

3rd announcement



Organizers



Vijnana Bharati
India



Department of AYUSH
Ministry of H&FW
Government of India

4th World Ayurveda Congress & AROGYA Expo

Focal theme **AYURVEDA FOR ALL**

9-13 December 2010

Bengaluru, Karnataka, India

Host State



Partners



PHARMACEUTICALS EXPORT
PROMOTION COUNCIL
Ministry of Commerce & Industry
Government of India



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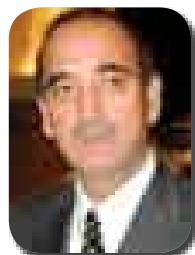
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Dr A P J Abdul Kalam
Hon'ble former President of India

Health can be maintained and disease can be prevented. Though technology is advancing, people are still falling sick. Health care costs keep on increasing, and there is no way to reduce that unless you introduce prevention. The best prevention is through Ayurveda, because it is a very comprehensive system, since it is based on natural medicine, which is devoid of toxicity.

Messages



Ghulam Nabi Azad
Minister of Health & Family Welfare, Government of India

I am happy to know that the 4th World Ayurveda Congress is being organized at Bengaluru from 9th–13th December, 2010. I am told that the World Ayurveda Congress has emerged as the most recognized platform for Ayurveda in the past eight years and many physicians, scientists and proponents of Ayurveda from more than 50 countries will attend this programme. I hope that the 4th WAC will be a grand success and shall throw light into the strengths of Ayurveda in many fields of health and many new ideas and public health programmes will evolve from the discussions in this forum based on its focal theme "Ayurveda for all". Considering its benefits to the entire community, the Ministry of Health & Family Welfare, through Department of AYUSH, Government of India is co-organising and supporting this programme.

I wish the Congress all success.



B S Yeddyurappa
Chief Minister, Government of Karnataka

I am happy to know that 4th World Ayurveda Congress is being organized at Bengaluru from 9th to 13th December 2010.

Ayurveda is the science of life that has evolved through our precious Vedic tradition. Its appropriate use in the society has become inevitable to our country in view of the expensive allopathic treatment and limited reach of other systems of medicine. Karnataka has a rich tradition of Ayurveda and Ayurvedic physicians. It also has many educational, research and pharmaceutical organizations of National and International acclaim. In this background the proposed World Ayurveda Congress at Bangalore is a welcome initiative. I hope that the event will achieve its proclaimed goals.

I wish the 4th World Ayurveda Congress all success.



S Gandhiselvan
Minister of State for Health and Family Welfare, Government of India

I am happy to know that 4th in the series of the World Ayurveda Congress (WAC) is being organized in Bengaluru in December 2010. It further gladdens me to know that the Department of AYUSH, Government of India, is co-organizing this important event. I understand that the previous three editions of World Ayurveda Congress have been a great success in spreading the message of Ayurveda – the knowledge of life. I am sure such events will help to accelerate the revival of Ayurveda in the society, which is a must for building a healthy nation. I hope the participants of this upcoming 4th World Ayurveda Congress will find success in getting the right direction, scientific perception as well as availing knowledge, information, business or technology, as they may be seeking in this greatly divergent, yet largely inclusive event.

I wish the Congress all success.



Dr Vijay Bhatkar
President, Vijnana Bharati

The World Ayurveda Congress attracts Ayurvedic scientists from all over the world, who are interested in furthering their professional practice and competency. It also receives strong patronage from policy and decision makers actively engaged in charting the future course of Ayurveda.

The Congress will provide numerous opportunities for professional networking, and provide stimulus to new and original projects. It will feature a wide range of therapeutic innovations and initiatives that have resulted in improvements in patient outcomes and the health system in general.

I hope that you will join us at what promises to be a memorable Congress for all involved.



S Jalaja, IAS
Secretary, Department of AYUSH
Ministry of Health and Family Welfare, Government of India

I am happy to know that the 4th World Ayurveda Congress is scheduled to be organised in Bengaluru in December 2010. It is expected to be a unique event wherein the state governments, institutions, NGOs, Ayurveda practitioners, drug manufacturers, and cultivators congregate in large numbers and discuss critical issues which are very relevant to the development of this sector. I am sure the World Ayurveda Congress will lead to the promotion and propagation of Ayurveda, both within the country and abroad.

I wish the Congress all success.

World Ayurveda Congress

Down Memory Lane

Even something old and time-tested may, on occasion, need a new approach and a fresh reaffirmation. As has been the case with Ayurveda, the science of life and the source of most alternative health-care systems.

At the turn of the 20th century, however, the Ayurveda sector was beset with challenges. Its growth rate was stagnating. Certain 'scientific' reviews were questioning the efficacy of Ayurvedic formulations, given their heavy metal content. European legislation was threatening to bar Ayurveda from the continent for ever. Ayurvedic organizations did register protests but could not garner the cohesive, critical mass needed to make their voices heard. What they needed were advocacy groups and forums to offer robust scientific support to the idea of Ayurveda.

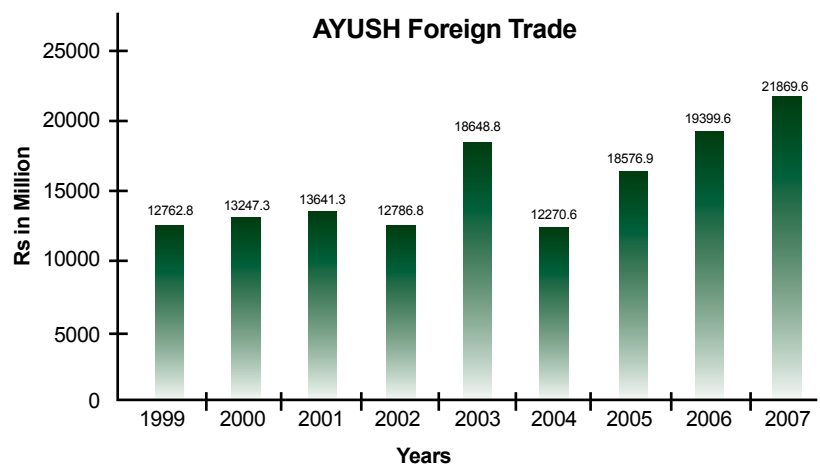
This felt-need for a credible platform to unite all concerned parties to disseminate authentic, unbiased, comprehensive information to national

and global audiences catalysed a revivalist movement. As a result, in 2001, the WAC (World Ayurveda Congress) was established, an appropriately optimistic development to haringer the start of the new millennium. Of course, this was helped by the fact that despite the stated challenges, global awareness of Ayurveda was on the rise. Increasingly, people across the world were discovering what a panacea for lifestyle-related and chronic diseases Ayurveda could be. Also, there was new evidence to validate Ayurvedic scriptures, thus piquing interest in this science.

Over eight years and through three Congresses, the WAC has emerged as a global forum for all stakeholders to not only network with each other but

also engage in intellectual exchange to strengthen the Ayurveda sector, reaffirm their sense of purpose and think about the future direction. It showcases advances in relevant fields, orients students and facilitates interaction between professionals and consumers, thus boosting Ayurveda commerce.

The 2007 annual report of the Department of AYUSH (Ayurveda, Yoga, Unani, Siddha, and Homoeopathy) confirms that Ayurveda's popularity and commerce have improved tremendously since 2001. As the accompanying graph reveals, after the first WAC in 2002, the foreign trade of AYUSH products increased by 48% over the previous year, a rise of Rs 5862 million. There has been continuous growth



in AYUSH exports thereafter, showing 74% growth in volume in 2007 as compared to that in 2002. More than 86% of trade related to AYUSH is contributed by Ayurveda.

The report adds that concerned state governments increased budgetary outlays for Ayurveda, in the wake of WAC. In 2003, the Government of India provided Kerala with Rs 2877.5 million via a scheme for hospitals and dispensaries, a humongous increase over the Rs 50 million allotted in the previous year. Maharashtra received Rs 2167.5 million in 2006, a substantial

improvement over the Rs 178.9 million allotted in 2005.

The Ministry of Railways has included Ayurveda in the health scheme of Railway employees and initiated 39 Ayurvedic dispensaries across India. The Ministry of Coal and Mining has included Ayurveda for the occupational hazards management of miners and started 16 Ayurvedic dispensaries in coal/lignite mines in Central India.

In fact, the WAC's activities have paved the way for better-organized pro-Ayurvedic movements the world over. To propagate the practice, science and trade of Ayurveda, the WAC organizes events and scientific discourses across the globe. It takes keen interest in trade improvement, acceptance of Ayurveda as a medical system, registration of Ayurvedic practitioners and popularisation of Ayurveda drugs in respective countries.

Having established itself as a vital platform for Ayurveda, the WAC has set itself the following goals for the future (2009–14).

- To facilitate acceptance and recognition for Ayurveda as

a complete health system adoptable in all countries across the world

- To create appropriate platforms for 'scientific basing' of Ayurveda along with suitable infrastructure to popularize the outcomes
- To make Ayurveda an integral part of health-care management

Within the larger objectives, the specific key achievables identified are as follows.

- To create interest groups in 30 countries including those in the European Union, Association of South-East Asian Nations, the United Arab Emirates, and North America
- To formulate international peer-review panels in basic and medical sciences for credible guidance and validation of research
- To initiate the creation of a network of medical institutions, laboratories, and universities across the world for aiding joint research and creating a database of management efficacy of Ayurveda. ■

About 4th World Ayurveda Congress and AROGYA Expo

With the 4th edition of the World Ayurveda Congress and Arogya Expo, scheduled to be convened in Palace Grounds, Bengaluru from 9 to 13 December 2010, we expect to consolidate the momentum of this forum and provide a robust boost to the growing global popularity of Ayurveda and associated fields. With nearly half a million visitors and about 5000 delegates expected to be in attendance this year, the Congress is reinforcing its identity as a global summit that brings together diverse stakeholders

of Ayurveda on to a common, meaningful, and popular platform. In the associated expo, Arogya 2010, the spotlight this year will be on traditional and tribal knowledge in health-care systems from India's rural and tribal communities, especially from the north-eastern states.

The 4th edition of the Congress invites all interested delegates to its academic and business sessions as well as all associate events that are detailed in the following pages.

SALIENT FEATURES

- | | |
|---------------------------------------|------------------------------------|
| ■ Plenary and parallel sessions | ■ International Cooperation Meet |
| ■ Focused skill development workshops | ■ Invited public lectures |
| ■ Home theme pavilion | ■ Students' interaction forum |
| ■ Special focus seminars | ■ Banquet for international guests |
| ■ Buyer-Seller Meet | ■ Cultural programmes |

Academic Sessions of the Congress

The focal theme of the 4th World Ayurveda Congress is '**Ayurveda for all**'.

Accordingly, this year's Congress is designed to benefit the following target groups/areas.

- | | |
|-------------------|------------------------------------|
| ■ Vaidyas | Enhancing clinical competence |
| ■ Teachers | Discovering apt pedagogy |
| ■ Students | Learning beyond classrooms |
| ■ Scientists | New ideas, new science |
| ■ Institutions | Capacity building |
| ■ Industry | New products, new services |
| ■ India | Global leadership in health care |
| ■ World | New hopes, affordable solutions |
| ■ People | The public health |
| ■ Medical doctors | As integrative partner |
| ■ Mental health | Preventive and curative dimensions |



4th World Ayurveda Congress and Arogya Expo 2010

The academic sessions of the Congress are structured in such a way that the plenary sessions will take on the evolution of various concepts and the parallel sessions emerging from the plenary topics. The plenary and corresponding parallel sessions will be conducted on the same dates. Listed below are the themes identified for the plenary sessions this year.

- | | |
|---|--|
| 1. Ayurveda for All | 4. Ayurveda and Integrative Medicine |
| 2. Public Health | 5. Food and Nutrition in Ayurveda |
| 3. Ayurveda Research and Education | 6. Ayurveda Medicine for Animals and Plants |

The plenaries will be addressed by the most eminent scientists, academicians, policy makers or Ayurveda practitioners (clinicians).

The 4th WAC shall showcase as to how Ayurveda can provide safe, cost-efficient, and effective health care for all, especially in the following important areas.

- | | |
|--|--|
| • Food and Nutrition (including Water) | • Ayurvedic Management of Chronic Lifestyle Diseases |
| • Self Reliance in Primary Health Care | • Veterinary and Plant Medicine |
| • Mother and Child Care | • Ageing |
| • Prevention | • Ethics and Moral Values |

For details on parallel sessions and research themes, please see 'Call for papers' on page 11.



Associate events

Pre-Congress Workshops

Contact Prof. (Dr) B R Ramakrishna and Dr R Kishore Kumar

E-mail pcw@ayurworld.org

Mobile +91 99025 43943 and +91 98458 29174

Five pre-Congress workshops have planned for students, researchers, vaidyas, and academicians. The box below gives more information on these workshops.

Pre-Congress Workshops				
Topic	Dates	Seats	Fee	
			Delegates	Others
Mental Health and Ayurveda	8 December	100	500	2000
Agni/Kshara Karma	8 December	50	1000	2000
Panchakarma	7-8 December	50	1000	2000
Scientific Writing	8 December	50	2000	4000
Update International GMP	7-8 December	50	2000	6000

Academic Co-ordinator Prof. (Dr) Vishnu Joglekar

Mobile +91 98239 31611

International Forestry Congress on Afforestation of Medicinal Trees, 8 and 9 December 2010

Contact Dr Mandar Akkalkotkar

E-mail ifc@ayurworld.org

Mobile +91 98227 77161

ACTMET (Action for Conservation and Trade of Medicinal and Economic Trees), an offshoot of Vijnana Bharati, in association with the National Medicinal Plant Board and the Indian Council for Forestry Research and Education, will organize a global-level forum to discuss the following themes.

- Mass afforestation of rare and endangered medicinal trees of economic importance
- Organic forestry and agri-horticulture of medicinal plants
- Regularization of trade of botanical raw drugs by large-scale cultivators

Arogya Expo, 9-13 December 2010

Contact Mr Ranjit Puranik

E-mail arogya@ayurworld.org

Mobile +91 98470 75750

The Arogya Expo associated with the World Ayurveda Congress have been the largest of its kind in the AYUSH segment, since its alliance in 2002 with the 1st WAC. Gained in reputation as the largest fair in the complementary and alternative health care in the world since then, the Expo has enjoyed unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover, and credit standing. The 4th edition of the Expo is actively supported by the Ministry of Commerce & Industry and Ministry of Health & Family Welfare, Government of India; the State governments of the Host State, Karnataka, and Focal states such as Chhattisgarh, Himachal Pradesh, Madhya Pradesh, and Kerala. Besides, it also 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 these major associates, this year's Expo is expected to bring in half a million visitors.

Visitor profile of the Expo is diverse and includes medical practitioners, marketing strategists, professionals and consultants, policy makers, diplomats, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers, and the general public. The visitors benefit from an array of exhibits put out by AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders, and medicinal plant cultivators.

What the Expo achieves?

- Provides a much-needed showcase for the AYUSH sector in India
- Showcases achievements of the AYUSH Councils
- Allows for the Ayurvedic industry, allied products and services to interact with consumers directly
- Facilitates interaction between the industry and foreign delegates
- Registers Ayurveda in the minds of consumers
- Motivates students

Expo Highlights

- Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications, etc.
- Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, universities, educational institutions, laboratories, resorts and spas, trade houses, and knowledge bank services.
- Excellent and extensive B2B and B2C opportunities.
- Focal Theme Pavilion of the Congress on the subject: 'Ayurveda for all'.
- Special pavilions on AIDS and vector-borne diseases control, and informative exhibition on reproductive and child health systems and family welfare.
- Exhibits on food and nutritional sciences inherent in AYUSH systems practised in the society.
- Free health check-ups, lectures and counselling by specialists of Ayurveda, Unani, Homoeopathy, Siddha, Yoga and Naturopathy, *Prakriti Pariksha* and *Nadi Pariksha* (pulse diagnosis).
- Demonstration of home remedies for treatment of common ailments.
- Live Yoga demonstrations by experts with personal guidance.

Students' Interaction Forum

10-12 December 2010

Contact Dr Asit K Panja and Mr Keertikumar

E-mail nasya@ayurworld.org

Mobile +91 99820 82832 and +91 81497 87323

The convergence of thousands of thinkers and practitioners of Ayurveda in Bengaluru for the 4th WAC is a unique opportunity for students of this science to listen to, interact with and learn from these leaders. NASYA (National Ayurveda Students and Youth Association) under the guidance of concerned principals and management of the Ayurveda academic institutions and with the support of the Department of AYUSH, Ministry of Health and Family Welfare, Government of India, will identify 1200 students of Ayurveda across the nation who have the potential to become future ambassadors of Ayurveda. NASYA will facilitate direct interaction of these students with Ayurveda experts on matters of academia and curriculum. In order to build capacity and nurture them for future, NASYA will also draw up a plan of action with specific agenda and time line.



Exclusive Meet of Traditional Healers and their Demonstration

Contact Mr Jayant Sahasrabudhe and

Prof. (Dr) (Mrs) Debjani Roy

E-mail traditionalhealers@ayurworld.org

Mobile +91 98692 58172 and +91 94361 17294

The rural and tribal regions of this country represent the richest and unique traditions in health care. The local healers in these regions, especially the north-eastern and tribal areas, are knowledge banks of regional flora and practices. Therefore, it is extremely important to harness their knowledge and make it available to the rest of world.

With this intention, the 4th WAC intends to bring together hundreds of such precious resources (practitioners) from these regions on to a common platform to demonstrate not only their skills but to exhibit their products as well. The Congress will also arrange group discussions and exclusive seminars to facilitate exchange of local knowledge and skill.

For a comprehensive solution to our health-care shortcomings, we need to adopt the traditional Indian model in the health-care system.... The Indian health-care system reaches out to the bottom of the pyramid while the Western method of health care reaches only the top of the pyramid.

Sam Pitroda, Chairperson,
National Knowledge
Commission, Keynote address,
Sixth India Health Summit,
New Delhi, 5 November 2009.

Buyer-Seller Meet, 11-13 December 2010

Contact Mr S Murali Krishna

E-mails info@pharmexcil.com, research@pharmexcil.com

Mobile +91 92461 99792

Apart from the academic rigour and the intellectual exchanges pertaining to the science and techniques of Ayurveda, this ancient system of medicine also requires a commercial boost to make it mainstream and accepted the world over. This is the foremost objective of Pharmexcil, (Pharmaceuticals Export Promotion Council), Ministry of Commerce and Industry, Government of India. The WAC, nurturing a similar vision, has partnered with Pharmexcil to open up and bring the international market right at the door steps of the Indian AYUSH industry. As part of the 4th WAC, Pharmexcil – in association with the Department of AYUSH (Government of India) and Vijnana Bharati – is organizing a global 'Buyer-Seller Meet', from 11 to 13 December 2010 at Bengaluru. This 3-day meet, aims to promote Indian systems of medicine; establish the scientific validity of Ayurveda to global food and drug authorities; facilitate business by inviting importers,

traders and drug regulators from all important regions of the world and consider possibilities of creating a harmonized system of regulatory requirements for Indian systems of medicine products.

Besides organizing exclusive interactive sessions with drug regulatory agencies and health ministries, this Buyer-Seller Meet will facilitate trade as well. Pharmexcil and 4th WAC invite potential importers, traders, food and drug regulators, associations, and consultants dealing with Ayurvedic and herbal products to participate in this Meet and interact with the Indian industry.

Products in focus Ayurveda and herbal value-added products, powders and extracts, Ayurvedic and herbal formulations, dietary supplements, nutraceuticals, functional foods and botanical drugs developed for specific world markets.

Interested delegates may register by sending in their profiles by the last week of October 2010.

Satellite Seminars

Contact Dr G Geetha Krishnan and Dr Pawankumar Godatwar

E-mail satelliteseminars@ayurworld.org

Mobile +91 93111 93090 and +91 93145 02834

As a run-up to the 4th WAC in Bengaluru, Karnataka, in December 2010, the Organising Committee has been conducting national and international 2-day satellite seminars at different locations. Besides generating general awareness about the Congress, these seminars introduce new concepts along with the basic philosophy to students and give them an opportunity to present research papers.

Out of 10 such national seminars planned, 6 have been successfully completed in Patna (Bihar), Bathinda (Punjab), Agartala (Tripura), Guwahati (Assam), Bhubaneswar (Orissa), and

Raipur (Chhattisgarh). More such seminars are coming up in the next few months. Over 2500 students are expected to participate in these satellite seminars before the 4th WAC.

As for international satellite seminars, Baden Baden (Germany) witnessed one in October 2009, in which Mr S Gandhiselvan, Hon'ble Union State Minister for Health and Family Welfare, and Ms S Jalaja, IAS, Secretary, Department of AYUSH were present. The second international satellite seminar will be held in Kuala Lumpur, Malaysia, in August 2010.

2nd Assembly of the International Forum for Ayurveda (IFA): International Cooperation Meet 9-10 December 2010

Co-ordinator Dr D C Katoch

Contact Mrs Deepali Virmalwar

E-mail ifa@ayurworld.org

Mobile +91 99680 76668 and +91 98810 75494

The WAC works closely with organizations, governmental bodies, regulatory authorities, and individuals from many nations, who aim to propagate and garner acceptance for Ayurveda in their region of influence. At the 3rd WAC, a meet of international repute brought together the field's stalwarts, which helped collate very relevant recommendations relating to education, research, manufacturing, health services and regulatory affairs. Subsequently, the Department of AYUSH took the initiative of convening an international meet in March 2009, where WAC officials and foreign delegates interacted with Department officials. Five active international working groups were formed at this time.

A few months later, the first ever European World Ayurveda Congress was held in Baden Baden (Germany) in October 2009, in collaboration with the Department of AYUSH and the European Union Ayurveda Association. The mootings of the Ayurveda Association of Singapore and work initiated towards the recognition of Ayurveda as a science and accepted health-care system by SAARC nations further highlights the success of the collaborative networks that WAC is working to establish across the world in its bid to make Ayurveda a global science. All the groundwork and demonstrated successes will now culminate in the form of the International Cooperation Meet during the 2nd Assembly of International Forum for Ayurveda, on 9th and 10th December 2010, at Bengaluru.



Mint

Exclusive Meet of Gurus and Shishyas of Rashtriya Ayurveda Vidyapeet with Experts in Modern Education and Sciences

Contact Dr VV Prasad

E-mail gurushishyas@ayurworld.org

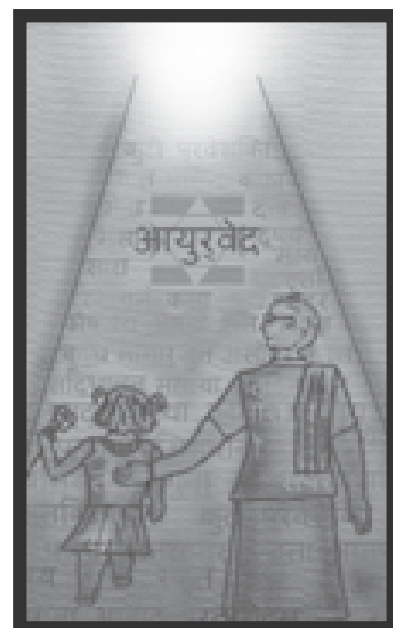
Mobile +91 98181 47492

The Department of AYUSH, Ministry of Health and Family Welfare, Government of India, has initiated the 'Guru-Shishya Parampara' mode of teaching Ayurveda. This is a unique and ancient way of teaching that was prevalent in ancient India. In this mode of teaching, the 'Guru' (teacher) transfers his knowledge to his 'Shishya' (student) over a period of time. An attempt is being made now to revive this 'Parampara' or lineage to impart knowledge on Ayurveda. As part of reviving this tradition, the Government has identified about 100 such traditional Gurus as on March 2010 to train about 300 students a year.

The Congress brings together the Gurus and their Shishyas to meet with the experts of modern education and sciences. The objective of this 'Exclusive Meet' is to enrich the teaching skills of Gurus and orient both Gurus and Shishyas towards keeping this tradition alive. The Shishyas of this scheme will also get a rare opportunity to interact with experts from different walks of life.

Events and venues

■ International Forestry Congress on Endangered Medicinal Trees	Art of Living Foundation
■ 2nd Assembly of the International Forum for Ayurveda: International Cooperation Meet	Art of Living Foundation
■ Arogya Expo	Palace Grounds
■ The Congress	Palace Grounds
■ Students' Interaction Forum	Palace Grounds
■ Buyer-Seller Meet	Palace Grounds
■ Exclusive Meet of Traditional Healers and their Demonstration	Palace Grounds
■ Exclusive Meet of Gurus and Shishyas of Rashtriya Ayurveda Vidyapeet with Experts in Modern Education and Sciences	Palace Grounds



Call for papers

The 4th WAC invites research papers on the following subjects:

1. Infectious diseases and Ayurveda
2. Emerging new diseases and Ayurveda
3. Immune disorders and Ayurveda
4. Immune deficiency diseases and Ayurveda
5. Cancer and Ayurveda
6. Cardiac diseases and Ayurveda
7. Metabolic diseases and Ayurveda
8. Degenerative diseases and Ayurveda
9. Yoga and Ayurveda
10. Cosmetology and Ayurveda
11. Sex and Ayurvedic interventions
12. Reproductive health and Ayurveda
13. Preventive medicine in chronic disease management
14. Mental health and Ayurveda
15. Rasayana: paediatrics to geriatrics
16. Public health and Ayurveda
17. Rural health and Ayurveda
18. Philosophical basis of Ayurveda
19. Prakruti and Sara
20. Rogee pareeksha (Ayurvedic diagnosis)
21. Richness of ahara shastra (Ayurvedic dietetics)
22. Outstanding health traditions
23. Ayurvedic surgery
24. Textual studies in Ayurveda
25. Information and Communication Technology and Ayurveda
26. Scope of biomedical engineering in Ayurveda
27. Different perspectives on Ayurveda and integrative medicine
28. Ayurveda in furthering basic science research
29. Advanced research in Ayurveda
30. Research methodology in Ayurveda
31. Translational research
32. Clinical research in Ayurveda
33. Clinical trials and pharmaco-vigilance in Ayurveda
34. Ayurveda and intellectual property rights
35. Regulatory issues of Ayurvedic drugs in specific countries
36. Shastra and industry
37. Issues related to rasa-aushadhies
38. Veterinary medicine
39. Medicines for plants
40. Sustainable cultivation of medicinal plants and trees
41. Medicinal plants for health and prosperity
42. Making Ayurveda affordable to all

Scientific committee

Under the Chairmanship of Dr M R Vasudevan Nampoothiri and Convenership of Dr G G Gangadharan, the Scientific Committee of globally accepted experts will review the papers submitted as per guidelines outlined below. The decisions and choices of the Scientific Committee are final on all matters pertaining to the presentation and publication with regard to the Congress.

Evaluation criteria

The Scientific Committee will use stringent criteria to evaluate contributions. Please visit www.ayurworld.org for details. The papers may be addressed to 'WAC 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, papers, and posters should not be used for advertising products. There is space at the Congress venue for exhibition/presentation of products.
- To submit abstracts and papers, use the formatting templates provided online at www.ayurworld.org. 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, colours may be used in figures. However, for the benefit of someone printing the selected document in black and white, the colours 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@ayurworld.org.
- To submit abstracts/papers, use the provided template.
- Abstracts, papers, and posters must reach the destination prior to the deadlines.
- If the abstract is accepted for the paper or poster, you are committed to give a presentation at the conference. One person is then eligible for a reduced conference fee of 50% in the respective category.

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 31 August 2010.

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 September 2010.
- 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 10 October 2010.

Posters

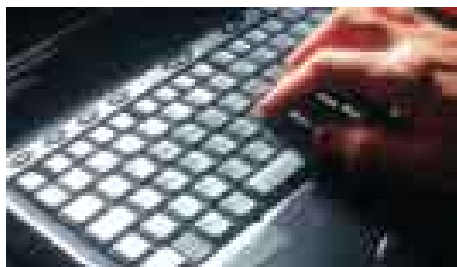
- During the Congress, space will be available for a poster exhibition. Posters are graphic presentations of a scientific paper. The criteria are the same as for scientific papers.
- During September 2010, a template for the poster will be created and sent out. The poster should be then made as a PDF file and sent to info@ayurworld.org no later than 10 October 2010.



Call for papers

Dates to remember

■ Submission of paper abstracts	30 July 2010
■ Confirmation of abstract acceptance	31 August 2010
■ Full paper submission	20 September 2010
■ Confirmation of paper acceptance	10 October 2010
■ Presentation submission	2 December 2010
■ The Congress	10–13 December 2010



Registration of delegates

Delegate fees (on or before 30 September 2010)

Developing Countries		Developed Countries (with accommodation)
Without accommodation	With Accommodation	
Rs 2000	Rs 3000	350 USD

- Members of organising institutions / spouse of registered delegates, and students will get 50% concession on delegate registration fees.
- Delegates selected for oral presentation will get free accommodation.

All late registrations Rs 2500 (without accommodation) / 400 USD
(from 1 October to 15 November).

Spot registration Rs 3000 (without accommodation) / 450 USD (if seats available)
The registration fee will include congress kit, breakfast, lunch and dinner and entry to the cultural programme for all the days of the Congress for which the applicant has registered and entry pass for the AROGYA exhibition.

Per day registration: Rs 1000 / 150 USD
Per day registration fee will include breakfast, lunch, and dinner 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.

For student delegates who request for accommodation facilities, dormitory accommodation for 3 nights (10–12 December) will be provided on additional payment of Rs 500 per student.

Demand draft for programmes of 4th WAC may be made towards '4th WAC, 2010' and sent to the address for communication (see back cover).



4th World Ayurveda Congress and AROGYA Expo

9-13 December 2010

Bengaluru, Karnataka, India

REGISTRATION FORM

Title ☐ Professor ☐ Dr ☐ Mr ☐ Ms

First Name..... Last Name.....

Gender ☐ Male ☐ Female Category ☐ General ☐ Student

Organization

Position/Title

Mailing Address

..... PIN/ZIP

Country Telephone..... Fax

(Include country code).

E-mail Website

Accompanying Person's Name.....

Participating in

☐ The Congress ☐ International Forestry Congress[†] ☐ Buyer-Seller Meet (Pharmexcil)^{†*}

☐ Pre-Congress Workshops^{†*}

[†] Participation by separate registration * Only for delegates of 'The Congress'

Please select only one workshop (participation on additional payment)

☐ Mental Health and Ayurveda ☐ Agni/Kshara karma ☐ Panchakarma

☐ Scientific Writing ☐ Update International GMP

Method of Payment** ☐ Cheque ☐ Cash ☐ Demand draft ☐ Wire transfer

Cheque/Demand draft to be made favouring '4th WAC, 2010' payable at Bengaluru.

Note You may also make your payment either separately for each event or through one single payment covering for the events that you wish to participate.

Total Amount: Amount in words.....

Signature

This form may be photocopied or downloaded from the website <www.ayurworld.org>.

You can send your form to us by mail, fax or e-mail or register online at <www.ayurworld.org>.

Bank details for Wire Transfer

Name of the Account : 4th World Ayurveda Congress
Account Number : 60037481515
RTGS/NEFT Code : MAHB-0001319
Account Swift Code : USD SCBLUS33
Name of the Bank : Bank of Maharashtra
Branch Number : 1319
Bank Address : No. 343, 3rd Main Road
SFS-407, 4th Phase
Yelahanka New Town
Bangalore - 560106

** Payment accepted in INR or USD

Address for communication:

4th World Ayurveda Congress and Arogya 2010, Organising Committee Office, ZCCK Premises

OPD Entrance, NIMHANS, Bengaluru - 560029, Karnataka, India. Telephone +91 80 2656 2555

E-mail info@ayurworld.org Website www.ayurworld.org

Previous World Ayurveda Congresses

AT A GLANCE

WAC edition	Title	Location	Organisers	Focal theme	Inaugurated by	Total attendance (foreign delegates)	Countries represented	Visitors to Arogya Expo
1st edition, 30 October-4 November 2002	World Ayurveda Congress and Herbal Trade Fair	Kochi, Kerala	Ministry of Health and Family Welfare, Government of India; Vijnana Bharati	Ayurveda and World Health	Mr Shatrughnan Sinha, Hon'ble Minister of Health and Family Welfare, Government of India	1800 (168)	22	208,000
2nd edition, 6-12 November 2006	World Ayurveda Congress and Arogya	Pune, Maharashtra	University of Pune; AYUSH (Government of India); Vijnana Bharati	Globalisation of Ayurveda	Dr Ambumani Ramadoss, Hon'ble Minister of Health and Family Welfare, Government of India; Dr R A Mashelkar, Director-General, Council of Scientific and Industrial Research	3500 (220)	30	324,000
3rd edition, 16-21 December 2008	World Ayurveda Congress and Arogya	Jaipur, Rajasthan	AYUSH (Government of India); Vijnana Bharati; National Institute of Ayurveda	Mainstreaming Ayurveda	Ms Jalaja S, IAS, Secretary, Department of AYUSH, Ministry of Health and Family Welfare, Government of India	2800 (222)	36	218,000



Vijnana Bharati
India

Vijnana Bharati (VIBHA)

Vijnana Bharati or VIBHA is a national movement dedicated to the integrated development of Bharat through the intervention of science, engineering, and technology. Launched in 1991 by a group of thinkers and scientists, VIBHA has, today, 21 active units spread across the country and a few overseas units as well. Eminent scientists, academicians, policy makers, and social workers are the torch bearers of this movement.

VIBHA takes the spirit of 'Swadeshi' along with the ethos of our culture. It emphasizes that science and spirituality should go hand in hand. VIBHA works towards rural development, technology transfer, and social empowerment so as to bring the fruits of advancement of science and technology for the benefit of the society. It has received two national awards for popularizing science and technology: one in 2005/06 from Dr Manmohan Singh, Hon'ble Prime Minister of India, and the other in 2006 from Mr Kapil Sibal, Hon'ble Minister for Science and Technology, Government of India.

VIBHA works towards national self-reliance and a developed India. Towards this mission, VIBHA adopts, adapts, and assimilates the best from everywhere and associates with the best of universities, R&D organizations, and other movements.



Department of AYUSH, Ministry of Health and Family Welfare, Government of India

Created in 1995 as the Department of Indian Systems of Medicine and Homoeopathy, it was renamed as Department of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) in November 2003. The Department 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 homoeopathy 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 homoeopathic drugs.

About Bengaluru

Bengaluru is the capital of the Indian state of Karnataka. It is also called the 'Garden City' for its beautiful gardens, flowers, and trees. For the IT world, Bengaluru is the 'Silicon Valley of India' because of its position as nation's leading software exporter.

Bengaluru is known for its high-quality academic institutions such as the Indian Institute of Science, Indian Institute of Astrophysics, the Raman Research Institute, the Jawaharlal Nehru Centre for Advanced Scientific Research, the National Centre for Biological Science and the Indian Statistical Institute.

Notable places of attraction include the Vidhan Soudha or the State Secretariat, the Government Museum of Bengaluru, the Visvesvaraya Technological and Industrial Museum, the Lal Bagh Botanical Gardens, and the Fort and Palace of Tipu Sultan.

Weather in December Generally pleasant with the temperature hovering in the range of 17 °C (min) to 27 °C (max).

4th World Ayurveda Congress and Arogya Expo 2010

Chief Patrons

Shri Ghulam Nabi Azad, Hon'ble Minister of H&FW, Government of India

Shri B S Yeddyurappa, Hon'ble Chief Minister, Government of Karnataka

Dr Raman Singh, Hon'ble Chief Minister, Government of Chhattisgarh

Shri S Gandhiselvan, Hon'ble Minister of State, H&FW, Government of India

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Shri Ramachandra Gowda, Hon'ble Minister, Medical Education, Government of Karnataka

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Prof. Ajay Kumar Sharma, Director, National Institute of Ayurveda, Jaipur

Prof. H R Nagendra, Vice Chancellor, SVYASA University, Bengaluru

Dr Swashpawan Singh, Former Ambassador of India and Honorary Adviser to Department of AYUSH, Government of India

Prof. K I Vasu, Patron, Vijnana Bharati

Dr D Nagaraja, Former Director and Prof. of Neurology, NIMHANS

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- Asian Federation for Integrated Medicine, Japan
- Association of Ayurvedic Professionals of North America
- Association of Manufacturers of Ayurvedic Medicines
- Ayurveda Association of Singapore
- Ayurvedic Drug Manufacturers Association
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- Karnataka Indian Medicine Manufacturers Association
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Address for communication

WAC Secretariat

4th World Ayurveda Congress and Arogya 2010
Organising Committee Office, ZCKK Premises, OPD Entrance
NIMHANS, Bengaluru - 560 029, Karnataka, India.
Telephone +91-80-2656 2555
E-mail info@ayurworld.org • Website www.ayurworld.org