



3rd International Exhibition & Conference
on Ayush & Wellness

22nd - 25th February 2024
Avadh Shilpgram, Lucknow

DRAFT CONFERENCE PROGRAM (as on 21.02.2024)

Day 1: 22nd Feb 2024	
0900 hrs - 1000 hrs	Delegate Registration
1030 hrs – 1145 hrs	Session I: Ayush Nutrition (Ayurveda Aahar): Fostering Holistic Health and Wellness
	<p>Ayurveda emphasizes the importance of proper nutrition through the intake of food by appropriate food choices, food combination, and cooking methods, in the right quantity which gets digested as well as metabolized in time</p> <p>Ayurveda Aahar emphasizes the importance of nourishing the body with wholesome, seasonal foods that are tailored to individual constitutions and imbalances. By honoring the principles of Ayurveda Aahar, individuals can cultivate optimal health and wellness, supporting digestion, immunity, and vitality while fostering a deep connection to nature and the inherent wisdom of the body.</p> <p>The conference session aims to provide a platform to explore the profound impact of Ayush Nutrition on fostering overall well-being. Through a series of insightful discussions, presentations, and interactive sessions, participants will gain a deeper understanding of the Ayurveda Aahar. The session will also discuss the efforts to make Ayurveda a part of the daily lives of common people across the globe.</p> <p>Through collaboration and shared knowledge, the session aims to inspire participants to embrace Ayurveda Aahar as a foundation of holistic health and wellness, empowering them to embark on a journey towards greater vitality, balance, and longevity.</p>
	Chair: <i>Mr. Arvind Varchaswi, Co-Chair, FICCI Ayush Committee; Managing Director, Sri Sri Tattva</i>
	Moderator: <i>Mr. Darshit Joshi, CEO, Pharmadocs</i>
	Panelists: <ul style="list-style-type: none">• <i>Dr. DB Anantha Narayana, CSO, Ayurvedic Trust</i>• <i>Mr. Rishabh Gupta, VP Marketing, Kairali Ayurvedic Group</i>• <i>Mr. Karan Singh Tomar, Founder and Owner, Nutriorg</i>• <i>Prof. Anupam Srivastava, HOD of Rasa Shastra & B.K. & Medical Superintendent, NIA, DU, Jaipur</i>

1200 hrs - 1315 hrs	Session II: Global Perspective – Regulatory Harmonization for Strengthening Global Governance
	<p>Over the years India’s development cooperation with partner countries has multiplied across various sectors, health being the most important among them. The Hon’ble Prime Minister of India has led the launch of Ayushman Bharat Yojana, which is a major step forward for universal health coverage in India. India has emerged as a capital of low-cost generic medicines and cost-effective vaccines to provide health coverage to those who have largely been excluded from the formal healthcare system.</p> <p>India's proficiency in allopathy, ayurveda, and other Ayush forms has been a central focus of its collaborative initiatives. The introduction of e-VBAB (e-Vidya Bharati and e-Arogya Bharati) underscores India's robust expertise in Information and Communication Technology (ICT), enabling the provision of tele-education and telemedicine. Collaboration in the healthcare sector has evolved as a crucial element in India's efforts to foster partnerships with other countries. India's involvement in the healthcare sector with other nations has rapidly expanded, encompassing diverse areas such as the export of high-quality, low-cost Indian pharmaceuticals, the establishment of manufacturing units and healthcare infrastructure abroad, medical treatments, telemedicine, capacity building, and traditional medicine. Ayush products are being exported to more than 100 foreign countries either as Medicine or as Food Supplement.</p> <p>As part of a global outreach plan, the Ministry of Ayush has signed MoUs with foreign partner nations. Currently, there are 24 country-to-country level MoUs, 46 institute-to-institute level (research) MoUs, and 15 academic chair-level MoUs. Additionally, there are 39 Ayush Information Cells located in 34 countries.</p> <p>The session will bring together high-level policymakers, government officials, and private sector representatives from India and other countries for a Roundtable discussion to deliberate on the efforts and initiatives aimed at aligning and standardizing regulations and policies within the Ayush (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy) sector across various regions worldwide. The session also aims to facilitate dialogue, exchange of best practices, investment opportunities, and collaboration among stakeholders to enhance regulatory harmonization efforts in the Ayush sector. It seeks to pave the way for a more cohesive and mutually beneficial approach to regulate Ayush practices and products across different regions and countries.</p>
	<p><i>Chair: Shri BK Singh, Joint Secretary, Ministry of Ayush, Government of India *</i></p>
	<p><i>Moderator: Mr. Ranjit Puranik, Managing Director, Shree Dhootpapeshwar Ltd.</i></p>
	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Mr. Thomas Serge Kivouele, Head of Traditional Medicine, Ministry of Health And Population, Republic of Congo • Dr. Anastasia Yirenkyi, Director - Traditional And Alternative Medicine, Ministry of Health, Ghana • Dr. Pushpa Raj Poudel, Section Head: Ayurveda and Alternative Medicine, Ministry of Health and Populatio, Kathmandu, Nepal • Mr. Htay Lwin, Professor And Head, Ministry of Health, Myanmar, University Of Traditional Medicine, Mandalay, Mandalay, Myanmar • Prof. Ish Sharma, Ayurveda Chair, University of Mauritius
1315 hrs – 1415 hrs	Lunch Break

1415 hrs – 1545 hrs	Session III: CEOs Roundtable: Exploring Challenges and Opportunities within the Ayush Sector
	<p>The Ayush industry in India is currently undergoing a significant transition. Buoyed by the growing global and domestic demand and enabled by strong support to regulatory, R&D, and backend infrastructure by the Ministry of Ayush, the sector has shown tremendous growth in the last few years. With a turnover of US\$ 18.1 billion in 2020, the market size of the Indian Ayush industry as a whole has grown by 17 percent during 2014-2020. During the same period, different product segments have grown at a much higher rate than the overall industry. The wide acceptability of Ayurveda, along with other traditional medicinal practices, has given a shot in the arm to the Ayush sector globally and the India Ayush sector is estimated to have a market size of USD 23 billion by this year. Ayush healthcare services play an important role in the healthcare ecosystem and hold substantial potential to channel the socio-economic dimensions of the country. Extensive research, training, and teaching are undertaken in each of the systems to facilitate their growth and contribute significantly to the public healthcare outcomes of the country.</p> <p>The CEO's roundtable session is a valuable platform for CEOs and leaders within the Ayush sector to share their ideas, and expertise and work together to develop a comprehensive roadmap that will support the growth and development of the Ayush sector in India. The discussion will involve a comprehensive exploration of the strengths, weaknesses, challenges, and promising prospects in this traditional medicine domain. This session will discuss various aspects such as research and development, regulatory frameworks, market expansion strategies, database management, verticals for international collaborations, service and infrastructure enhancement, consumer awareness, and integration with modern healthcare systems. The aim is to identify and address the obstacles while also exploring avenues for growth and development within the Ayush industry in India.</p>
1600 hrs - 1800 hrs	Session IV: Inaugural Session
1600 hrs – 1605 hrs	Arrival of Hon'ble Ministers and Dignitaries
1605 hrs – 1610 hrs	Lamp Lighting by the Dignitaries
1610 hrs – 1613 hrs	Welcome Address by Shri Arvind Varchaswi , Co-Chair, FICCI Ayush Committee; Managing Director, Sri Sri Tattva
1613 hrs – 1618 hrs	Address 1 by Shri B.K Singh , Joint Secretary, Ministry of Ayush, Government of India
1618 hrs – 1623 hrs	Address 2 by Smt. Leena Johari IAS , Principal Secretary, Government of Uttar Pradesh
1623 hrs – 1628 hrs	Industry Address by Shri Anurag Sharma , Member of Parliament; Chairman Ayushexcil; Mentor, FICCI Ayush Committee; Joint Managing Director, Shree Baidyanath Ayurved Bhawan Pvt. Ltd.
1628 hrs – 1635 hrs	Special Address 1 by Shri Dayashanker Mishra , Minister of State, Ayush, Food Security and Drug Administration, Government of Uttar Pradesh *
1635 hrs – 1642 hrs	Special Address 2 by Shri Brajesh Pathak , Hon'ble Deputy Chief Minister & Medical Education, Medical and Health, Family Welfare, Mother and Child Welfare, Government of Uttar Pradesh
1642 hrs – 1649 hrs	Special Address 3 by Dr. Munjapara Mahendrabhai , Hon'ble Minister of State, Ministry of Ayush, Government of India
1649 hrs – 1654 hrs	Unveiling of the Reports <ul style="list-style-type: none"> • IndieExport (Compliance Roadmap for T&CM Exports) • Ayush Works (A Compendium of Scientific Evidence) Volume I

1654 hrs – 1709 hrs	Inaugural Address by Shri Sarbananda Sonowal , Hon'ble Union Minister of Ayush, Ports, Shipping & Waterways Government of India
1709 hrs – 1714 hrs	Vote of Thanks by Dr. Pradeep Multani , Chair, FICCI Ayush Committee; Chairman, Multani Pharmaceuticals
1714 hrs – 1800 hrs	Ribbon Cutting of the Exhibition and Curated Visit of Dignitaries to the Exhibition

Day 2: 23rd Feb 2024	
0900 hrs – 0945 hrs	Delegate Registration
0945 hrs – 1145 hrs	Session V: US FDA Dietary Supplement Workshop
	<p>This workshop aims to cater to Indian Ayush manufacturers, exporters, consultants, and individuals engaged in introducing Ayush products to the U.S. market.</p> <p>Program Overview: The U.S. market for Ayush products is experiencing rapid growth, but navigating the complex regulatory landscape can be challenging. This comprehensive training program will equip participants with the knowledge and skills needed to successfully export and commercialize Ayush products in the U.S.</p> <p>The program aims to impart the following-</p> <ul style="list-style-type: none"> • A deep understanding of USFDA regulations applicable to Ayush products. • Information about cGMP requirements, labeling, and claims guidelines, and the regulatory submission process. • Details on adverse event reporting requirements and best practices. • Information to prepare for USFDA inspections and compliance audits. • Information about emerging trends and potential changes in Ayush product regulations. • Networking opportunities with industry peers and USFDA officials.
	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Mr. Gregory Smith, Deputy Director, US FDA India Office • Dr. Madhusudan Kunapuli, Consumer Safety Officer, US FDA India Office
1145 hrs – 1200 noon	Break
1200 noon - 1300 hrs	Session VI: Advancing the One Health Approach Through the Integration of Ayush Systems: Opportunities and the Way Forward
	<p>Ayush (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) holds immense importance for future health challenges due to its holistic, natural, and personalized approach to healthcare. In an era facing escalating health issues, Ayush systems offer complementary and alternative therapies that focus on preventive healthcare, mental well-being, and personalized treatments, aligning with the shift toward holistic health paradigms. Emphasizing natural remedies, cultural relevance, and cost-effective solutions, Ayush diversifies treatment options and encourages research and innovation, paving the way for an integrated healthcare approach that could significantly alleviate the burden on conventional healthcare systems while promoting individual wellness and resilience.</p> <p>The Ayush systems in India, specifically Ayurveda, have a large pool of infrastructure, human resources, and unique modalities for disease prevention, wellness, and management. These systems have seen significant growth in recent years. Ayush systems can make a valuable contribution to the One Health approach which addresses human,</p>

	<p>animal, and environmental health interconnectedness by promoting prevention and wellness, using natural remedies that are accessible and affordable, addressing antimicrobial resistance, and promoting environmentally responsible behaviors.</p> <p>The session on "Ayush for Future Health Challenges" aims to explore the significance of Ayurveda, Yoga, Unani, Siddha, and Homeopathy (AYUSH) systems in addressing and overcoming upcoming health challenges, exploring their role in fostering holistic health and well-being for the future. The session will revolve around the significance of traditional Ayush practices in promoting physical, mental, and emotional well-being. It will feature the key industry stakeholders, healthcare professionals, renowned experts, practitioners, and researchers in the field of Ayush to foster dialogue, exchange knowledge & ideas, and chart a collaborative path forward in leveraging Ayush systems to address evolving health needs offering valuable insights, case studies, and evidence-based approaches. The participants will have the opportunity to explore diverse perspectives on integrating Ayush into mainstream healthcare systems, understanding its preventive and therapeutic aspects, and its contribution to achieving a balanced and sustainable lifestyle.</p>
	<p><i>Chair: Dr. P. K. Prajapati, Vice Chancellor, Jodhpur University</i></p>
	<p><i>Moderator: Mr. Madhusudhan Chauhan, CEO, Jiva Ayurveda</i></p>
	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • <i>Dr. Rajiva Rai, Head – R&D, Emami Ltd.</i> • <i>Mr. Nimish Shroff, Managing Director, Charak Pharma</i> • <i>Dr. ET Krishan Mooss, Executive Director, Vaidyaratnam</i> • <i>Dr. Nitin Aggarwal, Owner & Managing Director, Bliss Ayurveda</i> • <i>Dr. A. Raghu, Deputy DDG Ayush, Directorate General Of Health Services (DGHS), Government of India</i>
<p>1300 hrs – 1400 hrs</p>	<p>Lunch Break</p>
<p>1400 hrs – 1530 hrs</p>	<p>Session VII: Globalizing and Standardizing Ayush Products and Services: Evaluating India's Exports for Traditional Products</p>
	<p>Ayush traditional medicinal systems have garnered global recognition owing to their comprehensive approach to fostering health and overall well-being. Ayush products have been witnessing a steady growth in exports with new markets. India has exported a total of 1,240.6 million dollars Ayush and Herbal products in the last two years (2021-2022 to 2022-23).</p> <p>Standardization of Ayush Products and services ensures the establishment of standards for the quality and purity of raw materials, quality control during the drug manufacturing process, production of a good quality finished product, storage, and distribution to maintain the quality of the final product. It is an essential tool for establishing quality control methods for Ayurvedic drugs.</p> <p>This session aims to evaluate the current status of India's export activities of traditional Ayush products. The session will provide insights into the challenges, and potential growth opportunities for Ayush products in the international market. It seeks to suggest actionable pathways for stakeholders to further strengthen India's position in the global trade of traditional Ayush products. It will also foster collaborations and discussions among stakeholders interested in advancing traditional Indian medicinal systems worldwide.</p>

	<p>The session will also cover the discussion on highlighting the role of the Indian government in promoting Ayush products globally. The session aims to focus on the critical aspects of ensuring quality, safety, and efficacy in Ayurveda, Yoga, Unani, Siddha, and Homeopathy (Ayush) medicines and products. It will focus on the significance of standardization practices to build trust among consumers, healthcare practitioners, and regulatory authorities. Participants will gain insights into the challenges and advancements in standardizing Ayush medicines and products, understanding the critical factors influencing quality control and regulatory compliance.</p>
	<p><i>Chair: Prof. Dr A K Singh, Vice-Chancellor, Mahayogi Gurugorakhnath Ayush University</i></p>
	<p><i>Moderator: Dr. Punam Bajaj, Director, NABH</i></p>
	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • <i>Mr. Kartikeya Baldwa, CEO, Ixoreal</i> • <i>Mr. Arvind Varchaswi, Managing Director, Sri Sri Tattva</i> • <i>Dr. P Rajendran, General Manager, Arya Vaidya Sala Kottakal</i> • <i>Dr. Baidyanath Mishra, Head R&D, Dabur Ltd.</i> • <i>Mr. Rishabh Gupta, VP Marketing, Kairali Ayurvedic Group</i> • <i>Dr. Sanchit Sharma, Executive Director, AIMIL Pharmaceuticals</i>
1530 hrs – 1545 hrs	Break
1545 hrs – 1700 hrs	Session VIII: Synergizing Pharma and Ayush: Exploring Collaborative Approaches for Integrated Healthcare Solutions
	<p>With the increase in the number of lifestyle disorders, there has been a resurgence of interest in the Ayush System of medicines both globally and within the country. Recognizing the strength of the Ayush system within its holistic and personalized system of medication, the Government of India has initiated several steps for its propagation and promotion. In view of this, the revitalization of local health traditions as well as the mainstreaming of Ayush is envisaged as one of the important goals under the National Rural Health Mission (NRHM) launched by the Government of India in the year 2015.</p> <p>Incorporating Ayush (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) into the mainstream system of medicines holds significant importance for several reasons. It encourages scientific research, validation, and standardization of these traditional therapies, enhancing their credibility and acceptance both domestically and globally. This integration also fosters the development of innovative treatments, promotes wellness, and contributes to a more inclusive healthcare ecosystem that addresses a wider spectrum of health concerns.</p> <p>The session's objective is to explore strategies for integrating Ayush (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) practices into the mainstream healthcare system. This involves discussing methods to bridge the gap between traditional and modern medicine, ensuring mutual acceptance and collaboration. Key discussion points during the session will include regulatory frameworks, research advancements, training for healthcare professionals, public awareness campaigns, policy implementation, and creating synergy between Ayush and allopathic medicine for comprehensive patient care. The session also aims to outline practical steps and initiatives to effectively incorporate Ayush practices within the mainstream healthcare system.</p>
	<p><i>Chair: Dr. Koushtubha Upadhyay, Adviser, Ministry of Ayush, Government of India</i></p>
	<p><i>Moderator: Dr. Sarin NS Consultant, FITM, Research and Information System for Developing Countries (RIS)</i></p>

	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Mr. Ranjit Puranik, Managing Director, Shree Dhootpapeshwar Ltd. • Mr. Shashank Sandu, Director, Sandu Pharmaceuticals • Vaidya (Dr.) Abhay Narayan Tiwari, Senior Ayurvedic Physician, Shri Jadhkor Gaudham
1700 hrs – 1715 hrs	Break
1715 hrs - 1815 hrs	Session IX- Harnessing the Power of Digital Technology for Advancements in Research, Development, and Manufacturing of Ayush Products
	<p>Digital innovations and technologies improve health through applications ranging from individual use to wider usage by healthcare systems. The integration of digital technology in the Ayush system of medicines holds immense significance in modernizing and enhancing the accessibility and efficacy of traditional healing practices. Digital tools and platforms facilitate wider outreach, allowing people to access information, consultations, and resources related to Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy remotely. These technologies enable practitioners to store, retrieve, and share vast medical knowledge, leading to better-informed decisions and improved patient care. Additionally, digital solutions aid in standardizing Ayush practices, supporting research, validation, and the development of evidence-based treatments. Telemedicine and mobile applications enhance healthcare delivery by providing consultations, wellness advice, and guidance on Ayush practices, bridging geographical barriers, and connecting practitioners with patients worldwide.</p> <p>The incorporation of digital technologies not only modernizes the AYUSH system but enhances its credibility, accessibility, and integration within the broader healthcare landscape. Recently, the Indian Ministry of Ayush (MoA) embraced digitalization extensively for development, education, and research in Ayush. Startups often leverage digital technologies to streamline manufacturing processes. Automation, data analytics, and other digital tools can enhance efficiency, reduce costs, and improve the overall quality of Ayush products during the manufacturing phase.</p> <p>The session will highlight the significance of digital technologies in the AYUSH system of medicines and will underscore its transformative role in modernizing and amplifying traditional healthcare practices. The session will have industry experts who will share their views and outlook on how the startups, with their innovative approaches and leveraging digital technology, significantly contribute to advancing the Ayush sector.</p>
	<i>Chair: Dr. Tanuja Nesari</i> , Director, All India Institute of Ayurveda
	<i>Moderator: Dr. T. Saket</i> , OSD, Ayush Grid, Ministry of Ayush, Government of India
	<p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Dr Chandra Shekhar Sanwal, Deputy Chief Executive Officer, National Medicinal Plants Board • Dr. Mohit Singh, Joint Director – ABDM, National Health Authority, Government of Uttar Pradesh • Mr. Ram N Kumar, Founder and CEO, NirogStreet • Dr. Kriti Soni, Head – R& D, Kapiva • Ms. Kajal Srivastava, Founder & CEO, Nadipulse Diagnostics
1815 hrs – 1830 hrs	Vote of Thanks by FICCI
1830 hrs onwards	End of Conference