



Incredible India



AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY

7-10 November 2019

INDIA EXPO CENTRE & MART
GREATER NOIDA

POST SHOW REPORT

ORGANIZED BY





AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY

7-10 November 2019

POST SHOW REPORT





Introduction

Export Promotion Council for Handicrafts in Association with the esteemed India Exposition Mart was proud to organize AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy from 07 to 10 November 2019 at India Expo Centre & Mart, Greater Noida, Uttar Pradesh.

The mega initiative is being organized by the India Exposition Mart Limited (IEMML) along with the Export Promotion Council of Handicraft (EPCH) with support from the Ministry of AYUSH, Ministry of Tourism and Uttar Pradesh Government. India Yoga Association (IYA), All India Ayurvedic Congress (AIAC), Centre for Innovation in Science and Social Action (CISSA), Vishwa Ayurved Parishad (VAP) and Indian Naturopathy & Yoga Graduates' Medical Association (INYGMA) were the associate partners of this Mahakumbh of Ayurveda, Yoga and Naturopathy.

It was the one of the biggest platforms for the domain of Ayurveda, Yoga, Naturopathy and Wellness Tourism. It was aimed at laying a concrete foundation and setting up goals to globally increase the market share and customer profitability in these sectors.

Ayuryog Expo: World Assembly on Ayurveda, Yoga & Naturopathy connected the best of natural health and wellness experts, academic institutions and thought leaders from across the globe. In addition to the businesses and academicians in the space, this was a golden opportunity for budding scholars, researchers, end users and trading bodies to gain a better and deeper understanding of the traditional system of medicine.

The event comprised of Knowledge sessions, Conferences and paper presentation on Lifestyle disorders: Cancer, Cardiac, Diabetes and Mental health issues, Medicinal Plants and Wellness Tourism.

This was a joint endeavor by India Exposition Mart and Export Promotion Council for Handicrafts to bring the word to India, the cradle of Ayurveda, Yoga & Naturopathy.

Focal Theme

The focal theme of AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy was Bringing the World to India, The Cradle of Ayurveda, Yoga & Naturopathy.

As we know, India is the birthplace of Ayurveda, Yoga and Naturopathy and recognized globally as the cradle of healing and wellness. Holistic living is a part of life here and culturally imbibed into the soul of the country and its people.





AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



INAUGURATION

Shri Shripad Yesso Naik, Union Minister of State, AYUSH was the chief guest to inaugurate the AyurYog Expo 2019: World Assembly on Ayurveda, Yoga & Naturopathy. Dr. Mahesh Sharma, Member of Parliament was the guest of honor and secretary, ministry of AYUSH and Padmashree Awardee Vaidya Rajesh Kotecha and Dr. H.R. Nagendra [Guruji] presided over the event.

The other dignitaries present during inauguration included Padma Bhushan Vaidya Devendra Triguna, Dr. Smt. Hansa Jayadeva Yogendra, Vishwaguru Mahamandaleshwar Paramhans Sri Swami Maheshwarananda Puri, Padma Shri Swami Bharat Bhushan, Jain Acharya Dr. Lokesh, Padma Shri Swami Amrta Suryananda Maharaja, Dr. Jaideep Arya and Dr. G.G. Gangadharan.

While inaugurating the Ayuryog Expo 2019 Shri Shripad Yesso Naik said, "This (AYURYOG EXPO) is a great opportunity to spread the word about the Indian System of medicine globally. Ayurveda is considered by many scholars as the oldest healing science. It is often called the mother of all healing."

Welcoming the dignitaries during 1st edition of Ayuryog Expo: World Assembly on Ayurveda, Yoga & Naturopathy Shri Rakesh Kumar, Chairman – India Exposition Mart Ltd welcomed all the dignitaries and went on to say: "I would also like to welcome all the speakers who have come to make AYURYOG EXPO 2019 the Mahakumbh of Wellness. Thank you for coming from across the world and blessing us".

Vaidya Rajesh Kotecha, Secretary AYUSH, Govt of India said, "We are working with World Health Organization (WHO) in so many fronts. Recently we signed an MoU with them to develop a benchmark document for Yoga, Ayurveda and Naturopathy".

Dr HR Nagendra, President, Indian Yoga Association and Chancellor, S-VYASA said, "The challenge is how to integrate the system into a common platform. This will pave the way to integrate allopathy and all systems, because no single system will be able to cope with the challenges of modern society. You have to have a pluralistic system".

Member of Parliament, Dr Mahesh Sharma, in speech said, "Yoga is worldwide. Ayurveda has a history of thousands of years. It has a home in India".

Padma Shri and Padma Bhushan awardee, Vaidya Devendra Triguna, President, All India Ayurveda Congress also spoke on the occasion and said, "We want to achieve a method of medicine from Yoga, Ayurved and Naturopathy, which will give good health to the entire world in a most cost-effective way".

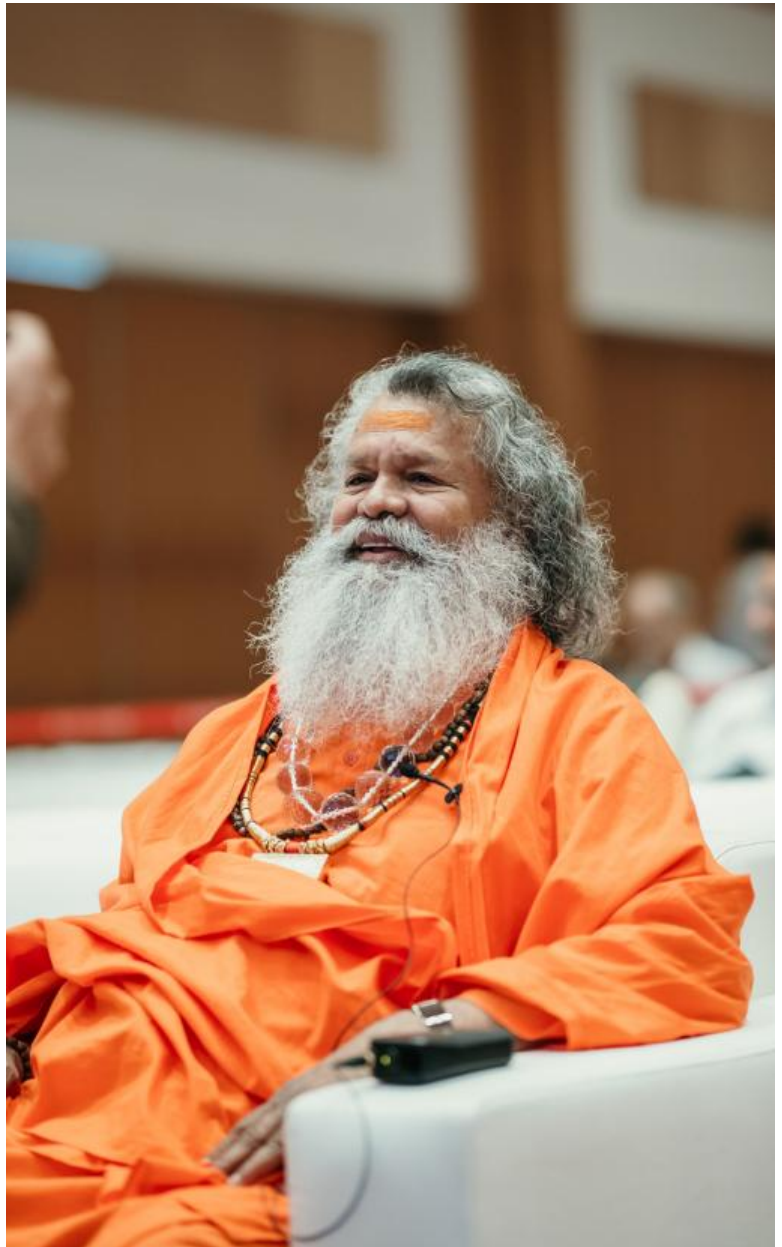
An MoU between IYA and IEML was also exchanged on stage during the event.

Ayuryog Expo: World Assembly on Ayurveda, Yoga & Naturopathy is the world's first event which span the wellness universe and includes Ayurveda, Yoga and Naturopathy in which all Yogis, Gurus, experts and eminent personalities connected to Ayurveda, Yoga and Naturopathy were on the stage set for grand inauguration.













AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



Program Details of Scientific Session

AYURYOG

EXPO 2019

NOV 8, 2019-FRIDAY:

PRE-LUNCH TECHNICAL SESSIONS AND PANEL DISCUSSIONS

7-8.30 AM		Yoga Shivar by Swami Amrta Suryananda Maha Raja		
10-11.30AM		TOPIC	SPEAKERS	DURATION
	Keynote Session	Chairpersons Dr HR Nagendra, [Chairman AyurYog Expo, Steering Committee]		
	Speaker 1:	Psychophysiology of Yoga & Its' Applications	Dr Shirley Telles, Director, Patanjali Research Foundation, Haridwar	30 Min
	Speaker 2:	Integrative Oncology	Dr. Lorenzo Cohen, Professor, Department of General Oncology and Behavioral Science and Director, Integrative Medicine Program, University of Texas MD Anderson Cancer Center.	30 Min
		Yoga Therapy Assistant Program	Ms. Ashish Jain CEO (Health Sector Skill Council)	
		Q&A	Chair & Speakers	10 Min
11.30-12 Noon		Herbal Tea & Natural Snack Break		
12 – 1PM		Panel Discussion: AYUSH Integration for NCDs and Lifestyle disorders		
	Moderator	Challenges & Opportunities of Ayush Integration for NCD	Dr. G.G Gangadharan [Vice Chairman AyurYog Steering Committee]	
	Panelist 1:	Emerging Concept of Integrative Medicine	Dr. Narayanam Srikanth	
			Dy. Director General CCRAS	
	Panelist 2:	Ayurvedic Thoughts on Modern Perspective	Dr Arun Gupta [Head Medical Affairs & Clinical Research, Dabur]	
	Panelist 3:	Yoga & Naturopathy as Lifestyle Medicine	Dr. Vadiraja HS, [Project Officer, CCRYN]	
	Panelist 4:	Lifestyle Intervention in Integrative medicine	Dr. Cijith Shreedhar [CMO, Prakriti Shakti Clinic, CGH Earth]	
		Q&A: From Media & Audience		30 Min
		Concluding Remarks	By the Moderator	
2 PM		LUNCH		

NOV 8, 2019-FRIDAY:

POST-LUNCH TECHNICAL SESSIONS AND PANEL DISCUSSIONS

2-3.30PM	TOPIC	SPEAKERS	DURATION
Technical Session 1: Lifestyle Diseases	Chairpersons Prof. B.T. Chidananda Murthy [CMO, Jindal Nature Cure] Topic: Lifestyle disease: Time to Integrate and promote Ayurveda, Yoga & Naturopathy		
Speaker 1:	Yoga an Evidence Based Lifestyle Intervention	Dr Sat Bir Singh Khalsa [Assistant Prof. of Medicine, Harvard Medical School]	20 Min
Speaker 2:	Perspective of Ayurveda	Dr. Pratap Chauhan [Founder, JIVA Ayurveda]	20 Min
Speaker 3:	Yoga for Metabolic Diseases	Dr. R. Nagarathna [Medical Director, SVYASA]	10 Min
Speaker 4:	Yoga for Mental Health	Dr. Naveen G.H [Principal, JSS Institute of Naturopathy & Yogic Sciences]	10 Min
Speaker 5:	Naturopathy for Lifestyle Diseases	Dr. Gulab Tewani [Chief Medical Officer, Sant Hirdaram Yoga & Nature Cure Hospital, Bhopal]	10 Min
Speaker 6:	Value Education for Youth	Suyash Raj Shivam [Director, Sanyam Samvaad Foundation]	10 Min
	Q&A	Chair & Speakers	10 Min
3.30-4 PM	Herbal Tea & Natural Snack Break		
4 – 5.30PM	Panel Discussion: Integrative Medicine		
Moderator	Challenges & opportunities	Raghavendra Rao [Director, CCRYN]	
Panelist 1:	Major concern about present Health care System	Prof. Pooja Sabharwal [Ass. Prof/HoD, Ch. Brahm Prakash Ayurved Charak Sansthan, Delhi]	
Panelist 2:	Need to Develop Yoga	Ms. Antonietta Rozzi [President of Italian Yoga Federation]	
Panelist 3:	Concept of Integrative Medicine	Prof. Dr. R Elangovan [Profession and HoD, Department of Yoga, Meenakshi Academy of Higher Education and Research, Chennai]	
Panelist 4:	The Value of Yoga	Shri Nataraj [Director, Sivananda Yoga Vedanta Dhanwantari Ashram]	
Panelist 5:	Importance of Integrative Medicine	Dr. Sudhir Bagga [Founder, Science of Life]	
Panelist 6:	Why, What & How in Integrative Medicine	Prof. Dr. Akshay Anand [Neuroscience Research Lab, Department of Neurology, PGIMER, Chandigarh]	
	Q&A: From Media & Audience		30 Min
	Concluding Remarks	By the Moderator	
	National Anthem		2 Min
6-7.30 PM	CULTURAL PROGRAM		



NOV 9, 2019-SATURDAY:

PRE-LUNCH TECHNICAL SESSIONS AND PANEL DISCUSSIONS

9 AM: 10:30 AM			
Dhyan Sangeet by Prateek Chaitanya			
10:30-11:30AM	TOPIC	SPEAKERS	DURATION
Keynote Session	Chairpersons Dr. Babu Joseph [Former Director, National Institute of Naturopathy]		
	Dr. Yamini Bhushan Tripathi [Dean, Faculty of Ayurveda BHU]		
Speaker 1:	Traditional Insights for Integration of Ayurveda, Yoga & Naturopathy	Dr. David Frawley [Sri Vamadeva Shastri]	30 Min
Speaker 2:	Ayurveda In Daily Life	Dr. Vasant Lad [Founder, Ayurvedic Institute USA]	30 Min
Speaker 3:	Quality Control in Ayurveda Drugs	Dr. Nitin Agrawal [Director, Bliss Ayurveda]	10 Min
	Q&A	Chair & Speakers	5 Min
11:00 AM- 1 PM			
Keynote Session	Chairperson: Dr. Surendra Chaudhary [President, Vishwa Ayurveda Parishad, U.P.]		
Speaker 1	"Yoga in western society: an answer to many needs "	Ms. Antonietta Rozzi, [President of Italian Yoga Federation]	20 Min
Speaker 2	Ayurvedic Herbals: Challenges & opportunities	Dr. Arun Chandan [Regional Director, National Medicinal Plants Board]	10 Min
Speaker 3	Exclusive Herbal Extracts	Ms. Svetlana and Mr. Anatoly [Co-owners Russian Herbal Extracts]	10 Min
Speaker 4	Naturopathy	Dr. Abhay M. Shankaregowda [Dean, Ayush Subharti University]	10 Min
1 PM - 2 PM	LUNCH		

Parallel Session:

3 p.m. to 3:30 p.m.

Prof K Subrahmanyam, Advisor to Chancellor, S-VYASA Yoga University

3:30 p.m. to 4:00 p.m.

Yama and Niyama for Youth (Don'ts and Do's as per Yoga Science)
Swami Krishna Murari, Entitled Religious Leadership (Govt. Of India), New Delhi

4 p.m. to 5.00 p.m.

Special Yoga Techniques for Children
Sri Narayan Swami, Yoga In-charge, Sathya Sai Loka Seva Trust, Muddannahalli

NOV 9, 2019-SATURDAY:

POST-LUNCH TECHNICAL SESSIONS AND PANEL DISCUSSIONS

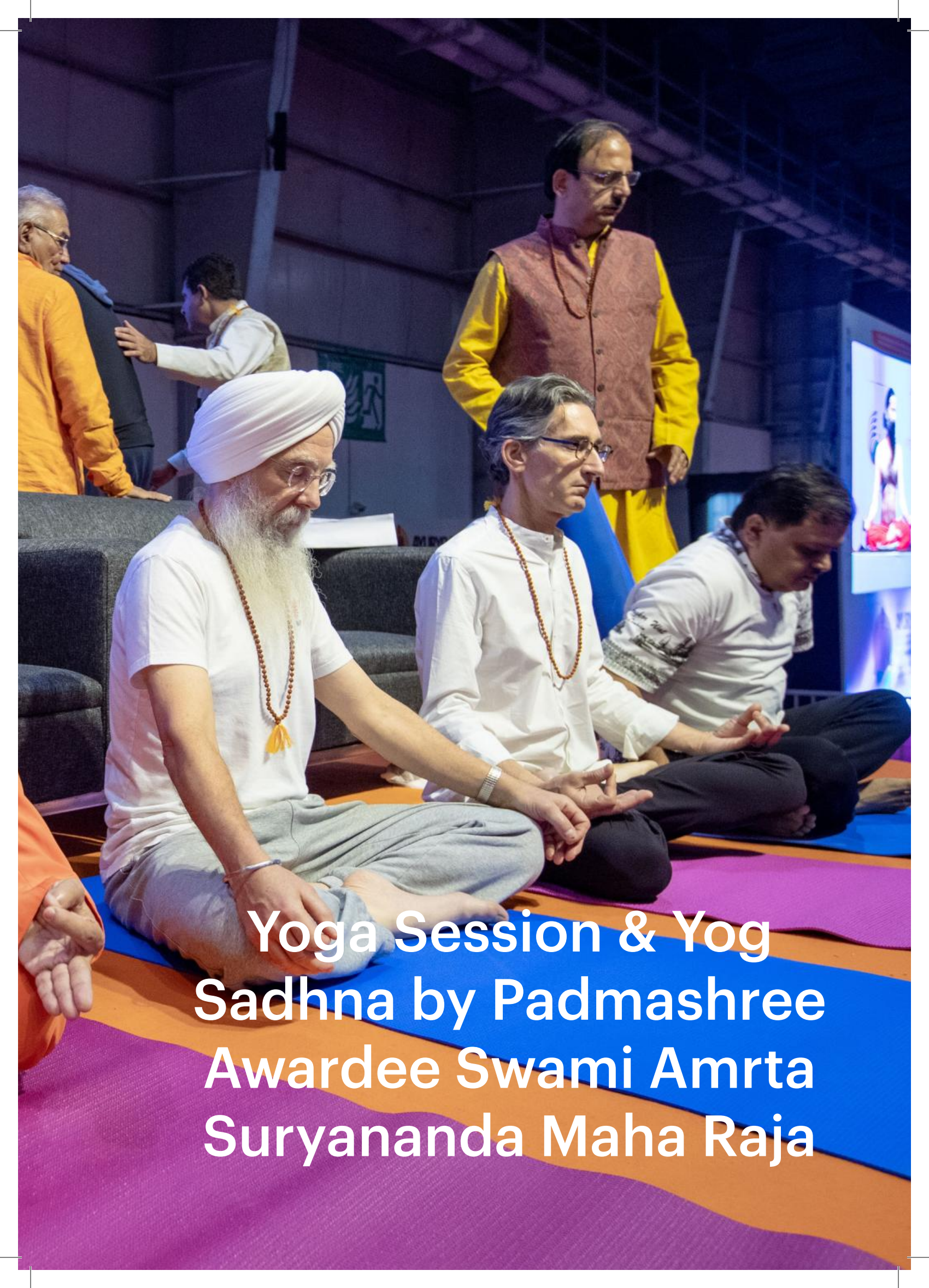
2:00-3.00PM	TOPIC	SPEAKERS	DURATION
Technical Session 2: Mental Health	Chairperson: 10 min Dr. Lorenzo Cohen, Professor, Department of General Oncology and Behavioral Science and Director, Integrative Medicine Program, University of Texas MD Anderson Cancer Center		
Keynote Speaker	Dr G.G Gangadharan 30 Min [Vice Chairman AyurYog Expo, Steering Committee] "Uniqueness of Ayurveda"		
Speaker 1:	Ayurveda & Mental health	Dr Shrinivas Gujarwar	10 Min
Speaker 2:	Stress, its effects & Management	Dr Dhananjay Arankalle	
	Q&A	Chair & Speakers	10 Min
3:00- 4:00PM	Panel Discussion 4: Ayurveda, Yoga & Naturopathy in Medical Tourism		
Moderator:		Dr. Rajesh Kumar Singh (Director, Sammati Wellbeing Centre)	
Panelist 1	Panchakarma and wellness	Dr. Sathya N Dronawala,	
Panelist 2:	Medical Tourism on client Perspective	Dr. Shyamraj [Chief Medical Officer, NIMBA Nature ure]	
Panelist 3:	Wellness Tourism	Dr. Navdeep Sharma, Head, N D Care Nirogam	
Panelist 4:	Benefits of Alternative system of Medicine	Dr. Mithesh Banthia [Lifespring Yoga Institute]	
Panelist 5:	Yoga Tourism-Aasna	Dr. Ritesh Patel [Ayurvedic physician]	
	Concluding Remarks	By the Moderator	





...en to the
Naturopathy.



A group of men are practicing yoga in a modern, industrial-style setting. In the foreground, a man with a long white beard and a white turban sits in a meditative pose on a blue mat. He is wearing a white t-shirt and grey pants, and has a string of brown beads around his neck. To his right, another man with grey hair and glasses sits in a similar pose, wearing a white long-sleeved shirt and dark pants. In the background, a man in a yellow kurta and a brown vest stands, and another man in an orange shirt is partially visible on the left. The floor is covered with colorful mats in shades of blue, orange, and purple. The background features a large, dark, industrial-looking structure with a grid pattern.

**Yoga Session & Yog
Sadhna by Padmashree
Awardee Swami Amrta
Suryananda Maha Raja**

Swami Amrta Suryananda Maha Raja arrived at AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy along with his more than 200 disciples from across Europe, who are from varied professionals from company directors to professionals, to hold a very special Yoga Shivar and a Satsang on November 8th, 2019 on the second day of the event. Guruji's disciples are followers of the Indian system of medicine and yoga as well as holistic doctrine.

Swami Amrta Suryananda Maharaja is president of the European Yoga Confederation, president of the Portuguese Yoga Confederation, president of the Iberian Yoga Confederation, founder & honorary president of the Yoga Samkhya Institute. He is also a member of the steering committee of the Quality Council of India - QCI, a committee that aims to create and establish quality standards and standards in the Training of Yoga professionals, in all the World.

He founded and currently presides the Portuguese Yoga Confederation which aggregates 53 Ashrama from North to South of Portugal; In 2014, November, founded the European Yoga Confederation, which he presides, during the 1st European Yoga Congress, in Germany, Bad Meinberg.

In 2008 founded the Iberian Yoga Confederation, which he presides, having since 2007 organized annually, in April / May, the Iberian Yoga Meetings, which are now on their 7th Edition, with 6 being held in Spain and one in Portugal.

Scientific Session 1

The first scientific session at the AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy on November 8, 2019 at the India Expo Centre and Mart in Greater Noida saw eminent speakers from across the world holding forth on their areas of expertise

Chancellor, S-VYUASA and Chairman, AyurYog Steering committee Guruji Dr HR Nagendra warmly introduced the speakers which began with a presentation on Psychophysiology of Yoga & Its Applications by Dr Shirley Telles, Director, Patanjali Research Foundation, Haridwar

She said, "Throughout the world there has been many studies which study how the physiology of yoga practices affects the body and mind". She gave details of how Yoga could improve wellness and quality of life in all aspects and ways of life.

Her talk was followed by Dr. Lorenzo Cohen, Professor, Department of General Oncology and Behavioral Science and Director, Integrative Medicine Program, University of Texas MD Anderson Cancer Center, speaking on the Integrative Oncology: An MD Anderson Cancer Centre Experience.

Dr Cohen spoke about Yoga and cancer and said, "We are making progress in treating cancer with a 25 percent reduction in cancer cases by leading a yogic lifestyle. The



biggest challenge is that more people will be getting cancer, but the good news is that it is a preventable condition".

"The top five causes of cancer in India among men and women are preventable, this causes 47.2 percent of cancers in the country, controlled by lifestyle factors," he said.

Mr. Ashish Jain, CEO Health Sector Skill Council gave a presentation on Facilitating Skilling for AYUSH in between the Knowledge Sessions.

The first knowledge session was followed by three panel discussions. The first was on the topic of AYUSH Integration for non-communicable diseases, moderated by Dr. G.G Gangadharan, Vice Chairman AYURYOG Steering Committee. The panelists included Dr N Shrikant, Deputy Director, CCRAS; Dr Arun Gupta, Head, Medical Affairs and Clinical Research, Dabur India Ltd; Dr. Vadiraja HS, Project Officer, CCRYN; and Dr Cijith Shreedhar, CMO, Prakriti Shakti Clinic, CGH Earth.

Dr GG Gangadharan, in his opening address called for the







initiation of a bridge building exercise for the integration of non-communicable diseases.

Dr Shrikant spoke of Ayurveda emphasizing to adopt and integrate knowledge of various sciences, adding that "The British Medical Association has stated that Allopathic system of medicine can be integrated".

The second panel discussion was a Technical Session on Lifestyle Diseases, Moderated by Prof. B.T. Chidananda Murthy Director, Central Council for Research in Yoga & Naturopathy, Delhi. The panelists were Dr Sat Bir Singh Khalsa, Assistant Professor of Medicine, Harvard Medical School and Associate Neuroscientist, Division of Sleep and Circadian Disorders, Departments of Medicine and Neurology, Brigham and Women's Hospital; Dr. R. Nagarathna, Medical Director, SVYASA; Dr. Naveen G.H, Principal, JSS Institute of Naturopathy & Yogic Sciences; Suyash Raj Shivam, Director Sanyam Samvaad Foundation; and Dr. Pratap Chauhan, Founder, JIVA Ayurveda; and Dr Gulab Tewani, CMO, Arogya Kendra.

"We should avoid all unnatural food and have things which are natural, take out all the artificial elements from your body," Prof Chidananda Murthy said beginning the session.

Dr Sat Bir Singh Khalsa in his comments spoke on Yoga as a lifestyle practice, "Yoga is very much in the media and public. It has become very popular. What we are seeing is the slow introduction of the yoga practice into mainstream society in the US. What is important in this transition is research, to see that Yoga is safe and effective."

"The world is reaching an inflection point 15 million people will continue to die worldwide from NCDs", he added.

The final panel discussion was on Integrative Medicine. Moderated by Raghavendra Rao, Director, CCRYN, the panel contained Prof. Pooja Sabharwal, Asst. Prof/HoD, Ch. Brahm Prakash Ayurved Charak Sansthan, Delhi; Shri Nataraj, Director, Sivananda Yoga Vedanta Dhanwantari Ashram; Prof. Dr. Akshay Anand, Neuroscience Research Lab, Department of Neurology, PGIMER, Chandigarh. Prof. Dr. R Elangovan, Profession and HoD, Department of Yoga, Meenakshi Academy of Higher Education and Research, Chennai; Dr Sudhir Bagga, Founder, Science of Life; and Ms. Antonietta Rozzi, President of Italian Yoga Federation.



Raghavendra Rao began by saying, "Diabetes is on the rise, so is the mortality rate of cancer. These are all chronic non communicable diseases. We need to see how to position Yoga, Ayurveda and Naturopathy into conventional care, rather than having two separate lines on the track, but to make them truly integrated."

Antonietta Rossi spoke of the need to develop Indian yoga. "There are so many versions developed in the western world, we need to be nearer the source. Yoga can give answers to many problems of modern European society where I live today," she said.

Shri Nataraj said, "it's more important to manage people before they develop disorders and come to the hospital, this is where Yoga shows the way."

Prof. Dr Anand in his address stated, "We have to think what we need to integrate and how we do it. The choices are with us, the best way to do it is to generate scientific evidence".

Today also saw special sessions which saw Prof K Subrahmanyam, Advisor to Chancellor, S-VYASA Yoga University speak to students on Value Education for Youth. Swami Krishna Murari, Entitled Religious Leadership (Govt. Of India), New Delhi, also spoke to students on Yama and Niyama for Youth (Don'ts and Do's as per Yoga Science). Lastly, Sri Narayan Swami, Yoga In-charge, Sathya Sai Loka Seva Trust, Muddennahalli held a workshop on Special Yoga Techniques for Children.



AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY

7-10 November 2019





AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



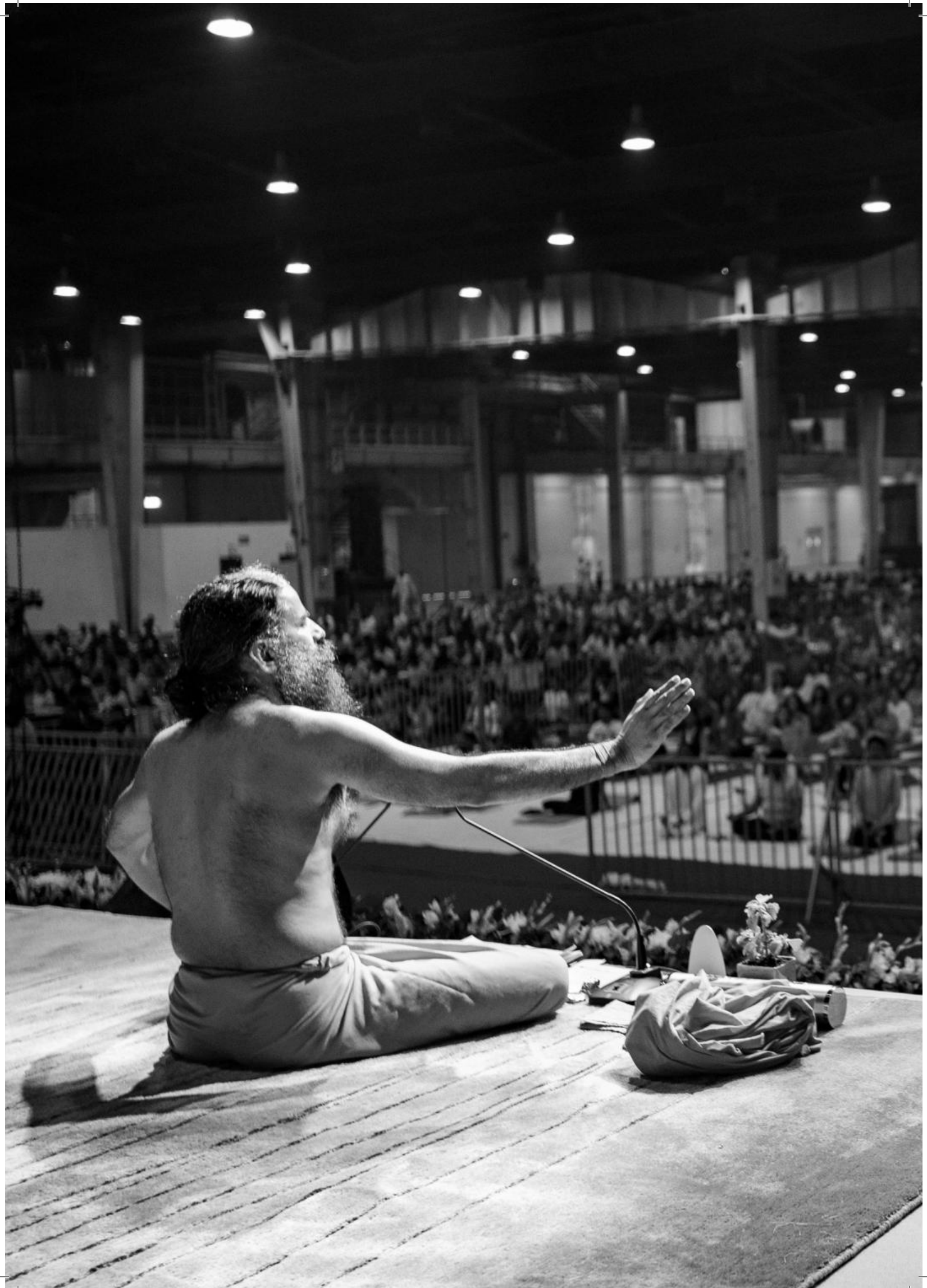
EXPO
EDA

Come, seek bless
Scholars and Re





Yog Shivir by Yogrishi Ramdev Ji Maharaj







AYURYOG EXPO
WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019





Day three was a historic day at Ayuryog Expo: World Assembly on Ayurveda, Yoga & Naturopathy as Yogrishi Swami Ramdev ji Maharaj conducted A mega Shivar on Yoga and holistic healing. The session which began at dawn was attended by more than 30,000 participants including students from different schools and more than 200 disciples of Amrta Suryananda Maharaja from Europe.

During the Yog Shivar the Yogrishi also appealed for everyone to maintain calm during momentous decision.

The Shivar received an overwhelming response where attendees were delighted to have had received the opportunity to widen their familiarity on Yogic Science which is still nascent. Various foreign visitors also lauded the efforts of EPCH and IEML for organizing world's largest assembly on Yoga, Ayurveda and naturopathy bringing all yogis, gurus, experts and eminent personalities related to Ayurveda, Yoga and Naturopathy under the same platform. They were also pleased by plenary and technical sessions being conducted by pantheons of Ayurveda, Yoga and Naturopathy fields.

The second day of AYURYOG EXPO 2019 saw a day of extensive discussions and knowledge sharing during the Technical sessions and Panel discussions on November 9, 2019 at the India Expo Mart and Centre in Greater Noida.

The first session of the day, proceeded by Dhyan Sangeet by Prateek Chaitanya, was on Ayurveda and chaired by Dr Babu Joseph, Former Director of National Institute of Naturopathy and Dr Yamini Bhushan Tripathi, Dean, Faculty of Ayurveda, BHU. The other panelists were Dr Vasant Lad, Founder, Ayurvedic Institute, USA and Dr Nitin Agarwal, Director, Bliss Ayurveda.

Dr Babu Joseph in his opening address said, "I would request State and National Governments to implement training programs for modern system medicinal doctors in the Naturopathy principals," he said.

Dr Vasant Lad spoke on Ayurveda and Modern Life. "Nowadays Ayurveda is becoming a worldwide popular medicine both in the West as well as the East. There is increasing interest to study both Yoga and Ayurveda. Ayurveda is becoming popular with practitioners of modern medicine as well," he stated.

Dr Nitin Agarwal said, "It is very important to have quality control in Ayurveda industry, for medicine to be effective."

Following this panel, a discussion was held chaired by Dr Surendra Chaudhary, President, Vishwa Ayurveda Parishad, UP, with panelists Ms. Antonietta Rozzi, President, Italian Yoga Federation; Dr Arun Chandan, Regional Director, National Medicinal Plants Board; Ms. Svetlana and Mr. Anatoly, co-owners, Russian Herbal Extract; and Dr Abhay M Shankaregowda, Dean, Ayush Subharti University.

Dr Chandan in his speech said, "There are 9,000 units who manufacture Ayurveda, Siddha, Unani and Homoeopathic medicines. Get-







ting raw materials is a big challenge. The government made a regional center to take care of the value chain looking after farmers, traders, industries and academic institutions.”

The other panels of the day included a session on Mental Health and Yoga chaired by Dr Lorenzo Cohen, Professor, Department of General Oncology and Behavioral Science and Director, Integrative Medicine Program, University of Texas MD Anderson Cancer Center; Dr G.G Gangadharan, Vice Chairman AyurYog Expo, Steering Committee; Dr Shrinivas Gujjarwar; and Dr Dhananjay Arankalle.

Dr GG Gangadharan spoke on how the paradigm of Indian

medical knowledge system is entirely different from what is prevalent now. “Mental health is a very important branch of Ayurveda. Graha chikitsa is the area where Ayurveda deals with all issues of mental health. Ayurveda has a deeper understanding of mental health issues.”

The last session of the Knowledge Session was on Ayurveda, Yoga and Naturopathy in Medicinal Tourism, moderated by Dr Rajesh Kumar Singh, Director Sammati WellBeing Centre, with panelists Dr Sathya N Dronawala; Dr Shyamraj, CMO, NIMBA Nature Cure; and Dr Navdeep Sharma, ND Care Nirogam; Dr Ritesh Banthia, Lifespring Yoga Institute.





Incredible India

blessings from Gurus and Achar
d Researchers in Ayurveda, Yoga and Nat

Sikhon Wat
Cambodia



AYURYOG EXPO
WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



We
Tour



AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY

7-10 November 2019

Incredible!ndia

Sponsored by
**Ministry of
Tourism**

Wellness
Tourism
Partner:
**Gujarat
Tourism**

Industry
Partner:
**Nimba
Nature Cure
& Kairali
Ayurveda
Group**

Wellness risism



Wellness Tourism is a term used to describe the rapidly growing practice of travelling across international borders to seek Wellness & Medical services. Services typically sought

by travellers include elective and essential procedures as well as complex surgeries etc. India attracts patients from all over the world. The indigenous or traditional healthcare practices like Ayurveda, Yoga, Naturopathy, Siddha and Unani provide uniqueness. With keeping these things in mind on the third day of the AyurYog Expo 2019 – World Assembly on Ayurveda, Yoga & Naturopathy the scientific session on the topic “Ayurveda, Yoga & Naturopathy in Medical/ Wellness Tourism” was sponsored by Ministry of Tourism, Govt of India and Gujarat Tourism.

According to the official website of Ministry of Tourism, Government of India, tourism defined as “Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travelers include elective procedures as well as complex surgeries, etc.” As we know India is the birthplace of Ayurveda Yoga & Naturopathy. BTC Murthy, Chief Medical officer of the most reputed wellness center Jindal Nature Cure said, “We need to be the leader in the world map and we need to get the maximum benefit being the pioneer in the field of wellness, also Indian youth is now aware about the concept of body mind and soul. People in the West have a lot of interest in

the Indian system of medicine such as Ayurveda and yoga. Yoga & meditation helps people to detoxify themselves and be in a state of mindfulness.”

Visitors coming to India for wellness-based trips, often spend a fair amount of time visiting here, learning about the ancient arts of yoga and meditation, as well as Ayurveda.

Being the inaugural edition, AyurYog Expo was a successful show, where 250 international wellness lovers were together added by people who have keen interest in learning Yoga and meditation on one platform. They got opportunity to learn four forms of Yoga i.e, Karma, Kriya, Bhakti and Gnana.

Ritesh Patel from international institute S-VYASA said, “Now it’s our duty to offer the right thing (a yogic life) to the people and that is in the bracket of Patanjali Yog Sutra Asana guidance.”

India is the hub of some of the unique alternative healthcare services such as homoeopathy, naturopathy, traditional spas and organic diets offer more diverse experience to customers. These are increasingly becoming popular among foreign patients as a non-surgical treatment for various ailments. Kerala and Gujarat are the most important wellness Destination Through the video presentation of Kairali – The Ayurvedic Healing Village, helped International delegates to experience a lot about God’s own country and there ayurvedic way of treatment. Whereas Gujarat prestigious naturopathy center NIMBA highlighted the topic - food is your medicine and it is provided by sustainable agriculture, Gujarat being Wellness Tourism Partner.

Wellness tourism is evolving and plays a major role in the rapidly increasing tourism sector in India.











Exhibition

AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy kept spotlight on various aspects of health & wellness such as Ayurvedic products\medicines manufacturers, organic farming and products, organic food & supplements, health & nutrition, fitness equipment 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 improving '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. AyurYog Expo was acknowledged as a comprehensive health & wellness fair about AYUSH.



AyurYog 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. 25'000 to 30'000 enthusiastic visitors that included registered delegates from 20 countries like USA, Germany, Portugal, Austria, Australia, Canada, China, Japan, SriLanka, Nepal and may other places. Almost all leading brands of alternative medicine engaged the platform to network with around 12,000 practicing Doctors, Researches, Academician, farmers, buyers, students and common people through the associated events like Conference, Exhibition, Workshops and many more.



Event Highlights

International Delegates

This is the first time in history of AYUSH industry that 225 international delegates became part of an event. The first edition itself was nothing less than a celebration. AyurYog Expo was on the top in terms of International Delegates who marked their presence at the event.

Conference

In terms of Conference, it was well organised and well-equipped. It was a beautiful amalgamation of experts from Ayurveda, Yoga and Naturopathy.

Speakers

We had prominent international speakers such as Dr. Vasant Lad, Lorenzo Cohen and Satbir Khalsa.





AYURYOG EXPO
WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



Ministry Support

We had received
International Conference
Fund from Ministry of
AYUSH and Sponsorship
from Ministry of Tourism.

Associations

First time, in the field
of AYUSH & wellness,
associations came
together. This was
indeed marvellous.

AyurYog Expo

World Assembly on Ayurveda, Yoga &
Naturopathy profusely thanks Ministry
of Ayush, Ministry of Tourism and Uttar
Pradesh Government for giving us an
opportunity to partner with them and
collaborate in the Global venture.





AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019





AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019



Conclusion


AyurYog Expo 2019 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 popularizing and disseminating the science and art of healing – That us Ayurveda, Yoga & Naturopathy 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.

For more information contact

Praveen Prabhakar

9667178551

info@ayuryogexpo.com



AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY
7-10 November 2019

ORGANIZED BY



India Exposition Mart Ltd.

Plot No 23-27 & 27-29, Knowledge Park-II
Gautam Buddha Nagar, Greater Noida-201306

