vijnana Bharati, as always, extends its wholehearted support to this endeavour.



Dr Shekar Mande





# **FOREWORD**

#### Dr Jayaprakash Narayan

Managing Trustee World Ayurveda Foundation

I am extremely delighted to share that the 10th World Ayurveda Congress (WAC) and Arogya Expo, held in Dehradun during 12-15 December 2024, was received with great

enthusiasm by Ayurveda stakeholders. With around **10,500 registered participants** and over **1.5 lakh footfalls** at the Arogya Expo, the event was a grand success.

The Parade Grounds witnessed a vibrant atmosphere with **hundreds of events**, including academic sessions such as plenary discussions, parallel sessions, associate events, and workshops, alongside trade-oriented activities like B2B meetings and product launches. The energy and engagement at every corner were truly inspiring.

I extend my heartfelt thanks to the **Ministry of Ayush, Government of India**, for their continued and invaluable support. A special note of gratitude goes to our host, the **Government of Uttarakhand**, whose unwavering commitment and wholehearted efforts played a pivotal role in making the 10th WAC a resounding success. Their support was truly exemplary.

We are also proud of the growing **international participation**, which continues to strengthen with each edition of WAC. This year, too, the global response was nothing short of outstanding.

The Arogya Expo featured participation from leading Ayurveda medicine manufacturers, healthcare providers, and traders from across India and overseas—showcasing the robust and tangible growth of the Ayurveda sector. The free Ayush clinics set up by renowned healthcare providers drew a large number of patients, underlining the relevance and trust in traditional systems of healing.

This publication is a humble attempt to capture the essence of the diverse and enriching sessions held during the 10th WAC and Arogya Expo. I congratulate everyone who worked tirelessly to bring these proceedings together and hope that readers will find it as insightful and inspiring as the event itself.

## Best wishes

Dr Jayaprakash Narayan





# PREFACE

#### Dr P M Warrier

Managing Trustee, Arya Vaidya Sala, Kottakkal Chairman, National Organising Committee, 10th World Ayurveda Congress and Arogya Expo 2024

The 10th World Ayurveda Congress (WAC) and Arogya Expo was held in Dehradun, Uttarakhand, from 12th to 15th De-

cember 2024. Organized by the World Ayurveda Foundation, the event received the kind support of the Ministry of AYUSH, Government of India, and the Government of Uttarakhand. In addition, business entities and various stakeholders from the Ayurveda sector came forward wholeheartedly to contribute to the success of the event.

The central theme of this edition—Digital Health: An Ayurveda Perspective—guided the discussions and deliberations over four vibrant days. More than 10,500 delegates, including approximately 300 participants from overseas, actively engaged in various academic and scientific sessions.

The 10th WAC featured plenary sessions, parallel sessions, and associate events, addressing not only the academic and scientific dimensions of Ayurveda but also its growing relevance and reach as a holistic health science on the global stage.

The Arogya Expo showcased the strength of the Ayurveda industry, drawing significant attention from the general public of Dehradun and surrounding regions. The Expo emerged as a major attraction and a dynamic space for industry interaction.

The Congress served as a robust platform for a diverse range of participants—students, researchers, practitioners, educators, health promoters, and community activists—providing them with the opportunity to explore Ayurveda as a way of life and share perspectives from across the globe.

Beyond its scientific significance, WAC has matured into a global forum for networking, intellectual exchange, and strategic dialogue. It continues to reaffirm a shared sense of purpose among stakeholders while highlighting innovations, orienting students, and facilitating meaningful engagement between professionals and the public.

I am confident that the Ayurveda sector stands on the cusp of a dynamic and promising future.



Thank you. Best wishes.



# ACKNOWLEDGEMENT

#### Chandrasekharan Nair

Chief Coordinator

10th World Ayurveda Congress and Arogya Expo

It is with immense humility and gratitude that I acknowledge the overwhelming success of the 10th World Ayurveda Congress (WAC) and Arogya Expo 2024, held in Dehradun from

**12–15 December 2024.** This milestone event was the result of meticulous planning, tireless execution, and the collective efforts of numerous individuals, institutions, and various committees, including the State Organizing Committee.

Our heartfelt appreciation goes to the Ministry of Ayush, Government of India, the Government of Uttarakhand, many embassies, state governments, academic and health-care institutions, manufacturers, and media partners—both mainstream and social media influencers—whose support was instrumental in this achievement.

At the **World Ayurveda Foundation (WAF)**, we are privileged to receive unwavering guidance and support from our parent organization, **Vijnana Bharati (Vibha)**. Like a child assured of a parent's presence, we take comfort in knowing Vibha stands with us, ready to support and steer us through any challenge. Their handholding and direction have been pivotal in managing an event of this scale and complexity.

To each one of you who played a role—whether visible or behind the scenes—I offer my deepest gratitude on behalf of the WAF.

#### Milestones and Achievements

- The 10th WAC has truly set new benchmarks across all parameters:
- Over 10,300 registered participants
- Submission of around 4,000 research articles for oral and poster presentations
- A significant rise in the number of **academic and associate events**
- Participation of over 350 in ernational delegates representing 54 countries
- The Arogya Expo witnessed over 1.5 lakh footfalls

And these are just a few of the many accomplishments we collectively achieved.

#### **Our Sponsors**

A special note of thanks to our institutional patrons and sponsors, whose generous contributions made this event possible.



#### **Institutional Patrons**

Shree Dhootapapeshwar Ltd

Arya Vaidya Sala, Kottakkal

Vaidyaratnam

Dabur

#### **Prime Sponsor**

Himalaya Wellness

#### Co-Sponsors

Arya Vaidya Pharmacy (AVP)

Zandu

Planet Ayurveda

#### **Gratitude to All Participants**

Finally, I extend my heartfelt thanks to all stakeholders-speakers, researchers, scholars, students, and the many attendees-who contributed to making this event a grand and memorable success.

Thank you.



# Institutional Patron



#### **Shree Dhootapapeshwar Limited**

Perfecting the science of Ayurved for over 150 years **Shree Dhootapapeshwar** has distilled wisdom, experience and expertise in the crucible of ancient knowledge to ceaselessly deliver - *Health* and *Happiness* through *Ayurved* and will continue to do so *forever*.

Mankind has always been in pursuit of happiness; and an essential to facilitate this is, good health. At **Shree Dhootapapeshwar** we endeavour to interpret Ayurved - wisdom of the seers, to continually deliver long lasting health and provide much needed cure. Health restored is Happiness enabled.

The fine art of continuity, consistency and ever evolving excellence has seamlessly blended with state of art to develop the world's oldest healing system and make it **Shree Dhootapapeshwar's** benchmark offering.

"Service of Ayurved" is our service to mankind. This is our driving principle since our foundation in 1872, when our first commercial medicine range of 40 compounds was offered via mail order to Ayurved Physicians. Today we mark, 150 years of our service to Ayurved.

Circa 1866, a scholar *Vd. Krushnashastri Puranik* laid the foundation of what we now know as Shree Dhootapapeshwar Ltd. in Panvel. Along with his son *Vd. Vishnushastri Puranik*, he continually innovated to scale up and yet adhere to diktat of the sages. Shree Dhootapapeshwar was focussed at bringing in standardised, high quality Ayurvedic sophisticated compounds to augment the Ayurved prescription. After the demise of both founders around 1914, *Shri. Rambhau Krushna Puranik* continued the now established legacy for quality Ayurved medicines. Later in 1932 *Vd Gangadhar Vishnu Puranik 'Nanasaheb'* and his younger brother *Vd. Mahadev Vishnu Puranik* kept the momentum going at Shree Dhootapapeshwar Ltd. They added health care delivery, education and an organisation of Ayurved under emerging India. Successive generations of the Puranik family remained steadfast to the mission in Ayurved service and its translational science challenges.

teamSDL as it is christened today, is led by Shri. Ranjit Anand Puranik, 5th Generation and 7th member of Puranik family. The Company, its subsidiaries and other Group organisations are entirely run by professionals and domain experts.



In-house Quality compendium 'Shree Dhootapapeshwar Standards' (SDS) serves as a guarantee for patients and a warranty for Ayurved Physicians. The Company boasts of the largest number of Ayurved Physicians on board to deliver that sophisticated traditional yet scientific nuance to every activity of the Company. An enviable record of safe, authentic, standardised and efficacious medicinal range of over 350 classics marks the SDL footprint today.

Scholars, scientists, Ayurved Physicians and allied sciences hone our delivery of quality medicine, batch after batch, teamSDL reaffirm the founders vision of a brighter world with

#### Health, Happiness, Ayurved... forever

Shree Dhootapapeshwar's association with World Ayurveda Congress started with a humble participation in 2002 in Kochi and graduated to the next 8 editions as a Co-Sponsor and finally an Institutional Patron. World Ayurveda Congress has itself shaped itself to be a platform for scientific appreciation of ancient tenets and demonstrated its basic science as a utility in public health. Over the years the international footprint of WAC has also ushered in many authoritative voices to bring Ayurved to the state of now being accepted in over 36 countries as a system of medicine. WAC has no doubt moulded itself to the service of Ayurved and is today a perfect fit for Shree Dhootapapeshwar to support, nurture and be its institutional patron in this journey. At Shree Dhootapapeshwar we are very proud to be associated with World Ayurveda Foundation and its various programmes to further Ayurved to the far corners of Earth. We believe that Ayurved must demonstrate its prowess in combating health challenges like it has for eons. We wish World Ayurveda Congress the very best of bloom in these golden years. Our partnership to deliver 'Health happiness through Ayurved... forever' will surely see a growing collaboration to the benefit of mankind.



# Institutional Patron



### Arya Vaidya Sala, Kottakkal

Arya Vaidya Sala (AVS), Kottakkal, is a more than 120-year-old charitable institution engaged in the practice and propagation of Ayurveda, the ancient health care science of India. AVS offers classical Ayurvedic medicines and authentic Ayurvedic treatments to patients at Global level.

AVS was established at Kottakkal in Malappuram district of Kerala State of India in 1902 by the visionary physician and philanthropist, the (Late) Vaidyaratnam P S Varier. Started essentially as a village clinic, it has now grown into a multi-unit, multi-disciplinary, multi-functional, and multi-crore organisation. It has operations in different areas of Ayurvedic practice. AVS runs Ayurvedic hospitals at Kottakkal, Delhi, and Kochi.

AVS has three medicine manufacturing units attached with well-equipped quality control labs. These modern factories – located at Kottakkal, Kanjikode, and Nanjangud – produce more than 550 classical and new generation formulations, which are made available to patients through 26 branch clinics and 2000 authorised dealers spread across the country.

AVS is also engaged in research activities, publishes Ayurvedic periodicals and books, cultivates medicinal plants, and conducts educational programmes. AVS also runs a Kathakali Academy where the classical theatre of Kathakali is taught and performed.

A charitable hospital located at Kottakkal, where deserving poor patients are provided with both ayurvedic and allopathic treatments, medicines, accommodation, and food free of charge. Clinical research activities are also undertaken in this hospital with a focus on cancer and also to validate new drug development.

AVS runs the Vaidyaratnam P.S. Varier Ayurveda College affiliated to the Kerala University of Health Sciences. The college offers Graduate and Post Graduate courses in Ayurveda. AVS extends financial and administrative support to the college.

AVS established the Centre for Medicinal Plants Research (CMPR) at Kottakkal in 2003 to undertake modern research in the various aspects of medicinal plants. CMPR is now recognised as a Centre of Excellence by the Ministry of AYUSH, Government of India.



AVS is also engaged in academic activities. Organising annual Ayurveda seminars and holding competitions for Ayurveda professionals and students are part of those efforts aimed at strengthening the knowledge base of Ayurveda.



# Institutional Patron



#### Vaidyaratnam Oushadasala

The term Ashtavaidyan denotes profound knowledge in all the eight branches (Ashtangas) of Ayurveda. In recognition of the service to society, in 1924, Ashtavaidyan Narayanan Mooss was awarded the much-coveted title VAIDYARATNAM by Lord Reading, the then Viceroy of India.

Vaidyaratnam Oushadhasala was founded in 1941 by Ashtavaidyan E T Neelakandhan Mooss, son of Ashtavaidyan Narayanan Mooss. Vaidyaratnam believes in the 'Ayurveda First' philosophy and has contributed significantly to the growth of Ayurveda for generations. The nation conferred Padma Shri in 1992 to Ashtavaidyan E T Neelakandhan Mooss and, in 2010, Padma Bhushan to Ashtavaidyan E T Narayanan Mooss in recognition of their contribution to the field of Ayurveda.

Since its inception in 1941, the activities of Vaidyaratnam have spread into various facets including formulating and manufacturing Ayurvedic medicines, providing health care services, inspiring academics, as well as conducting research.

We, at Vaidyaratnam Oushadhasala, manufacture more than 550 Ayurvedic formulations ranging from classical products to patent products. We have 3 manufacturing facilities and a pan India distribution network with more than 1500 franchise dealerships and Ayurvedic outlets that bring Ayurveda closer to the common man. We do export our medicines to GCC countries, South East Asian Countries, Europe, and Australia.

In addition, we have been running an Ayurveda College since 1976 and also provide authentic Ayurvedic treatments in our 100-bedded NABH-accredited Ayurvedic Nursing Home. Besides, we also have an Ayurvedic Hospital specifically for the treatment of Rheumatoid disorders, which was upgraded to the status of 'Centre of Excellence' by the Government of India in 2013. Our Ayurvedic Museum, the first of its kind in India, was dedicated to the nation in 2013 by the then Hon'ble President of India, Dr A P J Abdul Kalam.

With a mission to ensure Ayurveda for all by incorporating the research and development outcomes, with special emphasis on Ashtavaidya tradition, we have established Vaidyaratnam Ayurveda Research Institute (VARI). Key functional areas of VARI are (a)



process validation, (b) new product design and development, (c) product modification, (d) standardisation of raw materials, (e) medicinal plants management, (f) insilico analysis, (g) metabolomics, (h) analytical method development, and (i) capacity building programme in Ayurveda pharmaceutical science.

Vaidyaratnam launched various social responsibility programmes such as 'Angana', 'Seed', Health Cards, and 'Vijnana Ratna'. The Women Empowerment Project 'Angana' was inaugurated by Smt. Veena George, Honourable Minister for Health and Family Welfare on 11 November 2021 and is carrying out activities across the state of Kerala.



# Institutional Patron



Dabur India Ltd is India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company. It is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. Dabur today operates in key consumer product categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. The company has a wide distribution network, covering over 6 million retail outlets with a high penetration in both urban and rural markets.

Dabur's products also have huge presence in the overseas markets and are today available in over 120 countries across the globe. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe and Russia. Dabur's overseas revenue today accounts for over 30% of the total turnover.

The 139-year-old ayurvedic company, promoted by the Burman family, started operating in 1884 as an Ayurvedic medicines company. From its humble beginnings in the bylanes of Calcutta, Dabur India Ltd has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world. The company has been focusing on its Ayurvedic heritage to cater to the ever-changing needs of its consumers and introduce products leveraging its over-a-century old experience in this area.

As the custodian of Ayurveda and Science-based Ayurveda expert, Dabur has been investing behind validating the benefits of Ayurveda and Ayurvedic ingredients and products through a series of scientific interventions. Modern day science has been infused into this traditional knowledge to generate evidence and support for the claims made on products.



# Prime Sponsor



#### Himalaya Wellness

For over 90 years, Himalaya has been a pioneering force in the healthcare industry, revolutionizing the way we approach wellness and natural health. Founded by Mr M Manal, the company's journey began with a fascinating observation in the forests surrounding Dehradun, where villagers used the root of Rauwolfia serpentina to calm restless elephants. This sparked Mr Manal's curiosity, leading him to research the science of Ayurveda and dedicate his life to creating innovative products.

Himalaya's commitment to quality and efficacy has earned the company a trusted reputation worldwide. With a presence in over 100 countries, Himalaya offers a range of 'head-to-heel' wellness solutions, including iconic products like Liv.52, Cystone, and Septilin. These products have undergone rigorous research, clinical trials, and scientific validation, ensuring their safety and effectiveness.

Himalaya's research and development team is dedicated to discovering new and innovative ways to harness the power of herbs. The company has adopted cutting-edge technologies, such as Thin Layer Chromatography (TLC) fingerprinting and DNA barcoding, to ensure the quality and authenticity of its herbal products. Himalaya's scientists have also partnered with prestigious regulatory agencies, such as the United States Pharmacopoeia (USP), to set up quality standards for commonly used botanicals.

Himalaya's vision is to make traditional healthcare mainstream by contemporizing Ayurveda through scientific validation. The company's aim is to spread 'Wellness in every Home and Happiness in every Heart.' With a portfolio of nearly 500 products, Himalaya continues to innovate and cater to specific customer needs, making it a global leader in herbal health and personal care.

The company has conducted over 1250 clinical studies, complying with stringent international norms. Himalaya's products are endorsed and prescribed by doctors in over 100 countries, and its robust pharmacovigilance and risk management systems ensure the identification of adverse events.



Himalaya has expanded its portfolio with new, exciting herbal supplements made with superior and effective herbal ingredients. The company has introduced innovative dosage forms, such as capsule-in-capsule technology and rapid release, mouth-dissolving tablets, to deliver quick and effective healthcare solutions. Additionally, Himalaya's Hello range of products addresses mental well-being needs, offering solutions for stress-related disorders.

Himalaya's legacy is built on a foundation of innovation, quality, and efficacy. With a commitment to contemporizing Ayurveda and making traditional healthcare mainstream, the company continues to pioneer herbal remedies that improve people's health and well-being. As a global leader in herbal health and personal care, Himalaya's vision is to spread 'Wellness in every Home and Happiness in every Heart.'



# Co-Sponsor



#### Arya Vaidya Pharmacy (AVP), Coimbatore

The Arya Vaidya Pharmacy (AVP) was established by the late Aryavaidyan Shri P. V. Rama Variar who was a humanitarian, philosopher and physician par excellence.

Today, the AVP (Coimbatore) Limited is the flagship company of the AVP Group. Since its incorporation in the year 1943, AVP has grown in reputation as one of the pioneers in the field of Ayurveda. Headquartered in Coimbatore, the company has a pan-India network of doctors that exceeds over 20,000.

AVP has established a research centre in 1982. This centre has been recognized as a research institution by the Department of Science and Technology, Government of India, and various universities. AVP takes utmost care in the way its products are formulated and in the selection of herbs and ingredients. All products go through stringent testing in its research facilities for their efficacy. AVP's Kanjikode Manufacturing Plant in Kerala has been granted Good Manufacturing Practice (GMP) Certificate by the Drug Controller, Government of India. Supported by a strong sales and distribution network of over 10,000 outlets across India, over 800 products are available in the market. AVP also exports its products to more than 100 countries.

AVP also runs a hospital called Arya Vaidya Chikitsalayam at Coimbatore, which was established in 1950.

At AVP, we want to 'Touch Lives Through Ayurveda'. Be a leading and authentic source for quality Ayurveda products and services to the Global Community.



# Co-Sponsor



Emami Limited is one of the leading and fastest growing personal and healthcare businesses in India, with an enviable portfolio of household brand names such as BoroPlus, Navratna, Fair and Handsome, Zandu Balm, Mentho Plus Balm, Fast Relief and Kesh King.

Emami acquired the heritage brand Zandu in 2008 based on huge business synergy between the two brand portfolios.

ZANDU, established in 1910 in India has since been providing traditional Ayurvedic remedies to customers around the world for over 100 years and has become a household name in the field of Health Conservation by using latest technology while keeping its traditional values intact through production of Authentic Healthcare Products.

ZANDU with its expertise in classical and proprietary medicines offers a whole range of therapeutic products backed by its WHO-GMP & ISO 9001:2015, ISO 14001-2015, & OHSAS 18001-2007 certified manufacturing facilities spread over 5 lac Sq. ft., NABL and AYUSH accredited R & D laboratory.

ZANDU has established State-of-the-Art R&D facility, approved by "Science & Technology Department" of Govt. of India, which spans over 30000 Sq. ft. and is equipped with latest equipments such as HPLC, UV Spectrophotometer, Gas Chromatography, Atomic Absorption Spectrophotometer, Gamma treatment for controlling microbial load and HPTLC with an objective of continuous improvement in the field of Medicine, Tissue Culture, Biochemistry, Micro-Biology, Clinical Laboratory System & others.

ZANDU is dedicated to worldwide spread of Ayurveda through its comprehensive research & Clinical Trials and is actively involved in the field of medical treatment from the past 10 decades by minimizing human suffering to the least.

ZANDU is committed to empower lives of its customers by the use of latest break-through technological advancement in its medicinal range.

ZANDU's products are manufactured using natural ingredients and based on traditional Ayurvedic formulations that have been used for centuries. The company combines mod-



Zandu DISTAL HEALTH AN AYURVEDA PERSPECTIVE

ern technology with traditional Ayurvedic knowledge to create effective products that are safe, reliable and clinically proven. Today ZANDU is renowned as a dedicated & experienced corporate having around more than 200 Medicinal Range of products that cater to the needs of people of all ages and genders. Just to name a few, Rhumasyl, Rhumayog, Satavarex, Zanosto, Livotrit, Ovoutoline, Pancharishta-DR, a wide variety of Churnas, Asavas & Arishtas, Gold range, Guggulus and Vati-Guti range are trusted & well accepted by the medical fraternity and has benefited millions of people in India.

ZANDU is trusted by the Indian healthcare industry and is recognized for its commitment to quality, innovation and customer satisfaction.



# **Profile**

# Co-Sponsor



### **Planet Ayurveda**

In the realm of Ayurvedic medicine, Planet Ayurveda has emerged as a leading global brand, dedicated to promoting holistic health and wellness through natural remedies and traditional principles. Founded by **Dr Vikram Chauhan**, an Ayurvedic expert with a passion for serving humanity, the company has been at the forefront of providing effective herbal supplements and wellness products.

Planet Ayurveda's products are 100% pure and herbal, manufactured using standard-ized extracts of herbs and a rigorous selection process for raw materials. The company's commitment to quality and authenticity has earned it a loyal customer base worldwide. With a vast range of herbal products, Planet Ayurveda aims to bring the benefits of natural herbs to the common man.

The company manufactures two main categories of Ayurvedic supplements: traditional pharmacopeial preparations and branded proprietary products. While adhering to traditional Ayurvedic principles, Planet Ayurveda also incorporates modern scientific research to develop effective herbal supplements. The company's manufacturing process follows the **Shastriya Paddhat**i, a traditional technique that ensures the highest quality and efficacy of products.

Planet Ayurveda's vision is to make herbal wellness a part of every home in the world. By blending ancient Ayurvedic knowledge with modern scientific research, the company aims to develop effective herbal supplements that yield results. Dr Vikram Chauhan's leadership and expertise have been instrumental in driving the company's mission to spread awareness about Ayurveda and promote holistic well-being.

Through its commitment to traditional wisdom, quality products, expert guidance, and ethical practices, Planet Ayurveda continues to inspire individuals on their journey towards holistic well-being. The company's goal is to foster a harmonious balance of body, mind, and spirit, enabling people to lead healthier and happier lives.

With its dedication to quality, authenticity, and customer well-being, Planet Ayurveda has established itself as a trusted name in the world of Ayurvedic medicine. As the



company continues to grow and expand its reach, its vision remains unchanged: to make herbal wellness a part of every home in the world and promote a healthier, more balanced lifestyle for all.

Planet Ayurveda's products and services are designed to cater to diverse needs, from general wellness to specific health concerns. With a strong foundation in traditional Ayurvedic principles and a commitment to modern scientific research, the company is poised to continue its journey towards making herbal wellness a global phenomenon. By spreading awareness about Ayurveda and promoting holistic well-being, Planet Ayurveda aims to empower individuals to take control of their health and well-being, leading to a happier and more fulfilling life.

# SECTION 1

10th WAC and Arogya Expo 2024:
An Overview

# Inaugural Session

The Congress was inaugurated by Shri Pushkar Singh Dhami, Honourable Chief Minister, Government of Uttarakhand, on 12 December 2024. The ceremony was graced by several prominent figures, including:

- Shri Prataprao Jadhav, Honourable Union Minister of State (Independent Charge), Ministry of Ayush, Government of India
- Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Government of India
- Dr Shekhar Mande, President, Vijnana Bharati.

In his address, Hon'ble Chief Minister Shri Dhami emphasized the importance of integrating traditional Ayurvedic practices with modern digital technologies to enhance healthcare delivery. He stated, 'The fusion of Ayurveda with digital health solutions can revolutionize our approach to holistic wellness."

Shri Prataprao Jadhav, Honourable Union Minister of State (Independent Charge), Ministry of Ayush, Government of India, highlighted the government's commitment to promoting Ayurveda globally and the role of digital health in achieving this goal.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Government of India, emphasized the need for rigorous research and the adoption of digital tools such as artificial intelligence and machine learning to validate and disseminate Ayurvedic knowledge.

Dr Shekhar Mande, President, Vijnana Bharati, spoke about the importance of scientific validation and the integration of Ayurveda with modern science to enhance its credibility and acceptance worldwide.

# **Key Sessions and Events**

The Congress featured a diverse array of sessions and events aimed at exploring the intersection of Ayurveda and digital health.

- Scientific Sessions: 172 scientific sessions were conducted, focusing on topics such as 'Digital Innovations in Ayurvedic Diagnostics' and 'Telemedicine: Bridging Gaps in Ayurvedic Healthcare.' These are inclusive of plenary sessions, parallel sessions, technical sessions, etc.
- Associate Events: Eleven associate events such as the International Delegates' Assembly, Guru-Shishya Meet, and Traditional Healers' Meet - provided platforms for in-depth discussions on various aspects of Ayurveda.

Public Outreach Programmes: Several public outreach programmes were conducted in different parts of the country in the run-up to the main event. As the event was held in Dehradun, a fair share of such public outreach events happened in the state with the objective of attracting maximum participation from the state.

Other major events and scientific sessions are covered in the subsequent pages of this summary document.

# Arogya Expo

The National Arogya Fair was inaugurated on 12 December 2024 by Hon'ble Chief Minister of Uttarakhand Shri Pushkar Singh Dhami and Shri Prataprao Jadhav, Hon'ble Minister (i/c) for Ayush, Government of India, in the august presence of Vd Rajesh Kotecha, Secretary, Ministry of Ayush, Government of India, leading industry representatives, exhibitors and the general public.

In all, there were 428 stalls, including pavilions, with participation from a range of product manufacturers, both big and small, and representation from the Ministry of Ayush, Government of India, Government of Goa, National Medicinal Plants Board, (NMPB), and various councils and institutions under the Ministry. The Expo covered an area of over 1 lakh square feet.

Stakeholders from the various sectors, including medical practitioners, marketing strategists, professionals, policy makers, students, research institutes, Ayurveda resorts, spas, and institutions in the service apart from leading pharma companies in the Ayush sector participated. Himalaya, Shree Dhootapapeshwar, AVS Kottakkal, Dabur, Vaidyaratnam, Emami, Arya Vaidya Pharmacy, Nagarjun Pharmaceuticals, Vasu Healthcare, etc. participated.

This edition of Arogya Expo also had special stalls for traditional healers, which showcased unique knowledge of the healers. The states of Kerala and Gujarat put up a spirited display showcasing what they have been doing to promote Ayurveda in the state. These were of special attraction.

It is remarkable to note that the Expo was visited by a number of VIPs and a large number of general public. The feedback received from both the industry and the general public conveys that this edition of the Arogya Expo has set a new benchmark for Ayurveda in the state.

Free AYUSH clinics on Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy (AYUSH) attracted hundreds of patients on all the four days. 'Prakriti Pariksha', 'Nadi Pariksha' and medication by specialists of the different systems of medicine functioned from 10 am to 7 pm during the Expo. Special focus was given on diabetes, women health, preventive cardiology, neurology and oncology. Over 4000 patients consulted the doctors in these Ayush Clinics.



The Arogya Expo aims at fostering the growth of the six streams of medicine, and popularising it among the public. The AROGYA showcased Ayurvedic medicines, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities and publications by manufacturers and suppliers.

# **Media Coverage**

The 10th WAC and Arogya Expo garnered extensive media coverage, with major news outlets highlighting the Congress's focus on integrating digital health with Ayurveda. Reports in the media covered almost every aspect of the Congress, especially the participation of international delegates, the variety of scientific sessions, and the government's commitment to promoting Ayurveda globally.

The event received wide coverage from regional media outlets too. Reporters from Newswires, Television, Social Media, and Online Portals carried news stories from the event on four days incessantly.

The total news area in the Print Media was a whopping 19,410 cm<sup>2</sup>. The total coverage obtained is equivalent to an advertising investment of nearly Rs 7,28,62,016/- (Rupees Seven Crore Twenty Eight Lakh Sixty Two Thousand and Sixteen Only). Several media outlets carried editorial too. As per international norms, the editorial space is considered 5 times more precious and credible than advertisement space.

# **Valedictory Session**

On 15 December 2024, Lt. Gen. (Retd) Gurmit Singh, Honourable Governor of Uttarakhand, delivered a compelling valedictory address emphasizing the transformative potential of Ayurveda in global healthcare. He highlighted the event's role in promoting Ayurveda for the benefit of humanity and underscored the importance of integrating modern technologies, such as Artificial Intelligence, to disseminate this ancient knowledge worldwide. The Governor remarked, 'Ayurveda is one sector that unites the entire world, as envisioned by our sages in ancient times.'

He also noted that the Congress served as a celebration of cultural heritage and a significant step towards addressing future health challenges through Ayurveda. The Governor commended the World Ayurveda Foundation, the Ministry of AYUSH, and the Government of Uttarakhand for successfully organizing the event, expressing confidence that it would pave new pathways for tackling global health issues.



The Valedictory Session served as a culmination of the Congress's efforts to bridge traditional Ayurvedic wisdom with modern digital innovations, setting a forward-looking agenda for the global Ayurveda community.

### Conclusion

The 10th World Ayurveda Congress and Arogya Expo 2024 in Dehradun marked a pivotal moment in the global promotion of Ayurveda. By focusing on the integration of digital health solutions, the event highlighted the potential for Ayurveda to evolve and adapt in the modern healthcare landscape, ensuring its relevance and accessibility for future generations.

# Glimpses from Inaugural Session







































# Glimpses from Valedictory Session

























# **Highlights**

# 10th World Ayurveda Congress and Arogya Expo

Parameter	Number
No. of delegates	10321
No. of countries participated	58
No. of foreign delegates	352
No. of companies participated in Arogya Expo	221
Total area of Arogya Expo	1 lakh sq. ft
Total no. of sessions	172
No. of states participated	28
No. of associate events	11
No. of patients in free Ayush Clinics	Over 4000
Footfall in Arogya Expo	Over 1.5 lakh

# **Important Associate Events**

### 1. International Delegates Assembly

- Country status report by 27 countries
- Ayush Chair Panel Discussion 10 Ayush Chairs
- Formation of the International Association of Associations under the leadership of the World Ayurveda Foundation
- The Europe Ayurveda Academy Association became the first accredited Ayurveda Institute outside India, awarded by RAV.

# 2. Ayush Export Promotion Council (AYUSHEXIL) Business-to-Business (B2B) Meet

- 142 buyers from 30 countries
- 3200 B2B meetings in three days
- 150 million USD business deals were achieved in the B2B

# 3. National Commission for Indian System of Medicine (NCISM) Principals' Conclave

Over 400 principals from government, aided, and private Ayurveda colleges across India participated.



 Various policies of the Ministry of AYUSH, NCISM, Central Council for Research in Ayurvedic Sciences (CCRAS), and National Medicinal Plants Board (NMPB) were discussed for proper dissemination by senior leadership of these organisations.

#### 4. NCISM Practitioners' Conclave

- Over 451 practitioners from across the country participated.
- Practitioners were apprised about the Central Sector schemes such as Ayushman Bharat Digital Mission (ABDM), rights, and privileges, medical value tourism, etc.

#### 5. Traditional Healers' Meet

- 130 traditional healers from 24 states participated.
- A 10-point resolution highlighting documentation, national-level networking was passed.

#### 6. Industry Conclave-Invest India

 Deliberated on the Ayush sector achieving a target of USD 200 billion by bridging the gaps between and among Industry, Commerce, and Policy.

# 7. Ayurveda Short Film Festival

- No of films received 42
- Screened 15

#### 8. RAV Guru-Shishya Meet

- No. of Gurus participated 18
- No. of Shishyas participated 42

#### 9. International Medicinal Plants Seminar

- No. of delegates 211
- 50 students from the Biotechnology stream



### 10. International Vrikshayurveda Seminar in association with Pant University of Uttarakhand

- No. of delegates 220
- Vice Chancellors, faculty members, and students from various universities, industry, farmers, etc. participated.

# 11. International Conclave on Veterinary Ayurveda

- 180 veterinarians from Uttarakhand participated.
- Major industries from Vet Ayurveda took part in the Conclave.
- Participants include delegates from National institutes like NDDB, etc.
- Indian Veterinary Association to promote Veterinary ayurveda across the globe.
- Nepal to take Veterinary Ayurveda from India to Nepal.

### 12. Media Participation

- Witnessed wide and extensive coverage by print media, online media, television media, and social media.
- The print media coverage area was a whopping 19,410 cm2, which is equivalent to an advertising investment of nearly Rs 7,28,62,016/- (Rupees Seven Crore Twenty Eight Lakh Sixty Two Thousand and Sixteen Only).
- Several print media outlets carried editorials too. As per international norms, the editorial space is considered 5 times more precious and credible than advertisement space.

#### 13. Cultural Events

Cultural events depicted the culture of vibrant Uttarakhand and enthralled the participants in the evenings on 12 and 14 December 2024.

#### 14. Grand Finale of the National-level Quiz Programme - Jyotishmati

- Shree Dhootapapeshwar Ltd conducted the grand finale of Jyotishmati, a national-level quiz programme on 13 December.
- 100 colleges from within India and 8 colleges from outside India participated in the quiz.





# \*SECTION 2 \*

# PLENARY 1 SESSION

# Future Ready Ayurveda – Digital Health and Artificial Intelligence

**Date**: 12 December 2024 **Time**: 9:00 am to 10:00 am

Venue: Ganga Hall

Chair : Vaidya Rajesh Kotecha

Speaker : Dr Bala Pesala

Moderator: Dr Preeti Chhabra

Convenor: Dr Rakesh Narayanan V

The session, chaired by Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, centered on the integration of Ayurveda with digital health and AI technologies. Moderated by Dr Preeti Chhabra, and convened by Dr Rakesh Narayanan V, the session outlined transformative directions for Ayurveda in the digital age. The session had two speakers, Dr Bala Pesala and Vaidya Rajesh Kotecha.

The session began with the opening remarks by the convener followed by the welcome address and introduction of the speakers by the moderator. This was followed by presentations by the eminent speakers. The key highlights of the presentations are given below.

### Ayurveda 3.0: Convergence of Ayurveda, Multi-Omic markers and Artificial Intelligence for Personalized and Holistic Health

- Dr Bala Pesala (IIT Jodhpur) emphasized on a roadmap for integrating Ayurveda into digital health frameworks.
- Focused on utilizing technology to modernize and scale Ayurvedic practices globally.
- Highlighted the potential of IoT devices and integrating Ayurveda concepts into the available data/technologies to give meaningful insights to physicians/individuals on Ayurveda concepts such as prakriti, nadi, etc.
- A convergence of Ayurveda with multi-omic markers and Artificial Intelligence to enable personalized and holistic health solutions.
- Discussed innovative methods to enhance diagnostics, treatments, and preventive care through AI.

#### 2. Chair's Insights – Digital Health – Ayurveda perspective - Roadmap

- Vaidya Rajesh Kotecha underscored the potential of Ayurveda as a cornerstone of global wellness and the importance of Digital health for this.
- Emphasized on adopting technology-driven solutions to improve accessibility and efficiency in Ayurvedic healthcare.
- Highlighted the efforts of the Government of India including the Ayush Grid initiative to utilise digital technology to make Ayush services accessible to the citizens.
- Touched upon the various components under Ayush grid including various web portals such as A-HMIS, NAMASTE Portal, Ayush Research Portal, etc. and recent updates such as ABHA Id integration and Ayushman Bharat scheme.
- Laid out a detailed roadmap on the way forward for digital health in Ayush.

The session marked a step forward in leveraging technology for enhancing Ayurveda's relevance and impact in modern healthcare.



# PLENARY 2 SESSION 2

# **New Age Samhita**

Date: 13 December 2024
Time: 9:00 am to 10:00 am

Venue: Ganga Hall

Chair : Vaidya Jayant Deopujari

Keynote: Vaidya B S Prasad

# Panellists:

1. Vaidya Upendra Dixit

2. Vaidya Shriprasad Bawdekar

3. Vaidya Abhijit Saraf

**Moderator**: Vaidya Rammanohar P **Convenor**: Prof. (Dr) Yogesh Deole A unique plenary session on the theme 'New Age Samhita' was organized on the second day. The session started with a brief introduction given by Prof. Dr. Yogesh Deole about the editor's role (Sanskarta) to edit and update Ayurveda Samhita. He then introduced and invited the esteemed members on the dias. Prof. Ram Manohar initiated the session by inviting Prof. B S Prasad to deliver keynote address. Prof. B S Prasad emphasized the need of new age Samhita for the modern day Ayurveda scholars. He conveyed various initiatives by NCISM to reform the teaching-learning methodologies and Ayurveda curriculum with special focus on Samhita Adhyayana. After his keynote speech, Prof. Ram Manohar invited the expert speakers in the panel to share their views on need, methodology, time frame of new age Samhita.

# 1. Upendra Dixit's views

Initially Agnivesh Tantra, was later elaborated later as Charak Samhita. This elaboration is a continuous and dynamic process. Vagbhat said a prantial process of Ayurveda, with high respect to the ancient seers, the knowledge can be expanded and presented in such a form which will satisfy the needs of the present era. Importance of the original Samhita will always be there. They are the guiding light. The principles from the Samhita won't change, but we need to develop better understanding about them which will be suitable for the present era. Also the applications of them are to be understood in newer situations. In the commentary of the distributions of them are to be understanding standard and is easy, and on that basis, one can understand the distributions. But in the present era, we don't find understanding standard so much easy. Maharshi, the great seers have themselves said that what they have written are the guidelines and by making their use we have to expand our knowledge further.

पञ्चाशन्महाकषाया महतां च कषायाणां लक्षणोदाहरणार्थं व्याख्याता भवन्ति ॥१९॥ प्रदेशमात्रमेतावद्दष्टव्यमिह षट्शतम् ॥४९॥ स्वबुद्ध्यैवं सहस्राणि कोटीर्वाऽपि प्रकल्पयेत् । च.क.१२

After the Samhita period, in the mediaeval period efforts were done to understand the basic principles of Ayurveda like Tridosha with minute details, e.g., in Todaranand Ayurveda Saukhya. In Charak Samhita, Jwara Chikitsa 346 Shloka are there, but in Bhavaprakasha around 880 Shloka are there. Many more details about Jwara were added like Chikitsa of Sannipatika Jwara, Chikitsa of Upadrava of Jwara etc. Use of good fragrance is mentioned in Upakrama of Pitta, but Todaranand Ayurveda Saukhya has given details of that e.g. Jati as Mahadahanashana.



Bhaishajya Ratnavali gives the treatment for newer diseases like Kloma Roga, Mastishka Roga. Rasatarangini gives treatment for Dugdha Pachana (lactose intolerance), Dimba Granthi (ovarian cyst). There are many points mentioned in the texts which need elaboration in the light of present circumstances. We need to collect all such scattered references from authentic texts and present them after arranging methodically.

# 2. Vaidya Abhijit Saraf's views

He elaborated probable methodology of creation of New Age Samhita.

- Like ancient texts, this new age samhita can also be created as per Ashta Prashna given in Charak Samhita.
- That is, it will be written in different \*Sthana, Adhyayas and prakaranas
- Each Sthana can have its Adhikaran and according to Adhikaran different adhyayas can be decided, subjects will be decided for each Adhyaya Adhikarana.
- Material all available classical texts including Bruhat Trayi, Laghu Trayi and other texts in the medieval period. Then we can refer to every available classical text for each Adhikaran and all the references were collected.
- Then these references will be re-write in one easy form with examples. Like in Prameha Nidan adhyaya two different samprapti given in charak samhita (चस् १७ & च नि ४) will be written at same place in one format.
- One head person is allotted to work on designing one sthana. Then after extensive discussion of each and every member of the committee the structure will be decided. The sub members or contributors will be added in the team as per requirement.
- Language of the samhita will be Sanskrit and if required we can give English/Hindi translation of the samhita.
- Use of Tantrayukti and other tools will also be helpful.
- Easy to read, easy to understand, all the scattered references will be collected at one place and covering every aspects of that topic are the key points of the new samhita
- The probable duration of this process can be two years.
- Validation the validation will be done with the help of different scholars to nullify the errors of the text

# 3. Vaidya Shriprasad Bavdekar's views

Vaidya Shriprasad Bavdekar shared his views on elaboration of anukta in new age Samhita.

The proposed samhita is an expansion of all available resources and its availability of ayurveda knowledge resources at a single clock. So though the nomenclature is 'new age samhita', it's



not getting something out of scratch, but it's an effort to expand the available samhitas over the time-space and society, that is over the x-y and z axes. It is very much on the similar lines as guided by Charak, Sushruta and Vagbhata.

# **Key Takeaways and Remarks**

- As it is very much known, the samhitas are in sutra form which expect and enjoy to be in brief. This briefness brings along obvious limitations of elaboration. Thus, the authors elaborate on some representative samples. The words they use are 'prayika. and expect to 'derive on the same lines' (dishanaya chapi svayamuhet buddhiman). The selection of prayika is not random, but it is done on the impact assessment of any entity on the society over a significant period or over a significant number of people.
- Obviously the non prayika becomes undocumented. This is called 'anukta'.
- About food and some other factors, there are certain reasons like unavailability during that particular time, which make them anukta. But we see them 'ukta' in later samhitas.
- The form of samhita, itself suggests, parah sannikarsha samhita, closeness of syllables, and the sutra form. So the authors take something for granted and don't elaborate. As they say 'ardhmatra laghaven putrotsavm mannyanete vaiyakaranah', this 'talking in brief' is called 'leshokta'.
- This new age samhita is going to include many such anukta and leshokta topics which are important for both the beneficiaries and the service providers of ayurveda. For example, there has been significant work by scholars on anukta vyadhi nidana-chikitsa, anukta food studies, study of anukta food processing etc. similarly there have been studies to elaborate the leshokta from Charak and Vagbhat Samhita.
- Thus, this proposed samhita would be a continuous and comprehensive flow of ayurveda.
- The first phase, which is largely of compilation, would take a time of about one and half years. The second phase, which would be anukta and leshokta, would start with training during phase one. And it would take next one and half year to include anukta and leshokta
- Vaidya Jayant Deopujari delivered the presidential concluding remarks. He emphasized on the utility of original Samhita in today's teaching learning and its importance in clinical practice from a practitioner's point of view. He asked the experts to jointly form a team to complete the task of New Age Samhita at the earliest.



# PLENARY 3 SESSION 3

# **Ayurveda Ahara**

**Date**: 13 December 2024 **Time**: 10:30 am to 11:30 am

Venue: Ganga Hall

Chair: Prof. Mita Kotecha

# Speakers:

1. Prof. Anupam Shrivasthava

2. Prof. Tanuja Nesari

**Moderator**: Dr Kashinath Samagandi

Convenor: Dr Aswathy P

The session commenced with a Welcome Address by Dr Aswathy P, the Convenor. This was followed by remarks from the moderator, Dr Kashinath Samagandi, who set the stage for the discussions.

The Chairperson, Prof. Mita Kotecha, delivered an address on "Ayurveda Ahara and Their Regulatory Framework." Her insights provided a foundational understanding of the subject.

Next, Prof. Anupam Shrivastava delivered the first Keynote Presentation on "Mindful Marcels: Comprehensive Interoceptive Approach to Ayurveda Ahara." His talk emphasized the role of interoception in mindful eating and Ayurveda-based dietary practices.

Following this, Prof. Tanuja Nesari presented the second Keynote Lecture on "Ayurveda Ahara – Scope and Opportunities for Entrepreneurs." She highlighted emerging prospects for businesses in the Ayurvedic food sector.

An engaging Q&A session allowed the audience to interact with the speakers and chairperson, fostering insightful discussions.

# **Key Takeaways and Remarks**

- Stressed on the importance of Ayurveda-based dietary frameworks and their regulation.
- Mindful eating through interoception as a key approach in Ayurveda.
- Expanding entrepreneurial opportunities in the Ayurvedic food sector.



# PLENARY SESSION 4

# Evidence based Ayurveda (Hierarchy of Evidence/ Validation)

**Date**: 13 December 2024 **Time**: 11.30 am to 12.30 pm

Venue: Ganga Hall

Chair: Dr Bhushan Patwardhan

# Co-Chairs:

1. Dr Mohanan Kunnumel

2. Dr Urmila Pande

# Panelists:

1. Dr Sanjeev Rastogi

2. Dr Rammanohar Puthiyedath

3. Dr Babu U V

Session Moderators : Dr Supriya Bhalerao and

Dr Girish Tillu

Coordinator/Rapporteur: Dr Vedvati Bhapkar

# **Key Takeaways and Remarks**

The objective of the plenary session entitled, "Evidence based Ayurveda (Hierarchy of Evidence/Validation)" was to explore current approaches and perceive future prospects in generation of evidence base. This was a panel discussion that brought together distinguished experts from Ayurveda research, academics, industry as well as Yoga experts, due to the association of Yoga and Ayurveda. The experts addressed key issues and shared insights on building a robust evidence base in Ayurveda.

The panel discussion was opened by providing a brief central idea of the topic and its importance by Dr Girish Tillu. In the first round of discussion, all panellists were asked to elaborate their thoughts regarding the current nature of evidence in Ayurveda.

Dr Rastogi expressed his concerns for reconsidering the current evidence hierarchy and the need to customize it as per Ayurveda research needs. Dr Rammanohar emphasized that Ayurveda classics already are 'evidence-based', as even the placebo effects are noted therein. In order to build a robust evidence base, the need to rediscover this was elaborated. Dr Babu stated that every country understands Ayurveda from a different perspective. Building an evidence base would provide a common path. He highlighted the need for scientific validation of drugs, especially botanicals. Dr Mohanan expressed that validating current knowledge and relevant regulations is paramount. Dr Pande correlated principles of Swastha Chitta (healthy mind) and SwasthaVritta (healthy body) and needed to establish an evidence base for it. In the end, chair, Dr Patwardhan, stressed upon the aspect of 'reproducibility' in evidence generation. Dr Patwardhan asked the learners of Ayurveda to critically assess even the procedure to generate evidence-based medicine.

In the next round, Dr Supriya Bhalerao asked certain specific questions regarding evidence generation to panellists on the basis of their expertise. Dr Rastogi was asked how clinicians can collaborate in this task. More case papers and availability of more dedicated good quality journals was propagated as essential according to him. Dr Rammanohar was asked about his thoughts on translating practice to research. Careful scrutiny of classics and resultant enrichment through clinical cases was considered important according to him. The features of industry contribution in evidence generation were asked to Dr Babu. He stated that as analytical standards for botanicals are important in ensuring consistent quality, industries such as Himalaya Ltd., are focused towards it. Dr Mohanan was asked regarding ways to sensitize practitioners and researchers from both Ayurveda and biomedicine. He emphasized the need for precise and complete documentation of all types of results for the same.



Finally, the chair, Dr Bhushan Patwardhan summed up by highlighting the need of taking ideas from the past and presenting them in a contemporary way. He also stressed upon the need to redefine the hierarchical system of evidence generation so that all the stakeholders of Ayurveda get a chance to add to the evidence generation.

The coordinator Dr Vedvati Bhapkar closed the session by thanking the panellists, moderators and attendees for their participation. The session served as a valuable opportunity for networking and knowledge-sharing, setting the stage for further activities in evidence generation in Ayurveda.



# PLENARY 5 SESSION 5

# Garuda's Flight - Startups, Innovations, and Entrepreneurs in Ayurveda

**Date**: 14 December 2024 **Time**: 9:00 am to 10:00 am

Venue: Ganga Hall

Chair: Prof. Tanuja Nesari

# Speakers:

1. Prof. B S Prasad 2. Shreedha Singh, The Ayurveda Co.

### **Panellists:**

- 1. Dr Chhaya Chauhan
- 2. Dr Rangesh Paramesh
- 3. Dr Anil Taneja, Venture Catalyst
- 4. Shri Aditiya Prasad, IIML-EIC
- 5. Dr Kavita Negi, iAura
- 6. Ms Kajal Srivastava, NadiPulse

**Moderator:** Dr Shivakumar Harti

The plenary session titled "Garuda's Flight – Startups, Innovations, and Entrepreneurs in Ayurveda" brought together a distinguished panel of experts to discuss the transformative role of startups, innovation, and entrepreneurship in Ayurveda. Chaired by Prof. Tanuja Nesari, Former Director of AllA, New Delhi, the session featured a stellar lineup of speakers, including Prof. B S Prasad, President of BOA, NCISM, and Shreedha Singh, Co-Founder & CEO of The Ayurveda Co., and a panel of thought leaders such as Dr Chhaya Chauhan, Dr Rangesh Paramesh, Dr Anil Taneja, Sh. Aditiya Prasad, Dr Kavita Negi, and Kajal Srivastava. The session delved into the opportunities and challenges facing Ayurveda startups, with a focus on innovation while preserving the integrity of traditional knowledge.

#### Panel discussion

#### 1. Prof. Tanuja Nesari, Former Director, AllA, New Delhi (Chair of the session)

What are key initiatives of Ministry in supporting entrepreneurship and fostering a robust startup ecosystem?

The Ministry of AYUSH has played a crucial role in promoting entrepreneurship and nurturing a strong startup ecosystem in Ayurveda. In this regard, the Ministry has supported the development of a business incubator, the **Incubation Centre for Innovation and Entrepreneurship** (AIIA-iCAINE), at the All India Institute of Ayurveda (AIIA) in Delhi. Additionally, the Ministry has initiated several measures to support entrepreneurship. Furthermore, AIIA has been a part of the Smart India Hackathon (SIH) since 2017, aiming to assist young entrepreneurs.

The Ministry focuses on several key priority areas to support entrepreneurship, like promoting research and innovation in Ayurveda and traditional medicine to drive progress and new ideas. To help startups thrive, the Ministry supports incubators and accelerators, providing essential resources and mentorship, facilitating funding and financial support. Alongside this, there's a strong emphasis on encouraging skill development and capacity building, equipping entrepreneurs with the knowledge and tools for success. The Ministry is dedicated to building a robust ecosystem, fostering collaborations across sectors, and offering regulatory support to help startups navigate legal requirements. Public-private partnerships (PPP) are also encouraged, driving investment and market expansion. Lastly, the Ministry empowers the youth by supporting initiatives like hackathons, inspiring the next generation of entrepreneurs.

#### 2. Prof. B.S. Prasad, President, BOA, NCISM, New Delhi

How does NCISM work with academic institutions to foster innovation and entrepreneurship among students?

NCISM has sponsored a Training of Trainers (ToT) program on Entrepreneurship Development, inviting faculty members from various ASUS colleges across all the states to participate. The



goal of this initiative is to equip faculty with knowledge on entrepreneurship and help cultivate a startup ecosystem within their colleges. NCISM constantly encourages academic institutions to organize events and programs that support entrepreneurship. Additionally, NCISM has several future plans and initiatives in collaboration with academic institutions to promote innovation and foster entrepreneurship.

What are the key initiatives of the Commission in supporting entrepreneurship and fostering a robust startup ecosystem?

The National Commission for Indian System of Medicine (NCISM) has undertaken several key initiatives to support entrepreneurship and foster a robust startup ecosystem, like **Training of Trainers (ToT) Programs** for faculties, **Collaboration with Academic Institutes, Promoting Research and Development** and many others. By focusing on these initiatives, NCISM is helping to create an environment conducive to entrepreneurship and innovation, particularly in Ayurveda and related disciplines.

### 3. Shreedha Singh, Co-Founder & CEO, The Ayurveda Co.

What inspired you to start your venture, & how has your vision evolved since then?

Founder shared that her inspiration for starting the venture stemmed from a deep belief in the power of natural ingredients and the growing consumer demand for clean, sustainable beauty products. She was motivated by her personal experience with Ayurveda, recognizing its benefits in promoting health and wellness and saw an opportunity to bring these traditional practices into the cosmetic industry. The founder emphasized the importance of creating products that are both effective and safe, aligning with the current trend where consumers are more conscious about the ingredients in the products they use.

What have been the biggest market challenges, and how did you adapt your strategy to address them?

The founder highlighted several market challenges, including strong competition from established brands, consumer unfamiliarity with Ayurvedic ingredients and issues related to distribution and sourcing. To address these, the startup focused on niche marketing, emphasizing the unique benefits of Ayurveda and educating consumers through campaigns about the effectiveness of natural ingredients. They also leveraged online platforms and e-commerce to reach a broader audience and built relationships with ethical suppliers to manage costs. By adapting their strategy in these ways, the startup successfully navigated these challenges and strengthened its position in the market.



#### 4. Dr Chhaya Chauhan, Senior Manager, Incubation, BIRAC, New Delhi

How does BIRAC ensure alignment of its funding initiatives with national priorities like healthcare?

Biotechnology Industry Research Assistance Council (BIRAC) ensures alignment of its funding initiatives with national priorities, such as healthcare, by focusing on sectors that directly contribute to improving public health and addressing national challenges. BIRAC closely monitors the government's strategic priorities, such as the National Health Policy and initiatives like *Ayushman Bharat* and aligns its funding programs to support innovations that tackle healthcare issues, including affordable diagnostics, vaccines and therapeutics. Additionally, BIRAC collaborates with various government ministries, research institutions, and industry stakeholders to ensure that funded projects meet the evolving healthcare needs of the nation. This alignment is reinforced through targeted calls for proposals and by supporting startups and innovations that can significantly contribute to the healthcare sector.

What types of grants and funding mechanisms does BIRAC offer, and how do they cater to startups, SMEs, and academic institutions differently?

BIRAC offers a variety of grants and funding mechanisms designed to support startups, SMEs and academic institutions, each tailored to their specific needs. For **startups**, BIRAC provides funding through initiatives like the BIG (*Biotechnology Ignition Grant*), which offers early-stage funding to help startups in biotechnology and healthcare scale their innovations. For **SMEs**, BIRAC focuses on funding that facilitates growth and scaling, such as *SBIRI* and *BIPP*, which provide support for both innovation and business development. For **academic institutions**, BIRAC offers the *Biotechnology Ignition Grant* and other research-focused funding programs, enabling universities and research institutes to translate their research into commercial applications. These grants are typically aimed at fostering collaboration between academia and industry, helping institutions bring innovative ideas from the lab to the market.By offering different types of funding for each group, BIRAC ensures that each sector receives the tailored support it needs to innovate, grow, and contribute to the national biotechnology and healthcare ecosystem.

### 5. Dr Rangesh Paramesh, Director-Intellectual Property, Himalaya Wellness

What are the characteristics of a successful entrepreneur in Ayurveda?

The panellist explained that one of the key characteristics of a successful entrepreneur in Ayurveda is **innovation**, much like Sushruta, who is considered one of the first entrepreneurs in Ayurveda. Sushruta demonstrated an innovative approach to healthcare by developing techniques that not only addressed the needs of his time but also laid the foundation for surgical practices. A successful entrepreneur in Ayurveda must be able to combine **traditional knowledge** with **modern solutions**, adapting Ayurvedic principles to meet current healthcare demands. Additionally, qualities such as **resilience**, **adaptability**, and a strong



**commitment to healing** are essential. Successful entrepreneurs in this field must be passionate about improving health outcomes, finding creative ways to apply Ayurvedic knowledge and navigating the evolving landscape of the wellness and healthcare industries.

#### What are the challenges and opportunities in Ayurveda Entrepreneurship?

Ayurveda entrepreneurship faces several challenges, including market competition, regulatory hurdles and consumer scepticism about the efficacy of Ayurvedic products, particularly in global markets. However, there are significant opportunities as well, driven by growing consumer demand for natural, organic and sustainable products, along with increasing interest in holistic health and wellness. The rise of digital platforms and e-commerce enables Ayurveda entrepreneurs to reach a global audience and educate consumers about the benefits of traditional healing systems. Additionally, there is potential for collaboration with modern medicine and expansion into international markets, which opens new avenues for growth in the Ayurveda sector.

### 6. Dr Anil Taneja, VP, Venture Catalyst

What is the first and most important thing you look for in any startup during pitching?

Dr Anil explained that the first and most important thing they look for in any startup during a pitch is **the team**. They prioritize the **founders' vision**, their **passion** and **ability to execute** the idea. A strong, capable team with complementary skills, a deep understanding of the market and a clear vision for solving a real problem is crucial. Even with a great idea, the execution and adaptability of the team are what ultimately determine success. Investors are more inclined to support teams that are committed, resilient and capable of pivoting or adapting when challenges arise.

#### Is it true when investors say, 'We bet on the founder, not the startup'? If yes, why?

Yes, it is true when investors say, "We bet on the founder, not the startup," and this reflects the critical role the founder plays in a startup's success. Investors understand that a startup's journey is unpredictable and many challenges and changes can occur along the way. The **founder's vision, resilience** and **ability to adapt** are what often determine whether a business can pivot, overcome obstacles and ultimately succeed. A strong founder who is passionate, adaptable and has the right leadership qualities is seen as more likely to steer the company through challenges and lead it to success, regardless of initial setbacks or changes in the market. Investors are betting on the **founder's ability to execute** and adapt, making them the key factor in a startup's potential for growth and success.



#### 7. Shri Aditiya Prasad, Head BD,IIML-EIC

As part of a business incubator, why do you believe incubators are important for Ayush startups?

Incubators are crucial for AYUSH startups because they provide essential support that helps these businesses overcome the unique challenges they face. Incubators offer mentorship, access to funding, technical expertise and market insights, which are vital for AYUSH startups looking to scale their innovations. AYUSH startups, often operating in niche markets such as traditional medicine and wellness, can benefit from the incubator's guidance in navigating regulatory hurdles, product development and go-to-market strategies. Additionally, incubators foster networking opportunities with industry experts, investors and other entrepreneurs, which can open doors to collaborations and partnerships. In essence, incubators help AYUSH startups build a solid foundation, increase their chances of success and drive innovation within the broader healthcare and wellness ecosystem.

#### What is the importance of incorporating deep tech into Ayush startup?

Incorporating deep tech into AYUSH startups allows traditional Ayurvedic and wellness practices to be modernized, scaled and made more effective through advanced technologies. Deep tech such as artificial intelligence, machine learning, biotechnology and data analytics can enable AYUSH startups to conduct precise research, improve product development and offer personalized health solutions based on data-driven insights. It can also help in standardizing formulations, ensuring quality control and enhancing efficacy testing, which is crucial for gaining consumer trust and meeting regulatory standards. Moreover, deep tech can support supply chain optimization, improve clinical trials for AYUSH products and facilitate global market expansion by providing innovative, technology-driven solutions that bridge the gap between traditional healing practices and modern healthcare needs. Integrating deep tech into AYUSH startups not only drives innovation but also boosts their scalability, competitiveness and sustainability in the rapidly evolving health and wellness industry.

# 8. Dr Kavita Negi, Co-founder and CEO of iAura

How do you foster innovation and collaboration within your organization?

Dr Kavita explained that fostering innovation and collaboration within the organization is achieved by creating a **culture of openness** and **encouraging cross-functional teams** to work together. She prioritizes **brainstorming sessions**, where all team members, regardless of their role, are encouraged to share ideas and solutions. She emphasized the importance of providing **continuous learning opportunities**, such as workshops and training, to keep the team updated with the latest trends and technologies in the industry. Additionally, they cultivate an environment where **feedback** is valued and team members feel empowered to experiment with new ideas without fear of failure. By fostering a **supportive, open-minded** 



**atmosphere**, the startup ensures that innovation thrives and that employees are motivated to collaborate and contribute creatively to the company's growth.

#### What has been your biggest learning as an entrepreneur so far?

Dr Kavita shared that her biggest learning as an entrepreneur has been the importance of resilience and the ability to **change**. She highlighted how entrepreneurship is a continuous journey of overcoming challenges and unexpected obstacles. Initially, she focused heavily on the idea and product, but over time, she realized that the success of a startup relies as much on the **team's ability to pivot, learn from failures** and **maintain a positive mind-set** through tough times. The owner also emphasized the value of **listening to customers** and **being flexible** in responding to market needs. Ultimately, they learned that building a successful business requires constant **adaptation, continuous learning** and a **willingness to evolve** based on both internal and external factors.

#### 9. Kajal Srivastava, Founder of NadiPulse

What emerging trends or technologies are you most excited about, and how do they align with your future plans?

Ms Kajal shared about the rapid advancements in artificial intelligence (AI), machine learning (ML) and blockchain technology, particularly in how these technologies can revolutionize industries like healthcare and wellness. She highlighted how AI and ML are enabling more accurate data analysis, personalized solutions and predictive analytics, which align closely with their future plans to develop more data-driven products that can improve consumer health outcomes. Additionally, she was excited about the potential of blockchain in ensuring transparency and security in the management of health data, which is crucial for building trust in health-related technologies. She plans to integrate these technologies into her solutions to not only enhance product offerings but also to create a more efficient, scalable and secure platform that addresses the evolving needs of their market.

#### What advice would you give to aspiring Ayush entrepreneurs who are just starting out?

She advised aspiring AYUSH entrepreneurs to **embrace challenges** and view them as opportunities for growth. She emphasized that **difficulties are inevitable**, but the key is to **face them head-on** and **keep moving forward**. She encouraged them to stay **resilient** and maintain a strong **commitment to their vision**, even when things get tough. The journey may be uncertain, but perseverance and adaptability are essential for success. She also recommended focusing on **continuous learning**, building a **strong network**, and staying **passionate about their mission** to bring Ayurvedic solutions to the market. Most importantly, she advised them to **believe in their product and its potential**, and to always **keep innovating** in order to meet the evolving needs of the consumer.

### Conclusion

The panel session on "Startups, Innovations, and Entrepreneurs in Ayurveda" provided a highly informative and engaging discussion. The panellists shared valuable insights on the challenges, opportunities, and future prospects of Ayurveda entrepreneurship, emphasizing the importance of innovation in advancing the sector. The session highlighted how Ayurveda is evolving and adapting to modern demands, with a focus on integrating technology and entrepreneurial spirit. The audience actively participated, posing thoughtful questions and contributing to the discussion, which enriched the session further. Overall, the session offered a deeper understanding of the role of startups in shaping the future of Ayurveda and provided attendees with practical takeaways on fostering innovation and entrepreneurship in this field.



## PLENARY 6 SESSION 6

## The Ashwagandha Saga

**Date**: 14 December 2024 **Time**: 10.30 am to 11.30 am

Venue: Ganga Hall

Chair: Prof. Bhushan Patwardhan

#### Panellists:

1. Prof. J B Gupta

2. Prof. Dr Anupama K

3. Prof. (Dr) Vinod Diwan

4. Ms Stina Anderson

5. Dr Jorge Berra

**Moderator** : Dr Girish Tillu

**Coordinator:** Dr Paritosh Bhatt

The theme of this plenary session was 'The Ashwagandha Saga - Safety, Efficacy and Evidence'. The Danish Veterinary and Food Administration (DVFA) decided to ban Ashwagandha based on a 2020 report by the Technology University of Denmark (DTU). This step may have far reaching consequences. Ashwagandha, botanically classified as *Withania somnifera* (L.) Dunal, Family Solanaceae, is also known as Indian ginseng or winter cherry. Ashwagandha roots have been used for centuries in Asian cultures and Indian traditional medicine systems, including Ayurveda, Siddha, Unani, and Sowa Rigpa. It is widely known for its health benefits and has attracted more attention during COVID-19 pandemic. It is readily available as a dietary supplement in many countries. It is recognized in several pharmacopoeia and authoritative compendiums worldwide, such as the Ayurvedic Pharmacopoeia of India, Indian Pharmacopoeia, British Pharmacopoeia, European Pharmacopoeia, United States Pharmacopoeia, American Herbal Pharmacopoeia, Japanese Pharmacopoeia, Pharmacopoeia of the People's Republic of China, and the World Health Organization's Monographs.

The DTU report has several technical, scientific, and ethical pitfalls. This report does not seem to be peer-reviewed, the credentials of the authors, funding sources, and conflict of interests are not disclosed. There are many such shortcomings which were discussed in this paper https://www.sciencedirect.com/science/article/pii/S0975947624001438?via=ihub.

With this background and understanding the severity of matter this plenary session was organized. With a houseful audience and in presence of Hon'ble Secretary, Ministry of Ayush, Dr Rajesh Kotecha, experts presented their views on the matter. The session began with the introduction of guests by Dr Paritosh Bhatt, followed by a briefing by moderator Dr Girish Tillu. He has put forward two objectives for the session:

- (a) Learning from the Ashwagandha Story
- (b) Preparations to address future challenges

The discussion was preceded with a presentation by Prof. Bhushan Patwardhan, where he emphasized various points on Ashwagandha backed by 30 years of research. He talked about how Ashwagandha is a proven drug for immunomodulation as a cancer adjuvant, COVID 19 adjuvant, about vaccine adjuvant study, etc.

The session provided a rich learning experience, starting with Dr J B Gupta, who elaborated on major scientific flaws in the DTU report that led to the banning of Ashwagandha in Denmark. Dr Anupama from the US delivered a sharp critique, highlighting biases and ethical issues in the report. Dr Georg Berra from Argentina presented data on global toxicity registries, while Stina Anderson and Dr Vinod Diwan from Sweden explained the balanced approach taken by countries like Sweden. A few eminent scholars and guests have also shared their views. The whole discussion was very well received by the audience. The session was summarized by Chair, Prof. Bhushan Patwardhan and the concluding remarks were given by Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH.



The whole session was to emphasize how DTU is wrong in their approach towards Ashwagandha, which is well studied, documented and has been recognized by many scientific bodies of different countries. That is how this ban is unscientific and biased. The point was raised that what if Danish Cheese is banned due to its potential health risk. Likewise many such processed and preserved products which are in the market should be banned. The conclusion of the discussion is to send a message to the world that actions (like the Danish Veterinary and Food Administration) are baseless, unscientific and agenda driven. The DTU paper needs vigorous scientific scrutiny before implementing any recommendations. The session was formally concluded with due felicitations to the invitees.



## PLENARY 7 SESSION

## Policy Matters!

Date: 14 December 2024

**Time**: 11.30

Venue : Ganga Hall

Chair: Dr Kausthubha Upadhyay

#### Speakers:

- 1. Dr Madhusudan Chauhan
- 2. Dr Sarin Nambeeshan Sasikumar
- 3. Mrs Janani Ramanathan

**Moderator**: Dr Govind Reddy **Coordinator**: Dr Paritosh Bhatt

verything in this universe is governed by law. In the case of living beings, the concept of gramya and aaranyaks applied. While aaranyaka or forest has unsaid rules, gramya formulates rules for smooth functioning. These rules are driven by policies. And that's why policy matters. The session was chaired by Dr Kausthubha Upadhyay, Advisor, Ministry of AYUSH. The session started with welcoming dignitaries on the dias by Dr Paritosh Bhatt and introducing them to the audience. Dr Govind Reddy set the theme and gave opening remarks about the theme and setting the background for the speakers. The first presentation was done by Dr Madhusudan Chauhan, Jiva Ayurveda. He talked about Intellectual property in traditional medicine. He emphasized and given his recommendations as:

- Enhance documentation
- Strengthen legal framework
- Special initiatives, like GI tags, TM-IP parks, incentivize IP development, etc.
- Education and awareness.

Dr Sarin spoke next on policy interventions for the mainstreaming of AYUSH. This power packed presentation has covered all the initiatives in the field, whether it is service delivery, finances, etc. He talked about achievements under NAM and financial inclusivity under AB - PMJAY. He also talked about various initiatives in education, interdisciplinary research, TKDL, interministerial collaborations, governance, PV, Quality standards - services, and so on. He concluded his talk with a pathway and vision from policy advancements, through institutional reforms for global outreach.

The final presentation of the session was by Mrs Janani Ramanathan, Sitaram Ayurveda. She talked about Ayurveda Tourism. The quality of what industry is supposed to offer, challenges especially about employability of the manpower needed in the industry. She mentioned two scenarios of ayurveda hospitality in India, doctor-run clinics and hotelier-run resorts. She emphasized on the importance of education and rigorous training, which is necessary to cater to the demand at global level with world class quality.

The session was opened for question and answer by Dr Govind Reddy. Speakers answered the doubts by the audience and a brief discussion was also moderated by Dr Govind.

The session was summarized by chair of the session, Dr Kausthubha. He emphasized the importance of everybody's contribution, government, industry, institutions and even every single practising vaidya.



## PLENARY 8 SESSION 8

## Ayurveda Biology

**Date**: 15 December 2024 **Time**: 9:00 am - 10:00 am

Venue: Ganga Hall

Chair : Dr B Srinivas Prasad Co-Chair : Dr Bhavana Prasher

#### Speakers:

- 1. Dr D C Mathangi
- 2. Dr Vishnuprasad CN
- 3. Dr Bharat Krushna Khuntia
- 4. Dr Ashwini Godbole
- 5. Dr Rafiq M, Head

Moderator: Dr Supriya Bhalerao

Convenor: Dr Harini A

The session started with a welcome by the Convenor, Dr Harini A. The convenor introduced the chairperson for the session, Dr B Srinivas Prasad and Co-chairperson, Dr Bhavana Prasher and welcomed to chair the session. Later the moderator, Dr. Supriya Bhalerao was introduced and welcomed to moderate the session. Dr Supriya put forth the introductory remarks on the theme - Ayurveda Biology - by highlighting the genesis of Ayurveda Biology by Dr M S Valiathan as a science initiative in Ayurveda. Dr Bhalerao also highlighted the outcome of the initial research on dosha prakriti, panchakarma, rasayana, rasa-sindur which paved for further research in these areas. Anticipating the need for developing human resources in Ayurveda Biology, Dr Supriya mentioned that it is noteworthy that National Commission for Indian System of Medicine (NCISM) has introduced Ayurveda Biology as a speciality in Post Graduate degree program in Ayurveda and the syllabus for the same is underway. Dr Supriya Bhalerao introduced and welcomed the panellists for the session who are also members of the Syllabus framing committee.

The first panellist to present was Dr Mathangi D C, Professor and Head of the Department of Mind Body Medicine & Lifestyle Sciences at Sri Ramachandra Faculty of Behavioural and Social Sciences, SRIHER, Chennai. Dr Mathangi spoke on the topic, "The Synergy of Molecular Biology & Biochemistry with Traditional Knowledge of Ayurveda". Dr. Mathangi emphasised the need to invest in strategic translational research, integrative education and integrative health care to enhance global credibility to Ayurveda. She further explained this by quoting the example of Chinese medicine, how Chinese were able to build a robust TCM framework, which involved sound policy support, education, training and clinical integration, scientific research, instituting regulations and standards, garnering all possible resources to bring a global influence. She further stated the benefits and challenges in integrating Ayurveda and Modern Science and explained the necessity of transdisciplinary collaborations between Ayurveda practitioners and Molecular biologists, biochemists for Integrative research initiatives. She concluded by stating the focus of research areas, and the need to establish centres for integrative research and education and develop strong support and funding systems to build a powerful TCM framework for Ayurveda.

The second speaker was Dr Vishnuprasad C N, Associate Professor, Ayurveda Biology and Holistic Nutrition, The University of Trans-Disciplinary Health Sciences and Technology (TDU), Bengaluru who spoke on "Mammalian cell models for Ayurveda Biology research: Prospects and Challenges". Dr. Vishnuprasad remarked that health and disease are complex processes and a single discipline has a limited view to its understanding. And hence, stressed on the need for a systemic approach to study the multi-dimensional aspects of both health and disease, where in Ayurveda Biology as a transdisciplinary approach is beneficial. Dr Vishnuprasad went on to explain the utility of various cell models for biological studies and the manner in which these may be integrated for understanding Ayurveda concepts and medicine by citing multiple examples. He concluded by stating the benefits and challenges of incorporating cell models in integrative research.



The third speaker was Dr Bharat Krushna Khuntia, Scientist, Centre for Integrative Medicine and Research, All India Institute of Medical Sciences, New Delhi, who spoke on the topic, "Integrating Ayurveda with developmental biology and genetics for advancing healthcare". Dr Bharat

spoke on the integration of traditional medicine to tackle non-communicable diseases (NCD) and the need for research on integrative treatment strategy for personalised medicine to prevent and cure NCD. Dr Khuntia emphasised the need to bridge Ayurveda and Modern science with integrative researches citing examples of *Garbha Samskara*, disease development. He continued to state the importance of Ayurveda Biology in promoting a multi-disciplinary approach to research and exploring Ayurvedic concepts. He concluded saying that an Ayurveda Biology researcher with sound Ayurveda knowledge, integration with molecular biology or Omics will unravel the translational value of the core principles of Ayurveda.

The fourth presentation was by Dr Ashwini Godbole, Associate Professor, Ayurveda Biology and Holistic Nutrition, The University of Trans-Disciplinary Health Sciences and Technology (TDU), Bengaluru, who spoke on "Multi Omics approaches for Ayurveda Biology". Dr Ashwini introduced MultiOmics, a multi-dimensional approach to explore micro-macro connect. She highlighted different Omics, like Ayurgenomics, Transcriptomics, Proteomics, Metabolomics, Lipidomics, and their applications with examples. She stressed upon the future prospects of Omics in a wide range of applications.

The fifth session was by Dr Rafiq M, Head, Discovery Sciences Group, R & D Centre, Himala-ya Wellness Company, Bangalore, who spoke on "Evidence Based Therapeutics: Leveraging Ayurveda Biology in an Evolving Landscape". Dr Rafiq spoke on the need for evidence-based therapeutics for global acceptability. He highlighted the mode in which Ayurveda Biology would facilitate integrative research to generate evidence, leading to effective pharmaceutical products for the pharma industry.

Dr Bhavana Prasher, in her concluding remarks, stated that understanding the biological basis of health, disease and clinical practice is inherent in Ayurveda which is understood based on Dhatu, Srotas and various other factors. Exploring these through novel techniques will shed newer understanding and could add on to the modern scientific world. Hence collaborative and integrative research will ensure value addition. For this, capacity building in the field of Ayurveda Biology is indeed necessary and implementation of Ayurveda Biology program will help in seamless resources and opportunity for integrative research.

Dr B Srinivas Prasad in his Chairperson remarks stated that Ayurveda has developed from Darshana and now Ayurveda can be developed and understood on the lines of Basic Sciences, for which Ayurveda Biology as a discipline is crucial as Ayurveda Biology may be utilised to understand concepts. Dr Prasad mentioned the initiative of CCRAS to provide research funds for undergraduate and postgraduate students to promote interest and aptitude for research among Ayurveda students. Dr Prasad also cited the AyurTech at IIT Jodhpur, sponsored by the Ministry of Ayush, which has paved the way for exposure to Ayurveda researchers on instrumentation and interpretation. Thus, Ayurveda Biology as a PG program will help to generate human resources for integrative research in the field of Ayurveda.



# PLENARY 9 SESSION 9

# Pharamacovigilance and GMP in Ayurveda

Coordinator: Prof. Sudipt Rath

Date: 15 December 2024, 10.30-11.30 AM (Ganga Hall)

#### **Chairpersons:**

Prof. Rabinarayan Acharya, DG, CCRAS Dr Kaustubh Upadhyay, Advisor, Ayurveda, MoA Co- Chairperson: Dr A Raghu, DDG, MoA

#### Panellists:

Dr Galib, Coordinator, NPVC, AllA Dr Mohd Khalid, DDC, Government of Delhi Dr Gaurav Sharma, Pharmacologist, NIA, Jaipur Dr Soorya Narayan, Himalaya, Bengaluru

#### **Summary**

Plenary session 9 focused on the quality of ayurvedic medicines and their safe and effective utilization. Prof. Sudipta Kumar Rath coordinated the session. In his opening remarks, the chair-person, Prof. Rabi Narayan Acharya, emphasized that the need of a robust functioning of pharmacovigilance mechanism in Ayurveda for increasing the credibility of the system. All panellists highlighted the importance of detecting and reporting suspected adverse drug reactions involving Ayurveda medicines. Panellists also highlighted the criticality of adopting GMP measures to reduce the adverse issues related to the ayurveda medicines. Dr Kaustubh Upadhyay, in his concluding remarks, apprised the active initiatives and support to pharmacovigilance and GMP by the Ministry of Ayush under AOGUSY scheme. The session successfully addressed its objectives of sensitizing the stakeholders about the importance of Pharmacovigilance and GMP in Ayurveda, and the various activities and initiatives in the field.







## PLENARY 10 SESSION 10

# Harmonizing Science and Spirituality: Insights from Ancient Wisdom

Date: 15 December 2024

Venue: Ganga Plenary Hall, Parade Ground, Dehradun

Time: 11.30 am-12.30 pm

#### Speakers:

Dr Ishwar Morandi - Concept of GANESHA Dr Alex Hankey - Insights on the book ' From Genome to Om'

Session Coordinator: Dr Vedvati Bhapkar

#### **Key Takeaways and Remarks**

The objective of Plenary Session 10 - 'Harmonizing Science and Spirituality' - was to explore insights from ancient wisdom in light of science. The speakers for the session highlighted how the spiritual concepts aid in accessing deeper meanings of science. The session co-ordinator, Dr Vedvati Bhapkar welcomed the speakers and briefed the audience about central idea of topic.

The first speaker, Dr. Ishwar Morandi, elaborated the unique venture of G.A.N.E.S.H., i.e., Global Ayurvedic Network for Excellence in Science Harmonization. Bhagwan Ganesh is remover of obstacles, lord of wisdom, and patron of new beginnings. He explained the purpose of this network to connect and coordinate activities among Ayurveda institutes globally, provide quality assurance endorsement and promote harmonization and bridging actions between Ayurveda and modern scientific understanding. The key activities include:

- maintain and expand a comprehensive database of global Ayurvedic institutes;
- organize virtual and physical networking events for member institutes;
- develop and regularly update suggested guidelines for harmonized research methodologies;
- propose standardized curricula and educational approaches for Ayurvedic studies;
- establish and refine criteria for the GANESH imprimatur, review and grant the GANESH imprimatur to qualifying activities and research;
- organize satellite congresses and symposia in conjunction with the World Ayurveda Congress; and
- publish regular bulletins on global Ayurvedic activities and harmonization efforts.

The next speaker, Dr Alex Hankey, shared his views on Dr Bhushan Patwardhan's illustrious book, 'From Genome to Om'. Dr Hankey narrated the journey of this book and the author's thought processes behind it, as how the Genome represents the dynamic modern science, and Om, the universal consciousness. He also shared his views on how the book blends ethical, moral, and spiritual insights while recognizing the interconnectedness of all aspects of life.

The coordinator, Dr Vedvati Bhapkar, closed the session by thanking the speakers and attendees for their participation. The session served as a valuable opportunity for exploring the onward journey towards harmony between scientific progress and timeless human values.



## PLENARY 1 SESSION

Invest India Meet - Summary

#### Mr Ranjit Puranik, President, World Ayurveda Foundation

- Emphasized the transformative potential of the Ayush sector in achieving a USD 200 billion target.
- Need of strong collaboration between industry, commerce, and policy for growth.
- Align government initiatives, private sector innovations, and global standards.
- Need targeted approaches for leveraging sub-sector opportunities, state-specific investments, and partnerships with allied industries.

#### Mr Anurag Sharma, Hon'ble MP, Govt of India, Chairperson of **Ayushexcil**

- Outlined strategic priorities for leveraging Ayushexcil to drive Ayush exports.
- Position Ayush products/services in high-demand international markets through trade agreements, partnerships, and branding.
- Leverage India's key strengths such as biodiversity and traditional knowledge.
- Enhance export competitiveness through global standards and focus on high-growth segments (nutraceuticals, cosmeceuticals, wellness tourism).
- Emphasized Ayushexcil's role in fostering trade synergies and unlocking the sector's global potential.

#### Vd. Rajesh Kotecha, Secretary, Ministry of Ayush

- The National Ayush Mission and Ayushman Arogya Mandirs to strengthen infrastructure and expand access.
- Discussed integration of Ayush into national programs like Poshan 2.0 and partnerships with AIIMS for research.
- Underlined the advancements in digital health through the Ayush Grid and global promotion through MoUs and export facilitation.
- Emphasized the role of industry and the private sector in achieving the USD 200 billion market size and encouraged them to capitalize on the favourable environment.



#### Dr Suruchi Mittar, Chief Industry Officer & SVP, Invest India

- Invest India plays a key role in attracting investment to the AYUSH sector by connecting global and domestic investors, central ministries, and relevant states.
- Strategic partnerships with the Ministries of Commerce and AYUSH aim to improve ease of doing business, offer incentives, and create beneficial partnerships for investors.
- Key focus areas include aligning Ayurveda with global trends, capitalizing on India's abundant raw materials, and targeting sectors like herbal cosmeceuticals, nutraceuticals, and integrated health infrastructure.
- Ease of Doing Business initiatives include geotagging medicinal plants with ISRO, policy benchmarking, and dedicated investor portals.
- Recommends a sub-sector approach (Nutraceuticals, Cosmeceuticals, Drugs, Wellness, and Hospitals) to further stimulate investment.

#### Dr Kaustubha Upadhyay, Advisor, Ministry of Ayush

- The Ministry of Ayush is actively pursuing regulatory reforms that include standardizing practices for products and services in the AYUSH sector.
- Ayurveda is being integrated into global frameworks, such as the WHO's ICD-11.
- Regulatory standards are being aligned with international requirements to promote exports.
- Efforts are being made to strengthen state-level capacities for effective implementation of these frameworks.

#### Dr Pradeep Multani, Chairman, Multani Pharmaceuticals

- Ensuring quality Ayush medicines in public healthcare through standardized processes and transparent procurement.
- Align with government initiatives like Ayushman Bharat.
- Needs increased collaboration between policymakers, manufacturers, and healthcare providers to improve the reach and credibility of Ayush within national health initiatives.



#### Vd. Ramanathan, Managing Director, Sitaram Ayurveda, and General Secretary of AMMOI

- Ayush raw materials have significant potential to drive market growth.
- India's rich biodiversity, with 45,000 plant species (15,000 suitable for Ayurveda), is a key asset.
- Value addition and resource security are important considerations.
- Ayush products are currently exported to 154 countries.
- Planned cultivation and commercial viability of high-demand species (e.g., Ashwagandha, Amla) could help the sector reach a USD 200 billion target.

#### Ms Jayashree Ullal, CFO & COO-India, Himalaya Wellness Jayashree Ullal

- Integrate traditional knowledge with modern innovation for creating globally accepted, evidence-based Ayush products.
- Focus on quality, safety, and sustainability, using advanced R&D methodologies like Quality by Design (QbD) and DNA barcoding.
- Needs innovative, consumer-friendly formats (syrups, gummies, serums) to modernize traditional remedies.
- Commitment to global wellness, sustainable practices, and collaboration with regulatory bodies is vital for ensuring authenticity and traceability.

#### Mr Gul Raj Bhatia, President – Healthcare Divisions, Emami Ltd

- Significant global market potential for Ayurvedic products exists, with growing demand in key markets like the US, EU, and UAE.
- Popular products include turmeric, ashwagandha, and isabgol.
- Ayurveda exports from India are growing by 5-15% annually. The US and Europe account for over half of these exports, with other regions also growing.
- Challenges include regulatory complexity, market entry barriers, and quality control.
- Solutions include global standardization, scientific validation, sustainable sourcing, international collaboration, and consumer education.



 These efforts aim to position Ayurveda as part of 'Brand India' and contribute to the \$200 billion goal.

#### Mr Arvind Varchaswi, MD, Sri Sri Tattva

- The Ayush sector has experienced significant growth, increasing from USD 3 billion in 2014 to USD 24 billion in 2020 (an eightfold increase in six years).
- Ayurveda has gained global recognition, with exports to 154 countries and acceptance as a traditional medicine system in over 30 nations.
- Focus on Ayush sub-sectors and collaborate with allied sectors to capitalize on investment and entrepreneurship opportunities.
- The promising trajectory of the Ashwagandha extract market demonstrates the sector's vast potential.

#### Mr K Harikumar, CEO, Arya Vaidya Sala

- Combine traditional Ayurvedic practices with modern healthcare infrastructure for attracting international patients.
- Build trust and credibility by adopting globally recognized standards in Ayurvedic treatments.
- Position India as an integrative healthcare destination for holistic wellness and healing.

#### Dr E T Krishnan Moos, Director, Vaidyaratnam Group

- Need different business models to expand the Ayush market and attract investment.
- The franchise model offers a strategic opportunity to broaden access to quality Ayurvedic care through standardized clinics and wellness centres.
- Recommend 'Starting small and scaling up' approach for new ventures.
- Maintain high service standards through training and capacity building measures for practitioners.
- Integrate modern technology and data-driven approaches for monitoring patient outcomes to strengthen Ayurveda's credibility, especially in managing chronic ailments.



#### Mr Sanjay Srivastav, Director, Maharishi Global

- Ayurveda is increasingly important in the growing wellness tourism sector (predicted to grow at 16.6% annually).
- Ayurveda offers transformative health benefits, addressing mental, spiritual, and physical well-being through therapies like Panchakarma, unlike conventional wellness programs. India is leading in this area with initiatives like the Ayush Visa and NABH-certified Panchakarma centres.
- Maharishi Ayurveda, present in 30 countries, combines traditional practices with modern innovations, offering a range of products and services.
- Ayurveda is seen as a key component of preventive healthcare, self-healing, and a sustainable wellness ecosystem.

#### Mr Gurjeet, Consultant, Chhattisgarh State Industrial **Development Corporation**

- Chhattisgarh is presented as a rapidly developing state ('Land of Limitless Opportunities') with strong leadership and inclusive growth. Its economy is growing at 9% annually, contributing INR 5.05 lakh crore to India's GDP.
- Industry comprises 54% of its GSDP, making it an industrial powerhouse.
- Abundant natural resources (coal, iron ore, limestone), surplus power, and good connectivity (railways, highways, airports) are key advantages.
- The Industrial Development Policy 2024-30 offers fiscal and non-fiscal incentives, sector-specific parks, and modern infrastructure (e.g., Nava Raipur). A skilled workforce is available.
- The state prioritizes sustainable development and ease of doing business (Single Window System, export support).
- Chhattisgarh aims to become a leading hub of growth and innovation.



### **Featured Talks**

Special talks featuring eminent speakers were scheduled across all eight halls from 13:30 to 13:50. With insightful presentations, the speakers covered diverse and contemporary topics, bridging traditional wisdom with modern advancements. The discussions post talks aimed to enhance knowledge, inspire innovation, and foster meaningful dialogue among experts. Below is a summary of the featured talks and their key takeaways.

#### 12 December 2024

- Dr Rashmi Mittal (Alaknanda Hall): Explored Ayurveda's perspectives on mankind's history.
- Dr Harishchandra Patankar (Bhagirathi Hall): Discussed ayurvedic hair testing for Alopecia totalis.
- Dr Yogesh Deole (Mandakini Hall): Shared outcomes and future scope of the online edition of Charak Samhita.
- Prof. Gopakumar (Dhauliganga Hall): Presented insights on New Age Nidana.
- Dr Vedula Sasibhushan (Pindar Hall): Explained Ayurveda's approach to antimicrobial resistance.
- Dr Gopumadhavan S (Nandakini Hall): Discussed preclinical safety evaluation of herbal products.
- Dr Parvatheedevy M P (Kosi Hall): Explored the scope of digital tools for substance-use management.
- Dr Rampal Somani (Giri Hall): Highlighted the need for revising Ayurveda reference books under the D&C Act.

#### 13 December 2024

- Dr Archana P Kashid-Zende (Alaknanda Hall): Explained Ayurveda's role in managing glycaemic index.
- Dr Alok Nachane (Bhagirathi Hall): Discussed digital technologies in Ayurvedic clinical research.
- Vd Leena Bavadekar (Mandakini Hall): Analysed conundrums like Anukta and Leshokta in Ayurveda.
- Dr Nikhil Arun Chaudhary (Dhauliganga Hall): Examined endometriosis through Ayurvedic lens.
- Dr Vikas Dighe (Pindar Hall): Provided updates on efficacy and safety profiling of herbal and herbomineral compounds.
- Dr Meenakshi Jaiswal (Nandakini Hall)
- Dr Govind Mohan Joshi (Kosi Hall)
- Dr Abhishek Lulla (Giri Hall): Presented an open-label clinical trial on Anubhuta Yoga for mild to moderate depression.

#### **14 December 2024**

- Dr Amit Gumman (Alaknanda Hall): Explored emerging trends in medical cannabis for global public health.
- Dr Kunal Bhattacharya (Bhagirathi Hall): Discussed nanotechnology applications in enhancing Ayurvedic therapies.
- Vaidya Abhay Kulkarni (Mandakini Hall): Explained the Ayurvedic perspective on kidney health.
- Dr D C Mathangi (Dhauliganga Hall): Explored the mind-body connection in Ayurveda.
- Prof. Sreeja V, Koppal (Pindar Hall): Highlighted Ayurveda's role in preconception and antenatal care.
- Dr Narayan Shahane (Nandakini Hall): Shared success stories in Ayurvedic urology.
- Vd Nambi Narayanan (Kosi Hall): Discussed key insights from a successful Ayurvedic practice.
- Vd Tapankumar (Giri Hall): Interpreted modern diagnostic investigations from an Ayurvedic perspective.





## \*SECTION 3 \*

## PARALLEL SESSION

Summary

#### **Oral Presentations**

**Theme:** Swasthavritta and Yoga

#### Coordinator: Vd. Prasad P Deshpande

Four scientific sessions under the Swasthavritta and Yoga theme were conducted back to back in Giri Hall on December 13, 2024 starting at 3:30 pm. Vd. Yagyik Mishra chaired the first session and Dr Kshipra Rajouria co-chaired it. A total 7 papers were presented out of which the paper by Dr Shilpa Shankarrao Walkikar (Original Research Study Single-Armed Interventional Clinical Trial in Healthy Volunteers to Evaluate the Efficacy of Yogic Breathing Practices on Lung Capacity - Abstract ID 1136) was adjudicated as the best paper.

In the second session, Dr Shivkant Patil and Dr Shilpa Swar were the Chairperson and Co-chairperson, respectively. The paper by Ragini Tiwari (Intervention of Indian Classical Music Therapy in the Management of Mental Health with respect to Anxiety Disorder - Abstract ID 3037) was selected as the best paper out of a total of 10 presentations.

The third session was chaired by Dr Ramen Santra, who was accompanied by Dr Ashish Bharti Goswami as the Co-chair. In this session, a total of 12 papers were presented, out of which the paper by Rashmi Rekha Acharya (Abstract ID 4176 - Impact of Modified Upavasa Dwikala bhojana on Obesity in Kapha Prakriti individuals: A Case-Control Study) was declared as the best paper.

The fourth scientific session was chaired by Dr Shilpa Walkikar and Co-Chaired by Dr Sangeeta Mishra. The paper by Haritha T N (Swasthya Assessment Scale: Pioneering the Digitalization of Ayurvedic Health Concepts - Abstract ID 1977) was evaluated as the best paper amongst 15 papers presented during the session.

#### Theme: Ayurveda Ahara Dietetics & Food Technology for Ayurveda

#### **Coordinator:** Dr Aswathy P

Three scientific sessions were conducted under this theme. The first session had Dr Amit Bhatt as the Chair and Dr Poonam Chaudhary as the Co-Chair. A total of 11 papers were presented. The best paper award was given to Manav Chudasama (Impact of Ahitakara Ahara [Unwholesome Food] on Physical Health of Youngsters – A Cross-Sectional Survey Study - Abstract ID 1315).



The second session was chaired by Dr Ashish G R and Co-Chaired by Dr Surendra Kumar Sharma. 12 papers were presented. The best paper award was conferred on Ketki Wagh (Development of an Innovative Ayurveda-Based Nutritional Assessment Tool - SHADRAS Mobile and Web-Based App - Abstract ID 4435).

The third session was chaired by Dr Mrityunjay Vedprakash Sharma, with Dr Aravind S as the Co-Chair. The session included 14 scheduled papers, of which 11 were presented. The best paper award went to Sonia Velarsan (A Cohort Study to Assess the Potential of Combining Ayurvedic and Modern Dietetics to Support Cancer Patients - Abstract ID 2872).

Theme: Shalakya - Netra Roga

#### **Coordinator:** Dr Aswathy P

Two scientific sessions under the Shalakya - Netra Roga theme were conducted. The first session was chaired by Dr Kiran Kumar Mutnali, with Dr Manjiri Keskar as the Co-Chair. Among the scheduled papers, 13 were presented. The best paper award was presented to Poonam Bamola (A Comparative Clinical Study to Evaluate the Efficacy of Tarpana with Triphala Ghrita and Chakshushya Compound in the Management of Prathama Patalagata Timira - Simple Myopia - Abstract ID 3966).

The second session was chaired by Dr Jeevaneeshwarayya, with Dr Renuprasad as the Co-Chair. Out of the scheduled papers, 12 were presented. The best paper award was given to Vijina Raveendran (Exploring the Potential of Optical Coherence Tomography in Ayurvedic Ophthalmology – A Diagnostic Paradigm Shift - Abstract ID: 4153).

Theme: Chhaya Evum Vikiran Vijnana

#### Coordinator: Dr Hemlata Shete

The session on Chhaya Evum Vikiran Vijnana was chaired by Dr Mangesh Deshpande and cochaired by Dr Amit Dange. A total of 14 papers were presented. The discussions and presentations focused on various aspects of diagnostic imaging in Ayurveda, shedding light on innovative approaches and terminologies. The best paper award was presented to Dr. Mounika Buduru (Ayurvedic Terminologies for Diagnostic Imaging - Abstract ID 3627).

**Theme:** Ayuroncology

#### Coordinator: Dr Jagriti Sharma

There were two scientific sessions under the theme Ayuroncology. Both sessions highlighted the significant advancements in the integration of Ayurveda and oncology.

The first session, chaired by Dr Arun Choughule and co-chaired by Dr Sarvesh Kumar Agarwal, involved a total of 14 presentations, of which 12 were successfully presented. Among these, the best paper award was conferred upon Dr Akshatha (Rasanjana Synthesized Zinc Nanoparticles: A Novel Frontier in Treating Oral Squamous Cell Carcinoma - Abstract ID 1966).



The second session, chaired by Dr Govind Reddy and co-chaired by Dr Hemen Kalita, had 16 presentations scheduled, with 12 successfully presented. The best paper award in this session was given to Saniya CK (Prakriti Ayurvedic Constitution and Its Impact on Head and Neck Cancer Development and Oral Complications in Radiation Therapy: An Observational Study - Abstract ID 3467).

**Theme:** Shalakya - Netra Roga

#### Coordinator: Dr Jagriti Sharma

Dr Nilakshi Shekhar Pradhan was the chairperson and Prof. Rahul Sherkhane was the Co-Chair. Out of the 7 papers, Shikha (Interdisciplinary Approach for management of a complicated case of Diabetic Macular Edema with Subhyaloid Haemorrhage: A Case Report - Abstract ID 4491) won the best paper award.

**Theme**: Kayachikitsa

#### Coordinator: Dr Revati Bhat

The session on Kayachikitsa was chaired by Dr Sreelal Alathur and co-chaired by Dr Sujith E. A total of 15 papers were successfully presented. The best paper was awarded to Dr. Prachee Rekha Panigrahi (An Integrative Ayurvedic approach to treat Ekakustha Psoriasis: A Case Study Abstract ID 2545).

**Theme:** Kayachikitsa

#### **Coordinator:** Dr Girish K J

The session on Kayachikitsa was chaired by Dr T M Unnikrishnan and co-chaired by Dr Praveen Reddy. A total of 7 papers were successfully presented. The best paper award was presented to Dr Sinimol T P (Management of Bulbar onset Motor Neuron disease MND through multimodal Ayurvedic interventions: A case Report - Abstract ID 1007).

Theme: Agadtantra Evam Vidhi Vaidyaka

#### Coordinator: Dr Krup Vasavda

Three scientific sessions under the Agadatantra evam Vidhi Vaidyaka theme were conducted. Dr Srinivas Bannigol chaired the session and R K Nishani Priyangika co-chaired it. Total 13 papers were presented out of which Dr Shanti R (A comparative clinical trial to evaluate the efficacy of pradeepa sarshapa taila lepa against sigrupunarnavadi lepa in the management of satapadi damsa centipede bites - Abstract ID 1088) was declared as the best paper.



In the second session, Dr C P Shukla and Dr Bhawana Mittal were the Chairperson and Co-chairperson, respectively. Reena sajwan (Siddharthakadi Agad: An Effective Ayurvedic Formulation for Vicharchika - A Clinical Study - Abstract ID 1951) was selected as the best paper out of 12 presentations.

In the third session, the Chairperson was Dr Bhairav Kulkarni, with Dr Suraj Kumbar as the Co-chairperson. A total of 7 papers were presented, out of which Shambhavi Shukla (Integrative Holistic approach of Yukti Vyapashraya and Daiva Vyapashraya Chikitsa in Chronic Kushta Psoriasis: A Case Study Highlighting Ayurvedic Principles - Abstract ID 4176) was declared as the best paper.

#### Theme: Ayurveda for Public Health

#### Coordinator: Dr Shivakumar Harti

Six sessions were conducted under this theme. The session emphasized the application of Ayurvedic principles and practices to enhance community health. The experts shared insights on leveraging Ayurveda to address contemporary public health challenges, highlighting the synergy between traditional wisdom and modern technology.

The first session was chaired by Dr Rajesh Kumawat and co-chaired by Dr Buddhi Prasad Paudel. A total of 11 presentations were delivered. The award for the best paper presentation was given to Dr Achal Sakhdeve (Evaluation of antiarthritic effect of Commiphora wightii and Asthiposhak in experimental rat model of osteoarthritis? - Abstract ID 1442)

The second session was chaired by Dr Jayashree Keshan and co-chaired by Dr Yogesh Kulkarni. A total of 9 presentations were delivered. The award for the best paper presentation was given to Dr Arman Deep Singh (Can Brahmi Ghrit Reverse Neuro-Metabolite Changes in the Cingulate Cortex Due to Ageing? - Abstract ID 1547)

The third session was chaired by Dr Sanjay Tamali and co-chaired by Dr Kalpana Kachare. 13 presentations were delivered. The award for the best paper presentation was given to Dr Amit Kumar Dixit (Therapeutic potential of Ayurvedic Polyherbal formulation in Letrozole induced polycystic ovarian syndrome PCOS - Abstract ID 2136).

The fourth session was chaired by Dr Phartale Vaibhav Dattatray and co-chaired by Dr Guheshwar B Patil. Of the 14 presentations, the award for the best paper presentation was given to Dr Kuldeep Choudhary (Evaluating Ayurveda practitioner's Knowledge Attitude and practises towards Swarnprashan: A cross-sectional study - Abstract ID 3374).

The fifth session was chaired by Dr Shruthi M. Hegde and co-chaired by Dr Tanuja Sawant. Out of 7 presentations, the best paper award went to Dr Yogesh (A prospective multi-centre open label single arm study to evaluate the efficacy and safety of an ayurved formulation in participants with amlapitta symptomatic gastritis - Abstract ID 1316).



The sixth session was chaired by Dr Manjunath and co-chaired by Dr Sudhir Joshi. Out of the 9 presentations delivered, the award for the best paper was given to Dr Sandip Tukaram Auti (Neuroprotective effect of Escin a triterpenoid saponin from Aesculus indica in aluminium chloride-induced Alzheimers disease - Abstract ID 3226).

**Theme**: Manuscriptology, Terminology, Diacritics & Other Aspects of Literary Research

#### Coordinator: Dr Santhosh S R Nair

Two scientific sessions were conducted. Dr Manoj Nimbalkar was the Chair and Dr Mukesh Chincholikar was the Co-Chair of the first session. A total of 16 papers were presented. The best paper award was given to Dr Haritha TJ (Efficiency of various open-source OCR softwares in transcribing sanskrit ayurveda manuscripts: A comparative study - Abstract ID 1405 by).

The second session had Dr Dilip Nalage as the Chair and Dr Shubhangi Kamble as the Co-Chair. 17 papers were presented. The best paper award was conferred on Sanjana (Exploring folklore practice of visha chikitsa in Khangendra Manin Darpana - Abstract ID 3678).

**Theme:** Mano Vigyan and Manas roga

#### Coordinator: Vd. Prashant Deshmukh

Four scientific sessions were held under the Mano Vigyan and Manas Roga theme. Prof. Parvatheedevy MP chaired the first session and Dr Khyati Sud co-chaired it. Total 7 papers were presented, out of which the paper Priyanka Kumari (A Clinical Study on the Effect of Preksha Meditation on Mixed Anxiety Depressive Disorder - Abstract ID 4721 by) was adjudicated as the best paper.

Dr Hariprasad VR was Chairperson and Dr Aswathy V was Co-chairperson of the second session. 11 papers were presented and the paper by Mrs vaidya jai kiran kini (Effect of accreditation process on mental health of NCISM approved teachers - Abstract ID 5220) was selected as the best paper.

The third session was chaired by Dr Veerendra Hosmath, who was accompanied by Dr Amit Nakanekar as the Co-chairperson. 14 papers were presented. The paper by Payal Suryawanshi (Addressing Depression Rooted in Childhood Trauma: A Case Report on the Success of REBT in a Young Adult)was declared as the best paper - Abstract ID 3636).



Dr C B Dhanraj chaired and Dr Swati Bamnote co-chaired the fourth session. The paper by Vignesh R (Exploring Ayurvedic Perspective on Digital Dependence An Association between Smartphone Addiction and Nidra Sleep quality among Medical Students - Abstract ID 1449) was evaluated as the best paper amongst 8 papers presented during the session.

#### Theme: Health and Environment

#### Coordinator: Vd. Prashant Deshmukh

Prof. Durgesh Pant and Dr Lalit mohan Sah have chaired the session and Dr Urlich Berk cochaired it. Total 9 paper were presented and the paper by Shivaleela Prabhuswamimath (Advancing Waste Management Technological Solutions and their Health Implications - Abstract ID 4800) were adjudicated as the best Paper.

#### Theme: Panchakarma

#### Coordinator: Dr Harshala Sharma

A total 7 papers were submitted in the session chaired by Dr Madhu K M and the co-chair was Dr Yashashree Shetty. The paper by Dr Peta Mahathi (An ayurveda- Panchakarma approach towards the management of Ankylosing Spondylitis: a case report - Abstract ID 4180) won the best oral presentation.

#### Theme: Ayurveda Samhita & Siddhanta

#### Coordinator: Dr Vaishali Mali

Two scientific sessions held. Prof. Brijesh Mishra was the Chair and Dr. Amali Perera was the Co-Chair of the first session. A total of 8 papers were presented. The best paper award was given to Dr Rananavare Dipa Shivaji (Design and development of a user-friendly software of digital case history for ayurvedic clinical trials under PG PhD dissertations, A novel tool for enhancing Ayurveda research efficiency - Abstract ID: 1819).

The second session had Dr Sudeesh Kumar as the Chair and Dr Santhosh S R Nair as the Co-Chair. 11 papers were presented. The best paper award was conferred on Lakshmy Devi K (A Scientific Study of Carakokta Praman - Abstract ID: 2736 by) for her presentation.

#### Theme: Panchakarma

#### Coordinator: Dr Prasanth Dharmarajan

The Panchakarma sessions provided a significant platform for scholars, clinicians, researchers, and industry leaders to deliberate on advancements, evidence-based research, and clinical experiences related to this traditional Ayurvedic detoxification and rejuvenation therapy. Nine Panchakarma sessions conducted, which covered a wide spectrum of topics, including:

- Scientific validation of Panchakarma therapies through modern research methodologies.
- Integration of Panchakarma in mainstream healthcare and its acceptance at a global level



- Case studies and clinical efficacy showcasing patient outcomes and therapeutic benefits.
- Innovations and technology in Panchakarma for enhanced effectiveness and accessibility.

Dr Sudhir Mundeti and Dr Sanandan Thapliyal were the Chair and co-chairperson respectively, for the first session. A total of 11 papers were presented. The best paper award was given to Anusree D (Integrated Biomedical Waste Management in Panchakarma Safeguarding Public Health and Environmental Sustainability - Abstract ID: 1403).

Dr Ramanathan D A M was the Chair, and Dr Vikram Gupta was the Co-Chair for the second session. A total of 8 papers were presented. The best paper award was given to Lolashri S J (Critical Analysis on Mode of Action of Sarvanga Udgharshana through Digital BCA Machine Valuation An Observational Clinical study - Abstract ID: 3913).

Dr Dhananjay V Patel was the Chair, and Dr Krup Vasavda was the Co-Chair of the third session. A total of 11 papers were presented. The best paper award was given to Nishant Malhotra (A comparative study to see the impact of administration of Triphala and Guduchi powder preceded with or without Vamana therapy in the patients of Prameha T2DM on gut microbiota HbA1c and plasma glucose levels - Abstract ID: 3633).

Dr C B Singh was the Chair, and Dr Sarvesh Kumar Singh was the Co-Chair of the fourth session. A total of 21 papers were presented. The best paper award was given to Dr Aashu Rana (Management of Avascular Necrosis of Femoral Head with Ayurveda A Case Report - Abstract ID: 2071).

Dr K K Sharma was the Chair, and Dr Gyanendra Datta Shukla was the Co-Chair of the fifth session. A total of 7 papers were presented. The best paper award was given to Dr Anagha Sudhir (Successful Management of Multiple Sclerosis through Multimodal Ayurveda Treatment A Case Study - Abstract ID: 1637).

Dr Ketan Mahajan was the Chair, and Dr Vinish Gupta was the Co-Chair of the sixth session. A total of 8 papers were presented. The best paper award was given to Dr Dakshita (An Ayurvedic Approach to Managing Transverse Myelitis: A Case Study - Abstract ID: 2277).

Dr E T Krishnan Mooss was the Chair, and Dr Shivani Tyagi was the Co-Chair of the seventh session. Two papers were presented. The best paper award was given to Dr Gurukiran B Dattawade (Sadyo vamana in Tamaka swasa a case study - Abstract ID: 3450).

Prof. Dr Gunvant Yeola was the Chair, and Priya Gahlot was the Co-Chair of the eight session. A total of 7 papers were presented. The best paper award was given to Sujata Das (Management of Ekakustha by a noble combination of Basti drug: A single case study - Abstract ID: 2208).



Dr Harshala Sharma was the Chair, and Dr Prashant Dharmarajan was the Co-Chair of the ninth session. A total of 5 papers were presented. The best paper award was given to Dr Talat Afarin (Ayurvedic Intervention in Chronic Palmoplantar Psoriasis Vipadika A Case Report - Abstract ID: 2278).

#### Theme: Dravyaguna Vigyana

#### **Coordinator:** Dr Shivani Ghildiyal

Overall, a total of 56 papers were presented under the theme "Dravyaguna Vigyana" over the course of five sessions, featuring the contributions of esteemed researchers. The sessions emphasized how Ayurvedic medicine, combined with modern scientific techniques, can address contemporary healthcare challenges, from chronic diseases to environmental sustainability.

Prof. D C Singh was the Chair, and Prof. Prashant Bedarkar was the Co-Chair of the first session. A total of 13 papers were presented. The best paper award was given to Aman Singhal (Celestial herb Gonasi Cordyceps sinensis Berk Sacc Uniting Ayurveda with Modern biomedical applications - Abstract ID 1722). This session featured presentations on multiwavelength spectral analysis, clinical studies, and ethnobotanical surveys. Discussions highlighted the integration of modern techniques in Ayurvedic research, particularly in drug standardization, pharmacology, and clinical efficacy.

Dr Harit Mahesh was the Chair, and Dr Girish K J was the Co-Chair of the second session. A total of 7 papers were presented. The best paper award was given to Jackulin Peraira (Network pharmacological analysis to explore the multi-targeted therapeutic effect of Shunthi Zingiberofficinale Roscoe on hyperlipidaemia and atherosclerosis - Abstract ID 4413) for her work in network pharmacology. This session explored the therapeutic potential of various Ayurvedic plants and formulations through clinical studies and network pharmacology analysis.

Dr Sulaiman C T was the Chair, and Dr Anurag Gupta was the Co-Chair of the third session. A total of 14 papers were presented. The best paper award was given to Dr Swati (Evaluation of Anti-tussive activity of Prishniparni Uraria picta Desv and its substitute Alysicarpus longifolius W A Prodr in sulphur dioxideinduced Cough model in mice - Abstract ID 1775). This session highlighted various research themes, including geographical indications for medicinal plants and wound-healing herbs used in ethnomedicine. Noteworthy studies focused on plant-based therapies for conditions such as cough, fever, and cognitive enhancement. Among the stand-out presentations were those on Talisadi Churna for COPD and a comparative study on different Arjuna species.

Dr Arun Kumar Singh was the Chair, and Dr Raman Rajan was the Co-Chair of the fourth session. A total of 3 papers were presented. The best paper award was given to Dr Rajasekhar Reddy A (Network Pharmacology and In Silico Evaluation of Ayurvedic Polyherbal Formulations



for Multi-Targeted Management of Type 2 Diabetes Mellitus - Abstract ID 2877). This session focused on a clinical study on Brahmi Swaras for anti-aging and nootropic effects, a metabolite profiling of Cinnamomum tamala from Manipur, and a computational study on BRD4-targeted PROTACs for prostate cancer treatment. These studies demonstrated the potential of integrating traditional formulations with modern technologies, such as AI, to enhance treatment outcomes.

Dr Ganesh Mugali was the Chair, and Dr Swarda R Uppin was the Co-Chair of the fifth session. A total of 5 papers were presented. The best paper award was given to Shruti Aggarwal (Asteraceae Familys Anti-Inflammatory Activity A Review of In Silico Approaches - Abstract ID 1825). This session examined the therapeutic applications of Ayurvedic formulations, including a comparative study of Katankateryadi Kwath and Metformin for Type 2 Diabetes, the efficacy of Talisadi Churna for pulmonary protection, and an in-silico review of the anti-inflammatory activity of the Asteraceae family.

#### **Theme:** Dravyaguna Vigyana

#### Coordinator: Dr Vedvati Bhapkar

Dr Harini was the chair and Dr Shivani Ghildiyal was the co-chair of this session. Out of the 12 papers presented, best paper was awarded to Madhumitha S (Translational research on Madanakamaratnam - an unpublished manuscript - Abstract ID 5056).

#### Theme: Kaumarbhritya

#### Coordinator: Dr Brahm Dutt Sharma

Four scientific sessions held under the theme Kaumarbhritya. The first session was chaired by Prof. A K Chaurasia and the Co-Chairperson was Dr Annada Prasad Nayak. A total of 16 presentations were delivered. The award for the best paper presentation was given to Dr Himanshu Rawat (Immunomodulatory effect of Swarna Vachadi Yog by altering cytokine profile of M1 macrophages - Abstract ID 3511).

The second session was chaired by Dr Snehalatha Dornala and the Co-Chairperson was Dr Sumod Khedekar. A total of 10 presentations were delivered. The award for the best paper presentation was given to Dr Pallavi Kaushikbhai Kaptan (Efficacy of Darvyadi Lauha tablet in the management of Pandu Roga wsr to Iron Deficiency Anaemia in children - An open label randomized controlled clinical trial - Abstract ID 1609).



The third session was chaired by Dr Preetam Pai and the Co-Chairperson was Dr Mahapatra Arun Kumar. A total of 8 presentations were delivered. The award for the best paper presentation was given to Dr Sushant Bhandari (Association of Prakriti and Intelligence Quotient IQ in School Children an Exploratory Research - Abstract ID 1795).

The fourth session was chaired by Prof. Reena Dixit and the Co-Chairperson was Dr Manjusha R Karkar. A total of 10 presentations were delivered. The award for the best paper presentation was given to Dr Mansi Tewari (Vitiligo Management through Ayurveda with Emphasis on Shwitra: A Case Study - Abstract ID 3702).

The fifth session was chaired by Dr Marutha Shivaji G and the Co-Chairperson was Dr Sourabha S K. A total of 11 presentations were delivered. The award for the best paper presentation was given to Dr Subhabrata Sarkar (Case study role of Vacha acorus chalamusin hypoxic birth asphyxia in newborn - Abstract ID 4727).

#### Theme: Prasuti Tantra and Stree Roga

#### **Coordinator:** Dr Poonam Choudhary

Seven scientific sessions were conducted under this theme. These sessions served as a valuable platform for knowledge exchange and discussion, significantly contributing to advancements in Prasuti Tantra and Stree Roga within the field of Ayurveda.

The first session chaired by Dr Shailaja U and co-chaired by M S Sajeewane Perera. A total of 12 paper presentations were delivered, including the co-chair's presentation. Among them, the paper of Chinmay Dubey (A cross sectional study to evaluate knowledge attitude and practices towards the use of Ayurvedic medicines in Gynaecology among female population of Chandigarh - Abstract ID 1330) was awarded as the Best Paper Presentation.

The second session chaired by Dr Gourish and co-chaired by Dr Pradnya Nitin Aptikar. A total of 12 papers were presented, including the co-chair's presentation. The paper by Dr Nisha Choudhary (Chandrodaya Varti Agnikarma associated with antimicrobial action for management of cervical erosion - Abstract ID 1330) was selected as the Best Paper Presentation.

The third session chaired by D. Mamta Amit Mishra and co-chaired by Dr Poonam Khot. A total of 15 papers were presented, including the co-chair's presentation. The paper by Dr Priyanka (A Social Media Analysis of Ayurvedic Approaches for Polycystic Ovary Syndrome PCOS An Observational Study of Recommendations including herbs medicines diet and lifestyle - Abstract ID 1063) was recognized as the Best Paper Presentation.

The fourth session was chaired by Dr Rutuja S Gaikwad and co-chaired by Prof. Leena Nanoti. A total of 9 presentations were delivered, and the paper by Dr Tejas Nitin Wangari (Role of Brahmi Siddha Ksheer Shirodhara in Premenstrual Syndrome-Induced Mood Swings - Abstract ID 1029) was awarded as the Best Paper.



The fifth session was chaired by Dr Rekha Kuwar and co-chaired by Dr Prasant Deshmukh. A total of 11 oral presentations were made, including the coordinator's presentation. The paper by Dr Trikona Layek (Nutritional Status Assessment of College Girls with Polycystic Ovarian Syndrome PCOS A Pilot Scale Study - Abstract ID 2140) was recognized as the Best Paper.

The sixth session was chaired by Dr Rajnish Meti and co-chaired by Dr Emy S Surendran. A total of 10 oral presentations were delivered, including the co-chair's presentation. The paper of Dr Anjali (Clinical study on Agnikarma as a novel Ayurveda para surgical procedure for Precancerous cervical cell pathology - Abstract ID 5091) was awarded the Best Paper.

The seventh session was chaired by Dr Anjali Verma and co-chaired by Dr Archana Singh. A total of nine presentations were conducted, and the paper of Dr Riya Tyagi (Efficacy of Ayurvedic Interventions in Treating Infertility Due to Tubal Blockage A Comprehensive Case Study - Abstract ID 3032) was awarded Best Paper.

#### Theme: Rasashastra and Bhaishajya Kalpana

#### Coordinator: Prof. Prashant Bedarkar

Eight scientific sessions were conducted under the theme "Rasashastra and Bhaishajya Kalpana". The first session was chaired by Dr Jyothi Varatti with Dr Mukesh Nariya as the co-chair. There were a total 17 paper presentations, out of which the paper by Dr Bineesh EP (Comparative pharmaceutico analytical study of two types of Kanta Loha Bhasmas and their clinical efficacy in the management of Madhumehatype 2 diabetes - Abstract ID 1542) was awarded as the best paper.

The second session was chaired by Dr Suvendu Kar and Cochaired by Dr Priyani Paramagama. In this session, 16 papers were presented and the paper by Dr Gunal Khobragade (Ayurveda 20 Propelling Digital Evolution with Blockchain - Abstract ID 3916) was selected as the best paper.

The third session was chaired by Dr Archana P M and co-chaired by Dr Reetesh Ramnani. In this session, 16 papers were presented. The paper by Dr Kanika (Relevancy of TDUS Web Portal Metals And Minerals used in Ayurveda A Critical Analysis - Abstract ID 2151) was declared as the best paper.

The fourth session was chaired by Dr C C Hiremath and session was co-chaired by Dr Thakur Rakesh Singh. There were 16 presentations in all. The paper by Neha Mali (Mapping Self-Medication Practices in Ayurveda focusing on use of medicines with Schedule E drugs - Abstract ID 2743) was evaluated as the best paper.



For the fifth session, Dr A A Balikai was the chairperson with Dr RB Hosamani as the co-chair. 17 oral paper presentations were made. The paper by Dr Pooja Patil (Comparative pharmacolog-

ical study of Shirisharishta in the context of Puranaha Syuhu Gunairyukta Asava - Abstract ID 1399) was awarded as best paper.

The sixth session was conducted under the Chairmanship of Dr Vijendra Prakash where Dr Vedavati Bhapkar was the co-chairperson. 13 oral presentations were presented. The paper by Dr Sakshi Bhatnagar (An In-vivo Study of Jeevanananda Abhra to assess its toxicity and Anti-pyretic Activity in Wistar albino rats - Abstract ID 3058) was awarded as best paper.

The seventh session was conducted under chairmanship of Dr Ashok BK where Dr Vijay Gupta was the c-chairperson. 11 oral presentations were conducted in this session. The paper by Dr Varsharani Kadam (Pharmaceutical and antibacterial study of antiacne gel derived from the extracts of ingredients of lodhradi lepa a classical ayurvedic drug - Abstract ID 2566) was awarded as the best oral presentation.

The last session was chaired by Prof. S M Tripathy and co-chaired by Dr Jaya Kala. Total 11 presentations were made during the session. The paper by Dr Debjyoti (Evaluating the Effectiveness of Udarda Prashamana Mahakasaya-Based Lotion and Ghanavati in the management of Chronic Spontaneous Urticaria A Case Report - Abstract ID 2600) was awarded as the Best Paper presentation.

### **Theme:** Ayurcosmetology

Four scientific sessions were conducted under the theme. In the first session, the Chairperson was Prof. (Dr) Manjunath G and the Co-Chairperson was E M K C Ekanayake. 13 papers were presented. The best paper award was given to the paper by Deepashree Prakash Bhat (Assessment of skin hydration in healthy individuals based on deha prakriti an observational study - Abstract ID 1883). This session featured presentations covering a wide range of topics in ayurcosmetology, including various laboratory analysis of cosmetic products, examination methods exclusively developed for cosmetology, case presentations, etc. The highlight of the session was the papers presented by various pharmaceutical companies regarding their research works.

In the second session, the chairperson was Prof. G Anita Gayatri and the co-chairperson was Dr Snehal Patankar. 11 papers were presented, out of which the best paper was awarded to G Sreedevi (An interventional open label clinical trial on Yuvana pidaka using Sebum analyzer - Abstract ID 1373). This session included various clinical studies, case presentations related to Ayurveda cosmetology. The external modalities and use of Panchakarma were the highlights of the session.

The third session was chaired by Dr Sheela Karlam and co-chaired by Dr Ila Tanna. 7 papers were presented out of which the best paper was awarded to Dr Garima Bhardwaj (The effect of Prachhana Karma and Shudha Langalimool Kalka Lepa in the management of Indralupta- A



Case Study - Abstract ID 2060). The session presented a variety of studies, including review articles, case studies, and some clinical studies. Thorough discussion regarding Prachhana karma and standardisation of some products were the highlights of the session.

The fourth session was chaired by Dr Harish Patankar and co-chaired by Dr Jagriti Sharma. 13 papers were presented. The best paper was awarded to Ravi Sharma (Sustainable and Low-Cost Ayurvedic Management of Dadru Kustha Tinea Corporis a type of Fungal Infection A Case Report - Abstract ID 1985). In this session, researchers presented review studies, case presentations and some pharmaceutical processes for Ayurcosmetology. The session highlight was the talk of Dr Harish Patankar, who related Rasapanchaka with hair and skin-related diseases.

**Theme:** Shalakya- Shiro-Nasa-Karna Evum Kantha Roga

### **Coordinator:** Dr Krutika Chaudhary

Three sessions were conducted under the theme. In the first session, the Chairperson was Dr J K Sarma and the Co-Chairperson was Jyotirmoy Sarmah. 13 papers were presented out of which the best paper was awarded to Radhika Gandhi (A Case Study on the Ayurvedic Approach to Treating Oral Submucosal Fibrosis with Tila Tail and Saindhav Salt - Abstract ID 2454). The session featured presentations covering a wide range of topics in shalya karna roga, oral fibrosis, etc. The highlight of the session was the inputs and comments provided by Dr Jyotirmoy Sharma, with detailed discussion on each and every presentation.

In the second session, the Chairperson was Dr Laxmikant and the Co-Chairperson was Dr Saurabh Sharma. 6 papers were presented out of which the best paper was awarded to Pushpalata Ingale (A single case study of Nasapratinaha wsr to Deviated Nasal Septum - Abstract ID 4767). This session highlighted the research works and case papers related to Shalakya tantra including case paper and clinical trials.

In the third session, the Chairperson was Dr Prashant Bedarkar and the Co-Chairperson was Yogita Jamdade. 7 papers were presented out of which the best paper was awarded to Dr. Roshni (Ayurveda management of Dantaveshta Periodontitis: A case report - Abstract ID 1623). The session presented a variety of studies, including review articles, case studies, and some clinical studies. Majority of papers were regarding ayurvedic dental treatments and preventive aspects.

**Theme:** Asthi Sandhi and Marmagat Roga

### Coordinator: Dr Yogesh Badwe

In the first session, the Chairperson was Dr Jina Pattnaik and the Co-Chairperson was Dr Mrudul Chitrakar. 13 papers were presented out of which the best paper was awarded to Mrinal Manoj Sanaye (Probing effect of herbomineral formulation Asthiposhak on RANKL and Osteoprotegerin in MG-63 and UMR-106 Cell lines for investigating anti-osteoporotic activity - Abstract ID 1285). The session featured presentations covering a wide range of topics in Asthi Sandhi and Marmagat Roga, including various clinical studies on different treatment modalities in Asthi sandhi marmagata rogas including preclinical studies like cell line studies.

In the second session, the Chairperson was Prof. Vishal Verma and the Co-Chairperson was Dr Shailesh Deshpande. 10 papers were presented out of which the best paper was awarded to Rishanki Gupta (Impact of Shunthi Churna on Gut Microbiota During Ama Stage of Amavata: A Comparative Study - Abstract ID 2685). The session included various case presentations related to Ayurveda management of Asthi Sandhi and Marma Roga. The external modalities and use of Panchakarma were highlights of the session.

In the third session, the Chairperson was Dr Mukesh Chawada and the Co-Chairperson was Dr Mahantesh Shalimat. 8 papers were presented out of which the best paper was awarded to Vinay Chaudhary (An ayurvedic approach in the management of Wilsons disease: a case report - Abstract ID 4517 by). The session presented a variety of studies, including review articles, case studies and some clinical studies. It also included some preclinical studies. Thorough discussion regarding preclinical studies for exploration of mode of action of ayurveda drugs was done.

In the fourth session, the Chairperson was Dr Abhimanyu Patil and the Co-Chairperson Dr Revati Bhat. 8 papers were presented out of which the best paper was awarded to Kuldeep kumar (Surgical management of Asthi majja vidradhi wsrto acute Osteomyeli accordance with Acharya Sushrutas Principles: A case report - Abstract ID 4375). In this session, researchers presented review studies, case presentations and some RCTs. The highlight of the session was Surgical management of Asthi-vidradhi using Sushruta's principles, which was appreciated by the chair.

In the fifth session, the Chairperson was Dr Sarbeshwar and Co-Chairperson was Dr Kshipra Rajouria. 9 papers were presented out of which the best paper was awarded to Sree Deepthi G N (Agnikarma as a minimally invasive approach in the management of Grade IV Trigger Finger to counter surgical intervention: A case report - Abstract ID 1549). In this session, researchers presented review studies and case presentations. The papers specially focused on utilization of para surgical procedures in management of Asthi-sandhi-marma rogas.

Theme: Shalya Tantra

### Coordinator: Dr Rahul Sherkhane

Two scientific sessions were conducted under the theme. In the first session, the Chairperson was Prof. Ajay Kumar Gupta and the Co-Chairperson was Dr Hemalata Shete. 13 papers were presented out of which the best paper was awarded to Dr Vaibhav mishra (Rediscovering An-



esthesia in Ayurveda Insights from Sushruta to Modern Times - Abstract ID 2846). The session on Shalya Tantra was a highly engaging and informative event, with presentations covering a broad range of topics. Experts shared insights into the historical roots and modern-day applications of Shalya Tantra in treating various ailments.

The second session was chaired by Prof. Prasanna Savanur and co-chaired by Prof. Prakash Kumbhar. 5 papers were presented out of which the best paper was awarded to Shaileshkumar Rameshlal Jaiswal (Efficacy and safety of Arshkeyt: a 7-day kit in the management of anal fissures a proof-of-concept study - Abstract ID 1346) This session offered an in-depth exploration of clinical studies and case presentations related to Shalya Tantra. Presenters discussed the real-world applications of Shalya Tantra techniques, emphasizing their effectiveness in addressing complex medical conditions.

### **Theme:** Shalya Tantra - Kshar Evam Anushtra Karma

### Coordinator: Dr Rahul Sherkhane

Two scientific sessions were conducted under this theme. In the first session, the Chairperson was Prof. Ashish Mehta and the Co-Chairperson was Dr Awadhesh Kumar Pandey. 14 papers were presented out of which the best paper was awarded to Shivani Jalindar Katkar (Efficacy of Ayurvedic Formulation in the management of Gallstone A clinical case report - Abstract ID 4558). The session highlighted the importance of tailoring treatments to individual needs and expanding research efforts. Overall, it emphasized the growing significance of Kshar Avan Anushastra Karma in both traditional and modern medicine.

In the second session, the Chairperson was Prof. Anil Kumar and the Co-Chairperson was Dr Namrata Kulshrestha. 5 papers were presented out of which the best paper was awarded to Dr Vishnupriya (A Case study of Rectovaginal fistula and its management - Abstract ID 4924). The session demonstrated the ongoing relevance and potential of Kshara Evam Anushastra Karma in today's healthcare landscape.

### **Theme:** Rasayana and Vajikarana

### Coordinator: Dr Sathya N Dornala

The session was chaired by Dr Adivesh Arakeri and the co-chair was Dr Ranjita Ekka. 5 papers were presented out of which the best paper was awarded to Isha Malik (An Experimental study to evaluate the Rasayana karma of Gokshura Tribulus terrestris Linn in Drosophila melanogaster - Abstract ID 4924)



### Theme: Kayachikitsa

### Coordinator: Dr Sathya N Dornala

Three scientific sessions were conducted under the theme. In the first session, the Chairperson was Prof. Sunil Kumar and the Co-chair was Dr Prakash Narbole. 8 papers were presented out of which the best paper was awarded to Dr Neha Kothari (Management of Obesity based on Ayurvedic treatment protocol in purview of personalised approach wsr to Precision Medicine Case series - Abstract ID 1386).

In the second session, the Chairperson was Dr Ashwini Godbole and the Co-chair was Dr Jai Kini. 10 papers were presented out of which the best paper was awarded to Dr Smitha Shetty (The Role of Vihara in Spider Bite Treatment A Case Study on the Benefits of Restricting Vihara - Abstract ID 3084).

In the third session, the Chairperson was Dr Girish Tillu and the Co-chair was Dr Bharat Khuntia. 6 papers were presented out of which the best paper was awarded to Dr Gopi Ghanashyambhai Patel (Ayurvedic perspective on effective ankylosing spondylitis relief: a case series - Abstract ID3074).

### **Theme:** Ayurved Sharira

### Coordinator: Dr Pooja Sabharwal

Two scientific sessions were conducted under the theme. In the first session, the Chairperson was Dr (Prof.) S S Gupta and the Co-Chairperson was Dr Mahantesh B Ramannavar. 12 papers were presented out of which the best paper was awarded to Ipsita Panda (Requisite of Translational Research in Sharir Rachana a Narrative Review on prospective fields of Research and its Application - Abstract ID 1206). The session showcased a diverse array of presentations focused on Ayurved sharira encompassing various clinical studies as well as non-clinical studies offering a comprehensive understanding of the topic.

In the second session, the Chairperson was Prof. Bipin Pandey and Co-Chairperson was Dr (Prof.) Nazrul Islam Prodhani. 13 papers were presented out of which the best paper was awarded to Shravani Girish Kulkarni (A new method of learning Rachana Sharir Sloka an Android application-based study - Abstract ID 4266). In this session, the researchers presented clinical studies, new innovative learning techniques which are useful in current modern educational system to enhance academic's progress. All these opened a new window to seek knowledge on Ayurvedic Sharir in a different perspective.



Theme: Kayachikitsa

### Coordinator: Dr Mrityunjay Sharma

Ten scientific sessions were conducted under the theme. The scientific session on Kayachikitsa aimed to explore the role of traditional Ayurvedic therapies in managing various chronic diseases. The papers presented focused on integrating Ayurveda with modern research criteria and the efficacy of classical formulations in holistic healing.

The case studies showcased the effectiveness of Ayurvedic principles.

- Successful cases demonstrating the impact of Ayurvedic therapies in diabetes, arthritis, and metabolic disorders were presented.
- Recent studies on Ayurvedic formulations and their pharmacological effects were discussed, emphasizing evidence-based practices.
- Renowned experts were present as chair and co-chair of the scientific sessions. They
  analysed the session and gave their valuable feedback to the presenters.

In the first session, the Chairperson was Dr Prasanth P and the Co-chair was Dr Deepa L S. 11 papers were presented out of which the best paper was awarded to Neethu C Mohan (Integrated Management of Fibromyalgia: A case series - Abstract ID 4382).

In the second session, the Chairperson was Dr Suhas Shetty and the Co-chairperson was Dr Anil Bharadwaj. 13 papers were presented out of which the best paper was awarded to Abhi V Badiger (Anti-adipogenic effect of polyherbal formulation Varanadi kashayam: An in-vitro study - Abstract ID 2562).

Session 3 had two chairpersons: Dr Eknath Kulkarni and Prof. Anup Gakkhar. The Co-chairperson was Dr Bhairav Kulkarni. 12 papers were presented out of which the best paper was awarded to Gargi Saha (Urine Exosome Biomarkers of Obesity post-Lekhana Basti Ayurveda-based medicated enema treatment Preliminary report - Abstract ID 2425).

In the fourth session, the Chairperson was Dr Sathya Dornala and Co-chairperson was Dr S Gangal. 10 papers were presented out of which the best paper was awarded to Nishant N Patel (A Comparative Clinical Study to Evaluate the Efficacy of Yacrujjay Tablets and Vitamin E Capsules in the Management of Non-alcoholic Fatty Liver Disease NAFLD - Abstract ID 1337).



In the fifth session, the Chairperson was Dr OP Singh and the Co-chairperson was Dr Namita Pendharkar. 11 papers were presented out of which the best paper was awarded to two people: Sakshi Chauhan (Efficacy of Patoladi Kwath in Amalpitta - Abstract ID 3978) and Sania Kouser (Elucidating the anti-steatotic and anti-adipogenic effect of Lodhrasavam in both in-vitro and in-vivo models of Metabolic Dysfunction-Associated Steatotic Liver Disease MASLD - Abstract ID 2698).

In the sixth session, the Chairperson was Dr Giriraj P Garg and Co-chairperson was Dr Mamta Bhagwat. 12 papers were presented out of which the best paper was awarded to Sreelekshmi V S (Clinical Trial on Efficacy of Erithaila in the Management of Stings and Bites - Abstract ID 5168).

In the seventh session, the Chairperson was Dr Kalpana Dhuri Shah and the Co-chairperson was Dr Sachin S Ravan. 8 papers were presented out of which the best paper was awarded to Arpita K (Ayurvedic Management of Shwitra: A Case Study - Abstract ID 5037).

In the eighth session, the Chairperson was Dr K V Rajgopalan and the Co-chairperson was Dr Sangeeta Jadhav. 10 papers were presented out of which the best paper was awarded to Vinod K (A randomized controlled trial with an ayurvedic treatment package against pippali ksheerapaka package in alcohol dependence - Abstract ID 5169).

In the ninth session, the Chairperson was Dr Dhananjay Sharma and Co-chairperson was Dr Harish Bhakuni. 7 papers were presented out of which the best paper was awarded to Pranika Singh (CKD In Adolesent A Case Study On The Effectiveness Of Ayurveda And Diet In Chronic Kidney Disease - Abstract ID 3287).

In the last session, the Chairperson was Dr Mahesh Vyas and Co-chairperson was Dr Digambar Dipankar. 7 papers were presented out of which the best paper was awarded to Vinod Kumar (Role of virechanottara neelakantha rasa with phalatrikadi kashaya anupana in the management of madhumeha type 2 diabetes mellitus: a single case study - Abstract ID 3347).

### Theme: Kayachikitsa

### Coordinator: Dr Mrityunjay Sharma

Two scientific sessions were held. The sessions focused on various aspects of Shalya Tantra, including innovative approaches to surgical care, wound management, and infection prevention through Ayurvedic interventions.

In the first session, Dr Shishir Prasad was the Chair, and Dr Shreyas Balodia was the Co-Chair. 9 papers were presented. The best paper award was given to Vinod Kumar (Prevention of Surgical Site Infection in Open Inguinal Hernia Repair by Using Ayurveda Herbo-Mineral Formulation: A Case Series - Abstract ID 3087).

In the second session, Dr Maheshwar Singh was the Chair, and Dr Bijendra Shah was the Co-Chair. 13 papers were presented. The best paper award was given to Falgun V Lambat (A Case Study: Effect of Vrana Utsadana karma and Vrana Ropana karma on extensive tissue loss in large sized wound - Abstract ID 4412).



### Theme: Roganidana and Vikriti Vijnana

### Coordinator: Dr Jai Kini

Three scientific sessions were conducted. The sessions explored the intricate connection between mental health and digestive disorders, with a focus on Ayurvedic perspectives on Grahani Dosha and its management.

In the first session, Dr Radha Sati was the Chair, and Dr Deepti Parashar was the Co-Chair. 14 papers were presented. The best paper award was given to Dr Shraddha (Emotional Turmoil and Gut Health: Decoding the Mind's Role in Grahani Dosha - Abstract ID: DS2011).

In the second session, Dr Atul Varshney was the Chair, and Dr Umesh Sapra was the Co-Chair. 9 papers were presented. The best paper award was given to Rajendrasinh Rajput (Samprapti vighatana of Abaddha meda janya Raktagata vata with special reference to essential hypertension due to dyslipidaemia through Ayurveda case report - Abstract ID 4449).

In the third session, Dr Shrikanth was the Chair, and Dr Aishwarya Ranade was the Co-Chair. A total of 13 papers were presented. The best paper award was given to Dr Nimin Sreedhar (A digital tool to quantify dosha levels in the body using a comprehensive database and novel interaction technique - Abstract ID 4347).

### Theme: Kaychikitsa

### **Coordinator:** Dr Jai Kini

Two scientific session were were conducted. In the first session, Dr Pradnya Rajesh Kapse was the Chair, and Dr Brahm Dutt Sharma was the Co-Chair. 14 papers were presented. The best paper award was given to Nand Kulkarni (Synergistic Approach Nimbadi Kalka Application Leech Therapy and Split Skin Grafting for Comprehensive Diabetic Foot Ulcer Care in a Geriatric Male: A Case Study - Abstract ID 1783).

In the second session, Dr Shashikala Hosmath was the Chair, and Dr Kruttika Joshi was the Co-Chair. 9 papers were presented. The best paper award was given to Tanneeru Lakshmi Gowri (Management of Herpes Zooster with Leech Therapy: a Case Report - Abstract ID 1776).

































































































































































### Poster Presentations – Brief Report

Chair: Dr Sujith E, AVP, Coimbatore

Co-Chair: Prof. Swati Bamnote, Bhopal

Convenors: Prof. Yogita Jamdade, Pune, Dr Ashish Kate, Nagpur

A total of 1253 posters were scheduled for presentation, covering diverse themes in Ayurveda. Out of the scheduled posters, 715 posters were successfully presented during the event. The presentations were conducted across 13 sessions, spread over three days (13–15 December 2024). Each session was carefully designed to focus on specific themes and topics within Ayurveda. A panel of expert judges evaluated the presentations based on their scientific rigor, innovation, and clarity. After thorough deliberation, 41 posters were recognized as the Best Posters of WAC 2024.





### \*SECTION 4\*

# ASSOCIATE TEVENT

International Delegates Assembly – Summary

### **Inaugural Session on 12 December 2024**

- India facilitates Ayurveda but does not own it; it is for everyone, and international collaboration is key for its propagation.
- Making Ayurveda global involves creating globally accepted standards for botanical drugs, clinical practice, research, and education.
- Studies on Methika, Ashwagandha, Brahmi, and Amala have been initiated.
- The alliance with WHO in Jamnagar provides a foundation for globalizing Ayurveda, with potential for evidence-based research and practice.
- Vigyan Bharati emphasized the need for collaboration with local universities, government bodies, and NGOs to spread Ayurveda locally.

### Country Report Sessions on 12 and 13 December 2024

- 27 countries participated, discussed the status, achievements, and shortcomings of Ayurveda in academics (education), practice, research, products, regulations, networking, and expectations through WAF and Ministry of Ayush, GOI.
- Disparities in Ayurveda education courses and recognition/accreditation were highlighted. A standardized model for licensing practitioners was recommended.
- Recognizing BAMS (or equivalent) degrees internationally is crucial for practitioners to establish clinical practices.
- Standardizing education and licensing (e.g., 'take exam, pass, get a license' model) is needed to ensure quality, especially given the varying standards of Ayurveda education providers.
- Ayurveda practice has varying legal statuses: legal in Singapore and Nepal, legal for doctors with specialized training in Brazil (as integrative medicine).
- The Ashwagandha ban in some countries was discussed, with some delegates claiming it was politically motivated. Australia and Argentina are working to overturn the ban with research. Germany criticized the basis of the ban.
- Importing products from India is a challenge for practitioners in many countries.
- Brazil is studying local flora and fauna for Ayurvedic uses (rasa, guna, virya, vipak), due to import difficulties.



- Global acceptance of Ayurveda hinges on public demand and scientific evidence.
- Key considerations for promoting Ayurveda globally include:
  - Increased manufacturing of traditional medicines (aligned with WHO standards).
  - Review and standardization of research methodologies.
  - Developing SOPs for Ayurveda research, identifying barriers, and prioritizing research globally.
  - Addressing research gaps to improve acceptance.
  - Ensuring data aligns with ICD standards.
  - The ultimate goal is accessibility of low-cost Ayurveda to the general public, for which Ayurveda must be integrated into the public health systems.

### Association of Associations Meet on 13 December 2024

- The World Ayurveda Foundation is leading the formation of an 'Association of Associations' to represent Ayurveda on international policy platforms. It will hold regular online and offline meetings, with the first priority being the development of its mission statement to clarify goals and objectives.
- A unified global association is urgently needed to support and advance Ayurveda.
- This association will facilitate the integration of AYUSH systems into public health sectors through proper channels, promoting uniformity and/or specificity in healthcare delivery.
- The international association will provide a unified voice for Ayurveda, enabling advocacy and participation in policy-making to support globalization.

### **AYUSH Chair Panel Discussion on 14 December 2024**

- AYUSH Chair Panel Discussion reviewed a decade of AYUSH Chair functioning, documenting concerns, achievements, challenges, and support systems.
- CCRAS/NCISM guidelines would help Chairs design suitable short-term and long-term courses, aiming to establish accredited graduate-level Ayurveda courses abroad.
- Chairs have been actively involved in lectures, programs, and outreach to sensitize local populations to Ayurveda.



- Translators and language training for Chairs are crucial to overcome language barriers.
- Student/doctor exchange programs are recommended.
- Integrating Ayurveda into local education systems is suggested to promote awareness.
- Clinical practice was not permitted in all Chair locations; postings in medical/hospital universities are recommended. Where allowed, Panchakarma courses were designed.
- A dedicated AYUSH Chair support desk in the ministry is requested to address technical issues.
- The ministry should provide SOPs to Chairs for guidance throughout their tenure.
- Successive and prompt appointments of new Chairs are needed to ensure continuity and effective propagation of Ayurveda.

### Workshops on 14 December 2024

### Nadi Guru Shri Sivanandan Vaidyar

- Demonstrated pulse diagnosis, explaining how different rhythms relate to dosha imbalances.
- Emphasized the relevance of this traditional method for modern healthcare.

### Dr Aniruddha Joshi

- Presented research on integrating traditional Nadi Parikshan with technology using the Naditarangini device.
- The device uses digital waveform analysis to complement pulse diagnosis. Live demonstrations showed how the device captures pulse variations and translates them into graphical representations.
- The presentation sparked discussion about bridging traditional Ayurvedic wisdom with modern diagnostic tools.

### Dr Anupama Kizhakkeveettil

- Discussed implementing WHO benchmarking standards in Ayurvedic practice.
- Emphasized the importance of proper documentation to bridge the gap between traditional Ayurveda and modern western healthcare.



 Meticulous record-keeping (patient histories, treatment, outcomes) ensures compliance and builds credibility for Ayurvedic practitioners abroad.

### Dr Vandana Siroha

- Presented RAV's specialized ATAB (Ayurveda Training for Foreign Nationals) programs for international students.
- These programs offer intensive training while maintaining traditional Ayurvedic education outside the NCISM framework.
- RAV's accreditation process bridges the gap for foreign practitioners seeking recognized
   Ayurveda certification while meeting their learning needs and home country regulations.

### Dr Pratap Chavan

- Analysed practice establishment strategies across India's diverse socioeconomic landscape.
- Emphasized tailoring services from premium wellness centres to affordable community clinics.
- Shared insights on leveraging telemedicine to expand reach and keep costs low.
- Appreciated the success of a hybrid model of in-person and virtual consultations for both rural and urban populations.

### Dr Yelloji Mirajkar

- Presented an innovative approach to understanding food transitions (Aharkranti) in modern contexts.
- The workshop included practical demonstrations of food preparation using local ingredients (e.g., in USA) while maintaining Aharkranti principles. This helps practitioners guide patients through dietary changes.



































































## ASSOCIATE 2 E V E N T

### International Seminar on Medicinal Plants

**Date:** 14-15 December 2024

Sponsors: National Medicinal Plants Board

### Patron for the Seminar:

Prof. Mahesh Kumar Dadhich (CEO, NMPB)

### Chair:

Dr NB Brindavanam, Consultant (Biodiversity | Med. Plants), Visakhapatnam

### **Convenors:**

Smt. Gaura Verma, Managing Director, Herbalscape Crops Private Limited Ghaziabad

Dr Avi Ramesh Fursule, Dabur R & D Centre, Ghaziabad

### STRENGTHENING SUPPLY CHAIN FOR MEDICINAL PLANTS **Accomplishments, Aspirations, Opportunities and Challenges**

### Introduction

- Scientific utilization of medicinal and sustainable use of the resources are equally important for human welfare. Considering this fact, the World Ayurveda Congress provides a platform for structured deliberations on the subject. Like in the past, an associated event - International Seminar on Medicinal Plants - was organized during the 10th WAC on 14th and 15th December at Padma Hall.
- This time event focussed on the theme "Strengthening Supply Chain for Medicinal Plants: Accomplishments, Aspirations, Opportunities and Challenges". The event is sponsored by National Medicinal Plants Board (NMPB).
- NMPB enters into the Silver Jubilee year of its institutionalization on 24 November 2024. Thus, this seminar could be the beginning of year-long activities to review the past and chart the future line of activities.
- This report summarizes the presentations/discussions in different sessions of the event.

### **Inaugural Session**

- Prof. Arun Kumar Tripathi, Hon. Vice Chanceller of Uttarakhand Ayurveda University, Acharya Balakrishna, CEO of Patanjali Ayurveda Group, Prof. Mahesh Kumar Dadhich, CEO, NMPB graced the Inaugural session.
- Sri Ranjit Puranik, CEO, Sri Dhootpapeshwar Ltd and trustee of World Ayurveda Foundation represented the Organizing Committee of 10th WAC.
- Dr N B Brindavanam, Chair of the seminar welcomed the guests of Honour and rest of the participants. In his briefing on the scope of the seminar-, he suggested the need for strengthening the supply chain in terms of quality, sustainability and inclusivity to leverage emerging trends in the global market.
- Prof. Arun Kumar Tripathy in his talk emphasized on the supply base for medicinal plants, which is depleting rapidly. Particularly for rare Himalayan plants, there is a need for longterm interventions. Acharya Balkrishna has outlined the digital platforms for integrating farmers network in a detailed presentation. Taking help from these systems, he suggested that the collective and contractual farming can be managed on a real-time basis.
- Sri Ranjit Puranik assured any needful support from the World Ayurveda Foundation in carrying out NMPB programmes to the target stakeholders.





Dr Mahesh Kumar Dadhich, CEO, NMPB, informed the gathering about the policy and programme level interventions by the board for sustainable development of medicinal plants. He opined, in general, that the outcomes of these interventions are yet to reach stakeholders. He appreciated the relevance of the theme in this context. He further assured that the recommendations of the experts through this seminar shall be considered by NMPB for its activities.

### Leaders' Wisdom: National Medicinal Plants Board

- To mark the beginning of Silver Jubilee year, former CEOs of NMPB were invited to share their experiences and thoughts for future in the first session. Sri B S Sajwan, Sri Jitendra Sharma, Dr (Smt.) Tanuja Manoj Nesari and Dr J L N Sastry have joined this session.
- The forum suggested that:
  - The Cultivation scheme may be relaunched to strengthen the FPOs. The extent of support should be linked to the crop outputs rather than area under cultivation and dispersed after ascertaining the outputs into the market.
  - In the case of the scheme for conservation and resource augmentation, they should be monitored and documented precisely and on regular basis. NMPB was suggested to enter into MoUs with respective State Government for long run and award the projects based on the MoU.

### Panel Discussion 1: Global Markets for Botanical Medicines and Healthcare Products. Experiences and Emerging Opportunities

 Dr N B Brindavanam has served as moderator for this session. Smt. Gaura Verma, Dr Nirpender Chauhan, Sri Saurabh Sharma, Dr Vijay Kant Purohit joined it as panellists.



### Main points:

- The global markets are not tapped effectively although the country has made significant inroads into international markets for medicinal plants and their value-added products.
- 2. Presently, the country occupies 4th place in the global markets, in terms of volumes but the gap is wide open. Value wise, the country is lagging far behind to countries like China and Italy.
- Factors like quality management, source traceability and certification systems play an important role in gaining access to premium markets in the US and Europe. With increasing environmental and social sensitivities, these markets respond well if the produce meets prescribed standards of sustainability and fair-trade mechanisms.

### Panel Discussion 2: Capturing the Global Opportunities: **Accomplishments & Challenges ahead**

- This session was moderated by Sri S G Anil Kumar, Founder-CEO of Samunnati Financial Intermediation & Services Pvt Ltd, Chennai. Two lead presentations were made by Sri Atul Jadhav, Head of Extractions business, Himalaya Wellness & Sri Manivasagan, CGMFP Federation, Raipur, respectively.
- Dr J L N Sastry (Managing Director, Swasti Veda), Sri Sanjay Srivastava (Director, Maharishi Ayurveda Global), Dr Manish Pande (Director PADD, Quality Council of India) and Dr Rakesh Shah (IFS, Rtd.) joined the session as panellists.

### Main points:

- During the past 3 decades, cultivation of medicinal plants has picked up a steady momentum. The number of species under cultivation increased year on year. Backward processes for nurseries, seed production areas also increased correspondingly.
- 2. In addition, the National Medicinal Plants Board contributed to the development of strengthening the in-situ production base through MPCDA scheme in many states.
- 3. Launching of the certification scheme by NMPB in collaboration with Quality Council of India. These interventions created a platform for emerging market opportunities for medicinal plants and their value-added products.
- 4. Panellists opined that alliances are necessary considering the diversity of medicinal plants and the value-added products thereof. As each company needs to handle multiple species, it may not be possible to opt for backward integration for all the requirements. The panellists collectively suggested that (a) development of digital marketing strategies and (b) infusion of working capital for farmer producer organiza-



tions are needed for strengthening supply chain.

These two panel discussions were complemented by three technical sessions that were connected with the core theme.

# Technical Session I: Cultivation: Integral to Sustainable Supply Chains (14th December 2024)

- The session was chaired by Dr Nirpender Chauhan, CEO, Uttarakhand State Medicinal Plants Board and Director of Centre for Aromatic Plants, Dehradun. Dr Pankaj Prasad Raturi, Head, Bioresources Development Group, Dabur India Limited, Ghaziabad, Cochaired the session.
- The session comprised four presentations, covering the advancements in cultivation of medicinal plants.
  - 1. Dr Vijay Kant Purohit from HAPPREC, HNB Garhwal University Srinagar (Garhwal) touched upon the cultivation scenario for Himalayan medicinal plants. His presentation described the farmer's enthusiasm to cultivate species like Valeriana jatamansi, Picrorrhiza kurroa, Saussurea lappa and Inula racemosa. Despite the upheavals in the market trends for these species, the overall returns to the farmers have been encouraging. He further underlined that establishment of market linkages will help the farmers through economic certainty while buyers will be benefitted by price stability.
  - 2. Cultivation of Gloriosa superba was promoted by phytopharmaceutical sector in southern states. These companies collaborated with the Medicinal Plants Crops section in Tamil Nadu Agricultural University, Coimbatore. Dr Rajamani, Professor Emeritus of TNAU provided an overview of this endeavour and its outcome. The presentation touched upon the occupational health issues faced by farmers during postharvest treatments and preventive measures introduced by the University-Industry partnerships.
  - 3. Dr Phalisteen Sultan from CSIR-Indian Institute of Ayurveda and Integrative Medicine (IIAM) Srinagar (J & K) presented on Cultivation and Conservation of Medicinal Plants in Kashmir. He presented on the technical and geoclimatic advantages of the state and the present status of cultivation in the states. He suggested that the farmers in the state are enterprising and willing to experiment with new species for cultivation.
  - 4. Aura Biodiversity Park established by Dr Ambareesh Ghatate in the outskirts of Nagpur city is a unique example for unaided endeavours for conservation of medicinal plants. Dr Ghatate presented on the genesis of the park measuring over 650 hectares and the diversity of species conserved under ex-situ format. The park also contains nursery facilities and hence can provide planting stock for local farmers.



# Technical Session II: The Quality Dimension (Day 2, 15th December 2024)

This session was chaired by Dr Ravikumar Reddy, Chief Scientific Officer, Sri Sri Tattva, Bengaluru. Three topics were covered in the session.

- 1. Dr J L N Sastry, former CEO of National Medicinal Plants Board and presently Managing Director, Swasti Veda Pvt. Ltd, Mumbai, made his presented on "Phyto-pharmaceuticals, Nutraceuticals and Cosmeceuticals: Achieving Synergies The Concept of One Herb, One Quality and One Nation". His talk touched upon the problems posed by multiple quality standards for each species and emphasized the need for harmonization. Instead of multiple standards, he advocated to develop multiple grades for each species like AYUSH, Phytopharmaceutical, nutraceutical, etc. He illustrated how this procedure will help the farmers and thereby healthy supply chains.
- 2. In the second presentation, Sri V Krishna Rao, Regional Project Coordinator, APCNF, Rythu Saadhikara Samstha, Guntur, explained about the concept of the Climate Resilient Natural Farming (CRNF) System being widely promoted by the Government of Andhra Pradesh. He devolved into the principle of Living Root System in CRNF practices and explained in detail of the Living roots principle which seeks ground cover throughout the year. The presentation illustrated the cases of cultivating Decalepis hamiltonii and Brihatpanchamoola in multifunctional agroforestry plots using this principle and enumerated the benefits.
- 3. Dr Devyani Sharma from Chhattisgarh State Biodiversity Board shared a study on the traditional healers carried out by the Board. She narrated a number of case studies on the traditional healing practices and their skills. Further, the presentation linked their work to the conservation of medicinal plants.





# Technical Session III: Strengthening Supply Chains through Sustainability and Inclusivity (Day 2, 15 December 2024):

This session was chaired by Dr Rakesh Shah, IFS (Rtd.) former Chairperson of Uttarakhand State Biodiversity Board & former Vice Chancellor of the Himalayan University, Dehradun. Six eminent experts shared their experiences on different dimensions of the topic for the session.



- 1. Dr Gurinderjit Singh Goraya, IFS (Rtd), Former PCCF & Head of Forest Force Government of HP and Former Dy. Director General, ICFRE, talked on the future perspectives of conserving medicinal plants. Deeply delving into the topic, Dr Goraya talked about the conservation as a management strategy and shared the work of FRLHT and NMPB under the MPCA (Medicinal Plants Conservation Area) concept. He further explained the concept of Community Medicinal Plants Reserves (CMPR) which was introduced in Himachal Pradesh State. He suggested that each of these reserves can serve as sustainable source for the medicinal plants but not amounting to cultivation.
- 2. Cost savings take a priority while procuring raw material for commercial purposes. This matter of principle causes conflicts with some of the emerging principles of social equity and environmental sustainability due to price gaps. Sri Narayanan Renganathan, Vice President, CPPD, Dabur India Ltd, talked about various methods to bridge the price gaps in responsible sourcing. His presentation classified these approaches into 3 broad categories viz. (a) financial & commercial, (b) adoption & engagement, and (c) policy and macro-factors. In the context of medicinal plants, Sri Narayanan suggested the need for multistakeholder approach for development of affordable, scalable and inclusive supply chains.
- 3. Sri Sidharth Agarwal of Samunnati Financial Intermediation & Services Ltd of Chennai has presented on the Agribusiness financing options for inclusive supply chains. The presentation explained the financial needs of farmer producers' organizations (FPOs) such as postharvest costs, logistics and management expenses. While these experiences are widely recorded for agriculture and horticultural crops, customization may be required for medicinal plants crops considering the business contours and market dynamics at least, for some selected species.



- 4. Dr Moni Thomas, Director, School of Agribusiness, JNKVV and CEO, Agribusiness incubation centre, strengthened the case of specialized interventions. His presentation noted that, the programmes of NMPB have created a reliable platform for sustainable production of medicinal plants. However, the fruit of these programmes can be realized effectively through MAP specific agribusiness models. For this purpose, he suggested that we need to (a) develop species specific agronomic package of practices, (b) training of youth in value addition and (c) creation of need based startups for MAP subsector.
- NMPB has created a framework and launched a certification scheme for medicinal plants in collaboration with the Quality Council of India. Dr Manish Pande, Director, PAD Division, explained the social and environmental dimensions of the standard for Good Field Collection Practices. He explained that these two specific aspects of the scheme shall bring credibility to the wild collections meant for international markets.
- Dr Arun Chandan from Regional-cum-Facilitation Centre (RCFC) North, Joginder Nagar has presented on the digital platforms for transparency in medicinal plants trading. With the help of screen shots of existing platforms for this purpose, he has explained the merits and limitations. He further opined that there is a critical need to integrate farmers in a network for real-time crop management.

## Panel Discussion III: Entrepreneurship & Career Opportunities in **Sustainable Value Chain Development of Medicinal Plants**

- This session, specifically planned for students, was moderated by Smt. Gaura Verma.
- Dr Moni Thomas specifically touched on the concept of startups and defined the underlying principle in simple terms "using jugaad technologies to fill need gaps at marketplace and creating a business".
- This concept was further illustrated by other panellists Dr Pankaj Prasad Raturi. He also shared the employment opportunities in the medicinal plants sector.
- Dr N B Brindavanam also added a couple of illustrations for the concept of jugaad technologies making it big at the marketplace.

#### Recommendations

Experts participating in the seminar as panellists and resource persons agreed that the medicinal plants sector should now gear to the catchup the niche markets for medicinal plants and value-added products. They also identified and elaborated the programmes of NMPB as the key achievements in the sector.



- The experts opined that the outcomes of the policies and programmes of NMPB should be leveraged in favour of emerging opportunities in global markets by strengthening the supply chain in terms of quality, sustainability and inclusivity. In this direction, the seminar led to the following specific recommendations:
  - The present approach of developing multiple quality standards for each species should be stopped. Instead, quality standards should be defined for multiple grades depending on the application (like ASU grade, Phyto pharma, nutraceutical ingredient, cosmeceutical applications). For this purpose, National Medicinal Plants Board should initiate creation of technical working groups.
  - 2. Certification scheme launched by NMPB-QCI combine requires active traction. In this direction, three specific suggestions are made:
    - a. Scheme should be promoted actively in international markets utilizing the partnership agreements of QCI.
    - b. Public procurement systems need to create a mechanism to go beyond L-1 and to pay premium for certified medicinal plants produce.
    - c. AYUSH Premium Certification and VCSMPP should be converged. Products under the certification must use herbal ingredients certified under the scheme. This measure will help boosting the demand for certified medicinal plants produce.
- 3. The subsidy scheme for cultivation of medicinal plants should be relaunched and addressed to Farmer's Producer Organizations (FPOs) and the project areas should tracked through geo-tagging. Certification under VCSMPP should be made mandatory for these sites/beneficiaries.
- 4. In the past, NMPB has supported development basic facilities for post harvesting and storage at grassroots sites. There is a need for development of infrastructure (for post-harvest processes and storage) at higher levels/marketplaces/mandis.
- 5. Agri financing by private sector should be leveraged at policy level to generate working capital for FPOs/ buyer's consortia on a continuous basis. Performance-linked fiscal incentives need to be designed so that, the FPOs/ buyer consortia can meet the cost of capital on this account.
- 6. There is a glaring dearth of knowledge on the emerging trends in global markets for medicinal plants and their value-added products. Experts from global organizations like American Botanical Council should be invited and connected to industry associations. Focused group discussions with them will help to finetune and policy interventions.
- 7. To implement above suggestions, it is desirable to conduct Focus Group Discussions involving experts and stakeholders. The silver jubilee year of the NMPB may be used to obtain collective and workable roadmaps for strengthening supply chains in terms of Quality, Sustainability and Inclusivity.



8. The World Ayurveda Foundation is suggested to serve as an organizational platform for organizing international cooperation programme and for rest of FGDs to formulate a roadmap.

### **Participants Profile**

Over 200 delegates attended the seminar. Of them, there were 35 participants joined exclusively for the seminar. In addition, there were 50 students of biotechnology. Rest of them were registered for the core of WAC.



International Conclave on Veterinary Ayurveda – Summary The International Conclave on Veterinary Ayurveda at the 10th WAC was a key platform for:

- Collaboration between government, researchers, and industry.
- Innovation in Ayurvedic formulations and veterinary practices.
- Knowledge sharing to promote evidence-based applications of Ayurveda.

The Conclave consisted of brainstorming sessions and farmer-scientist interaction.

### **Participation and Commitment**

- Approximately 180 veterinary professionals and 60 farmers from several Indian states participated.
- Highlighted a growing interest in combining traditional Ayurvedic knowledge with modern veterinary science.

### Industry Engagement and Innovations

- Key Ayurvedic companies specializing in animal health (Himalaya, Ayurvet-Zenex, Natural Remedies, Indian Herbs, Vamso Biotech) actively participated.
- These companies presented research, formulations, and practical applications of Ayurveda in veterinary medicine, focusing on:
- Evidence-based Ayurvedic formulations.
- Field applications and efficacy of Ayurvedic treatments.
- Ayurveda's role in addressing modern animal health challenges.
- Industry participation showcased a commitment to promoting Veterinary Ayurveda as a viable, science-backed alternative.

### Research Contributions and Scientific Validations

- The conclave featured presentations from researchers, Ayurveda experts, and veterinarians (including those from Mrugayurveda and NDDB).
- Presentations covered:
- Literary research on ancient Ayurvedic veterinary texts.



- Clinical and field studies validating Ayurvedic treatments for conditions like mastitis, parasitic infestations, and metabolic disorders.
- Laboratory research on the biochemical and pharmacological properties of Ayurvedic formulations.

### National and International Representation and Collaboration

- The Indian Veterinary Association (IVA) promotes Veterinary Ayurveda both domestically and internationally.
- The IVA aims to establish India as a global leader in Veterinary Ayurveda by fostering collaboration between traditional and modern medicine.
- Nepal's participation in the Conclave signifies growing international interest in Veterinary Ayurveda.
- Discussions with Nepal focused on sharing India's expertise in Ayurvedic veterinary practices with Nepal and encouraging cross-border collaboration.



International Vrikshayurveda Conclave 2024 - Summary

## Session 1: Vrikshayurveda in Curriculum and R&D Domain of the **State Agriculture Universities and BAMS**

#### **Key Points**

- Develop a nation-wide frame work for uniform agricultural research and fostering agricultural entrepreneurship through specialized curricula.
- Modernization and restructuring of curricula of agriculture after integrating Vrikshayurveda for safe, sustainable, and profitable food production to bring prosperity in the society.
- Empower small farmers.
- Coordinate efforts across research, education, and policy-making so as to promote Vrikshayurveda as a viable alternative to chemical-based farming.

### Session 2: Practices of Vrikshayurveda and their Validation for Sustainable and Safe Food Production

### Key Points

- Sustainability: Vrikshayurveda offers effective, eco-friendly solutions for pest and disease management, crop nutrition, and seed health.
- Validation: Scientific research supports our glorious heritage of agriculture practices, paving the way for global recognition and acceptance.
- Collaboration: Multidisciplinary research is essential to mainstream Vrikshayurveda and integrate it with modern agricultural systems wherever feasible.
- Global Relevance: Revitalizing Vrikshayurveda can address critical food security and environmental conservation issues.

### **Session 3: Special Lectures**

Special Lecture 1: Dr Vishwajanani Sattigeri, Head, TKDL-CSIR, New Delhi Topic: Digitalization of Indian Agricultural Heritage Books



The Traditional Knowledge Digital Library (TKDL) plays a key role in preserving and protecting India's agricultural heritage, including practices like Vrikshayurveda, and preventing bio-piracy by making this information available to global patent offices.

#### Key initiatives include:

- Documenting practices like Kunapajala, organic manures, mixed cropping, and pest management.
- Collaborating with organizations like ICAR and AAHF to integrate traditional methods into modern agriculture.
- Bridging ancient agricultural knowledge with modern technology to promote sustainability.

### Special Lecture 2: Sanat Kumar Khedkar Topic: Keshav Krishi

- Keshava Krishi treats farming as a sacred activity, emphasizing reverence and dedication towards land, crops, and livestock.
- It prioritizes the use of locally available resources to reduce reliance on external and potentially costly inputs.
- Simple, economical, and cost-effective inputs are favoured, such as organic manure and herbal pest repellents.
- Keshava Krishi employs natural methods to convert unproductive or non-viable lands into productive ones. A key focus is reducing chemical residues in produce, leading to cleaner and healthier food.
- The approach draws inspiration from successful practitioners like Valimiki Srinivas Ayyan-garya, whose work in revitalizing tea estates using similar eco-friendly methods demonstrates the potential of these principles. His success highlights both economic sustainability and ecosystem preservation.

# Special Lecture 3: Ravi Singh Choudhary Topic: Entrepreneurship potential through Vrikshayurveda

- The Dhanvantri Natural Foundation promotes organic farming, starting with chemical-free fodder and Ayurvedic cow treatments. They integrate Vrikshayurveda with modern tools to make sustainable farming accessible to entrepreneurs.
- Desicow Dairy (Dubai) shows Vrikshayurveda's adaptability in challenging climates.
- The Foundation prioritizes organic input access, crop quality assurance, and affordability for farmers.



- Unconventional approaches are needed for taxonomy and evaluation of Ayurvedic texts.
- Current licensing/regulatory frameworks (influenced by chemical/allopathic standards) hinder bio-pesticide commercialization.

### Session 4: Vrikshayurveda: Land-to-Lab Approach

### Key Points:

- TCBT Panchmahabhoot Krishi like initiatives, rooted in vrikshayurveda show Land to Lab approach of research and learning.
- Earning ₹12 crore annually through diversified crops, dairy, and agro tourism demonstrates how traditional practices like TCBT rooted in Vrikshayurveda create sustainable and profitable farming models.
- Transition of teagardens to organic farming using Kunapajala, Novcom compost, and herbal pest solutions shows acceptability and relevance to solve modern problems.
- Developed products like Anupaan (photosynthesis enhancer) and Pallav BP (soil restorer) to balance the Panchmahabhootas by Parnanetra show the commercialization potential of Vrikshayurveda practices.

## Session 5: Ayurvedic Perspective of Promoting Vrikshayurveda

### Key Points:

- Vrikshayurveda emphasizes holistic, sustainable agriculture by integrating ancient principles like Panchmahabhoota and Tridosha.
- India's unique climate enhances the medicinal value of native plants like Ashwagandha, showcasing the importance of preserving geographical advantages.
- Trees act as micro-ecosystems, aiding in soil stabilization, carbon sequestration, and pollution reduction.
- Environmental health education, plant DNA analysis, and herb identification are crucial for sustainable agriculture.
- Traditional plant remedies documented in texts like Brihat Samhita bridge ancient wisdom with modern pharmacology, ensuring safe and sustainable food production.



























Guru-Shishya Meet – Summary

### Guru-Shishya Meet - Summary

The Rashtriya Ayurveda Vidyapeeth (RAV), under the Ministry of Ayush, contributed significantly to the exhibition and academic sessions, enhancing Ayurveda's global recognition. RAV showcased and disseminated its publications on Ayurveda. The publications dealt with various aspects of Ayurvedic knowledge.

- The Guru-Shishya Meet, organized by RAV, highlighted the importance of the teacher-student tradition in Ayurvedic education.
- Dignitaries present included Vaidya Rajesh Kotecha, Padma Bhushan Vaidya Devinder Triguna, Dr Vandana Siroha, and Vaidya Jayant Deopujari.
- Many esteemed RAV Gurus and over 70 of their students from across India attended, representing various states.
- The participants emphasized the importance of mentorship and the Guru-Shishya tradition in shaping Ayurveda's future.
- A significant highlight of the event was the Ayurveda Training Accreditation Board (ATAB).
- The first-ever international accreditation was granted to four Ayurveda training programs, including:
  - Ayurvedic Lifestyle Consultant 1.
  - 2. Ayurveda Clinical Therapist and Nutritionist
  - 3. Ayurvedic Practitioner
  - Ayurvedic Higher Certificate of the Association Europe Ayurveda Academy, France



NCISM - Principals' Conclave

Principals' Conclave was held on 14 December 2024 during the 10th World Ayurveda Congress in Dehradun. More than 400 principals of government, government-aided, and private colleges from all over the country participated in the Conclave.

Prof. Kamlesh Dwivedi, Member, Board of Ayurveda, NCISM, introduced the guests and the program to the audience. Vaidya Jayant Deopujari, Hon'ble Chairman, NCISM, delivered his talk on 'Teaching Hospital: Liability to Prosperity', wherein he explained about how one can make the hospital of a teaching college not only viable but also profitable.

The next lecture was delivered by Vaidya B S Prasad, Hon'ble President, Board of Ayuveda for Indian System of Medicine, NCISM, on 'Rising Higher in Higher Education in Ayurveda'. He informed about the new curriculum of post-graduation in Ayurveda and other higher studies such as PhD and DM.

Then Dr Harshala Rajurkar Sharma, Convenor of the Program, invited Vaidya Raghuram Bhatta, Hon'ble President, Medical Assessment and Rating Board for Indian System of Medicine (MAR-BISM), NCISM, to deliver the lecture on 'Rasayana for Institutional Rating'. He gave information regarding the rating of colleges, the advantages of rating and the top ten colleges with high rating.

Prof. (Vaidya) Rakesh Sharma, Hon'ble President, Board of Ethics and Registration for Indian System of Medicine, NCISM, delivered his lecture on the topic, 'Ethics, Rights, Privileges and Competencies in Ayurveda Education and Practice. He explained about the various competencies in Ayurveda education and their origin in Samhitas and about the rights of Ayurvedic doctors.

Then, Dr Sapan Jain, Convenor of the Principals' Conclave, invited Vaidya R N Acharya, Director General, Central Council for Research in Ayurvedic Sciences (CCRAS), New Delhi. Vaidya Acharya informed about the status of various schemes and projects declared by CCRAS for students and faculties of Ayurveda.

The next lecture was given by Vaidya Mahesh Dadhich, CEO, National Medicinal Plants Board, Ministry of AYUSH. He said that detailed information about various plants is available and various schemes are available to promote the growth of plants or herbal gardens in schools and other places.

The lectures were followed by felicitation of all dignitaries at the hands of Dr Bhushan Patwardhan, National Research Professor - AYUSH. The program was concluded with a vote of thanks by Dr Atul Varshney, Member, Board of Ayurveda, NCISM.



**Ayurveda Short Film Festival** 

#### Dates: 13-14 December 2024

Chairperson: Dr Mamata Bhagwat, Professor & Head, Department of Kayachikitsa, KTG Ayurvedic Medical College & Hospital, Bengaluru, Chief Consultant, AyurMatrix, Bengaluru

Co-Chairperson: Dr Nimish Kapoor, Scientist and Science Communicator, Birbal Sahni Institute of Palaeosciences, Department of S&T, Govt. of India, Lucknow

### Jury Members

S. No.	Name	Designation/Affiliation	State	Invited as
1	Dr Rakesh Sharma	President, Berrism, NCISM	New Delhi	Award Jury
2	Dr Ahalya S	VC, Karnataka Sanskrit University, Bengaluru	Karnataka	Award Jury
3	Dr C M Nautiyal	Former Scientist, Former Consultant, Science Communication, INSA, New Delhi	Uttar Pradesh	Award Jury
4	Smt. Seema Muralidhar	National Awardee, Film Maker, Director Beacon TV, Dehradun	Uttarakhand	Award Jury
5	Dr Mamata Bhagwat	Professor & HOD in Ayurveda, Bengaluru	Karnataka	Award Jury & Nomination Jury
6	Dr Nimish Kapoor	Scientist, Science Communicator, Dept of S&T, Govt of India, Lucknow	Uttar Pradesh	Nomination Jury
7	Shri Eashwar K P	Director, ADCS, Chennai	Tamil Nadu	Nomination Jury
8	Shri Nagesh Desai	Business Head, AYUSH TV, Bengaluru	Karnataka	Nomination Jury

## **Ayurveda Short Film Festival - Summary**

The Ayurveda Short Film festival (ASFF) is incepted in WAC since the 9th WAC at Goa, and it continued for the second time at 10th WAC also at Dehradun. The Organising Committee of ASFF comprised 4 members:

1. Chair Prof. (Dr) Mamata Bhagwat

2. Co-chair Dr Nimish Kapoor 3. Convenor Dr Jasmine Gujarati

4. Jt-convenor: Dr Neelakanta J Sajjanar



The Guidelines and the 10 Criteria for Judgement: (1) Concept, (2) Script, (3) Fact Base, (4) Appeal, (5) Cinematography, (6) Technology, Resources and Innovations, (7) Public Message, (8) Enhancing Public Involvement, (9) Public Awareness about Ayurveda, and (10) Entertainment.

Categories of the films: Documentary, Docu-drama, Fiction, and Animation.

#### Themes for the films

- Artificial Intelligence and Ayurveda
- Digital Health and Ayurveda
- Ayurveda and Wellness

There were total of 42 entries, and 23 films were scrutinized by the Nomination Jury panel of 4 members. 15 films were selected for final screening during the 10th WAC that took place on 13 and 14 December 2024, at Bhagirathi Hall, Parade Ground, Dehradun.

#### **Awards**

Awards were declared as per the judgement given by the Award Jury panel. The awards were sponsored by Shree Dhootapapeshwar Ltd.

Four prizes were declared:

- 1. Atreya Sampada Rs 50,000/-
- 2. Agnivesha Sampada Rs 40,000/-
- 3. Charaka Sampada Rs 25,000/-
- 4. Vagbhata Sampada Rs 15,000/-

## **The Jury Panel**

- Ayurveda experts: Dr Rakesh Sharma, Dr Ahalya S, and Dr Mamata Bhagwat
- Science and Technical experts: Dr C M Nautiyal and Dr Nimish Kapoor
- Media and Film experts: Smt. Seema Muralidhar, Shri Eashwar K P, and Shri Nagesh Desai

**Dr Vijay Kumar Jogdande**, Additional Secretary for AYUSH, Uttarakhand, was the Chief Guest for the Inaugural Function. **Dr Kiran Kini**, Head of Health Section, Shree Dhootpapeshwar Ltd was the Guest and Sponsor Partner for Awars Ceremony.

## **Awarding of Films**

 The 1st Prize was declared to Shri Gowtham, for the Docu-drama film 'Ayurveda - Ajeeva Margam'.



- The 2nd Prize was declared to Shri G S Unnikrishnan Nair for his documentary on 'Moringa- The Rising Star'.
- The 3rd prize was declared to Vd. Hetal Baraiya for the animated film 'Mamta Ki Asha.'
- The 4th prize was shared by 2 films namely 'Al-Yurveda', and 'The Truth Revealed' by Dr Sindur Nagaraj and Dr Kiran Khot, respectively.



























# ASSOCIATE 8 E V E N T

Ethnopharmacology and Traditional Healers Meet – Summary

### The Role of Traditional Medicine Practices in Achieving the Goal of Holistic and Universal Health

- Highlighted the need to integrate traditional health practices with modern pharmacological methods.
- Emphasized the importance of ethnopharmacology and ethno-medicine in fostering sustainable healthcare systems.
- Malaria Management by Healers of Chhattisgarh State: Understanding how traditional techniques and indigenous knowledge is vital in addressing vector-borne diseases.

## **Preference for Traditional Medicine Practices: The Current** Scenario and the Way Forward

- Discussed the need to update, improve, and conserve medicinal plant knowledge.
- Raised concerns about the loss of traditional knowledge and forest resources due to mining.
- Shared the research findings on Enhydra fluctuans and its emphasis on the use of 20 types of herbs for disease management, along with the importance of balancing Tridosha.
- Discussed the effects of allopathic medicines on cattle and the use of ethnomedicines in animal treatment.
- Scientific validation of traditional health products, such as Femifair V-Wash, is being prioritized.
- Suggested studies on mantrachikitsa.
- Suggested formal registration of healers.
- Emphasized documentation of traditional knowledge and conservation of medicinal plants; mooted the concept of Gramayush.
- Establish a university for Vaidyas.
- Showcased the medicinal plant Vidhara.
- Healers can expand their reach by creating medicinal products without disclosing formulas, potentially through loan licensing.



# Documentation of Traditional Knowledge, Research Collaboration, and Innovation

- Emphasized the importance of documenting indigenous knowledge to preserve it for future generations.
- Establish collaboration between traditional practitioners and scientific institutions.
- Encourage the use of modern technologies to develop innovative solutions.
- Shared diverse traditional healthcare methodologies from across India.

## Conservation, Promotion, and Development of Medicinal Plants Based on Traditional Knowledge

- Emphasized conservation of medicinal plant biodiversity and sustainable practices.
- Discussed strategies to raise awareness and promote medicinal plant use in mainstream healthcare.
- Highlighted development of products and therapies based on traditional knowledge, with community involvement.
- Traditional practitioners shared experiences in plant cultivation, preservation, and applications.
- Stressed the importance of documenting traditional wisdom, fostering collaboration, and promoting conservation.
- Underscored the potential of traditional knowledge to address modern healthcare challenges.

# Policy Determination for the Development of Indian Public Health Tradition

- Highlighted initiatives like registering Traditional Healthcare Practitioners across India (with Vigyan Bharti) and developing dedicated apps/social media platforms.
- Emphasized the need for robust policy frameworks for sustainable bioresource development and their integration into public health systems.
- The significance of pharmacognosy in documenting and validating traditional medicine was underscored.



- Advocated establishing centres of excellence for traditional healthcare research and interdisciplinary collaboration.
- Preserve indigenous knowledge systems and their transmission.
- Shared insights on traditional healing in Assam, localized healthcare solutions in Tripura (including challenges faced by healers due to deforestation/urbanization), and the global potential of Ayurveda in Kerala.
- The cultural heritage of traditional medicine in Rajasthan and its relevance to contemporary healthcare were discussed.

### Conclusion

The session concluded with a consensus on the following key recommendations:

- 1. Begin the initiative of registering traditional healthcare practitioners from across India with Vijnana Bharti.
- 2. Develop a portal, a dedicated App, and social media platforms immediately.
- 3. Formulate policies that recognize and support the contributions of traditional healthcare practitioners.
- 4. Encourage interdisciplinary research to validate and integrate traditional practices into modern healthcare.
- 5. Protect and conserve medicinal plant biodiversity to sustain traditional healthcare practices.
- 6. Establish educational platforms and training programs to preserve indigenous knowledge systems.
- 7. Frame a primary coursework on the basics of traditional healthcare practices affiliated to a university for the new generation students.



























































# औषधीय पौधों के संरक्षण पर जोर

### समोलन में देशभर के आयुर्वेद विशेषज्ञों ने साझा किए अनुभव

देशगद्न, १३ दिसम्बर (नवेदय राहम्स) । विस्व आयुर्वेद बांब्रस में मुक्त नी वने प्रारखंड से पैछ सकारात, छत्तीसगढ पारंपरेक वैद्य संघ के सचिव वैश्व निर्मात कुमार अवस्थि, राष्ट्रीय औषधीय पारप बोर्ड के सोईओ प्रो. महेश जुमार, विज्ञान भारती के महासचिव शिवक्रमार शर्मा. राष्ट्रीय नवाचार परश्हेशन के विदेशक डी. अर्रविंद राजाडे, एथले-प्रामांकोलीनी और पारंपरक पैद्यों के सम्बेतन के अध्यक्ष हो, पूर्वक के, और अध्यक्ष व समन्वयक हाँ. में ग्रामोतन का उद्घटन क्रिया गया।

जिसमें दॉ. निशिकांत राटत, फार्म-स्कृटिकल सहसेन विभाग के प्रोफेसर - उपयोग की अपील की। ने मीहरेटर की भूमिका निक्यों। चर्यां वैद्य अरमून पॉडियन ने आनंध ने केपिट गरीजी के इस्त्रज के में डॉ. बिमल कुमर चीचरी महाजवित्र आरटीएम नालपुर विश्वविद्यालय के अपने अनुषय महाहा किए। ग्रीय श्री. पुण्यसम् बालात पूर्व सस्त्यक आपुक्त एकडीए नाक्युर ने मॉडरेटर के रूप में कार्य किया।

पैनल चर्चा में वैद्य सुखलाल ने हरखंड में वैद्यों के साथ बैठक की जोर दिया। तेलंगाना से वैद्य बालनर जो सम्मानित किया गया।



वैद्य राजेश प्रस्ताद सिंह झारखंड को सामाधित करते कार्यक्रम के समन्वयक तर्रे प्रकाश इंटनकर एवं डॉ. पुलोक पुखर्जी।

सम्मान साथ वैद्य अस्मुगम पाडिया तमितनाडु

अपील की। येव निर्मल कुमार मुखर्जे, संयोजक डॉ. प्रमोद एसने अग्रस्थी ने छलीसगढ़ राज्य में विशोधाल साझा की। मलेरिय के उपचार के तान को साता विदे प्रकाश इतनकर को उपस्थित किया। पश्चिम बंगाल से गैरा अनूप कुमार सरकार, पंचराज महाचि-द्यालय क्वेचीपुरम के पैद्य निरंजन अचील की। चारपुर से पैद्य अनिल इसके बाद परंपरिक वैद्यों वामों ने विध्वर साहा किए। हाँ. को एक पैनल पार्च आयोजित को गई. विनोद कुमार चीधरी ने प्रमुखें के किया। गुजरात से वैद्य प्रमुखल उपचार में इबंत औषधियों के पंतृतिया ने वैद्यों के पंत्रीकरण की बात

चारतीय पशुचिकितक संघ, डॉ. प्रशंत काम्प्रेस्पृहिकलः स्वदेशेन विधागः में अवशेण कृपार कायपः ने कुछ कृता सहायक प्रोकेसर, बीमारपूर्णः डॉ. प्रकाश इतनकर की प्रयोगशास्त्रः औषधीय गीपो के प्रयाग सहात किए। विभाग एआईआएं नई रिल्सी और में अपने उत्करों के वैज्ञानिक प्रमा-गोंकरण का अनुभव साझ किया। समन्त्रपक डॉ. प्रकाश ईटनकर एवं वैद्य पोखरियाल ने समुदाय में आपुरेंद को बढ़ाया देने के लिए खंब के वैद्रों से बैडक को आवश्यकता पर

सिंह ने सामान्य बीमारियों में अपनी

वैद्य राजेल प्रसाद सिन्हा (प्रारखंड) ने जंगलो और प्राकृतिक घोतों से औषधीय पीधों के संस्थान की पटेल ने पैचों के संरक्षण के लिए प्रेरित को उनका किया। तेलंगाना से बैद्र

ास मीके पर कार्यक्रम के डॉ. पुलेक मुखर्जी ने आरमुगम पर्देश्य क्रीयलबद्ध को परंपरागत पैदा और वैश्व राजेश प्रसाद सिंह इसरखंड,





# Media and Ayurveda: The Role of Media in Mainstreaming Ayurveda

**Chairperson:** K P Eashwar, Director, Academic and Development Communication Services

**Co-Chairperson:** Dr Radhe Krishan, Media Advisor, Ministry of Ayush, Government of India

Coordinator: Vd Tanuja Ghokale

Date: 15 December 2024

Keynote Address 1: The Power of Media in Mainstreaming Ayurveda – Dr Radhe Krishan, Ministry of Ayush, Government of India

Keynote Address 2: C4D for the Ayurveda Sector – K P Eashwar

### **Panellists:**

- Dr Mohanan Kunnummel, Vice Chancellor, Kerala University of Health Sciences -Bridging Ayurveda & Modern Science
- Dr D Ramanathan, President, AMMOI (Ayurveda Medicine Manufacturers Association of India), Kerala - Overcoming the Negative Propaganda Unleashed by Vested Interests: Perspectives from AMMOI
- Dr Jayashree Keshav, Associate General Manager, Scientific Publications Division, Himalaya Wellness Company, Bangalore - Leveraging Media for Promoting Ayurveda and Business: A 'Himalayan' Perspective
- Ms Jahnavi Sarma, Healthsite.com, An initiative of Hindustan Times Leveraging Digital Media for Developing the Ayurveda Sector

### Introduction

Ayurveda, India's ancient system of holistic medicine, is undergoing a significant revival in contemporary global healthcare. This resurgence is strongly supported by strategic communication and the effective use of media. This report highlights insights from the panellists which help to outline how media and Communication for Development (C4D) frameworks can be further utilised to shape the future of Ayurveda.

### The Strategic Role of Media

According to Dr Radhe Krishan, media is not just a tool for promotion—it is a catalyst for repositioning Ayurveda as a credible, science-backed healthcare system. Initiatives such as the International Day of Yoga (IDY), Ayurveda Day, and public campaigns during the COVID-19 pandemic have demonstrated the media's capacity to influence public perception and behaviour at a global level.

However, media representation of Ayurveda faces significant challenges:

- Misinformation and lack of scientific context
- Traditional vs. modern medicine biases
- Limited global integration



To counter these issues, Dr Krishan emphasizes the need for:

- Fact-based narratives
- International collaborations (e.g., WHO's Traditional Medicine Centre)
- Use of AI, infographics, videos, and influencer-driven digital campaigns

Importantly, digital platforms such as webinars, social media, and influencer collaborations have allowed Ayurveda to reach millions globally. Notably, The Health Site, as mentioned by a Hindustan Times representative, boasts a readership of over one million—a potent media platform that can be leveraged to promote Ayurveda widely.

Dr Jayashree Keshav from Himalaya Wellness also emphasized how corporates can support Ayurveda outreach through newsletters and diverse social media channels, highlighting successful internal media initiatives within the private sector.

#### **Media Challenges and Ecosystem Development**

Despite positive growth, challenges remain. Dr Ramanathan voiced concern about attempts by modern medical practitioners to discredit Ayurveda. This underscores the need for stronger media counter-narratives rooted in evidence, tradition, and patient success stories.

In a clarifying intervention, Dr Mohanan Kunnummel addressed the term "modern science", stating that Ayurveda itself is part of modern science when it incorporates contemporary scientific tools—helping dissolve the artificial binary between traditional and modern medicine.

Developing a supportive ecosystem—through collaboration with journalists, educators, NGOs, corporates, and international institutions—is essential for mainstreaming Ayurveda. Examples from the environmental sector were cited as inspiration for Ayurveda's future growth trajectory.

#### Communication for Development (C4D) Perspective

K P Eashwar expanded the media discourse using the C4D framework, grounded in four core principles: Communication, Development, Faith, and Patience. His presentation underscored that for Ayurveda to sustain its growth, communication strategies must aim for measurable impact, behaviourial change, and ecosystem development.

Drawing parallels to the environmental movement, Shri Eashwar advocated building a similar momentum through:

- Sensitization of stakeholders (industry, bureaucracy, media, NGOs)
- Creating dedicated leadership at multiple levels and institutional support
- Repetition of core messages through various media and cultural formats



#### **Ecosystem Approach and Future Roadmap**

The panellists agreed that the future of Ayurveda lies in building a robust and inclusive ecosystem. This includes partnerships with:

- Media professionals
- Academic and research institutions
- Content creators and social influencers
- Policymakers and international bodies

Dr Krishan recommended conducting workshops for journalists to deepen their understanding of Ayurveda's scientific foundation, while Shri Eashwar stressed on 'call to action' programmes with clear timeframes and localised outreach.

#### Conclusion

Media has emerged as a powerful enabler in Ayurveda's global journey. Strategic communication, when aligned with evidence-based messaging and ecosystem development, can transform Ayurveda from a traditional system to a globally respected pillar of healthcare. As Dr Krishan rightly stated: 'Ayurveda is India's gift to the world; media is the voice that ensures this gift reaches every corner."



## ASSOCIATE 10 E V E N T

## Reverse Buyer-Seller Meet (RBSM)

Organized by AYUSHEXCIL

Date : 12-14 December 2024

#### **Event Overview**

- A Reverse Buyer-Seller Meet (RBSM) was held during the 10th World Ayurveda Congress & Arogya Expo (Dec 12-15, 2024, Dehradun).
- AYUSHEXCIL organized the RBSM under the Ministry of Commerce & Industry's MAI scheme.
- Support came from the Ministries of Commerce & Industry and AYUSH, and the Uttarakhand government.
- The RBSM was part of the Arogya Expo organized by the World Ayurveda Foundation and Vijnana Bharati.
- The event aimed to promote international recognition and growth of AYUSH systems.
- It also showcased India's strength in traditional medicine globally.

#### **Objectives**

The RBSM program was strategically designed to achieve the following objectives:

- Showcase the strength of the Indian System of Medicine globally.
- Promote awareness and scientific validation of AYUSH systems.
- Facilitate international promotion and recognition of AYUSH products and services.
- Foster meaningful interaction between Indian and international AYUSH stakeholders.
- Exhibit the latest research and developments in the AYUSH sector.

#### **Participation and Focus**

The event brought together more than 130 foreign delegates from over 30 countries. The stake-holders included the following:

- Medicine and drug regulators.
- AYUSH product manufacturers and service providers.
- Policymakers and government officials from the health and indigenous medicine ministries.
- AYUSH product procurement agencies.



- Practitioners and researchers in the AYUSH domain.
- Buyers and importers of AYUSH products.
- Traditional medicine educational institutions and wellness journalists.

#### **Key Highlights**

- Created a platform for Indian AYUSH manufacturers and service providers to connect with international buyers and importers.
- Over 3200 one-on-one business meetings were held.
- These meetings facilitated direct engagement, fostering strategic partnerships and collaborations in the holistic healthcare sector.
- Post these meetings, most of the foreign buyer have visited the factories and manufacturing units of the potential seller in India and further discussed about the MoUs and finalization of the business deals.
- An average estimate of the business discussion was around 15 million USD.

#### **Outcomes**

#### 1. Strengthened India's Position as a Global Leader in AYUSH Systems

The event effectively showcased India as a hub for AYUSH products and services, emphasizing its rich heritage, scientific research, and global acceptance. Indian AYUSH manufacturers gained visibility and credibility on an international platform.

#### 2. Significant Export Opportunities

Over 3200 one-on-one business meetings facilitated direct interactions between Indian AYUSH manufacturers and 350 international delegates from 54 countries. These engagements led to discussions on potential business deals, with an estimated business value of around 15 million USD.

#### 3. Enhanced International Awareness and Scientific Validation

Presentations by key experts, including Dr Raman Kaushik from the Ministry of AYUSH and Mr Sanjay Srivastava, highlighted the regulatory framework and manufacturing excellence of Indian AYUSH products. Scientific sessions helped dispel misconceptions and established trust among international stakeholders.



#### 4. Strategic Partnerships and Collaborations

Many international buyers visited manufacturing facilities in India post-event, leading to discussions on Memoranda of Understanding (MOUs) and potential long-term partnerships.

#### 5. Knowledge Exchange and Networking

The event hosted 172 thematic sessions, including Industry Conclaves, NCIM Conclave, International Medicinal Plants Seminar, and Veterinary Ayurveda discussions, fostering intellectual exchanges and paving the way for innovation in the AYUSH sector.

#### 6. Recognition of AYUSH in Global Healthcare Ecosystem

The four-day event emphasized the role of AYUSH systems in addressing global healthcare challenges through holistic and sustainable approaches.

#### Actionable Points for Future Events/Edition

#### 1. Enhanced Follow-up Mechanism

Establish a dedicated team to monitor post-event follow-ups, including MoUs, business discussions, and partnerships and create a digital platform for continuous engagement between buyers and sellers.

#### 2. Focused Participation from Emerging Markets

Identify and invite delegates from untapped markets with high potential for AYUSH products and conduct pre-event market research to tailor strategies for specific regions.

#### 3. Increased Buyer-Seller Interaction Opportunities

Allocate more time and space for focused B2B meetings and organize virtual pre-event meetings to streamline in-person discussions during the event.

#### 4. Scientific Validation and Standardization Workshops

Include more workshops focused on international regulatory compliance and facilitate partnerships with global scientific institutions for collaborative research.



#### 5. Enhanced Visibility Through Digital Campaigns

Leverage social media and digital platforms for wider outreach before, during, and after the event and Share success stories and testimonials from past events.

#### 6. Capacity Building Programs

Organize pre-event training sessions for Indian manufacturers on export documentation, regulatory compliance, and global market trends.

#### 7. Sustainability Focus

Encourage eco-friendly practices in future events and promote AYUSH products aligned with global sustainability goals.

#### 8. Feedback Mechanism

Implement robust feedback systems for both Indian participants and international delegates and use insights to improve event planning and execution.

By addressing these key actionable points, AYUSHEXCIL can further solidify its role as a catalyst in promoting AYUSH products and systems globally, while ensuring measurable and sustainable outcomes from future editions of the Reverse Buyer-Seller Meet.

#### Conclusion

The Reverse Buyer-Seller Meet at the 10th World Ayurveda Congress & Arogya Expo-2024 was a landmark initiative by AYUSHEXCIL to bridge the gap between Indian AYUSH manufacturers and the global market. It provided an invaluable platform for strategic networking, knowledge sharing, and forging meaningful partnerships. AYUSHEXCIL remains committed to fostering the growth and global recognition of AYUSH systems through continued engagement and innovative initiatives.

# ASSOCIATE 1 1

WHO-CC Workshop on
Gathering Technical Inputs
for Country Implementation
of ICD-11 TM2 and Adoption
of WHO International
Terminologies of Ayurveda in
India

he CCRAS-National Institute of Indian Medical Heritage (NIIMH), Hyderabad, which is a WHO Collaboration Centre for "Literary and Fundamental Research in Traditional Medicine", hosted a significant two-day workshop. The primary objective of this workshop was to gather essential requirements for the following key initiatives:

- 1. The implementation of the International Classification of Diseases, Traditional Medicine Module-2 (ICD-11 TM2).
- 2. The updating of Ayurveda, Siddha, and Unani International Terminologies.
- The undertaking of a Scoping Review for the development of Sowa Rigpa Terminologies.
- 4. The formulation of a strategic approach for developing the "International Classification of Health Interventions (ICHI)" for Traditional Medicine, with a specific focus on the Ayurveda, Siddha, and Unani systems of Medicine.

The workshop was convened on the 13th and 14th of December 2024. The event was executed by the CCRAS Team, under the leadership of Prof. Vaidya Rabinarayan Acarya, Director General, Central Council for Research in Ayurvedic Sciences (CCRAS).

#### **Distinguished Participants**

The workshop convened a distinguished assembly of senior officials from the Ministry of Ayush, academic leaders, and subject matter experts representing the Ayurveda, Siddha, Unani, and Sowa Rigpa systems of medicine. The inaugural session was graced by the presence of the following dignitaries:

- Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Governmet of India.
- 2. **Prof. Bhushan Patwardhan**, National Research Professor, Ministry of Ayush, Government of India.
- Dr Mohanan Kunnummal, Vice Chancellor, Kerala University of Health Sciences (KUHS), Kerala.
- 4. Dr Arun Kumar Tripathi, Vice Chancellor, Uttarakhand Ayurveda University, Dehradun.
- 5. Dr Jayantdeo Pujari, Chairperson, National Commission for Indian System of Medicine (National Commission for Indian Systems of Medicine (NCISM)).
- Dr B S Prasad, President, Board of Ayurveda (BoA), NATIONAL COMMISSION FOR INDIAN SYSTEMS OF MEDICINE (NCISM).
- 7. Dr Jagannathan Nair, President, Board of Siddha and Sowa Rigpa, NATIONAL COMMIS-SION FOR INDIAN SYSTEMS OF MEDICINE (NCISM).
- 8. Dr Koustubha Upadhyay, Advisor (Ayurveda), Ministry of Ayush.
- Dr A Raghu, Deputy Director General, Directorate General of Health Services (DGHS), Min-



istry of Health and Family Welfare, Government of India.

- 10. **Dr Geetha Krishnan**, Unit Head R&D, WHO Global Traditional Medicine Centre (GTMC), Jamnagar.
- 11. **Prof. Pawan Kumar Godatwar**, Technical Officer, WHO South-East Asia Regional Office (SEARO), New Delhi
- Dr Tashi Dawa, Professor, Central Himalayan Traditional Institute of Medicine (CHTIM), Varanasi.
- 13. **Dr Sonam Dolkar**, Head of Department (HOD), Men-Tsee-Khang, Sowa-Rigpa Medical College & Hospital, Dharamsala, Himachal Pradesh.

Numerous national and international scholars from Ayurveda, Siddha, Unani, Sowa Rigpa, and Biomedicine also actively participated. The inaugural session was moderated by Dr Rakesh Narayan, Research Officer (Ayurveda), CCRAS, and Dr G P Prasad, Assistant Director In-charge (AD I/C), CCRAS National Institute of Indian Medical Heritage (NIIMH), Hyderabad.

The Technical Sessions were conducted by Dr T Saketh Ram, Research Officer (Ayurveda), National Institute of Indian Medical Heritage (NIIMH), Hyderabad. Notable participants from India included:

- 1. **Dr S Gopakumar**, Registrar, Kerala University of Health Sciences.
- 2. **Dr Sujith Eranezhath**, All India Institute of Ayurveda.
- 3. **Dr Rathinamala**, Central Council for Research in Siddha.
- 4. **Dr M Kannan**, Central Council for Research in Siddha.
- 5. **Dr Usama Akram**, Central Council for Research in Unani Medicine.
- 6. **Dr Kannan**, Scientist, Siddha Central Research Institute, Bengaluru.
- 7. **Dr Debasis Panda**, Deputy Advisor, Ministry of Ayush.
- 8. **Dr G Babu**, Director, Central Ayuveda Research Institute (CARI), Kolkata.
- 9. **Dr Govind Reddy**, Assistant Director In-charge (AD I/C), Central Ayuveda Research Institute (CARI), Mumbai.

International delegates who contributed to the deliberations:

- 1. **Dr Antonio Morandi**, Director, Ayurveda Ponti, Milan, Italy.
- 2. **Dr Carmen**, Ayurveda Ponti, Milan, Italy.
- 3. **Jorge Luis Berra**, Director, Fundación de Salud Ayurveda Prema, Argentina.
- 4. **Dr Sajeewane Parera**, Consultant, Secretary of International Relations, Department of Ayurveda, Government of Srilanka.



- 5. Dr Pushpa Raj Poudel, Section Chief, Ministry of Health and Population, Government of Nepal.
- 6. **Dr Binod Dora**, Ayush Chair, UTAR University, Malaysia.

The second day featured guidance from:

- 1. Vaidya Jayant Deopujari, Chairperson, National Commission for Indian Systems of Medicine (NCISM).
- 2. Dr B S Prasad, President, Board of Studies, NATIONAL COMMISSION FOR INDIAN SYSTEMS OF MEDICINE (NCISM).
- 3. Dr Geetha Krishnan, Unit Head, Research and Development, WHO-GTMC, Jamnagar.
- 4. **Dr Ram Manohar**, Director, Amrita Centre for Advanced Research in Ayurveda (ACARA), Kerala.

Officers from various institutes under CCRAS and delegates from the World Ayurveda Congress also participated actively. A dedicated session was conducted for the "The Scoping Review of development of Sowa Rigpa Terminologies" with active participation and guidance from Dr Tashi Dawa, Professor, CHTIM, Varanasi, and Dr Sonam Dolkar, HOD, Men-Tsee-Khang, Sowa-Rigpa Medical College & Hospital, Dharamsala, Himachal Pradesh.

The valedictory session was coordinated by Dr Sanoth Mane, Research Officer (Ayurveda), CCRAS, NIIMH, Hyderabad.

#### **Key Outcomes**

The two days of intensive deliberation yielded the following significant outcomes:

- A. A comprehensive "Roadmap for capacity building and implementation of International Classification of Diseases, 11th Revision, Traditional Medicine Chapter 2 (ICD-11 TM2) in India."
- B. A detailed Status Report on the current implementation of terminologies, with specific emphasis on procedure codes and a proposed strategy for the development of the "International Classification of Health Interventions (ICHI)" for Traditional Medicine, primarily focusing on the Ayurveda, Siddha, and Unani systems of Medicine.
- C. A Scoping review paper providing a preliminary assessment of the potential volume and scope of existing literature relevant to the development of Sowa Rigpa Terminologies, along with a proposed plan for future action.



#### **Key Recommendations**

A significant recommendation emerging from the workshop was the proposal to designate 10th January of each year as "Ayush Medical Coding and Records Day." This recommendation received widespread acceptance, and CCRAS, with the necessary approval from the Ministry of Ayush, will initiate the procedural steps for its implementation.

#### Additional Highlights:

During the event, a special issue of the Journal of Drug Research in Ayurvedic Sciences focusing on "Ayurveda Aahar" was officially unveiled.

This workshop underscores the strong commitment of the WHO-CC CCRAS-NIIMH and the Ministry of Ayush towards the standardisation and global integration of traditional Indian medical systems. The event effectively reinforced the collaborative efforts between India and the World Health Organization in the advancement of evidence-based traditional medicine.









# ASSOCIATE 12

Public Outreach Programme

he World Ayurveda Congress was successfully held from 12-15 December 2024. The Public Outreach Department played a pivotal role in promoting Ayurveda awareness among the masses.

#### **Organizing Committee**

- Chairperson: Dr Sharada, Principal, Saraswati Ayurved Hospital and Medical College, Mohali, Punjab
- Co-Chairperson: Prof. Vaidya Kamlesh Kumar Sharma, Pro Vice Chancellor, Jayoti Vidyapeeth Women's University, Jaipur

#### **Coordinating Members**

The following members coordinated the various events in the run-up to the 10th WAC and Arogya Expo:

- Dr Prabodh Yeravar
- Dr Charu Supriya
- Dr Ankita Sharma
- Dr Usha Rana

#### **Key Highlights**

- Lectures: 24 esteemed speakers delivered talks on various topics, including:
  - Importance of Ayurveda in daily life
  - Geriatric care in Ayurveda
  - Ayurveda and Artificial Intelligence
  - Lifestyle-based diseases in Ayurveda
  - Product Exhibitions: Pharmaceutical companies like Vaidyaashram and Planet Ayurveda showcased their products.
  - Cultural Events: The Congress featured special cultural activities, including Kalari-Payattu and Folk dance of Uttarakhand by Team Aatamnirbhar Bharat,



The Public Outreach Department witnessed an impressive turnout of 400-500 people, who actively participated in the various lectures and events.

## ASSOCIATE 13

Saraswati Vandana - Summary

he Saraswati Vandana session was held on 13 December 2024. The session was chaired by Honorable Secretary, Padma Shree Vaidya Rajesh Kotecha, along with Chairman of the National Commission for Indian System of Medicine (NCISM), Vaidya Shri Jayant Dev Pujari; Shri B S Prasad, President of the Ayurveda Board at NCISM; Vaidya Shri Ravi Narayan Acharya, Director General of CCRAS, New Delhi; Vaidya Shri Pawan Kumar Godatwar, Technical Officer at SEARO, WHO, New Delhi; and Vaidya Shri Namboodiri from Kottakkal Arya Vaidya Sala, recipient of the Brihatrayi Ratna award.

#### **Books** released

#### 1. Navigating through Ayu Emergency Yatra: Project Report Summary and Strategic Evaluation

Editors: Mael Voegeli, Skanthesh Lakshmanan, Vinayak Padikkal Variyam, and Ashwath Rao

This publication documents the Ayu Emergency Yatra project, an initiative envisioned by the late Padma Shri P R Krishnakumar (1951–2020). The project emphasizes integrating Ayurveda into mainstream healthcare, particularly in emergency and critical care settings, through a 21day, 5000 km journey engaging 1000+ doctors across top institutions to explore Ayurveda's role in emergency care, oncology, antimicrobial resistance, and AECLS training through case studies, drills, and discussions. It underscores the importance of evidence-based practices and the empowerment of AYUSH practitioners through advanced training.

#### 2. From Shadows to Diagnosis

Author: Dr Mangesh Deshpande, Director and Consulting Surgeon – Orthoved Hospital Dombivli

The book explains about the Ayurveda interpretation of radiological images based on the author's vast clinical experiences. This groundbreaking work connects modern radiological science with the ancient principles of Ayurveda. The book explores how X-rays can be integrated into Ayurvedic diagnosis while respecting traditional Ayurvedic concepts, setting a new standard for integrative medicine, bridging the gap between traditional wisdom and modern technology.

#### 3. Medicinal Plants for Primary Health Care in Ayurveda

Editors: Dr Venugopalan Nair S N, Padma Shree Darshan Shankar, and team from the University of Transdisciplinary Health Sciences and Technology, Bengaluru, India



This book details 100 medicinal plant species from every perspective, detailing their healing properties, cultivation methodology, suitable for the self-care from a layman to a seasoned Ayurveda practitioner.

Further, the first copy of the book on the legacy and life journey of P R Krishnakumar was also presented to the Honourable Secretary, Padma Shree Vaidya Rajesh Kotecha ji.

#### **Conferring of Awards**

Established in 1994, the Bṛhattrayī Ratna Award is one of the most esteemed accolades within the Ayurveda fraternity. Named after the foundational Ayurvedic texts – Charaka, Sushruta, and Vagbhata and in memory of Arya Vaidyan P V Rama Varier, the founder of Arya Vaidya Pharmacy – the award symbolizes intellectual mastery and significant contributions to Ayurveda. It is a tribute to those who have utilized their profound knowledge and expertise for the betterment of humanity and the advancement of Ayurvedic science. This year, Arya Vaidyan P V Rama Variar Brihatrayee Ratna Award 2024 was conferred upon Dr M R Vasudevan Namboodary for his outstanding contribution in the field of Ayurveda.

This event ended with the presidential speech of Padma Shree Vaidya Rajesh Kotecha, in which he highlighted the importance of such publications and their role in building scientific evidence for Ayurveda. The event underscored the collaborative spirit between traditional and contemporary medical practices, aiming for a holistic and inclusive approach to health and wellness.



## ASSOCIATE 14 E V E N T

Jyotishmati - Season 5

yotishmati, a national-level intercollegiate Ayurved quiz contest, started in the year 2014 by Shree Dhootapapeshwar Limited for undergraduate students of Ayurved. The sole objective of this quiz is to create a platform for undergraduate students of Ayurved to present their intelligence in a very novel manner.

With the success of four seasons of Jyotishmati, the fifth season of quiz contest was launched in 2024. Jyotishmati Season 5 has covered more than 100 colleges with 400+ participants and 10,000+ audience in India. Along with national-level quiz competitions, Jyotishmati Season 5 was also organized successfully in countries such as Sri Lanka and Nepal. During this journey, the quiz contest received overwhelming responses and appreciation from students, teachers and institutional heads of government, semi-government, and private institutions of Ayurved.

After completing 25 national and 2 International events of Jyotishmati, the Grand Finale was organized on 13 December 2024 evening at 10th World Ayurveda Congress at Dehradun. The event was extremely thrilling with lots of twist and turns.

This is the first time that the Finale was held amongst top five finalists. All the participating teams came well prepared. Their mentors also took extra efforts to guide them continuously right from the time they came to know that the team has qualified for finals. The teams were prepared not only with the Ayurvedic knowledge but with modern science also. They answered some of the tough questions, related not only to Ayurved but also the modern science. The students and their mentors were also happy to receive exciting prizes given to them.

Dr G D Pol Foundation's YMT Ayurveda College, Kharghar, won the Jyotishmati Season 5 Grand Finale with a score of 220. Shri Narsingh K Dubey College, Nalasopara, was the runners-up with a score of 210. Shubhadeep Ayurveda College, Indore, stood third with a score of 200; Tilak Ayurveda Mahavidyalaya, Pune, got the fourth place with the score of 190; and with a score of 170, Kaviraj Ananta Tripathy Sharma Ayurved Mahavidyalaya, Gajam, Odisha, got the fifth place.

Vd. Kamalesh Sharma, Vd. Mahesh Vyas, Vd. Sourabh Kokatnur and other local Gurus have contributed to this journey of Jyotishmati Season 5 with their valuable support and guidance.

In this era of digital Ayurved, Shree Dhootapapeshwar Limited will continue this journey of knowledge quest with exciting new rounds managed by state-of-the-art software covering Ayurved institutions across the country and abroad.





















## \*SECTION 5 \*

# THE LENS

































































































































































































#### PARTNER STATES







Govt of Maharashtra





Govt of Madhya Pradesh



Govt of West Bengal

INSTITUTIONAL PATRONS





#### PRIME SPONSOR

























**ASSOCIATE SPONSORS** 









































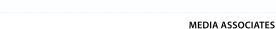


























#### **ASSOCIATES**



Gujarat Ayurved



Guru Ravidas Avurved



Banaras Hindu



National Institute of



Raiasthan Avurved



RAV. Delhi







MUHS MUHS, Nashik



Uttarakhand Ayurveda University



Research in Ayurvedic Sciences













NEIAH



Bengaluru

























**AMAM** 







Karnataka Avush Ayurveda Graduates Association Drug Manufaturers Association



The 10th World Ayurveda Congress (WAC) and Arogya Expo was successfully held in Goa during 12-15 December 2024. The Congress comprised several plenary sessions, concurrent sessions, parallel sessions, associate events, etc. on important topics related to Ayurveda.

Each of the events registered enthusiastic participation of Ayurveda stakeholders from world over. Participation from central and state governments, regulatory authorities, educational institutions, WHO, representatives from various countries, Ayurveda Acharyas, Ayurveda practitioners, students, etc. made the scientific deliberations rich in quality.

The Arogya Expo was a major attraction of the general public in Uttaraghand. On all four days of the event, people were seen thronging the various stalls put up by all the major Ayurveda medicine manufacturers and Ayurveda healthcare delivery centres. This publication is a humble attempt by the World Ayurveda Foundation to capture the proceedings of 10th WAC and Arogya Expo in a nutshell. The publication carries brief summaries of each of the scientific sessions that were held. The publication also carries some representative photographs that would tell the story of 10th WAC and Arogya Expo in their own ways.



### WAC Secretariat World Ayurveda Foundation

#6, (New 22) Sankey Road Lower Palace Orchards Sadashivnagar, Bengaluru, Karnataka India. Pin 560003 +91 80 42140442

info@ayurworld.org

