



Integrative Ayurveda
for Global Health

10-13 December 2026 | Janta Maidan, Bhubaneswar, Odisha, India

PHARMA TECH EXPERIENCE ZONE

The Pharma-Tech Hands-On
Training Pavilion

Participatory Training Pavilion

Prime Sponsor



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The pavilion

The Experience Zone

Pharma Tech is conceived not as an exhibit to be viewed but as a participatory training pavilion to be entered. Delegates do not walk past it; they work through it. Across four thematic zones the pavilion carries a delegate along the full life of an Ayurvedic medicine — from the identification of a raw drug, through its making, to its lawful passage to market and the proof of its quality and compliance.

Each zone is a self-contained, individually bookable session. Within that session the delegate travels a single, consistent arc: first

the classical way, as the tradition has always practised it; then the pharmaceutical way, as modern method now performs it; and finally the essentials to carry home — the practical distillation a delegate takes back into practice. The tradition and the technique are not set in opposition; they are shown as one continuous discipline.

Every session takes eight delegates, so that the learning stays genuinely hands-on. Delegates carry a Pavilion Passport, stamped upon the completion of each zone, and rise through a recognition ladder as their zones accumulate.

The operating model at a glance



Footprint
Zone 7 — 54 sqm,
9.00 × 6.00 m,
six 3.00 × 3.00 m cells



Thematic zones
Four, run as parallel
sessions: Authenticate
Make, Licence to
Launch, Quality & Law



Participants per session
8 per zone — 32 in
the pavilion at any
moment



Session length
Make 60 minutes.
Authenticate,
Licence to Launch
and Quality & Law
30 minutes each



Sessions per day
49 — seven Make
sessions and forty-
two across the other
three zones



**Seat-slots
per day**
392



**Seat-slots,
three training
days**
1,176



Certificates of Completion
168 — Make-gated; the
Certificate is issued only where
the Make zone has been
completed



Central facility
Circular help desk,
2.40 m diameter, at
the true centre of the
pavilion.



Public engagement
Quiz Dangal —
optional, if time
permits. Held at a
separate hub and
fully decoupled from
certification



A seat-slot is a session place taken, not a distinct individual. A delegate completing all four zones occupies four seat-slots. Certificates are gated on the Make zone and are therefore fewer than the number of participants reached.

The central help desk

At the true centre of the pavilion stands a circular help desk of 2.40 metres diameter, staffed continuously by two people. All four zones open directly onto its arcs, so that a delegate never has to leave the pavilion to find guidance. The desk carries registration, passport issue, session queue management and the Swarna recognition moment.

Its counter is set at 1100 mm above finished floor — the same height as the continuous gold datum line that runs across all four demonstration benches. The datum therefore leaves the benches, wraps the desk, and returns unbroken, binding six rented cells into one designed object. The Compliance Clinic remains within Quality & Law and is not transferred to the desk.

The four zones

The four zones follow the natural sequence of a medicine’s life. They may be taken in any order, and each stands complete in itself.

Zone 1

Authenticate

Is this raw drug genuine, and how do I know? 30 minutes

PART ONE — THE CLASSICAL WAY

- Handle real raw herbs and identify them by sight, smell, taste and touch
- The grahya–agrahya criteria of the classical texts — what makes a drug acceptable, and what makes it fit for rejection
- Separate genuine material from adulterated in a mixed sample, by the trained senses alone

PART TWO — THE PHARMACEUTICAL WAY

- Read a TLC fingerprint of the same herb and see its chemical signature
- Ash value and extractives — the figures that establish purity
- Read a Certificate of Analysis and a specification sheet with understanding

PART THREE — THE ESSENTIALS TO CARRY HOME

- A side-by-side reading of what the senses report against what the instruments confirm
- The rapid field-tests that catch the common adulterants
- How to ask for and interpret a Certificate of Analysis before procuring any raw drug

Walk out with: the Tamra stamp and the confidence to tell genuine from adulterated.

Zone 2

Make

How is an Ayurvedic medicine actually made, from herb to finished dose? 60 minutes

PART ONE — THE CLASSICAL WAY

- Classical preparation — churna milling and sieving, sneha kalpana (medicated oil and ghee), kwatha reduction
- Correct proportions and processing endpoints as the texts define them
- The reasoning behind each classical step — what it accomplishes in the medicine

PART TWO — THE PHARMACEUTICAL WAY

- Modern dosage forms — capsule filling, tablet compression, granulation
- How a classical formulation is carried into a standardised, shelf-stable product
- Batch discipline — consistency, yield and record-keeping

PART THREE — THE ESSENTIALS TO CARRY HOME

- Checking one’s own output — weight, texture, seal integrity, label accuracy
- Where quality is won or lost during the act of making
- How classical intent is preserved within a modern process

Walk out with: the Kansya stamp, a clear grasp of the whole making process, and — on completion of this zone — eligibility for the Certificate of Completion.

Zone 3

Licence to Launch

How does a finished product lawfully reach the market? 30 minutes

PART ONE — THE CLASSICAL WAY

- What a classical rasashala required, set against what a licence file requires today
- The document trail — manufacturing licence, product approval, label approval
- Where classical formulations sit within the modern regulatory system

PART TWO — THE PHARMACEUTICAL WAY

- The finished-product specification, the claim-substantiation file, label approval
- Reading a genuine (abbreviated) licence and approval document
- What may lawfully be said on a label, in a clinic, and in a journal — and how these differ

PART THREE — THE ESSENTIALS TO CARRY HOME

- Spotting the unlawful claim on real labels — sound, in breach, or in need of rewriting
- Route the Claim — where a marketing message may lawfully travel, and where it may not
- The line that separates a supportable claim from a punishable one

Walk out with: the Rajata stamp and a working map of the path to market.

Zone 4 Quality & Law

How do I establish that a finished product is safe, compliant and fit for sale? 30 minutes

PART ONE — THE CLASSICAL WAY

- Classical quality endpoints — bhasma pariksha and sneha tests, shown under proper safety barrier
- How the tradition judged a finished medicine to be ready
- Translating classical endpoints into measurable specifications

PART TWO — THE PHARMACEUTICAL WAY

- A working QC bench — weight variation, pH, disintegration, moisture
- Interpreting results against specification — is this batch to be accepted or rejected?
- Completing a mock batch record that links raw-material certificates to QC results

PART THREE — THE ESSENTIALS TO CARRY HOME

- Reading a quality certificate correctly
- Compliance in a single breath — DMRA, labelling, storage, recall
- The Compliance Clinic, an appointment-based deeper session, for the full file walk-through

Walk out with: the Swarna stamp, and the Certificate of Completion where the passport is complete.

The Pavilion Passport and recognition ladder

Every delegate carries a Pavilion Passport bearing four stamp stations, one for each zone. Upon completing a zone, the passport is stamped. As stamps accumulate, the delegate rises through a recognition ladder named in the classical metals — from Tamra to the highest recognition, Swarna.

Zones Completed	Recognition
One	Tamra
Two	Kansya
Three	Rajata
All four	Swarna + Certificate of Completion

The Certificate of Completion is conferred solely upon the attainment of Swarna, and only where the Make zone has been completed. It is not attached to any lower rung.

Quiz Dangal – optional, if time permits

Optional element. Quiz Dangal is proposed as an additional daily public-engagement event, to be held only if time, staffing and the Expo’s evening schedule permit. It is not required for the pavilion to operate as designed, and no part of the training programme, the passport or the recognition ladder depends upon it.

Where it is held, Quiz Dangal takes place at a separate hub outside the pavilion footprint. It remains fully decoupled from certification: it contributes no passport stamps and no ladder progression, and it is accounted for separately in staffing and schedule. Its purpose is reach — to draw the wider Arogya Expo visitor into the subject of Ayurvedic pharmacy. Should the training grid or the Congress programme leave no room for it, the element is simply set aside without any consequence to the pavilion.

Institutional backing

Academic content integrity is co-anchored by Dr. Neetika Kundailia Saroch, MD (Ayurveda). Educational design is provided by Ayuceutical® Wellness & Academy Pvt. Ltd. Demonstration equipment and materials are provided by HHAP, a GMP-certified unit holding AYUSH Licence HP-301-Ay. All HHAP material physically handed to a delegate is labelled as demonstration material and is not offered for sale.

In this way the pavilion offers not a passing spectacle but a structured passage — one that leaves each delegate with demonstrated competence across the whole discipline of Ayurvedic pharmacy, and a recognition to carry from the Congress.

Day structure

Date	Character	Activity
10 December	Inauguration	Pavilion opening, walkthroughs for dignitaries and press, demonstration cycles on open access. No certification sessions. Quiz Dangal in the evening — optional, if time permits.
11 December	Training day 1	Full session grid — 49 sessions, 392 seat-slots. Quiz Dangal in the evening — optional, if time permits.
12 December	Training day 2	Full session grid — 49 sessions, 392 seat-slots. Quiz Dangal in the evening — optional, if time permits.
13 December	Training day 3	Full session grid — 49 sessions, 392 seat-slots; closing Swarna ceremony at the help desk.

The daily session grid

The four zones run as parallel sessions across a seven-hour training window. Make runs on the hour for sixty minutes; the other three zones run on the half-hour for thirty minutes each. The grid repeats identically on each of the three training days.

ZONE	SESSION LENGTH	SESSIONS PER DAY	SEAT-SLOTS PER DAY
Authenticate	30 minutes	14	112
Make	60 minutes	7	56
Licence to Launch	30 minutes	14	112
Quality & Law	30 minutes	14	112
Total	—	49	392

Throughput

ZONE	SESSION LENGTH
Participants in the pavilion at any moment	32
Seat-slots per training day	392
Seat-slots across three training days	1,176
Make sessions across three training days	21
Certificates of Completion (Make-gated)	168

A seat-slot is a session place taken, not a distinct individual. A delegate completing all four zones occupies four seat-slots and receives one certificate. The certificate figure is therefore gated on the Make zone and is deliberately lower than the seat-slot count.

The delegate's passage

A delegate arrives at the central help desk from the open aisle, is registered, and is issued a Pavilion Passport bearing four stamp stations. The desk assigns the next available session in the zone of the delegate's choosing. On completing a zone the passport is stamped at that zone's bench and the delegate returns to the desk for the next assignment. On the fourth stamp the delegate returns to the desk for the Swarna recognition and, where the Make zone has been completed, the Certificate of Completion.

Quiz Dangal – optional, if time permits

Optional element. Quiz Dangal is proposed as an addition to the programme and is to be held only if time, staffing and the Expo's evening hours permit. The three training days stand complete without it, and no seat-slot, passport stamp or certificate depends upon it.

Where it is held, Quiz Dangal runs daily at a separate hub outside the pavilion footprint, as a public-engagement event for the wider Arogya Expo visitor. It carries no passport stamp and no ladder progression, and requires its own staffing and schedule allocation. Its timing would be set to the Expo's evening public hours, and confirmation of those hours is respectfully sought from the Committee. Should those hours or the training grid leave no room, the element is set aside without consequence to the pavilion.

Crew per session slot

ROLE	#	DEPLOYMENT
Zone demonstrator	4	One per thematic zone, handling apparatus
Zone assistant	4	One per thematic zone, passport stamping and materials
Help desk	2	Continuous through the day, not per session
Floor and queue management	2	Central column and both open edges
Compliance and academic oversight	1	Roving; script and claim discipline
Total per slot	13	From a pool of 16, rotated across the day

Volunteer preparation runs on two tiers: an online briefing for all sixteen on pavilion procedure, passport discipline and claim language; and in-person hands-on training on apparatus for the four to six who handle equipment. A local Odisha student pool supports the evening public shift, and would carry Quiz Dangal on any evening it is held.

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Matters for Committee guidance

Allocation of the three training days against the Congress academic programme, so that sessions do not clash with plenaries our delegates would wish to attend.	The booking platform by which the 1,176 seat-slots are to be reserved, and whether this is to sit within the WAC registration system.	Confirmation of Expo operating and closing hours, which determines the evening public shift and, where held, the Quiz Dangal schedule.	Session lead names for the four zones and the Compliance Clinic, on which the Coordinator will revert to the Committee separately.
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Allocation and geometry

The pavilion occupies the whole of Zone 7 — a contiguous two-by-three block of six standard 3.00 × 3.00 m cells, giving an overall envelope of 9.00 m × 6.00 m and a gross area of 54 sqm. The six cells are Z.8A, Z.8C and Z.8E over Z.7B, Z.7D and Z.7F.

The design requires the internal partitions between these six cells to be removed, so that the block reads and operates as one continuous span. The cell grid is retained as a planning module only.

Cell	Function	Area	Capacity
Z.8A	Authenticate	9 sqm	8 standing
Z.8E	Quality & Law, incl. Compliance Clinic	9 sqm	8 standing
Z.7B	Licence to Launch	9 sqm	8 standing
Z.7F	Make — heat demonstration bay	9 sqm	8 standing
Z.8C	Registration and passport issue; desk approach	9 sqm	Circulation
Z.7D	Rotation, egress and Swarna recognition	9 sqm	Circulation
Total	Four thematic zones and a central circulation spine	54 sqm	32 at a time

The central circular help desk

A circular help desk of 2.40 m diameter stands at the true centre of the block, at 4.50 m from either end and 3.00 m from either long edge — on the shared line between Z.8C and Z.7D. Its counter perimeter measures approximately 7.50 m, serving about twelve delegates at once, with a two-person staffing well at its core.

The desk fills the width of the 3.00 m central column, leaving approximately 0.30 m of clearance at its east and west arcs. That clearance is structural, not a walkway: delegates approach the desk from the north or south open edge and turn into the zones from its arcs. The desk therefore functions as the junction of the pavilion rather than an obstacle within it.

Working surfaces

Each of the four thematic cells carries an L-shaped demonstration bench of 2.40 m plus a 1.80 m return, 0.60 m deep, set against the outer corner of the cell. This yields approximately 4.20 m of working edge per zone — seven hands-on positions with the eighth participant observing, which is the intended teaching arrangement rather than a limitation.

PER ZONE CELL	ALLOCATION
Gross cell area	9.00 sqm
Bench and apparatus	1.44 sqm
Demonstrator strip	1.20 sqm
Participant area	6.30 sqm — 0.79 sqm per participant at eight standing



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