

ala  
MUM



# 5<sup>th</sup> GLOBAL AYURVEDA Festival Kerala

December 1-5, 2023 | Greenfield International Stadium  
Thiruvananthapuram, Kerala, India



## PARTNER ORGANISATION



## INTERNATIONAL PARTNERS



## MEDIA PARTNER



## IN THIS REPORT

- The Venue
- Introduction
- Inauguration - Global Ayurveda Festival
- Inauguration - National Arogya Fair
- MSME Participation
- Medicinal Plant FPO Meet
- International Ayurveda Seminar
- International Cooperation Conclave
- Vrikshayurveda
- Mrigayurveda
- Cultural Gala
- GAF Visibility
- Outcomes
- Valedictory
- Behind the Scenes

## The Venue





In India about 70 percent of rural population depends on the traditional Ayurvedic system of medicine for managing their health care. The native science of medicine and healing has positioned itself as a strong and effective instrument in healthcare delivery system and has successfully transcended the Indian borders.

The Global Ayurveda Festival conducted every two years has played a significant role in positioning Ayurveda as a sustainable and inclusive wellness system for the entire world and strengthening international networking to stakeholders.

This report outlines the highlights and various activities conducted as part of the 5th edition of the Global Ayurveda Festival at the Greenfield International Stadium in Kerala's capital of Thiruvananthapuram during 1-5 December 2023.

**5<sup>th</sup> GLOBAL  
AYURVEDA  
Festival Kerala**  
December 1-5, 2023



## INAUGURATION BY

THE HONOURABLE VICE-PRESIDENT OF INDIA  
SHRI. JAGDEEP DHANKHAR

2 PM | 01.12.2023

GRAND INTERNATIONAL STADIUM, KARINIA COM



**The Global Ayurveda Festival (GAF) commenced with unparalleled grandeur as the Hon'ble Vice President of India, Shri Jagdeep Dhankhar inaugurated the event, symbolising the India Government's endorsement of Ayurveda's integral role in healthcare. The ceremonial lamp, lit in the presence of the Vice President, set the tone for an event that would unfold as a celebration of India's traditional medicinal heritage.**

# Global Ayurveda Festival-Inauguration

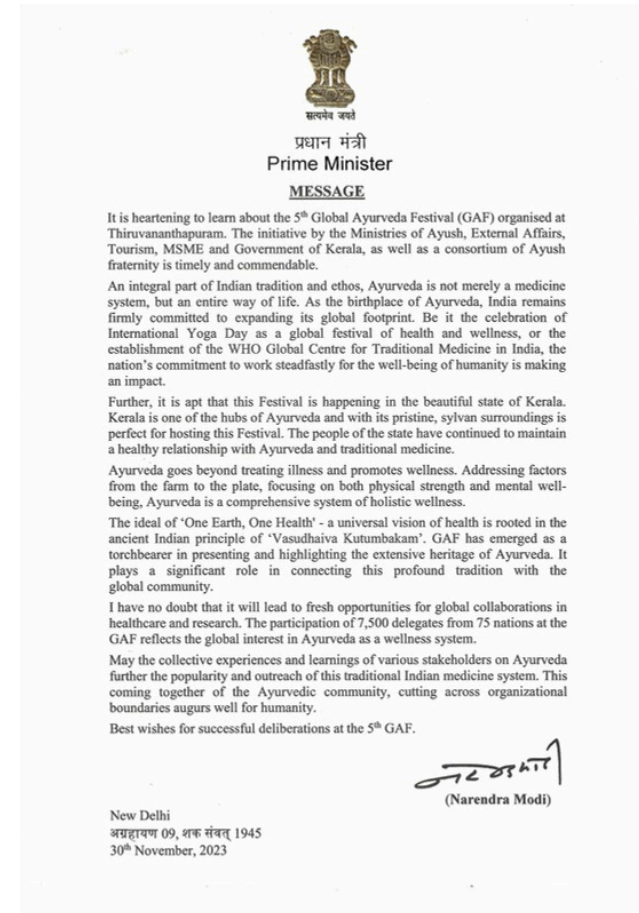
The message of the Hon'ble Prime Minister Shri Narendra Modi, hailing the efforts of GAF to promote Ayurveda globally, was read out by Minister of State for External Affairs and Parliamentary Affairs Shri V Muraleedharan on the occasion.

Shri Shashi Tharoor MP was present. "Ayurveda is much beyond treating ailments; it encompasses a comprehensive approach to wellness and well-being. Apart from curing existing ailments, Ayurveda also protects the overall health of the body. No wonder, that more than Rog, Ayurveda talks about Nirog," he said, adding: "India stands as a global leader in Ayurveda, with rich legacy of knowledge and practice that spans millennia."

Shri V Muraleedharan, who is also Chairman of GAF 2023, said the steady increase in global demand for ayurvedic products and services amply demonstrated the strength and credibility of this time-tested Indian wellness system.

Asserting that Kerala has time immemorial practised and promoted Ayurveda, Shri Muraleedharan said the state, especially its wellness tourism sector, will significantly benefit from the networking and promotional initiatives of GAF for the next five days.

Kerala Transport Minister Shri Antony Raju said it is important to scale up scientific research and documentation efforts to promote Ayurveda and make it acceptable for the entire world.



## Text of the Hon'ble Vice President's Speech



Good afternoon, my greetings to everyone present here!

Advocate, Antony Raju, Hon'ble Minister for Transport, Government of Kerala. He has been very kind to me. I can give you the reasons for it. We both belong to the legal fraternity. I will therefore have to be reciprocal.

Shri V Murleedharan, Honorable Minister of State for External Affairs and the next portfolio is more important to me as Chairman Rajya Sabha, the Parliamentary Affairs, Government of India and Chairman Global Ayurveda festival

I am so glad that the two Hon'ble Ministers would settle it before this august house 'transgression'. I have a suggestion for deep deliberation by all the experts. I personally entertain an opinion that if Members of parliament including the one who is on the dais, if they regularly receive Ayurveda, their performance in Parliament will be optimal and the decision making process would be more sublime.

# Global Ayurveda Festival-Inauguration

Dr Shashi Tharoor, Hon'ble Member of Parliament, Lok Sabha

Dignitaries on the dais and off the dais.

Friends, the Hon'ble Union Minister read out the message of the Prime Minister who is away from the country from this day. The message of the Prime Minister captures the essence and relevance of Ayurveda. It is much beyond health and wellness. It is all about life, it is all about existence, it is all about sublimity in your response, conduct and behaviour.

Friends, a great facet of this festival is that it is in Kerala, God's own land. I don't think there can be an imminently more suited place on the planet for such an august gathering to scratch their minds and deliberate to promote Ayurveda. I am sure, the deliberations will yield fruitful results that will impact the health and wellbeing of the people.

Esteemed guests, and fellow enthusiasts of Ayurveda.

It is my absolute privilege and honour to address the 5th Global Ayurveda Festival, a grand gathering that celebrates the enduring legacy of Ayurveda and its immense potential to shape a healthier future.

"स्वास्थ्यं सर्वोत्तमं धनम्... पहला सुख निरोगी काया (Health is supreme wealth). It is embedded in our minds from the time we are born. Health is wealth. This truth echoes powerfully in Ayurveda, and in our ancient healing wisdom.

The 5th Global Ayurveda Festival with the theme "Emerging Challenges in Healthcare & a Resurgent Ayurveda," serves as a beacon of hope amidst a world grappling with complex health challenges. Only Years ago, the world suffered a challenges on our health front, pandemic Covid, and the role of Ayurveda is transformational and monumental in this.

I am happy to note that since 2012, the biennial Global Ayurveda Festival has served as a beacon of Ayurveda's enduring legacy, bringing together the global Ayurveda community to celebrate and propagate this ancient healing system.

# Global Ayurveda Festival-Inauguration

Convergence of experts, practitioners, researchers, and policymakers from across the globe will go a long way in shaping the health infrastructure, the health fulcrum to humanity at large. I have no doubt that your deliberations over the five days will turn out to be greatest gain for humanity and will take Ayurveda to greater heights.

The philosophy of Ayurveda is - 'सर्वे भवन्तु सुखिनः, सर्वे सन्तु निरामयः' - 'May all be happy, may all be free from illness' is embedded in our civilizational ethos.

These deliberations will qualitatively enable exploration of Ayurveda's transformative potential in addressing these challenges and the challenges are visible in every home. The problem can be seen next door. The societies are facing the challenges of health. We need to find a way out that is non invasive, acceptable. There can be nothing better, efficacious and wholesome than Ayurveda. These challenges are to be addressed from our land Bharat. We are the global leader in Ayurveda, with a rich legacy of knowledge and practice that spans millennia.

Ancient texts like the Atharva Veda, Charaka Samhita, and Sushruta Samhita provide a profound understanding of the human body, its ailments, and the therapeutic principles of Ayurveda.

Such a treasure has been with us for thousands of years. It is so satisfying to note its relevance is now being acknowledged. All steps are being taken by the governments at centre and the state to promote it. This is our own wisdom, our wisdom that has evolved over centuries by people who knew it, in and out. It is often referred to as the science of life and I emphasize it is the only science of life.

This allows you to be one complete whole, it allows you to fully exploit your mind and body. It keeps your soul, mind and body together in a mode of performance. There is no doubt howsoever gifted one may be, howsoever talented one may be, if one is not healthy then he cannot contribute to the society's growth.

Ayurveda is a combination of "Ayur" (means life) and "Vidya" (means knowledge). This science believes that the curing power rests with Nature and the physicians serve as vehicles for the Ayur Vidya.

# Global Ayurveda Festival-Inauguration

Friends, we have by reckless greed, endangered ourselves without knowing about the dangers that we face. Ayurveda will give the balance that will help us to re discover ourselves so that we believe in a society that can survive with health togetherness and as a whole

India's commitment to preserving and promoting Ayurveda is evident in its numerous initiatives, including research institutions, educational programs, and integrated healthcare policies.

Kerala, the enchanting state that hosts the 5th Global Ayurveda Festival, is renowned as a cradle of Ayurvedic excellence.

I am told that decision makers who regularly go to Ayurvedic centres for weekly or fortnightly treatment are better with their decision makings. I will strongly urge everyone that we are home to 1/6th of humanity. We have to be in a mindset that we contribute to the society at large. I have raised an alarming concern on the other occasions that the greatest challenge that society faces is that informed minds, knowledgeable minds exploit ignorance of the people to generate equity for themselves in politics, society or business. These tendencies will automatically get arrested contained and curbed, if we take research to Ayurvedic therapy as and when we have a challenge within the body.

Atharva Veda, what a repository it is about health about wellness about the treatments that can be given. I am so glad that the Honorable Union Minister Mr Dharmendra Pradhan whom I had directed during the last session to make available all Vedas, to each of the members of Parliament is doing so. We need to focus on that. If we keep away from knowledge, a knowledge that is available in our ethos, in our Vedas, in our Upanishads, in our literature, our mindset will be very different. We can have quick solutions. It provides stable lasting solutions with no side effects and that can come up only when informing ourselves with the rich wealth in the line we have.

Ayurveda is much beyond treating ailments; it encompasses a comprehensive approach to wellness and well-being.

The Government of India has played a pivotal role in fostering the growth and global recognition of Ayurveda.

# Global Ayurveda Festival-Inauguration

The establishment of a dedicated AYUSH Ministry, the observance of National Ayurveda Day, and the integration of Ayurveda into the National Education Policy are testaments to the government's commitment to Ayurveda's advancement

This has created an affirmative environment for the blossoming of the rich ancient Indian healing system and integrating Ayurveda in the healthcare mainstream.

Let me to tell you friends, during Covid, we rediscovered Ayurveda. All over the country you will find people knowledgeable about Ayurveda, who did yeomen service to humanity. They made available their packets, carrying their medicines, carrying their suggestions, carrying their ideas and people were enormously benefited. Not only Ayurvedic therapy is non invasive, it is naturally affordable. It is connected to nature. It makes us realize the importance of nature which over the years, we have devastated. We are trying to get back on it.

The Prime Minister Modi's initiative at global stage, at the United States took to the floor of United Nations, made a fervent plea to the world community to promote yoga, to declare a day as International yoga day and in the shortest span, largest number of the countries, converges to support it and United Nations declared International Yoga Day.

On the last International yoga day, the Hon'ble Prime Minister was there at the premises of the United Nations and who were there, people from nearly all the countries. International Yoga Day is celebrated in every nook and corner of the planet. It is non-discriminatory, it has a wide acceptability because it is in Indian ethos. It is the gift of Bharat to the world.

Yoga is being discovered every day now and for each of the health problems, there is a specific yoga treatment. This is catalyzing a big change for the health of the Global community.

In the process, Bharat has also emerged as soft power. People come to know about the depth of our culture, richness that we are possessed of.

# Global Ayurveda Festival-Inauguration

The second game changer initiative that has been taken by the central government is the National AYUSH Mission, started to promote AYUSH medical systems through cost effective AYUSH services has been highly impactful.

Wellness tourism in India offers a holistic approach to well-being, combining traditional practices like Ayurveda with the beauty of nature.

What can be a better land, more imminently suited, than gods on territory, Kerala. This place can catalyse, can be the epicentre, nerve centre for big change towards to attract tourism on this land and friends let me tell you that tourism attraction of this place on the account of Ayurveda will be qualitatively and geometrically very significant to the economy of the state and the country.

From detoxifying in Kerala's lush greenery, I enjoy being in Kerala every time and my sense of satisfaction is personal also. The teacher who mentored me Ms, Ratnavali Nair is from the State, in a sense, I am ever indebted to the State.

Travellers from around the world seek rejuvenation. They want to seek peace, they want to seek solace, they are soul searching themselves. The only place they find befittingly, imminently suitable for this, is our Bharat.

If you go around you will find people floating to this land to get that kind of satisfaction which eludes them in spite of their wealth or faith. Travellers around the world seek healing in Kerala's tranquil environs, immersing themselves in Ayurveda's transformative practices.

Kerala's Ayurveda tourism not only promotes well-being but also contributes significantly to its human resource involvement.

When we serve someone with non material comforts, but serve someone that is so vital for the other person, his or her health then there is a qualitative mind set change with those who come to this land.

The rising prevalence of non-communicable and lifestyle diseases, Hon'ble Union Minister made reference, we can have an easy solution by taking the recourse to Ayurveda. Other recourses that are invasive, have side effects and are not lasting and certainly they are not affordable.

# Global Ayurveda Festival-Inauguration

Ayurveda emphasis is on prevention, balance and personalized care. It aligns seamlessly with the global call for a sustainable and equitable health care system.

Friends, tapping the huge potential offered by India and its digital ecosystem and Internet penetration, availability of AYUSH is also being extended through telemedicine and digital platforms and this has resulted in a big achievement.

People are increasingly taking it. They have learnt for the first time that there is such a positive impact of technology in their lives, that from their homes, from far-off corners, they can avail facilities and counsel, which otherwise was not possible.

These are big achievements; I congratulate the Ministry for having done so.

Notably friends, all around 40,000 Micro, Small, and Medium Enterprises (MSMEs) are actively contributing to the dynamic AYUSH sector. The growth has been phenomenal, geometric. The Hon'ble Minister has reflected on this giving good figure. But friends when we meet at an occasion like this when people from all over the globe are converging, you will have to scratch beyond the surface. You will have to delve deep, you will have to give cutting edge to Ayurvedic treatment and therapy. You will have to be innovative to find out various ways to promote wellness tourism. I have no doubt this is going to happen and your contributions by way of deliberations during the next 5 days will be helpful.

May Ayurveda's timeless wisdom illuminate the path towards a world where health and well-being are not mere privileges but fundamental rights

Friends, let me remind you COVID pandemic was a global menace. It affected each and every part of the world, high and mighty, rich and poor, women vulnerable. Every segment of society but that was the occasion people learnt what is humane approach? What is sublimity? What is hand holding? How you can give succour to other person. All our old age ethos and our civilization essence was brought to the fore. The rich and mighty came to realize for the first time their limitations.

# Global Ayurveda Festival-Inauguration

We want a word order to be regulated by one regime and that is living beings on the planet, in particular human beings as a class are entitled, all of them are entitled to one thing - good health, physical and mental and in this achievement Ayurveda has a fundamental cutting edge and can contribute significantly.

I am grateful that I have been afforded this great opportunity to be in Kerala to address a group of stakeholder who are determined, who are passionately committed, who have a mission to take Ayurveda to every individual for his or her welfare.

Thank you so much, thank you for the time.



# Global Ayurveda Festival-Inauguration

Shri Shashi Tharoor MP was present. "Ayurveda is much beyond treating ailments; it encompasses a comprehensive approach to wellness and well-being. Apart from curing existing ailments, Ayurveda also protects the overall health of the body. No wonder, that more than Rog, Ayurveda talks about Nirog," he said, adding: "India stands as a global leader in Ayurveda, with rich legacy of knowledge and practice that spans millennia," he said.



Shri V Muraleedharan, who is also Chairman of GAF 2023, said the steady increase in global demand for ayurvedic products and services amply demonstrated the strength and credibility of this time-tested Indian wellness system.

Asserting that Kerala has time immemorial practised and promoted Ayurveda, Shri Muraleedharan said the state, especially its wellness tourism sector, will significantly benefit from the networking and promotional initiatives of GAF for the next five days.

Kerala Transport Minister Shri Antony Raju said it is important to scale up scientific research and documentation efforts to promote Ayurveda and make it acceptable for the entire world.







**Vaidya Sadanand Prabhakar Sardeshmukh receiving the Brihatrayee Ratna award, instituted by Arya Vaidya Pharmacy Coimbatore Ltd.**

Hon'ble Shri. Sarbananda Sonowal, Minister of Ayush, officially lit the ceremonial lamp and inaugurated the National Arogya Fair 2023 organized during the fifth edition of Global Ayurveda Festival at Greenfield International Stadium on 1st December 2023.

The opening ceremony reverberated with the promise of a future brimming with possibilities. Infused with both eloquence and a palpable enthusiasm that resonated with the audience, particularly when he switched to Malayalam, Hon'ble Mr. Sonowal's address became a beacon of hope for young entrepreneurs, illuminating a pathway teeming with entrepreneurial opportunities for young minds within the burgeoning Ayush sector. He painted a vivid picture of the boundless potential within the Ayush sector, paving the way for a generation of visionary leaders to usher in a new era of holistic wellness.

Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instruments and diagnostic tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," said the Minister in his inaugural address.

Shri Sonowal also said the government is also focusing on promoting investments in Ayush sector and it has inked MoUs with many countries for cooperation in traditional medicine. Referring to the Prime Minister's announcement of introducing Ayush visa, he said the government has formally introduced Ayush visa as a new visa category to foreigners, and Ayush hospitals in the country should register themselves to get the benefit of the new visa provision to attract foreign patients.

Noting that GAF 2023 is a beacon for the burgeoning Ayurveda across the globe, the Ayush Minister said this year the 8th World Ayurveda Day, which had the theme 'Ayurveda for One Health,' was celebrated in more than 105 countries and over 16 crore people registered their support to Ayurveda on Ayurveda Day website. Ayush Ministry is actively promoting cultivation and rearing of medicinal plants with the cooperation of the Ministry of Environment and Forest, Council of Scientific & Industrial Research (CSIR) and Indian Council of Agricultural Research (ICAR).



In his keynote address, the Union Minister of State for External Affairs and Parliamentary Affairs, Shri V Muraleedharan, who is also Chairman of GAF 2023, imbued the air with dynamism, weaving a compelling narrative of the limitless potential for innovative ventures powered by the ancient wisdom of Ayush. His words resonated with young entrepreneurs, igniting a spark of ambition and fueling their dreams of carving a niche in this sector on the rise.

Hon'ble Minister pointed out that of all non-communicable diseases (NCDs)-related deaths, 77 percent of them occur in low and middle income countries. "As per NITI Aayog's figures, the human impact of NCD in India is most severe among individuals above 30 years of age. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems," he added.

Ayush exports from India have increased from \$1.09 billion (Rs 9,000 crore) in 2014 to \$1.54 billion (Rs 13,000 crore) in 2020 and it shows the strength of Ayurveda and reaffirms the global interest in this form of medicine given the rising prevalence of noncommunicable and lifestyle diseases worldwide.

Considering both demand and recognition for Ayurveda and Indian traditional products, there is a huge market to capture and generate revenue, he pointed out. Shri Muraleedharan said the National Arogya Fair will provide a unique opportunity for stakeholders, researchers and experts for networking, collaboration and sharing of knowledge of expertise.

The inauguration of National Arogya Fair 2023 was presided over by Vaidya Rajesh Kotecha, Secretary, Ayush. Terming GAF a landmark event, Vaidya Rajesh Kotecha, said GAF is a perfect platform for students, industry, academia and researchers. Shri Kotecha said the Ayush sector, which grew more than \$3 billion in 2014 and \$18 billion in 2020, is poised to reach \$24 billion in 2023.

GAF Working Chairman Dr. G G Gangadharan welcomed the gathering.

Adding to the event's significance was the presence of other dignitaries like Shri Devidas Varrier, MD, Arya Vaidya Pharmacy, Coimbatore; and Dr Neelakandan Mooss, MD, Vaidyaratnam Ayurveda.

With every enthusiastic clap and eager nod, the inaugural ceremony of the National Arogya Fair echoed a resounding message: the Ayush sector is not just a legacy of the past, but a fertile ground for the dreams of the future.





The main aim of the National Arogya Fair 2023 was to facilitate an intellectual discussion and discourse on indigenous medical sciences by enabling the free flow of information and knowledge exchange. The Arogya Fair achieved this through a diverse range of information, education and communication (IEC) channels.

A major aspect of the IEC was exhibitions which were clearly earmarked and demarcated to ensure optimum information and knowledge uptake. The Fair called them 'Spotlighted Exhibitions'. The expo at a sprawling 100,000 square feet space featuring over 300 stalls was one of the major highlights of the Fair.

## **AYUSH Pavilion**

The Ayush Pavilion at the National Arogya Fair was a rich window into the indigenous health systems of India including Siddha, Unani, Homeopathy, Yoga, Naturopathy and Sow-Rigpa, besides Ayurveda.

The underlying idea behind the pavilion was to present a clear and concise idea about the various wellness systems to the public.

The highlight of the Pavilion was crisp notes, videos, charts and models. Tips on everyday life, healthy habits and mental well-being were lucidly presented.

Realising the need for disseminating knowledge works among the public, the Pavilion dedicated a section for exhibiting rare books and PhD theses on new-age studies in indigenous medicines.

The Ayush Pavilion proved to be an eye-opener for all visitors including students of different systems of medicine.

## **Home Pavilion**

An imaginatively-conceived 1,000 sq.ft corridor wooing visitors at the National Arogya Fair 2023 - the Home pavilion -The Science of Ayurveda Pavilion, provided nuggets of information about the constantly evolving 3,500-year-old history of India's ancient medical system. The Science of Ayurveda Pavilion was a unique section meant to expose the general public to everything that they need to know about Ayurveda. It presented Ayurveda in a comprehensible manner highlighting its eight clinical specialties (Ashtanga Ayurveda).

The Home Pavilion displayed an array of creatives that seamlessly connected the pre vedic period to Vedic period and then to the ancient roots and displayed the phases that brought Ayurveda to contemporary recognition. There was special focus on the future possibilities that Ayurveda can accomplish.

Ministry of Ayush



आयुष मंत्रालय



किसी

रिजल



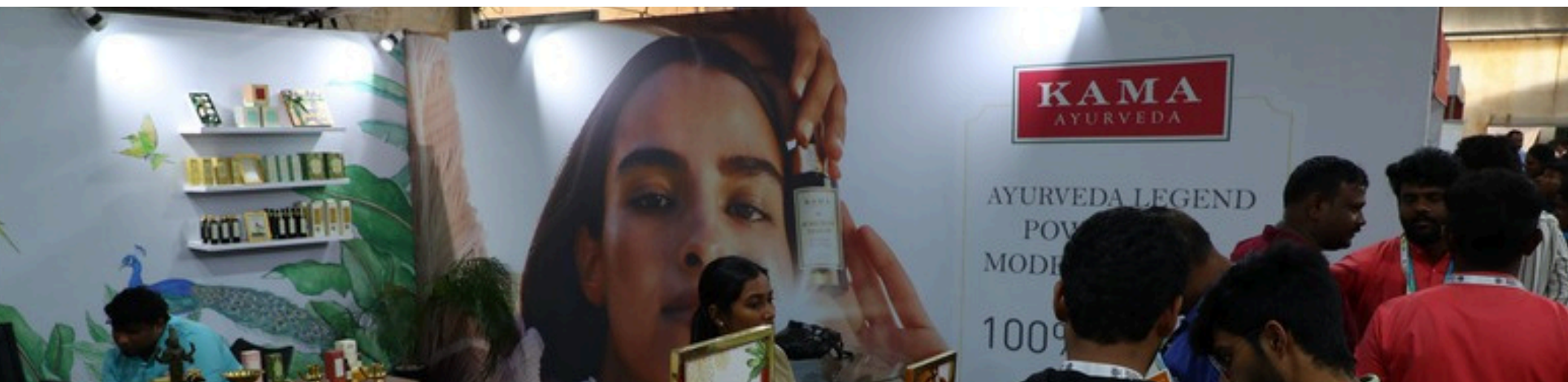
Former Mizoram Governor Shri Kummanam Rajasekharan visiting the Home Pavilion















## Medicinal Plants Expo

The medicinal plants expo was aimed to give a fillip to the medicinal plant conservation and promotional activities. This platform showcased various activities relevant to cultivation, conservation, value addition and popularisation of medicinal plants. An array of rare medicinal plants was awaiting those who visited the National Arogya Fair at Kariyavattam Greenfield Stadium. The GAF allowed the public to familiarise themselves with those medicinal plants and buy them at affordable rates. More than 50 species of medicinal plants were available at the stall of the Botany Department on the Kerala University's Kariyavattam campus. They included Goose berry, Ashwagandha, Kurunthotti, Keesharnelli, Brahmi, Chitamrita, Turmeric, Aloe Vera, AryaVeppu, Asparagus, Ginger, Castor, Tulsi, Karinochi, Atalotakam and Dashapushpa. A modern herbal garden and seed bank is functioning under the Department of Botany, University of Kerala. Students grow and conserve rare medicinal plants as part of a project under the Department of Ayush with the financial support of the State Medicinal Plants Board.

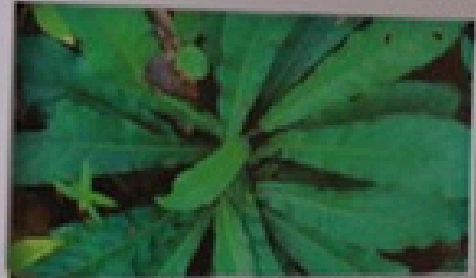
An exhibition of over 100 rice varieties cultivated in Kerala was also part of the expo from the Kerala University seed centre. Besides the unique rice varieties of Kerala, the exhibition provided an opportunity to get acquainted with the rice varieties from states like Orissa, West Bengal, Karnataka and Manipur were also displayed in the exhibition.

Several Ayurvedic products such as, N-Sour Kudampulisath, an anti-obesity agent developed by KV Cravings, a startup led by the Department of Botany at the Kariyavattam campus and. Liv-Ever, an anti-Hepatitis-C virus drug produced from Thazhutama with no side effects, patented this year, were also displayed at the Expo.

The display of medicinal plants under threat of extinction in Kerala was a unique feature of this exhibition. Each medicinal plant's scientific name, qualities and usage were also displayed. Medicinal plants for sale also included those that can be grown as bonsai. Another feature was Nagarjuna Ayurveda's initiative to distribute medicinal plants to the new generation of the ayurveda enthusiasts Detailed information on a wide range of medicinal plants was also displayed at the National Medicinal Plants Board's stall. The State Medicinal Plants Board's stall promoted cultivation, conservation, marketing and research activities and awareness of medicinal plants. Somatheeram Ayurveda Centre had also arranged a display and sale of medicinal plants.

Well-researched content on Ayurveda home remedies was prepared and displayed in life-sized knowledge panels for easy understanding by the public

**National Arogya Fair 2011**



**ELEPHANTOPUS SCABER L.**  
*अशुनि*

Family: Asteraceae

Vernacular names: Ashuchurru, Ashuchiyam, अशुनि, अशुनी (Malayalam), Prickly leaved elephant's foot (English), Gajhwa (Sanskrit), Kuzhal (Hindi), Amachuvai (Tamil)

Distribution: Pan-tropical

Description: Scapigerous herb with plant caudex. Leaves radical, alternate to oblong or oblanceolate, cuneate bases, smooth, sessile, base amplexicaule. Heads homogenous, capitate, sessile, aggregated. Flowers bisexual, purple. Achenes 5-ribbed, pappus of a 5 spiny bristles.

Parts used: Herb

Habitat: Moist deciduous forests, also in the plains

Flowering & Fruiting: October-January

Parts used: Root, leaves and flowers


Properties & Uses: Anti-pyretic and diuretic. The decoction of the root and leaves are given in intermittent fever, diarrhoea and leishmaniasis. The flowers are recommended for ophthalmopathy, bronchitis, cough and travelling. The plant is also used for the treatment of piles.

Systems of Medicines: Ayurveda, Folk, Unani

Traditional Uses: The decoction of leaves and roots are taken internally against the fever. The leaves paste is applied on wounds by heating.

**PATANJALI**

**National Arogya Fair 2011**



**BACOPA MONNIERI (L.) WETTST.**  
*ब्रह्मि*

Family: Plantaginaceae

Vernacular names: Brahmi, (Hindi, Malayalam), Thama leaved菩提 (English), Brahm (Sanskrit), Brahmadi (Hindi), Brahmi (Tamil)

Habit: Shrub or perennial, creeping herb

Related to the plants and vegetables family

Flowering & Fruiting: Perennial in the year


Parts used: Whole plant

Properties & Uses: Antispasmodic, anxiolytic, anesthetic, analgesic, sedative, which is traditionally known as "herb of memory" which restores brain cells or neurons, or in English word, referring to intellectual capabilities, and is popular because it enhances the brain's cognitive capacities. Whole plant is used in memory, anxiety and insomnia. It is also used for the treatment of epilepsy, diabetes, cough, asthma, fever, cardiac nervous system, arthritis and dyspepsia. Leaflets are used to treat diabetes and leishmaniasis in children. Root is used to treat epilepsy. The root is also used in leishmaniasis. It is characterized by its ability to improve the memory, intelligence, and concentration.

Systems of Medicines: Ayurveda, Folk, Unani

**PATANJALI**

**National Arogya Fair 2011**



**NIGELLA ARVENSIS (L.) CRISTINA**  
*अजिगर बीज*

Family: Ranunculaceae

Vernacular names: Ajigar, (Hindi, Malayalam), Ajigar (English), Ajigar (Sanskrit), Ajigar (Hindi), Ajigar (Tamil)

Habit: Annual herb

Related to the plants and vegetables family

Flowering & Fruiting: Perennial in the year

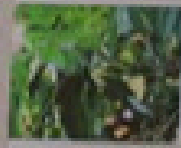
Parts used: Whole plant

Properties & Uses: Antispasmodic, anxiolytic, anesthetic, analgesic, sedative, which is traditionally known as "herb of memory" which restores brain cells or neurons, or in English word, referring to intellectual capabilities, and is popular because it enhances the brain's cognitive capacities. Whole plant is used in memory, anxiety and insomnia. It is also used for the treatment of epilepsy, diabetes, cough, asthma, fever, cardiac nervous system, arthritis and dyspepsia. Leaflets are used to treat diabetes and leishmaniasis in children. Root is used to treat epilepsy. The root is also used in leishmaniasis. It is characterized by its ability to improve the memory, intelligence, and concentration.

Systems of Medicines: Ayurveda, Folk, Unani

**PATANJALI**

**National Arogya Fair 2011**



**CASSIA FISTULA**  
*अमृता*

Family: Leguminosae

Vernacular names: Amrita, (Hindi, Malayalam), Amrita (English), Amrita (Sanskrit), Amrita (Hindi), Amrita (Tamil)

Habit: Tree

Related to the plants and vegetables family

Flowering & Fruiting: Perennial in the year


Parts used: Whole plant

Properties & Uses: Antispasmodic, anxiolytic, anesthetic, analgesic, sedative, which is traditionally known as "herb of memory" which restores brain cells or neurons, or in English word, referring to intellectual capabilities, and is popular because it enhances the brain's cognitive capacities. Whole plant is used in memory, anxiety and insomnia. It is also used for the treatment of epilepsy, diabetes, cough, asthma, fever, cardiac nervous system, arthritis and dyspepsia. Leaflets are used to treat diabetes and leishmaniasis in children. Root is used to treat epilepsy. The root is also used in leishmaniasis. It is characterized by its ability to improve the memory, intelligence, and concentration.

Systems of Medicines: Ayurveda, Folk, Unani


**PATANJALI**

**National Arogya Fair 2011**




**PATANJALI**

**National Arogya Fair 2011**

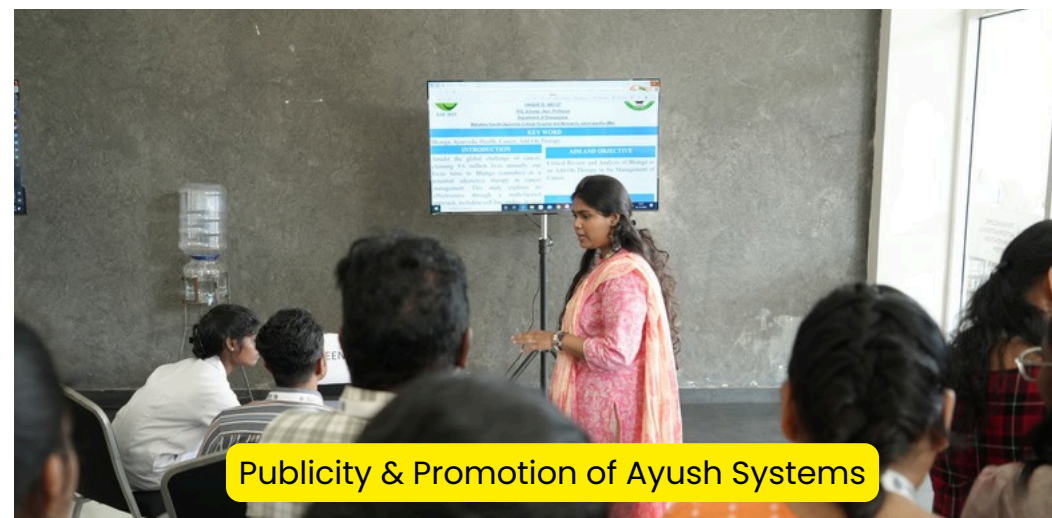


**PATANJALI**

**National Arogya Fair 2011**



**PATANJALI**



## MSME Pavilion

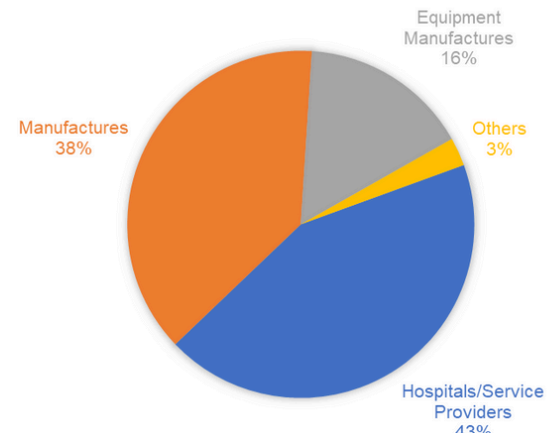
A special Micro, Small and Medium Enterprises (MSME) Pavilion was created to showcase MSMEs in AYUSH and related sectors. The support of Ministry of MSME and Govt of India for the event was prominently displayed in the venue. All stalls in the MSME pavilion had Ministry logo displayed prominently.

The Pavilion thrummed with excitement as over 60,000 visitors embarked on a sensory journey through its vast space in Greenfield Stadium. Renowned brands and innovative start-ups alike showcased a mesmerizing spectrum of Ayurvedic products, from ancient concoctions to cutting-edge nutraceuticals, sparking vibrant dialogues about well-being. Interactive demonstrations unveiled the intricacies of traditional treatments, and expert consultations offered personalised insights, empowering visitors to harness the transformative power of Ayurveda for their own lives. This dynamic space transcended mere commerce, becoming a vibrant platform for education, awareness, and connection, leaving a lasting impression on all who experienced its captivating charm.

Seventy-six (76) MSMEs enthusiastically participated, presenting a diverse range of products and services associated with Ayurveda. Feedback received indicates that the event provided them with a valuable opportunity to establish connections with other businesses.

# 76 MSMEs

MSE EXHIBITORS PROFILE





### **MSME Meet**

The MSME Meet was organised as part of the Global Ayurveda Festival in association with Ayurveda Hospitals Management Association (AHMA) and Ayurvedic Medicine Manufacturers Organisation of India (AMMOI) on 3rd December 2023 on topics related to MSME development in the Ayurveda industry, including funding opportunities, regulatory guidelines, and market trends.

The meet was inaugurated by Shri G.S.Prakash, Joint Director & Head of Office MSME DFO, Thrissur. He also gave key note presentation on Programmes and policies of Ministry of MSME, Govt of India. He said that the MSME sector in India provides 111 employment opportunities through 633 MSME unit. This is about 38% of our GDP and 40% of our Exports. Various support system available to MSMEs through MSME ministry, MSME Board, MSME Development Commission, Coir Board, NSIDC, KVIC, SIDBI were elaborated by Dr G S Prakash. The formalities of MSE Cluster development and funding pattern were also explained in detail along with various marketing assisting scheme and export promotion scheme available for MSMEs.

Other topics of presentation in the meet included 'support from NSIC for MSMEs' by Dr D Paul Bright Singh, Senior Branch Manager, National Small Industries Corporation (NSIC), Kochi, 'Financial support from SIDBI' by Shri. Geo Pius, Manager, Small Industries Development Bank of India (SIDBI), Thiruvananthapuram and 'Programmes and policies of Govt of Kerala' by Shri. Jose Thomas, Deputy Director, Directorate of Industries and Commerce, Govt of Kerala.



## **B2B and B2C Meets**

**A pivotal business-to-business meet saw the participation of 250 tour operators from across the globe and more than 50 manufacturers of Ayurvedic medicines, besides 30-plus traders.**

The B2B meet was inaugurated by Dr Martins Ochubiojo Emeje, head of Complementary Medicines Nigeria, who exhorted to make full use of increasing acceptability for alternative medicines the world over. “Several African countries are repositories of herbal plants with medicinal value. These countries have their indigenous medical systems too,” he pointed out. “We need to earn stronger presence and reputation at the global level. For that, international events such as GAF hold great promise and significance. The role of India is critical in the movement.”

Goa Tourism Deputy Director Shri Dhiraj R Vagle said the B2B meets at GAF will facilitate stronger international collaborations in alternative medicines. The B2B meets focused on two divisions: products and services. Major companies of herbal medicines in the country were presented as product manufacturers. On the other hand, tour operators and travel agents represented the services in the sector. While Ayurvedic hospitals, resorts and clinics took part in the meet as sellers, Ayurveda tour-travel operators, doctors and consultants were the buyers.

Somatheeram Group Chairman Shri Baby Mathew chaired the session. Kerala Medium and Small Enterprises Institute Director Shri. Prakash made keynote address. The other speakers included Ayush Advisor Dr Raghu, Rasayana Ayurveda Centre CTO Dr V. Madhava Chandran, Kerala Tourism Development Association General Secretary Kottukal Krishnakumar, Citrine Hospitalities Chairman Prasad Manjali, AHMA President Dr. Vijayan Nangeli, Ayurveda Medial Association Vice-President Dr. Vishnu Namboothiri, B2B Meet Coordinator Dr Abhilash and Convenor Shri Siji Nair.

Dr Sameer Sadekar of North Goa District Hospital, Somatheeram Ayurveda Group Corporate General Manager Chithra, Assistant Director (Publicity) V. Sreekumar and K.K. Swamy of K.K. Consultants also spoke.



### **Success in Business Tie-ups**

Approximately 70% of participating MSMEs reported successful business tie-ups resulting from the event. These tie-ups ranged from direct purchases to distribution partnerships. Feedback from participants highlighted the festival's role in facilitating meaningful connections and business growth. Although comprehensive feedback from all participating MSMEs is still pending, the attached annexure includes the feedback received thus far from the participants.


Substantial business activity was recorded across both the Business-to-Business (B2B) and Business-to-Consumer (B2C) segments. The event generated a noteworthy **Rs 133 lakhs** in on-the-spot sales to direct customers. Furthermore, Micro and Small Enterprises (MSMEs) secured numerous business contracts spanning the services to manufacturing sectors, with some MSMEs sealing deals right at the fair. The cumulative value of these business transactions is estimated to be **Rs.935 lakhs**. The anticipated growth, coupled with the networking opportunities leveraged by MSMEs, positions them for success in both global and local markets. This economic vibrancy underscores the fair's effectiveness in fostering transactions and partnerships within the healthcare sector.



The Medicinal Plant FPO Meet, part of the 5th Global Ayurveda Festival (GAF), was held on December 5, 2023. This interactive program covered various sessions including cultivation, value addition, the role of medicinal plants in the Ayurveda industry, and aspects of marketing and funding for projects supported by the National and State Medicinal Plant Boards.


Dr. K. Radhakrishnan, Convenor of the Meet, delivered the welcome address, while the presidential address was given by Dr. P. Sanjeev Kumar, Chairman of the Meet. Dr. K. P. Sudheer, Executive Vice President of the Kerala State Council for Science, Technology & Environment, Government of Kerala, also spoke. Felicitations were offered by Prof. (Dr.) A. Gangaprasad, Vice Chairman of the Meet, and Dr. Priya Devaduth, E.C. Member of the State Medicinal Plants Board, Kerala. Dr. M. Navas, Member of the Meet, proposed the vote of thanks.

## **Cultivation of Medicinal Plants**




The session, chaired by Dr. A S Anilkumar, Principal of Jaya Agricultural College, Arakonam, Chennai, and Co- chaired by Sri. K.P Prasanth, Secretary of Mattathur Labour Co-operative Society Ltd, Thrissur, had the participation of 112 attendees, including scientists, representatives from Farmers Producing Organizations, and Commercial Medicinal Plant cultivators. Discussions in this session focused on three primary aspects: the utilization of medicinal plants as biofence, soil erosion prevention through Vetiver, and the cultivation of medicinal plants in terrace farming setups. The panel discussion highlighted the importance of addressing both forward and buyback linkages in the cultivation and marketing of medicinal plants.

## **Value Addition of Medicinal plants**




In the session on Value Addition of Medicinal Plants, moderated by Dr. J Thomas, Member of the State Medicinal Plants Board, Kerala, and Former Director of Research at the Spices Board, alongside Mr. Ranjith Kumar, MD of Moringa Promise Wellness, the challenges associated with the initial processing of medicinal plants were underscored. Participants emphasized the necessity for developing new technologies to enhance the value of medicinal plants, including techniques like wine-making using Amla and root hormone preparation using Moringa, among others.

## **Medicinal plants and Ayurveda Industry**



The session on medicinal plants and the Ayurveda industry was led by Dr. Arya from Sitaram Ayurveda Company in Thrissur. Key insights from the discussion included the necessity of cultivating medicinal plants according to the industry's demands. Participants highlighted the significance of selecting authentic medicinal plant varieties and implementing proper cultivation and harvesting schedules to ensure a steady supply for the industry. Additionally, the importance of employing effective post-harvest techniques and recognizing their value was stressed.

## **Marketing of Medicinal plants**



Dr. Mini Raj, Consultant at the State Medicinal Plant Board, chaired a session focusing on the significant challenges faced by both farmers and the industry. Participants highlighted major industry issues, including the fluctuating demands for medicinal plants both domestically and globally, impacting the export market. The discussion emphasized the abundant medicinal plant wealth in Kerala and the urgent need for conservation efforts. Scientists stressed the importance of plant-derived chemicals, noting their crucial role in enhancing the value of medicinal plants. Additionally, participants emphasized the necessity of government and industry intervention to develop major markets and stabilize prices.

## **Projects of National and State Medicinal Plants Board**

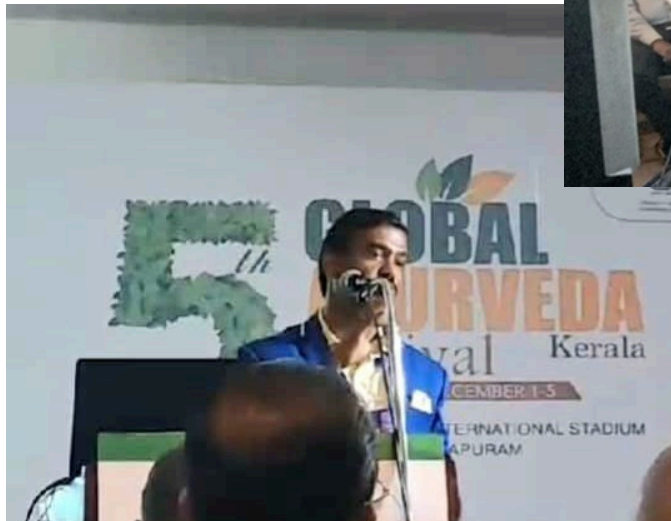
The session was led by Dr. K C Chacko, Project Regional Director of NMPB-RCFC, Southern Region, located at KFRI in Peechi, Thrissur. In his opening remarks, he provided an overview of various projects sponsored by both the National and State Medicinal Plant Boards. Throughout the session, the activities of both the State and National Medicinal Plant Boards were discussed. Many participants noted similarities in the activities of these different boards. The session particularly highlighted the role of the NMPB Central Sector Scheme, focusing on initiatives such as the Ecotask force, support for Joint Forest Management Committees (JFMC) and Panchayats in research technology development and quality assurance, awareness-building initiatives, promotion of gardens, and management support.

The Meet was a grand success due to the large participation of FPOs and individual farmers. The interactions at the end of each session cleared many doubts that the medicinal plant stakeholders had.

A total of 23 FPOs and 112 farmers participated in the Meet. Certificates and mementos were presented to the resource persons and FPOs by Dr. G.G. Gangadharan, Working Chairman of GAF.

The vote of thanks was delivered by Mr. Ajith Kumar, FPO Coordinator at CISSA.

# Medicinal Plant FPO Meet





Enabling a responsible globalisation of an effective Indian medical tradition

## Plenary sessions

The International Ayurveda Seminar (IAS) of the 5th GAF had 17 plenary and related sessions. They projected the concepts, strengths, possibilities and accomplishments– related to clinical, integrated medicine and research – in selected themes, including the Pandemic of Degenerative and Neurological Diseases, Drug Development for the New Millennium, New Practises in Ayurvedic Surgery, Environmental Ayurveda, Integrated Interventions in Oncology, Antimicrobial Resistance, Developmental Disorders in Children and many more.

The themes were represented in a well-structured manner, meant to enable a responsible globalisation of an effective Indian medical tradition. The contribution Ayurveda has to offer as a medical science, in meeting the challenges posed in these areas of healthcare, was explained from the perspectives of scholars, practitioners, researchers, integrated medicine experts and policy makers. The structure of the whole programme was planned to have a continuity and conclusion in each day's deliberations.

# Emerging Pandemic of Neurological Disorders

**Chair**



**Dr. Antonio Morandi,**  
Chairman & Director,  
Ayurvedic Point, Italy

**Co-Chair**



**Dr P Sankaran Kutty,**  
Former Director, Ayurveda  
Medical Education, Kerala



**Coordinator**  
**Dr. Radhikarani.R K,**  
Associate Professor, Govt  
Ayurveda College,  
Tripunithura

----- **Speakers** -----



**Dr M R V Namboothiri,**  
Former Director,  
Ayurveda Medical  
Education Kerala



**Dr L Mahadevan Iyer,**  
Dr Y Mahadeva Iyer's Sri.  
Sarada Ayurvedic Hospital,  
Kanyakumari



**Dr Shrikanth Babu Perugu,**  
Professor,  
BKR Ayurvedic College,  
Hyderabad

# Emerging Challenges in Healthcare & Resurgent Ayurveda

**Chair**



**Dr G G Gangadharan,**  
Professor-Ramaiah University of Applied Science, Bengaluru

**Co-Chair**



**Dr Jai G**  
Principal, Govt Ayurveda College, Thiruvananthapuram



**Coordinator**  
**Dr. Jayan Damodaran**  
Dean, faculty of Ayurveda, Kerala University of Health Sciences

----- **Speakers** -----



**Padmashri Vaidya Rajesh Kotecha,**  
Secretary, Ministry of AYUSH, Govt of India



**Dr John Porter,**  
Professor, London School of Hygiene and Tropical Medicine LSHTM Clinical Research and Global Health and Development



**Prof. Bhushan Patwardhan,**  
Distinguished Professor, Interdisciplinary School of Health Science Savitribai Phule Pune University

# Ayurveda and Medical Research

## Chair



**Dr.K S Dhiman**

Vice Chancellor, Shri Krishna Ayush University, Kurukshetra (Haryana)

## Co-Chair



**Dr. A. K. Manoj Kumar**

Registrar, Kerala University of Health Sciences



## Coordinator

**Dr Rahul R Nair**, Professor, Ashtamgam Ayurveda College, Palakkad

## Speakers



**Dr P. Ram Manohar**

Research Director, Amrita Centre for Advanced Research in Ayurveda (ĀCĀRA)Vallikkavu, Kerala



**Dr Anurag Varshney,**

Vice President and Chief Scientist, Patanjali Research Foundation, Haridwar



**Dr. Sreeraj Gopi**

Co-Founder & Director – Molecules Group, Visiting Professor, University of Manitoba, Canada, Expert Professor, Shanghai University



**Dr. Sukumar D Sardesmur**

Managing Director, Ayurvedgram, Pune

# Solutions for the NCD Challenge

## Chair



**Dr Mita Kotecha**  
Former Pro Vice  
Chancellor, National  
Institute of Ayurveda  
(NIA), Jaipur

## Co-Chair



**Dr. Prasanth A S**  
Dean, Indian Systems of Medicine,  
Rajiv Gandhi University of Health  
Sciences, Bengaluru



**Coordinator**  
**Dr Jeninjith,**  
Asst. Professor, Govt  
Ayurveda College, Kannur

## Speakers



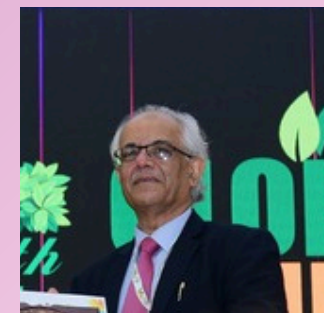
**Prof Anup Thakur**  
Director, ITRA, Jamnagar,  
Gujarat



**Prof. Valdis Pirags**  
Director of the  
International Institute  
for Indic Studies and  
Professor of Medicine at  
the University of Latvia



**Dr. M A  
Balasubramanyam**  
Former Advisor,  
Community Processes  
and Ministry of Health &  
Family Welfare,  
Government of India



**Dr Arvind Chopra,**  
Distinguished Scientist  
Chair, AYUSH for Public  
Health & Epidemiology



**Dr. S Gopakumar**  
Professor and Medical  
Superintendent,  
Govt. Ayurveda College,  
Kannur

# International Ayurveda Seminar-Plenary Session- Day 2

## Integrated treatments for effective NCD control: Experts

Diseases like arthritis and diabetes can be controlled effectively if Ayurveda treatments are given in combination with other treatments, experts said at the International Seminar of Global Ayurveda Festival. There are 60 million arthritis patients in the country, but the disease is yet to be considered a major non-communicable disease (NCD) when health policies are initiated by the authorities. This was highlighted during a discussion on challenges posed by diseases which are not spread by human-to-human contact but pose major health problems.

Dr Arvind Chopra, distinguished Scientist Chair, AYUSH for public health and epidemiology, said a national survey on musculoskeletal pain had shown that those affected by arthritis are 0.32 percent. "But that number when multiplied by the Indian population figures shows there are 60 million people affected by it. Moreover, many people affected by the problem do not seek medical help until it aggravates to a serious level," he pointed out.

Prof Anup Thakar, Director of the Institute for Post-Graduate Teaching and Research in Ayurveda, Gujarat, and Mr Valdis Pirags, Professor of Medicine, University of Latvia, presented evidence from different studies to show that the use of Ayurveda in combination with yoga can effectively control and even reverse diabetic conditions in people. Prof Thakar said a global study done in 2021 found that 532 million people were suffering from diabetes and the number was projected to hit 783 million by 2045.

What is scarier is that 266 million people identified as diabetics in the survey didn't know they had a health problem,". Prof Pirags, who had translated some works on Ayurveda into Latvian language, presented a detailed study to show how the hypothalamus area of the brain that controls endocrine systems affects diabetics, and presented evidence about the benefits that Ayurveda treatment brings to such patients. He said combining the ancient wisdom of Ayurveda and modern methods of western medicine is the way forward for modern science.



Prof. S. Gopakumar, Government Ayurveda College, Kannur, delivered a compelling presentation by showcasing individual case studies from his experience to show how Ayurveda provided effective treatment even in aggravated diabetic and respiratory cases. He pointed out that the modern medical methods were not having the desired effect on the patients, forcing them to seek his help. He also said the recent spike in air pollution levels in New Delhi emphasized the need to improve immunity at the community level rather than approaching it at an individual level. Ayurveda as a system, which focuses on providing better health for the individual rather than treatment of disease alone, is ideally suited to modern-day ailments that stem from lifestyle changes.

# Drug Development for the Millennium

## Chair



**Prof P K Prajapati**  
Vice Chancellor, Dr Sarvepalli  
Radhakrishnan University, Jodhpur

## Co-Chair



**Dr P M Varier**, Managing  
Trustee, Aryavaidyashala,  
Kottakkal



**Coordinator**  
**Dr. Anand.S,**  
Associate Professor,  
Govt Ayurveda College,  
Thiruvananthapuram

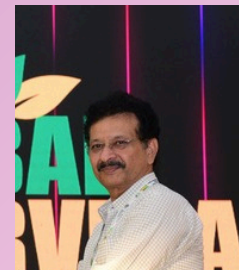
## Speakers



**Dr Supriya Punyani,**  
Head, R & D, Hair Care,  
South Asia, Hindustan  
Uniliver



**Dr. Hrishikesh Damle**  
Chief Executive Officer-  
Atrimed



**Dr. Rajiva Rai**  
Senior Vice  
President-Head R  
& D-Emami Ltd



**Dr Mohammed Rafiq**  
Head, Discovery  
Sciences Group, R&D  
Centre, Himalaya  
Wellness Company

# New Practices in Ayurveda Surgery

## Chair



**Dr T Sreekumar,**  
Principal, PNNM Ayurveda College



**Coordinator**  
**Dr Aneesh S,** Asso. Professor,  
Govt Ayurveda College,  
Thiruvananthapuram

## Speakers



**Dr P Hemanth Kumar**  
Professor & Head  
Shalya tantra, Dean PG  
studies, NIA, Jaipur



**Dr C Reghunathan Nair,**  
Principal, Sree Narayana  
Institute of Ayurvedic  
Studies and Research



**Dr Shiv Ji Gupta**  
Professor, Dept. of Shalya  
Tantra, Faculty of  
Ayurveda, Institute  
Medical Sciences,  
Banaras Hindu University



**Dr. C Suresh Kumar**  
Managing Partner & Chief  
Physician- Triveni Nursing  
Home, Trivandrum

## **Ayurvedic surgeons need to leverage new technologies**

Even as the classic Ayurvedic texts have threadbare descriptions relating to the theory and practice of surgical procedures, the modern practitioners need to leverage cutting edge technologies and facilities to mainstream Ayurvedic surgery, observed experts at Global Ayurveda Festival (GAF).

Making presentations on “New Practices in Ayurveda Surgery” on the second day of GAF, the panellists, drawn from leading Ayurvedic institutions across the country, also emphasised on creating a data base of case studies by major institutions, which will strengthen the research and development in this vital sector.

There is an entire branch of Ayurveda called ShalyaTantra, which deals with surgical practices. The ancient Ayurveda texts not only had deal in minute details with various types of surgical procedures but also have descriptions of instruments, tools and apparatuses, the speakers noted. “Surgery is surgery, then and now. Only technology and facilities have changed. But it is vitally important to innovate and adopt,” said Dr P Hemantha Kumar, Professor and Head ShalyaTantra& Dean P G Studies, NIA, Jaipur.

Making a presentation on “Current Surgical Practices in Ayurveda in Kerala”, Dr C Raghunathan Nair, Prof & Head, Department of ShalyaTantra, Sree Narayana Institute of Ayurveda Studies and Research, Kollam, said various methods of surgical procedures to address proctological problems are available in Ayurveda and have proved their efficacy.

## International Ayurveda Seminar | Plenary Session | Day 2

Dr Shiv Ji Gupta, Professor Department of ShalyaTantra, Department of Medical Sciences, Banaras Hindu University, noted Sushruta Samhita is one of the oldest treatises dealing with surgery in the world. Sushruta was also perhaps the first surgeon to describe different types of surgical instruments including endoscopes, he said.

Dr C Sureshkumar, Managing Partner and Chief Physician, Triveni Nursing Home, Thiruvananthapuram, made a detailed presentation on various methods in attending orthopaedic problems.

Dr T Sreekumar, Principal, PNNM Ayurveda College, set the context for presentations by presiding over the session.



# Paryavaran Ayurveda

## Chair



**Dr. B R Ramakrishna,**  
Vivekananda Yoga Anusandhana  
Samsthana , Bengaluru

## Co-Chair



**Dr A Jayasree**  
Principal, Pankajakasthuri  
Ayurveda Medical College



**Coordinator**  
**Dr Ramya.R,** Vice  
Principal, Ashtangam  
Ayurveda College,  
Palakkad

## Speakers



**Dr.Vandana Shiva**  
Founder- Research  
Foundation for Science,  
Technology, and Natural  
Resource Policy (RFSTN)



**Dr Ajayan Sadanandan,**  
President -CIMH, The Arya  
Vaidya Pharmacy,  
(Coimbatore) Ltd



**Dr. Jayan Damodaran**  
Dean, faculty of  
Ayurveda, Kerala  
University of Health  
Sciences



**Dr. T V Sajeev**  
Chief Scientist and Registrar,  
Kerala Forest Research  
Institute



**Dr. Deep Narayan  
Pandey**  
Former Principal  
Chief Conservator  
of Forests (Head of  
Forest Force),  
Rajasthan

### **Don't allow Ayurveda to be validated by western science's parameters: Dr Vandana Shiva**

The approach of western science based on mechanistic reduction and separation of parts from the whole is at the core of serious problems faced by the planetecosystem, which calls for a conscious shift to the holistic approach envisioned by knowledge systems like Ayurveda, environmental activist Dr Vandana Shiva said at Global Ayurveda Festival (GAF).

Speaking at a plenary session on 'Paryavaran Ayurveda' (Ecology in Ayurveda), Dr Shiva said it is vitally important to resist the temptation to allow validation of Ayurveda by the parameters of the mechanistic reductionism of western science which breaks down the whole into separate part as opposed to looking things at in an interconnected whole. "For this we must really hold firm. Reduction is passe. Ayurveda is the future," Dr Shiva asserted.

"Life on planet is a democracy working in harmony. It's an entire ecosystem. Destruction of nature has a serious health impact. When we destroy diversity we are creating chronic diseases. The western science discovered this only very recently while Ayurveda knew it pretty long back," she said.

Dr Shiva, known for spearheading campaigns for preserving traditional agricultural practices, said preserving biodiversity is crucial to sustain food production, which is also critical for a healthy life. Focussing on the "Vriksha Ayurveda".

Dr Ajayan Sadanandan, President CIMH, The Aryavaidya Pharmacy (Coimbatore Ltd), said this branch of knowledge have detailed descriptions on the benefits of planting and nurturing various trees which can significantly reduce atmospheric pollution. There are complete references in 'Vriksha Ayurveda' about trees that help serve different purposes and also how to nurture a garden of beneficial trees and plants within even a small area available, Dr Ajayan said.

## International Ayurveda Seminar | Plenary Session | Day 3



Dr Jayan Damodaran, Dean, Faculty of Ayurveda, Kerala University of Health Sciences, said the concept of 'One Health,' which links humans, animals and environment, can help address the full spectrum of disease control from prevention to detection, preparedness, response and management and contribute to global health security.

Shri Deep Narayan Pandey, Rtd Chief Conservator of Forests, Rajasthan, said the ideal of refraining from inflicting harm to nature is a philosophy of life ancient India had propounded and the neglect of this cardinal principle is the root cause for grim problems confronting the ecosystem now.

Dr T Sajeev, Chief Scientist and Registrar, Kerala Forest Research Institute (KFRI), emphasised that the Ayurvedic community need to take forward the system in rational way, instead of treating it like a religion. It is also vital for survival of Ayurveda to downsize production in proportion to availability of raw material, refrain from the temptation to copy the research methods of modern science and getting back to the basics of the knowledge system to ensure that its legacy is not lost for temporary gains.

Introducing the topic at the outset, Dr B R Ramakrishna, Vice-chancellor, Vivekananda Yoga Anusandhan, Bengaluru, said if ecological balance is taken care of most of the diseases, including the recurrence of pandemics, could be prevented. This fundamental idea has been reinforced by classic texts of Ayurveda. Dr Jayasree, Principal, Pankajakasturi Ayurveda Medical College, summed up the views that emerged from the session.

# Oncology-Integrated Intervention

Chair



**Dr Vishnu Namboothiri,**  
Chairman & MD, Sree Rudra  
Ayurveda Multi Speciality Hospital,  
Alappuzha



**Coordinator**  
**Dr P. Ram Manohar**  
Research Director, Amrita  
Centre for Advanced  
Research in Ayurveda  
(ĀCĀRA)Vallikkavu, Kerala

----- Speakers -----



**Dr. Jun Mao**  
Chief – Integrative Medicine  
Service, Memorial Sloan  
Kettering Cancer  
Center, Kettering Cancer  
Center, New York



**Dr. Santhoshi Narayan**  
Asso Professor,  
Department of Palliative,  
Rehabilitative and  
Integrative Medicine at  
The University of Texas  
MD Anderson Cancer  
Center, USA



**Vaidya Balendu Prakash**  
Founder Director – VCP  
Cancer Research Foundation



**Dr. Sharad M. Porte**  
Professor & In Charge  
Ayurveda Cancer  
Consultation Unit  
National Institute of  
Ayurveda Jaipur  
Deemed to be University  
Ministry of AYUSH, Govt. of  
India



**Dr. Kathryn M Glaser**  
Assistant Professor of  
Oncology, Department of  
Cancer Prevention & Control  
Roswell Park Comprehensive  
Cancer Center, USA



**Dr. Vinita Deshmukh**  
Dy. Director, Integrated  
Cancer Treatment and  
research Centre, Pune

## **Oncologists should tap wisdom of Ayurveda**

Traditional wisdom and modern science can exist together and the benefits of Ayurveda should be utilised to develop an integrated treatment protocol for cancer patients, said Dr Jun Mao of Memorial Sloan Kettering Cancer Center in New York.

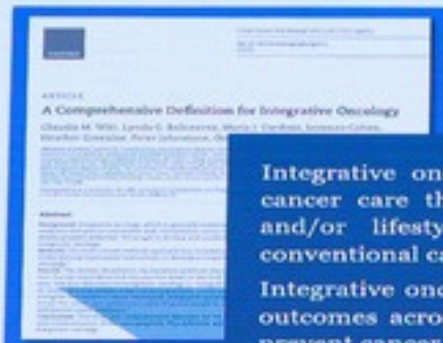
Mao, who is the head of the Integrative Medicine Service at the institution which is considered one of the most prominent oncology research centers globally, said he had the good fortune of undergoing the Ayurveda massage and shirodhara (oil libation) after landing here for the Ayurveda conclave. "I am impressed by the powerful techniques in the therapies," he said, adding that he was convinced that this could be beneficial to cancer patients who suffer from side effects of treatments like radiation and chemotherapy.

The American oncologist said alternative medicines like Ayurveda can help in improving the quality of life for cancer patients. "Both traditional wisdom and modern medicine can coexist. You need both to balance and create harmony for the field to evolve." Dr. Mao said his research center has already incorporated elements of yoga, Chinese medicine, and acupuncture into the integrated treatment of cancer. "In India, there is so much wisdom and empirical experience of Ayurveda that the world can learn a lot about what has been practiced for centuries. Moreover, patients desire this kind of approach as they want a healthier life."

Dr. Santhosshi Narayan, from the MD Anderson Cancer Center and also associate professor at the University of Texas, said research done by her team showed that both patients and oncologists treating them are looking for the same information: diet, pain management, and a healthy lifestyle for cancer patients. She said Ayurveda practitioners and oncologists should communicate with each other and develop a platform to share their knowledge to complement their treatments. Dr. Narayan, who did her medical graduation in India before moving to the US for her postgraduation and research, said she hoped more Western medicine doctors attend conferences like the Global Ayurveda Festival. "There is so much to learn from each other," she said.



## Integrative Oncology



### SIO Integrative Oncology Official Definition

Integrative oncology is a patient-centered, evidence-informed field of cancer care that utilizes mind and body practices, natural products, and/or lifestyle modifications from different traditions alongside conventional cancer treatments.

Integrative oncology aims to optimize health, quality of life, and clinical outcomes across the cancer care continuum and to empower people to prevent cancer and become active participants before, during, and beyond cancer treatment.

# Ayurveda & Public Health

**Chair**



**Dr P M Unnikrishnan**

Professor, University of  
Transdisciplinary Health Sciences  
and Technology

**Co-Chair**



**Dr Suhas Shetty**

Principal and Medical Director  
at KLE Academy of Higher  
Education and Research



**Coordinator**

**Dr Sreeraj S K,**  
Asso. Professor, School of  
Fundamental Research in  
Ayurveda

----- **Speakers** -----



**Dr Raghu A**

Deputy DG (Ayush), DGHS, MoHFW,  
Government of India



**Dr. Sintija Sausa**

Deputy Director at the  
International Institute for  
Indic Studies at the  
University of Latvia



**Dr. Mahesh Madhav Mathpati**

Research Associate- Trans-  
disciplinary University,  
Bengaluru Visiting Scientist  
London School of Hygiene  
and Tropical Medicine



**Dr. Shiv Kumar S Harti**

Associate Professor, Dept. of  
Swasthavritta, AIIA, New Delhi



**Dr. Sreevaths**

Marma Senior Specialist  
Medical Officer in the  
Department of Indian Systems  
of Medicine

# Ayurveda Medicinal Plants- Diversities & Possibilities

## Chair



**Dr. K.Murali**

Chief Editor, Centre for Textual  
Studies, AVS, Kottakkal



## Coordinator

**Dr Madhu K P,**  
Asso.Professor, VPSV Ay  
College, Kottakkal

## Speakers



**Dr Arun Chandan**  
Regional Director,  
NMPB, Ministry of  
AYUSH, GOI



**Dr A V Raghu,** Principal  
Scientist, KFRI, Peechi,  
Thrissur



**Dr Bhupesh R Patel**  
Professor & Head,  
Dept of Dravyaguna,  
ITRA, Jamnagar



**Dr. Prakash Hegde**  
Professor, SDM  
College of Ayurveda,  
Hassan



**Dr. V N JOSHI,** Croydon  
Ayurveda Centre, UK



**Dr Sindhu Sreejith**  
Vice President, Technical R &  
D, AVP, Coimbatore

# Integrative Approach on Global Challenges of Antimicrobial

## Chair



**Dr T D Sreekumar**  
Director, Ayurveda Medical Education, Kerala



**Coordinator**  
**Dr Kiran Sarma,**  
Asst.Professor, Govt, Ayurveda College, Thiruvananthapuram

## Speakers



**Prof. Thomas Rampp**  
Professor, University of Duisburg-Essen, Germany



**Dr Subarna Roy**  
Scientist (Dy Director) Indian Council of Medical Research



**Dr Shanthala Priyadarshini**  
Ayurveda Academic Chair, University of Latvia



**Dr Bipin Nair**  
Dean, Life Sciences, Amrita Vishwa Vidyapeetham, Dean, Amrita School of Biotechnology



**Prof (Dr) Anil Kr. Sharma,** Vice President, AIMIL Pharmaceuticals, India



**Dr Suresh Swarnapuri,** President of Croatian Ayurveda Institute, Croatia  
Director of OM Ayurveda, Ukraine

## **Antibiotic resistance kills millions in India**

India ranks among the countries with the highest mortality rates due to antimicrobial resistance (AMR), and statistics show that one child dies every nine minutes due to illnesses caused by bugs that resist antibiotics. This shocking situation was revealed at a plenary session at the Global Ayurveda Festival (GAF), where experts discussed the role traditional medicines can play in overcoming the threat of AMR, which is rising in almost every part of the world, prompting WHO to declare it as one of the top health threats to the world.

Speaking on the issue, Professor Thomas Rampp from the University of Duisburg-Essen in Germany, an expert in integrative medicine, said the US and European countries also face the threat from AMR, but the risk to countries in Asia and Latin America is bigger. He said the resistance to antibiotics is not a new phenomenon and recalled that resistance to Penicillin was reported in 1940, though the drug was put into use by 1928. This led to the creation of newer antibiotics to overcome that, but in the last three decades, no new antibiotics have been developed and this has aggravated the problem.

Professor Rampp also said the use and overuse of antibiotics are leading to their resistance. He stated that this is not limited to the medical field, as over 80 percent of the antibiotics produced in the world are used in farms and fisheries, which inevitably enter our food chain. "The reasons for resistance to antibiotics come from the overprescribing of antibiotics, patients not finishing the treatment properly, the overuse of antibiotics in livestock and fish farming, poor infection control in hospitals, and poor sanitation," he said.

Prof. Rampp said traditional medicine systems like Ayurveda can contribute significantly to improving the situation, as they approach problems and work to improve immunity. This can prevent illness and stop the unnecessary use of antibiotics. He pointed out that Ayurveda has always focused on providing a balanced diet, and modern science now emphasizes the importance of microbiomes in the gut region, which is essential to building up immunity. Speaking on the same issue, Subarna Roy, director of ICMR National Institute of Traditional Institute in Karnataka, said their studies showed that resistance to antibiotics is different in various areas within the Karnataka state. He warned that AMR is contributing to the rise of diseases like diphtheria in some areas of India.

## International Ayurveda Seminar | Plenary Session | Day 4

A network of facilities established to monitor the AMR situation in India has identified about 10 pathogens that are proving to be dangerous. He said sometimes antibiotics are prescribed even though they will not cure the disease but merely reduce the symptoms. The national health policy says alternative methods to treat infectious diseases should be considered, and this is where Ayurveda can play a vital role, said Roy. "Ayurveda practitioners are already helping the fight against AMR as they treat patients without prescribing antibiotics," he said.



# Symposium on Developmental Disorders of Children

## Moderator



**Dr. Hemalatha Potti**

Head, Dept of  
Kaumarbhritya, Amrita  
School of Ayurveda

## Speakers



**Dr. V K Kori**

Professor & Head, Dept of  
Kaumarbhritya, ITRA, Jamnagar



**Dr. Roshni Anirudhan**

Professor & HOD Dept. of  
Kaumarabhritya, Government  
Ayurveda College,  
Thiruvananthapuram



**Dr. Dinesh K S**

Professor & HOD Dept. of  
Kaumarabhritya, VPSV, Ayurveda  
College, Kottakkal



**Vaidya M Prasad,**

Director-Sunethri  
Ayurvashram & Research  
Centre, Thrissur

# Ayurveda Ahaar

## Chair



**Dr V K Sunitha**

Principal, Government  
Ayurveda College, Kannur



**Coordinator  
Dr Vinuraj.S,**

Asso. Professor, Govt  
Ayurveda College, Kannur

## Speakers



**Dr. Ganesh Baglar**

Professor, IIT Delhi, New Delhi



**Dr Dilip Ghosh**

Director, Nutritionect,  
Sydney



**Dr M N Shubhashree,**

Research Officer Scientist 3,  
CARI, Bengaluru



**Dr. Brijesh Mishra**

Principal & Dean, Shri  
AyurvedMahavidyalay, Nagpur



**Dr Indu.S,** Research Officer,  
CCRAS-CARI, Bhubaneswar

# Experience & Research During Pandemic

**Chair**



**Dr. Rabinarayan Acharya**  
Director General CCRAS ·  
Central Council for Research  
in Ayurvedic Sciences

**Co-Chair**



**Dr. Sujata Kadam**  
Dean & Professor, AIIA, Goa



**Coordinator**  
**Dr. Janeesh J.**, Asst.  
Professor, Govt Ayurveda  
College, Trivandrum

----- **Speakers** -----



**Dr. Sanjeev Rastogi**  
Professor HoD, Dept. Of  
Kayachikitsa, State Ayurvedic  
College and Hospital, Lucknow



**Dr. Rajmohan V**  
Associate Professor,  
Government Ayurveda  
Medical College and  
Hospital,  
Thiruvananthapuram



**Dr. Somit Kumar**  
CSO, The Arya Vaidya  
Pharmacy (Coimbatore) Ltd



**Dr. Pooja Sabharwal**  
Assistant Professor,  
Chaudhary Brahm Prakash  
Ayurved Charak Sansthan,  
New Delhi



**Dr. Ashwath Rao**  
Surgeon, MBBS MS (Gen  
Surgery), Bangalore

# Ayurveda @ 2047

**Chair**



**Dr. Raghuram Bhatt**  
President, MARBISM, (NCISM),  
Govt of Kerala

**Co-Chair**



**Dr K K Diwedi**  
Former Member, Board of  
Governors, NCISM, Govt of  
India



**Coordinator**  
**Dr Amal S Babu,**  
Medical Director, Sithara  
Ayurvedics, Kollam

----- **Speakers** -----



**Dr Surendra Chaudhary,**  
Retired Regional Ayurveda  
Officer, Uttar Pradesh, MD, My  
Own Ayurveda



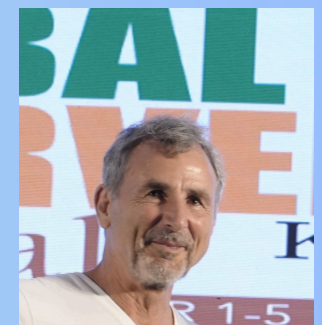
**Vaidya Jayalekshmi Ammal,**  
Associate Professor, Dpt of  
Samhita , Sankriti Ayurvedic  
Medical College and Hospital, UP



**Dr Girish Momaya**  
Director of Maharishi  
European Research  
University, Netherlands



**Vaidya Vinodkumar T G**  
Senior Scientist, KSCSTE-  
JNTBGRI



**Kieran O Callaghan,**  
founder and Director of  
InSync Body, Mind, Life.

# Integration of Yoga & Ayurveda

**Chairman**



**Dr. A K Singh**  
Vice Chancellor, Mahayogi  
guru Gorakhnath AYUSH  
University, U.P

**Co-Chair**



**Dr P K Asok**, Former Director,  
Ayurveda Medical Education,  
Kerala



**Coordinator**  
**Dr Delvin T Robin**,  
Associate Professor,  
Amritsa School of  
Ayurveda

----- **Speakers** -----



**Dr. Arpan Bhat**  
Professor & HoD Swasthavrutta  
and Yoga, ITRA, Jamnagar



**Dr Dilip Kumar K V**, Chairman  
SMRITI Former Professor (VPSV  
Ayurveda College, Kottakkal)



**Dr. P Sudhakar Reddy**  
Professor & Head, Dept of  
Swasthavritta, JSS Ayurvedic  
Medical College



**Dr. Kashinath Samagandi**  
Associate Professor, Dept of  
Swasthavritta, NIA, Jaipur

# VISION CONCLAVE



- This conclave addressed the concerns of fresh graduates about the life after BAMS.
- It was an assemblage of visionaries to create a vision for Ayurveda, meant for the young generation longing to explore and establish.
- The need is to remain rooted in the tradition, explore new horizons and then to get established.
- The young Ayurveda graduates who carry the scientific knowledge as a torch, will now have a visible path in front with the vision provided in this Conclave.
- This will set the future course of Ayurveda by equipping young vaidyas

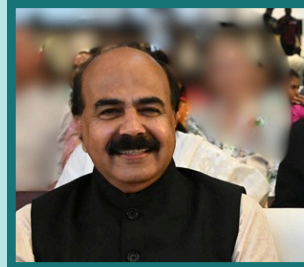
# Vision Conclave

## Chairman



**Vaidya Jayant Deopujari**  
Chairman, NCISM

## Co-Chair



**Dr. Mohanan Kunnummal,**  
Vice Chancellor, Kerala  
University of Health Sciences  
& University of Kerala



**Coordinator**  
**Vaidya Adarsh C Ravi,**  
Assistant Professor, Santhigiri  
Ayurveda Medical College,  
Palakkad

## Speakers



**Dr. B S Prasad**  
President, Board of  
Ayurveda Studies,  
NCISM



**Prof. (Vd.) Rakesh  
Sharma,** President  
Board of Ethics and  
Registration, NCISM,  
Govt of India



**Dr. V.G.  
Udayakumar**  
Former Executive  
member, CCISM



**Swami Shankara**  
Amrithananda puri  
Amritapuri, Vallikkavu



**Prof. Dr.  
Prasanna Rao,**  
Principal, SDM  
Ayurveda Medical  
College, Hassan



**Vaidya  
Vinodkumar T G  
Nair,** Senior  
Scientist, KSCSTE-  
JNTBGRI



The Vision Conclave was chaired by distinguished dignitaries from the National Commission of Indian System of Medicine. Vision Conclave brought together prominent figures in Ayurveda, addressing various aspects related to the welfare of Ayurveda and shedding light on potential empowerment and reforms in Ayurvedic education.

The session was led by Vaidya Jayant Deopujari, Chairman, NCISM, who discussed the NCISM's contribution to Ayurveda education and the reforms already implemented and yet to be implemented. Dr. B.S. Prasad, President, Board of Ayurveda, NCISM, emphasized the importance of the transitional curriculum in UG and PG education, facilitating an easier learning process for students. Swami Sankaramritananda Puri, Dean, Amrita School of Ayurveda, graced the occasion with his graceful words, appreciating NCISM for implementing the transitional curriculum and other educational reforms. Vaidya Rakesh Sharma, President, Board of Ethics and Registration for Indian System of Medicine, shed light on the ethical aspects practitioners must follow and highlighted measures for patient care and academic education. Dr. P.N. Rao provided an insight into the need for more research in Ayurveda, emphasizing the necessity for funded projects to foster overall research growth.

Dr. V.G. Uday Kumar, Former Executive Committee Member, CCIM, discussed various aspects related to practitioners and academic pursuits in Kerala. The overall session was moderated by Vaidya Vinod Kumar T.G. Nair, Senior Scientist, JNTBGRI & Former Member, Board of Governors, CCIM, Ministry of AYUSH, Govt. of India. The session benefited the audience by providing insight into unleashing the potentials of Ayurveda and its education.

# Scientific Sessions

The Scientific Sessions of the International Ayurveda Seminar were the critical component of the Global Ayurveda Festival. Students from different parts of the world presented papers and posters.

The scientific sessions were held in 10 parallel venues, with sub-themes for paper and poster presentation depicting how to reshape and develop Ayurveda. The sub-themes were well presented by the students and showcased the divergent possibilities of Ayurveda in the modern era.

---

**927**

papers

**825**

posters

**60**

topics

**156**

subject matter experts

---

The sub-themes were divided in a subject-wise format where each student brought up new ideas on the basis of their research. The sub-themes were well presented by the students and showcased the divergent possibilities of Ayurveda in the modern era.



International Ayurveda Seminar | Scientific Sessions | Poster Presentation



# AYURVEDA BIOLOGY CONCLAVE

The GAF Ayurveda Biology Conclave was a satellite event associated with the Global Ayurveda Festival and the event aimed to bring together experts, researchers and students from the fields of Biochemistry, Molecular Biology, Microbiology, Biotechnology, Pharmacy and Ayurveda to explore the scientific basis of Ayurveda and its potential applications in modern biology.

The conclave covered a range of topics related to Ayurveda and modern biology, over two days in two tracks 'AYURVEDA FOR MODERN BIOLOGY' & 'MODERN BIOLOGY FOR AYURVEDA'.

Both perspectives aimed to bridge the gap between Ayurveda and modern biology, but they differ in their starting points and approaches. Ayurveda for Modern Biology began with Ayurveda and sought to contribute to modern biology, while Modern Biology for Ayurveda started with modern biology and sought to enrich Ayurveda with scientific evidence and methodologies.

The conclave provided a platform for discussions on research methodologies, collaborations, and funding opportunities in the intersection of Ayurveda and biology.

Objective: To draft a policy on education and research in Ayurveda Biology

Participants: Dr. Sudhakaran, Dr Ommen V Ommen, Dr. Radhakrishnan, Dr Rajmohan, Dr Ram Manohar, Sujith Eranezhath, Dr Sreejith P, Dr CT Sulaiman, Dr. PP Pradeep, Dr. Ganesh Bagler, Dr. Ratheesh, Dr. Sooraj Gopi and Dr. Rameshkumar. Conclave included Experts, researchers, and students from the fields of Biochemistry, Molecular Biology, Microbiology, Biotechnology, Pharmacy, and Ayurveda

### Key Outcomes:

**1. Establishment of an Academic-Industry Research Network:** The conclave agreed on the need to establish an Academic-Industry Research Network to foster collaboration between academia and industry in Ayurveda Biology research. The network will facilitate the exchange of knowledge, expertise, and resources, and promote joint research projects.

**2. Integration of Ayurveda Biology into Education Curricula:** The conclave recommended the integration of Ayurveda Biology into the curricula of relevant undergraduate and postgraduate programs in biosciences, pharmacy and Ayurveda. This will provide students with a comprehensive understanding of the scientific basis of Ayurveda and its potential applications in modern biology.

**3. Call for increased Funding for Ayurveda Biology Research:** The conclave called for increased funding from government agencies both central and state, private institutions, and philanthropic organizations to support research in Ayurveda Biology. This funding will enable researchers to conduct high-quality studies that can validate the efficacy of Ayurvedic principles, drugs, and treatment guidelines.

**4. Development of Standardised Research Protocols:** The conclave emphasised the need for the development of standardised research protocols for Ayurveda Biology studies. This will ensure the consistency and reproducibility of research findings and facilitate the comparison of results across different studies.

**5. Promotion of Ayurveda Biology in International Forums:** The conclave recommended the promotion of Ayurveda Biology in international forums, such as scientific conferences and journals. This will help to raise awareness of the field and attract international researchers to contribute to its advancement.



Sharing of expertise and boosting of mutual cooperation with an open approach to traditional medicines will help the sector burgeon beyond frontiers, foreign delegates said while speaking at the International Cooperation Conclave held at the fifth Global Ayurveda Festival (GAF 2023).



Inaugurating the conclave, Mr. Gaya Kanchana, Secretary of State Minister of Indigenous Medicine, Sri Lanka, said his country is ready to join hands with India for research and development purposes in the field of traditional medicine as well as Ayurveda.

Mr Kanchana, who is also MD of Ayurveda Drug Corporation, invited pharmaceutical companies in the sector to explore the indigenous pharma market in Sri Lanka. He said the government will extend all the facilities for drug factories and Ayurveda hospitals in the island nation. Lauding India for leading the innovations in traditional medicine, he said evidence-based research is needed to carry Ayurveda into the modern world.



The indigenous medicine system of Sri Lanka and Ayurveda medicine system of Kerala are very similar, he pointed out. "GAF 2023 will fulfil its aim of convincingly positioning Ayurveda's potential by showcasing its conceptual foundation and infinite application of possibilities by reaching out to the health-seeking global mankind," he said.

Mr. Peter Hobwani, Deputy to Ambassador, Embassy of the Republic of Zimbabwe, said the challenge in Africa is to develop traditional medicine and let it come to the mainstream of medical treatment. According to him, Ayush is increasingly becoming future of medicine and Zimbabwe has recognized leadership of India in this regard and also inked MoUs with India on Ayush.



Noting the importance of cooperation and exchanges of doctors, Mr. Lasha Japaridze, Charge d'affaires, Embassy of Georgia, said awareness campaigns are going on in the country about Ayurveda and India is the avant-garde of the development of traditional medicine across the globe. "We have established direct cooperation with the Ministry of Health and Family Welfare, Government of India. An MoU on cooperation in this field is pending under consideration," he informed.

Mr. Elia Sevutia, Second Secretary, High Commission of the Republic of Fiji, New Delhi, said a good number of people are visiting India for Ayurveda treatment, apart from Fijian students serving in hospitals here.

In a session on 'Regulatory Aspects in Different Countries,' Dr. Charles Elie Nicollerat, President, Federation of Medicine and Therapy in Ayurveda FMTA, Chancellor, SwissMed School, said Switzerland, which officially recognized Ayurveda in 2009, is the only country where Ayurveda and complementary medicines are rooted in the constitutional system.

Dr Nicollerat said India can contribute hugely to the world with Ayurveda and Switzerland could be considered as a gateway for Ayurveda to Europe. "All Swiss regulatory achievements are compatible to our following of Ayush and WHO guidelines. It means that being a pioneer is good but cooperation means everybody should drive it under a same process, objectives, roles and guidelines."

Dr. Sintija Sausa, Researcher, Complementary Medicine, University of Latvia, said educational courses on Ayurveda have started in her country in collaboration with Ayush. Dr Saifulla Khalid Adamji, Senior in charge for Licensing and Medical Policies, Sharjah Health Authority, said more than 630 traditional medicine practitioners are in the UAE, of which 209 are Ayurveda practitioners.

Highlighting that Ayurveda is blooming with a growing acceptance in the UAE, Dr. Adamji said the government has opened up 18 centres in India, including two in Kerala, for conducting examinations for practitioners to be qualified for practicing in the UAE. He added that the UAE and Saudi Arabia have relaxed rules and regulations regarding the practice of traditional medicine.

Observing that Ayurveda is a growing phenomenon in Western world, Dr. Dilip Ghosh, of Nutriconnect, Australia, said the projected global market for herbal medicines is \$120 billion in 2023 and the current valuation of Indian herbal market is Rs 50 billion (\$660 million), showing an annual growth of about 14 percent.



Dr. Syal Kumar, HOD, Traditional Indian Medicine, Germany; Dr. Nithin Agrawal, Bliss Ayurveda; and Dr. P M Unnikrishnan, Professor, University of Trans Disciplinary Health Science & Technology, also spoke

Dr. G G Gangadharan, GAF Working Chairman, and Dr P M Varier, Aryavaidyashala, Kottakkal, Managing Trustee, were also present.



22 countries participated in the International Cooperation Conclave

Noting the importance of cooperation and exchanges of doctors, Mr. Lasha Japaridze, Charge d'affaires, Embassy of Georgia, said awareness campaigns are going on in the country about Ayurveda and India is the avant-garde of the development of traditional medicine across the globe. "We have established direct cooperation with the Ministry of Health and Family Welfare, Government of India. An MoU on cooperation in this field is pending under consideration," he informed.

Mr. Elia Sevutia, Second Secretary, High Commission of the Republic of Fiji, New Delhi, said a good number of people are visiting India for Ayurveda treatment, apart from Fijian students serving in hospitals here.

In a session on 'Regulatory Aspects in Different Countries,' Dr. Charles Elie Nicollerat, President, Federation of Medicine and Therapy in Ayurveda FMTA, Chancellor, SwissMed School, said Switzerland, which officially recognized Ayurveda in 2009, is the only country where Ayurveda and complementary medicines are rooted in the constitutional system.

Dr Nicollerat said India can contribute hugely to the world with Ayurveda and Switzerland could be considered as a gateway for Ayurveda to Europe. "All Swiss regulatory achievements are compatible to our following of Ayush and WHO guidelines. It means that being a pioneer is good but cooperation means everybody should drive it under a same process, objectives, roles and guidelines."

Dr. Sintija Sausa, Researcher, Complementary Medicine, University of Latvia, said educational courses on Ayurveda have started in her country in collaboration with Ayush. Dr Saifulla Khalid Adamji, Senior in charge for Licensing and Medical Policies, Sharjah Health Authority, said more than 630 traditional medicine practitioners are in the UAE, of which 209 are Ayurveda practitioners.

Highlighting that Ayurveda is blooming with a growing acceptance in the UAE, Dr. Adamji said the government has opened up 18 centres in India, including two in Kerala, for conducting examinations for practitioners to be qualified for practicing in the UAE. He added that the UAE and Saudi Arabia have relaxed rules and regulations regarding the practice of traditional medicine.

Observing that Ayurveda is a growing phenomenon in Western world, Dr. Dilip Ghosh, of Nutriconnect, Australia, said the projected global market for herbal medicines is \$120 billion in 2023 and the current valuation of Indian herbal market is Rs 50 billion (\$660 million), showing an annual growth of about 14 percent.

## Global Ayurveda Alliance – The Way Forward

### Preamble

In alignment with the vision set forth by the Global Ayurveda Festival (GAF), we proudly proclaim the establishment of the Global Ayurveda Alliance (GAA) as the apex body for Ayurveda on a global scale.

During the 2023 GAF Meeting, fruitful and substantial exchanges happened, intense and substantial debates were held, particularly between foreign ambassadors and representatives, and Ayurveda stakeholders and experts, leading to the clear evidence that the momentum is there, now, to engage positive and well-wishing forces from all over the world to bring about the inclusion of Ayurveda in health systems and into every home worldwide.

This resolution is a testament to our collective commitment towards optimizing efforts for the promotion, legal representation, and integration of Ayurveda across governmental, non-governmental and interdisciplinary platforms, into public health systems worldwide.

## Article 1: Establishment and Global Representation

The GAA is established as a permanent entity with the mission to unite representatives from countries worldwide where Ayurveda has made its mark and from countries who are on the path to. The Alliance will have its seats in two non-governmental institutions dedicated to the globalisation of Ayurveda: An Indian seat at CISSA, in Thiruvananthapuram, India, located in the hub of the roots of Ayurvedic wisdom, and its international seat at Indo-Swiss Ayurveda Foundation (ISA) in Geneva, seat of international and global organizations.

## Article 2: Objective and Scope

The prime objective of the GAA is to serve as the global pinnacle of Ayurvedic advocacy, focusing on the legal representation of Ayurveda in various governmental and interdisciplinary arenas. The Alliance will act as a cohesive force to unify and optimize efforts dedicated to the global propagation and institutionalization of Ayurveda.

## Article 3: Inaugural Event and Governmental Engagement

A foundational meeting of the GAA, as a living and active international network, with ambassadors and officials from various countries and Indian representatives of national and local government bodies will be organized at the coming GAF Meeting in 2025 in India, marking the official launch of the GAA. This event will lay the groundwork for the sustenance and the expansion of the Alliance.

## Article 4: Building and preparation phase

To be strong enough and reach properly the 2025 official foundational meeting, workgroups will be progressively constituted and activated, including all actors able to bring quality and to dynamize the GAA. Further, rules, concrete projects and discussions with foreign governments should be started already, so that a real and operational GAA would be inaugurated in 2025.

## **Article 5: Strategic Approach and Future Direction**

The GAA will adopt a strategic approach to address the emerging challenges in global healthcare. Through fostering public-private partnerships, the Alliance will ensure the preservation of Ayurveda's authenticity and facilitate its integration and collaboration into mainstream health systems.

## **Conclusion**

The Global Ayurveda Alliance emerges as a concrete response to the call for a united global front for Ayurveda, as envisioned by the GAF and ISA, as initiators of a much larger group of stakeholders in the future. This alliance stands as a beacon of hope and action, ushering in a new era of global health and wellness through the timeless wisdom of Ayurveda.

The Government of India in recent years has emphasized the importance of the adoption of one health concept and organic food culture. Organic agriculture is a step towards this concept by reducing the chemical inputs in agriculture such as fertilisers and pesticides. Studies conducted by different organizations in India and abroad have shown the presence of pesticide residues in many of the harvested produce and also in processed food. One way to reduce the ill effects of these is by following organic agriculture. One major step in this line is by following the practices and suggestions given by Vrikshayurveda.

Vrikshayurveda is the art of maintaining the health, healing, and productivity of plants. It was exclusively practiced by the ancient scholars of Ayurveda by adopting the purely organic approach in different sectors like agriculture and Horticulture. A seminar on Vrikshayurveda was conducted on the sidelines of the Global Ayurveda Festival on 4th December 2023. Total of 53 participants from India and abroad attended the session. The seminar started with an introductory remark by Dr S Rajashekar, the Chairman of the Vrikshayurveda Seminar. During his lecture, he gave a detailed account of the concept of Vrikshayurveda and its history. This was followed by the plenary lectures by Dr J. Thomas, Dr Prasanth R Krishnan, Shri. Krishna Kumar and Dr Manoj Kumar N.

Dr. J Thomas, Advisor, Peermade Development Society, Peermade, Idukki and Former Production Commissioner, Rubber Board explained the results of the field trials conducted by him and his colleagues in different crops such as pepper, medicinal plants, and other spices. According to him, Vrikshayurveda gaining popularity among the spices cultivators as it reduces the input cost and also results in better yield.

Dr Prasanth Krishnan, Principal & Medical Superintendent Principal & Medical superintendent, Netra Chikitsa Trust Ayurveda College Amreli, Gujarat gave an account of Kunapajala, the first liquid fertilizer reported in the Vrikshayurveda book written by Surapala. He explained the chemistry behind Kunapajala and how it enhances the yield of plants.

Shri. Krishnakumar, Former Deputy Director, Department of Agriculture Kerala and practicing Vrikshayurveda Consultant showed how paddy yield can be increased by following the practices given in Vrikshayurveda especially by using Kunapajala. He explained how the traditional paddy farmers were converted to follow Vrikshayurveda principles thereby increasing their profit margin. His presentation received good appreciation from the participants. Sri. Krishnakumar also gave a detailed account of the various trials related to Vrikshayurveda conducted by him in India.



Dr Manojkumar N, Professor &HOD, Department of Dravyaguna vigyan, VPSV Ayurveda College Kottakkal, in his talk, emphasized the role of organic manures in Vrikshayurveda in enhancing the growth and yield of different crop plants and reducing the input cost.

Following the plenary session there were four invited talks. This session was chaired by Dr Vinod Kumar T G Nair, Senior Scientist, JNTBGRI, Palode. The invited speakers were by Dr. Jayaprakash, Former Principal Scientist, Centre for Tuber Research Institute, Trivandrum, Dr. Ajayan Sadhananda, Professor and Head of the Department of Dravya Gunavignana at Ashtanga Ayurveda Vidyapeedam, Palakkad, Dr. Asha K V, former Professor and Head of the Department of Agadatantra at Kottakkal, Shri. Balakrishnan, Chairman, FPO, Mayyil.

The Session 3 of the seminar was an oral presentation chaired by Dr K Umamaheswaran, Former Associate Director of Research, Kerala Agricultural University. Nine papers on different selected topics relating to Vrikshayurveda were presented during this session.

A panel discussion on the future lines of research and extension on Vrikshayurveda followed oral presentation. This was chaired by Dr J Thomas. The outcomes of the panel discussion were:

- More studies are required to scientifically prove the different observations made in Vrikshayurveda
- There are several scattered research works conducted by scientists from different parts of the world on Vrikshayurveda. These are to be compiled systematically and published at an early date.
- Vrikshayurveda's book by Surapala is to be translated into different languages to get wide publicity of the book at the grassroots level.
- Vrikshayurveda gives the details of several preparations used in agriculture. The chemistry and mode of action of this preparations are to be conducted.
- The Agricultural Department of different states should conduct field trials on different crops to prove the efficacy of following the principles recommended in Vrikshayurveda.

Ayurveda and Siddha encompass the oldest systems of medicine regarding human, animal and plant health care and wellness. "One Health is the collaborative efforts of multiple disciplines working locally and globally to attain optimal health for people, animals, plants, soil and the environment."

India is the world's largest milk-producing country, and livestock keeping is a livelihood occupation for millions of farmers. Excessive and indiscriminate use of antibiotics to manage infectious diseases in animals, humans and crop plants has created antimicrobial resistance (AMR).

Today, AMR is a worldwide problem affecting human, animal and environmental health. As antibiotics find their way through the food chain, one of the urgent needs is to reduce the use of antibiotics in healthcare management. In this context, traditional knowledge of using plant-based ethno-veterinary practices (EVP) /Mrigayurveda is essential to reduce antibiotics and other chemicals in veterinary health care. Therefore, ethnoveterinary methods have a high priority to minimize drug residues in foods of animal origin.

The International Seminar on Ethnoveterinary Sciences & Practices, Mrigayurveda - The Road to One Health was held on 4 December during the 5th Global Ayurveda Festival.

The seminar was inaugurated by Smt. J.Chinchurani, Hon: Minister for Animal Husbandry and Dairy Development, Government of Kerala who shared a recorded message. Dr.N.Punniamurthy , Chairman, Organising Committee made the presidential address. The other speakers were Dr Prof M.R.Saseendranath ,Hon Vice Chancellor, KVASU; Dr.Sital Kaji Shreshta, General Secretary, SAARC Regional Veterinary Association; Dr.A.Kowsigan IAS, Director, Department of Animal Husbandry, Government of Kerala; Mr.N.S.Mani, Chairman, , KCMMF; Ms Mani Bharathi, Chairman, Administrative Committee, TRCMPU; Ms. Romy Jacob, Deputy General Manager, NDDDB; Dr. Goli Penchala Prasad, NIMH,AYUSH, Hyderabad; Dr. N. Mohanan, President, IVA Kerala; Dr.P.Rajeev, Managing Director, KLDB and Dr. V.M.Harris, President , KSVC.

Dr.V.S.Venugopal, Senior Consultant, CISSA delivered the welcome address and Dr.Bimal Chaudary, General Convenor, Organising Committee proposed a vote of thanks.



The Seminar was made rich by the participation of 14 speakers who discussed the opportunities and challenges in ethnoveterinary medicine. How can natural livestock farming promote ethnoveterinary practices at the global level and how ethnoveterinary medicine can emerge as a cost-effective ,efficacious alternative to conventional therapy for dairy animals.

Also included in the Seminar are two theme-based technical sessions, a panel discussion on 'Way Forward and Road Map' and a poster session. In all, there were 15 oral presentations and 32 poster presentations.

# Mrigayurveda









The five-day Global Ayurveda Festival received coverage from regional media dailies, newswire, television, social media and online portals.

312 44,544

Print Clips

Sq.cm

568

Online Stories

47

Newswire Stories

12

Television  
Stories

17

Videos

## **Kerala Capital to host GAF 2023 from December 1 to 5**

The ensuing Global Ayurveda Festival (GAF 2023), scheduled to be held here from December 1 to 5, has elicited an overwhelming response from around the world, with the scientific papers invited for the flagship event crossing 2,000, prompting the organisers to extend the deadline for submission of abstracts to October 25.

The core theme of GAF 2023, the biggest ever international conclave on the time-tested Indian medicine and wellness system, is 'Emerging Challenges in Healthcare and a Resurgent Ayurveda'. Papers can also be submitted for special sessions on Ayurveda biology, Vrikshayurveda, and ethno veterinary medicine. The abstracts of scientific papers should be submitted online through [www.gafindia.org](http://www.gafindia.org).

The biennial event is being organised by the Centre for Innovation in Science and Social Action (CISSA) in association with the Ministry of Ayush, Government of India; the Department of Ayush, Government of Kerala; the Ayurveda fraternity represented by AMAI, AMMOI, AHMA, KISMA, ADMA, Viswa Ayurveda Parishad, and 14 other Ayurveda associations at the Greenfield International Stadium, Karyavattom, in the Kerala capital. The conclave will witness the convergence of many top scientists and 7,500 delegates from 75 countries.

The event will focus on projecting Ayurveda's huge potential in addressing the world's health challenges and setting a platform for global networking among Ayurveda practitioners and



## B2B meet at global Ayurveda fest to promote wellness tourism

**The Hindu Bureau**  
THIRUVANANTHAPURAM

The Global Ayurveda Festival (GAF 2023) to be held here from December 1 to 5 will host a Business-to-Business (B2B) meet on Ayurveda-based medical tourism, bringing together over 150 tour operators from India and abroad to clinch business decisions with major wellness insti-

a network of tour operators, Ayurvedic institutions, service providers and other stakeholders.

**Holistic solution**  
"This B2B meet at GAF 2023 will be a big boost to tourism while globally positioning Ayurveda as a holistic solution to address serious health challenges faced by humanity," said G.G. Gangadharan, work-

tourism industry and Ayurveda institutions, said C. Sureshkumar, chief coordinator, GAF 2023.

**Global awareness**  
The meet assumes added significance as it comes against the backdrop of increased global awareness of Ayurveda and the Ayush Ministry and the Centre and all State governments promoting wellness tou-

## 'Pandemic period saw rediscovery of ayurveda'

TIMES NEWS NETWORK

**Thiruvananthapuram:** Describing ayurveda as a beacon of hope in a world grappling with complex health challenges, vice-president Jagdeep Dhankhar said its emphasis on prevention, balance, and personalized care aligns well with the global call for a sustainable and equitable healthcare system.

"Ayurveda is much beyond treating ailments; it encompasses a comprehensive approach to wellness and well-being. Apart from curing existing ailments, ayurveda also protects the overall health of the body...India



(From L) Union minister V Muraleedharan, vice-president Jagdeep Dhankhar and minister Antony Raju arrive for the inaugural session of Global Ayurveda Festival in T'puram on Friday

veda and its larger philosophy of wellness and well-being as envisioned in ancient Indian texts.

recognition of ayurveda. The establishment of a dedicated AYUSH ministry, the observance of National

## 'Ecological balance can get help rid of many diseases'

**PNS ■ THIRUVANANTHAPURAM**

Nature and health go hand-in-hand and maintaining the ecological balance can help get rid of many diseases and also prevent recurrence of pandemics, experts in Ayurveda said at the Global Ayurveda Festival (GAF) here on Sunday.

Environmental activist Dr Vandana Shiva was of the view that life on the planet was "a democracy working in harmony" and destroying diversity leads to creation of chronic diseases, a government release said.

She was speaking at a plenary session on 'Paryavaran Ayurveda' (Ecology in Ayurveda) held as part of the fifth Global Ayurveda Festival (GAF 2023) at Greenfield International Stadium at nearby Karyavattom.

The central theme of the five-day conclave, which began on December 1, is "Emerging Challenges in Healthcare and a Resurgent

Ayurveda."

Addressing the gathering of delegates from 70 nations, Shiva, known for spearheading campaigns for preserving traditional agricultural practices, said that preserving biodiversity was crucial to sustaining food production, which is also critical for a healthy life.

"It's an entire ecosystem. Destruction of nature has a serious health impact. When we destroy diversity we are creating chronic diseases.

"Western science discovered this only very recently while Ayurveda knew it pretty long back," she is quoted as having said in the release.

The western science's approach of mechanistic reduction and separation of parts from the whole was at the core of the problems faced by Earth's ecosystem, she further said.

Shiva called for a conscious shift to the holistic approach envisioned by knowledge systems like Ayurveda.

She also advocated resisting the

**Environmental activist Dr Vandana Shiva was of the view that life on the planet was "a democracy working in harmony" and destroying diversity leads to creation of chronic diseases, a government release said.**



temptation to validate Ayurveda by parameters of the western science "which breaks down the whole into separate parts as opposed to looking at things in an interconnected whole".

"For this we must really hold firm. Reduction is passe. Ayurveda is the future," she asserted, according to a government release.

Dr B R Ramakrishna, Vice-chancel-

lor of Vivekananda Yoga Anusandhan in Bengaluru, was of the opinion that if ecological balance was taken care of, most of the diseases, including the recurrence of pandemics, could be prevented.

This fundamental idea has been reinforced by classic texts of Ayurveda, he said according to the release.

Another speaker -- Ajayan

Sadanandan, President CIMH, The Arya Vaidya Pharmacy (Coimbatore Ltd) -- referring to 'Vriksha Ayurveda' said this branch of knowledge have detailed descriptions on the benefits of planting and nurturing various trees which can significantly reduce atmospheric pollution.

Dr Jayan Damodaran, Dean of the Faculty of Ayurveda, Kerala University of Health Sciences, was of the view that the concept of 'One Health' links humans, animals and environment and can help address the full spectrum of disease control from prevention to detection, preparedness, response and management and contribute to global health security. Deep Narayan Pandey, retired Chief Conservator of Forests in Rajasthan, said the ideal of refraining from inflicting harm to nature was a philosophy of life ancient India had propounded.

The neglect of this cardinal principle is the root cause for grim problems confronting the ecosystem now, he said according to the release.

# ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവൽ: 5 രാജ്യങ്ങളിലെ അംബാസഡർമാരെ ക്ഷണിച്ചു

തിരുവനന്തപുരം • ആയുർവേദത്തിന്റെ ധാരാളമായ ആഗോളതലത്തിൽ വ്യാപിപ്പിക്കാനും ആയുർവേദ പങ്കാളികളും ശാക്തീകരും തമ്മിലുള്ള സഹകരണത്തിന് വേദിയൊരുക്കാനും ലക്ഷ്യമിട്ട് സംഘടിപ്പിക്കുന്ന ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവലിലെ (ജിഎഫ്ഐ-2023) പങ്കാളിത്തത്തിനായി 75 രാജ്യങ്ങളിലെ അംബാസഡർമാരെ ക്ഷണിച്ചു. സംഘാടക മിതി ചെയർമാനായ കേന്ദ്രമന്ത്രി വി.മുരളീധരനാണ് അംബാസഡർമാർക്ക് കത്തയച്ചത്. ഡിസംബർ ഒന്നു മുതൽ 5 വരെ തിരുവനന്തപുരത്താണ് ജിഎഫ്ഐന്റെ ഞായറും പതിപ്പ് നടക്കുക. 'ആരോഗ്യ പരിപാലനത്തിൽ ഉയർന്നുവരുന്ന വെല്ലുവിളികളും നവോദയത്തിന്റെ ആയുർവേദവും' എന്നതാണ് തിരുവനന്തപുരം സ്പോർട്സ് ഫണ്ട് സന്ദേശത്തിൽ നൽകുന്ന എഫ്ഐന്റെ പ്രമേയം. മുഖ്യമന്ത്രി പി

ണറായി വിജയൻ മുഖ്യ രക്ഷാധികാരിയായി ആയുർവേദത്തിലെ എല്ലാ വിഭാഗങ്ങളിൽ നിന്നുള്ളവരെയും ഉൾപ്പെടുത്തി റാലാടക സമിതി രൂപീകരിച്ചു. സെമിനാറിന്റെ കേന്ദ്ര പ്രമേയത്തിന് പുറമെ ആയുർവേദത്തിന്റെ വിവിധ ശാക്തീകളും അനുബന്ധ വിജ്ഞാനം, ആയുർവേദ-ആധുനിക ശാസ്ത്ര സംഗമ മേഖലകൾ, ഔഷധ സസ്യങ്ങൾ, വികസന ആയുർവേദ മേഖലയിലെ നയങ്ങളും ങ്ങളും എന്നിവയിൽ പ്രബന്ധങ്ങൾ സമർപ്പിക്കാം. ആയുർവേദ ബയോളജി, വ്യക്തിഗത ആയുർവേദം, എൽനോ വെറ്ററിനറി മെഡിസിൻ എന്നിവയെക്കുറിച്ചുള്ള പ്രത്യേക സെഷനുകളിലേക്കും പ്രബന്ധങ്ങൾ തയ്യാറാക്കാം. [www.gafindia.org](http://www.gafindia.org) എന്ന സൈറ്റിൽ 20 ന് മുൻപ് പ്രബന്ധങ്ങൾ



## പാശ്ചാത്യ മാനദണ്ഡപ്രകാരം ആയുർവേദത്തെ അളക്കരുത്- ഡോ. വന്ദന ശിവ

മുഖ്യമന്ത്രിയുടെ സെക്രട്ടറി അമൃതപ്രിയ

**തിരുവനന്തപുരം**▶ പാശ്ചാത്യ ശാസ്ത്രബോധം വെച്ചു ആയുർവേദത്തെ അളക്കാൻ അനുവദിക്കരുതെന്ന് ഡോ. വന്ദന ശിവ. അഞ്ചാമത് ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവലിന്റെ ഭാഗമായി നടന്ന പ്ലീനറി ചർച്ചയിൽ സംസാരിക്കുകയായിരുന്നു അവർ. പാശ്ചാത്യ ശാസ്ത്രത്തിന്റെ പരിണിതഫലമായ ആവാസ വ്യവസ്ഥാ പ്രശ്നങ്ങൾ പരിഹരിക്കുന്നതിന് ആയുർവേദ ദർശനങ്ങളിൽ പറഞ്ഞിരിക്കുന്ന സമഗ്ര കാഴ്ചപ്പാട് ആവശ്യമാണ്. ആയുർവേദത്തിന് പാശ്ചാത്യ മാനദണ്ഡങ്ങൾ ആവശ്യമില്ലെന്ന നിലപാടിൽ നാം ഒറ്റക്കെട്ടായി നിൽക്കണം. ജൈവവൈവിധ്യം നശിപ്പിക്കുമ്പോൾ നാം നിർമ്മിക്കുന്നത് ഗുരുതര

രോഗങ്ങളാണ്. ആയുർവേദം ഇത് നൂറ്റാണ്ടുകൾക്ക് മുമ്പ് തിരിച്ചറിഞ്ഞിരുന്നുവെന്നും അവർ പറഞ്ഞു. കോയമ്പത്തൂർ ആര്യവൈദ്യ ഫാർമസി പ്രസിഡന്റ് ഡോ. അജയൻ സദാനന്ദൻ, ആരോഗ്യ സർവകലാശാല ആയുർവേദ വിഭാഗം മേധാവി ഡോ. ജയൻ ദാമോദരൻ, രാജസ്ഥാനിലെ മുൻ ചീഫ് ഫോറസ്റ്റ് കൺസർവേറ്റർ ദീപ് നാരായൺ പാണ്ഡെ, കേരള ഫോറസ്റ്റ് റിസർച്ച് ഇൻസ്റ്റിറ്റ്യൂട്ട് രജിസ്ട്രാർ ഡോ. ടി.സജീവ്, ബെംഗളൂരുവിലെ വിവേകാനന്ദ യോഗ അനുസന്ധാൻ വൈസ് ചാൻസലർ ഡോ. പങ്കജകണ്ഠുതി ആയുർവേദ മെഡിക്കൽ കോളേജ് പ്രിൻസിപ്പൽ ഡോ. ജയശ്രീ തുടങ്ങിയവർ സംസാരിച്ചു.

# Healthier cows can prevent humans from contracting diseases: NDBB Deputy Director

**National Dairy Development Board (NDBB) Deputy Director Romy Jacob on Monday said that healthier cows can prevent humans from contracting certain diseases**



National Dairy Development Board (NDBB) Deputy Director Romy Jacob on Monday said that healthier cows can prevent humans from contracting certain diseases.

"We can improve the wellness of the cattle by making better use of locally available herbs. Even PM Modi in his 'Mann Ki Baat' address lauded the contributions of Kerala's dairy sector

towards developing and popularising ethno-veterinary medicines," said Jacob said during the Kerala Global Ayurveda Festival.

He said that several dairy cooperatives across the country have taken

steps towards developing and popularising ethno-veterinary medicines in Kerala. "We have stepped up efforts to popularise its use," Jacob said.

The NDBB had also put its stall at Global Ayurveda Festival to augment

the use of indigenous medicines in the treatment of cattle diseases as against the use of antibiotics.

They provided the clarification and details to those farmers seeking to maintain the wellness of their cattle by treating them with herbal medicines, most of which are locally available.

The most common herbal medicine which has now been identified as effective for cattle's for treating of udder disease besides for the wellness of teats is a mixture made out of aloe-vera plant, lime juice, turmeric and a paste made from processed sea shells.

The NDBB is promoting these traditional ethno-veterinary practices amid its efforts to popularise the idea of 'One Health' approach that calls for collaborative efforts of multiple disciplines working locally, nationally and globally to attain optimal health for people, animals and the environment.

IANS

Home » तिरुवनंतपुरम में दिसंबर में आयोजित किया ...

## तिरुवनंतपुरम में दिसंबर में आयोजित किया जाएगा वैश्विक आयुर्वेद मेला

vikash Published On May 13th, 2023



ग्लोबल आयुर्वेद फेस्टिवल (GAF 2023) का पांचवां संस्करण 1 दिसंबर से 5 दिसंबर तक तिरुवनंतपुरम, केरल में आयोजित किया जाएगा। इस आयोजन का विषय 'देवकियर में उभरती चुनौतियां और एक पुनरुत्थान आयुर्वेद' है। यह कार्यक्रम स्वास्थ्य चुनौतियों से निपटने में आयुर्वेद की क्षमता का प्रदर्शन करने के लिए दुनिया भर के आयुर्वेद चिकित्सकों और हितधारकों को एक साथ लाएगा।

# അണുക്കൾ ആന്റിബയോട്ടിക്കുകളെ പ്രതിരോധിക്കുന്നത് വൻ ഭീഷണി

**പരമ്പരാഗത ചികിത്സ പ്രയോജനപ്പെടുത്തണമെന്നു ഗ്ലോബൽ ആയുർവേദ സെമിനാർ**

**മനോരമ ലേഖകൻ**

തിരുവനന്തപുരം • ആന്റിബയോട്ടിക്കുകളെ പ്രതിരോധിക്കുന്ന അണുക്കൾ മുലമുള്ള രോഗങ്ങളിലൂടെ ലോകത്ത് ഓരോ 9 മിനിറ്റിലും ഒരു ശിശുമാരണം സംഭവിക്കുന്നുവെന്ന് ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവലിലെ സെമിനാറിൽ പരാമർശം. ആന്റിബയോട്ടിക്കുകൾ ഉപ

യൽ പ്രതിരോധം എന്ന ഭീഷണി മറികടക്കാൻ ആയുർവേദം ഉൾപ്പെടെയുള്ള പരമ്പരാഗത ചികിത്സാ സമ്പ്രദായങ്ങളുടെ സാധ്യത പ്രയോജനപ്പെടുത്തണം. അമേരിക്കയും യൂറോപ്യൻ രാജ്യങ്ങളും ഈ ഭീഷണി നേരിടുന്നു. ഏഷ്യൻ, ലാറ്റിൻ അമേരിക്കൻ രാജ്യങ്ങൾക്ക് അപകടസാധ്യത വലുതാണെന്ന് ജർമ്മനിയിലെ ഡ്യൂസ്ബർഗ് എസെൻ സർവകലാശാലയിലെ പ്രഫ.തോമസ് റാഫ് പറഞ്ഞു. ഏറ്റവും വലിയ ആരോഗ്യഭീഷണികളിൽ ഒന്നായി ആന്റിബയോട്ടിക്കുകൾ പ്രതിരോധത്തെ ലോകാരോഗ്യ സംഘടന പ്രഖ്യാപിച്ചിട്ടുണ്ട്.

ആന്റിബയോട്ടിക്കുകൾ ഉപയോഗിക്കാൻ കൂടുതലായി നിർദ്ദേശിക്കുന്നതും രോഗികൾ ചികിത്സശരിയായി പൂർത്തിയാക്കാത്തതും കണുകാലികളിലും മത്സ്യകൃഷിയിലും ആന്റിബയോട്ടിക്കുകളുടെ അമിത ഉപയോഗവും ആശുപത്രികളിലെ അണുബാധയും ശുചിത്വമില്ലായ്മയുമെല്ലാം ഈ പ്രതിരോധത്തിന്റെ കാരണങ്ങളാണെന്നു തോമസ് റാഫ് വിശദീകരിച്ചു. ഡിഫ്തീരിയ പോലുള്ള രോഗങ്ങളുടെ വർദ്ധനയ്ക്ക് ആന്റിബയോട്ടിക്കുകൾ പ്രതിരോധം കാരണമായേക്കുമെന്ന് കർണാടകയിലെ എസ്എംആർ നാഷനൽ ഇൻസ്റ്റിറ്റ്യൂട്ട് ഓഫ് ട്രഡീഷനൽ ഇൻസറ്റിറ്റ്യൂട്ട് ഡയറക്ടർ സുബർഷ റോയ് പറഞ്ഞു.

## ആയുർവേദ ഫെസ്റ്റിവൽ ഇന്നു സമാപിക്കും

തിരുവനന്തപുരം • സെന്റർ ഫോർ ഇന്റോവേപ്പൻ ഇൻ സയൻസ് ആൻഡ് സോഷ്യൽ ആക്ഷന്റെ നേതൃത്വത്തിൽ തിരുവനന്തപുരത്തു നടക്കുന്ന ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവൽ ചൊവ്വാഴ്ച സമാപിക്കും. കേന്ദ്ര ആയുഷ്മന്ത്രാലയം, കേരള സർക്കാർ, വിവിധ ആയുർവേദ സംഘടനകൾ എന്നിവയുടെ സഹകരണത്തോടെയാണ് ഫെസ്റ്റിവൽ സംഘടിപ്പിച്ചത്. സമാപനസമ്മേളനം ഗോവ മുഖ്യമന്ത്രി പ്രമോദ് സാവൻ ഉദ്ഘാടനം ചെയ്യും.

ഫെസ്റ്റിവലിൽ അർബുദരോഗത്തെക്കുറിച്ച് തികച്ചും പുതിയ ചർച്ച നടന്നു. അർബുദബോധിതരുടെ ജീവിതസത്യത്തിന് ആയുർവേദപോലുള്ള ചികിത്സാതിരക്കുകൾ സാധിക്കുമെന്ന് ന്യൂയോർക്കിലെ സ്റ്റോവാൻ കെറ്റെറിങ് കാൻസർ സെന്റർ ഇന്റഗ്രേറ്റീവ് മെഡിസിൻ വിഭാഗം മേധാവിയായ ജൂൻ മാവോ പറഞ്ഞു. രോഗിയേപ്പൻ, കീമോതെറാപ്പി തുടങ്ങിയ ചികിത്സകളുടെ പാർശ്വഫലങ്ങൾ മാറ്റാൻ ആയുർവേദ ചികിത്സാവിധികൾ മികച്ച ഫലംചെയ്യുമെന്നും അദ്ദേഹം പറഞ്ഞു. ടെക്സാസ് സർവകലാശാലയിലെ ആൻഡേഴ്സൺ കാൻസർ സെന്ററിലെ ഡോ. സന്തോഷി നാരായണയും ചർച്ചയിൽ പങ്കെടുത്തു.

## Start-ups Must Explore Potentials Of Ayush Sector: Sarbananda Sonowal

Start-Ups Must Explore Potentials Of Ayush Sector: Sarbananda Sonowal

Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday

said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this while speaking after inaugurating the National Ayush Fair

# Ayurveda fair to begin tomorrow

**The Hindu Bureau**  
THIRUVANANTHAPURAM

Marking the prelude to the fifth edition of the Global Ayurveda Festival (GAF), the 20-day Grand Kerala Ayurveda Fair (GKAF) will get under way across Kerala on November 10, on the occasion of National Ayurveda Day.

Minister for General Education V. Sivankutty will be the chief guest at the State-level inauguration of the GKAF, at Government Ayurveda Col-

lege. GKAF will be held in all districts of Kerala from November 10 to 30.

As part of GKAF, road shows with the slogan 'Live Healthy Live the Ayurveda Way', exhibitions, seminars, Ayurveda Aahar, distribution of herbal plants, competitions for children, and speciality medical camps will be conducted in all districts. It will bring together all Ayurveda institutions, associations and organizations to highlight the strength of the system.

The event will be a mass

contact programme with the participation of different stakeholders to make Ayurveda a people-friendly system.

## Huge potential

GAF 2023 will be held in the State capital from December 1 to 5, focusing on projecting Ayurveda's huge potential in addressing the health challenges of the present world and setting a platform for global networking of Ayurveda practitioners and stakeholders.

The biennial event is be-

ing organised by the Centre for Innovation in Science and Social Action (CISSA) in association with Ministry of Ayush, Government of India; Department of Ayush; Government of Kerala and the Ayurveda fraternity represented by various associations.

The focal theme of the GAF 2023, to be held at the Greenfield International Stadium, Karyavattom is "Emerging challenges in healthcare and a resurgent Ayurveda."

# Mega Kerala ayurveda fair spanning over 20 days begins ahead of fest

**EXPRESS NEWS SERVICE @ T'Puram**

## Event held jointly by 14 Ayurveda organisations

The biennial event is being organised by the Centre for Innovation in Science and Social Action (CISSA) in association with Ministry of Ayush, Government of India; Department of Ayush; Government of Kerala; Ayurveda fraternity represented by AMAI, AMMOI, AHMA, KISMA, ADMA, Viswa Ayurveda Parishad and 14 other Ayurveda Associations.

AS a prelude to the Global Ayurveda Fest, the 20-day state-wide Grand Kerala Ayurveda Fair (GKAF) began on Friday, on the occasion of National Ayurveda Day.

Principal of Government Ayurveda College, Thiruvananthapuram, Dr G Jay inaugurated the state-level GKAF which will be held in all districts of Kerala till November 30.

Dr Jay released the poster of GKAF at the function held at the Government Ayurveda College. GKAF is a mass contact programme with everybody connected to Ayurveda in the state participating to make Ayurveda a people-friendly one.

As part of GKAF, road shows with the slogan 'Live Healthy Live the Ayurveda Way', exhibitions, seminars, Ayurveda Aahar, distribution of herbal plants, competitions for children, and speciality medical camps have been planned in all districts. It will bring together all Ayurveda institutions, associations and organisations to highlight the strength of the system before the public.

Organised by Ayurveda Med-

ical Association, GKAF has Ayurveda Hospitals Management Association (AHMA), Ayurvedic Medicine Manufacturers Organisation of India (AMMOI), Government Teachers Organisation, Medical Officers Association, Medical Officers Federation, Private Ayurveda College Teachers Organisation (PACTO), All Kerala Private College Teachers Association (AKPCTA) and AMOA as partners.

The focal theme of the GAF 2023, to be held at the Greenfield International Stadium, Karyavattom in the city is "Emerging Challenges in Healthcare & A Resurgent Ayurveda."

# Decision-makers can benefit from Ayurveda: Vice-President

**The Hindu Bureau**  
THIRUVANANTHAPURAM

Vice-President Jagdeep Dhankhar, inaugurating the fifth Global Ayurveda Festival here, said that Ayurveda can have a salubrious effect on the Members of Parliament and decision-makers in general.

Mr. Dhankhar said that he "personally entertained an opinion" that MPs, "if

they regularly receive Ayurveda, their performance in Parliament will be optimal and the decision-making process will be more sublime."

Later on in his speech, he noted; "I am told that decision-makers who regularly go to Ayurvedic centres for weekly or fortnightly treatment are better with their decision makings."

According to Mr. Dhank-

har, the greatest challenge that society faces is that "informed minds, knowledgeable minds" exploit ignorance of the people for their own gain in politics, society or business.

## 'Get curbed'

"These tendencies will automatically get curbed, if we take recourse to Ayurvedic therapy as and when we have a challenge within the body," he said.

# State must explore potentials of Ayush sector : Sonowal

Thiruvananthapuram, Dec 1 (UN) Union Ayush Minister Sarbananda Sonowal on Friday said there is huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal was speaking after inaugurating the National Arogya Fair organized as part of the fifth edition of the five-day Global Ayurveda Festival (GAF 2023) at Greenfield International Stadium at Karyavattom here.

The biennial event, the largest ever Ayurveda conclave, is organized by the Centre for Innovation in Science and Social Action (C SSA) in collaboration with the Ministry of Ayush, the Govt. of India, Govt. of Kerala and various Ayurveda associations. The central theme of the event is "Emerging Challenges in Healthcare & A Resurgent Ayurveda."

"Young entrepreneurs can launch startups in areas

of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," the minister noted.

Sonowal said the government is also focusing on promoting investments in Ayush sector and it has inked MoUs with many countries for cooperation in traditional medicine.

Referring to the Prime Minister's announcement of introducing Ayush visa, he said the government has formally introduced Ayush visa as a new visa category to foreigners, and Ayush hospitals in the country should register themselves to get the benefit of the new visa provision to attract foreign patients.

Noting that GAF 2023 is a beacon for the burgeoning Ayurveda across the globe, the Ayush Minister said this year the 8th World Ayurveda Day, which had the theme 'Ayurveda for One Health,'



was celebrated in more than 105 countries and over 16 crore people registered their support to Ayurveda on Ayurveda Day website.

He said the Ayush Ministry is actively promoting cultivation and rearing of medicinal plants with the cooperation of Ministry of Environment and Forest, Council of Scientific & Industrial Research (CSIR) and Indian Council of Agricultural Research (ICAR).

There is great potential of export of value-added medic-

inal plants and Ayurveda has enormous triumph in treating various diseases where western medicines have limited success, he added.

In his keynote address, Union Minister V Muraleedharan, who is also Chairman of GAF 2023, said out of all non-communicable diseases (NCDs)-related deaths, 77 per cent of them occur in low and middle income countries.

As per NT N Aayog's figures, the human impact of NCD in India is most severe among individual above 30

years of old. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems, he said.

Ayush exports from India have increased from USD 1.09 billion (Rs 9,000 crore) in 2014 to USD 1.54 billion (Rs 13,000 crore) in 2020 and it shows the strength of Ayurveda and reaffirms the global interest in this form of medicine given the rising prevalence of non-communicable and lifestyle diseases worldwide.

Considering both demand and recognition for Ayurveda and Indian traditional products, there is a huge market to capture and generate revenue, he pointed out.

The National Arogya Fair will provide a unique opportunity for stakeholders, researchers and experts for networking, collaboration and sharing of knowledge of expertise.

Terming GAF a landmark event, Vaidya Rajesh Kotecha,

Secretary, Ministry of Ayush, who presided over the function, said GAF is a perfect platform for students, industry, academia and researchers.

Kotecha said the Ayush sector, which grew more than USD 3 billion in 2014 and USD 18 billion in 2020, is poised to reach USD 24 billion in 2023.

GAF Working Chairman Dr. G G Gangadharan welcomed the gathering.

Devidas Varrier, MD, Arya Vaidya Pharmacy, Coimbatore; Dr Neelakandan Mooss, MD, Vaidyaratnam Ayurveda; and GAF Organising Secretary Dr Vishnu Namboodiri were also present.

The expo at a sprawling 2,50,000 square feet space featuring over 700 stalls is one of the major highlights of the event.

The National Arogya Fair will showcase a diverse range of medicinal plants and their utilization in Ayurvedic preparations. All major Ayush institutions in the country have put up their stalls at the expo.

## Union minister says start-ups must explore potentials of Ayush sector

THIRUVANANTHAPURAM: Union Ayush Minister Sarbananda Sonowal said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector. Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

"Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.

Union Minister of State for External Affairs V. Muraleedharan who is Chairman of GAF 2023, said of all non-communicable diseases-related deaths, 77 per cent of them occur in low and middle income countries.



## 'Pandemic prompted world to rediscover ayurveda'

EXPRESS NEWS SERVICE @T'Puram

THE Covid pandemic prompted the world to rediscover ayurveda and its larger philosophy of wellness and wellbeing as envisioned in ancient Indian texts, said Vice-President Jagdeep Dhankar. He was speaking after inaugurating the fifth edition of Global Ayurveda Festival (GAF) here on Friday.

The VP said ayurveda was a beacon of hope amid complex health challenges. Different aspects of ayurveda like prevention, balance, and personalised care align well with the global call for a sustainable and equitable healthcare system. "Ayurveda is much beyond treating ailments. It encompasses a comprehensive approach to wellness and well-being. Apart from curing existing ailments, ayurveda protects the overall health of the body. No wonder that more than Rog, ayurveda talks about Nirog," he said.

### MINISTERS SPAR OVER HEALTH GRANTS

T'Puram: Union Minister V Muraleedharan and state Transport Minister Antony Raju sparred over Central health grants. Raju, in his welcome address, said Kerala was being deprived of its due share of Central funds. "We need to understand the fact that an amount of ₹371.36 crore which has to be received from the Union government as health grants for the financial years 2021-22 and 2022-23 is yet to be allocated," he said. "It is also unfortunate that the Union government is trying to snatch the credit for Kerala's developments in the health sector by rebranding the state's Primary Health Centres (PHCs) as Ayushman Arogya Mandirs," he added. Muraleedharan termed Raju's allegation unfortunate. "Antony said the Government of India is not supporting Kerala in health matters. The Union finance minister had clearly stated that every claim of the Government of Kerala was met by the Centre and the latter never tried to withhold a single paise due to the state. This was clarified in Parliament as well," he said.

Dhankar said India was a global leader in ayurveda, with a rich legacy of knowledge and practice that spans millennia.

The Union government plays a pivotal role in fostering the growth and global recognition of ayurveda. The Ayush indus-

try which was about ₹20,000 crore eight years ago has reached about ₹1.5 lakh crore today. There are about 40,000 Micro, Small, and Medium Enterprises (MSMEs) in the AYUSH sector. Kerala's ayurveda tourism not only promotes well-being

but also contributes significantly to the state's economic growth, he said. Union Minister V Muraleedharan, who is also chairman of GAF 2023, said that the steady increase in global demand for ayurvedic products and services amply demonstrated the strength and credibility of the time-tested Indian wellness system.

Transport Minister Antony Raju called for scaling up scientific research and documentation efforts to promote ayurveda and to make it globally acceptable. Dhankar presented the Brihatrayee Ratna award instituted by Arya Vaidya Pharmacy Coimbatore Ltd, to Vaidya Sadanand Prabhakar Sardeshmukh.

Vaidya Rajesh Kotecha, secretary, Ministry of Ayush, Dr G G Gangadharan, working chairman of GAF, and Dr C Sureshkumar, secretary general of GAF, were present at the inaugural function.





# ആയുഷ് മേഖലയിൽ സ്റ്റാർട്ടപ്പുകൾക്ക് നിരവധി സാധ്യത - കേന്ദ്ര മന്ത്രി

**തിരുവനന്തപുരം-** ആയുഷ് മേഖലയിൽ സ്റ്റാർട്ടപ്പുകൾക്ക് നിരവധി സാധ്യതകളും അവസരങ്ങളുമുണ്ടെന്നും യുവസംരംഭകർ അത് പ്രയോജനപ്പെടുത്തണമെന്നും കേന്ദ്ര ആയുഷ് മന്ത്രി സർബാനന്ദ സോനോവാൾ പറഞ്ഞു. കേന്ദ്ര വിദേശകാര്യ പാർലമെന്ററി കാര്യ സഹമന്ത്രിയും ജിഎഫ്ഐ ചെയർമാനുമായ വി.മുരളീധരൻ മുഖ്യപ്രഭാഷണം നടത്തി. സാംക്രമികേതര രോഗങ്ങൾ കാരണമുണ്ടാകുന്ന മരണങ്ങളുടെ 77 ശതമാനവും താഴ്ന്ന, ഇടത്തരം വരുമാനമുള്ള രാജ്യങ്ങളിലാണുണ്ടാകുന്നത്. നീതി ആയോഗിന്റെ കണക്കുകൾ പ്രകാരം ഇന്ത്യയിൽ 30 വയസ്സിനു മുകളിൽ പ്രായമുള്ളവരിലാണ് ഇത്തരം പ്രശ്നങ്ങൾ രൂക്ഷമാകുന്നത്.

ഈ സാഹചര്യത്തിൽ ഇത്തരം ആരോഗ്യപ്രശ്നങ്ങൾ പരിഹരിക്കുന്നതിൽ ആയുർവേദത്തിന് നിർണായക പങ്കുണ്ടെന്നും വി.മുരളീധരൻ പറഞ്ഞു. ആയുർവേദ മേഖലയിൽ ജിഎഫ്ഐ ഒരു നാഴികക്കല്ലാണെന്ന് ചടങ്ങിൽ അധ്യക്ഷത വഹിച്ചു ആയുഷ് മന്ത്രാലയം സെക്രട്ടറി വൈദ്യ രാജേഷ് കൊട്ടേപ പറഞ്ഞു. വിദ്യാർഥികൾക്കും വ്യവസായ മേഖലയിലുള്ളവർക്കും ഗവേഷകർക്കും അനുയോജ്യമായ വേദിയാണിത്. 2023 ൽ ആയുഷ് മേഖല 24 ബില്യൺ ഡോളർ വളർച്ച കൈവരിക്കുമെന്നും അദ്ദേഹം പറഞ്ഞു.

ജിഎഫ്ഐ വർക്കിംഗ് ചെയർമാൻ ഡോ. ജി.ജി. ഗോധരൻ സ്വാഗതം പറഞ്ഞു. ദേശീയ വാര്യർ(കോയമ്പത്തൂർ) ആദ്യ വൈദ്യ ഫാർമസി എംപി, ഡോ. നീലകണ്ഠൻ മുസ്ലീം വൈദ്യരത്നം ആയുർവേദ എംപി, ഡോ. വിഷ്ണു നമ്പൂതിരി(സർഗനൈസർ) സെക്രട്ടറി എന്നിവരും സന്നിഹിതരായിരുന്നു. മഹത്തായ പരമ്പരയുള്ള ആയുർവേദത്തിന്റെ സാധ്യതകൾ ആഗോളതലത്തിൽ വ്യാപിപ്പിക്കാനും ആയുർവേദ പങ്കാളികളും ഡോക്ടർമാരും തമ്മിലുള്ള സഹകരണത്തിന് വേദിയൊരുക്കാനും ലക്ഷ്യമിടാണെന്ന് അഞ്ചാമത് ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവൽ(ജിഎഫ്ഐ-2023) സംഘടിപ്പിക്കുന്നത്.

ലോകത്തിലെ ഏറ്റവും വലിയ ആയുർവേദ എക്സ്പോ പാവലിയാണ് ജിഎഫ്ഐന്റെ പ്രധാന ആകർഷണമാണ്. 2,50,000 ചതുരശ്രമീറ്റർ വിസ്തൃതിയുള്ള പാവലിയിൽ ആയുഷ് വകുപ്പിന്റെയും വിവിധ സ്ഥാപനങ്ങളുടെയും ഉൾപ്പെടെ 700 ലധികം സ്റ്റാളുകളുണ്ട്.

തിരുവനന്തപുരത്ത് ആരംഭിച്ച ആയുർവേദ ഫെസ്റ്റ് ഉപരാഷ്ട്രപതി ജഗദീപ് ധൻകർ ഉദ്ഘാടനം ചെയ്യുന്നു.

## ഗ്ലോബൽ ഫെസ്റ്റിവൽ തുടങ്ങി

# ആയുർവേദം ലക്ഷ്യമിടുന്നത് മനുഷ്യരിൽ രോഗമില്ലായ്മ എന്ന അവസ്ഥ -ഉപരാഷ്ട്രപതി

■ സി. റഹീം

**തിരുവനന്തപുരം** - രോഗം ഭേദമാക്കുന്നതിനൊപ്പം ശരീരത്തിന്റെ മൊത്തത്തിലുള്ള ആരോഗ്യം കൂടിയാണ് ആയുർവേദം സംരക്ഷിക്കുന്നതെന്ന് ഉപരാഷ്ട്രപതി ജഗദീപ് ധൻകർ പറഞ്ഞു. രോഗമില്ലായ്മ എന്ന അവസ്ഥയെയാണ് ഇത് ഉൾക്കൊള്ളുന്നത്. ആയുർവേദ വിജ്ഞാനത്തിന്റെയും പ്രയോഗത്തിന്റെയും സമ്പന്നമായ പാരമ്പര്യമാണ് ഇന്ത്യക്കുള്ളത്. ഇത് ആയുർവേദ മേഖലയിൽ ആഗോളതലത്തിൽ ഇന്ത്യയെ ഉന്നതസ്ഥാനത്ത് നിലനിർത്തുന്നു.

ആധുനിക കാലത്തെ സങ്കീർണമായ ആരോഗ്യ വെല്ലുവിളികൾ നേരിടുന്നതിൽ ആയുർവേദ ചികിത്സാ സമ്പ്രദായം വലിയ പ്രത്യാശയാണ് നൽകുന്നതെന്നും അദ്ദേഹം പറഞ്ഞു. അഞ്ചാമത് ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവൽ (ജിഎഫ്ഐ-2023) തിരുവനന്തപുരം കാര്യവട്ടം ഗ്രീൻഫീൽഡ് അന്താരാഷ്ട്ര സ്റ്റേഡിയത്തിൽ ഉദ്ഘാടനം ചെയ്യുകയായിരുന്നു അദ്ദേഹം.

ആരോഗ്യ വെല്ലുവിളികൾ നേരിടുന്നതിൽ ആയുർവേദത്തിന്റെ സാധ്യത പ്രയോജനപ്പെടുത്തുന്ന കാര്യക്ഷമമായ

ചർച്ചകൾക്ക് അഞ്ചുദിവസത്തെ ജി.എ.എഫ് സമ്മേളനം വഴിയൊരുക്കുമെന്നും ഉപരാഷ്ട്രപതി പറഞ്ഞു. ആഗോളതലത്തിൽ ആയുർവേദം പ്രോത്സാഹിപ്പിക്കുന്നതിനുള്ള ജിഎഫ്ഐയുടെ ശ്രമങ്ങളെ അഭിനന്ദിച്ചു കൊണ്ട് പ്രധാനമന്ത്രി നരേന്ദ്ര മോദിയുടെ സന്ദേശം കേന്ദ്ര വിദേശകാര്യ പാർലമെന്ററി കാര്യ സഹമന്ത്രി വി. മുരളീധരൻ ചടങ്ങിൽ വായിച്ചു.

ആയുർവേദത്തിന്റെ വളർച്ചയും ആഗോള അംഗീകാരവും പ്രോത്സാഹിപ്പിക്കുന്നതിൽ കേന്ദ്ര സർക്കാർ നിർണായക പങ്ക് വഹിക്കുന്നുണ്ടെന്ന് ഉപരാഷ്ട്രപതി പറഞ്ഞു. ആയുഷ് മന്ത്രാലയം സഹായിച്ചതും ദേശീയ വിദ്യാഭ്യാസ നയത്തിൽ ആയുർവേദത്തെ ഉൾക്കൊള്ളിച്ചതും ദേശീയ ആയുർവേദ ദിനാചരണത്തിന് പ്രാധാന്യം നൽകിയതും ഈ മേഖലയോടുള്ള സർക്കാരിന്റെ പ്രതിബദ്ധതയുടെ തെളിവാണ്. യോഗ ശീലമാക്കുന്നതിലും യോഗാ ദിനാചരണത്തിലും രാജ്യം നൽകുന്ന പ്രാധാന്യത്തെക്കുറിച്ചും ഉപരാഷ്ട്രപതി സൂചിപ്പിച്ചു. ഇതു ലോകത്തിന് നൽകിയ സമ്മാനമാണ് യോഗയെന്നും ഇത് ആരോഗ്യരംഗത്ത് ഗുണപരമായ മാറ്റങ്ങൾ കൊണ്ടുവരുന്നതും അദ്ദേഹം പറഞ്ഞു.

ആയുഷ്ഠാൻ ഭാരത് പദ്ധതിക്ക് കീഴി

ലുള്ള ദേശീയ ആയുഷ് മിഷൻ ചെലവ് കുറഞ്ഞ ചികിത്സാ സംവിധാനങ്ങൾ പ്രോത്സാഹിപ്പിക്കുന്നതിൽ വലിയ സാധ്യതകളുണ്ടാക്കിയിട്ടുണ്ട്. ആയുഷിന്റെ ലഭ്യത കൈവരിക്കാൻ, ഡിജിറ്റൽ പ്ലാറ്റ്ഫോമുകളിലൂടെ വ്യാപിപ്പിച്ചത് നഗര-ഗ്രാമീണ സമൂഹങ്ങൾക്ക് ഒരുപോലെ ചികിത്സ സാധ്യമാക്കി. എട്ട് വർഷം മുമ്പ് ഏകദേശം 20,000 കോടി രൂപയായിരുന്ന ആയുഷ് വ്യവസായം ഇന്ന് ഏകദേശം 1.5 ലക്ഷം കോടി രൂപയിലെത്തി. ഏകദേശം 4000 സൂക്ഷ്മ, ചെറുകിട, ഇടത്തരം സംരംഭങ്ങൾ ആയുഷ് മേഖലയിലെക്ക് സംഭാവന ചെയ്യുന്നുണ്ട്.

രാജ്യത്ത് വെൽനസ് ടൂറിസം പ്രോത്സാഹിപ്പിക്കുന്നതിന് ആയുർവേദത്തെ പ്രയോജനപ്പെടുത്തണമെന്ന് ഉപരാഷ്ട്രപതി പറഞ്ഞു.

ചടങ്ങിൽ ആയുർവേദ രംഗത്തെ സംഭാവനകൾക്ക് കോയമ്പത്തൂർ ആര്യവൈദ്യ ഫാർമസി നൽകുന്ന ബ്രഹ്മരത്ന രത്ന പുരസ്കാരം വൈദ്യ സദാനന്ദ് പ്രഭാകർ സർവ്വോഖിലിൻ ഉപരാഷ്ട്രപതി സമ്മാനിച്ചു. ആയുർവേദ ഉൽപന്നങ്ങൾക്കും സേവനങ്ങൾക്കും ആഗോളതലത്തിലുള്ള ആവശ്യം വർദ്ധിച്ചുവരുന്നത് ഈ സമ്പ്രദായത്തിന്റെ ശക്തിയും വിശ്വാസ്യതയും തെളിയിക്കുന്നതാണെന്ന് ജിഎഫ്ഐ-2023

ചെയർമാൻ കൂടിയായ വി.മുരളീധരൻ പറഞ്ഞു. ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവലിലൂടെ കേരളത്തിന്റെ ആയുർവേദ, വെൽനസ് ടൂറിസം മേഖലയ്ക്ക് കാര്യമായ നേട്ടമുണ്ടാകുമെന്നും അദ്ദേഹം ചൂണ്ടിക്കാട്ടി.

ആയുർവേദത്തെ പ്രോത്സാഹിപ്പിക്കുന്നതിനും ആഗോള തലത്തിൽ സ്വീകാര്യത വർദ്ധിപ്പിക്കുന്നതിനും ശാസ്ത്രീയ ഗവേഷണങ്ങളും ഡോക്യുമെന്റേഷനും വർദ്ധിപ്പിക്കണമെന്ന് സംസ്ഥാന ഗതാഗത മന്ത്രി അൻവർ റാജു പറഞ്ഞു. ശരീര തുർണ്ണിംഗിംഗി, ആയുഷ് മന്ത്രാലയം സെക്രട്ടറി രാജേഷ് കൊട്ടേച്ച, ജിഎഫ്ഐ വർക്കിംഗ് ചെയർമാൻ ഡോ. ജി.ജി ഗോധരൻ, ജിഎഫ്ഐ സെക്രട്ടറി ജനറൽ ഡോ. സി. സുരേഷ് കുമാർ എന്നിവർ ചടങ്ങിൽ പങ്കെടുത്തു.

സെന്റർ ഫോർ ഇനോവേഷൻ ഇൻ സയൻസ് ആൻഡ് സോഷ്യൽ ആക്ഷൻ, കേന്ദ്ര ആയുഷ് മന്ത്രാലയം, കേരള സർക്കാർ എന്നിവയുടെ സംയുക്താഭിമുഖ്യത്തിൽ കേരളത്തിലെ വിവിധ ആയുർവേദ സംഘടനകൾ ചേർന്നാണ് ജിഎഫ്ഐ സംഘടിപ്പിക്കുന്നത്. 'ആരോഗ്യപരിപാലനത്തിൽ ഉയർന്നുവരുന്ന വെല്ലുവിളികളും നവോൽജ്ജ്വലനം ആയുർവേദം എന്നതാണ് ജിഎഫ്ഐ അഞ്ചാം പതിപ്പിന്റെ പ്രമേയം.

# ജിഎഎഫ് ആരോഗ്യമേളയിൽ പാരമ്പര്യ ചികിത്സാ ഉപകരണങ്ങളും

By Web Desk | Dec 3, 2023, 19:53 IST

[f](#)
[t](#)
[w](#)
[p](#)
[in](#)
[e](#)
[m](#)
[g](#)
Like 59K
Share



**BRIDAL SET COMBO OFFER**

**Chungath**  
JEWELLERY SINCE 1914

WEDDING JEWELLERY  
AT LOWEST MAKING CHARGE

**89 4343 1234**

25 Sovereigns    50 Sovereigns

**Chungath**  
JEWELLERY SINCE 1914

THIRUVANANTHAPURAM | KOLLAM  
ERNAKULAM | KARUNAGAPPALLY

തിരുവനന്തപുരം:ആയുർവേദ ചികിത്സാവിധികൾക്കായി ഉപയോഗിക്കുന്ന പാരമ്പര്യ തനിമയാർന്ന ഉപകരണങ്ങളാൽ സമ്പന്നമാണ് അഞ്ചാമത് ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിനോട് അനുബന്ധിച്ച് നടക്കുന്ന ആരോഗ്യമേള. കേരളത്തിൽ പുരാതനകാലം മുതൽക്കേ നടത്തിവരുന്ന പാരമ്പര്യ ആയുർവേദ ചികിത്സാരീതിയായ ധാരയിൽ ഉപയോഗിക്കുന്ന ധാരാ പാത്തിയും അനുബന്ധ ഉപകരണങ്ങളും മേളയിൽ പ്രദർശിപ്പിക്കുന്നുണ്ട്.





Nepal Trip Packages

BASE CAMP TOURS Basecampstours.com

Home > News

Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

By IANS | Published on Fri, Dec 1 2023 18:51 IST



Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal. Image Source: IANS News

THIRUVANANTHAPURAM, DEC 1 : Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

Health

Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.



Start-ups:- Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups[IANS]

NewsGram Desk

Published on: 04 Dec 2023, 1:00 am



Start-ups:- Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

"Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.



NATIONAL NEWS

## Ayush Minister Sarbananda Sonowal Identifies Entrepreneurship Development In Ayush Sector As Government's Priority Area

By Iednewsdesk — On Dec 1, 2023



Global Ayurveda Festival is a beacon of progress, showcasing Ayurveda's strength on the global stage under the visionary leadership of Prime Minister Shri Narendra Modi, said Union Minister of Ayush and Ports, Shipping & Waterways Shri Sarbananda Sonowal during his inaugural speech at National Arogya Fair at Thiruvananthapuram. He also added practitioners and stakeholders in the Ayush sector should embrace the spirit of innovation and collaboration.

The Global Ayurveda Festival is being organized with the support of CISSA – Centre for Innovation in Science & Social Action, from December 1st to 5th at Thiruvananthapuram, Kerala. The researchers, dignitaries and people from Ayurveda Fraternity from across the globe are being present in the festival.



## Developing Entrepreneurship In Ayush Sector Is A Priority Area Identified By The Government Of India: Ayush Minister Shri Sarbanand Sonowal

Global Ayurveda Festival organising in Thiruvananthapuram from 1st to 5th December

By Odisha Diary Bureau | Dec 1, 2023

**New Delhi, 1st December:** Global Ayurveda Festival is a beacon of progress, showcasing Ayurveda's strength on the global stage under the visionary leadership of Prime Minister Shri Narendra Modi, said Union Minister of Ayush and Ports, Shipping & Waterways Shri Sarbananda Sonowal during his inaugural speech at National Arogya Fair at Thiruvananthapuram. He also added practitioners and stakeholders in the Ayush sector should embrace the spirit of innovation and collaboration.

The Global Ayurveda Festival is being organized with the support of CISSA – Centre for Innovation in Science & Social Action, from December 1st to 5th at Thiruvananthapuram, Kerala. The researchers, dignitaries and people from Ayurveda Fraternity from across the globe are being present in the festival.



Shri Sonowal inaugurated the National Arogya Fair along with Shri. V. Muraleedharan, Union Minister of State for External Affairs along with Vaidya Rajesh Kotecha, Secretary, Ayush and other officers of the Ministry of Ayush. The fair is being organized along with the Global Ayurveda Festival and Arogya Expo. Shri Sonowal appealed to actively participate in the initiative that bridges the gap between ancient wisdom and modern advancement.

The Ayush Minister urged the practitioners and stakeholders in the Ayush sector to embrace the spirit of innovation and collaboration and assured that the government will also facilitate those willing to invest in other countries in the Ayush Sector. He said that developing entrepreneurship in Ayush Sector is a priority area identified by the government of India and there is huge potential and scope for young entrepreneurs to establish startups in Ayush Sector.

## Ayush Pavilion at GAF Gives Insights into Indigenous Medical Systems

December 04, 2023 In Health



**THIRUVANANTHAPURAM:** A pavilion of the Union Ministry of Ayush at the ongoing Global Ayurveda Festival (GAF) is serving visitors with insights into a range of Indigenous systems by putting up clinics for Siddha, Unani, Homeopathy, Yoga, Naturopathy and Sowa-Rigpa, besides, of course, Ayurveda.

The Arogya Fair marquee, which houses a wealth of details about Indigenous medicines available in the country, is part of the December 1-5 GAF that was inaugurated by Vice President Shri Jagdeep Dhankar on Friday. "We have a variety of indigenous wellness systems, about which the visitor will get a clear and concise idea," according to Dr Dhanaraj Kumar Rana, nodal officer with the Ministry of Ayush.

The pavilion functions under the leadership of the ICMR-equivalent National Research Council for Ayurveda, Central Council for Research in Homeopathy, National Institute of Homeopathy (Kolkata), Central Council for Research in Unani, Central Council for Research in Yoga and Naturopathy and the Central Council for Research in Siddha.

By displaying Iudh notes, along with videos, charts and models, the informative content at the pavilion is wooing visitors. Among them, students of medicine especially, are rating high the knowledge value of the tips on ideal everyday life, health habits and mental well-being.

Another speciality of the Ayush Pavilion is its exhibition of rare books based on comprehensive research and PhD theses on new-age studies in indigenous medicines. "These works are of public interest as much as they are for the academic circles," Dr Rana points out.

The five-day conclave is being organised by the Ayush Ministry, Kerala government and various Ayurvedic establishments under the aegis of the Centre for Innovation in Science and Social Action. The GAF, with delegates from 70 countries, concludes on Tuesday.



വാടുകൾക്കുണ്ടോ പരിഹാരമുണ്ട്?

Prime Skin Clinic - The Perfect Skin Care

HOME > KERALA >

# സ്റ്റാർട്ടപ്പുകൾ ആയുഷ് മേഖലയിലെ സാധ്യതകൾ കണ്ടെത്തണം: കേന്ദ്രമന്ത്രി സർബാനന്ദ സോനോവാൾ

By AVANI MV | Dec 1, 2023, 20:29 IST



Used SUV Cars In India Might Be Cheaper Than You Think

Sponsored by Used SUV Cars

തിരുവനന്തപുരം: ആയുഷ് മേഖലയിൽ സ്റ്റാർട്ടപ്പുകൾക്ക് നിരവധി സാധ്യതകളും അവസരങ്ങളുമുണ്ടെന്നും യുവസംരംഭകർ അത് പ്രയോജനപ്പെടുത്തണമെന്നും കേന്ദ്ര ആയുഷ് മന്ത്രി സർബാനന്ദ സോനോവാൾ പറഞ്ഞു. കാര്യവട്ടം ഗ്രീൻഫീൽഡ് അന്താരാഷ്ട്ര സ്റ്റേഡിയത്തിൽ നടക്കുന്ന അഞ്ച് ദിവസത്തെ ഗ്ലോബൽ ആയുർവേദ ഫെസ്റ്റിവലിന്റെ (ജിഎഎഫ്-2023) ഭാഗമായുള്ള ദേശീയ ആരോഗ്യ മേള ഉദ്ഘാടനം ചെയ്ത് സംസാരിക്കുകയായിരുന്നു മന്ത്രി.

## Start-Ups Must Explore Potentials Of Ayush Sector: Sarbananda Sonowal

On Dec 1, 2023



Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

“Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction,” the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.

Union Minister of State for External Affairs V. Muraleedharan who is Chairman of GAF 2023, said of all non-communicable diseases-related deaths, 77 per cent of them occur in low and middle income countries.

“As per NITI Aayog’s figures, the human impact of non-communicable diseases in India is most severe among individuals above 30 years of age. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems,” said Muraleedharan.

He said that Ayush exports from India have increased from Rs 9,000 crore in 2014 to Rs 13,000 crore in 2020, and it shows the strength of Ayurveda and reaffirms the global interest in this form of medicine given the rising prevalence of non-communicable and lifestyle diseases worldwide.

Home » General » Health » Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

## Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

POSTED BY: GOPI DECEMBER 1, 2023



Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

"Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.

Union Minister of State for External Affairs V. Muraleedharan who is Chairman of GAF 2023, said of all non-communicable diseases-related deaths, 77 per cent of them occur in low and middle income countries.

"As per NITI Aayog's figures, the human impact of non-communicable diseases in India is most severe among individuals above 30 years of age. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems," said Muraleedharan.

Home » Agency » Start-Ups Must Explore Potentials Of Ayush Sector: Sarbananda Sonowal

## Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

Reported By IANS | Published On: Fri 01st December 2023, 06:51 PM



Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

### ALSO READ STORY



Shivakumar, his MP brother are proponents of Jinnah culture: Eshwarappa



Scindia holds meeting with CISF, immigration officials on design model for speedy immigration



Bajrang Dal launches Hanuman Dhawj campaign in K'taka

"Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction," the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.

Union Minister of State for External Affairs V. Muraleedharan who is Chairman of GAF 2023, said of all non-communicable diseases-related deaths, 77 per cent of them occur in low and middle income countries.

"As per NITI Aayog's figures, the human impact of non-communicable diseases in India is most severe among individuals above 30 years of age. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems," said Muraleedharan.

## Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

Newsroom Odisha N. — Dec 1, 2023

NEWS



Thiruvananthapuram: Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

“Young entrepreneurs can launch startups in areas of novel drug manufacturing, development of Ayush instrument, diagnostic and tools. On World Ayurveda Day, the government launched Ayush Startup Challenge for our young and dynamic brains in this direction,” the Union Minister said, adding they have inked MoUs with many countries for cooperation in traditional medicine.

Union Minister of State for External Affairs V. Muraleedharan who is Chairman of GAF 2023, said of all non-communicable diseases-related deaths, 77 per cent of them occur in low and middle income countries.

“As per NITI Aayog’s figures, the human impact of non-communicable diseases in India is most severe among individuals above 30 years of age. In this context, Indian systems of medicines, especially Ayurveda, can play a significant role in addressing emerging health problems,” said Muraleedharan.

He said that Ayush exports from India have increased from Rs 9,000 crore in 2014 to Rs 13,000 crore in 2020, and it shows the strength of Ayurveda and reaffirms the global interest in this form of medicine given the rising prevalence of non-communicable and lifestyle diseases worldwide.

## Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

By IANS | Published: December 1, 2023 06:51 PM



Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and ...



Start-ups must explore potentials of Ayush sector: Sarbananda Sonowal

Thiruvananthapuram, Dec 1 ( IANS) Union Ayush Minister Sarbananda Sonowal on Friday said there was a huge potential and scope for young entrepreneurs to launch startups in various domains of the Ayush sector and they must leverage the opportunities arising in the sector.

Sonowal said this here while speaking after inaugurating the National Arogya Fair organised as part of the 5th edition of the five-day Global Ayurveda Festival (GAF 2023).

<http://www.univarta.com/dhankhar-to-visit-kerala-on-friday/india/news/3095855.html>  
<https://bhasha.ptinews.com/news/national/560893.html>  
<https://bhasha.ptinews.com/news/national/560916.html>  
<https://hindi.theprint.in/india/vice-president-to-inaugurate-the-fifth-global-ayurveda-festival/633853/>  
<https://indiaeducationdiary.in/vice-president-jagdeep-dhankhar-to-inaugurate-5th-global-ayurveda-festival-at-thiruvananthapuram-in-kerala/> <https://newsonair.gov.in/News?title=Vice-President-Jagdeep-Dhankhar-to-inaugurate-5th-Global-Ayurveda-Festival-at-Thiruvananthapuram-in-Kerala&id=472225>  
<https://www.devdiscourse.com/article/technology/2730178-fifth-edition-of-global-ayurveda-festival-to-commence-in-kerala-from-dec-1> <https://www.newsdrum.in/national/fifth-edition-of-global-ayurveda-festival-to-commence-in-kerala-from-dec-1-1714902> <https://www.thehindu.com/news/national/kerala/vice-president-jagdeep-dhankhar-to-visit-kerala-on-december-1/article67588439.ece> <https://hindi.latestly.com/agency-news/vice-president-to-inaugurate-the-fifth-global-ayurveda-festivalr-1998890.html>  
<https://nicct.nl/event/fifth-global-ayurveda-festival-gaf-2023-1-5-december-2023-thiruvananthapuram-kerala/>  
<https://english.metrovaartha.com/news/kerala/vice-president-dhankhar-to-inaugurate-global-ayurveda-festival-in-kerala-on-dec-1> <https://livevns.news/National/vp-to-inaugurate-global-ayurveda-festivalphp/cid12853104.htm>  
<https://www.jagran.com/news/national-vp-dhankhar-kerala-visit-jagdeep-dhankhar-visit-to-thiruvananthapuram-inaugurate-the-ayurveda-festival-23593645.html>  
<https://thevoicetv.in/national.php?articleid=12789>  
<https://in.shafaqna.com/EN/AL/6286397>  
<https://www.hindusthansamachar.in/Encyc/2023/11/29/VP-to-inaugurate-Global-Ayurveda-Festival.php>  
<https://thepublicworld.com/archives/96119>  
<https://www.abc24.in/country/vice-president-dhankhar-to-visit-kerala-on-december-1-1855163.html>  
<https://bestcurrentaffairs.com/vice-president-to-visit-thiruvananthapuram-kerala-on-1st-december-2023/>  
<https://www.samagrabharat.com/2023/11/29/vice-president-will-visit-thiruvananthapuram-kerala-on-december-1-will-inaugurate-the-5th-global-ayurveda-festival/>  
<https://www.saahassamachar.in/2023/11/29/vice-president-will-visit-thiruvananthapuram-kerala-on-december-1-will-inaugurate-the-5th-global-ayurveda-festival/>  
<https://dailyaawaz.com/vice-president-jagdeep-dhankhar-to-visit-thiruvananthapuram-on-december-01/>  
<https://insamachar.com/vice-president-jagdeep-dhankhar-to-inaugurate-the-5th-global-ayurveda-festival-in-thiruvananthapuram-kerala-today/> <https://udaipurkiran.in/hindi/vice-president-will-inaugurate-the-5th-global-ayurveda-festival-in-thiruvananthapuram-on-december-1/> <https://pelikken.com/single/news/18719>  
[https://www.business-standard.com/india-news/global-ayurveda-festival-2023-ministers-from-across-the-world-to-join-123120100434\\_1.html](https://www.business-standard.com/india-news/global-ayurveda-festival-2023-ministers-from-across-the-world-to-join-123120100434_1.html)

<https://pib.gov.in/PressReleaseframePage.aspx?PRID=1980672>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1980657>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1980671>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1980665>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1981037>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1980971>  
<https://www.deshbandhu.co.in/news/-dhankhar-to-visit-kerala-on-friday-415430-1>  
<https://www.nationalduniya.org/politics/vice-president-will-inaugurate-the-5th-global-ayurveda-festival-in-thiruvananthapuram-on-december-1>  
<https://www.thefourthnews.in/news/keralam/vice-president-jagdeep-dhankhar-to-inagurate-global-ayurveda-fest-on-december-1>  
<https://keralakaumudi.com/news/news.php?id=1200120&u=jagdeep-dhankar>  
<https://www.sathyamonline.com/local-news/kerala-4562-1714628>  
<https://anweshanam.com/kerala/global-ayurveda-festival-to-begin-in-thiruvananthapuram/cid12868135.htm>  
<https://indianvartha.com/vice-president-to-visit-thiruvananthapuram-kerala-on-1st-december-2023/>  
<https://news.knowledia.com/IN/en/articles/vice-president-jagdeep-dhankhar-to-visit-kerala-on-december-1-9a7c076f98a9421e70a8f9d576e97a-ed273fba59>  
<https://www.ptinews.com/news/national/v-p-dhankhar-to-visit-kerala-on-december-1/2/697334.html>  
<https://www.thehindu.com/news/national/kerala/ayurveda-serves-global-need-for-equitable-healthcare-system-vice-president/article67594924.ece>  
<https://www.ptinews.com/news/national/ayurveda-goes-beyond-treating-illness-promotes-wellness-says-pm-modi/2/698833.html>  
<https://legendnews.in/single-post?s=ayurveda-global-conference-more-than-7-500-representatives-from-75-countries-gathered-in-india-vice-president-inaugurated-14219>  
<https://theprint.in/india/ayurveda-goes-beyond-treating-illness-promotes-wellness-says-pm-modi/1867765/?amp>  
<https://www.thehindubusinessline.com/news/start-ups-must-explore-potential-of-ayush-sector-union-minister-sonowal/article67594314.ece>  
<http://www.univarta.com/government-s-priority-to-develop-entrepreneurship-in-ayush-sector-sonowal/india/news/3097244.html>  
<https://pib.gov.in/PressReleaseframePage.aspx?PRID=1981648>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1981599>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1981631>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1981666>  
<https://pib.gov.in/PressReleasePage.aspx?PRID=1981806>  
<https://www.pressreader.com/india/the-hindu-thiruvananthapuram-9WWe/20231202/281586655360632>  
<https://www.deccanherald.com/india/kerala/vp-jagdeep-dhankar-hails-centre-pm-modi-for-global-recognition-of-ayurveda-2793321>  
<https://www.theweek.in/wire-updates/national/2023/12/01/mds17-kl-ayurveda-festival-modi.html>  
<https://timesofindia.indiatimes.com/city/thiruvananthapuram/pandemic-period-rediscovery-of-ayurveda-thiruvananthapuram/articleshow/105669549.cms>  
<https://navbharattimes.indiatimes.com/india/top-scientists-including-nobel-prize-winners-participating-in-global-ayurveda-festival-held-in-kerala/articleshow/105655629.cms>  
<https://krishijagran.com/news/global-ayurveda-festival-illuminates-progress-and-innovation-in-traditional-medicine/>  
<https://in.investing.com/news/startups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal-3921507>  
<https://www.uniindia.com/~-/startups-must-explore-potentials-of-ayush-sector-sonowal/States/news/3097265.html>

<https://www.daijiworld.com/news/newsDisplay?newsID=1145221>  
<https://e2india.com/news/lifestyle/startups-must-explore-potentials-of-ayush-sector/>  
<https://www.newkerala.com/news/2023/124552.htm>  
<https://tennews.in/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://www.alwaysfirst.in/featured-stories/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal-2/>  
<https://english.telugustop.com/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal-latest-eng-news-11830943/> <https://www.lokmatimes.com/national/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://english.mainmedia.in/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://weeklyvoice.com/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://jantaserishta.com/kerela/start-ups-should-explore-the-possibilities-of-ayush-sector-sarbananda-sonowal-727893>  
<https://hindi.theprint.in/india/young-entrepreneurs-should-explore-possibilities-in-ayush-sector-union-minister-sarbananda-sonowal/>  
<https://www.socialnews.xyz/2023/12/01/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://newsroomodisha.com/start-ups-must-explore-potentials-of-ayush-sector-sarbananda-sonowal/>  
<https://insamachar.com/developing-entrepreneurship-in-ayush-sector-is-a-priority-area-for-the-government-of-india-ayush-minister-sarbananda-sonowal/> <https://www.samagrabharat.com/2023/12/02/developing-entrepreneurship-in-ayush-sector-is-a-priority-area-for-the-government-of-india-ayush-minister-sarbananda-sonowal/>  
<https://www.ibc24.in/country/young-entrepreneurs-should-explore-opportunities-in-ayush-sector-union-minister-sarbananda-sonowal-1859467.html> <https://hindi.latestly.com/agency-news/young-entrepreneurs-should-explore-possibilities-in-ayush-sector-union-minister-sarbananda-sonowalr-2001289.html>  
<https://www.devdiscourse.com/article/health/2731618-gaf-showcasing-ayurvedas-strength-on-global-stage-under-vision-of-pm-modi-sonowal> <https://pelikken.com/single/news/18742>  
<https://www.thehansindia.com/news/national/young-entrepreneurs-urged-to-tap-potential-of-ayush-sector-841748>  
<https://www.cityplusnews.in/union-ayush-minister-sarbananda-sonowal-encourages-young-entrepreneurs-to-explore-startup-opportunities-in-the-ayush-sector-at-the-global-ayurveda-festival-2023/>  
<https://india.postsen.com/trends/1385156.html>  
<https://up18news.com/vice-president-jagdeep-dhankhar-inaugurated-the-global-ayurveda-festival-more-than-7500-representatives-from-75-countries-gathered-in-india/> <https://bhaskarlive.in/ayurveda-a-beacon-of-hope-for-world-facing-serious-health-challenges-vice-president/> <https://www.newsexperts.in/ayurveda-a-beacon-of-hope-for-world-facing-serious-health-challenges-jagdeep-dhankhar/> <https://morungexpress.com/ayurveda-a-beacon-of-hope-for-world-facing-serious-health-challenges-vice-president>  
<https://globalgreenews.com/2023/12/01/vice-president-inaugurates-5th-global-ayurveda-festival-in-thiruvananthapuram/>  
<https://www.daijiworld.com/news/newsDisplay?newsID=1145270> <https://universalinstitutions.com/vice-president-jagdeep-dhankhar-to-inaugurate-5th-global-ayurveda-festival-at-thiruvananthapuram-in-kerala/> <https://insamachar.com/vice-president-jagdeep-dhankhar-today-inaugurated-the-5th-global-ayurveda-festival-at-green-field-stadium-in-thiruvananthapuram-kerala/>

<https://pune.news/nation/ayurveda-a-beacon-of-hope-for-world-facing-serious-health-challenges-vice-president-96742/>  
<https://gyanhighyan.com/national/society/ayurveda-a-beacon-of-hope-for-world-facing-serious-health/cid12878369.htm>  
<https://news.knowledia.com/IN/en/articles/ayurveda-serves-global-need-for-equitable-healthcare-system-vice-president-1906814f58ce9039bc272394e87d44246fa81a69>  
<https://orissadiary.com/ayurveda-offers-affordable-natural-wholesome-solution-for-modern-day-lifestyle-diseases-vice-president/>  
<https://www.yugwarta.com/Encyc/2023/11/29/VP-to-inaugurate-Global-Ayurveda-Festival.html>  
[https://www.business-standard.com/india-news/ayurveda-goes-beyond-treating-illness-promotes-wellness-says-pm-modi-123120101084\\_1.html](https://www.business-standard.com/india-news/ayurveda-goes-beyond-treating-illness-promotes-wellness-says-pm-modi-123120101084_1.html) <https://www.bing.com/search?q=%C2%B7++++++PM+Modi%E2%80%99s+message+read+out+at+the+inaugural+ceremony&q=n&form=QBRE&sp=-1&lq=0&pq=%C2%B7++++++pm+modi%E2%80%99s+message+read+out+at+the+inaugural+ceremony&sc=6-62&sk=&cvid=28AA545593BA46A8B39084999151DB56&ghsh=0&ghacc=0&ghpl=>  
<https://arunachaltimes.in/index.php/2023/12/02/ayurveda-goes-beyond-treating-illness-promotes-wellness-says-pm-modi/>  
<https://hindi.theprint.in/india/ayurveda-is-an-integral-part-of-indian-tradition-and-ethos-pm-modi/634941/>  
<https://navabharat.news/ayurveda-is-an-integral-part-of-indian-tradition-and-ethos-pm-modi/>  
<https://www.abc24.in/country/ayurveda-is-an-integral-part-of-indian-tradition-and-ethos-pm-modi-1859535.html>  
<https://hindi.latestly.com/agency-news/ayurveda-is-an-integral-part-of-indian-tradition-and-ethos-prime-minister-modir-2001431.html>  
<https://www.devdiscourse.com/article/law-order/2731545-vp-jagdeep-dhankar-hails-centre-pm-modi-for-global-recognition-of-ayurveda>  
<https://orissadiary.com/developing-entrepreneurship-in-ayush-sector-is-a-priority-area-identified-by-the-government-of-india-ayush-minister-shri-sarabanand-sonowal/>  
<https://www.reporterlive.com/kerala/2023/12/01/the-central-approach-towards-kerala-is-causing-a-conflict-between-v-muralidharan-and-antony-raju> <https://www.etvbharat.com/malayalam/kerala/state/thiruvananthapuram/vice-president-jagdeep-dhankhar-inaugurated-the-global-ayurveda-festival/> [kerala20231201230122187187014](https://www.thefourthnews.in/news/keralam/vice-president-jagdeep-dhankhar-to-inaugurate-global-ayurveda-fest-on-december-1)  
<https://www.thefourthnews.in/news/keralam/vice-president-jagdeep-dhankhar-to-inaugurate-global-ayurveda-fest-on-december-1>  
<https://newspaper.mathrubhumi.com/news/kerala/kerala-1.9119671>  
<https://newspaper.mathrubhumi.com/news/kerala/kerala-1.9119694>  
<https://keralakaumudi.com/news/news.php?id=1200773&u=vice-president> <https://keralakaumudi.com/news/news.php?id=1200775&u=ayurveda> <https://www.madhyamam.com/kerala/ayurveda-brings-great-hope-vice-president-1231867>  
<https://www.madhyamam.com/kerala/center-and-state-ministers-tussle-when-vice-president-sitting-on-stage-1231876>  
[https://www.deepika.com/News\\_Cat2\\_sub.aspx?catcode=cat2&newscode=680040](https://www.deepika.com/News_Cat2_sub.aspx?catcode=cat2&newscode=680040) [https://www.deepika.com/News\\_Cat2\\_sub.aspx?catcode=cat2&newscode=680036](https://www.deepika.com/News_Cat2_sub.aspx?catcode=cat2&newscode=680036)  
<https://malayalam.samayam.com/latest-news/kerala-news/vice-president-jagdeep-dhankhar-talking-about-kerala-ayurveda/articleshow/105663361.cms> <https://janmabhumi.in/2023/12/01/3140792/news/india/ayurveda-is-above-treatment-inclusive-of-wellness-and-welfare-says-vice-president/>

<https://www.thepeoplenews.in/2023/12/%E0%B4%86%E0%B4%AF%E0%B5%81%E0%B4%B0%E0%B5%8D%E2%80%8D%E0%B4%B5%E0%B5%87%E0%B4%A6%E0%B4%A4%E0%B5%8D%E0%B4%A4%E0%B4%BF%E0%B4%A8%E0%B5%8D%E2%80%8D%E0%B4%B1%E0%B5%86-%E0%B4%AA%E0%B5%8D%E0%B4%B0%E0%B4%9A/>  
<https://www.thepeoplenews.in/2023/12/%e0%b4%b8%e0%b5%8d%e0%b4%b1%e0%b5%8d%e0%b4%b1%e0%b4%be%e0%b4%b0%e0%b5%8d%e2%80%8d%e0%b4%9f%e0%b5%8d%e0%b4%9f%e0%b4%aa%e0%b5%8d%e0%b4%aa%e0%b5%81%e0%b4%95%e0%b4%b3%e0%b5%8d%e2%80%8d-%e0%b4%86%e0%b4%af/>  
<https://www.thepeoplenews.in/2023/12/%e0%b4%95%e0%b5%87%e0%b4%b0%e0%b4%b3%e0%b4%82-%e0%b4%86%e0%b4%af%e0%b5%81%e0%b5%bc%e0%b4%b5%e0%b5%87%e0%b4%a6%e0%b4%a4%e0%b5%8d%e0%b4%a4%e0%b4%bf%e0%b4%a8%e0%b5%8d%e0%b4%b1%e0%b5%86-%e0%b4%95%e0%b4%b3/>  
<https://keralaonlinenews.com/kerala/ayurveda-tackling-health-challenges-vice-president/cid12877780.htm>  
<https://keralaonlinenews.com/kerala/ayush-sector-union-minister-sarbananda-sonowal/cid12877645.htm>  
<https://malabarnews.com/news/kerala-is-the-cradle-of-ayurveda-vice-president/>  
<https://malayalam.ebmnews.com/kerala/174313/>  
<https://www.eastcoastdaily.com/2023/12/01/vice-president-praises-kerala.html>  
<https://futurekerala.in/vpayurfestvm/>  
<https://futurekerala.in/ayurfestvmss/>  
<https://www.expresskerala.com/dispute-between-v-muraleedharan-and-antony-raju-over-central-approach-towards-kerala.html>  
<https://www.thelocaleconomy.in/news/the-vice-president-of-india-inaugurated-the-5th-global-ayurveda-festival-in-thiruvananthapuram>  
<https://www.southlive.in/newsroom/kerala/vice-president-jagdeep-dhankhar-inaugurated-the-5th-global-ayurveda-festival-at-thiruvananthapuram> <https://www.uniindia.com/~-/arthritis-should-be-listed-along-with-bp-diabetes-experts/States/news/3097895.html>  
<https://www.onmanorama.com/lifestyle/health/2023/12/03/arthritis-should-be-flagged-along-with-blood-pressure-diabetes-experts.html>  
<https://www.dailyexcelsior.com/arthritis-should-be-listed-along-with-bp-diabetes-experts/>  
<https://www.mid-day.com/lifestyle/health-and-fitness/article/arthritis-should-be-flagged-along-with-bp-and-diabetes-experts-23323035>  
<https://www.dtnext.in/lifestyle/wellbeing/arthritis-should-be-flagged-along-with-bp-and-diabetes-experts-752218>  
<https://www.thehindu.com/news/national/kerala/experts-stress-the-need-to-consider-arthritis-as-major-non-communicable-disease/article67598541.ece> <https://glamsham.com/world/health-lifestyle/arthritis-should-be-flagged-along-with-bp-and-diabetes-experts>

Significant announcements marked the fifth edition of the Global Ayurveda Festival:

Declaration of the Global Ayurveda Alliance – GAF 2023-ICC by Dr. V G Udayakumar

Unveiling of the GAF Confluence statement by Dr. Ram Mohan, Convenor, GAF, Policy Perspective Platform

Launch of Ayurvedaglobal.org, with Dr. Rahul providing an introduction and Dr. Hafeel Ambalath, CEO, The Healers Clinic, Dubai serving as the Global Editor, underscored the event's commitment to spreading the wisdom of Ayurveda worldwide

Renowned figures like Shri. Vipin Vijay, CEO, Arya Vaidya Pharmacy, Coimbatore; Dr. Yadu Narayanan Mooss, Executive Director, Vaidyaratnam Group; Shri. Isht Preeth, Vice President Marketing, Hindustan Uni Lever; and Shri. Baby Mathew, Managing Director, of Somatheeram Ayurvedic Resorts were recognized for their contributions to the field of Ayurveda.

As the curtains closed on the 5th Global Ayurveda Festival, a resounding note of success reverberated through the air. The vibrant tapestry woven with knowledge exchange, networking, and global promotion of AYUSH had left an indelible mark. The air crackled with a bittersweet mix of accomplishment and anticipation as the closing ceremony marked the culmination of five extraordinary days. The diversified representation of AYUSH branches under one roof resonated with a promise of continued growth and impact, echoing beyond the confines of the event.

Under the benevolent gaze of dignitaries and foreign nationals, the closing ceremony celebrated the triumph of the Global Ayurveda Festival. It wasn't just a finale; it was a vibrant bridge connecting ancient wisdom with modern aspirations, paving the way for a future where AYUSH shines on the global stage. More than a closing ceremony, this was a resounding affirmation of AYUSH's boundless potential. Witnessing the diverse tapestry of branches, from Ayurveda to Unani, come together was a testament to the event's ability to unify, uplift, and propel this ancient art of healing into the future.

Inaugurating the valedictory function of the conclave at Greenfield International Stadium here, former Health Minister of Kerala Shri V S Sivakumar said as the time-tested holistic wellness system the relevance of Ayurveda has increased manifold in a world faced with serious health challenges arising from lifestyle, stress and ecological disruptions.

It is significant to note that this traditional knowledge system is being augmented by adopting modern research methods which will enhance its credibility and open new vistas of opportunities, Shri Sivakumar said. Hailing efforts of GAF, he said Kerala has a great potential to emerge as a global Ayurveda hub since the tradition of this science of life has deep roots in its culture.

Presiding over the function, GAF Working Chairman Dr G G Gangadharan said GAF 2023 was a big success since it could effectively take forward its key objectives. These included uniting global Ayurveda community, enhancing Ayurveda's international acceptance, advancing modern research and promoting Kerala as a wellness hub.



# GLOBAL AYURVEDA Festival Kerala

2023 October 1-5

GREENFIELD INTERNATIONAL STADIUM  
THIRUVANANTHAPURAM

## VALEDICTORY FUNCTION





BEHIND THE SCENES



BEHIND THE SCENES



BEHIND THE SCENES



BEHIND THE SCENES



BEHIND THE SCENES





# SPONSORS



Since 1943

Healing through Ayurveda





Centre for Innovation in Science and Social Action  
USRA-55, Udarasiromani Rd, Vellayambalam,  
Thiruvananthapuram, Kerala - 695010