

## 2<sup>nd</sup> Conference on

# Traditional Medicine: AYUSH Practices for Sustainable Wellness

Thursday, 27<sup>th</sup> June 2024 | New Delhi



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# 2<sup>nd</sup> Conference on Traditional Medicine: AYUSH Practices for Sustainable Wellness

27<sup>th</sup> June 2024 at New Delhi



## About the Conference

Traditional medicine systems have experienced a significant resurgence in recent years, attributed to the growing recognition of their effectiveness, safety, and patient-centric approach worldwide. The AYUSH systems, deeply rooted in ancient Indian traditions, offer a comprehensive framework for health promotion and disease prevention that encompasses not only the physical but also the mental, emotional, and spiritual aspects of well-being.

Ayurveda, often referred to as the "science of life," emphasizes the balance between mind, body, and spirit through personalized lifestyle modifications, herbal remedies, and dietary interventions. Yoga and Naturopathy provide holistic approaches to health through breathwork, movement, and natural therapies, while Unani, Siddha, and Homeopathy offer unique systems of medicine tailored to individual constitutions and imbalances.

Traditional medicine has experienced a renaissance, with renewed efforts to integrate its principles into modern healthcare, promote research, and position it as a beacon of holistic wellness on both national and international fronts. The launch of the Ayushman Bharat-

Pradhan Mantri Jan Arogya Yojana, which includes coverage for traditional systems, makes complementary medicine more accessible to a broader section of the population. In March 2022, the World Health Organization inaugurated its Global Centre for Traditional Medicine in India, aiming to tap into the fusion of ancient traditions and modern scientific advancements.

With the objective to harnessing the full potential of AYUSH practices for promoting sustainable wellness at individual, community, and global levels, ASSOCHAM is organizing the "2<sup>nd</sup> Conference on Traditional Medicine: AYUSH Practices for Sustainable Wellness" on 27<sup>th</sup> June 2024 at New Delhi.

## Highlights of the event:

-  Discussions on regulatory frameworks for integrating **AYUSH practices into healthcare systems**
-  **Discussions on the global impact of AYUSH practices** in addressing health challenges and contributing to the achievement of Sustainable Development Goals
-  **Enhancing educational programs** to ensure proficient traditional medicine practitioners
-  Exploring opportunities in **wellness tourism through traditional medicines**
-  Developing robust standards to ensure safety and quality in traditional **medicine practices and products**
-  Blending traditional healing with technology for enhanced **patient care and engagement**
-  Identifying entrepreneurial opportunities within the **traditional medicine sector**
-  **Examining the role of traditional medicine** in shaping the global wellness tourism industry

## Glimpses of Past Event



## Partnership Opportunities

The Conference provides an excellent opportunity for organizations/companies to promote their products & services to the focused audience besides networking intervals. The sponsorship details are as under:

Presenting Partner ₹4 Lakhs	Platinum Partner ₹3 Lakhs	Gold Partner ₹2 Lakhs	Silver Partner ₹1.5 Lakhs	Supporting Partner ₹50,000/-
Speaker Opportunity in the Inaugural Session	Speaker Opportunity in the Inaugural Session	Speaker Opportunity in two Special Sessions	Speaker Opportunity in one Special Session	Logo in the Event Mailers
Speaker Opportunity in two Special Sessions	Speaker Opportunity in one Special Session	Logo on ASSOCHAM website	Logo on ASSOCHAM website	Logo on ASSOCHAM website
Corporate video during the break	Corporate video during the break	Branding in Social Media Platforms	Branding in Social Media Platforms	Branding in Social Media Platforms
Logo on ASSOCHAM website	Logo on ASSOCHAM website	Logo on backdrop and Thank You panel at the venue	Logo on backdrop and Thank You panel at the venue	Logo on backdrop and Thank You panel at the venue
Branding in Social Media Platforms	Branding in Social Media Platforms	Logo in the Event Mailers	Logo in the Event Mailers	4 delegate passes complementary
Logo on backdrop and Thank You panel at the venue	Logo on backdrop and Thank You panel at the venue	Social Media Message/ byte	Social Media Message/ byte	-
Logo in the Event Mailers	Logo in the Event Mailers	7 delegate passes complementary	5 delegate passes complementary	-
Social Media Message/ byte	Social Media Message/ byte	-	-	-
1 Complimentary Stall (2mx2m)	1 Complimentary Stall (2mx2m)	-	-	-
10 delegate passes complementary	8 delegate passes complementary	-	-	-



**Exhibition Opportunities**

**\*Stall measuring 2x2 mtrs. with fascia.**

**Rs. 25,000 plus taxes**

For any further information, please contact

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