

## **CAR Industry Conclave Charter**

### **5 - point Charter:**

1. Bring Ayurveda and Allied Industry heads and representatives on a common unified platform, in a periodic manner, to share, inform, collaborate and develop consensus regarding industry related practices and methods of research
2. Foster and facilitate knowledge exchange between India and other countries, pertaining to specific barriers and challenges for export of Ayurvedic formulations, in areas such as evidence of efficacy, rigor of evidence (what will be accepted and what will be rejected), legal and policy limitations; while also identifying doors which are open.
3. Develop solutions to identified gaps in current product research in Ayurveda.
4. Outline and integrate key elements of globalization of Ayurveda - education, information dissemination, innovation, technology integration along with traditional wisdom, effective marketing, strong advocacy and cross-sector collaboration
5. Create a steering committee that will drive 'Ayurveda for the Globe - Vision 2025', from the Industry side

### **Proposed meeting schedule:**

The CAR-IC will meet every 3 months, starting January 2022.

**Jan 16th, 8 PM IST, 9.30 AM EST - FIRST MEETING.**

**Proposed ADVISORS:** Dr. CK Katiyar, Mr. Ranjit Puranik, Dr. Geetha Krishnan, Kartikeya Baldwa, Dr. Dilip Ghosh, Dr. Ikhlas Khan, MAPI representative, Dr. Amit Aggrawal, Mr. Arvind Varchaswi, Dr. Rangesh Parmesh, Mr. Praveen Mittal,

**Proposed Steering Committee:** Dr. Pratibha Shah, Dr. Mahadevan Seetharaman