



BRICS WELLNESS WORKSHOP

10-11 September 2016
Hotel Shangri-La, Bengaluru

PROGRAMME GUIDE

AGENDA

DAY 1: SEPTEMBER 10, 2016	
9.30-10.00 am	Registration
10.00-11.15 am	Inaugural Session: <i>Kindly refer to the separate sheet (Release of RIS Volume on Wellness)</i>
11.15 -11.30 am	Tea/Coffee
11.30 am- 1.00 pm	Plenary Session I: Experience Sharing on Traditional Medicine by the BRICS Countries <i>Chair: Shri Ajit M Sharan, Secretary, Ministry of AYUSH, Government of India</i> <ul style="list-style-type: none">• <i>Experience Sharing from Brazil: Mr. Erick Goncalves Schulz, Parliamentary Front in Defence of Integrative Practices in Health and Prof. Cecilia de Mello e Souza, Psychology Institute, Federal University of Rio de Janeiro*</i>• <i>Experience Sharing from Russia: Mr. O. O. Salagai, Head of the Department of International Cooperation and Public Relations of the Ministry of Health of the Russian Federation</i> <i>Experience Sharing from India</i> <ul style="list-style-type: none">• <i>Overview of Ministry of AYUSH: Shri Anil Kumar Ganeriwala, Joint Secretary, Ministry of AYUSH</i>• <i>Integration of Traditional Medicine: Dr. Rajiv Vasudevan, MD and CEO AyurVAID Hospitals</i>• <i>Wellness facilities in traditional medicine in India: Dr. Isaac Mathai, Chairman, Managing & Medical Director Soukya</i>
1.00am -2.00 pm	Lunch

2:00-3:00	<ul style="list-style-type: none"> • <i>Experience Sharing from China:</i> Mr. Zhu Haidong, Deputy Director General of Department of International Cooperation, State Administration of Traditional Chinese Medicine • <i>Experience Sharing from South Africa:</i> Professor James Campbell, Head of Department, School of Natural Medicine, University of Western cape and Mr Marquard Franklin Simpson, Manager, Faculty of Community and Health Sciences manager
3:00-3:15	Tea/Coffee
3:15-5:00	<p>Plenary Session II: Wellness Indicators for BRICS</p> <p><i>Co-Chairs</i></p> <ul style="list-style-type: none"> • Dr. Pulin Nayak, formerly Professor, Delhi School of Economics, Delhi • Dr. Rasigan Maharajh, Chief Director, Institute for Economic Research on Innovation, Tshwane University of Technology, South Africa <p><i>Panel discussion by country representatives</i></p> <ul style="list-style-type: none"> • <i>India:</i> Dr. Krishna Kumar, Deputy Director General, Ministry of Statistics and Programme Implementation, Government of India • <i>South Africa:</i> Dr. Amanda Gcabashe, Specialist Traditional Medicine, Special Projects Business Unit, South African Bureau of Standards, Pretoria. • <i>Brazil:</i> Dr. Cecilia de Mello e Souza • <i>Russia:</i> Dr. Anita Karilio Arkas, President, Ayurveda Russia-India Association, Member of the Councils of Traditional Medicine, Ministry of Health and the Committee on Health Protection, State Duma of the Russian Federation <p>Open Discussion</p>
5:00-6:30	Visit to Arogya

DAY-2: SEPTEMBER 11, 2016

9:30- 11:00 am

Plenary Session III: Trade and Economy Value addition, manufacturing and trade, trade classification, regulation and standardization of bio-resources

Co-Chairs

- **Prof. Sukhdev Swami Handa**, Chairman, Scientific Body of Pharmaceutical Commission of Indian Medicine & Homoeopathy (PCIM&H), Ministry of AYUSH*
- **Dr. D.C. Katoch**, Adviser (Ayurveda), Ministry of AYUSH*

Panel discussion by country representatives

- **India: Prof. S. K. Mohanty**, Professor, RIS
- **Brazil: Dr. André de Mello e Souza**, Coordenador de Intercâmbio e Cooperação Internacional (COINT)
- **South Africa: Dr. Rasigan Maharajh**
- **China: Dr. Han Bing**, Department of International Investment, Institute of World Economics and Politics, Chinese Academy of Social Sciences*

Open Discussion

11:00-11:15am

Tea

11:15am-
1:00pm

Plenary Session IV: Wellness and SDGs Nutrition and Health; Access and Implementation

Co-Chairs

- **Prof. Bhushan Patwardhan**, Interdisciplinary School of Health Sciences, Savitribai Phule Pune University
- **Mr. Zhu Haidong**, Deputy Director General of Department of International Cooperation, State Administration of Traditional Chinese Medicine*

	<p><i>Panel discussion by country representatives</i></p> <ul style="list-style-type: none"> • India: Dr. Nandini K. Kumar, Former Deputy Director General Sr. Grade (ICMR)* • South Africa: Dr. Amanda Gcabashe • Russia: Dr. Anita Karilio Arkas <p>Open discussion</p>
1.00- 2.00 pm	Lunch
2.00 –3.00 pm	<p>Plenary Session V: Wellness and Medical Tourism</p> <p><i>Co-Chairs:</i></p> <ul style="list-style-type: none"> • Sh. Naveen Raj Singh, Secretary Tourism, Government of Karnataka* • Dr. André de Mello e Souza, Brazil <p><i>Panel discussion:</i></p> <ul style="list-style-type: none"> • Dr. Isaac Mathai, Soukya • Dr. C K Katiyar, Chief Executive Officer, Emami Group of Companies, Kolkata • Mr. Jose Dominic, MD & CEO of CGH Earth, CGH Group of Hotels • Mr. K V Ramesh, MD, Kairali Ayurvedic Centre* <p>Open Discussion</p>
3:00- 3:15 pm	Tea/Coffee
3:15-4:15 pm	<p>Plenary Session VI: WHO Strategy for Traditional medicine - An overview and panel discussion on way forward for cooperation amongst BRICS countries</p> <p><i>Chair:</i> Mr. Jitendra Sharma, Principal Chief Conservator of Forest, Punjab</p> <p><i>An overview of WHO Strategy:</i> Dr. Zhang Qi, Coordinator, Traditional Medicine, World Health Organization, Geneva</p> <p><i>Panel discussion</i></p>

	<p>Panelists:</p> <ul style="list-style-type: none"> • Prof. James Campbell, Head of Department, School of Natural Medicine, University of Western cape, South Africa • Prof. Huo Junsheng, Director of Department of Food Science and Technology, National Institute for Nutrition and Health, Chinese Center for Disease Control and Prevention. • Mrs. O.M. Drapkina, First Deputy Director on Scientific and Medical work of the National Research Center for Preventive Medicine of the Ministry of Health of the Russian Federation • Prof. Sukhdev Swami Handa, Chairman, Scientific Body of Pharmaceutical Commission of Indian Medicine & Homoeopathy (PCIM&H), Ministry of AYUSH • Prof. Raisur Rahman, Adviser, Unani, Ministry of AYUSH • Dr. Manoj Nesari, Adviser (Ayurveda), Ministry of AYUSH • Shri Arvind Varchaswi, Trustee, Sri Sri Ayurveda Trust
4:15-4:45 pm	<p>Valedictory Session</p> <p>Chair: Sh. Anil Kumar Ganeriwala, Joint Secretary, Ministry of AYUSH</p> <p>Remarks by</p> <ul style="list-style-type: none"> • Brazil: Dr. André de Mello e Souza, Coordenador de Intercâmbio e Cooperação Internacional (COINT) • China: Mr. Zhu Haidong, Deputy Director General of Department of International Cooperation, State Administration of Traditional Chinese Medicine • Russia: Mr. O. O. Salagai, Head of the Department of International Cooperation and Public Relations of the Ministry of Health of the Russian Federation • South Africa: Prof. James Campbell <p>Vote of Thanks: Prof. T.C. James, Visiting Fellow, RIS</p>

SITE VISITS

9 SEPTEMBER



Visits to Himalaya Drug Manufacturing, Facilities, Soukya Bengaluru, and Art of Living for the delegates will be organised on 9 September 2016.

12 SEPTEMBER



Local sightseeing will be organised by Karnataka State Tourism Department for interested delegates on 12 September 2016.

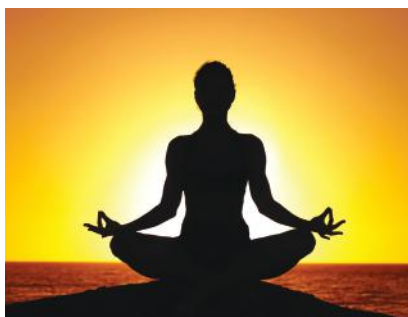
9-12 SEPTEMBER



Morning Yoga workshops will be organised for interested delegates from 9-12 September 2016.

BACKGROUND

Ministry of AYUSH, Government of India in association with the Ministry of External Affairs, Research and Information System for Developing Countries (RIS) and Federation of Indian Chambers of Commerce and Industry is organising BRICS Wellness Workshop and exhibition in Bengaluru, Karnataka, India to discuss and deliberate on the shared concerns in the important domain of Traditional Medicine and Wellness. In the backdrop of the progress made by the BRICS countries so far, there is a need to clearly delineate how the cooperation in this area can be taken forward. During the workshop, delegates from BRICS countries will share practical experiences, information and knowledge on a number of key issues around traditional medicine including information on regulations and the use of traditional medicines in National Healthcare system, their affordability, accessibility and availability.



TRADITIONAL SYSTEMS OF MEDICINE

Traditional Medicine (TM) is the sum total of knowledge, skills and practices based on the theories, beliefs and experiences indigenous to different cultures that are used to maintain health, as well as to prevent, diagnose, improve or treat physical and mental illness. It plays an important role in meeting demands of primary healthcare in many developing countries and thus occupies a key space in contemporary community healthcare. There is an increasing trend of usage of traditional and



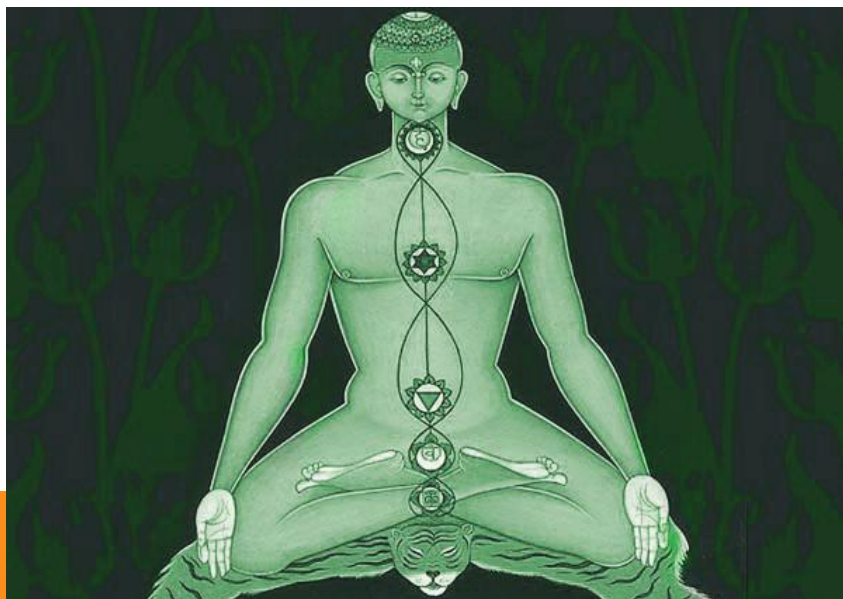
complementary medicines even in high income countries to supplement existing allopathic healthcare, but the potential there needs to be fully exploited. On the other hand, in many low and middle income countries, traditional medicines represent affordable, accessible and available form of care and have become an integral part of primary healthcare. For facing the present and emerging challenges in healthcare, it is crucial that all systems of medicine – whether conventional or traditional – in so far as they are beneficial, must play their respective roles in promoting health and preventing and treating diseases. Traditional systems of medicine, which are being embraced for their disease preventive, health promotive and rehabilitative benefits, are the preferred options to curb the risk factors among the population in the prevention as well as management of Non-Communicable Diseases and lifestyle diseases.

Brazil, Russia, India, China and South Africa (BRICS) have rich heritage of several systems of Traditional Medicines, many of which are in popular use. The countries in the region have vast resources of medicinal plants, and are huge repository of knowledge in TM. There is a need to enhance cooperation among these countries for the development of TM.





India has a long history and culture running over 5000 years of using traditional medicines for healthcare and developing them with modern scientific outlook. The AYUSH systems of medicines viz. Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa Rigpa and Homoeopathy are comprehensive scientific systems of medicine which are practised in India. The products, practice and practitioners of AYUSH systems are well regulated in India.



WELLNESS AND MEDICAL TOURISM

Wellness is linked with relaxation and rejuvenation of mind through a vacation. A stress-free holiday approach enhances the benefits of the therapy. It will enhance problem solving capabilities, creativity and productivity. Some of the practices of traditional systems of medicine, which significantly contribute to total wellness, necessarily require long duration therapy in a relaxed atmosphere. Clubbing wellness with tourism will contribute to more interactions and development of camaraderie among the people of BRICS countries. There is a need to probe the possibilities within the BRICS in this regard.

WELLNESS INDICATORS

Wellness is not easily defined. It implies more than just the absence of disease or illness; wellness is generally viewed from a holistic perspective, and represents the positive aspects of physical, mental, social, and spiritual health. This notion is supported by the World Health Organization's definition of human health as "a state of complete physical, mental and social well-being and not merely the absence of disease and infirmity."

The totality of wellness encompasses the following dimensions:

Physical	Psychological/emotional
Social	Intellectual
Spiritual	Occupational
Environmental	Economic
Cultural	Climate, Governance and Social Justice

The various wellness indicators are based on these dimensions. The Agenda 2030 for Sustainable Development is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. It recognises that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development. The 17 Sustainable Development Goals and 169 targets which are announced demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what these did not achieve. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

AIM

- To establish a process for building partnerships and synergies among the BRICS Countries.
- Identify key action areas and discussing a way forward for cooperation amongst the BRICS countries in the field of Traditional Medicine and establishing a coordination mechanism for a network of experts.

ORGANISERS

GOVERNMENT OF KARNATAKA

The Government of Karnataka is the primary host of the event.

MINISTRY OF AYUSH

GOVERNMENT OF INDIA

The Ministry of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy) lays emphasis on upgradation of AYUSH educational standards, quality control and standardisation of drugs, improving the availability of medicinal plant material, research and development and awareness generation about the efficacy of the system, domestically and internationally.

MINISTRY OF EXTERNAL AFFAIRS

GOVERNMENT OF INDIA

The Ministry of External Affairs (MEA) is responsible for the conduct of India's relations with the foreign countries. The Ministry is also responsible for the country's representation in the United Nations and advises other Ministries and State Governments while dealing with foreign governments or institutions.

RESEARCH AND INFORMATION SYSTEM FOR DEVELOPING COUNTRIES

Research and Information System for Developing Countries (RIS) is a New Delhi-based autonomous policy research institute that specialises in issues related to international economic development, trade, investment and technology. RIS is envisioned as a forum for fostering effective policy dialogue and capacity-building among developing countries on global and regional economic issues.



MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)

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