



आयुष मंत्रालय
MINISTRY OF
AYUSH



Confederation of Indian Industry

GLOBAL AYURVEDA SUMMIT 2023



**MAINSTREAMING AYURVEDA THROUGH INNOVATION
TECHNOLOGY, STARTUPS & BRANDING**

26 & 27 October 2023

Adlux International Convention Centre, Ernakulam, Kerala

POST EVENT REPORT

GLOBAL AYURVEDA SUMMIT 2023



It is an international annual event started to serve as a force to galvanize Ayurvedic sector to aspire, plan and achieve greater heights. Previous editions have successfully showcased Ayurveda on a global platform multi-dimensionally with comprehensive coverage of everything from textual traditions to healing traditions, from policies to products and from research to economics and events for discussions, deliberations and decisions.

It is also a Global Knowledge Platform to meet national and global leaders in Ayurveda, Health, Wellness, Nutraceuticals, Medicinal Plants & Tourism fields. The impact of the previous Summits has heightened our responsibility, renewed the corporate interest and enhanced the academic and public expectations.

The conferences support the establishment of Ayurveda as a prevention oriented, perfect health care system for the world, a system that is authentic and reliable. The Conference aims to establish Ayurveda as the most ancient, scientific, and holistic health care system, which is capable of leading the world towards an increasingly disease-free society. Since Ayurveda is cost effective and easy to implement, it can bring about self sufficiency in health care in every nation.

World experts in the field of Ayurveda come together and bring out a new depth of understanding of Ayurveda. New breakthrough scientific research on Ayurveda is presented, and In-depth formulation of policies to make Ayurveda available in totality throughout the world was discussed.

Global Ayurveda Summit 2023 is an event totally dedicated to the 'Health and Wellness' industry. It is one of the elite platforms that provides an excellent opportunity for small and medium sized businesses to grow them alongside with big business houses.

CONFERENCE

03

Day - 1 (October 26 2023)

Inaugural Session



The Global Ayurveda Summit served as a testament to the remarkable journey of Ayurveda, an ancient healing system that has excelled over time and borders to become a global phenomenon. The summit created a unique platform for stakeholders to brainstorm on the countless possibilities for the future of Ayurveda with the overall theme being **"Mainstreaming Ayurveda through Branding, Research, AI & Startups."** This also provided a platform for the convergence of experts, thought leaders, and enthusiasts from across the globe, all dedicated to unlocking the potential of holistic healing and medical value tourism.

During the Inaugural Session of the Summit, Honourable Raila Amolo Odinga, Former Prime Minister of the Republic of Kenya, addressed the summit on the benefits of Ayurveda and how the treatment protocols have been benefitting the users across the globe. He also spoke about the advantages of Ayurveda for holistic healing and emphasized the need for wider acceptance and adoption of Ayurveda treatment protocols, which will further bolster the development of this sector globally.

Mr Vinod Manjila, Vice Chairman of CII Kerala State Council and Chairman of Manjilas Food Tech Pvt Ltd, addressing the session mentioned that the objective of the Global Ayurveda Summit was to mainstream Ayurveda through Branding, Research, AI, and Startups, which is a multifaceted approach that involves combining traditional knowledge with modern technology and business strategies. It is also imperative to have the support of the Government and policy makers to bolster the growth of a sector and its ecosystem.

The Ministry of Ayush has been taking significant measures to collaborate with G20 countries to promote the Ayurveda Sector. One of the key observations during the session was the integration of AI in Ayurveda to embrace newer heights. It is essential to create awareness about the efficacy of Ayurvedic treatments and to promote it as a complementary approach to modern medicine. The distinguished guests also advocated to foster partnerships between Indian-based Ayurveda centres and practitioners and other service providers, to create global business opportunities.



CONFERENCE

04

The summit augmented the state's endeavour to establish Ayurveda as a prevention-oriented, perfect health care system for the world, a system that is authentic and reliable. It also aimed to establish Ayurveda as the most ancient, scientific and holistic health care system, which is capable of leading the world towards an increasingly disease-free society. Since Ayurveda is cost effective and easy to implement, it is capable of bringing about self-sufficiency in health care in every nation. World experts in the field of Ayurveda converged together and charted out a roadmap to bolster the state's sector and elevate Kerala as one of the most preferred destinations for holistic healing.

New breakthrough scientific research on Ayurveda were presented, and In-depth formulation of policies to make Ayurveda available in totality throughout the world was deliberated by the stakeholders.



Evidence based Research for Building Trust Ayurveda Opportunities for the world

Key points highlighted by the distinguished panel of speakers included the benefits of Evidence based research to build trust within the community are as below:

- Integrating Ayurveda into other health-care systems, which is crucial for seamless integration of Ayurveda for holistic healing.
- Rigorous research endeavours in Ayurveda contribute to a credible and reliable body of evidence.
- Collaborative research initiatives create opportunities for cultural exchange between Ayurvedic practitioners, researchers, and their counterparts in conventional medicine. This cross-pollination of ideas fosters innovation and enriches the global healthcare discourse, which will also enhance business opportunities and investments across the globe.
- Investment in R&D: Governments, private institutions, and international bodies can contribute by investing in research infrastructure, facilitating advanced studies in Ayurveda, and supporting interdisciplinary collaborations.
- Speakers also shared practical use cases which emphasized the importance of evidence-based research in Ayurveda.
- Multi – Stakeholder Collaboration: Collaboration among researchers, practitioners, policymakers, and patients is paramount. This multi stakeholder approach ensures a comprehensive understanding of Ayurveda's potential and its effective integration into diverse healthcare systems.



Ayurveda Challenges and Opportunities in Modern World

Discussion Points & Key Takeaways

- The acceptance of Ayurveda in the modern world has been a dynamic and evolving process, influenced by various factors. Traditionally rooted to the ancient Indian culture, Ayurveda offers a holistic approach to healthcare, focusing on the balance of mind, body, and spirit
 - The modern world has witnessed a shift towards preventive healthcare, aligning with Ayurveda's emphasis on maintaining balance and preventing diseases through lifestyle and dietary practices. Also, explore the scope of surgical specialties in Ayurveda hospitals.
 - Ayurveda aligns with the global trend towards natural and holistic wellness solutions, attracting individuals seeking alternatives to conventional medicine
 - Ayurveda's emphasis on personalized and individualized treatment approaches aligns with the modern concept of precision and personalized medicine.
 - Ayurvedic retreats and wellness centers in countries like India attract international visitors seeking holistic healthcare experiences, contributing to its global acceptance.
 - Increased cultural exchange has facilitated cross-cultural learning, enabling the integration of Ayurvedic practices into diverse healthcare systems.
- Focus on four strategic areas as below will further bolster the sector's growth.
- Evidence and learning
 - Data & analytics
 - Sustainability and equity
 - Innovation and technology
- Governments recognizing the potential of Ayurveda have implemented policies to support its practice, research, and global promotion. This needs to be further strengthened by establishing Centres of Excellences which will propagate and educate Ayurveda in its true essence.



Emerging opportunities in Ayurveda through Startups and Entrepreneurship

Discussion Points & Key Takeaways

In recent times, Ayurveda sector has witnessed a surge in potential avenues, opening a realm of possibilities for startups and entrepreneurs. The convergence of traditional healing principles and modern business innovation presents a unique landscape ripe for exploration.

- The increasing global emphasis on holistic well-being has created fertile ground for Ayurveda startups.
- Entrepreneurs in Ayurveda space should prioritize authenticity in their offerings. Leveraging genuine Ayurvedic practices and ingredients not only ensures product quality but also establishes trust with discerning consumers seeking traditional, time tested remedies
- Maintaining product and service integrity is paramount. Collaborating with experienced Ayurvedic practitioners and experts ensures a commitment to quality and authenticity, essential factors in building a sustainable and reputable Ayurveda startup.



- Entrepreneurs should explore innovative approaches to blend traditional Ayurvedic wisdom with modern solutions. This may involve creating user-friendly apps, online platforms, or incorporating technological advancements to enhance accessibility and user experience.
- Identifying niche markets or offering specialized Ayurvedic services can set startups apart in a competitive landscape.
- Navigating regulatory frameworks is crucial for Ayurveda startups. Understanding and adhering to local and international regulations ensures smooth operations and builds credibility, particularly in markets with stringent healthcare standards.



CONFERENCE

08

Incorporating AI & Technology in Ayurveda – The way forward

Discussion Points & Key Takeaways

- Implementing AI algorithms for personalized health assessments based on Ayurvedic principles enables personalised recommendations for individuals, considering their unique doshas and constitutions.
- AI can process vast datasets to derive meaningful insights, aiding Ayurvedic practitioners in identifying patterns, refining treatments, and improving overall healthcare outcomes.
- AI can contribute to creating dynamic treatment plans, adjusting based on individual responses and external factors, ensuring a responsive and adaptive approach to Ayurvedic interventions.
- Development of comprehensive digital wellness platforms that integrate AI-driven insights, educational content, and personalized recommendations, providing users with holistic Ayurvedic guidance.
- Implementing blockchain and AI in supply chain management ensures the traceability and quality of Ayurvedic ingredients, addressing concerns related to authenticity and safety.



CONFERENCE

09

Day - 2 (October 27 2023)

Panel Discussion on Emerging Opportunities in Globalizing Ayurveda Products & Services.

Discussion Points & Key Takeaways

- Respect and recognition for the Ayurveda sector as an integral part of holistic health and wellness and wider acceptance will add value to the deliberations across the globe, considering the faster pace of advancements in the sector.
- Integration of various medical value systems—the need of the hour, considering the growing interest in Ayurveda. Investing in research studies and clinical trials to provide scientific evidence for the efficacy of Ayurvedic treatments will further strengthen the credibility of Ayurveda in the global healthcare landscape.
- Understanding and respecting cultural nuances in different markets is crucial for successful global marketing efforts. Hospitality and service orientation will add immense value to the sector's growth. Patient centric approach and customised treatment protocols, being the key to Ayurveda needs to be further strengthened along with the generalist approach.
- Reformatting Ayurveda to suit the needs of the world – not just medical, but as a wellness and wellbeing component. Utilizing efficient marketing strategies can enhance the global visibility and appeal of Ayurveda, reaching a broader audience interested in holistic health and wellness.
- Creating platforms for networking and collaboration within the Ayurveda community could foster innovation and knowledge exchange, creating a multiplier effect for the sector and its growth across the globe.
- Offering specialized training and educational programs in niche areas of Ayurveda can attract practitioners and enthusiasts looking for advanced knowledge and skills.
- Regulatory affairs, Packaging, Brand building, Communication, Marketing etc are critical factors that need attention, if the sector needs to further spread its growth prospects.



Ayurveda - Partnering with other Systems of Medicine to make Kerala as Global Holistic Healthcare Destination

Discussion Points & Key Takeaways

- Holistic healthcare is highly recommended due to the global use of traditional and complementary medicine, requiring safety measures through standardization and drug interaction studies.
 - Combining medical value tourism with traditional practices, such as Ayurveda in Kerala, provides cost effective, high-quality treatment, creating an attractive business proposition.
 - Holistic Healthcare to be introduced as an extended arm of medical value tourism, which not only serves as a social responsibility but also a substantial business opportunity for the practitioners. This will enable customers across the globe to experience traditional healing practices along with modern medicines and access to medical treatment protocols. The below proposals could be considered for the establishment of the above:
 - Establish a Holistic Healthcare City
 - Establish a Global Centre for Research & Promotion of Holistic Healthcare
 - Create a network of Primary Holistic Health Centres at municipal or district levels to deliver access to holistic health even at the grass root level.
 - Investment in Research & Development, Manpower training and skilling will be the key differentiator, to boost the sectoral growth.
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- The current scenario, with limited courses being offered under Government affiliation needs to be strengthened as this will be the key to impart quality education and management practices. An overall approach in creating an experience for the end user / patient is determined through imparting quality practices, including aspects like hygiene, language, and safety.
 - Strategizing business models in Ayurveda, like modern medicine, will add value as determining the demand-supply, business trends and creating an enabling ecosystem for the sector to thrive. A direct proposition between cost and effectiveness / outcome offered by Ayurveda needs to be evaluated and communicated, to increase its contribution to the holistic medicine.
 - Kerala has the potential to create a fruitful ecosystem that fosters global collaboration, with the gaining importance of Ayurveda. Kerala, also known for its entrepreneurial instincts, will also create the right platform for more players to engage in the sector. Technology enabled learning and manufacturing will also be beneficial for the sector to grow.

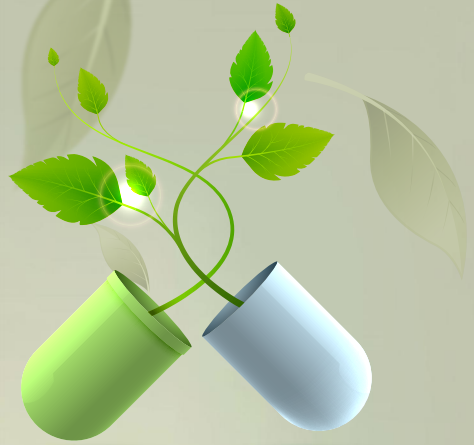
EXHIBITION

11

The Global Ayurveda Summit's Exposition brought together business executives and business owners to benefit from face-to-face networking and elevated level business refinement.

Individuals, institutions, and organizations in the field of Ayurveda represented an apparently diverse, yet inherently unified, styles, methods, products, and services.

Global Ayurveda Expo created a platform to exhibit everything made, served, and sold in the name of Ayurveda to a global community





"It was a learning experience to understand technologies, present & future & how the industry is coping with it. A very well organised and inspired event. Best of luck for the next edition in August 2024. The feedback we received from participants has been overwhelmingly positive, highlighting the impact of the event on both personal and professional levels. I also want to extend my appreciation to our sponsors and partners who believed in the vision of Global Ayurveda Summit and supported us wholeheartedly."



Dr P M Varier

Managing Trustee &
Chief Physician
Arya Vaidya Sala (AVS),
Kottakkal



Dr Jaseela T Bukhary

Managing Director
Punarnava
Ayurveda Hospital Pvt Ltd

"It was an amazing experience in all aspects. The facility was of international standards, the arrangements were error free, the organisational skills were extra ordinary so that no one could experience any inconvenience or delay in any aspects of the event. The technical sessions arranged with the experts were helpful for the audience and will help Ayurveda to go the next level. Above all it was a first of its kind in the country bringing both the modern and Ayurveda segments together so that it will be a landmark in the Integration of Health care. Looking forward for the upcoming event eagerly and waiting for it."



Dr Yadu Narayanan Mooss

"GAS 2023 has created a platform for interdisciplinary collaboration between various streams of healthcare in promoting Kerala as a healthcare destination. The positive experiences of meeting different country representatives as well as industry partners have instilled a lot of confidence in pursuing this vision further. A major outcome was realising the possibility that Ayurveda can play a very vital role in this journey by integrating traditional knowledge and globalising the approaches through technological advancements. Looking forward to healthier and wider collaborations in the coming years."

Director & CEO
Vaidyaratnam
Oushadashala

TESTIMONIALS

14

"I want to express my sincere gratitude to everyone involved in making this event a resounding success. It was a joy to be part of such a well-organized and uplifting occasion. Thank you for creating lasting memories and fostering a sense of community. I look forward to attending future events with the same level of enthusiasm and anticipation."



Mr Hari Namboothiri

Vice Chairman
Sreedhareeyam
Group of Institutions



Dr S Saji Kumar

Managing Director
Dhathri Ayurveda

"The organizers showcased impeccable planning and execution. One of the highlights was the incredible lineup of speakers. Each presenter brought a unique perspective and expertise, contributing to a rich tapestry of knowledge and insights. Every moment was thoughtfully curated to ensure a diverse and enriching experience for attendees."

Greetings from Ayurgreen, thank you CII for Organising Global Ayurveda Summit. As an exhibitor at the GAS, I was impressed by the diverse range of attendees and their genuine interest in our services. The exhibition provided an excellent platform for networking and forging new partnerships. The CII did a fantastic job of promoting the event and ensuring smooth logistics, contributing to a successful and fruitful experience for all participants.



Dr Abdul Latheef Nalakath

R&D Head
Ayurgreen Ayurveda
Hospitals Pvt Ltd



Basil Paul

Senior Marketing Manager
Somatheeram Ayurvedic
Health Resort

As the Senior Marketing Manager of Somatheeram Ayurvedic Health Resort, I had the opportunity to participate in the Global Ayurveda Summit organized by CII on October 26th and 27th, 2023. The event proved to be a valuable platform for networking with national and international delegates. The professionalism of the coordinators and the quality execution of the event were commendable, making it a worthwhile experience overall. Our presence at the summit garnered attention for Somatheeram and enhanced our brand image within the health tourism industry.

PRESS COVERAGE

ആയുർവേദ ഉച്ചകോടിയിൽ രംഗത്തത് ടൂറിസം സമ്മേളനവും 26 മുതൽ കൊച്ചിയിൽ

കൊച്ചി: കേരളസംഗീതം കേന്ദ്ര ടൂറിസം (സി.കെ.ടി.) കേന്ദ്രം കേന്ദ്രം നവംബർ 26 മുതൽ 27 തീയതികളിൽ കൊച്ചിയിൽ നടക്കുന്ന 'Global Ayurveda Summit 2023'...

ആയുർവേദ മേഖലയിൽ വ്യാപകമായ പ്രവർത്തനം നടത്തുന്നതിനായി കേരളം ആയുർവേദ മേഖലയിൽ വ്യാപകമായ പ്രവർത്തനം നടത്തുന്നതിനായി...

പ്രസിഡൻ്റ്, സെക്രട്ടറി, മാനേജിംഗ് ഡയറക്ടർ, ഫിനാൻസ് ഓഫീസർ, ഓപ്പറേഷൻസ് മാനേജർ, മേൽനോട്ടം...

ആയുർവേദ മേഖലയിൽ വ്യാപകമായ പ്രവർത്തനം നടത്തുന്നതിനായി കേരളം ആയുർവേദ മേഖലയിൽ വ്യാപകമായ പ്രവർത്തനം നടത്തുന്നതിനായി...

സിറൈക്ലൈ ആയുർവേദ ഉച്ചകോടി 26 മുതൽ അങ്കമാലിയിൽ

കൊച്ചി: കേരളസംഗീതം കേന്ദ്ര ടൂറിസം (സി.കെ.ടി.) കേന്ദ്രം നവംബർ 26 മുതൽ 27 തീയതികളിൽ കൊച്ചിയിൽ നടക്കുന്ന 'Global Ayurveda Summit 2023'...

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Global Ayurveda Summit advocates holistic approach to healthcare integration

Our Bureau Kochi

It is a time when patient dynamics across the world for wellness requirements are changing fast. Integration of traditional and modern medicines is the need of the hour...

APM Mohammed Hanish, principal Secretary Ayurveda department said, "We need to operate keeping today's requirements in mind, and we are looking at a holistic approach rather than viewing the different medical systems as a fragmented manner."

ET Neelakantan Moos said, "Vaidyanarum pointed out that one area of concern was the shortage of Ayurveda practitioners."

Call to create Ayurveda start-ups

The Hindu Bureau Kochi

There is a need to create start-up ecosystems in Ayurveda, which would help in combining traditional wisdom and innovative approaches, speakers at a two-day Global Ayurveda Summit (GAS), which be-

gan at Angamaly, on Thursday said. The summit that is being held along with the 10th edition of the Kerala Health Tourism 2023 International Conference is being organised by the Confederation of Indian Industry in association with the State government and the Ministry of AYUSH.

The summit's focal theme is 'Mainstreaming Ayurveda through Branding, Research, Artificial Intelligence and Start-ups'. Inaugurating the summit virtually, former Kerala Prime Minister R. A. G. Prasad said, "Ayurveda is a treasure trove of knowledge and it is time we harness it for the benefit of the world."



ഗ്ലോബൽ ഓയുർവേഡ് സമ്മിറ്റ് 2023-ൽ പങ്കെടുത്തവർ. മുമ്പത്തെ ചിത്രം: കേരള ഓയുർവേഡ് സമ്മിറ്റ് 2023-ൽ പങ്കെടുത്തവർ.

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27 നവംബർ

ER 3

അലോപ്പതി ആയുർവേദ വൈദഗ്ധ്യം കേരളം ആഗോളതലത്തിൽ പ്രചരിപ്പിക്കണം

നവംബർ 26 നു തുടങ്ങുന്ന ഗ്ലോബൽ ഓയുർവേഡ് സമ്മിറ്റ് 2023-ൽ പങ്കെടുത്തവർ.

അലോപ്പതി

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വൈദഗ്ധ്യം

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CII Summit to be held on Oct 26, 27

Press News Service Kochi

Kerala is the most preferred destination for medical tourism. The Confederation of Indian Industry (CII) is organising the 10th edition of the Global Ayurveda Summit (GAS) on October 26 and 27 at Angamaly, Kerala.

The summit is being organised by the Confederation of Indian Industry (CII) in association with the State government and the Ministry of AYUSH. The summit's focal theme is 'Mainstreaming Ayurveda through Branding, Research, Artificial Intelligence and Start-ups'.

GLOBAL AYURVEDA SUMMIT 2023



Confederation of Indian Industry

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