



Confederation of Indian Industry

CII
Kerala
Health Tourism
2024

Heal in India Heal at Kerala



Kerala
Health Tourism
2024



POST EVENT REPORT

INTRODUCTION

The Confederation of Indian Industry (CII) announced the **6th edition of the Global Ayurveda Summit & 11th edition of the Kerala Health Tourism** - International Conference & Exhibition, which was held on 29th and 30th August 2024 at the Adlux International Convention Center in Ernakulam, Kerala. The event aimed to highlight Kerala's unique position in traditional Ayurvedic medicine and its role in the advancement of modern medicine and the growth of the health sector.

The two-day program featured a conference and exhibition representing various regions of the state, aiming to lay the foundation for development. The event sought to showcase how the integration of Ayurveda and the health sector can contribute to positioning Kerala as a tourist destination and a comprehensive center for healthcare. It was also designed to build on the established reputation of healthcare in Kerala and explore new opportunities to enhance Kerala's appeal as a premier destination for medical value travel.



HIGHLIGHTS

- 2 Days Exhibition & Conference
- 18+ Countries
- Focussed Technical Sessions
- 400+ B2B/B2G/B2C Meetings
- 80+ exhibitors
- 3000 Business & Trade visitors

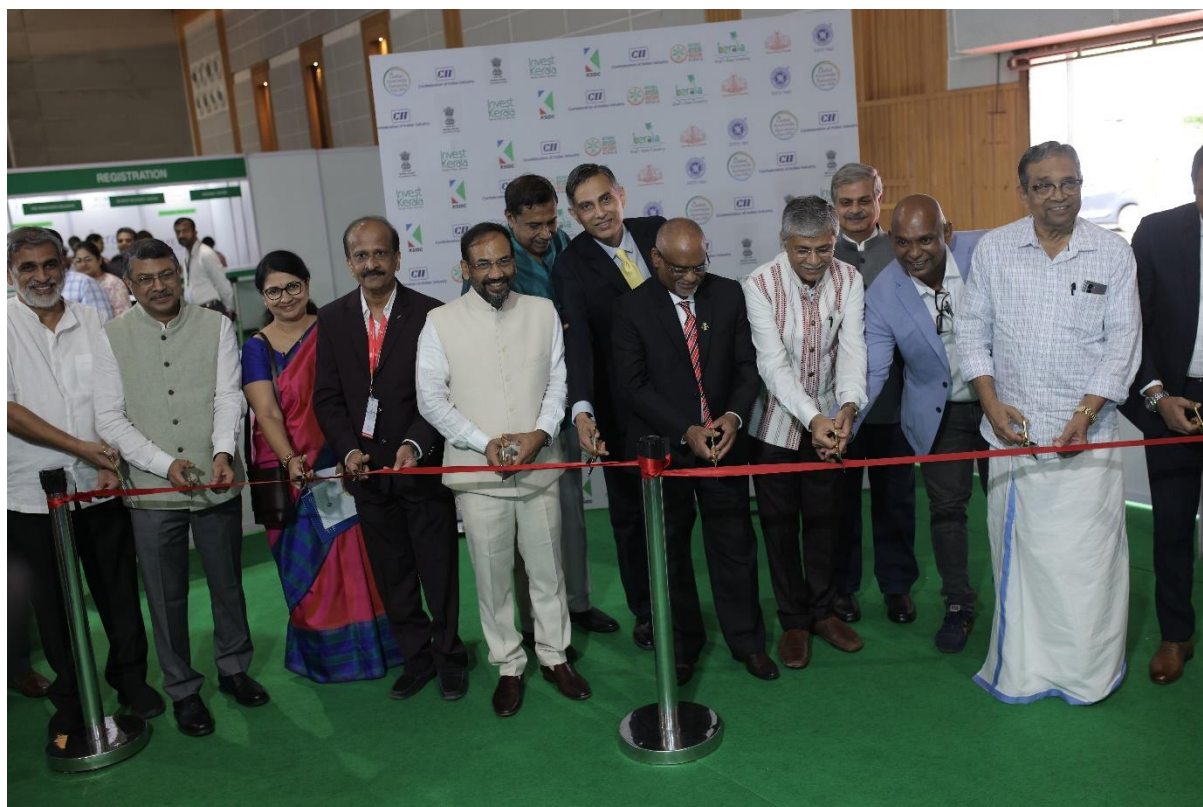
The events were held with the support of **Department of Tourism, Government of Kerala, Kerala State Industrial Development Corporation (KSIDC), National Ayush Mission, Kerala and Ministry of Ayush, Government of India**. During the event, Confederation of Indian Industry (CII) successfully facilitated over **400+ B2B meetings** with participants from **18 countries** across the globe, fostering networking opportunities and encouraging the establishment of strong connections among individuals sharing common professional interests.

The accompanying exhibition served as a showcase for products and services, with over **80+ exhibitors** from both sectors. The exhibitor profile included Hospitals, Ayurveda Centers, Medical Equipment Manufacturers, Diagnostics, Medical & Health Care Products, Physiotherapy Centres, Resorts etc. The event attracted over **3000+ visitors**, further contributing to its success and impact. The exhibition was also supported by MSME-Development and Facilitation Office, Thrissur, Ministry of MSME, Government of India.



EXHIBITOR PROFILE

- Hospitals
- Ayurveda Hospitals & Centres
- Ayurveda Product Manufacturers
- Medical Equipment Manufacturers
- Ayurveda Equipment Manufacturers
- Diagnostics
- Medical & Health Care Products
- Health Technology Providers
- Central / State Government Departments
- Medical Education Universities/ Institutions
- Hotels & Resorts
- Tour and Travel Operators
- Medical Tourism Facilitators





The event featured a diverse lineup of **75+ speakers** hailing from **both the Ayurveda and Health sectors**, providing valuable insights on a wide range of topics, from foundational concepts to cutting-edge subjects such as startups and advancements in technology, including AI. **400+** delegates attended the interactive sessions, and they engaged in lively panel discussions, offering insightful comments and posing crucial questions.

INAUGURAL SESSION & EXHIBITION INAUGURATION

CII Kerala Health Tourism 2024 - International Conference & Exhibition & CII Global Ayurveda Summit was virtually inaugurated by **Shri Pinarayi Vijayan, The Hon'ble Chief Minister of Kerala**. "Our strength lies in seamlessly blending traditional Ayurvedic practice with cutting-edge modern medicine. We should establish Kerala as the premier holistic destination" quoted **Shri Pinarayi Vijayan, The Hon'ble Chief Minister of Kerala**. The Chief Minister acknowledged the efforts of the Confederation of Indian Industry (CII) in combining Ayurveda and modern medicine, envisioning a new path to position Kerala as a leading holistic healthcare destination.



Smt. Veena George, the Hon'ble Minister for Health, Women, and Child Development of Kerala, during her virtual address, highlighted Kerala's esteemed tradition in Ayurveda and its progressive strides in the health sector. She proudly acknowledged Kerala's rich Ayurvedic heritage while noting the state's advancements in modern healthcare. She specifically praised Chief Minister Shri Pinarayi Vijayan for his efforts in paving the way for further development and growth in Ayurveda, emphasizing the state's commitment to blending traditional practices with contemporary medical advancements.



Mr. Ahmed Gasin, Minister of State for Health of the Republic of Maldives, expressed his gratitude for the invitation to the event and conveyed his enthusiasm about Kerala's potential in health tourism. He encouraged the state to continue its efforts and strive for even greater achievements, suggesting that Kerala could become a premier destination for health tourism. His remarks reflected a positive outlook on Kerala's capabilities and the opportunities for further growth in the sector.

Vaidya Rajesh Kotecha, Secretary of the Ministry of AYUSH, Government of India, during his address, emphasized the importance of the younger generation recognizing the opportunities within the Ayurveda sector. He noted that the summit provided a valuable platform to highlight the advancements and potential of Ayurveda. Towards the conclusion of his address, he urged the new generation not to be swayed by critics who disparage Ayurveda. Kotecha pointed out that while modern medicine often receives praise, Ayurveda does not always get the same recognition. He stressed that changing public perception would require ongoing studies and research to demonstrate Ayurveda's value and efficacy.



Dr R Nandini, Chairperson of the CII Southern Region, emphasized the importance of leveraging the platform to highlight Kerala's uniqueness. She noted that the Indian wellness sector is experiencing significant growth and acknowledged Ayurveda as a cornerstone of this industry. Dr Nandini highlighted how Ayurveda not only plays a crucial role in addressing chronic diseases but also contributes significantly to the tourism sector. Her address underscored Kerala's prominent position in integrating traditional wellness practices with broader economic and cultural impacts.

Dr P V Louis, Co-Convenor of the CII Kerala Healthcare Panel and Managing Director of Medical Trust Hospital, highlighted Kerala's leadership in both the tourism and healthcare sectors during his inaugural address. He pointed out that Kerala's advancements in medical growth have contributed to a notably lower infant mortality rate compared to the USA. Dr. Louis emphasized the importance of robust infrastructure and the necessity of resources and technological advancements for innovation. He concluded by noting that Kerala's appeal to visitors extends beyond its natural beauty, attributing it to the high-quality treatment and medical advancements that have driven the state's growth in these areas.



Dr Saji Kumar, Past Chairman of CII Kerala and Managing Director of Dhathri Ayurveda Pvt Ltd, expressed his appreciation for CII's efforts in organizing the Summit and Exhibition. He underscored the significance of the event as a pivotal initiative for integrating Ayurveda with modern medicine. He highlighted the concept of "One Health," emphasizing that it represents a holistic approach to health that unifies different aspects of medical practice. He encouraged the audience by asserting that the essence of Ayurveda is not merely to sustain the body but to heal it comprehensively. His remarks reinforced the value of blending traditional and contemporary approaches to achieve optimal health outcomes.

Dr P M Varier, Convenor of the CII Kerala Ayurveda Panel and Chief Physician & Trustee of Arya Vaidya Sala, Kottakkal, highlighted Ayurveda's role in promoting well-being through integrative methods. He emphasized Kerala's commitment to fostering a dynamic exchange of knowledge and celebrating advancements in the field. Dr Varier stressed that innovation is key to transforming lives and advancing the practice of Ayurveda. He underscored the importance of continuing to uphold and develop these practices to benefit future generations. His remarks reflected a dedication to both preserving traditional wisdom and embracing modern advancements.

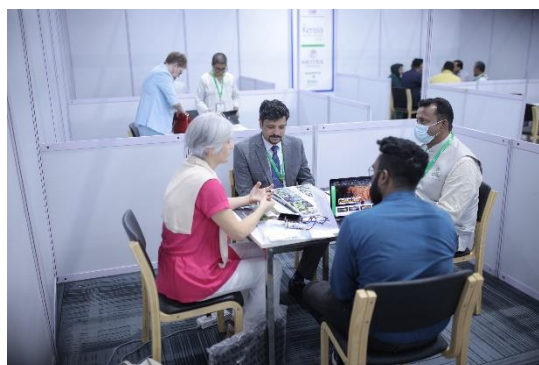
Mr Vinod Manjila, Chairman of CII Kerala and Manjilas Food Tech Pvt Ltd, highlighted Kerala's prominent role in the tourism sector. He emphasized that the state's success in this area is complemented by its advancements in health and Ayurveda. He underscored that innovation is the driving force behind elevating both healthcare and Ayurvedic practices to new heights, reinforcing the importance of continual progress and adaptation in achieving greater success and recognition.

Mr Faizal E. Kottikollon, Founder and Chairman of KEF Holdings, shared his personal journey into the field of Ayurveda and introduced his new project, Tulah, which means "balance in life." He detailed how Tulah, set to launch in Calicut, aims to offer a unique experience by integrating modern medicine with traditional Ayurveda. Drawing from his own successful experiences, Mr. Kottikollon expressed confidence that this venture would not only make Kerala proud but also attract global attention. His project represents a significant fusion of contemporary and traditional practices, promising to enhance the appeal of Kerala as a destination for health and wellness.

Dr Yadu Moos, Co-Convenor, CII Kerala Ayurveda Panel & Executive Director, Vaidyaratnam Oushadhasala delivered the Vote of Thanks.

The subsequent sessions of the Conference were segregated into Healthcare & Ayurveda respectively.

B2B Interactions: 400+ B2B Meetings



SESSIONS – KERALA HEALTH TOURISM 2024

The first session was chaired by Dr P V Louis, Co-Convenor, CII Kerala Healthcare Panel, and Managing Director, Medical Trust Hospital. He discussed the necessity of universal access to medical care. The session was focused on medical value travel in India and the growth of the healthcare sector and the first speaker was **Mr. Nihaj G. Muhammed**, CEO of Meitra Hospital, who stated that Kerala is always at the forefront of healthcare tourism. He shared his opinion regarding the importance of major players in the industries to come together and think about what people need. He then quoted the most common saying of Indians, “Adhithi devo bhava,” which serves as another reminder of our heritage. He stated that **“safety and security of international guests need to be taken care of.”** The next speaker **Dr. Badriya Alaraimi**, CEO Future Health, spoke about the need to have data collection in India, including three factors: **outcomes of our treatment, follow ups, and patient feedback**. She commented that this is lacking in the Indian healthcare sector and the reason behind India being less popularized among other countries in terms of healthcare, even though India has very good service providers, and she concluded by saying, **“We need to be louder.”** She emphasized the necessity for the people of Kerala to publish their achievements and growth.



The last speaker to engage in the talk was **Ms Tatiana Sokolov**, Founder & CEO MedicaTour Ltd. stressed the fact that **treatment in India is available at an affordable price**, which is one of the major reasons why people across the globe are choosing India for their medical treatment. The session was made interactive by the panel discussion round. Today, people have all the facilities available at their fingertips, but they are not used properly in the health sector. She also added that the government should include healthcare and consider healthcare as industry.

One of the delegates George, CEO of Lifeline Hospital mentioned that the role of health facilitations is important and also talked about promotion through healthcare. Dr. Badriya mentioned the influence the private sector can have on government to bring forth change in the Indian health sector. **Dr. P.V. Louis** talked about the **advancement of the Indian medical system** and compared it to other countries

where the cost and waiting time, are all high and highlighted the development in the infrastructure India has when compared to neighbouring countries. And he proudly stated that Kerala, when looking into each district has the best quality multi-specialty hospital which will in turn bring better services to people. Adding to this Mr. Nihaj said that marketing is the key and Indians should practice marketing their services and the need to be capable of integrating treatment. Dr. Badriya, added that Kerala is the one leading healthcare and they should market themselves. They should be more attractive and sell to patients to modify themselves.

The last topic dealt with was regarding the hygiene area and how hygiene becomes an important part of the healthcare sector and their role. One of the delegates talked about the unhygienic atmosphere of Indian hospitals as these hospitals are not having proper waste disposal systems, it's unclean, etc, but as a counterpoint another delegate said that it is individuals' responsibility to have hygiene and they are the ones who should practice hygiene wherever they go and it's not only the responsibility of hospital administrations. **Dr. Badriya** to support this counter point added that **India has lower infectious rate** when compared to other countries which is appreciable when taken into consideration of the population because India being a highly populated country managing the infectious rate is commendable. Tatiana, went on to talk about the beauty of India. And the session was concluded on a note that **collaboration is needed to promote Kerala** and Kerala should showcase its talents and strengths in front of others.

The second session on “**Global Healthcare Partnerships: Mauritius, Namibia, Bangladesh, Yemen, and the Maldives**” was chaired by Dr. Maria Varghese, Medical Superintendent, Medical Trust Hospital in which she talked about changes in the way of treatment and the advancement of technology. The purpose of this session is to facilitate ethical collaboration among all participating nations. And **Gabriel**, commenced the session. He said that it was during the time of COVID19 that people got to know about the importance of partnerships. India's rise as a nation occurred throughout this period, despite the pressing necessity to care for India as a whole. From the hospitality of India, Namibia benefitted. Namibia also got a growth. He also stated that “**India is the farmer of the world**”, not only in terms of food but also in terms of healthcare. The services they provide in affordable rate are their specialty. India being a leader in the healthcare system in terms of healthcare tourism, there is a great opportunity when investing in medical facilities.



The next speaker, **Dr. Anes S. Hasan**, Medical Counsellor, Embassy of the Republic of Yemen, stated that **India has become Yemen's first healthcare destination**. He then discussed the partnership between the government of India and the private sector. The importance of this partnership should be understood. He added that Kerala

always stands in the front when it comes to healthcare. He concluded by saying that collaboration must be focused. One important consideration is medical assurance across locations. Gabriel concluded by discussing Namibia's difficulties in comparison to India. He said that India needs to explore more. India should realize its scopes and possibilities. India should never believe that technology is the end, even though it may be content and contented with what it has. **They ought to search for other prospects in the field of technology.** Networking is a key. He also says that Namibia and India can work together which can bring about changes. Thus, he mainly spoke about the wide opportunities India has and the need to use technology to the maximum to bring out the best. The outcome of the session was that a lot more effort is needed to bring healthcare system of India to the platform.

The third session titled **“Innovation in Healthcare: Driving the Future of Patient Care”** was chaired by Mr. C Padmakumar, Special officer, Kerala Medical Technology Consortium (KMTC). As the title suggests the session focused on transformative technologies, groundbreaking research, and emerging trends that redefines healthcare sector. How the innovations in technology helped to enhance patient experience and improve efficiency of care through advanced diagnostic tools and personalised medicine to digital health solutions and AI-driven insights was the major topic dealt with.



Fourth session **“Recent Advances in Infertility: World Class Facilities in Kerala”** was taken over by Dr. Cyriac Pappachan, Director, The Lifeline Multi speciality Hospital. Through a detailed paper presentation, he gave an idea regarding the advanced facilities hospitals provide and the scope of treating infertility. He then gave a picture of how their hospital The Lifeline Multi Speciality Hospital stands in front regarding this treatment. He showcased some real stories who were happy in the way their treatment went and

some successful stories of people who thought who would never become parents were blessed with children and their faces turned into happy faces after coming to their hospital.

The topic of **"Elevating Healthcare Standards in Hospitals"** was covered in the fifth session. The ongoing enhancement of healthcare standards was the main topic of discussion, along with useful tactics and methods for achieving this objective. Dr. Joseph Benaven, President of the Indian Medical Association (IMA)—Kerala, chaired the meeting. He then gave the floor to **Dr. Maria Varghese**, Medical Superintendent, Medical Trust Hospital and asked her to speak about credentialing. She started with the definition of **credentialing**. It means **to verify qualifications and professional expertise**. She brought up the subject of credential validation. She talked on how crucial it is to look after patients and hire the most skilled staff members possible for the sake of hospitals and society at large. Then she talked about privilege whether the doctor is privileged to do this or that.



The next speaker was **Dr. Nagesh R**, Medical Director, Kauvery Hospitals, who continued from what Dr. Maria told that having skilled employees is important. He stated that **there is a need to have a strategist to retain nurses and employees in hospitals**. The main resources India has to promote themselves. He then considers employees going through levels of training. In each level of training, employees get qualified and go to the next level. So that the best one gets the opportunity. He concludes by saying that training is very important and crucial to retaining nursing staff. He mainly talked about the necessity of providing proper training to employees to make them better trained professionals which also contributes to elevating healthcare standards.

The next speaker **Dr. Gigy Kuruttukulam**, Medical Director, Rajagiri Hospital, talked about three main concepts: **digitization, digitalization, and digital transformation** which are the driving forces of today's world. **AI is revolutionizing technology**. He then said that telemedicine was a practice followed years ago but not accepted. He explained his personal opinion when his patients used to call him even after his consulting time. But at that time, it was not recognized or given recognition. When

COVID-19 was affected around the globe it was recognized. Since people were not able to come outside their houses or meet doctors in person, it was through telephone that doctors communicated with patients. Then he says that there is a disconnect between technology and doctors. In most hospitals doctors still practice the habit of writing down medicines and most of them are still confused about using computers to prescribe their medicines. **When we say that technology should be used it is equally important to know whether the people are capable of using these technologies.** So, this disconnection should be addressed. Adequate training should be provided.

The next speaker to address Dr. S. Gireesh Kumar, HOD, Quality & Innovations Ananthapuri Hospitals & Research Institute, stated that quality department should use descriptive analysis. There is a need for graphical representations. He then mentioned the need for predictive analysis in non-clinical area. When good infrastructure, humans, and globalization comes together there will be a positive change happening all around the globe.

Dr. Nagesh R claimed that the **next great pandemic would be regarding drug resistance**. He then went on to talk about how to look after hospital area. High risk areas are to be taken care of the most. Make sure that there is continuous availability of good quality water and air. Food is an essential part of human life and it should be provided in a clean environment. When it comes to hospitals canteen has a huge role to play in it. It is important to provide clean, non-contaminated water and food since there are more chances of infections and diseases spreading through hospitals. **Dr. Gigy** took over the platform and discussed about infrastructure of hospitals. He said that correct infrastructure is needed for hospitals for better treatment. **Infrastructure should be comfortable for the patients.** To support this statement **Dr. Joseph** said that **design should follow function**. He then narrates a story where a rich man who had huge shopping complexes wanted to build a hospital and constructed one. But unfortunately, the infrastructure was not appealing to the kind of infrastructure needed for a hospital. It was lacking some necessary things. Which affected the whole hospital. This example made people think and consider more of the infrastructure of hospitals too. **Dr. Gireesh mentioned three things: time indicators, rate indicators, and actual date** an important part and also the need for validation. It can be done in two methods: quantitative and qualitative.

The session ended with a closing note by Dr. Maria. She said that **accreditation** is also needed which is the **process of evaluating performances of hospital** which will in turn help in the development and betterment of hospitals. And also, healthcare is today becoming dynamic it keeps on changing with the advent of technology. There is pressure from technology. She once again stressed on training staffs. **Doctors have to be one step ahead of patients since everything is available at fingertips patients are somewhat more aware of medicines and medical strategies.** Advantage of technology in system will be in place as well as process will be in place.

The sixth session was on **“Effective Strategies for International Patient Acquisition, Management & Care”** chaired by Mr. Renjith Krishnan, CEO of Kinder Hospitals. The focus of this session was on how to attract and manage international patients from initial outreach and marketing to seamless care delivery. The first speaker for the session was **Ms. Lalita Chauhan**, Founder of Medincredi, who started with the discussion on expectations of international patients. She mentioned three criteria which include: **before the travel, while the treatment is going on, and after**

the treatment. Before the travel criteria involves accurate information regarding hospitals and management, transparency in the cost, logistic support consisting of enquiries regarding tickets, visas, etc., and then language and culture. International patients cater to these needs before traveling for treatment purposes. Only when they have a clear idea of these will they be ready to travel. In the next stage, which is during the treatment they also consider some factors such as clear communication, they are provided the best treatment, they get the comfort and support they require, and most importantly hospitality and privacy should be taken care of in a neat manner. And finally, even after their treatment they should be taken care of. **Hospitals need to have follow ups and a proper channel to get medication prescribed from there.** Which is a great issue because sometimes people get treatment from India but the medicines prescribed may not be available in their homeland which comes as a barrier for them as they have to either travel back or collect from others the medicines. This problem has to be addressed. So, she considers to having some way of solving this problem like making the medicines available through some channels to patients who are distant.



Ms. Reshma S.A., Head – International Marketing, Amrita Hospital talks on booming of medical travel value. In India there are 1400+ ABH health providers and the cost-effective treatment is the attractive factor. As the world is undergoing drastic changes due to the development of technology people are equipped with the usage of latest technologies. India is competitive to other countries. **Patients' expectation is met not only during the treatment but at multiple levels adding to the growth of Indian health sector.** She then comments on government collaboration with Ayush which is open enough to follow universal healthcare facilities. She mentions about the lesser waiting time Indian hospitals take even in major surgeries. They make sure patient needs are met at correct time.

The next speaker of the session was **Mr. Honey Mehmoood**, General Manager – International Marketing, Apollo Hospitals Enterprises Ltd., who talked about **pre and post patient experience**. He brilliantly made a distinction between pre-patient experience and post-patient experience claiming that both are important and treated equally. Pre-travel includes mapping of patients' journey. Similarly, pre communication channel is also relevant because only through proper communication patients can

decide whether to choose the country for their treatment or not. Another necessary thing is to have a proper check on the profile of the doctor. Patients from abroad should be given proper travel advisories. When all these are met and the pre-travel aspect of patients become easy their experience will also be different. Like the pre-travel part is important it is equally important to look at post-travel aspect. Hospitals need to have a system to make sure that patients are connected with clinician after discharge so that the distance between patient and doctor will not be there. To conclude he said that in his hospital Apollo they have this system where the connection with patients even after their discharge remains active.

The final speaker for the session **Mr. Mohammed Farouk**, Associate Vice President, Dr. Rela Institute & Medical Centre, talked about the legacy of Indians. India is always known for medical value in history. He said that in India there was medical travel value from long ago itself. **India is considered as a hub for people to carry out healthcare and he mentioned about experience economy.** He also stresses on Indians age old saying which says to treat guest as God and says to focus on how to treat guest as God. Even in Indian household people are taught to treat guest as God and behave to them nicely which shapes our service towards others. This way of treatment makes people from other countries feel home and special.

The panel discussion session was interesting with interactive questions and answers by both speakers and delegates. Mr. Renjith asked Ms. Lalita whether patients expectations differ according to demography to which she replied that patients from developed countries and patients from underdeveloped countries have different expectations regarding their treatment. For a patient from underdeveloped country even small services seems to be satisfactory and fulfilled but for a patient from underdeveloped country always needs more and more better treatment facilities and services. To one of the questions Mr. Farouk said that in order to provide better expectation and services to international patients Indians should train staffs to be more empathetic. When Mr. Honey was asked about the challenges of patient travelling he said his own personal experience where in Apollo they help patients in their travel planning and talk to them about the process. He mentioned some of the **challenges faced by patients such as increase in cost of travelling for some countries, logistic barriers, and process, etc.** Mr. Farouk talked about the necessity of eliminating cultural barriers. Patients from other countries should be provided translators so that communication becomes much smoother and easier. He also brings in the idea of celebrating festivals at hospitals making patients feel at their homes. It will also change the environment of hospital and they will feel happier and more comfortable. He said that in their hospital they practice this, and he can feel the change. Hospitals should be a place of not only sorrows and tears it should also be a place of celebrations and sharing happiness. As a conclusion Mr. Renjith asked all the speakers why India should be at the top of healthcare sector. Ms. Reshma claimed the **importance of universal digital coverage India has** and the kind of long-term collaboration India have. Then why not heal in India. Mr. Honey proudly says that the kind of clinical strength and doctors India has meets both national and international patients. India is fast in catching up with healthcare and the entire ecosystem is helping each other.

The last session of the day was about ***“Insurance Landscape in Kerala’s Healthcare Sector”***. He started with the statement that healthcare insurance market is to hit 23.8 billion by 2028. Insurance department is divided into 3 sectors Private

Insurance PTA such as Star Health Insurance, HDFC, ICICI, etc. International Insurance such as Oman Insurance, BUPA, and public scheme such as ECHS, CHSS, etc. Insurance department consist of customers, insurance company, and hospital departments. Then he mentioned some operational challenges which include the PA form, frequent queries, unjustified denials of claim, inappropriate phrasing in denial letters and the agent factor. Revenue loss included package and discounts, delayed settlement, settlement deduction, and delayed approvals. Some of the main reasons behind customer dissatisfaction are delay in approvals, heavy deductions, unexpected denials, lack of product knowledge, and wrong commitments by the agents.



having an insurance.

The advantages of insurance and its future was discussed as a conclusion. NHCX – Serves as a gateway for exchanging claim information among the stakeholders. Zero Deductions Policies, AI and Reduced TAT for claim processing, Periodic Revision of packages as per prevailing market rates for public schemes, 100% Health Insurance coverage across all age groups, Transparency in claim processing, 100 % coverage for Critical illness and advanced surgical / medical interventions, and OP Coverage and Day Care procedures were the benefits thus emphasizing on the importance of

Mr. Laeeq Ali, co-founder and chief brand architect of Bloombox Brand Engineers, devoted the entire second day to a workshop titled **"Masterclass on Branding in Healthcare: Never Too Small to Brand - Branding Workshop."** The two and a half-hour class was informative and engaging as he discussed the significance of branding and its impact using a paper presentation, commercials, and actual examples. This workshop's **primary goals** were to **motivate participants and provide a framework for thinking about branding and its application to the healthcare industry.** **"Most importantly, branding comes first and marketing comes second,"** the speaker quotes. Additionally, three circles were discussed: people/culture, intent, and perception/image. Purpose is the foundation of a brand. Even tiny businesses need to have a strong brand to succeed in the marketplace. For a brand to stand unique and attractive it should have a unique symbol, name, and tagline. Which should define the type of product or service it provides. Even for hospitals it has the significance. Through some examples he mentioned the importance and necessity of it. Priorities should be given to why above what and how. He made the statement that **people ought to be viewed like brands.**

SESSIONS – GLOBAL AYURVEDA SUMMIT & EXPO 2024

The session, chaired by Dr. S. Saji Kumar and titled **"Navigating Global Expansion: Strategies for Targeting a Global Market with Ayurveda Products and Services,"** focused on the potential for introducing Ayurveda to the global market. Emphasis was placed on essential strategies related to market research and branding. The session **highlighted the limited global presence of Ayurveda despite its significance in the global renaissance and reiterated the need to address this issue.** The strategies discussed included the promotion of research collaboration to **establish Kerala as the epicenter for Ayurvedic research and the development of market-driven approaches aimed at capturing the attention of consumers.** Additionally,

the importance of positioning Kerala as a center for authentic Ayurveda was stressed, along with the recommendation to conduct road shows and establish connections with international partners to build trusted collaborations.



During the first session, Mr. Hari Krishnan R IRTS, Executive Director of the Kerala State Industrial Development Corporation, underscored the imperative for the establishment of diverse industries, positing that industrialists serve as the flag bearers for their respective nations. He emphasized the need for **active engagement to foster confidence, emphasizing the necessity of understanding our weaknesses while leveraging our strengths to cultivate innovative ideas for industrial development**. Mr. Krishnan highlighted the pivotal role of Ayurveda as the panacea, citing Kerala's abundant greenery and spacious landscape as the ideal foundation to uphold the ethos and heritage of the region. In conclusion, he urged **governmental intervention to propel Ayurveda from Kerala onto the global stage, advocating for the harmonization of healthcare systems for the promotion of Kerala's Ayurvedic products worldwide**.

During the conference, Mr. Abbas Abdullahi, Senior Counsellor of Economic Trade & Consular at the Nigeria High Commission, offered insightful remarks on the topic of Ayurveda, emphasizing the importance of the adage "*Health is Wealth*." Mr. Abbas expressed his belief in this principle and discussed the potential impact of promoting Ayurveda in Nigeria. He suggested that organizing an exhibition showcasing Ayurveda in Nigeria could be embraced wholeheartedly by the local population, as they hold a **strong faith in Ayurvedic practices and trust in natural remedies over modern medicine**. Mr. Abbas also highlighted the prevalent concern in his region regarding the adverse effects of modern medications, particularly on children, leading to fatalities. Additionally, he proudly mentioned the significant influx of Nigerian nationals visiting Kerala for medical tourism, illustrating the growing global recognition of Ayurveda's healing potential. Mr. Abbas emphasized that **the widespread adoption of Ayurveda could significantly contribute to improving the overall health and well-being of humanity, positioning Ayurveda as a prominent healthcare system**.

The third speaker at the conference, Venu Rajamony, expressed his gratitude for the efforts of CII in uniting both Modern medicine and Ayurveda in a single forum. He emphasized the potential of Ayurveda to complement Western medicine and stressed the importance of the **3Ps - Patience, Persistence, and Professionalism** for the elevation of Ayurveda to a prominent position. Rajamony also highlighted the **challenges faced by Ayurveda, particularly its lack of recognition outside its community**. He underscored **the responsibility of promoting Ayurveda to a broader audience, acknowledging the dual nature of this task as both a**

challenge and a duty. The speaker emphasized the necessity of hosting similar events to **reshape misconceptions and scepticism surrounding Ayurveda** and acknowledged that changing mindsets is a gradual process requiring patience. He also expressed intrigue at learning about the adoption of Ayurveda by the people of Nigeria. Rajamony discussed the scarcity of doctors recommending Ayurveda to their patients and underscored the obligation of Ayurveda and its practitioners to earn public trust and alter public perception. **He stressed the need to confront this challenge with patience, persistence, and professionalism.**

During the event, he emphasized that the success of **Ayurveda should be measured not just by the number of practitioners, but also by the establishment of dedicated research and development institutions for Ayurveda.** He highlighted that the current global interest in alternative treatments in Asian countries presents a significant opportunity for Ayurveda to contribute. Additionally, he outlined several strategies to enhance the visibility of Ayurveda and expand its reach to a wider audience.

- Utilize the expertise of yoga practitioners to advocate for the promotion of Ayurveda
- Target a broader audience, particularly in international markets
- Collaborate with government bodies and industries to conduct research and elevate the status of Ayurveda; leverage influencers to achieve this goal

In the concluding remarks, it was highlighted that **Ayurveda is an exemplary science**, and the attendees expressed their enthusiasm and readiness to contribute. It was emphasized that advancing Ayurveda to a global platform requires attributes such as patience, perseverance, and professionalism.

During the conference, Mr. A V Anoop, the Managing Director of AVA Cholayil Health Care Pvt Ltd, shared insights into his extensive 55-year journey in the field of Ayurveda. He discussed his efforts to integrate Ayurveda with modern medicine and emphasized the need to promote Ayurveda globally. **Mr. Anoop highlighted the challenge of not only attracting people to Kerala but also elevating Ayurveda to an international level.** He referenced the 3Ps emphasized by Mr. Venu Rajamony and suggested that collaboration between manufacturers and the Confederation of Indian Industry (CII) would be instrumental in addressing gaps and furthering Ayurveda's global presence. Moreover, Mr. Anoop revealed plans for a documentary on Ayurveda to showcase its essence and expressed his commitment to promoting Ayurveda on a wider scale. This insightfully summarizes Mr. Anoop's valuable contributions to the conference.

The following presentation was delivered by Dr. Karthik Krishnan, Vice-President of The Arya Vaidya Pharmacy (CBE) Ltd. Dr. Krishnan emphasized the dynamic nature of Ayurveda and stressed that its success is deeply rooted in culture. He highlighted **the significance of embracing the cultural aspects of Ayurveda for effective promotion.** Drawing from historical context, he referenced the **Japan – USA war**, specifically the exclusion of Kyoto from bombing by the commands of US Secretary of War Henry Stimson. Dr. Krishnan shared Henry's attachment to the culture of Kyoto, noting its impact on his perception of Ayurveda. Through this example, he underscored **the intrinsic link between culture and the acceptance of Ayurveda.**

Additionally, Dr. Krishnan discussed the global popularity of certain food items, citing the example of McDonald's. He argued that the success of such brands is not solely attributed to the food itself, but rather to the respect and **embrace of culture**, evoking **a sense of home**. He posited that Ayurveda should not be viewed as merely a practice but as a holistic philosophy encompassing culture, equity, and science. Without an integrated approach that connects Ayurveda with culture, philosophy, and science, Dr. Krishnan emphasized that promoting Ayurveda would be futile.

Mr. Baby Mathew, Co-Convenor of CII Kerala Tourism Panel and Chairman & Managing Director of Somatheeram Ayurveda Group, delivered a compelling address at the conference, sharing his extensive experience in promoting Ayurveda internationally. He highlighted the paramount importance of product quality in marketing, emphasizing that **only products of the highest quality can effectively capture market demand**.

Mr. Mathew expressed concern over the inadequate global recognition of Ayurveda, noting that 99% of the global population remains uninformed about the manifold benefits offered by this ancient practice. To address this, he stressed **the need to obtain approvals from international authorities, necessitating an increase in production and a relentless focus on product quality**. Mr. Mathew lamented the lack of expedited progress in this regard due to insufficient planning, expressing hope that the summit would facilitate vital government approvals. Drawing from personal experience, Mr. Mathew recounted a visit to an Ayurveda shop in Kerala managed by individuals from the Netherlands. He marvelled at the superior product packaging and **stressed the significance of presenting Ayurvedic products in an appealing and marketable manner**. Furthermore, he **highlighted the importance of promoting Ayurveda globally through rigorous educational initiatives, promotional campaigns, and enhanced awareness**.

In a poignant conclusion, Mr. Mathew bemoaned the dearth of dedicated yoga institutes in India compared to other countries, regarding it as their collective responsibility to bolster the promotion of yoga and Ayurveda on a global scale.

At the recent event, Hari Namboothiri, the spokesperson, emphasized the extensive research and knowledge of our ancestors, spanning over 1000 years, in the field of science and medicinal plants. He pointed out the **impact of translations** that may have altered certain concepts over time but underscored that the fundamental principles of science remain unchanged. Namboothiri stressed the importance of educating people about the benefits of choosing Ayurveda, **highlighting the absence of side effects associated with its consumption**. He emphasized **the need to provide a scientific rationale to demonstrate the safety of Ayurvedic treatments**, particularly in light of the growing demand for alternative healthcare options. Additionally, **he advocated for the integration of Ayurveda into mainstream healthcare to foster unity within the Ayurvedic community and elevate its global status**.

Furthermore, Namboothiri **emphasized the crucial role of periodic rejuvenation of both the body and mind within the healthcare sector**. The event served as a platform to underscore the global necessity of establishing Ayurveda as a prominent healthcare solution.

At the recent CII Kerala Ease of Doing Business panel, Mr. Ajay George, the Convenor and Managing Director of Bipha Drug Laboratories Pvt Ltd, emphasized the potential for exporting Ayurveda products to overseas markets. Mr. George highlighted the growing global health consciousness and the resulting opportunity for Ayurveda to play a significant role. He stressed the need to effectively **capture the attention of international markets and capitalize on this opportunity. Emphasizing the necessity for a simple and direct approach**, Mr. George identified the challenge of establishing manufacturing channels and called for collective effort in addressing this challenge. Furthermore, he underscored the **importance of branding and marketing for Ayurvedic products** and highlighted the need for targeted expansion to exploit available opportunities.

The final presenter for the first session was Mr. Ram N Kumar, Chief Executive Officer. He delivered an insightful address on the topic of **globalization**, emphasizing the necessity of open partnerships in achieving true globalization. Mr. Kumar highlighted the significance of welcoming diverse perspectives, particularly from the Eastern world, to foster **co-creation**. He underscored **the importance of spirituality in healthcare**, explaining that while **healthcare is not inherently spiritual, the addition of spiritual elements enriches the overall experience and impact**. Mr. Kumar also drew attention to China's success, attributing it to technological advancements, and proposed closer collaboration with China to drive positive change.

Furthermore, Mr. Kumar discussed **the rise of Ayurveda in global healthcare**, noting its increasing popularity and emphasizing the need to seize the opportunity for further expansion. He specifically **mentioned the potential for India and Kerala to establish themselves as prominent brands in this sector**. In 2005, Ayurveda accounted for only 5% of the global healthcare market, and Mr. Kumar suggested that by focusing on this growing segment, significant progress could be made. He expressed his gratitude to the Confederation of Indian Industry (CII) for organizing the event. Overall, Mr. Ram N Kumar's speech provided valuable insights into the critical elements of globalization, the role of spirituality in healthcare, and the opportunities presented by Ayurveda on the global stage.

During the closing session of the conference, members of the audience raised several inquiries about expanding their service to the global market. One delegate specifically mentioned the challenge of securing approvals for Ayurvedic products in the USA and sought insights on modifying this mindset.

During the afternoon session, Dr. K Anil Kumar, Executive Director of Kerala Ayurveda Ltd, chaired a session titled **"Ensuring Quality and Standardization in Ayurveda Products: Challenges and Best Practices."** The session focused on addressing the critical challenges of achieving consistent quality and adhering to international standards in the Ayurveda industry. The key areas of discussion included sourcing **high-quality ingredients, implementing rigorous testing protocols, and navigating regulatory requirements**. Valuable insights were shared to help uphold the highest standards and build trust within the industry.



During the second session, Dr. Raman Mohan Singh, Director of the Pharmacopoeia Commission for Indian Medicine & Homoeopathy at the Ministry of Ayush, emphasized the **significance of maintaining high-quality standards for drugs**. He underscored that superior quality drugs are likely to attract greater demand and stakeholder confidence, thereby promoting the products effectively. Dr. Singh also highlighted the importance of maintaining Pharmacopoeia PCC.

At the event, the first speaker emphasized the importance of upholding product quality in chemical procedures. Their primary focus was on **establishing quality standards for drugs**, including specific criteria for their inclusion in the Ayush Pharmacopeia. The speaker also highlighted a new training program sponsored by the World Health Organization aimed at ensuring the production of high-quality products. Additionally, they referenced an article that underscored the growing prominence of Ayurveda in contemporary practice. Titled "**Ayurveda Still in Contemporary Practice: Data-driven Evidence**," the article reported that Ayurvedic treatments provided complete or partial relief in over 76% of cases, with only 0.9% of patients experiencing symptom aggravation.

The subsequent speaker, Dr. Sheela Karalam. B., Chief Scientist and Head of Research and Development at Vaidyaratnam Oushadhasala Pvt Ltd, emphasized the significance of assessing water quality as it is a crucial component in pharmaceutical production. Dr. Karalam **stressed the importance of adhering to specific quality standards when sourcing raw materials and implementing prescribed methodologies**, particularly in the state of Kerala. She underscored the necessity of gathering further information from the southern regions to enrich historical insights. Furthermore, Dr. Karalam highlighted the evolving nature of traditional methods, noting the contemporary preference for tablets over kashayam, aligning with standardized procedures rooted in traditional scientific advancements. Moreover, she emphasized the challenges concerning the **standardization of proportions** due to ongoing modifications in response to evolving consumer preferences and trends. Dr. Sheela also elucidated on "**Ayurtaste**," the innovative venture undertaken by Vaidyaratnam. Additionally, she shed light on **the administrative complexities associated with licensing and preservation compliance**.

In concluding the session, a significant dialogue transpired concerning the absence of IP standards specifically designated for Ayurveda. During the panel discussion, an inquiry emerged regarding **the challenges in obtaining sanctions for exporting**

Ayurvedic products. It was agreed that addressing administrative hurdles, conducting clinical trials, and fostering collaboration between academic and industrial sectors are critical steps towards elevating the standards of Ayurveda.

The combined session, chaired by Dr. P M Varier, Convenor CII Kerala Ayurveda Panel, focused on two key topics. Session 3, titled "**Insurance Coverage for Ayurveda: Challenges and Prospects in Integrative Healthcare**," provided valuable insights into current trends and successful case studies. It also explored the prospects for achieving comprehensive insurance coverage for Ayurveda. This session paved the way for greater integration of Ayurveda into holistic and integrative healthcare systems.



Session titled "**Advancing Ayurveda through Evidence-Based Research**" delved into the critical challenges surrounding the attainment of consistent quality and compliance with international standards within the Ayurveda industry. Emphasizing the sourcing of high-quality ingredients, implementation of stringent testing protocols, and navigating regulatory requirements, the session offered valuable insights to uphold the highest standards and foster trust.

During the introductory speech, Dr. P M Varier covered several key points related to session, focusing on evidence-based research.

- Enhancing effectiveness in all areas of operation
- Reviewing quality control measures to improve global acceptance
- Fostering collaboration to realize untapped potential

In a recent discussion, Prof. Bejon Kumar Misra, Senior Expert at the European Business & Technology Centre, emphasized the necessity of persuading insurance regulators to address the disparity between modern and Ayush treatments. Prof. Kumar underscored that **insurance is a profit-driven business, not a form of charity**, and highlighted the voluntary nature of healthcare insurance as opposed to the mandatory requirement for vehicle insurance.

Furthermore, Prof. Kumar stressed the imperative for Ayurveda to garner more attention for its growth, emphasizing the need for standardization. He urged the Confederation of Indian Industry (CII) to spearhead an initiative to ensure the empanelment of all hospitals in Kerala, mentioning the "**ROHINI portal**" to facilitate this process. Prof. Kumar concluded with the observation that **without standardization, empanelment would not guarantee quality**. This insightful

discussion sheds light on the critical issues facing the healthcare and insurance sectors and provides valuable considerations for meaningful reform.

In his presentation, Mr. Poul V Jensen, Managing Director of the European Business & Technology Centre, **emphasized the mandatory nature of insurance in the European healthcare sector.** He **highlighted the cultural barriers and the crucial need to bridge the gap between existing knowledge and awareness of Ayurveda in Europe.** Additionally, Mr. Jensen acknowledged the small population of Europe and its familiarity with Ayurveda.

During the event, Mr. Anish Panicker, Claims & Operations Leader at Takaful Oman Insurance SAOG, **highlighted the lack of understanding among people about the principles** and efficacy of Ayurveda, in addition to its healing properties as a form of natural medicine. He also emphasized the importance of tailor-made insurance solutions and outlined his organization's commitment to supporting Ayurveda, guiding it toward garnering the attention it deserves and expanding its reach in the global market.

Dr. Mitali Mukerji, Professor and Head of the Department of Bioscience & Bioengineering and faculty Member at the School of Artificial Intelligence and Data Science (AIDE), Indian Institute of Technology Jodhpur, introduced an AI-driven integrative method. The institute developed a language that combines elements of Ayurveda with modern language, resulting in the creation of **"Ayugenomics"**. Dr. Mukerji emphasized the **importance of integrating precision methods**, stating that Ayurveda is essential for modern wellness, and highlighted that illnesses should be approached within the context of overall well-being. She also emphasized that *"Ayurveda: old is the new new"*, indicating the enduring relevance of Ayurveda in contemporary times. Dr. Mukerji emphasized that there is a growing realization of the value of Ayurvedic medicines, as evidenced by their continued use by people today.

The session, titled **"Showcase of Start-ups,"** featured major speakers Mr. Senu Sam, Ms. Nikkitha Shankar, Ms. Neethu Mariam Joy, and Ms. Gauthame A. The three startups were chosen by the CII Kerala Start-Up Panel to present their case studies at the CII Global Ayurveda Summit. The session was chaired by Ms. Nimisha J. Vadakkan, Convenor-Innovation & Start-up Ecosystem Panel & Managing Director, Aceware Fintech Services Pvt Ltd.



The session, titled “**Cultivating Innovation in Ayurveda: Technology, Branding & Start-Ups**”, thoroughly examined the integration of traditional Ayurvedic practices with modern advancements. The session delved into innovative approaches that amplify the practice and accessibility of Ayurveda, encompassing technology integration, new product development, digital platforms, branding strategies, and a specific focus on start-ups. Dr. Yadu Narayanan Mooss, Co-Convenor of CII Kerala Ayurveda Panel & Executive Director of Vaidyaratnam Oushadhasala Pvt Ltd, chaired this session.



During the recent event, Prof (Dr) Umashankar Subramanian, Co-Founder & Managing Director of Arogyayati Pvt Ltd (Med.Bot) & Honorary Secretary of the Telemedicine Society of India, presented on the topic “**Tradition Meets Technology**,” focusing on the integration of technology into Ayurveda. Ayurveda, an ancient Indian system of medicine with a history of thousands of years, has seen numerous opportunities for application and utilization in the realm of growing technology and IT. Prof Subramanian highlighted **the potential of computational tools in areas such as literature mining, drug discovery, genomic studies, clinical decision support systems, telemedicine, and personalized medicine.**

One of the key solutions discussed was the application of text mining, which involves the use of statistical **Natural Language Processing** and **Machine Learning (ML)** algorithms to extract and organize knowledge from unstructured sources. Text mining has played a crucial role in accelerating the discovery and development of new drugs. Additionally, **the utilization of Data Mining** has unveiled hidden connections, enabling a better understanding of compound formulations described in ancient scriptures. Furthermore, the application of computational methodologies is aiding Ayurvedic physicians in improving the quality of diagnosis and treatment planning based on Ayurvedic principles. Mathematical models have been developed to consider parameters such as Prakriti and current dosha imbalance, to recommend proper diet and medications. This **integration of technology and tradition has the potential to revolutionize the field of Ayurvedic medicine, paving the way for enhanced patient care and treatment outcomes.**

The integration of technology has revolutionized the Ayurveda platforms, enabling the provision of personalized healthcare services through mobile apps. This inclusive

approach offers tailored recommendations for lifestyle adjustments and treatment plans. Moreover, **the incorporation of AI has facilitated the analysis of patient data, leading to the development of personalized treatment plans** and the recommendation of drugs and lifestyle modifications following Ayurvedic principles. Furthermore, **the advancement of biotechnology has proven instrumental in ensuring the consistency and quality control of Ayurvedic herbal products**. By identifying active compounds and enhancing the analysis of herbs' molecular structures, technology has facilitated easy extraction and improved the quality control of medicines. This has further contributed to the discovery of new medicinal compounds rooted in Ayurvedic principles.

Moreover, the application of **Virtual Reality (VR)** and **Augmented Reality (AR)** has been employed to train Ayurveda practitioners in effectively handling complex cases and applying traditional methods in modern healthcare settings. Notably, the government provides additional training through the Ayurveda Virtual Simulation Training Portal, known as **AyurSIM**. Overall, **the technological advancements in conjunction with Ayurvedic practices have significantly transformed the delivery of healthcare services, further enhancing the understanding and application of traditional Ayurvedic principles in modern healthcare settings**.

Ketan Mehta, Founder & CEO of Ecosense Labs Pvt. Ltd in Mumbai, India, delivered a session on Sustainable BioSolutions to enhance the yield and productivity of medicinal plants and herbs, highlighting the associated challenges and opportunities. He commenced his address with a Sanskrit adage emphasizing the significance of proper dietary practices, "*Pathye Sati Gadartasya Kim Ausadhani Sevanam; Apathye, Sati Gadartasya Kim Ausadhani Sevanam*," underscoring that **adherence to wholesome food obviates the need for medicine, while disregarding dietary guidelines renders medicinal intervention ineffective**. Furthermore, Mr. Mehta elucidated the impact of agrochemicals on global food systems and human health, emphasizing their potential repercussions in various aspects.

- Soil Health Degradation
- Farm Productivity & Crop Yields
- Food Safety & Quality (Chemical Residues)
- Climate Change
- Human Exposure to 90+ Endocrine Disrupting Chemicals.

During the event, it was highlighted that the Ayush medicine system is facing significant challenges, particularly due to the reduction in arable land area and the adverse effects of climate change. The impact of climate change, including hotter summers, cloud bursts, soil erosions, and floods, has led to a loss of soil fertility, resulting in lower yields and productivity. Additionally, the use of **Endocrine-Disrupting Chemicals (ECDs)**, which mimic natural hormones and interfere with the human endocrine system, poses risks to human and animal health. It was **emphasized that the use of Bio-Stimulants and Bio-Control Agents should be prioritized over harmful chemicals to safeguard both plant health and human consumers**.

At the event, Vaidya Akhilesh Varrier, Chief Vaidya of Shivamatsu Ayurveda and Mentor of Ayush Start-ups at the I Hub (Go Gujarat), delivered a speech on "**Cultivating Innovation in Ayurveda: Technology, Branding & Start-Ups**." He initiated the session by recounting the inception of the journey of HNCO Organics.

Vaidya Varrier also highlighted the SSIP, a new platform created by the state **to empower the youth to unleash their creativity through start-ups and innovation, thereby contributing to sustainable development and inclusive growth**, aligning with the vision of Aatmanirbhar Gujarat. The main objective outlined was to reach out and sensitize 5 million students to innovation and entrepreneurship, covering at least 1000 higher educational institutions (HEI), as well as nurturing up to 1000 school students to lead towards innovations and incubate 500 start-ups. The support to be provided includes co-working spaces, infrastructure support, advanced technology labs, software, digital platforms, and more. Additionally, the union cabinet has approved the proposal for the **BioE3** policy, which stands for "**Biotechnology for Economy, Environment, and Employment.**"

During the session entitled "**Envisioning Ayurveda's Future**," there was a focused discussion on shaping the next chapter of Ayurveda in Kerala. This interactive session convened key stakeholders to collaboratively **devise strategies aimed at enhancing the impact of Ayurveda, safeguarding its rich heritage, fostering sustainable growth in the sector, and envisioning a vibrant future for Ayurveda in Kerala.** The session was adeptly moderated by Mr. Lalit Mistry, Partner and Co-head of Healthcare at KPMG in India.



Dr. D Ramanathan, Secretary of the Ayurveda Medicine Manufacturers Organisation of India and Managing Director & Chief Physician of Sitaram Ayurveda, served as the first speaker. He provided **insight into the challenges confronted by the Ayurveda manufacturing sector**. Dr. Ramanathan commenced by offering an overview of the global Ayurveda medicine market, which exhibited substantial growth in 2022. Demand for Ayurvedic medicines has continued to surge owing to their perceived lower incidence of side effects compared to allopathic medicines. The key challenges faced by the Ayurveda industry include:

- Raw material
- Regulatory Affairs
- Export related
- Tax and Financials
- Research and development

- Awareness and Education

In the manufacturing industry, one of the major challenges involves the procurement and handling of raw materials. **Ensuring the quality of raw materials becomes particularly crucial**, especially about variations in plant potency and contamination as a result of environmental factors. These variations can lead to delays and shortages, ultimately disrupting the supply chain. **Overharvesting of materials** can also lead to depletion, impacting both the availability and **cost of raw materials**. Another significant challenge is the high laboratory costs associated with testing each batch of raw materials.

In addition, it is important to mention **ABS** (Access Benefit Sharing) on Ayurveda medicines, which codifies knowledge, especially for the Ayurvedic medicines in Schedule 1 exemption from ABS only if they are cultivated plants. The use of animal products like horns and specified plants is prohibited as per the Wild Life Protection Act 1972.

To address these challenges, it is recommended to explore solutions that focus on sustainable sourcing of raw materials, rigorous quality control measures, and investments in innovative testing technologies to reduce laboratory costs. Furthermore, compliance with regulations such as the **Wild Life Protection Act 1972** should be a priority. These are the key points and recommendations to consider for addressing the challenges faced in the manufacturing industry related to raw materials.

- Promote cultivation and conservation of medicinal plants.
- Strengthening quality standards.
- Provide financial support to farmers for growing medicinal plants.
- Enhance infrastructure for better storage.

During the event, it was suggested to establish a separate drug controller for Ayurveda to facilitate the growth of the Ayurvedic community. It was emphasized that a dedicated **drug controller for Ayurveda would ensure effective regulations and a greater focus on Ayurvedic practices, ultimately supporting the expansion of the industry**. Additionally, Dr. Ramanathan addressed export-related issues during the event.

- The need for an online system.
- The issue related to language barriers
- Delays due to the unavailability of officers
- Need for faster document checks.

During his address, he emphasized the importance of **implementing an awareness program related to Ayurveda**. The industry is inundated with misleading information through social media daily, highlighting the critical need for initiatives led by reputable figures. It was also suggested that steps should be taken to educate the public on this matter.

During the recent event, Dr. I Unnikrishnan Namboothiri, General Secretary of the Ayurveda Hospitals Management Association and Medical Director & Addl Chief Physician at Itoozhi Ayurveda delivered an insightful address on the topic **"Envisioning the Future of Ayurveda Hospitals."** Dr. Namboothiri discussed **the rich legacy of ayurvedic treatments**, emphasizing the **importance of traditional**

practices and other relevant aspects. He highlighted the significant challenge facing the industry, which involves the need to overcome:

- Rising cost of health care services
- Financial challenges for providers
- Shortage of healthcare professionals
- Increased demand for personalized care
- Big data and cyber security issues.

In his address, he outlined the key focus areas of Ayurveda hospitals, which include public health care services, specialty development, cost-effective treatment, and medical value travel. **The ongoing research in the public health sector aims to integrate Ayurvedic practices with modern biomedicine, potentially leading to global implementation and the development of new treatments and drugs.** To effectively address future challenges in promoting Ayurveda, emphasis was placed on the importance of skill development, product standardization, and the need for collaboration among stakeholders.

The final session was chaired by Mr. Sreejith Edemena, Chief Operating Officer at Apollo AyurVAID Hospitals, and focused on **"Mainstreaming Personalised Care: Clinical Insights on Ayurveda and Integrated Medicine Concepts"**. The session aimed to explore the integration of traditional Ayurvedic practices with modern advancements. It delved into innovative approaches that enhance the practice and reach of Ayurveda, including technology integration, new product development, digital platforms, and branding strategies. Additionally, the session focused on the impact of these advancements on start-ups in the Ayurvedic industry, and also discussed **integrative medicine and rehabilitation through Ayurveda therapy**, using a case study from an accident that occurred in Bengaluru. Mr. Edemena presented a case study illustrating the recovery process and demonstrated how the individual returned to normal life through the utilization of Ayurvedic therapy.



The presentation titled **"Transforming SMEs by Innovation and Integrating Vedic Wisdom"** was delivered by Mr. Prasanta Das, Chief Operating Officer of Kumudini Group, Bangladesh. Mr. Das emphasized **the integration of Ayurveda with modern medicine as a means to enhance mental health and improve stroke recovery**

outcomes. He highlighted that this holistic approach provides personalized treatment, focusing on the mind-body connection, and can result in prevention and overall wellness. The studies discussed mainly involved the combination of ayurvedic treatments, herbal therapies, yoga, and medication with conventional treatment. **The key findings revealed that integrative care led to a 40% greater improvement in depression and anxiety compared to conventional therapies alone.** Additionally, **patients treated with combined methodologies showed a 30% improvement in motor functions and cognitive recovery.** Case studies from the USA and Germany were also presented to support these findings.

Mr. Das also addressed the **business opportunities associated with integration**, noting that specialized integrative clinics offering customized treatment plans and certification courses for medical professionals in integrative health practices could standardize treatments and expand their acceptance. Furthermore, he highlighted **the potential for health tourism**, suggesting the development of centres that offer luxury recovery experiences combining ayurvedic and modern treatment to attract international patients. **The presentation shed light on the potential benefits of integrating traditional wisdom with modern approaches in both healthcare and business realms.**

During the event, the speaker highlighted the challenges and recommended strategies in the field of Ayurvedic healthcare. Emphasis was placed on addressing regulatory challenges to comply with international healthcare regulations, essential for the acceptance of Ayurvedic practices. Additionally, **effective marketing strategies were underscored to navigate diverse cultural perceptions.** Establishing global standards for Ayurvedic treatments was deemed crucial for maintaining their quality and efficiency. The speaker also shed light on the Bangladesh perspective and relevant data on Ayurvedic infrastructure. The session was concluded with the statement: *"Ancient wisdom, modern medicine: A new era of Healing."*

Dr. Mael Voegeli, Principal Investigator of the Ayu Emergency Project, delivered a lecture on the topic **"Ayurveda and Integrated Medicine Concepts for Cooperative Health Strategy."** He emphasized the necessity of **establishing a secure and ethical environment for Ayurveda to be recognized, highlighting that Ayurveda is not solely based on drugs or plants, but rather on knowledge and concepts that warrant investment in research.** Dr. Voegeli also advocated for fundamental research to reinvigorate and modernize the epistemology of Ayurveda. Additionally, he stressed **the importance of integrated medicine**, which involves the selective incorporation of contemporary and alternative medical practices alongside traditional methods of diagnosis and treatment, forming comprehensive treatment plans.

In considering **the limitations of integrated medicine and the proposed concept of cooperative health**, the understanding of cooperative health is developed through the insights of cognitive justice as articulated by **Professor Shiv Viswanathan.** This approach involves integrating traditional medicine with its unique epistemological foundation alongside biomedicine and utilizing traditional medicine to its full potential. **The ethical space serves as the foundation upon which cooperative medicine approaches can be constructed.** This space functions as a third space in which conflicts and tensions between biomedicine and traditional medicine can be assessed and resolved, and it can protect the epistemic autonomy and cognitive justice of traditional medicine.

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