

## International Arogya 2017 concludes with the call to promote the brand of AYUSH world over

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The first international conference and exhibition on AYUSH and wellness systems organized by FICCI in collaboration with Ministry of AYUSH, Ministry of Commerce & Industry, and Pharmexcil, International Arogya 2017 concluded with participation of delegates from more than 70 countries and visitors from all over India.

The four-day event was held in the backdrop of the National Health Policy 2017 strongly advocating mainstreaming the potential of AYUSH within a pluralistic system of Integrative healthcare. To further this cause different plenary sessions were conducted on issues such as business opportunities in Integrative Healthcare, building the brand AYUSH, global regulatory issues on AYUSH and matters related to standardization and regulation. The four-day global summit also witnessed a B2B meet on medicinal and aromatic plants.

Speaking at the valedictory session Shripad Yesso Naik, Minister of State (Independent Charge), Ministry of AYUSH said: "During the past a few days we have deliberated upon the importance of AYUSH system. Harnessing its merit and immense potential for the wellbeing of mankind has been the focus of this gathering. We have witnessed the participation of more than 70 countries who have shown their willingness and resolve to work for the development of traditional medicine. The contemporary relevance of Ayush is ever increasing. AYUSH system not only makes scientific sense, but can also make considerable business impact. The enthusiastic participation of more than 250 traditional manufacturers itself shows that on the coming days this sector will emerge as a prominent economic entity resulting in enhanced transaction of Ayush products and its related services."

In the plenary session, Enhancing the Export Potential of AYUSH, Dr D C Katoch, Adviser, Ministry of AYUSH, who was the moderator of the session said: "AYSUH finished products export is worth USD 700 billion, and stand-alone potential of AYUSH raw material export from India is USD 3,000 million. There is a huge international market that needs to be exploited."

During the same session, Pramod Kumar Pathak, Joint Secretary, Ministry of AYUSH, announced that the Government of India has signed MoUs with 11 countries and established 28 AYUSH informative cells till now.

Some of the key points put up during the plenary session, Business Opportunities in Integrative Healthcare, were the necessity of 'trans-disciplinary approach' to promote Integrative healthcare framework.

In the plenary session, Standardization and Quality Control in AYUSH Sector, Roshan Jaggi, Joint Secretary, Ministry of AYUSH summed up by stating the emergence of AYUSH as a rising sector but reinforced the necessity that growth cannot be achieved without following the standards of international level besides State regulations. Standardization of AYUSH products is not an easy task due to its polyherbal and herbo-mineral nature but now is the time this issue needs to be addressed.