



Integrative Ayurveda
for Global Health

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

PHARMA TECH EXPERIENCE ZONE

Sampannam Yogyaushadham

Two tracks · Six stations · One apex seal

Prime Sponsor



Institutional Patrons

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. Participants do not walk past it; they work through it. Across six stations on two parallel tracks, the pavilion carries a participant along the full life of an Ayurvedic medicine — from the identification and lawful standing of a raw drug, through the proof of its quality, to its making, its testing and its release. The Rasa Vagbhata Path is the teaching track: Identify (Parichaya), Authorise (Anugya) and Assure Quality (Gunavatta), in three open-fronted cells along the aisle frontage.

The Nagarjuna Path is the making track: Make (Nirmana), Test (Pariksha) and Release (Anumodana), one continuous supervised bay where participants work in teams of three at five bench islands, one for each dosage-form class. Within every station the participant travels the same arc: first the classical way, then the pharmaceutical way, and finally the essentials to carry home. The tradition and the technique are not set in opposition; they are shown as one continuous discipline.

The operating model at a glance



Footprint
120 sqm, 12.00 × 10.00 m, three bands



Thematic Track
Two tracks, six stations, run in parallel: teaching and making



Participants per session
90, forty-five on each track



Session length
Two hours; all six stations in one session



Sessions per day
Two, at 14:00 and 16:15



Seat-slots per day
180



Seat-slots, three training days
540



Certificates of Completion
Released only against the Swarna Vajra visa



Passport
One passport, six visas, two hours.



Public engagement
Quiz Dangal. Held at a separate hub and fully decoupled from certification



Footfall through the pavilion is open and uncounted — any delegate or Expo visitor may enter during open-floor hours to watch the demonstrations. The 540 figure is separate: it counts only registered training delegates, each holding a booked seat in one afternoon session and moving through all six stations with a passport. 90 per session × 2 sessions × 3 days = 540 credentialed hands-on experiences. The Certificate of Completion is issued only against the Swarna Vajra seal, struck once all six station impressions are verified.

The central help desk

A central spine runs between the two tracks. Reception sits at the entry end and issues the Pavilion Passport, the circular help desk sits at the centre, and certificate issue sits at the exit end.

The help desk is where the passage closes. A supervising official checks all six station visas and affixes the Swarna Vajra; the Certificate of Completion follows. The apex visa is held nowhere else in the pavilion.

The two tracks and the six stations

The six stations follow the natural sequence of a medicine's life — identify, authorise, assure quality, make, test, release. The two tracks run in parallel and may be met in either order. Every participant meets all six within one session.

Rasa Vagbhata Path

Station 1 Identify (Parichaya)

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

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 visa, and the confidence to tell genuine material from adulterated

Station 2 Authorise (Anugya)

By what authority may this be made, and by what authority sold?

PART ONE — THE CLASSICAL WAY

- What a rasashala required of its keeper, against what a licence file requires today.

PART TWO — THE PHARMACEUTICAL WAY

- The papers a product needs: a manufacturing licence, product approval and label approval — and why a cosmetic is licensed separately, under the Cosmetics Rules 2020, not the AYUSH licence.

PART THREE — THE ESSENTIALS TO CARRY HOME

- What may lawfully be said on a label, in a clinic and in a journal; spotting the unlawful claim; the line between a supportable claim and a punishable one.

Walk out with: the Kansya visa, and a working map of the path to market.

Station- 3 Assure Quality (Gunavatta)

What makes a material fit for use, and how is fitness proved?

PART ONE — THE CLASSICAL WAY

- What "done" looks like classically for a churna, a lepa, a levigated soot and a wax preparation
- The signs a practitioner reads by hand and eye to call it finished
- How each sign becomes a line on a specification sheet

PART TWO — THE PHARMACEUTICAL WAY

- A working QC bench — weight, pH, moisture and slip point on the five preparations
- Accept or reject, decided against a written specification
- A mock batch record linking raw material to result

PART THREE — THE ESSENTIALS TO CARRY HOME

- How to read a certificate of analysis — and what a missing line on it tells you
- Labelling, storage and recall, in a single breath
- Where quality is actually won and lost — at the bench, not at the test

Walk out with: the Rajata visa, and the ability to read a quality file rather than trust it.

Nagarjuna Path

Station 1 Make (Nirmana)

How is an Ayurvedic preparation actually made?

PART ONE : THE CLASSICAL WAY — Churna milling and sieving, Capsulation, levigation in the khalva yantra; kajjala by the deepa method.
PART TWO - PHARMACEUTICAL WAY — Weighing to a batch record; encapsulation; melt-and-pour at controlled temperature; mould, set and finish.
THE ESSENTIALS TO CARRY HOME — Batch discipline: consistency, yield, record-keeping; where quality is won or lost in the act of making.
Five bench islands — Dantamanjana (powder) · Mukhalepa (semi-solid) · Capsule (encapsulated) · Lipstick (wax-based) · Kajal (levigated). Three teams of three at each — 45 in the bay.

Walk out with: the Marakata (emerald) visa, and a preparation you made yourself.

Station 2 Test (Pariksha)

Is what I have just made fit to pass?
PART ONE : THE CLASSICAL WAY — How the tradition judged these same forms finished, and how to write down what your hands and eyes report.
PART TWO - PHARMACEUTICAL WAY — Test what you just made: capsule fill weight, mukhalepa pH and spread, dantamanjana grittiness, lipstick slip and break.
THE ESSENTIALS TO CARRY HOME — Accept or reject, decided at the bench and said out loud.

Walk out with: the Indranila (sapphire) visa, and your own result read against a specification.

Station 3 Release (Anumodana)

By what may it be released, and what may be said of it?
PART ONE : THE CLASSICAL WAY — The moment of approval that let a preparation leave the rasashala, and who carried the responsibility for it.
PART TWO - PHARMACEUTICAL WAY — sign it off against the specification, get the label right, and keep the file that backs up every word on it.
THE ESSENTIALS TO CARRY HOME — Route the Claim: where a marketing message may lawfully travel, and where it may not.

Walk out with: the Pravala (coral) visa, and a preparation released under your own signature.

The Pavilion Passport and recognition ladder

Every participant is issued a Pavilion Passport bearing six station panels and one apex panel. Each station issues its own visa, affixed to the passport on completion — three metal visas along the Rasa Vagbhata Path, three gem (ratna) visas along the Nagarjuna Path. They work exactly as visas work in a travel passport: not a ladder to be climbed, but six entries to be collected, in whichever order the session assigns. The passport is a single-session document and states so on its face. With all six affixed, a supervising official at the central help desk verifies each one and affixes the Swarna Vajra — a gold ground bearing the vajra device. The Certificate of Completion is released against that visa alone.

STATION	TRACK	VISA
Identify (Parichaya)	Rasa Vagbhata Path	Tamra (Copper)
Authorise (Anugya)	Rasa Vagbhata Path	Kansya (Bronze)
Quality (Gunavatta)	Rasa Vagbhata Path	Rajata (Silver)
Make (Nirmana)	Nagarjuna Path	Marakata (Emerald)
Test (Pariksha)	Nagarjuna Path	Indranila (Sapphire)
Release (Anumodana)	Nagarjuna Path	Pravala (Coral)

All six verified at the central help desk — the Swarna Vajra visa is affixed, and the Certificate of Completion follows.

Institutional backing

Academic content is co-anchored by Dr. Neetika Saroch, MD (Ayurveda); educational design by Ayuceutical® Wellness & Academy Pvt. Ltd.; demonstration equipment and materials by HHAP, GMP-certified, AYUSH Licence HP-301-Ay, of which the Coordinator is Manager.

Day structure

Day	Daily Rhythm
All Day	10:00–13:00 — Pharma Tech open exposure for Congress delegates and Expo visitors.
	14:00–18:15 — hands-on training for registered delegates

Quiz Dangal

Quiz Dangal runs daily at the reception end of the pavilion during the open-floor hours. Any Expo visitor may join — no booking, no passport. It carries no visa and counts towards no certificate: it sits alongside the training programme rather than within it. Its purpose is reach — to draw the wider Arogya Expo visitor into the subject of Ayurvedic pharmacy.

Why Partner with the Pharma Tech Experience Zone?

Make. Test. Release. Connect.

We invite manufacturing, equipment, raw material, analytical and packaging companies to partner with the Pharma Tech Experience Zone .

The pavilion is a working pharmacy, not a display stand. Across all four days it draws the audience the Congress itself convenes — practitioners, researchers and faculty from more than 600 Ayurvedic colleges across India and abroad, production and quality professionals, industry stakeholders, and thousands of scholars and young entrepreneurs entering the sector. The registered participants among them do not watch equipment work. They operate it, hands on, for two hours each, under supervision.

Six stations are open to partnership, one each. A partner's equipment, raw materials, instruments or packaging is not displayed at its station — it is used there, by the people who decide what their institution buys next.

Choose your Station

Partnership Category	Indicative Role
Identify (Parichaya)	Authenticated raw drugs, reference standards, TLC systems and certificates of analysis for sensory and instrumental identification.
Authorise (Anugya)	Regulatory, documentation and labelling services supporting licence-file and label-approval learning.
Assure Quality (Gunavatta)	Balances, pH and moisture instruments, and QC bench apparatus aligned with specification reading and batch records.
Make (Nirmana)	Milling, sieving, levigation, encapsulation and controlled-temperature processing equipment for the five making benches.
Test (Pariksha)	Laboratory-grade analytical instruments, reference standards and QC documentation systems
Release (Anumodana)	Containers, closures, coding, printing and label production for lawful release of a demonstration preparation.

The Pavilion Passport

Every participant carries a Pavilion Passport through the pavilion, collecting a sticker visa at each station as it is completed. The six together release the Certificate — and the passport goes home with them.

Station Visa Partner — six slots, one per station. Each visa carries its station name and stamp device — Tamra for Identify, Kansya for Authorise, and so on — with the supporting partner's name set beneath.

WAC 2026 - Event-Level Reach

150,000+

6000 +

50+

Visitors

Delegates

Countries

Note: These are overall WAC & Arogya Expo event-level promotional figures, not guaranteed footfall for the Pharma Tech Experience Zone.



World Ayurveda Foundation

#6,(New22) SankeyRoad,
Lower Palace Orchards
Sadashivnagar, Bengaluru, Karnataka
+91 80 42140442
info@ayurworld.org
w w w.ayur world.org

Dr. Vikas Saroch

MD (Rasashastra)
Coordinator, Experience Zone: Pharma Tech
Director, Ayuceptical® Wellness & Academy Pvt. Ltd.
Manager, HHAP (AYUSH Licence HP-301-Ay)
+91 82192 83100 | +91 84371 62633
Ayuceptical Chronic Care & Panchakarma Centre, Fatehpur,
Dharamshala, Kangra, Himachal Pradesh 176215