



WORLD CONGRESS OF AYURVEDA

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AYUSHMAN INDIA EXPO 2019

Peoples' Foundation

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WORLD CONGRESS OF AYURVEDA (WCABHU-2019)

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AYUSHMAN INDIA EXPO

BANARAS HINDU UNIVERSITY

14TH – 16TH March 2019

OUTCOME REPORT

Peoples' Foundation in Association with the esteemed **Banaras Hindu University** through its faculty of Ayurveda was proud to organize **World Congress of Ayurveda (WCABHU-2019) & Ayushman India Expo** from 14 to 16 March at BHU Varanasi.



Medical education in Varanasi, the oldest living city of the world, dates from the days of Sushruta 500 BC. Infact this is also the history of Medical education in India. The great treatise - 'Sushruta Samhita' is a living testimony of contributions to Medical education that originated in Varanasi, Sushruta was the first to perform cadaver dissections and described a number of operating instruments and surgical operations. Perhaps it is a continuation of this historical perspective that Medical education in Banaras Hindu University took roots in 1920 with the establishment of Department of Ayurveda under Faculty of Oriental Learning and Theology (1922-1927).

The focal theme of WCABHU-2019 was to "Develop evidence based Ayurvedic medicines and procedures. It brought the latest improvements in fast-moving areas of health care, covering all aspects of theory, research and application to develop new potential outcome in health care, early diagnosis, awareness for preventive measures and combined therapy by psychosomatic modulation and medicine. This gave an opportunity to interact with experts from nursing, nutritionists and yogic practices along with basic biological-scientists and doctors of Allopathic system of medicine.



It was aimed to cover the basic concepts of Ayurveda, Allopathy, Siddha, Unani, Homeopathy, Naturopathy along with Chinese Traditional Medicine (TCM), Tibetan medicine and Campo medicine of Japan to develop a strong base with common terminology to fulfill the aims and objectives of World Health Organization (WHO) for "health for all". Besides the medicines, the role of life

style, diet, mental-health, spirituality and procedures in health care were discussed. All the proposed sessions accommodated literary, basic and clinical researches in form of guest lectures, panel discussions, oral and poster presentations.



Along with this Global conference on Ayurveda, Ayushman India Expo 2019 was also organized by Peoples' Foundation at Swatantrata Bhawan campus and auditorium at BHU Varanasi which showcased various aspect of Health care, Wellness, Industrial inputs, plants cultivation, Life style products, with an aim to bring awareness and also to educate for better business opportunities. Further, A student oriented Associate Event namely 'AYUSH PRAGYA' was also being organized at the same time Besides Science. Peoples' Foundation and BHU also took care about the tourism and spiritual aspect of participants.



AYUSHMAN INDIA EXPO 2019 kept spotlight on various aspects of health & wellness such as Ayurvedic products\medicines manufacturers, organic farming and products, organic food & supplements, health & nutrition, fitness equipments and regiments, retreats and spa, hospitals & labs, academics, Research & Development institutions, bio energy products manufacturers, medicinal plants, biological clothing and lifestyle products and services

The expo provided one of the most innovative platforms for exhibiting, promoting and representing segment of alternative medicines, drugless therapeutics and ancient sciences of healing. It also included various Health and Wellness activities, seminars, events, contests, competitions, health shows, free health check-ups, festivals and knowledge sharing interaction with world's renowned Professionals. In striving towards the direction of improvising 'Health & Wellness', this expo created enormous awareness in masses

The distinct and salient characteristics of this Expo included a synthesis of diverse disciplines and their significant contributions to Health & Wellness Education, Organic agriculture, Tourism and industry. **Ayushman India Expo (WCABHU 2019)** was acknowledged as a comprehensive health & wellness fair on the subject of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa & Homeopathy).



Ayushman India Expo was one of the biggest platforms for the AYUSH, Organic and medicinal plant related companies from across India who showcased their products and services to approx. **20'000 to 25'000** enthusiastic visitors that included registered delegates from several countries like USA, Germany, Japan, SriLanka, Nepal and may other places. **Almost all leading brands of alternative medicine** engaged the platform **to network with around 6,000 practicing Doctors, Researches, Academician, farmers, buyers, students and common people through the associated events like Conference, Exhibition, Workshops, AYUSH Health Mela, Ayush Pragma and many more.**

An associated event in the name of **Ayush Pragma and Free Health Check up Camp** in association with Faculty of Ayurveda, Banaras Hindu University was also held during 14 to 16th March where hordes of visitors from all walks of life ranging from students, community exhibitors, industry watchers professionals, paramilitary forces, private educational institutions, NGOs, embassies & diplomats, trade and tourism professionals, government employees and citizens

of Varanasi visited the stalls as well as free health check up pavilion and got benefited.



Event Highlights

- This initiative was instrumental to showcase the advancing frontiers and rediscovered importance and relevance of India's age old alternative and holistic system of medicine for maintaining a healthy and disease free lifestyle.
- The expo & conference brought in focus entire spectrum of "Health & Wellness" medicines, products and services related to Yoga, Ayurveda, Naturopathy, Siddha and organic Agriculture displaying the countrywide and global advances and best practices in alternative medicines and therapies
- Participation of more than 1500 delegates in the WCABHU-2019 Conference and around 50 renowned brands related to Ayurveda & Yoga
- The expo& conference brought together a unique combination of vast bodies of knowledge, prescribed procedures, therapies and famous practitioner of natural and herbal medicines together





Peoples' Foundation profusely thanks Banaras Hindu University particularly the Dean of the Faculty of Ayurveda, professor Yamini Bhusan Tripathi for giving us an opportunity to partner with them and collaborate in the Global venture.

We also convey our Sincere thanks to all the teams' participants including exhibitors such as Pharmacy Companies, Ministry of Tourism, Ministry of culture, Ministry of Tourism (Uttar Pradesh) Ministry of Ayush and also our sponsors like Energy Efficiency Services Limited (EESL), Power Finance Corporation.

Conclusion

Peoples' Foundation by sheer strength of its versatile core team of experienced office bearers, volunteers, communicators and executioners was successful in carrying out such an onerous task of partnering with a prestigious public institution like Banaras Hindu University (BHU) in accomplishing the task of popularizing and disseminating the science and art of healing – That us Ayurveda for the benefits of common man. We are of the view that such growing partnerships can go a long way in shifting the focus of affordable, preventive and curative aspects of alternative medicines.



THANKS