



THE HEALING
TOUCH OF
TRADITIONAL
INDIAN SYSTEMS
OF MEDICINE.

AYUSH A GLOBAL PERSPECTIVE



AYURVEDA
YOGA
UNANI
SIDHA
HOMEOPATHY

AYUSH, a synonym of "Life" is also used as an abbreviation of the 5 great life sciences, based on its immense potentials to contribute for a Healthy & Happy Life. Diet and lifestyle are major factors thought to influence susceptibility to many diseases of present era. Concern about the ecological crisis has contributed to a "return to nature" within societies.

There is an increased demand among the public and a thrust on the policy makers for the development of AYUSH systems and their integration in the health care delivery system across the globe - Asia, Africa, Europe, USA, and Australia. The Indian Ministry of AYUSH was formed on 9th November 2014 to promote the AYUSH systems.

The recognition of AYUSH systems by Government of UAE, and a strong presence of 500 plus AYUSH practitioners across United Arab Emirates vouch for the growing credence of AYUSH amidst Gulf nations. Dubai's strategic location and connectivity to India, Middle East, Africa, Europe, and the United States of America also played a key role in the choice of venue. The visit of the prime minister of India, Honorable Sri Narendra Modi to the UAE, further augments the vision to propagate AYUSH systems in the gulf region and beyond.

**DUBAI INTERNATIONAL
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EXHIBITION CENTER**

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