



# INTERNATIONAL AYUSH CONCLAVE KERALA 2019 FEB15-18

## INTERNATIONAL TRADE FAIR & AROGYA EXPO

KANAKAKKUNNU, THIRUVANANTHAPURAM

### FIRST OF ITS KIND IN THE WORLD ON

AYURVEDA YOGA & NATUROPATHY

UNANI SIDDHA HOMOEOPATHY

ORGANIZED BY:



GOVERNMENT OF  
KERALA



NATIONAL AYUSH MISSION  
KERALA



DEPARTMENT OF AYUSH  
GOVT. OF KERALA

SUPPORTED BY:



MINISTRY OF  
AYUSH

A GOVERNMENT OF KERALA INITIATIVE



1st International AYUSH Conclave of Kerala is scheduled from 2019 February 15 to 18 at Thiruvananthapuram, Kerala, India. It is organised by Department of AYUSH, Govt of Kerala. National AYUSH Mission, Kerala will be the nodal agency on behalf of the Government. This event was planned during 2018 September at Kochi, and was postponed due to the unprecedented flood that hounded Kerala in August 2018. This five day Conclave is an attempt, first of its kind, to create global awareness about the different public health activities of AYUSH systems in Kerala. Its main objective is to strengthen the grass root presence of AYUSH systems in the state by showcasing their scientific achievements with documented evidences related to the healthcare challenges of our contemporary society. Another aim of the Conclave is to address the challenges faced by AYUSH systems, find their solutions through discussions, and create models using inter-disciplinary approach and plan for their effective implementation in the near future. This event is intended to establish Kerala as a global hub of health and wellness services. IAC Kerala will provide a platform for practitioners, scientists, planners, investors, industrialists, students of AYUSH systems and other disciplines across the globe to share their views and enrich the future of these vibrant systems as a whole. It also provides a unique opportunity for the general public to experience the benefits of AYUSH systems by utilising the opportunities provided through the different events like exhibitions, AYUSH Clinics and health food festivals.

## ***The biggest Kerala flood & The role of AYUSH systems in health challenges***

The importance and significance of AYUSH systems were ascertained during the days of floods in Kerala. The grass root level presence of these systems acted as a key element in effectively fighting the health menaces due to this calamity and also prevented outbreaks of infectious diseases. The entire AYUSH team enacted wide array of programmes like medical camps for prevention and treatment, rehabilitation activities, house visits & health surveys, prepared medicines locally and supplied it in affected areas etc. The Department also conducted many medical camps for fishermen community, the saviors during flood. Those days also reinstated the importance of interdisciplinary approach and need for creation of more public awareness regarding AYUSH systems and their role in public health.

Kerala is one of the first states in the country to utilize AYUSH systems for effective public health delivery and also the most successful state in generating an early and effective economic model regarding tourism and wellness industry. Still, more coordinated effects are needed to consolidate its position in the global scenario. The International Conclave is a major step towards this direction.

We cordially invite all the stakeholders from the global AYUSH community to share their views and values to enrich the future of these vibrant systems.

We earnestly hope that you would grace the occasion with your esteemed presence.

### **PATRON**



**CHIEF MINISTER,  
KERALA**  
**Sri. Pinarayi Vijayan**

### **CHAIRPERSON**



**HEALTH MINISTER  
KERALA**  
**Smt. K. K. Shailaja Teacher**

### **CO- CHAIRPERSON**



**TOURISM MINISTER  
KERALA**  
**Sri. Kadakampally  
Surendran**

## MAIN EVENTS

### INTERNATIONAL SEMINAR

**AROGYA  
EXPO 2019**

**INTERNATIONAL  
TRADE FAIR**

**INTERNATIONAL AYUSH  
BUSINESS CONCLAVE**

**LSG LEADERS MEET  
SEMINAR ON ROLE OF AYUSH SYSTEMS  
IN LOCAL SELF GOVT ACTIVITIES**

## INTERNATIONAL SEMINAR

**16-18  
FEBRUARY 2019**

### FOCAL THEME:

### **PUBLIC HEALTH INTERVENTIONS BY AYUSH MEDICAL SYSTEMS- DIVERSE DIMENSIONS AND PROSPECTIVE POTENTIALS**

The international Seminar on the focal theme Public health Interventions by AYUSH medical systems-diverse dimensions and prospective is planned to generate an inter-disciplinary approach among the AYUSH systems as well as with the modern scientific systems for effective public health management. The Seminar will address all the diverse dimensions related to AYUSH systems including policy and programmes, research and development, education, speciality care practices, quality, safety and efficacy of AYUSH drugs and AYUSH model of Kerala Health. Experts of AYUSH systems and contemporary modern sciences will present papers and participate in discussions during this three-day event.

## SUB THEMES

- Understanding the dimensions of AYUSH medical systems in Public Health.
- Optimizing AYUSH education for effective Public Health interventions.
- Converging AYUSH research for evidence generation in public Health.
- Exploring AYUSH in preventive, promotional and corrective health.
- Possibilities and challenges of AYUSH based drug development.
- AYUSH Specialty care practices.
- Quality, safety, and efficacy of AYUSH drugs.
- Translational researches in AYUSH.
- Policy and programmes in AYUSH.
- AYUSH in Kerala Health - Creating an effective model.

## FEATURED PRESENTATIONS

### SESSIONS FOCUSING ON THE IMPACT AND FUTURE POSSIBILITIES OF AYUSH SYSTEMS IN THE FOLLOWING AREAS

- Maternal health
- Child health
- Non communicable diseases
- Mental health
- Sports medicine
- Management of cancer
- Integrative approaches in research and practice
- Surgical interventions and Manipulative therapies
- Ophthalmology in AYUSH
- Infertility treatments

## LOCAL SELF GOVERNMENT LEADERS MEET

15 FEBRUARY 2019

A conclave on AYUSH activities in LSG (LSG leaders meet) is planned on 15th February 2019 to provide a wider platform for public health interventions at grass root level. Local self-Government bodies are the prime implementing agencies in all public health activities of AYUSH in Kerala. The role of LSG is also very important in spreading awareness of AYUSH systems in Kerala. One-day conclave on AYUSH in LSG activities aims to create a common platform for LSG leaders to share and benefit from different similar public health models for correction and future implementation. Cash awards will be announced for the best AYUSH Projects on state level and district level.

## INTERNATIONAL BUSINESS CONCLAVE

Promotion of Ayurveda and other herbal product exports from Kerala to potential destinations is a major objective of IAC-Kerala, so an exclusive Buyer-Seller meet is planned with special reference to South Asia and Middle East. Potential importers and traders, industry associations and consultants in the field of Ayurveda, herbal products, dietary supplements and nutraceuticals, across the world are invited to attend the meet. Special attraction of this meet will be the follow up service by the relevant Government bodies to facilitate more effective future interaction among the buyers and sellers to ensure that they translate to actual business.

### **1, GOOD FOOD CONCLAVE: HEALTH, FOOD, CULTURE, AND PEOPLE** 17 FEBRUARY 2019

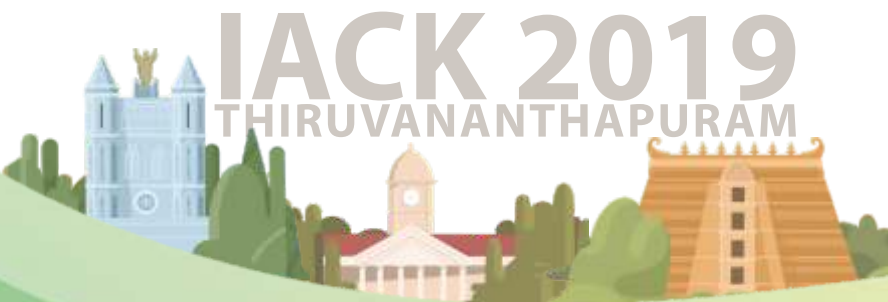


This workshop aims to create an effective involvement of AYUSH health systems in the food culture of people and public health initiatives with sustainable food practices. This event will elaborate the values and possibilities in our traditional food culture. It also aims to introduce new definition of food as the main tool for health.

### **2, CONCLAVE ON ASU & H DRUG POLICY** 16 FEBRUARY 2019



Kerala Government is keen to introduce an ASU & H drug policy. In the state and as a part of the event, we would like to organise a one day conclave to bring the views and recommendations from various stakeholders from the industry and AYUSH fraternity



# IACK 2019

## THIRUVANANTHAPURAM

**3. CONCLAVE ON  
INFRASTRUCTURE  
DEVELOPMENT IN AYUSH  
BASED HEALTH TOURISM  
BUYER SELLER MEET AND  
INTERNATIONAL WELLNESS  
TRAVEL BAZAAR  
17 FEBRUARY 2019**



Kerala being a leading destination for Ayurveda wellness services, this event is exclusively designed for the promotion of Ayurveda service providers in the state. This will connect the wellness travel operators with our service providers directly and will provide an exclusive travel related platform for Ayurveda service providers in India.

**4. FARMERS  
MEET  
18 FEBRUARY  
2019**



facilitate an effective networking of activities and stakeholders in the area of Medicinal plant Cultivation Commercialisation and Conservation. Sustainable farming and end to end integration from farm to factory to minimise the loss in transit and environmental damage.

**AROGYA EXPO & INTERNATIONAL TRADE FAIR  
15<sup>TH</sup> TO 18<sup>TH</sup> FEBRUARY 2019**

**HIGHLIGHTS**

- This trade event will provide current statistics and updated applied information.
- There will be a conference which will focus on the current trends, scientific development.
- Market strategies, raw materials, certifications, continuing education.
- This event is a great place to learn about the multifaceted health care systems.

**TOTAL NO OF STALLS 375, HOME PAVILIONS 100,  
COMMERCIAL STALLS 275**

**BOOTHS 3 M X 3M STANDARD BUILT IN BOOTH (BASIC SHELL SCHEME)  
RATE- 5500 RS/SQ M (18% TAXES EXTRA)**

**SPECIAL OFFERS FOR TRADE PARTICIPANTS OCCUPYING 2 BOOTHS AND  
ABOVE - ONE COMPLEMENTARY DELEGATE ENTRY TO BUYER SELLER MEET**

**BANK ACCOUNT DETAILS: AC NO: 6617687091, INDIAN BANK, THIRUVANANTHAPURAM  
BRANCH: IFSC CODE: IDIB000T056**

**OFFICE ADDRESS**

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## **ASSOCIATING ORGANISATIONS - INTERNATIONAL**

Ministry of Indigenous Medicine, Republic of Srilanka  
Traditional Medicine Preservation Foundation Srilanka  
Volunteers for Ecology and Social Harmony Republic of Maldives  
Association of Ayurveda Practitioners Singapore  
International Ayurveda Medical Association Barcelona  
Global Ayurveda Network  
Emirates Ayurveda Graduate Association  
Ayurveda Association of South East Asia  
Malaysian Traditional Indian Medicine Association

## **ASSOCIATING ORGANISATIONS - NATIONAL**

Confederation of Indian Industries.  
The Federation of Indian Chambers of Commerce and Industry  
Ayurveda Medical Association of India  
Ayurveda Drugs Manufacturers Association.  
Kerala State Indian System of Medicine Self-financing College  
Management Association  
World Ayurveda Foundation  
Ayurveda Promotion Society  
Ayurveda Medicine Manufactures Organisation of India  
Ayurveda Hospital Management Association  
Kerala State Government Ayurveda Medical Officers Association  
Kerala State Government Ayurveda Specialist Medical Officers Association.  
Akhila Kerala Ayurveda College Adhyapaka Sankhadana  
Private Ayurveda College Teachers Organisation  
Kerala Govt. Ayurveda Medical Officers Federation.  
Council of Ayurveda Students in Kerala  
Kerala Government Ayurveda Nurses Association  
Kerala Government Ayurveda Pharmacists Association  
Ayush Medical Officers Association  
Ayush Kerala Homoeopathic Medical Officers Association.  
Global Homoeopathy Foundation  
Progressive Homoeopathic Forum  
Indian Homoeopathic Medical Association  
Institution of Homoeopaths Kerala  
All Kerala Homoeopathic Dealers Association  
Organisation of Govt. Homoeopathic Medical Officers Kerala.  
Kerala Govt. Homoeopathic Pharmacists Organisation.  
Kerala Govt. Homoeopathic Medical Officers Association  
Kerala Govt. Homoeopathic Employees Association  
Kerala Govt. Homoeopathic Pharmacists Organisation.  
Kerala Govt. Homoeopathic Medical Officers Association  
Kerala Govt. Homoeopathic Employees Association  
Siddha Graduate Medical Association  
Siddha Medical Association of India.  
Kerala Unani Medical Officers Association.  
Kerala Unani Medical Association  
Indian Naturopathy Yoga Graduates Medical Association.  
Kerala Gazetted Officers Association  
Kerala Gazetted Officers Union  
NGO Union Kerala  
NGO Association Kerala  
Centre for Innovation in Science and Social Action