



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2018-19, **India RISE : Responsible. Inclusive. Sustainable. Entrepreneurial** emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development; financing growth; promoting next gen manufacturing; sustainability; corporate social responsibility and governance and transparency.

With 65 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

Aditi Chauhan

Confederation of Indian Industry

Core 4A, 4th Floor, India Habitat Centre, Lodi Road, New Delhi – 110 003 (India)

T: 011 24682234; Ext-310 • E: aditi.chauhan@cii.in • W: www.cii.in

Follow us on:



[cii.in/facebook](https://www.facebook.com/cii.in)



[cii.in/twitter](https://twitter.com/cii.in)



[cii.in/linkedin](https://www.linkedin.com/company/cii.in)



[cii.in/youtube](https://www.youtube.com/cii.in)

Reach us via our Membership Helpline: 00-91-124-4592966 / 00-91-99104 46244

CII Helpline Toll Free Number: 1800-103-1244



Confederation of Indian Industry

AYURVEDA

INDUSTRY CONCLAVE V2.0

VISION 2022: ROADMAP TO ACHIEVING THREE TIMES GROWTH IN MARKET SIZE



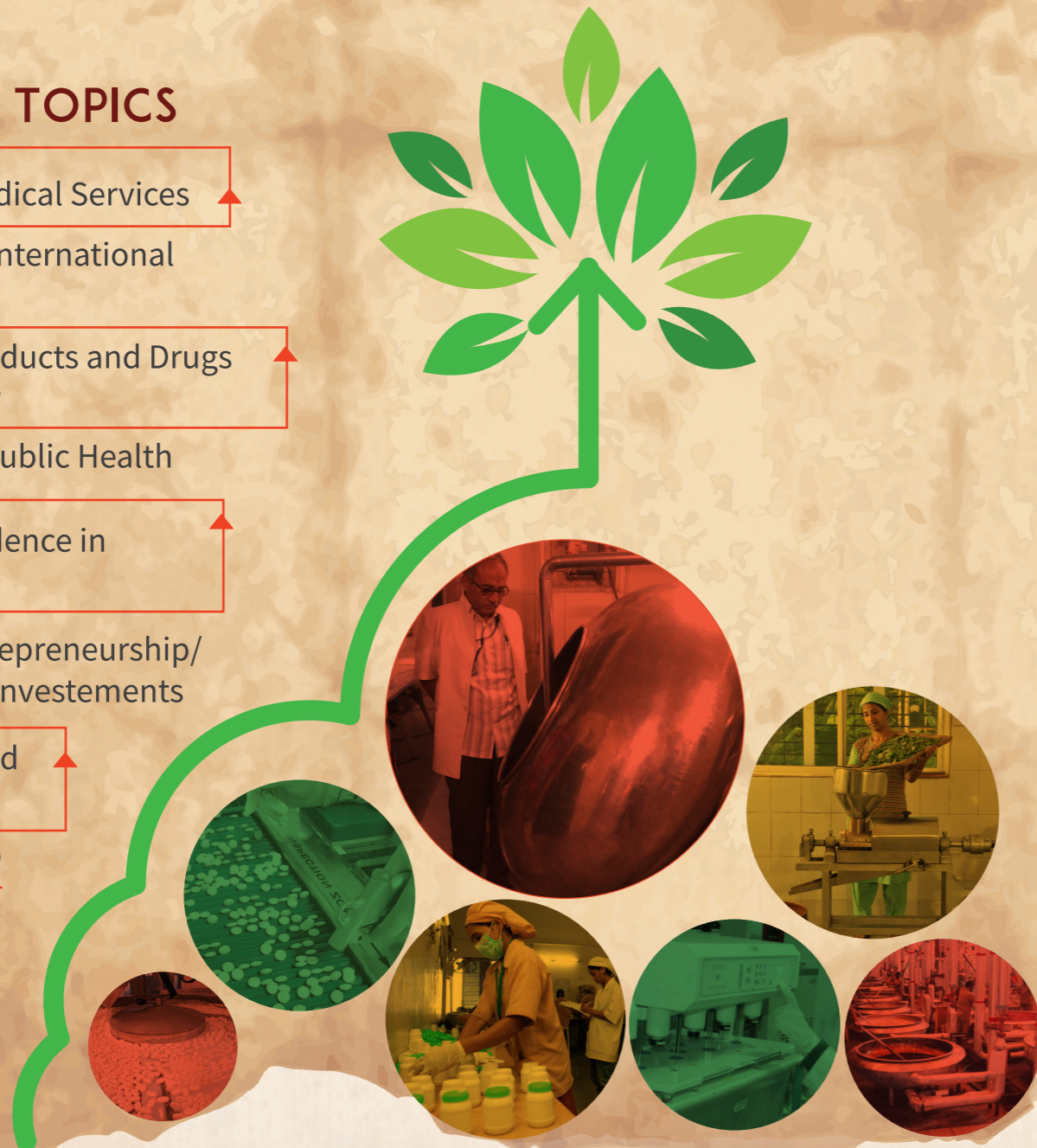
02 NOVEMBER 2018, FRIDAY: SILVER OAK,
INDIA HABITAT CENTRE, NEW DELHI

Ayurveda, the Science of Life, is on the brim of a transformational change. The ancient tradition of healing has distinguished itself from other medical practices by aiming to cure the root cause of a disease and suffering. Enriched over centuries, this knowledge of healing is currently at a crossroad of obliging to the modern-day norms of medical practices.

Despite its many success and major interventions, this sector has been constrained in obtaining its true potential due to the challenges it faces today. To highlight the critical nature of this sector **Confederation of Indian Industry (CII)** is organizing the **'CII Ayurveda Conclave V2.0'** on **02 November 2018** at **Silver Oak, India Habitat Centre, New Delhi.**

SESSION TOPICS

- Ayurveda Medical Services
- Exports and International Alliances
- Ayurveda Products and Drugs Manufacturer
- Ayurveda in Public Health
- Scientific Evidence in Ayurveda
- Startups/Entrepreneurship/Funding and Investements
- Creating Brand Ayurveda
- Strategic HRD



OBJECTIVES

- 1 Transforming Ayurveda into a mainstream system of Healthcare.
- 2 Understanding investment opportunities in Indian Ayurveda Industry
- 3 Setting a roadmap to amplify the growth of the sector. Establishing the science of Ayurveda through deliberations on available evidence and data.
- 4 Establishing Brand "Ayurveda" nationally and internationally
- 5 Ayurveda care at the Primary healthcare level
- 6 Building a pan-industry strategy for international market access for Ayurveda products and services
- 7 Sensitizing stakeholders including the Central and the State Governments to catalyze the necessary policy changes that are needed to make this sector more vibrant and competitive

KEY STAKEHOLDERS

- Ayurveda Hospitals
- Ayurveda Practitioners
- Ayurveda Pharmaceutical Companies
- Health & Wellness Companies
- Cosmetic and Herbal Companies
- Ayurveda Rejuvenation Centers
- Health Insurance Companies
- Herbal Raw Material Suppliers
- VC & PE firms
- Researchers
- Herbal Products Manufacturers & Retailers
- Ayurveda Resorts
- Medical Value Travel facilitators
- Nutritionists Angel Investors
- Stake holders in-Hospitals, Hotels, Institutions, SME