

Various measures lined up to promote Ayurveda as a global brand

Conclave on financial support for the Ayurveda industry and global promotion of Ayurveda held

Trivandrum: The conclave on financial support for the Ayurveda industry and global promotion of Ayurveda was flush with ideas with many a dignitary coming up with excellent ideas that would help take Ayurveda to the world in a much fruitful manner.

The session started with a welcome speech by Padmasree Sri J.Hareendran Nair, who discussed the strength of the 5000 year old tradition of Ayurveda and its importance. Only 7 to 8% of keralites are using Ayurveda for therapeutic purposes. A science which does not have acceptance in a society cannot be called as a science. Ayurveda has to be taught well and young doctors should propagate it, he said.

Former Finance Minister and Chief Guest Dr.Thomas Issac inaugurated the technical session. He shared his experience of cultivating the medicinal plant Navara in Kanjikuzhi panchayat with a high yield. “We are in the preparation of 12th five year plan and will focus on Ayurveda in Kerala. Our state is doing pretty well in the economic arena and in per capita income. But this growth is only service sector oriented. We should give equal importance on environmental balance as well as industrial growth. The potential of Ayurveda is not in core-competance with other treatment. For this, we should implement a policy called 5-G policy i.e, Good cultivation practices, Good laboratory practices, Good Manufacturing practices, Good Clinical practices and Good Marketing practices,” he said.

Delivering the keynote address, Sri K.C Sashidar, Chief General manager of NABARD, regional office, said that health care has become virtually life care. More than 60-70% of medicinal plants

are from forests. NABARD, along with the Government of India and State Forestry Department, will be the major fund contributors and are planning to set a database of farmers who cultivate ayurvedic medicinal plants in their fields and provide raw materials to the industry.

“The database will constitute a Medicinal Plant Farmer Club and Farmers Scientist’s Club. This is because hundreds of farmers in Kerala may not have PHD but they have done exponentially well in farming. At the moment, as there is no lack of funds, Rs 1,90,000 crore has been earmarked by NABARD. We have to create awareness among farmers to cultivate medicinal plants which in turn is profitable for them. Immense wealth is lying untapped in Ayurveda, the oldest medical form and we have to keep the flame glowing and have to take it forward, he added.

Member of the State Planning Commission and the Founder CEO of the Trivandrum Technopark, Sri Vijayaraghavan, said, “we don’t have a global brand and at the same time our areas in marketing are limited. How many of our brands are available outside India? Best known international names come to Kerala for ayurvedic treatments with a only a small fraction going to Sri Lanka. However, Kerala falls only in the 3rd or 4th position in the field of Ayurveda, whereas Srilanka is in the first place. This clearly indicates that something has happened in Kerala. We have to move away from the conventional way through documentation, he pointed out.

To get world wide acceptance, our doctors have to document their treatment, he said. Pointing out that another issue is the non-availability of good Ayurveda doctors, Sri Vijayaraghavan said that “we have to study the requirements of East and West. A majority of the source of medicinal plants are the forests, which constitutes 35% of the state. The medicinal plants which cost around Rs 150-200 /kg will change its value to Rs 500-600/kg when they reach the factories. This is mainly due to intermediaries. To avoid this, our farmers should come forward and cultivate medicinal plants. For this the government should support industries, providing them with sufficient funds. So we have to think for some innovative ways for implementing them,” he added.

For more info:

Dr. C. Suresh Kumar General Secretary, CISSA 09447205913	Sanjeev / 9847044636 Vishnu / 8089987857 Siyahi – The Content & PR People
--	---

Organisers



Government of Kerala



AMA
Ayurveda Medical
Association of India



AMMO
Ayurvedic Medicine
Manufacturers Organisation of India

Global Ayurveda Festival, MBC-27, Museum Bains Compound, Nanthancode, Kowdiar.P.O., Thiruvananthapuram-695003, Kerala.
Telefax : 0471-2722151 (o); 9447205913 (mob) Email: gafkerala@gmail.com; www.gaf.co.in, www.cissa.co.in