

*Uncompromised excellence.....  
unparalleled reach.....come.....  
let us Actualize Ayurveda!*



**GLOBAL**  
**AYURVEDA**  
Festival Kerala

**DEC 1-5, 2023**

Greenfield International Stadium  
Thiruvananthapuram, Kerala, India



**National Arogya Expo**

[www.gafindia.org](http://www.gafindia.org)

GAF - Biennial feast for every member of Global Ayurveda community having an appetite for the best.

HIGHLIGHTS

5

DAY  
S

75

COUNTRIES

7500

DELEGATES

750

RESEARCH  
PAPER  
PRESENTATIONS

750

POSTER  
PRESENTATIONS

500

STALLS



## The journey so far...

GAF 1: 9 -14 February 2012, Thiruvananthapuram: ~ 3000 delegates from 27 countries

GAF 2: 20 - 24 February 2014, Kochi: ~3600 delegates from 35 countries

GAF 3: 30 January - 4 February 2016, Kozhikode: ~4500 delegates from 42 countries

GAF 4: 12 March – 19 March 2021 Virtual Conference: ~6000 delegates from 40 countries

# 5<sup>th</sup> GAF COMPONENTS

**GAF - IAS International Ayurveda Seminar**

**GAF - ICC International Cooperation Conclave**

**GAF - National Arogya Expo 2023**

**GAF -IBM International Business Meet**

**GAF - ASM Ayurveda Solidarity Meet**

**GAF - MTM Medical Tourism Meet**

**GAF- MSME MEET Ayurveda MSME Meet**

**GAF - PPP Policy Perspectives Platform**

**GAF - SDRC Single Drug Research Conclave**

**GAF - FPO MEET Medicinal Plants FPO Meet**

**GAF - AIM Ayurveda Investors Meet**

**GAF- AIC Ayurveda Innovation Conclave**

**GAF - VC Vision Conclave**

**GAF- ABC Ayurveda Biology Conclave**

**GAF- SVM Seminar on Vrikshayurveda & Mrigayurveda**

GAF IAS

# INTERNATIONAL AYURVEDA SEMINAR


DEC 1-5, 2023





- **Focal theme: Emerging Challenges in Health Care and a Resurgent Ayurveda**

- This episode of GAF- IAS will project the concepts, strengths, possibilities and accomplishments– related to clinical, integrated medicine and research - in selected themes, like Women Health, Child Health, Diabetes, Liver Disease, Ophthalmology, Mental Health, Geriatric Care, Palliative Care and Post Care.
- Sub-themes are broadly divided into Ayurveda Specialities like Rasayana, Swasthavritta, Dravyaguna, Kaumarbhryta, Kayachikitsa, Prasutitantra & Striroga, Salakya, Salya, Agadatantra, Manasika, Rasasastra and Bhaishajyakalpana, Samhita & Sidhanta,
- Allied Knowledge Systems like Ethno Vetrenary, Ethno Agriculture.
- Science and Sastra: Trans disciplinary Research, Technology an Innovation, IT and Ayurveda, Bio-technology and Bio-informatics, Conservation Biology.



The structure of the whole program is planned to have a continuity and conclusion in each day's deliberations.

- Plenary Sessions
- Special Sessions on Accomplishments and Perspectives
- Panel discussion
- Paper & Poster Presentations On the focal-theme & the sub-themes




GAF ICC

# INTERNATIONAL COOPERATION CONCLAVE

DEC 2-3, 2023





The International Cooperation (ICC) Conclave in Global Ayurveda Festival 2023 is a platform for global networking and collaboration between Ayurveda practitioners, researchers, and experts from around the world. It aims to provide an opportunity for professionals in the field of Ayurveda to discuss and explore potential collaborations, partnerships, and joint initiatives in research, education, and healthcare.

GAF ICC will have three major sessions :

- Global Ayurveda Alliance – A meet of countries where Ayurveda is present in one form or other
- Global Ayurveda Status Meeting – A forum to present status report of Ayurveda in each country
- Global Soft Power Summit (Traditional Medicine) – All countries having traditional medicine background to share experiences and strategies.

GAF IBM

INTERNATIONAL  
BUSINESS  
MEET

DEC 3-4, 2023

EXPORT  
IMPORT



- 
- ▶ The emphasis of GAF International Business Meet (IBM) will be to promote the trade and exports of Ayurveda products and services.
  - ▶ Potential importers and traders, industry associations and consultants in the field of Ayurveda, herbal products, dietary supplements and nutraceuticals from across the world will attend this meet.
  - ▶ This Meet will have the International Sessions and National Sessions with sector-wise presentation of industries to
    - ▶ identify the problems in national and international markets,
    - ▶ the quality and safety standards of products and services
    - ▶ and the financial support systems for Ayurveda industry.



## ► **Medical Tourism Meet**

The meet focuses on promoting Ayurveda

- 1) for tourists seeking wellness and rejuvenation and
- 2) market Ayurveda Medical packages to attract international clients.

Global Medical Tourism Meet provides a platform for networking, knowledge sharing, and collaboration among stakeholders in the Ayurveda Hospitals, Tourism and Industry

GAF EXPO

# NATIONAL AROGYA EXPO

DEC 1-5, 2023



ജലദോഷം കുറയ്ക്കുക  
വയ്ക്ക് ഉടമസ്ഥി ആശ്വാസം

**SAYURVEDICS**

K.P. PATRICKOSE HERBALS  
KANDAMMALAYALAM

Visesh Ayurved  
CERVIFLEX  
PUNARWIN

**AYURCHEM PRODUCTS**  
STIFAIN  
SAINA  
ULSANT  
ARTEC  
A FORTE  
FORTE  
-14



**VASU**  
Private Pvt. Ltd.  
OTC, FMCG Categories  
Manufacturing

**TRICHUP**  
Beautiful hair for a lifetime  
Freedom from hair fall  
Oil & Shampoo

For Healthy, Long & Strong Hair

**UVA Acnovin**

- Remove acne & blemishes
- Cleanse & moisturize skin
- Purify Blood
- Improve skin complexion

**DAZZLE**  
Features Mobility, Improve Quality of Life



Restores range of motion  
Relieves painful inflamed site  
Improves strength & muscle spasm

- 
- ▶ National Arogya Expo, an integral part of GAF, brings together businesses, organisations and other institutions from across the globe to showcase their products, services, and technologies related to Ayurveda.
  - ▶ The Expo provides a unique opportunity for visitors to explore and experience the world of Ayurveda, including Ayurvedic medicines, herbal products, wellness services, and Ayurvedic equipments.
  - ▶ It also facilitates interactions between exhibitors and visitors, providing a space for networking, collaboration, and sharing of knowledge and expertise.



## Spotlighted Exhibitions

- ▶ Home Pavilion: The Science of Ayurveda
- ▶ Ayurveda Products: Medicines, Cosmetics, Equipments and Publications
- ▶ Ayurveda Hospitals-Treatment, Services and Specialties
- ▶ Ayurveda Education Expo – College, Universities , Skill Development Institutes
- ▶ Medicinal Plants- live plants and raw materials
  - ▶ Plants of Charaka Samhita, 'Agya aushadha'
- ▶ Central and State Government Institutions
- ▶ Ayurveda Professional Organizations and NGOs
- ▶ Ayurveda Spa & Resorts- as the promoters of Ayurveda
- ▶ Ayurveda Food Court
- ▶ Documentary Film Shows




GAF AYUSH CLINIC

# AYUSH CLINICS

DEC 1-5, 2023




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- GAF 2023 will feature different clinics under AYUSH streams, and will offer consultation by the eminent clinicians of Ayurveda Specialties, Unani, Siddha, Homeopathy and Naturopathy.
  - A special feature of the clinics will be the speciality clinics, which will provide free consultation to the general public by eminent Ayurveda clinicians from different Ayurveda Specialities like Ophthalmology, Dermatology, Orthopaedics, Paediatrics, Mental health etc.
  - It is an opportunity for the public to meet the best physicians and get best care & advice.
  - Physicians of all participating institutions will be given slots to lend clinical service to the visiting public, whose number is expected to be in tens of thousands daily.



GAF ASM

# AYURVEDA SOLIDARITY MEET

DEC 1-4, 2023

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- ▶ The Ayurveda Solidarity Meet brings together public personalities and celebrities to speak in solidarity with Ayurveda.
  - ▶ Cultural leaders, Writers, Poets, Educational experts, Film Personalities, Social workers and Social media influencers would meet to pledge their support and participation to promote Ayurveda.
  - ▶ The program would feature –
    - ▶ Political Leaders Meet
    - ▶ Celebrity Meet
    - ▶ Media Meet
    - ▶ Social Media Influencer's Meet

GAF-PPP

DEC 2, 2023

# POLICY PERSPECTIVE PLATFORM




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- ▶ The GAF Policy Perspectives Platform is an important component of the Global Ayurveda Fest, which provides a platform for discussions on policy frameworks and regulatory guidelines related to Ayurveda.
  - ▶ The platform brings together policymakers, industry leaders, and experts from around the world to discuss and share insights on policy developments and initiatives related to Ayurveda.
  - ▶ The platform aims to promote dialogue and collaboration among stakeholders in the Ayurveda industry, and to provide a space for discussing policy on Public health, Foreigner's Travel & Safety, Regulatory policies, Educational Policies and Research Policies.
  - ▶ The GAF Policy Perspectives Platform would make the proceedings and follow up the recommendations with the concerned policy makers.

GAF-ABC

# AYURVEDA BIOLOGY CONCLAVE

DEC 2-3, 2023



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- ▶ Ayurveda Biology Conclave (ABC) is a Satellite Event of GAF, which is going to be the Largest Interdisciplinary Gathering of Professionals and Students of Ayurveda and Modern Biology
  - ▶ GAF - ABC aims to bring together experts, researchers and students from the fields of Biochemistry, Molecular Biology, Microbiology, Biotechnology, Pharmacy and Ayurveda to explore the scientific basis of Ayurveda and its potential applications in modern biology
  - ▶ The conclave will cover a range of topics related to Ayurveda and modern biology, over two days in two tracks :
    - ▶ Ayurveda For Modern Biology (Day-1) &
    - ▶ Modern Biology For Ayurveda (Day-2)
  - ▶ There will be 5 plenary talks on each track followed by paper presentations and poster presentations by the researchers and students working on aspects related to Ayurveda Biology




GAF-MSME

AYURVEDA  
MSME  
MEET

DEC 3, 2023



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- ▶ The GAF Ayurveda MSME Meet focuses on promoting micro, small, and medium enterprises (MSMEs) in the Ayurveda industry and creation of their clusters. The meet will focus on three aspects of Ayurveda industry:
    - ▶ Pharmaceuticals (manufacturing, products)
    - ▶ Services (clinical, hospitals)
    - ▶ Women startups
  - ▶ It will provide a platform for MSMEs in the Ayurveda sector to showcase their products, services, and innovations, and to connect with potential investors, partners and customers.
  - ▶ The meet also includes panel discussions, workshops, and presentations on topics related to MSME development in the Ayurveda industry, including funding opportunities, regulatory guidelines and market trends

GAF-AIM

# AYURVEDA INVESTORS MEET

DEC 4, 2023




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- ▶ The GAF AIM: Ayurveda Investors Meet will be one of the flagship components of 5<sup>th</sup> GAF, and it provides a platform for investors and entrepreneurs to connect and explore investment opportunities in the Ayurveda industry.
  - ▶ The meet brings together investors, venture capitalists, and business leaders interested in the Ayurveda sector to network, share ideas, and learn about investment opportunities in the field.
  - ▶ The meet also includes panel discussions, presentations, and pitches from Ayurveda start-ups and companies seeking funding.
  - ▶ The GAF Ayurveda Investors Meet aims to promote investment in the Ayurveda industry, support the growth and development of Ayurveda start-ups and businesses, and contribute to the overall development of the Ayurveda Industry

GAF-SDRC

# SINGLE DRUG RESEARCH CONCLAVE

DEC 4, 2023




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- ▶ The GAF Single Drug Research Conclave focuses on promoting research and development of Ayurvedic single drugs.
  - ▶ The platform brings together researchers, scientists, and experts from various fields to discuss and explore opportunities for research and development of Ayurvedic single drugs, including their efficacy, safety, and standardization.
  - ▶ The platform aims to promote research and development on single drugs – new plants or known plants with new effects - which can contribute to the growth and development of the Ayurvedic industry and also provide effective healthcare solutions to the public.
  - ▶ Two such drugs which will receive attention during this year's Conclave are Asvagandha and Cannabis.

GAF-SVM

SEMINAR ON  
VRIKSHAYURVEDA  
& MRIGAYURVEDA

DEC 4, 2023



- 
- ▶ One Health' recognized the health of an individual and of everything around him as being mutually linked and dependent and has an approach to optimize the health of all these.
  - ▶ Indian knowledge of life, health and medicine extends beyond what meant for humans and includes what is needed for plant and animal health.
  - ▶ The Seminar on Vrikshayurveda and Mrigayurveda would be an event that brings together scholars, researchers and practitioners of these streams of knowledge and from the fields of phytopathology, veterinary and Ayurveda fields to discuss and explore the potential benefits and applications of Ayurveda in veterinary medicine and plant care.
  - ▶ This could contribute to the growth and development of the Ayurveda industry, promote the use of Ayurveda in plant and veterinary medicine, and provide effective healthcare solutions for plants and animals.


GAF AIC

# AYURVEDA INNOVATION CONCLAVE

DEC 4, 2023






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- ▶ The GAF Innovation Conclave is a forum for young and emerging leaders in the field of Ayurveda to come together, share ideas, and discuss the future of Ayurveda.
  - ▶ This is an unique opportunity for young professionals to engage with the future of Ayurveda and contribute to its growth and development.
  - ▶ This conclave aims to bring together students, young practitioners, and researchers to discuss the latest trends, research, and developments in Ayurveda and its applications.
  - ▶ The GAF Innovation Conclave will cover a range of topics related to Ayurveda, including the use of technology in Ayurvedic practice, and the integration of Ayurveda with modern medicine.
  - ▶ Participants will also discuss the challenges facing Ayurveda, such as the need for standardization and quality control, and explore ways to overcome these challenges.

GAF-FPO

# MEDICINAL PLANT FPO MEET

DEC 5, 2023




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- ▶ One of the most critical constituent of Ayurveda as a medical system is the availability and quality of medicinal plants as raw materials.
  - ▶ There are around 900 species of medicinal plants that are used by the AYUSH industry and around 300 of them come under the category of RET (Rare, Endangered and Threatened).
  - ▶ Another issue that plagues the industry is the raw drug sourcing that is largely unorganised.
  - ▶ GAF therefore felt the need to have an exclusive meet to interact with Medicinal Plant farmers and Farmer Producer Organisations (FPOs) with the intention of discussing issues pertaining to cultivation, harvesting and procurement of this natural resource while addressing issues related to the livelihood of the people involved.

GAF-VC

# VISION CONCLAVE

DEC 5, 2023



- 
- ▶ This conclave is meant to address the concerns of fresh graduates about the life after BAMS.
  - ▶ It is an assemblage of visionaries to create a vision for Ayurveda, meant for the young generation longing to explore and establish.
  - ▶ The need is to remain rooted in the tradition, explore new horizons and then to get established.
  - ▶ The young Ayurveda graduates who carry the scientific knowledge as a torch, will now have a visible path in front with the vision provided in this Conclave.
  - ▶ This will set the future course of Ayurveda by equipping young vaidyas.

GAF-PCW

# PRE CONFERENCE WORKSHOPS

NOV 29-30, 2023

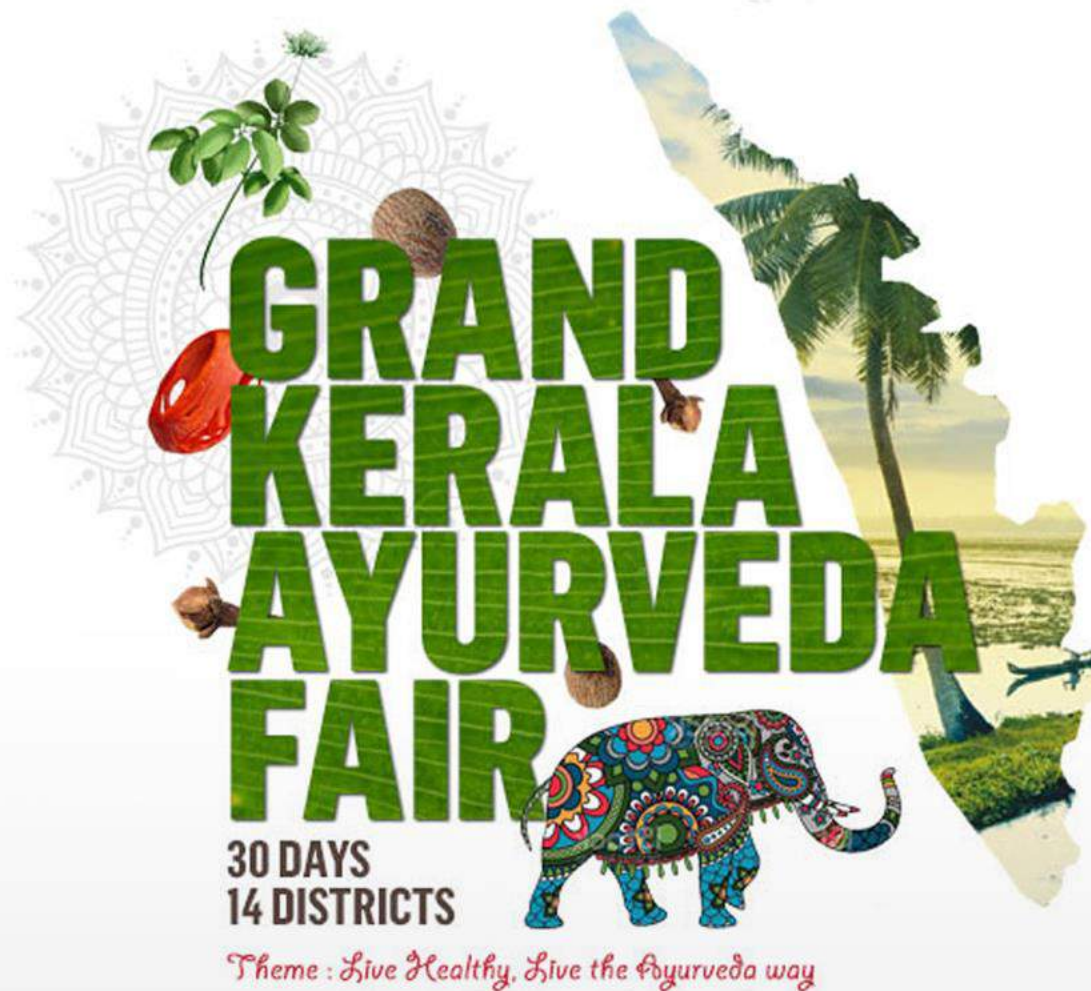




Pre-conference Workshops of the GAF are going to be held on three topics :

- ▶ Workshop On Panchakarma
- ▶ Workshop On Marma
- ▶ Workshop On Netra

GKAF 2023



30 DAYS  
14 DISTRICTS

*Theme : Live Healthy, Live the Ayurveda way*

NOV 1-30, 2023



- 
- ▶ Grand Kerala Ayurveda Fair (GKAF), the month-long celebration from Kasaragod to Thiruvananthapuram planned as a prelude to GAF, will bring together every Ayurveda institutions, associations and organizations to highlight the strength and excellences to the public.
  - ▶ This event is being planned to be the longest and the largest one for the cause of Ayurveda and is expected to have the participation of the entire Ayurveda community. This will prove good for the stakeholders, the state and the science as such
  - ▶ Theme : **“Live Healthy... Live the Ayurveda Way”**
  - ▶ 30 Days, 14 Districts
  - ▶ Every Kerala Ayurveda Institution to participate



## Activities of GKAF

- Public Awareness Programmes
- Seminars & Workshops
- Specialty Medical Camps
- Mobilize the participation of local MLAs, MPs, Ministers, local members of prominent Ayurveda associations, industry representatives, college students, teachers, practitioners, and important citizens of the area.
- Exhibition on local health traditions; on great vaidyas and institutions of the area; on local plant wealth on Ayurveda, in general.
- Felicitation of outstanding students and institutions, senior Ayurveda experts, herb growers and health workers.
- Medicinal Plant planting programmes
- Health/wellness tourism promotion

GKAF will help the participating stakeholder to

- Promote their institution and thus our state and its great Ayurveda heritage
- Prove to the world that we are one strong and committed community



सत्यमेव जयते

Ministry of Ayush  
Government of India



सत्यमेव जयते

**MSME**

MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म, लघु एवं मध्यम उद्यम  
OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India



Department of Ayush  
Government Of Kerala

Industry & Trade Partner



सत्यमेव जयते

पर्यटन मंत्रालय  
MINISTRY OF  
**TOURISM**



Ayurveda Medical  
Association of India



Ayurveda Hospital  
Managements Association



Kerala State Indian System of  
Medicine Self – Financing  
Management Association



centre for innovation  
in science & social action



Ayurvedic Medicine  
Manufacturers  
Organisation Of India



Ayurvedic Drug Manufacturers  
Association



Vishwa Ayurved  
Parishad

## PARTNER ORGANISATION



Association of Manufacturers  
of Ayurvedic Medicines



Kerala State Govt.  
Ayurveda Medical  
Officers Association



Kerala Govt.  
Ayurveda Medical  
Officers' Federation



Ayurveda  
Promotion Society



Ayurveda Teachers  
Association



Akhila Kerala Govt.  
Ayurveda College  
Adhyapaka Sanghatana



Kerala State Govt Ayurveda  
Specialist Medical  
Officers Association



Private Ayurveda Medical  
Practitioners Association



Private Ayurveda College  
Teachers Organization



Kerala Private College  
Teachers' Association



All Kerala Private College  
Teachers' Association



Jignasa

Post Graduate  
Students Association

Council for Ayurveda  
Students In Kerala

# INTERNATIONAL PARTNERS



Argentina



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California



Chile



Ethiopia



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Japan



Japan



Serbia



Switzerland



Switzerland



Singapore



UAE



UK



CHIEF PATRON

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Chief Minister of Kerala

PATRONS

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Union Minister of AYUSH, Govt of India

**Smt.Veena George**

Minister for Health and Woman and Child  
Development, Govt. of Kerala

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Govt. of Kerala

**Shri.V. Sivankutty**

Minister for General Education &  
Labour, Government of Kerala

**Shri.P. Rajeev**

Minister for Law, Industries and Coir

**Dr. Munjpara Mahendrabhai**

Minister of State (ic) for AYUSH,  
Govt. of India

**Dr. Shashi Tharoor, MP**

**Shri.Kadakampally Surendran, MLA**

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