



सत्यमेव जयते
Ministry of AYUSH



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Department of Commerce
Ministry of Commerce & Industry



1st International Arogya 2017 – Enhancing the Global Potential of AYUSH!
An International Exhibition and Conference on AYUSH and Wellness
4-7 December 2017, Vigyan Bhawan, New Delhi

Supported by



DRAFT CONFERENCE PROGRAMME

As on 22 November

DAY 1: 4 th December, 2017- Monday	
8:30 am – 10:00 am	Registration
10:00 am – 11:30 am	Inaugural Session
11:30 am – 12:00 pm	Ribbon Cutting ceremony of Exhibition and Visit to pavilions
12:31 pm- 13:45pm	CEO's Forum chaired by Hon'ble Minister of State (Independent Charge), Ministry of AYUSH
14:30 – 16:00	Theme Session: Enhancing the Export Potential of AYUSH
	India's health history dates back to many centuries and systems like Ayurveda, Yoga, Unani, Siddha and Homoeopathy (AYUSH) evolved in India as an integrative scheme of health services with a rationale logical foundation. At present we are witnessing a highly receptive environment where the value of AYUSH systems in healthcare is widely recognized worldwide translating into a growing global demand. Many reforms in administration, research strategies, nature of practice and education are already underway by the Ministry of AYUSH. This has caused resurgence in the interest levels towards the AYUSH system of medicine, both in India and abroad. This session will discuss the potential for AYUSH products and measures taken to boost the industry.
16:00 – 16:15	Tea Break
16:15 – 17:45	Plenary Session I: Business Opportunities in Integrative Healthcare
	Integrative medicine is a philosophy of healthcare with a focus on individual patient care by combining the best of conventional western medicine and evidence-based complementary medicine and therapies, within the current mainstream medical practice. By any means, considering satisfaction with care, safety, cost and supply of non-physician practitioners,



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	clinical applications and much more, the decision to incorporate alternative medicine into the service mix of a hospital, health plan, group or individual physician practice, or other health care organization looks like a winner. This session will explore business opportunities in integrative healthcare and identify the specific business strategies necessary to operate a successful integrative medicine or medical fitness center.
1745-1800	Tea / Coffee Break & Visit to Exhibition
DAY 2: 5th Dec, 2017	
10:00 – 11:30	Plenary Session II: Building a Brand Strategy: Healing Power of AYUSH for the World
	Much of the buzz over integrative medicine is well deserved. With a 5,000 year old history associated with it, the science is tried, tested and trusted by many. Looking at the world today, it's easy to see why brands are more important now than at any time in the past centuries. Brands are psychology and science brought together to create value and have become fundamentally essential. The advent of participatory and interactive platforms has given many businesses the chance to enhance brand awareness and equity. The need now is also to devise a marketing strategy to position and showcase Indian traditional medicines in the global marketplace. This session will enable acceleration of building and promoting brand – AYUSH, worldwide.
11:30-11:45	Tea Break
11:45-13:30	Plenary Session III: International Regulators Meet
	Globalization has fundamentally brought changes in the regulatory environment and created challenges for the AYUSH sector globally. The industry is trying to grow and at the same time grappling with the regulations for safety, efficacy and exporting products to other countries. The right impetus to facilitate the understanding and adherence to the regulations has become critical more than ever now. The other side perspective from the importing countries then becomes extremely valuable and in this session, regulatory



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	authorities - both domestic and international, will discuss AYUSH regulations in their countries and across the globe.
13:30-1430	Lunch
14:30-15:45	Plenary Session IV: Standardization and Quality Control in AYUSH sector
	The Department of AYUSH has worked relentlessly to lay emphasis on up gradation of AYUSH system of Medicines and launched the National AYUSH mission. One of the objectives of this mission is to promote standardization and quality control of Ayurveda, Siddha, Unani & Homoeopathy (ASU &H) drugs through systems like AYUSH Premium Mark, labelling guidelines and ensuring availability of medicinal raw materials. Clearly the foundation has been set to revitalize and strengthen the AYUSH systems and bring the quality of products to high manufacturing practice standards. This session will brief the industry about the strategies adopted by AYUSH Ministry for Quality control, standardization and consumer safety.
15:45-18:00	Valedictory Session
DAY 3: 6th December 2017- Wednesday	
10:00-12:30	Workshop on “Essential Herbal Raw Materials required in AYUSH Industry”
