

PAPER/ARTICLES SUBMISSION: Selection of Papers for presentation in the Conference will be based on blind review of the abstract of 250 words. The authors should clearly mention under which theme the abstract is to be included. One soft copy in MS Words 2003/2007 of the full length accepted paper for presentation will have to be submitted to the conference secretariat by **10th October 2013**. Papers must include a clear indication of the purpose, methodology, major results and key references. Select papers shall be published in the conference Book along with ISBN No.

REGISTRATION DETAILS : The Registration form along with their bank draft covering registration fee and accommodation charges (If required) should be reached before **18th October 2013**.

Category	Before 18 th October 2013	After 18 th October 2013
Institutional	Rs. 3000.00	Rs. 4000.00
Academician	Rs. 2500.00	Rs. 3000.00
Student	Rs. 2000.00	Rs. 2500.00

MODE OF PAYMENT: The registration fee shall be paid through Bank Draft/Cheque in favour of **“Mahima Research Foundation and Social Welfare”** payable at Varanasi, India.

ACCOMMODATION : Accommodation may be arranged on request in a hotel/guest house on payment basis subject to availability. The request may be sent at e-mail : mrfsw_kvns@yahoo.com.

HOTEL CATEGORY :

A	B	C	D
Rs. 800-1200	Rs. 1500-3500	Rs. 3500-5000	Rs. 5000-6500

ADVERTISEMENT AND SPONSORSHIPS : Companies and philanthropic societies are encouraged to sponsor this Conference by giving donations or advertisements and by purchasing exhibition stalls

Particulars	Exhib./ Advertisement Size	Amount
Exhibition stalls	10x 15 feet	15,000.00
Back Cover (Colour)	25.5cmx19cm	30,000.00
Inside front & back cover (colour)	25.5cmx19cm	25,000.00
Full page (colour)	25.5cmx40cm	20,000.00
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Half page (colour)	12 cmx19cm	8,000.00
Half page (B&W)	12 cmx19cm	4,000.00

National Conference on Scope of Translational Researches in Ayurvedic Medicine (STRAM)

19-20 October, 2013

Venue :

**Lecture Theater, Department of Rasa Shastra,
Faculty of Ayurveda,
Institute of Medical Sciences,
Banaras Hindu University, Varanasi**



Organized by:

Mahima Research Foundation & Social Welfare
194, Karaundi, BHU, Varanasi-221005
E-mail : mrfsw_kvns@yahoo.com

Dear Sir,

On behalf of the Organizing committee, we take the opportunity to invite you to participate in the **National Conference on “Scope of Translational Researches in Ayurvedic Medicine (STRAM)” on 19-20 October 2013** to be held at Banaras Hindu University, Varanasi, India.

Ayurveda is a 5000+ year-old system of Indian home medicine using natural plant extracts. Ayurveda is one of the ancient systems of health care of Indian origin. Roughly translated into "Knowledge of life", it is based on the use of natural herbs and herb products for therapeutic measures to boost physical, mental, social and spiritual harmony and improve quality of life. Although sheltered with long history and high trust, Ayurveda principles have not entered laboratories and only a handful of studies have identified pure components and molecular pathways for its life-enhancing effects. To promote Ayurveda as an alternative to existing systems of medicine, and to complement their medical practice with Ayurvedic principles. The process was initiated with the application of Reverse Pharmacology (RP) to Ayurveda, which was followed by an integrative synthesis (of medical science and Ayurveda) that can bring out the best in each system and may result in a truly remarkable contribution to global human health.

The present medicinal system is dominated by the Allopathy or western medicine which is prominently taught and practiced in most of the countries world wide. This system is still evolving and during last few decades focus was based on chemical origin of most of the medicines. Thus majority of drugs in current practice are from synthetic origin. Even so, a large number of these synthetic molecules are based directly or indirectly on natural products or phyto-constituents.

The basic principle in Ayurveda is to give greater priority to total wellness and health rather than to make selective treatment. It has become very popular as it uses reagents and remedies essentially drawn from nature and is both eco- and bio-friendly. Ayurvedic medical system practices the use of dry powder or crude extract, and assignment of bioactivities to a particular compound is not preferred. Interestingly, the mainstream pharmaceutical research is also on its way towards veering from mono-molecular or single target approach to combinations and multiple target strategies.

Interested participants are advised to register them selves at the earliest because the **seats are limited to 200 only**. The registration will be on the basis of ‘first come first serve basis’.

Prof. C.B. Jha

Chairman, Dean & Head
Faculty of Ayurveda,
Department of Ras Shastra,
IMS, BHU, Varanasi
chandrabjha@rediffmail.com
deanay@gmail.com

Dr. K.R.C. Reddy

Convener
Department of Ras Shastra,
Faculty of Ayurveda, IMS,
BHU, Varanasi-221005
drkrcreddybhu@yahoo.co.in

Ratnesh Kumar Rao

Secretary, Mahima Research
Foundation & Social Welfare,
194, Karaundi, BHU, Varanasi
mrfs_w_kvns@yahoo.com
Cell : 09335094154

Objectives :

1. Emerging new diseases and Ayurveda
2. Immune disorders and Ayurveda
3. Cancer and Ayurveda
4. Pharmacological research in Ayurveda
5. Genetics and Ayurveda
6. Potential of Ayurvedic Herbs
7. Cardiac diseases and Ayurveda
8. Metabolic diseases and Ayurveda
9. Degenerative diseases and Ayurveda
10. Yoga and Ayurveda
11. Cosmetology and Ayurveda
12. Sex and Ayurvedic interventions
13. Reproductive health and Ayurveda
14. Mental health and Ayurveda
15. Rasayana: pediatrics to geriatrics
16. Rogee pareeksha (Ayurvedic diagnosis)
17. Richness of ahara shastra (Ayurvedic dietetics)
18. Scope of biomedical engineering in Ayurveda
19. Different perspectives on Ayurveda and integrative medicine
20. Clinical trials and pharmaco-vigilance in Ayurveda

THE VENUE

The Varanasi is the oldest living city situated on the bank of the Ganga River. It is the abode of Lord Shiva and the center of learning and textile. It is the place, where Lord Buddha acquired the spiritual enlightenment, Sant Tulsi Das wrote the Ramcharit Manas, Adiguru Shankaracharya received the knowledge of Bramha, Mahrishi Charak wrote the book of Ayurvedic Medicine, and Sushruta, the father of surgery developed and practiced various surgical procedures. Besides, Varanasi is also famous for silk sarees, carpet and culture pageantry.

The Banaras Hindu University is the largest campus University of the country, founded in 1916 by a great visionary Pt. Madan Mohan Malviya Ji. It imparts teaching in almost all the branches of Science, Technology and Humanity through 3 Institute, 14 Faculties and 140 Departments. At present it has 1300 Teachers and 18,000 students.

Conference Secretariat:

STRAM Conference

Ratnesh Kumar Rao

Secretary

Mahima Research Foundation & Social Welfare,
194, Karaundi, BHU, Varanasi-221005

Telephone : 09335094154, E-mail : mrfs_w_kvns@yahoo.com