

Brochure Draft for Public Outreach Associated Event

World Ayurveda Foundation is going to organize the World Ayurveda Congress and Arogya expo 2018 with the support of Ministry of AYUSH, Govt. of India at Ahmedabad from 14 to 17 December, 2018. Series of events like Plenary Session, Scientific Session and Workshop are being organized to propagate the essence of Ayurveda globally. Under the back ground of “Re-aligning the Focus on Health” focal theme WAC is catering the services by conducting the main and associated events.

Continuation to this, WAC organization is arranging the Public Outreach Associated Event to enhance the knowledge and awareness of Ayurveda diet, lifestyle, and cosmetic care followed by Yoga among the *Ayurvedacharyas* and general public. WAC 8 is conducting the awareness and training programs under Public Outreach Associated Event and the aforesaid event will be executed in **3 segments**, namely 1) Ayurveda Cooking Module, 2) Ayurvedic Beauty Care module and 3) Public lectures Module.

EVENTS

Event 1: Public Lectures Module

3 Day Public Lectures Module will be consisting of series of free public oriented lectures in Gujarati and Hindi on various topics like Ayurveda Lifestyle Practices, Geriatric Care, Women Care, Cosmetic care, Kitchen remedies and Yoga for common ailments. In this module various expert practitioner and faculties will deliver the lectures and give the guidance regarding treatments and lifestyle management through Ayurveda.

Registration Method: free and Open for all visitors

Venue: Gujarat University Conventional Centre, Ahmadabad

Day 1: 15:12:18

10:00 AM to 11:00 PM: Ayurveda way of Living by Vaidya Varsha Solanki

5:00 PM to 6:00 PM: Ayurveda in Geriatric Care by Vaidya Dharmender Patel

Day 2: 16:12:18

10:00 AM to 11:00 PM: Ayurveda Beauty Care by Vaidya Krutika Joshi

5:00 PM to 6:00 PM: Women Health through Ayurveda by Vaidya Hetal Dave

Day 3: 17:12:18

10:00 AM to 11:00 PM: Ayurveda Kitchen Remedies by Vaidya Prof Mita Kotecha

5:00 PM to 6:00 PM: Yoga for Physical and Mental Health by vd. Kashinath/ Vd.sarvesh

Event 2: Prevention and Management of Lifestyle Disorders Module

3 Day Pathya Apathya Module will encompasses the training of participants regarding the diet selection, preparation and lifestyle modulation along with yoga in following 4 diseases Diabetes Mellitus, Hypertension, Thyroid and PCOD condition.

Registration Method: Prior and On Spot registration (limited seats, first come first served basis)

Registration cost: Rs. 600 per day or per module or 1500 for all three days event

Venue: Gujarat University Conventional Centre, Ahmadabad

Day 1: Obesity and Hypertension: Pathya Apathy Module

Obesity is well-known as 'Rich Men disease' globally. Accepting the technology for all sort of physical and mental work, leading stress full life made individual to fall prey for the disease Obesity. Obesity being major lifestyle diseases has tendency to give rise to other diseases like Obesity related Hypertension, Diabetes Mellitus and Infertility etc. Various management techniques are available currently, starting from the Oral medication to surgeries like liposuction, bariatric surgery etc. All these methods have their own side effects and major complications. This is the reason patients of obesity still relay upon the exercises, yoga and diet alteration. Obesity being a major lifestyle disorder can be better managed by the altering the present lifestyle of the patient. In the way of alteration of the individual lifestyle, abiding to health diet will be first and foremost remedy. Ayurveda enumerates about the diet alteration rather than diet restriction.

Similarly, Hypertension is also one of the major health problems which impart the extra burden over the country in term of mortality and morbidity. Diet and calibrated lifestyle play very important role in control and prevent the ill effect of Hypertension.

Date and time: 15:12:18 11:00 PM to 1:00 PM

Expert: Vaidya Sumit Natani / Vaidya Vinay

Schedule: -

45 min: Live demonstration and practice of Yoga related to Obesity and Hypertension

30 min – Lifestyle guidance(Ahar-vihar) related to Obesity and Hypertension

45 min – description and demonstration of recipes recommended in Ayurveda for

Obesity and Hypertension

Day 2: Diabetes Mellitus: Pathya Apathya Module

Diabetes Mellitus is the lifestyle related disorder, one or other member of the family will be victim of this disease. Diabetes Mellitus being a disease of long running may make the body prone for infections or complications. So, it is obligation for suffers to control or to manage the diabetes by continues intake of Oral Hypoglycemic Drugs or Insulin Injectable. Most of the time diabetes patient will be fed up by the uninterrupted threat imposed by these medications (oral / Injectable) in term of side effect or complications. Even patient will be left out with no any chance of quitting these medication, at that time healthy way of food intake, lifestyle managements and yoga may help the patient to control and prevent the diabetes and its complication respectively by minimizing the intake of medicines.

Date and time: 16:12:18, 11:00 PM to 1:00 PM

Expert: Vaidya Kashinath Samagandi / Vaidya Krutika Joshi

Schedule: -

45 min: Live demonstration and practice of Yoga related to DM

30 min – Lifestyle guidance(Ahar-vihar) related to DM

45 min – description and demonstration of recipes recommended in Ayurveda for

DM

Day 3: PCOS and Hypo-thyroidism : Pathya Apathya Module

Polycystic Ovaria Syndrome (PCOS) is a hormonal disorder. It affects 12-18% of women of reproductive age and up to 21% in some high-risk groups. The name 'polycystic' suggests you might have multiple 'cysts' on your ovaries, No periods or irregular, infrequent heavy menstrual bleeding, Excess facial and/or body hair (hirsutism), Acne on the face and/or body, Scalp hair loss (alopecia), Darkened skin patches (acanthosis nigricans), Mood changes, Depression, Anxiety, disturbed Sleep apnoea and difficulty in conceiving are frequent symptoms which disturbs the routine of women. Hormonal Replacement Therapy will be line of treatment prescribed by the allopath doctors which in term gives lots of adverse effect over the body. So, to safely tackle this adverse impact, healthy way of food intake along with lifestyle modulation and Yoga is advised.

Date and time: 17:12:18, 11:00 PM to 1:00 PM

Expert: Vaidya Shalini Mishra / Vaidya Anubha Choudhary / Vaidya Poonam Tatarwal

Schedule: -

45 min: Live demonstration and practice of Yoga related to Diabetes Mellitus

30 min – Lifestyle guidance(Ahar-vihar) related to Diabetes Mellitus

45 min – description and demonstration of recipes recommended in Ayurveda for

Diabetes Mellitus

Event 3: Ayurveda Beauty Care

The importance of beauty and personality is increasing now a day as it is a competitive era. People are very much conscious for their personality and they are using various cosmetics not only as therapeutics but these are essential part of their daily routine have natural beauty is getting spoiled due to the harmful chemicals. With the holistic approach of Ayurveda, one can prevent the damage of skin, hair and body and can rejuvenate themselves towards healthy and glowing personality.

3 Day Ayurveda Beauty Care Module will be consisting of the Ayurveda Cosmetic tips and procedures to preserve and promote the health of hair, face and body.

Registration Method: Prior and On Spot registration (limited seats, first come first served basis)

Registration cost: Rs. 800 per day or per module or 2000 for all three days event

Venue: Gujarat University Conventional Centre, Ahmadabad

Day 1: Ayurveda Hair Care

Our hair is an integral part of our self-image and sensuality, and of the way we present ourselves to the world. It also signals the health status of our body, mind, and emotions. Ayurveda believes in a holistic approach to health care and hair care is one of the vital parts of it. According to Ayurveda, only external application and precautions are not sufficient to keep hairs full of life, strength, luster, sheen, color, vitality and healthy life long. In an individual the condition of the hair is the reflection of the complete constitution of his physical state. If the person is not healthy then the bad health will reflect from the hair.

Ayurvedic Ahara-Vihar (Diet and Lifestyle) concepts are two major factors that influence whole body and the health of the hair as well. Irregular dietary habits, Poor diet, Illness and Deficiencies of any particular Vitamin and Mineral affects the quality of hair and problems like dandruff, thinning hair, early baldness, premature graying, spoiling the hair quality. Many hir packs, oils and medicines are suggested in Ayurveda for hair care and its disease management which can be used externally as well as internally.

Date and time: 14:12:18 3:00 PM to 5:00 PM

Expert: Prof.Vaidya Meeta Kotecha

Schedule: -

40 min: description and lecture on hair care through Ayurveda

70 min – Live demonstration and practice of various hair packs and herbal remedies

10 min - queries

Day 2: Ayurveda Face Care

Face is the mirror of an individual's personality and health. Healthy, glowing skin is an essential part of face as well as body. According to Ayurveda, healthy skin is a result of overall health conditions of individuals. Ayurveda have prescribed numerous skin care treatments that can be utilized in every stage of life. Several herbs have been mentioned in Ayurveda which can be used to obtain healthy skin and glowing complexion. Ayurvedic herbs purify the skin and eliminate vitiated doshas as they are mainly responsible for skin ailments.

Date and time: 15:12:18 3:00 PM to 5:00 PM

Expert: Vaidya Krutika Joshi

Schedule: -

40 min: description and lecture on face care through Ayurveda

70 min – Live demonstration and practice of various face packs and herbal remedies

10 min - queries

Day 3: Ayurveda Body Care

Ayurveda determined beauty by prakriti (Body constitution), sara (structural predominance), sanhanan (compactness of body) , twak (skin completion), Praman (Measurement) and dirghayu lakshana (symptom of long life). Beauty is not only a source of joy

but gives confidence and proud in some extent. Nowadays people got more attentive and conscious about not only their skin and hairs, but also for the body. Healthy, perfect and slim body is dream for every individual. Ayurveda have given various guidelines in persuasion of healthy body such as yoga, dinacharya, rutucharya, rasayan, abhyanga, vyayama etc. Ayurvedic regimens and medicines can be an essential tool for healthy body and longevity. Various herbal medicines, oils and procedures like abhyanga, vyayama, yoga are unique and holistic peculiarity of Ayurveda to obtain the impressive personality.

Date and time: 16:12:18 3:00 PM to 5:00 PM

Expert: Vaidya Anubha Choudary

Schedule: - 40 min: Description and lecture on body care through Ayurveda

70 min : Live demonstration and practice of herbal remedies for body care

10 min : queries

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