



**Institute of
Infrastructure, Technology,
Research and Management**



**One Day International Conference
under Vision Viksit Bharat @2047on**

**ENHANCING EXPORT POTENTIAL OF AYUSH
PRODUCTS FOR GLOBAL WELL-BEING:
STRATEGIES AND OPPORTUNITIES IN GUJARAT,
MAHARASHTRA AND KARNATAKA**

31st January 2025



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About IITRAM:

Institute of Infrastructure Technology Research and Management (IITRAM) is an autonomous state university located in Ahmedabad, Gujarat, India. Established in 2013, IITRAM aims to provide high-quality education and research in the field of infrastructure engineering and management. IITRAM offers undergraduate, postgraduate, and doctoral programs in various disciplines of engineering, such as civil, mechanical, electrical, computer science and humanities and social sciences. IITRAM also collaborates with industry and academia to foster innovation and skill development in the infrastructure sector. IITRAM has established five Centers of Excellence (CoEs) funded by the Government of Gujarat, namely: Siemens CoE, Advanced Defense Technologies CoE, Artificial Intelligence and Machine Learning CoE, Drone Technology CoE, and Aerospace and Defense CoE. These CoEs provide state-of-the-art facilities and training in various domains of engineering, such as product lifecycle management, automation, mechatronics, additive manufacturing, radar systems, missile technology, UAVs, computer vision, natural language processing, data analytics, aerodynamics, propulsion, structures, materials, etc. IITRAM is ranked at #201 in India and #2 in Ahmedabad for B. Tech by NIRF ranking 2020.

Objective of the conference:

The proposed conference supported by the Indian Council of Social Science Research (ICSSR) under the Special Call on Vision Viksit Bharat@2047, aims to explore strategies and opportunities for enhancing the export potential of AYUSH products from Gujarat, Maharashtra, and Karnataka. The main objective of the workshop is to explore strategies to enhance the global market potential of Ayush products, focusing on their unique contributions to holistic well-being. By addressing key challenges in export, such as quality assurance, regulatory compliance, and international demand, the workshop aims to equip stakeholders with actionable insights. It seeks to foster collaborations among policymakers, researchers, and industry leaders to identify opportunities for scaling exports, particularly from Gujarat, Maharashtra, and Karnataka, and establish India as a leading exporter of Ayush products in the global wellness market. This conference is aligning the findings with India's long-term development goals under Vision Viksit Bharat@2047 by leveraging the AYUSH sectors potential to strengthen economic growth, health outcomes, and cultural diplomacy. The key topics to be covered during this conference as mentioned below:

- Global Demand for Ayush Products
- Role of Ayush Product export in Vision Viksit Bharat @2047
- Quality Standards and Certification for Export
- Policy Framework and Government Initiatives
- Strategies for Market Penetration
- Research and Development in Ayush Products
- Export Opportunities in Gujarat, Maharashtra, and Karnataka
- Sustainability and Ethical Practices in Ayush Exports
- Challenges in Exporting Ayush Products
- Regulatory Challenges and Trade Opportunities in Developed Countries
- Mapping Emerging Markets: Identifying High-Potential Countries for Indian Ayush product
- Government Support and Funding Opportunities for Exporters
- The Future of Ayush Exports: Trends and Innovations for International Markets.

The conference committee welcomes papers on the themes above. Both applied and theoretical papers that meet high standards of methodological rigor are invited.

Submission Guidelines:

Selection of 25 papers for a presentation will be confirmed with approval from the review committee. The author(s) should clearly mention under which area the paper may be included. They should adhere to APA (7th Edition) Guidelines

Publication Opportunity:

Selected papers may be published in journals or book series indexed in SCOPUS, Web of Science, or UGC CARE.

Patrons:

- Prof. M. K. Barua, Director, IITRAM
- Mr. Chintamani Joglekar, Registrar IITRAM

Collaborative Institute:

- Centre for Economic and Social Studies (CESS), Hyderabad
- Indian Institute Of Management–Amritsar (IIM–Amritsar)

Conference Chair:

- Dr. Pravin Jadhav, IITRAM
- Dr. Shukkoor T, IITRAM
- Dr. Chakradhar Jadhav, CESS
- Dr. Arun Kumar Bairwa, IIM Amritsar

Convener:

- Dr. Meera Vasani
- Dr. Imti Watitula Longkumer
- Dr. Saurabh Sinha

Important Dates:

- Abstract Submission Deadline : 25th December 2024
- Notification of Acceptance : 30th December 2024
- Full Paper Submission Deadline :20th January 2025
- Registration Opens : 01st January 2025
- Registration Deadline : 25th January 2025
- Conference Dates : 31st January 2025

Virtual delegates are allowed only from Outside India.

Registration Fee:

Category

- Student (Indian)
- Faculties
- International Delegates

Regular Registration

- Rs. 500
- Rs. 1000
- USD 30

Submission:

Authors should submit soft/electronic copy of the abstract and paper to:

- Contact No: +91-7579282549

**Scan for
Registration**



Chief Guest



Dr. Rajan Sudesh Ratna
Deputy Head and Senior Economic Affairs
Officer at United Nations ESCAP
South and South-West Asia Office

Keynote Speaker



Vd. Jayeshkumar M. Parmar
Director,
Office of Director,
AYUSH Government of Gujarat