



# 1<sup>st</sup> Ayurveda Today Conference & Arogya Expo

09-11 December 2011

MMRDA Grounds, Bandra Kurla Complex, Bandra (East), Mumbai

**Ayurveda**-Our age old science of life and medicine is on the go of popularizing and has seen a tremendous increase in the attention levels and curiosity of people globally since past 2 decades. With the advancement of technology came in modernized machines and manufacturing techniques which resulted in increased efficacy & palatability of ancient formulations ultimately giving wonderful results to the patients, hence giving new horizons to the Ayurvedic Industry.

Health conscious people throughout the world including India started taking interest in Ayurvedic science which gave amazing and everlasting results without any side effects. It gave birth to the need of a common platform for showcasing the strengths and potentials of the science. Also to increase the inner bonding and regular interactions between all related to the field so that the demands and needs of the consumers could be catered harmoniously.

And thus, since last decade a lot of regional fairs have come into picture and tried to serve for the cause. These events have always given the desired results which could be easily understood by having a mere look at the graphs of world trade.

Along with demand from the market there is also requirement of such events where academic, research and clinical talent throughout the country could share their knowledge and experiences with students enriching them and with the industry people so that their work could materialize into potent products benefiting all.

Hence, **AYURVEDA TODAY GROUP** took a step forward and planned to conduct **AYURVEDA TODAY CONFERENCE & AROGYA EXPO** in the Mumbai city from 09th to 11th December 2011 at **MMRDA GROUND, Bandra Kurla Complex, Bandra (East), Mumbai.**

#### Why should you participate?

#### **AROGYA EXPO 2011, Mumbai, fair gives you a suitable platform:**

- To create awareness individuals and professionals about alternative system of Medicine- Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy.
- To gather people from all spheres of industry and provide a common stage for interaction.
- To exhibit research & development efforts in the AYUSH sector.
- To project future trends & requirements.
- To showcase different products directly to the consumers & practicing doctors.
- Establishing contacts throughout the world so as to increase the market globally.
- Creating business opportunities for different sectors representing in the expo.
- To club together the best academic & research talent in the field from all over India.

#### Visitor Profile

The expo will attract stake holders in AYUSH sector like manufacturers, retailers, consumers, healthcare institutions, health food producers & processors, medical practitioners, etc along with common masses.

- Benefits for exhibitors**
  - Company brand promotion
  - Getting in direct contact with practitioners & upcoming generation of doctors
  - Showcasing the products directly to the consumers & getting an option for direct sale
  - Gaining contacts from all over India & Abroad
  - Being a part in promoting the polity

- Benefits for visitors**
  - Having an insight view of industry as a whole
  - Getting a chance to choose from a wide range of available products
  - Gaining contacts helpful in future
  - Lectures on various health related topics & home remedies
  - Free health check-ups & consultation from specialists in the field of Ayurveda, Unani, Homeopathy, Siddha, Yoga & Naturopathy
  - Live Yoga demonstrations, Orchestra & Cultural program for all

**1<sup>st</sup> ATC & Arogya Expo 2011, Mumbai**  
Venue: MMRDA Grounds, B.K.C. Bandra (East), Mumbai.  
Duration: 09-11 December 2011  
Timing: 10:00 AM to 08:00 PM

Free Consultations by Ayurvedic specialists, live yoga demonstration, business & public lectures sessions will be attractive facets of the fair.

#### PARTICIPATION FEE

Minimum booking of 9 sq. mtrs.  
Indian Exhibitor: @ Rs. 5000 per sq. mtr. + 10.30% service tax

- The facilities under shell scheme will include constructed booth, fascia, 2 spot light, two chairs, one table, one power point for a booth of 9 sq. mtrs.
- Additional display aids & furniture can also be obtained on payment basis.



#### Display Profile- All recognized systems of medicine, their drugs & pharmaceutical preparations

- Ayurvedic Products
- Yoga & Naturopathy Products
- Unani Products
- Siddha Products
- Homeopathy Products
- Medicinal Plants
- Food Supplements
- Machinery & Technology
- Health Fitness Systems
- Health Insurance
- Therapies- Herbal, Panchikarma etc.
- Books & Publications
- Health Tourism

#### Facilities available to participants at 1<sup>st</sup> ATC & Arogya Expo 2011, Mumbai

- Separate venue for business/industry interactions & lectures.
- Cleaning of the stands/halls will be undertaken on daily basis.
- Adequate security arrangements will be made at halls & if necessary participants can engage their security staff from agencies empaneled with organizers.
- Business center for STD, FAX & Internet facilities will be available in the premises on payment basis.
- Quality food/snacks will be served on payment at the venue.
- Car parking facilities will also be available to exhibitors to park their vehicles.
- Purified drinking water for visitors



#### PARTICIPATION FORM

Applicants who intend to participate in the fair are requested to fill in the attached application form & send to the organizers by November 15, 2011. Allocation of stalls will be made on first come first served basis on receipt of complete application form along with undertaking and full rentals through Demand Draft/ Cheque in favor of "Ayurveda Today."

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

No. of Stalls Booking \_\_\_\_\_ Stall Preference No. \_\_\_\_\_

DD/Cheque No. \_\_\_\_\_ Bank Name \_\_\_\_\_

Amount \_\_\_\_\_ Amount in Words \_\_\_\_\_

For further Enquires please contact organizers

## 1. PLENARY AND PARALLEL SESSIONS:

The sessions of the academic part of the conference are structured in such a way that the plenary session will take on the evolution of various concepts & the parallel sessions emerging from the plenary topics. The plenary & corresponding parallel sessions will be conducted on the same dates. The plenaries would be addressed by most eminent scientists, expert clinicians, brilliant academicians & policy makers.

### The themes for plenary session would be:

1. Role and Relevance of **AYUSH** in Healthcare today
2. Clinical trials of various herbs
3. Infertility & Ayurveda
4. Toxicity of Herbomineral Medicines
5. AYUSH - Regulatory Aspects
6. Ayurveda : Global Scenario

### Ayurveda Today Conference invites research papers on the following topics:

1. Advanced research in Ayurveda
2. Ayurveda and intellectual property rights
3. Ayurvedic surgery
4. Cancer and Ayurveda
5. Cardiac diseases and Ayurveda
6. Clinical research in Ayurveda
7. Clinical trials and pharmaco-vigilance in Ayurveda
8. Concept of Prakriti (Ayu-genomics) in prevention and management of aging
9. Cosmetology and Ayurveda
10. Degenerative diseases and Ayurveda
11. Different perspectives on Ayurveda and Integrative medicine
12. Emerging new diseases and Ayurveda
13. Immune disorders and Ayurveda
14. Infectious diseases and Ayurveda
15. Issues related to rasa-aushadhies
16. Management of Problems of aging woman
17. Medicinal plants for health and prosperity
18. Mental health and Ayurveda
19. Metabolic diseases and Ayurveda
20. Philosophical basis of Ayurveda
21. Preventive medicine in chronic disease Management
22. Public health and Ayurveda
23. Rasayana: pediatrics to geriatrics
24. Regulatory issues of Ayurvedic drugs in specific Countries
25. Reproductive health and Ayurveda
26. Richness of Ahara shastra (Ayurvedic dietetics)
27. Rogi pariksha (Ayurvedic diagnosis)
28. Role of Panchakarma in prevention and management of aging
29. Rural health and Ayurveda
30. Scope of biomedical engineering in Ayurveda
31. Sex and Ayurvedic interventions
32. Shastra and industry
33. Sustainable cultivation of medicinal plants and trees
34. Vajikaran and its role in aging management
35. Yoga and Ayurveda

## Evaluation criteria

The Scientific Committee will use stringent criteria to evaluate contributions. Please visit [www.ayurvedatodayworld.com](http://www.ayurvedatodayworld.com) for details.

The papers may be addressed to 'ATC Scientific Committee', and should be duly attested by the department/institution head.

## Criteria for abstracts, papers and posters

All oral presentations will get 8 minutes followed by 2 minutes of discussion via a moderator. Outstanding submissions may be chosen for a longer presentation. Submissions must include objectives, hypotheses, methodology, and results in the abstract.

## General recommendations

- The paper's title should be clear and informative, containing key elements of the covered topic. If selected, it will also be the title of the presentation.
- The target group of the conference must be kept in mind; these include researchers, practitioners, planners, manufacturers, consumer groups, and traders.
- Abstracts (not more than 300 words), papers, and posters should not be used for advertising products. There is space at the Congress venue for exhibition/presentation of products.
- Submitted documents should be in Microsoft Word, in accordance with specified language, electronic format, and layout.
- Depending on the selected conference section, use the language defined in the description above. It is the responsibility of the authors that the papers are written in correct British/US English. The editors will not do any text editing or reformatting.
- All diagrams, pictures, tables, and equations should be visible and readable. As conference proceedings will be available in digital form too, colors may be used in figures. However, for the benefit of someone printing the selected document in black and white, the colors in the figures should be graded for easy recognition.
- Please submit an electronic copy of the abstract and, if accepted, the paper, in Microsoft Word (name the file as: Last Name of the First Author.doc, e.g. Kumar.doc). Along with the submission, please mention the section of the conference to which you are applying. Documents should be sent to [info@ayurvedatodayworld.com](mailto:info@ayurvedatodayworld.com).

- Abstracts, papers, and posters must reach the destination prior to the deadlines.

## Abstracts:

- The abstract should give enough information on the contents of the proposed paper to enable the scientific committee to evaluate it. Introductory and general matters should not be included.
- The word limit for the abstract is 200. With the abstract, include only key references.
- Please highlight whether the abstract is for a paper or poster presentation.
- All submitted abstracts will be peer-reviewed by the scientific committee. Authors will be notified of abstract acceptance by e-mail, no later than 30 October 2011.

## Papers

- Full papers of the accepted abstracts will be reviewed.
- If accepted, the full paper should address the topic and questions brought up in the abstract.
- Two papers presenting the same material based on different abstracts will not be accepted.
- Deadline for submitting the paper is 20 November 2011.
- Papers will be peer reviewed by the Scientific Committee before being finally accepted. Authors will be notified by e-mail of paper acceptance, rejection or necessary improvements no later than 30 November 2011.

## Posters

- During the Congress, space will be available for a poster exhibition. Posters are graphic presentations of a scientific paper. The criteria are the same as for scientific papers.
- The poster should be made as a PDF file and sent to [info@ayurvedatodayworld.com](mailto:info@ayurvedatodayworld.com) no later than 10 November 2011.

## Call for papers

### Dates to remember

Sr. No.		Dates
1.	Submission of paper abstracts	30 October 2011
2.	Full paper submission	30 November 2011
3.	The Conference	9-11 December 2011

## 2. SKILL DEVELOPMENT WORKSHOPS:

Three skill development workshops will be conducted on 6th, 7th & 8th December 2011 for improving the clinical skills of UG & PG students, practicing doctors, researchers & academicians. Each workshop will include explanation of basic concept, pathogenesis, symptoms and principle of treatment, all clinical trials, research work & case studies related to the topic.

### Benefits for the participants:

1. Will gain Clinical knowledge of the topics
2. Will learn tried & time tested medicines from best clinicians
3. Will be able to gain expertise skills to add on to their clinical practice
4. Certificate of participation will be given to all participants

The workshops will be conducted on following topics & preregistration is mandatory

Sr. No.	Topics	Schedule	Seats	Fees	
				Delegates	Others
1.	Concept of Ashtavidha Chikitsa	6th December 2011	100	500	2000
2.	Kshara Sutra	7th December 2011	100	500	2000
3.	Cardiology in Ayurveda	8th December 2011	100	500	2000

\* Complimentary breakfast & lunch will be provided

Venue: Ravindra Natya Mandir, Prabhadevi, Mumbai.

Time: 10:00 AM to 05:00 PM

## Recruitment session:

For the first time ever we have planned to conduct a recruitment session during the conference. Recruitment will be done for different posts like clinical trial work & manufacturing heads in various Ayurvedic pharmaceuticals, resident doctors and consultants in various hospitals and panchakarma specialists in panchakarma centers.

Applicant criteria: Interns, graduates, Post Graduates and practicing Doctors

Application Fees - Rs.500/-

\*pre registration is mandatory for appearing in the session

Last date for applying: 15th Nov 2011

For more information about the number of seats & various companies participating log on to [www.ayurvedatodayworld.com](http://www.ayurvedatodayworld.com)

## AROGYA EXPO:

With the active support of Maharashtra University of Health Sciences Nasik, Director of Ayurveda, Govt. of Maharashtra, Ministry of Health & Family Welfare & BMC; a huge exhibition of around 250 stalls of various pharmaceuticals, cosmetics, health equipments, yoga instruments, publications, natural food segments, various institutions, spas & beauty sector participating in it & with around half a million visitors gathering to witness it; the arogya expo will turn out in to a huge success. Another 150 stalls will be set up for showcasing various herbal plants & dry drugs.

The expo will attract stake holders in AYUSH sector like manufacturers, retailers, consumers, healthcare institutions, health food producers & processors, medical practitioners, etc along with common masses.

A special section of free OPDs for common people will be a special attraction.

### • Benefits for exhibitors

1. Company brand promotion
2. Getting in direct contact with practitioners & upcoming generation of doctors
3. Showcasing the products directly to the consumers & getting an option for direct sale
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1. Having an Inside view of industry as a whole
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5. Free Health Checkups & consultation from specialists in the field of Ayurveda, Unani, Homeopathy, Siddha, Yoga & Naturopathy
6. Live Yoga demonstrations, Orchestra & Cultural program for all

For more details on participating in the expo log on to [www.ayurvedatodayworld.com](http://www.ayurvedatodayworld.com)

### Public Lectures:

Lectures addressed by eminent personalities in different fields of Ayurveda like researchers, academicians, practitioners & policy makers will be a special attraction of the fair. These lectures will be open for all the delegates & common masses attending the fair. The topics upheld will help widening the vision towards alternative medicine.

### Exclusive Meet of Traditional Healers throughout India:

Regional Vaidya's practicing their ancient formulations since generations and giving wonderful results to the patients form an inseparable part of the event. We are inviting such regional practitioners from different parts of India not only to share their knowledge and experiences but also to exhibit their products. Group discussions & seminars will be arranged to facilitate exchange of local knowledge & skills.

### Meet of Guru-Shishya of Rashtriya Ayurveda Vidyapeeth:

The 'Gurus-Shishya parampara' mode of teaching initiated by Department of AYUSH, Ministry of Health & Family Welfare, Govt. of India; is a unique & ancient way of teaching that was prevalent since ancient times in India. In this parampara the 'Guru' transfers his knowledge to his 'shishya' over a period of time. About 100 such Gurus were identified by Govt. of India to train about 300 students a year.

The conference invites the Guru-Shishya & will provide facilities for them to interact with the experts of modern education & sciences. This will give both parties a chance to understand each other's positives & negatives.

### Astrology & Ayurveda:

There are some renowned personalities who believe Astrology & Ayurveda are interconnected & treat by combining the principles of both. This conference will provide them a stage to share their views & knowledge with all. This session is sure a special attraction & must to attend.

### Cultural Program:

As a break from the academic sessions & as a mode of refreshment for delegates & all other visitors we have organized a daily dose of cultural program from 6:00 to 8:00 PM.

Demonstration of Musical Yoga by experts	09th Dec 2011
Orchestra with Raga Therapy	10th Dec 2011
Cultural Program with Group Dances	11th Dec 2011

## REGISTRATION OF DELEGATES

### Delegate fees (on or before 30 October 2011)

Developing Countries (Without Accommodation)	Developed Countries (With Accommodation)
1500 RS	350 USD

- Members of organizing institutions / spouse of registered delegates, and students will get 10% concession on delegate registration fees.

All late registrations Rs 1800 (without accommodation) / 400 USD

(From 1 October to 15 November)

Spot registration Rs 1800 (without accommodation) / 450 USD (if seats available)

The registration fee will include conference kit, breakfast, lunch and evening tea and entry to the cultural programme for all the days of the Congress for which the applicant has registered and entry passes for the AROGYA exhibition.

Per day registration: Rs 600 / 150 USD

Per day registration fee will include breakfast, lunch, and evening tea and entry to the cultural programme for all the day of the Congress for which the applicant has registered and entry pass for the AROGYA exhibition.

Demand draft for programmes of 1st ATC may be made towards 'AYURVEDA TODAY' and sent to the address for communication (see back cover).

