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Report

Global Ayurveda *festival* Kerala

9-14 February 2012

Kanakakunnu Palace

Thiruvananthapuram, Kerala, India



Organiser



centre for innovation
in science & social action



Government of Kerala



AMA
Ayurveda Medical
Association of India



AMMOI
Ayurvedic Medicine
Manufacturers Organisation of India



Dept. of AYUSH
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Introduction

Ayurveda, as it is practiced in Kerala, has come to represent an untainted form of traditional Indian wisdom on health and medicine. This virgin form of Ayurveda has been enriched with immense regional innovations and improvements to take the shape and form of what we see today. While it is true that there is a great wellness quotient in Ayurveda and that it needs to be packaged suitably to cater to different markets, it is equally important not to get lost or restrict ourselves in that process to the extent that we fail to do justice to the true potential of Ayurveda both as a way of healthy life and a great healing system.

Global Ayurveda Festival - Kerala organised by the Centre for Innovation in Science & Social Action (CISSA) in collaboration with Government of India (Department of AYUSH), Government of Kerala and the Ayurveda Fraternity of Kerala represented by various organizations from 9th to 14th February,

2012 at Kanakakunnu Palace, Thiruvananthapuram succeeded in galvanizing the sector to aspire, plan and achieve greater heights.

This vibrant festival of Ayurveda with a host of other fascinating events ranging from lectures by legends in the field, to workshops, conferences, live clinics, job fair and solidarity meets proved to be a great opportunity to learn, experience and gain first-hand knowledge about the traditional healthcare system that is being practiced in India, particularly in Kerala, from time immemorial.

A huge gathering of scientists, researchers, Ayurveda students, medicinal plant cultivators, paramedics, patient groups, traders and the general public formed an international platform to gain more insight in Ayurvedic healing, to gather more experience and set up networking and productive collaborations.



Inauguration



Union Minister for Overseas Affairs, Shri Vayalar Ravi inaugurated the Global Ayurveda Festival on 9th February which was presided over by Shri K.P. Mohanan, Minister for Agriculture. Smt. K.Chandrika, Mayor of Thiruvananthapuram, Shri Palode Ravi, MLA, Dr. G. G. Gangadharan and Dr. M.R. Vasudevan Nampoothiri were the other speakers on the occasion. In addition, SriLankan Minister, Mr. Amarathunga, and Health Secretary Bandhula Gunanayage were also present.

Shri Vayalar Ravi insisted on the need for both national and state ministries to promote Ayurveda and traditional medicines globally. The Minister outlined the need for giving Ayurveda a global face through festivals and exhibitions, like the GAF. He hoped that the conferences that take place in the GAF will help open an international horizon for traditional medicines. The minister also utilized the opportunity to make a request to the Central Government to make Kerala the World Centre of Ayurveda.

Agriculture minister K.P. Mohanan said that Ayurveda is the science and existence of life and unlike other medicinal practices, does not expire over time. The existence of fake doctors and treatments has had a negative impact on Ayurveda's reputation, causing the society to run behind Allopathy for instant relief.

Sri Vayalar Ravi honored Ashta Vaidhya Brahma Sree Cheriya Narayana Namboothiri, a renowned expert and a pioneer of Ayurveda with a ponnada. Dr. J. Hareendran Nair, MD, Pankajakasturi Ltd who has received the Padmasree award was also honored on the occasion. Worshipful Mayor, Smt K Chandrika, welcomed the national and international delegates to the six day long festival.



International Seminar on Non Communicable Diseases

The International Seminar on Non Communicable Diseases had 1,400 delegates from various parts of the Country and from abroad. The three day seminar had 20 plenary lectures by international experts in the field. There were four parallel

sessions each day. There were a total of 28 invited talks from subject experts. A total of 175 Oral presentations and 85 paper presentations were made. The concluding session of the seminar was held on 11th evening.

Invited Speakers

Dr. Manjari Dwivedi
Dr. Madhavan
Dr. Aravind Chopra
Dr. Madan Thangavelu
Dr. Hari Shankar Sharma
Prof. Dr. KKDS Rana Weera
Dr. Ashwani Kumar Raut
Smt Aruna Bhaskaran
Dr. P K Mohanlal
Dr. B.M. Hegde
Dr. R.H. Singh
Dr. L. Mahadevan
Dr. C. S. P. Iyer
Dr. Horzt Przuntek
Dr. Bhushan Patwardhan
Dr. Anna Spudich
Dr. Gopalakrishnan

Dr. S Vidyadharan
Dr. C. R. Agnives
Dr. M R Vasudevan Nampoothiri
Dr. Subhash Ranade
Dr. P. Syamala Kumari
Dr. Sathiyamurti
Dr. S. Saji Kumar
Dr. Jeevan EP
Mr. Mark Rosenberg
Dr. K. Murali
Dr. R. Ramesh R
Dr. V. K. Shashi Kumar
Dr. Prakash Mangalassery
Dr. Vinod Babu
Smt. Sulochana Bhat
Dr. P. K. V. Anand
Dr. Geetha Krishnan

Dr. B. Syamala
Dr. T. Rajamohan
Dr. Dilip Gadgil
Dr. B G Gokulan
Dr. S N Suresh
Dr. T. Sreekumar
Dr. S Gopakumar
Dr. A K Manoj Kumar
Dr. Tanuja Nesari
Dr. Sreelatha
Dr. G. Vinod Kumar
Dr. G. Shyamakrishnan
Dr. D Jayan
Dr. D. Sheela Viswanathan
Dr. Vinod Krishna



Arogya Expo



The vast space that showcased the Arogya Expo brought forth an astounding picture of what Ayurveda is all about. It has turned out to be the centre of attraction in the Global Ayurveda Festival. All the leading Pharmaceuticals and Ayurveda wellness centres set up stalls to display their products and services. Stalls were also set up by 17 Ayurveda Colleges from Kerala. Other

branches of traditional Indian medicine, like Siddha, Unani and Homoeo were also represented. Special pavilions on toxicology, surgery and other special branches of medicine were also there.

One of the attractions in the Arogya expo was the Medicinal Plants Exhibition.



Vision Conclave



Vision conclave for students was conceived to expose the young Ayurveda community to the developments in the related fields and give them a vision and perceptiveness on the true potentials of Ayurveda. Young students got opportunity to interact with some of the greatest minds and brains in the country giving them inspiration and hope.

The programme was inaugurated by Shri Adoor Prakash, Kerala Minister for Health on 12th February. The presidential address was done by Shri. Vaidya Raghunandan Sharma, President of Central Council of Indian Medicines (CCIM). Sri S.D Shibulal, CEO, Infosys, was the Chief Guest of the function. The Hon.

Minister for Health and Indigenous Medicine, Central Province, Sri Lanka, Sri S.K Amaratunga, also spoke on the occasion. Dr. Ved Prakash Tyagi, Vice-president of CCIM, and Dr. Vanitha Vinay Kumar, Exe. Member, CCIM offered felicitations.

The speakers for the Vision Conclave were Padmavibhushan Dr M S Valiyathan, Padmashree Sri P R Krishnakumar, Dr K P Muraleedharan, Mrs Jalaja IAS, Shri Darshan Shankar. Dr. Alex Hankey, Dr. KR Kohli, Dr. PLT Girija, Vaidya Balwudu Prakash and Dr. Vijay Singh Chauhan.



International Business Meet



The International Business Meet on Ayurveda was inaugurated by Shri Oommen Chandy, the Chief Minister of Kerala. The function was presided over by Smt. Mridula Jain, Joint Secretary, Ministry of Commerce, Govt of India. Sri V S Rajashekar Pillai, former VC of IGNOU and now Exe. Vice President of the KSCSTE, Shri Renjith Puranik, member of executive committee of Pharmexcil, Padmasree P.R

Krishnakumar and Sri E.M Najeeb, Executive Director of KIMS hospital spoke on the occasion.

The speakers in the technical sessions of the Business Meet were s/shri P.V Appaji (Executive Director, Pharmexcil), Ranjit Puranik (Member, Executive Committee, Pharmexcil) and R.S Jayawardane (Member, Drug Regulation Council of Sri Lanka).



Conclave on Financial Support Systems for Ayurveda Industry

The Conclave was inaugurated by Dr. Thomas Isaac, former Finance Minister of Kerala. Shri Vijayaraghavan, Member, Kerala State Planning Board, Padmasree J.Hareendran Nair,

MD, Pankajakasthuri Herbals India also spoke on the occasion. The Keynote address was made by Shri K.C Shashidar, Chief General Manager of NABARD, Kerala regional office.



Solidarity Meet



Union Minister of State for Health, Shri Gandhi Selvan inaugurated the Ayurveda Solidarity Meet. Kerala Minister for Transport and Devaswom Shri V.S. Sivakumar, presided over the function. Shri L. Radhakrishnan, IAS , Chairman of the

Jawaharlal Nehru Port Trust spoke on the occasion. Smt. Mallika Sukumaran, Menaka Suresh and Shri G. Suresh Kumar, film Artists shared their experiences with Ayurveda treatment and declared their solidarity to this branch of Science.



Media Meet



The Media meet was inaugurated by Shri A. Sampath M.P. The keynote address of the meet was delivered by Shri. B.R.P Bhaskar. Shri S.R Shaktidharan, Shri P.P James, Shri P.

Kishore, Shri J.F Indukumar, Shri P.G Sureshkumar and Shri R. Ajith Kumar participated in the discussions.

Workshop



A two day workshop on Panchakarma was held on 7th and 8th February at KIMS Hospital as a pre-congress event. Experts in several “kriyas” took practical classes. The whole programme

was held under the supervision of Dr. MR Vasudevan Namboodiri and Dr. G. Vinod. Dr. L Mahadevan was the convener of the programme.

Cultural Meet



The Cultural Meet was inaugurated by famous poetess and social activist Smt Sugathakumari. Other speakers like Prof Madhusoodanan nair, Poet and writer also wished that the

Global Ayurveda Festival may turn out to be a catalyst to rejuvenate this great tradition and culture.



AYUSH Specialty Clinics

One major attraction for the general public at the GAF-K was the Ayush Clinic. The venue hosted a variety of specialty clinics that offered primary, secondary and tertiary health care services. Treatment methods for ailments ranging from Cardiology, Diabetes, Obesity, Infertility, Allergy, to

Geriatrics were offered free of cost on all days of the event. The most esteemed practitioners of Ayurveda from various specialties and also Doctors and practitioners in the other streams of Indian Systems of Medicine managed the Clinic.



Ayurveda Job Fair

A Job Fair that offered jobs to aspirants in all fields of Ayurveda sector like Doctors, Therapists, Pharmacists, Nurses, Managers, Masseurs and Technicians was held on 13th February. Leading

Pharmaceuticals and hospitals and also Wellness centres turned up to recruit suitable hands. 150 candidates appeared for the selection process. 35 persons were offered jobs.



Awareness Programme among School Children on Non Communicable Diseases.



Ayurveda is India's medical heritage and is undoubtedly one of the greatest healing systems of the world. The organizers of the Global Ayurveda Festival have decided to sensitize every child in this country about the greatness of this science and the promise it holds to answer the health care challenges of tomorrow. It has been decided to take the first step in this direction by conducting an awareness programme on Ayurveda and Non Communicable diseases in about 3000 schools spread over different districts in Kerala with the help of the Physicians

from the Department of ISM and members of AMAI.

The programme was flagged off by Shri Sam Pitroda, Chairman of the National Innovation Council and Advisor to Prime Minister on 25th January in a colourful function held at Mascot Hotel, Thiruvananthapuram. The first lecture in the series was made by Dr. M.R. Vasudevan Nampoothiri, former DAME on the subject "changed lifestyles and its perils".



The Declaration of the Global Ayurveda Festival

The Global Ayurveda Festival 2012 resolved to declare the following:

1. The State of Kerala should be declared as the 'Ayurveda State of India'. A separate ministry for Ayurveda for Kerala and an independent Ministry for AYUSH at the centre should be established.
2. High priority in government interventions should be given to health education based on "Ayurvedic principles and preventive health practices", in order to create public awareness about the capacity of Ayurveda for enhancing public health and in managing Non Communicable Diseases.
3. Establish an international Trans-disciplinary advanced research centre in Ayurveda in the state.
4. A 10 fold increase in the industry turnover should be targeted in the next five years, through innovative, long-term support system to the sector by various agencies of the government alongside incentives like tax holidays and concessions.
5. State and Central governments should support Centers of Excellence (CoE) in clinical practice in various specialties of Ayurveda, with interdisciplinary perspective.
6. Include Ayurveda biology in school curriculum so that the younger generation is better aware of the contemporary relevance of Ayurveda.
7. India should take the lead to chalk out a joint action program with the SAARC countries for promoting Ayurveda and tapping the potential of global markets.
8. Set up a certification agency for 'Authentic Kerala Ayurveda' products and services by the State Government.
9. Establish a global network to promote authentic ayurveda products and services by involving an appropriate agency.
10. Along with large scale production, medicinal plant cultivation should be promoted in the cooperative segment and in small scale land holdings, with buy-back guarantee of products. Farmers should be given subsidy, grants and soft loans on a long-term basis
11. Along with conventional education, a contemporary model of Ayurveda Gurukula should be attempted on pilot basis, at select places where adequate initiatives and competency are available.

Vilambaraghoshayatra



Cultural Programmes



Brochure Release



Curtains down



After playing host to more than 3000 delegates and one lakh visitors from the public at large, the six-day long Global Ayurveda Festival – Kerala that showcased various facets of Ayurveda came to close at a glittering ceremony on 14th February evening.

The closing ceremony was inaugurated by Kerala Minister for Industries and IT, Shri. P.K Kunhalikutty. The minister gave away the awards to the best adjudged stalls to Somatheeram Ayurveda Group, Nagarjuna Ayurvedic Group and Kottakkal Arya Vaidya Sala, the first, second and third respectively. Govt.

Ayurveda College, Trivandrum won the award for the Educational Institutional stall. Various awards of appreciation were also presented by the Minister. The All India Photography competition prizes were also distributed.

The GAF Report was presented by Dr. G.G Gangadharan, Working Chairman, GAF and the declaration was read out by Dr. C. Sureshkumar, Chief Coordinator, GAF. Former Minister for Health, Smt. P.K Sreemathi and Shri C.P John, Member State Planning Board also spoke on the occasion.





കണ്ടറിയം, ആയുർവേദ മഹിമ

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• ജ്യോതിഷ് ആയുർവേദ സൈന്ദ്രിനു സുരഭം

ആയുർവേദം കണ്ടറിയം എന്ന പേരിൽ അറിയപ്പെടുന്ന ഒരു ആയുർവേദ ശാസ്ത്രമാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്.

300

കണ്ടറിയം ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്.



കേരളകൗമുദി

ആയുർവേദ മഹിമ ഇന്നുമുതൽ



കണ്ടറിയം ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്. ഇത് ആയുർവേദത്തിന്റെ ഒരു ശാഖയാണ്.

കേരളത്തെ ആയുർവേദ ചികിത്സയുടെ ആഗോള കേന്ദ്രമാക്കണം - വയലാർ രവി

കേരളത്തെ ആയുർവേദ ചികിത്സയുടെ ആഗോള കേന്ദ്രമാക്കണം എന്ന് വയലാർ രവി പറഞ്ഞു. ഇദ്ദേഹം കേരളത്തിലെ ആയുർവേദത്തിന്റെ മഹിമയെക്കുറിച്ച് സംസാരിച്ചു.



വയലാർ രവി (മധ്യത്തിൽ) കേരളത്തെ ആയുർവേദ ചികിത്സയുടെ ആഗോള കേന്ദ്രമാക്കണം എന്ന് പറഞ്ഞു.

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THE HINDU

Ayurveda displays its new face at expo

Staff Reporter
TIRUVANANTHAPURAM: Herbal concoctions, over-the-counter Ayurveda medicines and quick-fix remedies interest you then drop in at the 'Ayurveda expo,' which is set at the Kanchikattu grounds. The exhibition is being organised in connection with the ongoing Gopuram Ayurveda Fest.
The expo, which has over 300 stalls, has brought together the Ayurveda industry from across the State as well as major Ayurveda pharmaceutical firms. A chunk of the exhibition is devoted to over-the-counter Ayurveda remedies for ailments such as sinusitis, common cold, rheumatism, ulcers etc. There are immunity boosters, pain killers as well as 'kumbhiana' in capsule form, some of which are to be taken only on prescription.
All major players
Many major Ayurveda pharmacovendors like Nagaraju, Arya Vaidya Pharmacy, Chithambur, Kottakkal Arsyavalyam, Vaidyanadom, Sticharayam, Thakkurta Moon and Himsyada have put up stalls.
Predictably, hair oils, hair-rem creams and fat-reducing pills seem to be hogging all attention. One can step into the lifestyle clinic measuring body fat. There are also a host of natural products, including herbal powders which are traditionally used for skin and hair toner. Navaratri. Also on offer: The rich diversity of dried plants available in the State.
Public relations person showing off Ayurveda herbs to a group of students.

Linking Ayurveda and modern biology

MEET
There is a lot of talk about linking Ayurveda and modern biology. But what does it mean? Dr. M. S. Swaminathan, a leading biologist, says that Ayurveda is a holistic system of medicine that has been practiced for thousands of years. He says that Ayurveda is a holistic system of medicine that has been practiced for thousands of years. He says that Ayurveda is a holistic system of medicine that has been practiced for thousands of years.

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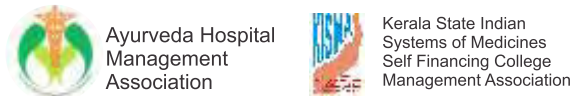
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- Kerala Govt. Ayurveda Graduate Medical Officers Federation
- Kerala State Govt. Ayurveda Medical Officers Association
- Kerala State Govt. Ayurveda Specialist Medical Officers Association
- Private Ayurveda Medical Practitioners Association
- Post Graduate Students Association
- Council of Ayurveda Students in Kerala