



# Second Global Ayurveda

*festival*  
Kerala

20-24 February 2014

Jawaharlal Nehru International Stadium Ground  
Kochi, Kerala



# Report



centre for innovation  
in science & social action



Government of Kerala



Dept. of AYUSH  
Govt. of India



KSIDC



Ayurveda Medical  
Association of India



Ayurvedic Medicine  
Manufacturers  
Organisation of India



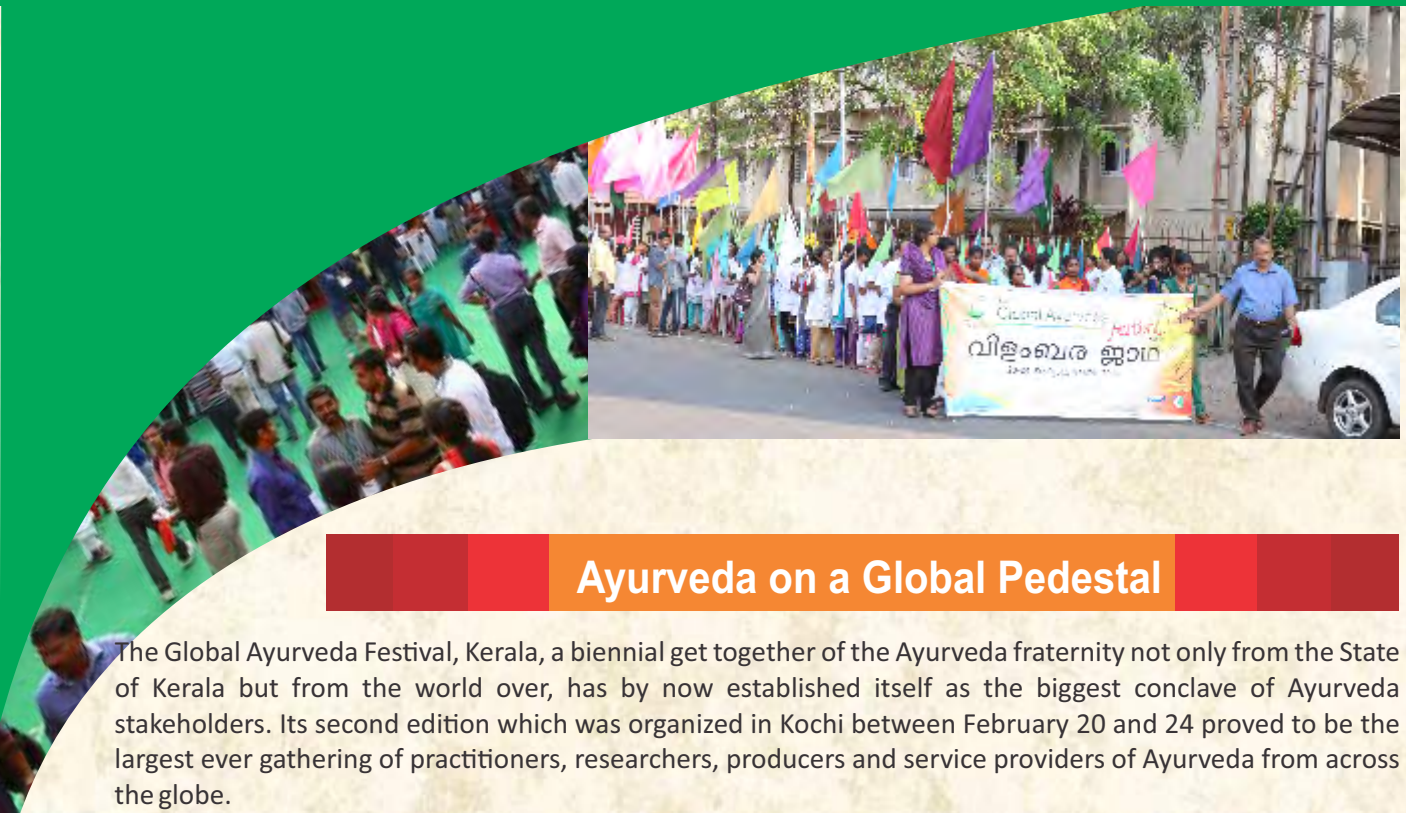
Ayurveda Hospital  
Management  
Association



Kerala State Indian  
Systems of Medicines  
Self Financing College  
Management Association



Ayurveda Drug  
Manufacturers  
Association



## Ayurveda on a Global Pedestal

The Global Ayurveda Festival, Kerala, a biennial get together of the Ayurveda fraternity not only from the State of Kerala but from the world over, has by now established itself as the biggest conclave of Ayurveda stakeholders. Its second edition which was organized in Kochi between February 20 and 24 proved to be the largest ever gathering of practitioners, researchers, producers and service providers of Ayurveda from across the globe.

The five full days of deliberations and interactions brought a sense of fulfillment not just to the stakeholders of the mega event, but also to each and everyone among the common man who visited a variety of venues at the Jawaharlal Nehru Stadium. The GAF 2014 in fact witnessed a resurgence of the traditional healthcare system, even as celebrating the contributions offered by the stalwarts of the traditional system of medicine over the years.

A total of 3,870 delegates from different parts of the country and from abroad, an array of Political and Social luminaries, and about 250 Ayurveda industrial houses and large number of visiting public made this five day event a memorable one in the modern history of Ayurveda. Apart from a 50 member Sri Lankan delegation led by the nation's two Ministers, delegations from Germany, Argentina, the UK, Italy, Singapore, Japan, Russia, Portugal, Malaysia and many more arrived to be part of the global conclave.

GAF 2014 had as its components an International Seminar on Ayurveda in Public Health, International Business Meet, Global Exhibition on Ayurveda, Media Meet, Ayurveda Education Expo, Medicinal Plants Expo, AYUSH Clinics, Pre Conference Workshops, Cultural Programmes, Public Awareness Programmes, Road shows; Documentary Film Festival, and a Photography Competition.



## Inauguration



The Kerala Chief Minister Shri Oommen Chandy, who inaugurated the mega conference, said that Kerala will become the first complete Ayurveda accessible state and that his Cabinet had decided to start 25 new Ayurveda clinics in the state, and that will reduce the number of panchayats without an Ayurvedic clinic to five.

According to the CM, the Union health minister has been apprised of the situation in the state and the government will take necessary action to make Kerala the first Ayurveda state in the country.

This would enable affordable Ayurveda treatment to more people in the state, he said. He further said Ayurveda will need a 'Kerala model' of development to reach more heights. Adding that the government will encourage more Ayurveda treatment centers, practitioners and production of medicinal plants, the Chief Minister said Kerala's economic growth will heavily depend on Ayurveda.

According to Shri V S Sivakumar, Minister for Health, who delivered the presidential address, the past three decades have seen tremendous rise in the Ayurveda medicines system and the Global Ayurveda Festival has given added strength to these efforts. Ayurveda has served as an alternative medicine for many incurable diseases.

The number of Ayurveda colleges and registered practitioners has also gone up. By 2020, Ayurveda would reach more heights by indulging in genomics and nanotechnology. Kerala government will extend all sorts of support to such efforts, he added.

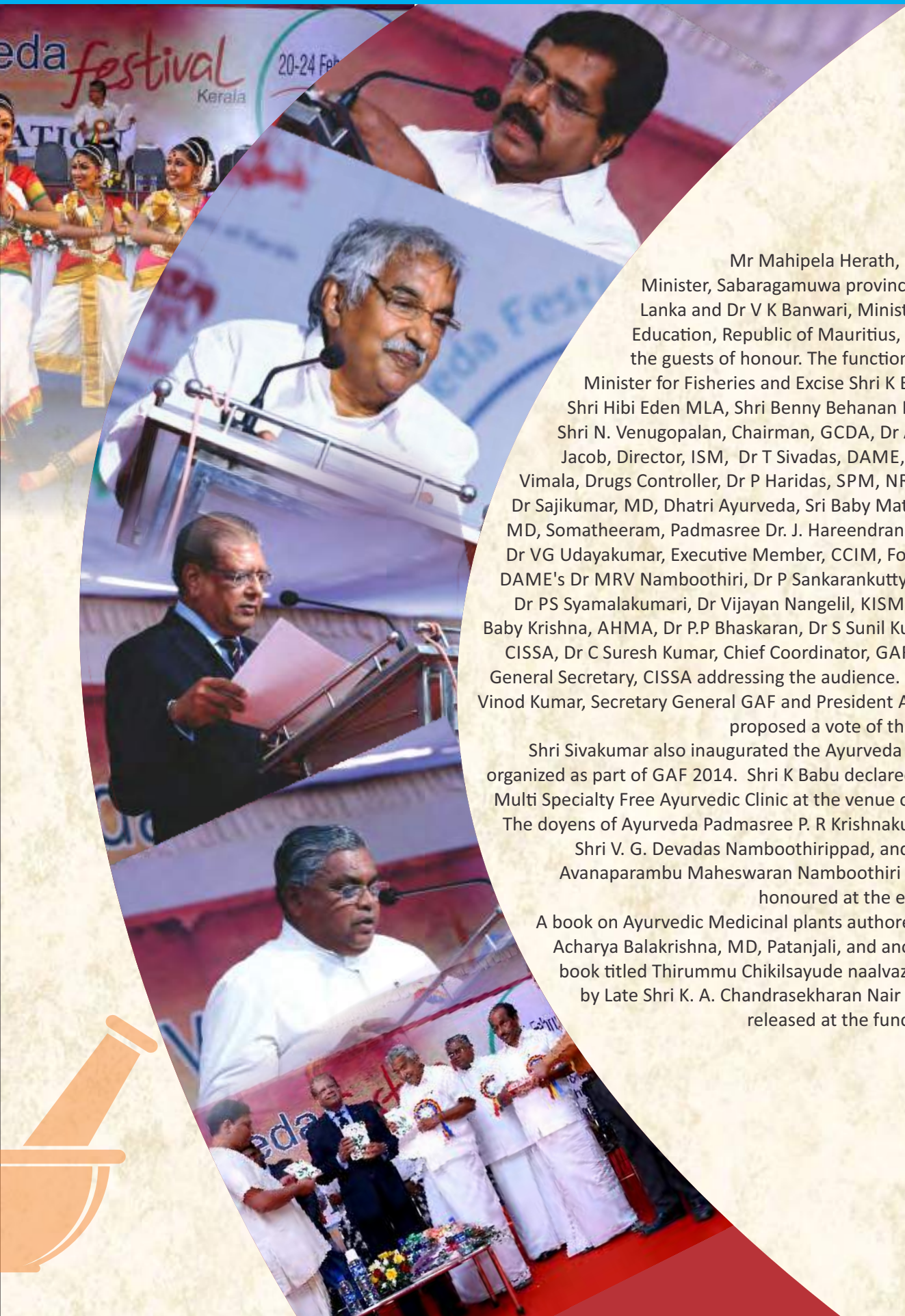


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The event, that got off to a gala start with Mr Rajkeswar Purryag, President of the Republic of Mauritius, as Chief guest, was fortunate enough to listen to him speak of the importance of Ayurveda that Kerala offers to world. According to him, Kerala and its unique culture is understandably home to the most pristine form of Ayurveda that give us an insight of the remarkable wealth and fitness of this wonderful traditional healing system. He added that the Global Ayurveda Festival will certainly add a new dimension to Kerala's ongoing efforts to promote Ayurveda as an alternative form of medicine that is available to people from all walks of life in this 21 century.

According to him, western integrated courses of medicine with elements of Ayurveda have also now started. In India over 90% of the population use some form of Ayurvedic medicine. There is no doubt that Ayurveda which originated in India over 5,000 years ago is emerging as an alternative medical treatment and will exist side by side with modern medicine, he pointed out.





Mr Mahipela Herath, Chief Minister, Sabaragamuwa province, Sri Lanka and Dr V K Banwari, Minister of Education, Republic of Mauritius, were the guests of honour. The function saw Minister for Fisheries and Excise Shri K Babu, Shri Hibi Eden MLA, Shri Benny Behanan MLA, Shri N. Venugopalan, Chairman, GCDA, Dr Anita Jacob, Director, ISM, Dr T Sivadas, DAME, Dr N Vimala, Drugs Controller, Dr P Haridas, SPM, NRHM, Dr Sajikumar, MD, Dhatri Ayurveda, Sri Baby Mathew, MD, Somatheeram, Padmasree Dr. J. Hareendran Nair, Dr VG Udayakumar, Executive Member, CCIM, Former DAME's Dr MRV Namboothiri, Dr P Sankarankutty, and Dr PS Syamalakumari, Dr Vijayan Nangelil, KISMA, Dr Baby Krishna, AHMA, Dr P.P Bhaskaran, Dr S Sunil Kumar, CISSA, Dr C Suresh Kumar, Chief Coordinator, GAF and General Secretary, CISSA addressing the audience. Dr G. Vinod Kumar, Secretary General GAF and President AMAI proposed a vote of thanks.

Shri Sivakumar also inaugurated the Ayurveda Expo organized as part of GAF 2014. Shri K Babu declared the Multi Specialty Free Ayurvedic Clinic at the venue open. The doyens of Ayurveda Padmasree P. R Krishnakumar, Shri V. G. Devadas Namboothirippad, and Shri Avanaparambu Maheswaran Namboothiri were honoured at the event.

A book on Ayurvedic Medicinal plants authored by Acharya Balakrishna, MD, Patanjali, and another book titled Thirummu Chikilsayude naalvazhikal by Late Shri K. A. Chandrasekharan Nair were released at the function.

## International Business Meet

As the days progressed, the GAF 2014 venue was bustling with activity. The International Business Meet was one of the most important highlights, and the venture was supported by the KSIDC. Apart from business presentations and workshops on different topics on Ayurveda, country-wise presentations were part of the event.

The two-day Meet on Ayurveda aimed at bringing key stake-holders from the industry to evolve a road map for harnessing the global opportunities in this sector. It discussed the various facets of Ayurveda as an industry and the potential it holds in the modern day world. The Meet that was inaugurated by Kerala's Home Minister Mr Ramesh Chennithala got off to a start with the minister going all out to devise a roadmap so as to ensure the global presence of the Ayurveda industry.

According to the Home Minister, Government-to-Government (G2G) promotional initiatives were the need of the hour to market Ayurveda and its techniques on a global level. Mr Chennithala said it has become imperative to dwell upon and deliberate on the opportunities that will help launch Ayurveda as an industry to a much-wider global platform. Pointing out that the initiative should be spearheaded by the Union Government and the states concerned, the Home Minister added that dialogue needs to be triggered by the government in this regard with the administrations of other nations.

Marketing is indeed the most important part when we think of taking Ayurveda to a much wider global arena. Hassles are many, but these impediments have to be removed with intervention from the government's side, Mr Ramesh Chennithala said. He also called for imparting added importance to research and development measures in Ayurveda.

KSIDC Managing Director Ms Aruna Sundararajan explored in detail the healthcare system and the future scenario that awaits global Ayurveda. Detailing Ayurveda as a major investment sector, the KSIDC Chief said the International Business Meet on Ayurveda will look to form a common platform for the growth of the Ayurveda industry in the days to come. Pointing out that the audience





response to the GAF 2014 points at the acceptance of the healthcare system, she added that Kerala has been in the forefront of promoting Ayurveda to newer horizons. With first class hospitals, natural medicines and wellness centres, Ayurveda is looked upon with much interest by the outside world.

The road ahead calls for international collaboration, deriving lessons from nations like China who practice perfect traditional systems of alternative medicine. According to Ms Aruna Sundararajan, KSIDC will initiate an international cell to promote the Ayurveda industry. She also revealed that 12 countries have approached KSIDC with venture plans in the sector, and the corporation will ensure the functioning of a single window cell for approvals.

The KSIDC-mooted Ayurveda Park plan is also becoming a reality, she said. Mr TKA Nair, IAS (Retd), Advisor to the Prime Minister, and Honorary Chairman, KSIDC, spoke at the function. Dr V K Banwari, Minister of Education, Republic of Mauritius, was the guest of honour. Dr S Natarajan, Sami Labs, delivered the keynote address. The IBM inaugural function was also graced by Mr Hibi Eden, MLA, Dr Saji Kumar, MD, Dhathri Ayurveda and Regional Secretary ADMA, Mr P R Krishnakumar, MD, Arya Vaidya Pharmacy, Coimbatore, Dr Jayasiri Mendis, Traditional Medicine Preservation Foundation, Sri Lanka, Ms Anita Karilio Arkas, President, Ayurveda Russia – India Association, and Mr Antonio Morandi, Founder, Ayurveda Point Italy.

The Global Ayurveda Festival 2014 saw a variety of memoranda of understanding (MoUs) being signed as part of the International Business Meet held in partnership with the Kerala State Industrial Development Corporation (KSIDC). The KSIDC Managing Director inked as many as six MoUs on the second day of the International Business Meet with representatives from various countries that included Anita Kasito Arkas from Russia, Smajo Sabic (Slovenia), Ajay B Dharbhanang (Nepal), Gerard Bogrand (France), Dr Shiney Joseph (the United Kingdom) and Ram (Canada), and these will initiate a new process of partnership in the Ayurveda industry with KSIDC playing a proactive role. Apart from these, prominent Ayurveda brands in Kerala such as Dhathri Ayurveda, Pankaja Kasthuri, Punarnava, Care Keralam signed MoUs with various international companies. All these MoUs aimed at exploring the arenas of product research, Ayurveda education, treatment and production.





Chairing the second day's event of the International Business Meet, the KSIDC MD pointed out that Ayurveda currently faces challenges that are equally large as its opportunities.

"To overcome the challenges, we need to develop a knowledge network and a better organized industry. So far, we haven't started lobbying to promote Ayurveda Globally and GAF will prove to be a much needed platform that would take Ayurveda beyond borders," Ms. Aruna Sundararajan said. According to her, "it is also an eye-opener for all of us to see that Ayurveda has taken such deep roots in countries that are not traditional homes of this healthcare system"

"It would be much better if subsequent editions of this global event can be organized in other countries such as Sri Lanka and Bhutan, which have been seeing growing demand for Ayurveda," said John Samuel, from UNDP. Gerogy Blasco from Hungary, Dr Saji Kumar of Dhathri Ayurveda, Dr Anwar of Punarnava, Dr Ram Mohan, member, CCIM, were the other dignitaries who were part of the function.

The IBM had various sessions on Export promotion, Sector wise team presentation and Quality Standards Overview. Murali Krishnan, Deputy Director of Pharmaexcil, who delivered the key note address at the GAF – KSIDC International Business Meet session on Export Promotion, introduced the Pharmaceutical Export Promotion Council of India's services that conduct buyer-seller meetings abroad as well as in India in assisting members to get Market Access Initiative Scheme and providing suggestions to government. Pointing out that the difference in Ayush export which was Rs 715 crore in 2010-11, rose to Rs 889 crore in 2012-13, he mentioned that the investors should look up data to find export-friendly countries like USA, Japan and the UAE.

The discussion focused on the difficulties faced by Ayurveda drug manufacturers in positioning them as a medicinal supplement in the western countries. The deliberations also dwelt upon means and ways to tackle the issue.

Another IBM Session that followed centred on a 'Sector Wise Team Presentation', which had experts from representative sectors analyzing the current scenario and future prospects.

## International Seminar on Ayurveda in Public Health

3,400 delegates participated in the four day International Seminar on the Focal theme “Ayurveda in Public Health”. In addition to the Focal theme, there were 23 sub themes in which research papers were received. There were 8 plenary sessions and 26 parallel sessions. Altogether 550 Papers were presented out of which 200 were Poster presentations. Eminent International speakers led the plenary sessions that included Dr. Gerry Bodekar, Dr. Edwin Cooper, Dr. Gopal Basisht, Dr. Antonio Morandi, Dr. Bhushan Patwardhan, Dr. Gyaneshwarsing Guddoye, Dr. C.R. Agnives, Dr. B.M. Hegde, Dr. JLN Shastry, Dr. Hari Shankara Sharma, Dr. Mark Rosenberg, Dr. Nikolas Costopolus, Dr. Ashwin Barot, Dr. EP Jeevan etc.

Wide ranging aspects of Ayurveda research were discussed in detail at the many plenary sessions. A session held on Research Methodologies for Ayurveda was chaired by Dr.PKS Nair, Director in charge, National Institute of Panchakarma, Cheruthuruthi. Dr. Ali Zameer Khan, HOD, Minimally Invasive surgery, Gurgaon, in his special address, spoke on Robotic Surgery integrated with Ayurveda. He explained how Ayurvedic medicine reduced post surgery pains of his patients and the psychological benefits patients get under pre-surgery programs like yoga, and breathing exercises.

Dr. B.M. Hegde, Former Vice Chancellor, Manipal University, spoke on energy transformation. “Our body is full of energy and treatments have to be based on energy transformation,” said Dr.Hegde. He added that the healer must have an empathetic heart by which the energy is transformed to patient helping them cure more than drugs.

The key note address was delivered by JLN Shastry, Head of Dabur Research & Development Centre. Quoting the words of Charaka, Dr.Shastry emphasised on the need of research on improving the therapeutic wisdom. He also spoke on how to tackle criticism against Ayurveda by testing any hypothesis against textual references.

Dr. Ram Mohan in his presentation categorised Ayurveda in to three as Global, Local and Anayurved, and pointed out that the diversification of Ayurveda, though necessary, has to happen based on the principles with localised approach. Meanwhile, M.S Bhagel in his presentation on research talked on the need of conducting category wise clinical trials.





A session on “Defining a New Paradigm for Ayurveda in Global Healthcare” witnessed representatives from foreign countries sharing their experiences. Dr.Hari Shankara Sharma, Eminent Ayurveda Physician, Japan, chaired the session and shared his views on taking Ayurveda global and on acceptance of Ayurveda in Japan along with their traditional medical systems.

Dr. Ashwin Barot, clinical specialist and researcher, the UK, in his plenary presentation, demonstrated the medical cases of patients in rural Gujarat being able to walk normally after Agnikarma treatment. “No matter how much we propagate or give lectures on Ayurveda, no one is going to believe in it unless it touches people lives,” said Dr. Ashwin.

Dr. E.P. Jeevan, Ayurveda practitioner from Germany, urged the Ayurveda fraternity in India to join hands with Germany as pure Ayurvedic practice is yet to be institutionalised there. Mr. Mark Rosenberg, Director of European Academy of Ayurveda, opined that Ayurveda is greatly in demand among the patients in Europe who are well informed of its benefits. Dr. Nicolas Kostopolus, Director, Holistic health Centre, Athens, spoke on the wide acceptance of Ayurveda in academic area in Greece. In his view, “the Europeans could as well come to India where Ayurveda is part of life here, but the patient needs to be confident about getting proper treatment”. He also said that an Ayurveda seminar in English with more than 200 participants will be conducted there within a few months. The session was followed by a Students Conclave.



## Ayurveda Specialty Clinics



The Cochin Shipyard supported Free Multispecialty Ayurveda Medical camp at the GAF 2014 turned out to be a huge hit. The overwhelming participation of the general public was testimony to this. The medical camp organized by AHMA (Ayurveda Hospital Managements Association) offered free diagnosis and medicine to the public. The camp also offered discount cards that will enable treatment of illnesses at prominent Ayurveda hospitals at a discount of 50% for the next one year. Around 8000 people attended this camp with various diseases or physical difficulty. The camp offered not just mere Ayurvedic diagnostics but other detailed diagnostics such as Bone Marrow Density test for free. A long panel of Ayurveda experts was available for consultations at the camp.

The specialty clinics included those for osteoarthritis, joint disorders, lifestyle diseases, pediatric care, ophthalmology, orthopedic care, neck and spine, liver disorders, general medicine, back pain, ano-rectal diseases such as piles and fistula, skin and allergy, sports medicine, preventive cardiology, gynaecology and infertility and eye diseases. The camp was propelled by support of around 20 most prominent Ayurveda hospitals in Kerala, such as Kottakkal Arya Vaidya Sala Nursing Home, Vaidyaratnam Ayurveda Nursing Home, Punarnava Ayurveda Hospital, Dhathri Ayurveda Hospital, Nagarjuna Ayurveda Centre, Nangelil Hospital etc.

As many as 70 doctors and more than 100 paramedical staff kept the camp running from 9.30 in the morning to 8.30 in the evening till the end day of GAF14. Dr. Baby Krishna, General Secretary, AHMA coordinated the event.



# Ayurveda Exhibition



The Ayurveda Exhibition that was held as part of the GAF was inaugurated by Shri V.S. Sivakumar, Minister for Health. The Home Pavilion which depicted the history of Ayurveda itself was a unique experience. The five-day International Expo with more than 300 stalls was visited by tens of thousands of public.





Exhibitors included big names in Ayurveda like Dhathri, Somatheeram, Vasudeva Vilasam, Sreedhareeyam, Punarnava, AVP, AVN, Vaidyaratnam Oushadhasala, Pankaja Kasthuri, Kottakkal Arya Vaidyasala, Himalaya, Nagarjuna, Pathanjali, Dabur, Shree Dhootapapeshwar Ltd., Rajah Ayurveda, Bipha Ayurveda, Triveni Nursing Home, Dr Franklins Panchakarma Centre, State government bodies, and almost all the Ayurveda colleges in the State.



## Workshops

A two day workshop on Panchakarma was organised as part of the GAF at the Government Ayurveda College, Trippunithura. Kerala University of Health Science PVC Dr. C. Ratnakaran inaugurated the workshop. He said that Panchakarma is a healing process against lifestyle diseases, but unfortunately people have misunderstood it just as an oil massage. Dr. AG Prasannakumari, Superintendent presided over the inaugural function. Various sessions like Dhara, Abhyanga, Sirovasti were demonstrated by Specialists in the branches.

Another workshop on Research Methodology, Biostatistics and Scientific writing was also organised as part of GAF on 19th Feb at Gokulam park under the auspices of IHST, FRLHT.

## Media Meet



The media meet held as part of the event saw P.J Kurien , Deputy chairman of the Rajya Sabha , at the podium. According to him, Ayurveda needs to be accorded better space in the media and programs should give priority to this system of medicine, which is part of our domestic culture. He said “there is a cultural invasion happening through the media, which is a great concern as far as our lifestyle is concerned.”

Dr. Sebastian Paul, former MP, in his speech opined that the media is criticized for being controlled by capitalists and it is evident from the predominance given to allopathic health programs.

Shri VD Satheesan, MLA, who was the Chief guest at the function, said even doctors are not ready to update their knowledge and that makes them prescribe outdated medicines totally neglecting the need. Veteran journalist and K M Roy pointed out that it is the media who inform the public about the changes happening in the medical sector. They indeed bring to public notice the good efforts that are taken by the practitioners of Ayurveda in the modern day scene.

Sudha Namboothiri, of the Times of India, said the Ayurveda jargons picked from the Sanskrit texts need to be more accessible and understandable to the readers. They should be written in a simpler manner so that they convey what they mean.



C. Biju of the Mathrubhumi, said people today aren't concerned about their life expectancy, but the quality of their lives. It isn't just about the diseases and treatment, but about being good, he added. Baby Mathew, MD, Somatheeram, urged the media to take more efforts to ensure that Ayurveda reaches the common man. Dr. Krishnakumar, Nagarjuna, made the opening remarks. Dr Rajith Anand, General Secretary, AMAI, welcomed the gathering while Shri Ajith Venniyoor of CISSA proposed the vote of thanks.

The Oushadha Mitra Award instituted as part of the Global Ayurveda Festival was presented to Shri K M Joseph, a medicinal plants Cultivator from Moovattupuzha. Shri P. J. Kurien handed over the award to Shri. Joseph.



## Ayurveda Solidarity Meet



The Ayurveda Solidarity Meet held on the first day evening witnessed the assemblage of many social and cultural leaders who shared their experiences with Ayurveda treatment. Notable among them were Justice Sukumaran, Prof M.K. Sanu and Shri. K.L. Mohana Varma.



## International Delegate Assembly



An assembly of the International Delegates was held on the third day of the Festival. The delegates were addressed by Smt. Aruna Sundararajan, IAS, Additional Chief Secretary, Shri John Samuel from UNDP and Dr. Ram Mohan, Executive Committee Member, CCIM.



## Curtains Down



In just 5 days, the Global Ayurveda Festival 2014 achieved much success in terms of highlighting Kerala as global destination for Ayurveda. Apart from the central theme of Ayurveda in Public Health, deliberations on a variety of themes were witnessed at the venue. The event also played host to a KSIDC-backed International Business Meet which resulted in as many as 15 MoUs with foreign countries finalized and, of them, six were signed at the venue.

The Ayurveda Expo had as many as 300 stalls, while the free Ayurveda multi-specialty medical camp attracted more than 8,000 people. As many as 3,870 delegates from as many as 25 nations participated in the five-day conference. Organized by the Centre for Innovation in Science & Social Action (CISSA), the Government of Kerala, Department of Ayush of GoI and the Ayurveda fraternity of Kerala, represented by AMAI, AMMOI, AHMA, KISMA, ADMA and many other organisations, the GAF 2014 had behind it Mr Hibi Eden MLA (Reception Committee Chairman), Dr P M Warriar (Chairman), Dr. G. G. Gangadharan, (Chairman, National Steering Committee), Dr M.R. Vasudevan Nampoothiri (Working Chairman), Dr G Vinod Kumar (Secretary General), Dr Saji Kumar (Vice Chairman), Dr C Suresh Kumar (Chief Coordinator), Dr P Sankarankutty, Dr. Sunil Kumar and Dr Suresh Kumar (Treasurer) so as to make the running smooth on all days and afterwards.



The festival mooted an 8-point charter in its bid to provide a facelift to this traditional stream of medicine on a global level. The five-day festival called for the need to build an Ayurveda brand, globally and nationally. The curtains came down on the prestigious conclave of the Ayurveda community at a glittering function that was inaugurated by Prof K V Thomas, Minister of State for Consumer Affairs, Food and Public Distribution. The closing ceremony was presided over by Mr. Hibi Eden, MLA. Inaugurating the valedictory function, the Union Minister termed Ayurveda as a way of life, but expressed concern over the fact that commercialization of the traditional system of medicine is on the rise. Mr. Niranjan Sanyal, IAS, Secretary, Department of Ayush, Govt of India, who was the Chief Guest at the function, outlined the various measures taken by his department for promotion of Ayurveda and other indigenous systems of medicine.

Various awards and prizes were distributed in the function. The Best stall prize was bagged by Dhatri Ayurveda. The second and third went to Somatheeram Ayurveda Resort and Patanjali Ayurveda Limited respectively. The stalls set up by M/s. Rajah Ayurveda, Nagarjuna Ayurveda Group, Kottakkal Arya Vaidya Sala and Vasudeva Vilasom won Special appreciation awards. The First prize for the Educational pavilion went to PNPS Ayurveda Medical College, Kasargod, second to GAVC Trippunithura and third was shared by PNNM and KMCT Ayurveda Medical colleges.



A National Photography competition on the theme Medicinal Plants and Livelihood was organised as part of the GAF14. Mementoes and cash prizes were given to the winners by Shri Niranjan Sanyal, Ayush Secretary. Shri S. Ramesh won the First prize. The second prize was bagged by Shri K. Gopakumar while the third went to Shri AS Praveesh. Five consolation prizes were also announced.

The Prime Sponsor of this edition of the Global Ayurveda Festival was Dhatri Ayurveda Hospitals and Products. The event which was co sponsored by Somatheeram Ayurveda group and Sami Labs was also sponsored by Kottakkal Ayurveda, Himalaya Drug Company, Nagarjuna Ayurvedic Group, Patanjali Ayurveda limited, Dabur India, Rajah Ayurveda, Shree Dhootapapeshwar Ltd., Sri Sri Ayurveda, AVP Coimbatore, Vasudeva vilasam, AVN Madurai, Pankajakasthuri Herbals India Ltd., Vaidyaratnam Oushathasala, Punarnava Ayurveda Hospital, M.V. Ayurvedic Resorts, Bipha Ayurveda, Sreerangam CVN Kalari, Dr. Franklin's Panchakarma Centre, Triveni Nursing Home, Lulu Mall and Crown Plaza.

Government Undertakings and Departments like AYUSH (GoI), Kerala Tourism, KSIDC, NRHM Kerala, ONGC, National Biodiversity Authority, Cochin Shipyard Ltd., National Medicinal Plants Board, SHM Kerala and ICMR also sponsored this greatest event in the history of Kerala Ayurveda.

## The GAF 2014 Charter



- 1. Ensure that payment mechanisms identical to that available for Allopathy are extended to Ayurveda**
  - a. Medical insurance coverage for in-patient Ayurveda medical care, on cashless basis, without onerous restrictions.
  - b. Coverage for Ayurveda under Government universal health coverage schemes (current and future) such as RSBY, Arogyashree, etc.
  - c. Coverage for Ayurveda by Indian Armed Forces, Indian Railways, PSUs, Corporations, Banks, CGHS, SGHS, ESIC.
  - d. Build credible evidence of efficacy and safety for Ayurveda
  - e. Establish Ayurveda chikitsa (Ahara-Vihara-Oushadha-Kriya) as treatment of choice for select medical conditions through collaborative research that is scientifically rigorous yet aligned to the basic principles of Ayurveda.
  - f. Establish safety of Ayurveda products and Ayurveda chikitsa.
  - g. Demonstrate efficacy, affordability, and acceptability of Ayurveda chikitsa in public/community health.
- 2. Ensure that Government regulations, schemes, and support at centre and state levels are favourable for the rapid growth of the Ayurveda sector in India and globally**
  - a. Ensure that an 'Ayurveda Commission of India' is set up to envision, coordinate, and implement all Ayurveda related activities in the country. This is to bring in necessary focus and commitment, grossly inadequate till date, by the Government of India to the Ayurveda sector.
  - b. Ensure that a separate Department of Ayurveda is set up in key states of India. The first step towards this could be the setting up of an 'Ayurveda Mission' in each state.
  - c. Ensure that special industry status is accorded to the Ayurveda sector
  - d. Ensure that appropriate 'Results Framework Document' for Ayurveda Departments are developed by State governments in consultation with key Ayurveda stakeholders.
  - e. Ensure that special industry status, as in the case of IT sector, is accorded to the Ayurveda sector and a progressive Ayurveda national policy and incentive framework is announced and implemented.
  - f. Ensure that one officer is designated as a Nodal Ayurveda Officer in every Government of India establishment overseas for the correct promotion of Ayurveda in that country.
  - g. Ensure that mainstreaming of Ayurveda forms part of manifestos of all major political parties.





### **3. Quality of Ayurveda products & services**

- a. Ensure availability of quality raw drugs/materials for medicine manufacture.
- b. Manufacturing process standardization.
- c. Product quality and safety- more precise, objective measures to be standardised.
- d. Chikitsa quality and safety- more precise, objective measures to be standardised.
- e. Enable NABH aligned process framework for Ayurveda chikitsa to spread across the services sector.

### **4. Define a clear framework that is acceptable to key stakeholders in the health care sector for appropriate integration of Ayurveda with modern medicine. At no stage 'shudh, shastriya' Ayurveda being compromised.**

### **5. Human resource development for sustained growth of the Ayurveda sector**

- a. Attract best-in-class talent to enter the Ayurveda sector.
- b. Articulate and provide attractive career paths with enhanced earning potential within Ayurveda.
- c. Ensure a curriculum that strengthens Ayurveda professionals as clinicians and researchers.
- d. Ensure a continuous learning framework for Ayurveda professionals.
- e. Ensure adequate supply of qualified and trained para-medical, technical and non-technical staff to sustain sectoral growth.

### **6. Enable a transition beyond the 'massage' business to a more rigorous and authentic, higher value, Ayurveda wellness service business model.**

### **7. Build the Ayurveda brand, nationally and globally**

- a. Ensure correct positioning of Ayurveda as a rigorous, time tested, safe system of medicine for preventive, curative, and promotive health.
- b. Credibly communicate the benefits and efficacy of authentic Ayurveda as the treatment of choice for root cause diagnosis and management of chronic, non-communicable diseases.
- c. Accelerate the growth of the Ayurveda market by reaching out to the youth segment.
- d. Accelerate the role of Ayurveda in public health programs nationally, globally.









**Associates**



National Biodiversity Authority



Cochin Shipyard Ltd



Directorate of Ayurveda Medical Education



Dept. of ISM, Kerala



Indian Council of Medical Research



National Medical Commission



National Rural Health Mission



State Horticulture Mission-Kerala



State Emblem of India

**Partners**



Akhila Kerala Govt. Ayurveda College Adhyapak Sangadana



Private Ayurveda Medical Practitioners Association



Kerala Private College Teachers Association



All Kerala Private College Teachers Association



Private Ayurveda College Teachers Organisation



Kerala Govt. Ayurveda Graduate Medical Officers Federation



Kerala State Government Ayurveda Medical Officers Association

Post Graduate Students Association

Council of Ayurveda Students in Kerala



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