

**2<sup>nd</sup> International Arogya**

**19<sup>th</sup> -22<sup>nd</sup> December, 2019**

**INTERNATIONAL AYUSH  
CONFERENCE**

**Banaras Hindu University, Varanasi**

**Dec 19<sup>th</sup> -20<sup>th</sup>, 2019**

**BHU Grounds**

**FICCI Secretariat**

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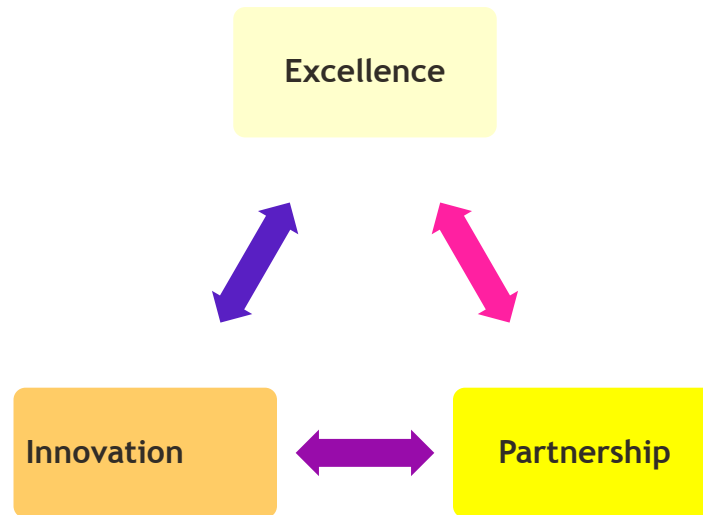
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# Agenda

19<sup>th</sup> - 20<sup>th</sup> December 2019

**Theme** AYUSH: An integrative system of healthcare and wellness for the world

Sub-themes



19<sup>th</sup> Dec '19

Day 1		
10:00 AM - 11:30 AM	Inaugural	
11:30 AM - 12 PM	Tea Break	
	<b>Partnership</b>	
12:00 PM - 1:15 PM	<b>CEO's Roundtable</b> Industry Consultation on challenges and opportunities	
	<ul style="list-style-type: none"> <li>- Discussion on previous year ATR</li> <li>- Vision - Brand development, Regulatory Framework, enhancing export potential</li> <li>- AYUSH 2.0 Strategy: Building Ease of Doing Business</li> </ul>	
1:15 PM - 2:15 PM	Lunch	
2:15 PM - 3:30 PM	<i>Innovation</i>	<b>Plenary Session I- Mainstreaming Brand AYUSH: Global Strategies</b>
		AYUSH systems of medicine are emerging as one of the accepted and preferred mode of treatment, lifestyle choice for people around the world. It is being integrated and adopted along with the modern system of healthcare, as a

		<p>pragmatic approach to recovery. Mainstreaming of brand AYUSH is integral to strengthen global healthcare system.</p> <p>Integration and mainstreaming of the Indian traditional systems of medicine into the existing public healthcare system and the national health programmes;</p> <p>Encouragement and establishment of Indian systems of medicine specialty centres;</p> <p>Facilitation and strengthening of quality control laboratories for the AYUSH system;</p> <p>Strengthening drug standardisation research;</p> <p>Advocacy for AYUSH; and</p> <p>Establishing sectoral linkages for AYUSH. It is time to leverage this ‘Peoples Movement’ to project the all-inclusive, integrative, unique and comprehensive Indian AYUSH systems of medicine globally.</p> <p>The session will focus on:</p> <ul style="list-style-type: none"> <li>• Global Brand Building for AYUSH- Discussion on Systematic articulation of brand dimensions</li> <li>• Highlighting R&amp;D, digitization</li> <li>• Compliance of export of raw materials to international standards</li> <li>• Integration of AYUSH in modern healthcare- opportunities and benefits</li> <li>• Integrating digital technologies for AYUSH and benefits of AYUSH GRID- opportunities and benefits on technology upgradation that the Grid will offer for mainstreaming the Brand of AYUSH.</li> <li>• To strengthen existing research institutions and to ensure time-bound research programmes on identified public health challenges including diseases for which these systems have an effective treatment.</li> <li>• To evolve Pharmacopoeia standards for Indian Systems of Medicine and Homoeopathy drugs.</li> <li>• Strategies on collaboration to integrate traditional/alternate systems of medicines with partner countries - establishing Indian systems of medicine specialty centres</li> </ul>
3:45 PM - 4:00 PM	Tea Break	

4:00 PM - 5:15 PM	<i>Excellence</i>	<b>Plenary Session II- Integrating AYUSH services in modern healthcare</b>
		<p>Indian AYUSH system of medicine which has proved beneficial for both preventive and curative healthcare. Cost effectiveness, efficacy, low toxicity and relatively high safety profile has resulted in Indian capabilities gaining international recognition. The Indian government has taken various steps by focusing on upgrading facilities, educational institutions as well as pharmacies focusing on AYUSH. Additionally, the focus is now on accrediting such centres by NABH in order to step up quality standards and services offered by AYUSH institutions.</p> <p>Further, AYUSH Ministry is currently engaging with the Health Ministry for integrating AYUSH systems with modern medicine to increase its acceptability as a scientific and a reliable alternate system of medicine.</p> <p>It is emphasised that there is a need to focus on increasing the credibility of AYUSH systems by promoting scientific research and upholding strict quality control of AYUSH drugs.</p> <p>Earlier, it was recommended a change in the curriculum to introduce modules of modern medicine in traditional system of medicine and vice versa to bring AYUSH into the mainstream.</p> <p>This session would highlight the importance of integrating and harmonizing both the AYUSH and modern Indian healthcare system. It will discuss the strengths and potential of AYUSH system of medicine vis-à-vis medical clinical system as well as explore areas to further enhance India's positioning and better serve existing as well as emerging clientele.</p> <p>Session will also highlight the following:</p> <ul style="list-style-type: none"> <li>- State of the art Ayurveda Hospitals and Wellness Centres that cater to domestic as well as international patients</li> <li>- International level accreditation</li> <li>- Centres of Excellence for training Ayurveda doctors</li> </ul>

20<sup>th</sup> Dec '19

Day 2		
10:00 AM - 11:30 AM	<i>Partnership</i>	<p><b>Plenary Session III - <u>An India-BIMSTEC Perspective-Global Regime and standardization of AYUSH products and services</u></b></p>
		<p>Indian AYUSH industry strives to maintain highest levels of international standardization for its products.</p> <p>The session will highlight the following:</p> <ul style="list-style-type: none"> <li>- The aim and purpose for complying to international standardization</li> <li>- The process and procedures followed by the AYUSH industry to standardize products for international market- GMP standardization</li> <li>- Best manufacturing practices-complying to quality, safety, efficacy.</li> </ul> <p>The session will bring out a focus from an India-BIMSTEC trade cooperation in AYUSH sector :</p> <p>Focus on building better trade linkages and cooperation in the sector between the nation States.</p> <ul style="list-style-type: none"> <li>- Resolving trade and regulatory related issues</li> <li>- Cooperation in sector growth</li> <li>- Sustainability agenda</li> <li>- Priority Areas for technical and research collaboration among the Member States on Traditional Medicine</li> <li>- Regional strategy on the protection of Genetic Resource associated with Traditional Medicine Knowledge and Intellectual Property Rights and develop a work plan</li> <li>- Human Resource Development and Capacity Building among the BIMSTEC Member States</li> <li>- New Initiative, proposals and programmes for cooperation on Traditional Medicine among the BIMSTEC Members</li> </ul>
11:30 AM - 1:00 PM	<i>Innovation</i>	<p><b>Plenary Session IV- Value chain integration and providing quality raw materials</b></p>

		<p>Value chain is a concept that helps to understand the integration of producers of high value products in Indian market with regional and global markets.</p> <p>AYUSH industry aims to integrate the various processes of the value chain i.e. cultivation, maintenance, harvesting, processing, storage, packaging of the medicinal and aromatic plant to meet standardization criteria for the certification as well as for the assessment of the quality and safety norms of the product and extracts thus produced.</p> <p>Certifications and the standardization define the safety and quality of the product that are essential in the international markets for the commodities to be traded abroad. The Session will discuss about the current scenario of value chain of the medicinal plant industry and how the standardization of the value addition contributes in the trade of raw materials.</p>
1:00 PM - 2:00 PM		<b>Lunch</b>
2:00 PM - 3:30 PM	<i>Valedictory</i>	<b>Plenary Session V- AYUSH for prevention &amp; management of urban lifestyle diseases</b>
		<p>The session will highlight the importance of AYUSH systems of medicines and therapy is treating modern day Non-Communicable diseases (NCDs).</p> <ul style="list-style-type: none"> <li>- Synergy between Allopathy and AYUSH systems in treating urban lifestyle diseases</li> <li>- Integration of AYUSH (Ayurveda) With National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases And Stroke (NPCDCS)</li> </ul>