International AROGYA
Dubai International Convention and Exhibition Centre
November 9 -11, 2017

The healing touch of traditional Indian systems of medicine.
It is with great pride and pleasure that I look forward to the International AYUSH Conference & Exhibition to be held at the Dubai International Convention & Exhibition Centre. I trust this will turn out to be one of the most significant events in the realm of Indian medicine, poised to make waves at a global level.

I congratulate the Science India Forum & the World Ayurveda Foundation for organising the event on a grand scale. I am sure, this will emerge as a powerful platform for the AYUSH Scholars, students, policy makers and practitioners to congregate at the Conference. This will serve as an update for evolving trends in the practice of Indian medicine.

I wish the Conference a grand success.

Shri. Shripad Yesso Naik

Over the last few years, the Government of India has made a determined effort to promote Yoga, Ayurveda and other forms of traditional Indian knowledge. The declaration of June 21 as the International Day of Yoga, the celebration of this occasion by people around the world, the growing consciousness about the benefits of Ayurveda and holistic well-being are only a few of the key outcomes of this approach. At the Embassy of India in Abu Dhabi and our Consulate in Dubai, we have tried to play our own part in promoting Yoga and Ayurveda through a close engagement with local health authorities, specialists and practitioners, Indian community organisations and other stakeholders.

2. As part of these efforts we are delighted to support the First International Ayush Conference and Expo — Dubai which would be held at Dubai’s prestigious World Trade Centre on 9-11 November, 2017. I would like to congratulate the Science India Forum and the Ayurveda, Yoga, Naturopathy, Unani, Sidha and Homeopathy doctors of UAE for their initiative to organise this event and for their untiring efforts to promote these disciplines.

3. I trust this conference & expo will turn out as a significant event with exciting and multidisciplinary AYUSH scientific sessions. I hope that delegates will take advantage of this opportunity to expand knowledge and share experiences with other participants. This conference will also enhance the cooperation between practitioners, NGOs and governments of various countries to promote AYUSH. The AYUSH expo shall showcase the industry leaders of Ayurveda, Yoga, Naturopathy, Unani, Sidha & Homeopathy. It is an ideal opportunity for the AYUSH business houses across the globe to display their products and services. I am confident that the health conscious public of UAE & Middle East will not miss the chance of meeting AYUSH experts at Dubai.

4. I wish the upcoming International AYUSH Conference & Expo — Dubai, the very best, and invite AYUSH stakeholders from India and abroad, to take advantage of this mega event. Let us join together to make this conference a great success!

Shri Navdeep Singh Suri
Ambassador of India, Abu Dhabi

Shri Shripad Yesso Naik
Minister for AYUSH
Consulate General of India, Dubai is delighted to extend its patronage for the 1st International AYUSH Conference & Exhibition - Dubai, to be held from November 9 to 11, 2017 at the Dubai World Trade Centre. I congratulate Science India Forum for taking this initiative to disseminate the knowledge of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy in accordance with the vision of Prime Minister Narendra Modi. I am also happy that Ministry of AYUSH is also extending its support to the event.

2. This Conference will bring together global AYUSH leaders and professionals as well as AYUSH friends and partners from around the world, to discuss the opportunities and challenges for AYUSH and to develop possible strategies to make innovative healthcare services to cater to the community. The theme of the Conference - ‘Lifestyle Diseases — Prevention & Management through AYUSH’ is a very relevant theme in the present time. AYUSH systems provide a more holistic approach to deal with lifestyle diseases such as diabetes, hypertension, arthritis and back pains. The theme also underlines the need for collaboration and cooperation of public, medical professionals, researchers and health policy makers.

3. With an expected 100 exhibitor booths, the Exhibition during the event will enable AYUSH businesses to showcase their services and products to an impressive array of attendees, delegates and buyers. A large number of physicians, scientists, paramedics, researchers, product specialists, innovators, decision makers and trade visitors are expected to attend this AYUSH event. I am confident that with the growing health consciousness among the people of UAE & Middle East they will not miss the chance of meeting the masters of AYUSH at Dubai.

4. I wish the 1st International AYUSH Conference & Exhibition — Dubai, the very best, and invite all AYUSH stakeholders, to take advantage of this unique event in Dubai.

It is a pleasure and honour to be a part of the 1st International AYUSH Conference & Exhibition - Dubai to be held at the Dubai World Trade Centre from 9-11 November, 2017, which is being organized by Science India Forum. I congratulate Science India Forum for taking the initiative for conducting such a prestigious event in the UAE.

I am delighted to be a part of this International event. I sincerely hope that this event will bring together the Ayurveda, Yoga & Naturopathy, Unani, Sidha and Homeopathy doctors on one platform in the name of AYUSH which will immensely benefit the community. The theme of the Conference - “Lifestyle Diseases- Prevention & Management through AYUSH” is a relevant theme in the present world.

With an expected participation of over 100 exhibitors from all around the world, this conference will enable AYUSH relay its message to a vast section of the people. I am confident that the health conscious public of the Gulf Region will immensely benefit from this exhibition. the UAE has close relations with India in the field of Culture, Knowledge and Business since times immemorial. I am sure by launching AYUSH’s first ever International summit in the UAE the relationship will be further cemented between the two countries.

In the capacity of Chairman, Organizing Committee, I wish the forthcoming International AYUSH Conference & Exhibition- UAE much success and I look forward to meeting you at the venue.

Best Wishes,
AYUSH, a synonym of “Life” is also used as an abbreviation of the 5 great life sciences, based on its immense potentials to contribute for a Healthy & Happy Life. Diet and lifestyle are major factors thought to influence susceptibility to many diseases of present era. Concern about the ecological crisis has contributed to a ‘return to nature’ within societies.

There is an increased demand among the public and a thrust on the policy makers for the development of AYUSH systems and their integration in the health care delivery system across the globe - Asia, Africa, Europe, USA, and Australia. The Indian Ministry of AYUSH was formed on 9th November 2014 to promote AYUSH systems.

The recognition of AYUSH systems by Government of UAE, and a strong presence of 500 plus AYUSH practitioners across United Arab Emirates vouch for the growing credence of AYUSH amidst Gulf nations. Dubai’s strategic location and connectivity to India, Middle East, Africa, Europe, and the United States of America also played a key role in the choice of venue. The visit of the Prime Minister of India, Honorable Sri Narendra Modi to the UAE, further augments the vision to propagate AYUSH systems in the gulf region and beyond.
INTERNATIONAL AYUSH CONFERENCE & AROGYA EXHIBITION 2017, DUBAI

There has been a great deal of enthusiasm about Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy, abbreviated as AYUSH – across the globe in the last 2 decades. AYUSH systems of medicines are approved by the Ministry of Health – UAE since 2003, as Traditional Complimentary and Alternative Medicine (TCAM Department). Challenges aside, there are almost 400 licensed AYUSH practitioners in UAE and several TCAM clinics as well. Ministry of AYUSH in India is keen to ensure the optimal development and propagation of AYUSH systems of health care across the globe. The diverse ethnicity and multi-culture of the UAE population; and the strategic location of Dubai connecting to Australia, EU, Africa, Middle East, Asia and America makes it an ideal platform to spread the AYUSH message globally.

A destination in itself, Dubai World Trade Centre (DWTC) is the region’s largest events venue. Dubai World Trade Centre hosts more than 500 events across international trade fairs, mega consumer shows and prestigious conventions - and welcomes more than 3 million visitors from 160 global markets every year. Accessibility of the venue, world-class Expo arrangements and participation of the AYUSH Ministry are expected to enhance the footfalls. This AROGYA is expected to be a comprehensive health fair on the entire AYUSH systems.

Vision
1st International AYUSH Conference at Dubai shall be distinguished as the finest International Conference integrating Ayurveda, Yoga, Unani, Siddha & Homeopathy

Mission
- To outreach the benefits of AYUSH to Middle East, Europe, Africa, America and Australia
- To educate the public on the correct benefits, usage of AYUSH
- To inspire AYUSH professionals to be exceptional physicians leaders, educators and researchers of tomorrow.
- To facilitate Policy makers & Government to integrating AYUSH to the main stream of healthcare delivery system

AYUSH Research
Advance knowledge in AYUSH through innovations & discovery

AYUSH Education
Exchange of AYUSH knowledge among professionals

AYUSH Awareness
Improve awareness on the best AYUSH practices, products for Wellbeing

AYUSH Culture
To create an inspiring environment to learn, educate, work and deliver best AYUSH practice

AYUSH Propagation
Propagate AYUSH and encourage Governments & Policy makers to integrate AYUSH to healthcare delivery systems.

AYUSH Business
To encourage investment & trade of AYUSH products and services
Ayurveda

Ayurveda is the Science of Life, is a 5000 years of wisdom distilled into a system of practice having its historical roots in the Indian subcontinent. Ayurveda is a science dealing not only with treatment of diseases, but, is a complete way of life. This system of Health stresses on the prevention of body ailments in addition to curing them. Curative Ayurveda has main eight branches: General Medicine, Pediatrics, Psychology & Psychiatry, E.N.T. & Ophthalmology, Surgery, Toxicology, Nutrition and Aphrodisiacs. Ayurvedic principles of Health & Disease revolve around the concept of 3 doshas – Vata, Pitta & Kapha. According to Ayurveda, our human body is a mirror of physical surroundings. Ayurveda has made several contributions for Medicine: Susrutha, father of Surgery who lived in 700BC was an Ayurveda physician.

Yoga & Naturopathy

Yoga today, is no longer restricted to hermits, saints, and sages; it has entered into our everyday lives and has aroused a worldwide awakening and acceptance in the last few decades. The science of Yoga and its techniques have now been reoriented to suit modern sociological needs and lifestyles. Experts of various branches of medicine including modern medical sciences are realizing the role of these techniques in the prevention and mitigation of diseases and promotion of health. Naturopathy is an art and science of healthy living and a drugless system of healing based on well founded philosophy. Naturopathy is a system of treatment which recognizes the existence of the vital curative force within the body. Naturopathy techniques involve: Diet Therapy, Fasting Therapy, Mud Therapy, Hydrotherapy, MassoTherapy, Acupressure, Acupuncture, Chromo Therapy, Air Therapy, Magnet Therapy, Neutraceuticals etc.

The art of healing comes from nature. Therefore the physician must start from nature, with an open mind.

AYUSH SYSTEMS
**Unani Medicine**

The foundation of Unani system was laid by Hippocrates. Unani medicine, otherwise called Islamic Herbal Medicine is a Greko Arabic medicine which is based on the 4 fundamental principles – Dam (Blood), Belgum (Phlegm), Safra (Yellow Bile), Sauda (Black Bile). The balance of these principles provides health, while the imbalance of any or all results in diseases. The treatment approach of Unani is to balance the imbalanced principles through a 4 fold approach; Lifestyle modification, Diet therapy, Internal medicine and Regimental therapy. Regimental therapy is very popular in Islamic culture which is otherwise called Hijama or Wet Cupping. Natural herbs are used as internal medications, commonly used herbs are: dried ginger, black pepper, cinnamon, aloe vera, amla etc.

**Sidha**

Sidha system is one of the oldest systems of medicine in India. This principles and doctrines of this system, both fundamental and applied, have a close similarity to Ayurveda, with specialization in iatrochemistry. The drugs used by the Siddhars could be classified into three groups: herbal product, inorganic substances and animal products. The Siddha Medicines which contains mercury, silver, arsenic, lead and sulfur have been found to be effective in treating certain infectious diseases. Sidha system is not recognized in several countries because of the lack of research proving the safety of mineral & metallic preparations. According to the Siddha medicine system, diet and lifestyle play a major role in health and in curing diseases.

**Homoeopathy**

The word ‘Homoeopathy’ is derived from two Greek words, Homois meaning similar and pathos meaning suffering. Homeopathy, a system of medicine discovered by a German doctor, Dr. Samuel Hahnemann, treats the patient with highly diluted substances, with the aim of triggering the body’s natural system of healing. Homeopathy is based on the principle - treat ‘like with like’, that is; a substance which causes symptoms when taken in large doses, can be used in small amounts, to treat those same symptoms. The Government and the people of India accepted homeopathy widely and it is flourished and updated by research & clinical practice. The ultra-dilution of homeopathy medicine is widely accepted as nanomedicine and it is offered as the medicine of the new millennium. Indian Homeopathy stands as a strong arm of AYUSH India.

**Sowa-Rigpa**

Sowa-Rigpa - commonly known as Amchi system of medicine is one of the oldest, living and well documented medical tradition of the world. It has been popularly practice in Tibet, Mongolia, Bhutan, some parts of China, Nepal, Himalayan regions of India and few parts of former Soviet Union etc. The majority of theory and practice of Sowa-Rigpa is similar to “Ayurveda”: Gyud-Zi (four tantra) the fundamental text book of this medicine was first translated from India and enriched in Tibet with its own folklore and other medical tradition like Chinese and Persian etc. The impact of Sowa-Rigpa along with Buddhism and other Tibetan art and sciences were spread in neighboring Himalayan regions.
The natural healing force within each of us is the greatest force in getting well.

AYUSH CONFERENCE

THEME: Lifestyle Diseases – Prevention & Management through AYUSH

Sheikh Maktoum Hall of Dubai World Trade Centre is an ideal conference space having two soundproofed meeting rooms with a seating capacity of 1500pax. An international gathering of over 1000 experts in the field from India, Middle East, Far East, Africa, Europe Australia & USA is expected for the conference.

The goal of International AYUSH Conference - Dubai is to bring to light AYUSH as an authentic and reliable health care system for the Lifestyle Disorders of the world. AYUSH is prevention-oriented, as well as curative, towards creating a disease-free society at a cost effective way.
Programme at a glance...

Components of Conference:

**Preconference Workshops:**
Preconference workshops shall be conducted on the theme AYUSH for the prevention & management of Lifestyle Diseases across the continents in September & October - 2017 with the support of Ministry of AYUSH, Indian Embassies and AYUSH Practitioners.

**DAY 1**
- Inauguration & Plenary Session
- Parallel Scientific Sessions having CME accreditation from MOH / DHA shall be organized on:
  - Ayurveda, Yoga & Naturopathy
  - Homeopathy, Unani & Sidha

**DAY 2**
- Public Awareness Seminar on AYUSH: The Seminar on AYUSH for the prevention & management of Lifestyle Diseases shall be lead by the renowned speakers on Health & Wellbeing.
- Friends of AYUSH Meet
- Cultural Program

**DAY 3**
- Interactive Short Paper Presentations: The Interactive Short Paper Session allows for a TEN 10 minute paper presentations; followed by an interactive roundtable discussion among presenters and the audience. Papers are invited from Global AYUSH stakeholders & practitioners on below themes:
  - Scope, Challenges & Opportunities of AYUSH in different countries
  - Prevention & Management of Lifestyle Disorders
  - Models of integrative medicine
  - Research in AYUSH - interface with modern medicine
  - Ayurveda in primary health delivery

**Workshops on:**
- Workshop on Culinary, Dietetics and Nutrition
- Herbs & Beauty Solutions – AYUSH
- Student’s session – on AYUSH education & Career Development
- Yoga & Kitchen Remedies
This AROGYA is expected to be a comprehensive health fair on the entire AYUSH systems with the following components:

- 100 exhibitors from AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH based service institutes and centers, research institutes and departments, laboratory equipment and machinery manufacturers, wellness centres & retreats, makers of hospital and equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators.

- PHARMEXCIL Buyer – Seller Meet (BSM) to bring in a large number of foreign buyers and regulators.

- Pavilions by Ministry of AYUSH, Govt. of India.

- Free health check-ups, lectures and Counseling by specialists of Ayurveda, Unani, Homeopathy, and Yoga

**Highlights of Arogya Dubai**

- Largest fair in Traditional, Complementary and Alternative healthcare

- Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing.

- Actively supported by the Ministry of AYUSH, Government of India and Government of UAE

- Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.

- Mass media publicity by SIF and WAF.

- Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centers, production outsourcing companies, product development institutions, national and international universities and educational institutions, laboratories, resorts and spas, trade houses and knowledge bank services

- Diverse visitor profile including medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers and the general public.

- Involves all trade and business associations of national and international importance in this sector, and major government and private organizations

- Backed by the involvement and support of the entire AYUSH fraternity, this Expo is expected to bring in 30,000 potential visitors
INTRODUCTION

AYUSH Conference & Exhibition 2017, Dubai
Dubai International Convention and Exhibition Centre
November 9 - 11, 2017

Events at glance...

Pre Conference Workshops
AYUSH Conference
AROGYA Expo
AYUSH Medical camp

Our Team

Chief Patron:
Mr. Shripad Yesso Naik Hon’ble
Minister for AYUSH, Govt. of India

Patrons:
H.E Navdeep Singh Suri
Ambassador of India to UAE

H.E Vipul
Consul General of India, Dubai

Steering Committee

Chair: Vd Rajesh Kotecha
Special Secretary, AYUSH, Govt. of India

Co-Chair: Dr. G Geethakrishnan
MEDANTTA

Members
- ED, Pharmexcil
- DG, CCRAS
- DG, CCRUM
- DG, CCRH
- CEO, National Medicinal Plant Board
- Mr. A Jayakumar Secretary General, VIBHA
- Dr. Jayaprakash Narayan Managing Trustee, WAF
- Mr. Ranjit Puranik, Mumbai
- Mr. T M Nandakumar, Abu Dhabi
- Mr. Chandrasekharan Nair K A Bangalore
- Dr Sunil Kumar, Care Keralam

Advisory Board
- Dr. PK Varier, Kottakkal
- Dr. H R Nagendra, SVYASA
- Dr. Sassan Behjat, USA
- Dr. PR Krishnakumar, Coimbatore
- Dr. Issac Mathai, Bangalore
- Vice Chancellor, Gujarat Ayurved University, Jamnagar
- Prof. Sanjeev Sharma Director. NIA, Jaipur
- DEAN, Ayurveda, Banaras Hindu University
- Dr. Ishwara N. Acharya, Director - CCRYN
- Dr. Naveen KV, SVYRF
- Dr. Sajikumar, Dhantri
- Dr. Eswara Das, New Delhi
- Dr. Saifulla Khalid Adamji

Our Team

Pre Conference Workshops
AYUSH Conference
AROGYA Expo
AYUSH Medical camp

CME accredited Conference for Professionals
Public Awareness day
B2B Meetings
G2G Meetings
Let food thy be medicine and medicine thy be food

ORGANISING COMMITTEE

Chair:
Dr B R Shetty, Chairman NMC Healthcare

Co-Chair:
Dr P M Warier AVS Kottakkal

General Secretary:
Dr Shyam V L

Secretaries:
- Dr Latheef (Ayurveda)
- Dr. Dinesh Kartha (Naturopathy)
- Dr. Sreelekha Vinod (Homeopathy)
- Dr. K T Ajmal (Unani)
- Ms. Sunita (Yoga)

Chief Coordinators:
- Mr. Abga Raveendranadha Babu
- Mr. Regi Punnoli
- Mr. Mohandas K V
- Dr. Pooja Sabharwal

Technical Committee
- Chair-Dr. Pawan Kumar Godatwar NIA, Jaipur

Conveners
- Dr. Mamta Raddar (Ayurveda)
- Dr. Suresh Babu (Ayurveda)
- Dr. Benazir (Unani)
- Dr. Iftikhar Ahmad Saifi (Naturopathy)
- Dr. Vaneeta Shahani (Homeopathy)
- Dr. Sreevals Menon (Homeopathy)

Organising Committee Members
- Mr. Mahesh Nair
- Mr. Premnath
- Mr. Sasi Menon
- Mr. Ambalavan Varadarajan
- Mr. Mohan Narasimhamurthy
- Mr Krishna Kumar US
- Mr. S Venkatesh
- Dr. Santosh Yadav, Australia
- Dr. Indu Sekhar, Singapore
- Dr. Siby CD Malaysia
- Dr. Sinsen Joseph
- Dr. Bhaskar Bhatt
- Ms. Vibha Bhatnagar
- Dr. Shantala Priyadarshini
- Dr. Sarveshkar
- Dr. Chhagan Jangid
- Dr. Suprea Balarao, Pune
- Dr. Alphonse
- Mr. Ramshad Ahmed
ASSOCIATE INSTITUTION

AYURVEDA
YOGA & NATUROPATHY
UNANI
SIDHA
HOMEOPATHY
SOWA-RIGPA
Science India Forum (SIF)

Science India Forum UAE (SIF UAE) is a voluntary organisation formed and supported by professionals in the fields of Science and Technology, Education, and a few philanthropists and prominent members of the business community in the UAE. SIF UAE is supported on its educational front by the National Science Movement of India (popularly known as Vijnana Bharat) and the Indian Space Research Organisation (ISRO). All the events and programs of SIF UAE are conducted in association with the Embassy of India, Abu Dhabi and Consulate General of India, Dubai. All the events and programs of SIF UAE are organised FREE OF COST for the students every year for the scientific betterment and development of the community.

MINISTRY OF AYUSH
GOVERNMENT OF INDIA

Created in 1995 as the Department of Indian Systems of Medicine and Homeopathy, it was renamed as Department of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) in November 2003. The department has become a full-fledged Ministry in November 2014. The Ministry focuses on upgrading AYUSH educational standards, implementing quality control and drug standardization, improving the availability of medicinal plant material, aiding research and development and generating awareness about the efficacy of the systems, within the country and overseas. Its declared objectives are as follows:

- Upgrade the educational standards in the Indian systems of medicine and in homeopathy colleges in the country.
- Strengthen existing research institutions and ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.
- Draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems.
- Evolve pharmacopoeial standards for Indian systems of medicine and homeopathic drugs.

It is health that is real wealth and not pieces of gold and silver.
Established in 2011, the World Ayurveda Foundation (WAF) is an initiative by Vijnana Bharati aimed at global propagation of Ayurveda. As part of a larger intellectual movement under the aegis of the Swadeshi Science Movement undertaken by Vijnana Bharati, WAF is a platform that would take Ayurveda to the world for all the benefits mankind can draw from traditional health sciences.

The objectives of WAF reflect global scope. Propagation and encouragement of all activities — scientific and Ayurveda-related — are the core principles. Support to research, health-care programmes through camps, clinics and sanatoriums, documentation, organization of study groups, seminars, exhibitions and knowledge initiatives to popularize Ayurveda in the far corners of the world are the broad latitudes of focus at WAF. WAF is positioned to provide this much-needed leadership with its wide participation of various stakeholder groups. The impact of WAF encompasses the areas of policy, action, public health, trade, practice, science and, above all, global outreach for the benefit of society and mankind.

At The PoEM Foundation, expecting and accepting miracles is the new norm. Miracles bring us alive; they are the fertile ground from which our innate potentials, as humanity, will blossom. Expecting a miracle rekindles our inherent wisdom and vibrant vitality. The PoEM’s Full-Spectrum Wellbeing Initiative takes an integrated approach to bringing forth optimum function and flow in every facet of our lived experience. Full-spectrum wellbeing means flourishing in all the aspects of our lives: physical, mental, emotional, spiritual, social and environmental. Through the message and practice of full-spectrum wellbeing we heal, reclaim our dignity, harmonize our relationships and unite to create the thriving and prosperous world that’s been waiting for us all along.

Global Homeopathy Foundation (GHF), a non-government, non-commercial organisation, conceptualized and formed by a group of dedicated, apolitical, like minded Indian professionals with a noble objective of creating a global institution that delivers the benefits of Homeopathy to the suffering humanity, the world over. It also aims at empowering the growth of Homeopaths and help Homeopathy get its rightful status as a credible medical science in the world. GHF’s vision is to take homeopathy to every country, with a focused objective to universalize this inherent strength for a safe, effective and affordable health care for the overall wellness of man-kind with the support of Philanthropists, Luminaries, Industrialists, Celebrities, Politicians, Corporate Organisations and Health, Education and Trade related world bodies like UN, WHO, UNESCO and others, for the cause of Homeopathy.