

**Embassy of India
The Hague**

Press Release

August 30, 2018

**Minister AYUSH to visit the Netherlands for the Fourth International Ayurveda
Congress and Health Fair**
Dutch Health Minister and Minister AYUSH to address Seminar on
“India - Netherlands Collaboration in Healthcare, Including Ayurveda.”

Indian Minister for AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy), Mr. Shripad Yesso Naik will visit the Netherlands from September 1-4, 2018 to attend the Fourth International Ayurveda Congress (IAvC) organized by International Maharishi AyurVeda Foundation, Netherlands; All India Ayurvedic Congress, New Delhi and the International Academy of Ayurveda, Pune in association with the Indian Embassy in the Netherlands. The Minister will lead a delegation comprising senior officials from Ministry of AYUSH including the Pharmacopoeia Commission of Indian Medicine and Homeopathy. The Fourth IAvC will take place from September 1-3 at Leiden, Netherlands.

The highlight of the Congress will be, a special Seminar organized by the Indian Embassy titled *“India-Netherlands collaboration in Healthcare, including Ayurveda.”* This seminar will be addressed by the Dutch Minister for Medical Care and Sport Bruno Bruins and the AYUSH Minister and will focus on benefits traditional knowledge of India such as Yoga and Ayurveda can bring for healthy living and aging. Speakers at the Seminar will include Mr. Alojz Peterle, Former Prime Minister of Slovenia and current Member of European Parliament; Dr. Tony Nader, World Head of Transcendental Meditation Movement; Dr. G.P. Geetha Krishnan, World Health Organization (WHO) and the Indian Ambassador to the Netherlands, Mr Venu Rajamony.

During his stay in the Netherlands, the AYUSH Minister will pay respects to the memory of Maharishi Mahesh Yogi, the founder of Transcendental Meditation at the Maharishi Peace Palace located in the campus of Maharishi European Research University (MERU) in the Limburg province of the Netherlands. Maharishi Mahesh Yogi lived in the Peace Palace from 1990 until his samadhi in 2008. The Minister will be briefed about the Ayurveda, Transcendental Meditation and other educational and healthcare programs of MERU. He will visit the Indian stall at the Embassy Festival being held in The Hague, participate in the Janmashtami celebrations being organized in the Gandhi Centre (Indian Cultural Centre) and interact with the Indian Community and friends of India. He will further visit the New Amsterdam School of Yoga and witness a yoga demonstration by Dutch students.

The Fourth IAvC will explore the 340-year relationship between the Netherlands and India and bring to light traditional natural remedies from India and Europe. It will include an exhibition on the Hortus Malabaricus (Garden of Malabar), the epic 17th century Dutch treatise on plants of the Western Ghats of South India. This treatise was compiled over a period of nearly 30 years and published in 12 volumes, originally in Latin, in Amsterdam, between 1678 and 1693. It gives an account of the flora of the Malabar region in South India, including copper plate engravings and description of 742 plants and their medicinal properties. A rare set of the 12-volume compilation in Latin is housed at the Asia Library of the Leiden University.

The Fourth IAvC will bring together leading Ayurveda organizations and experts in various fields of Ayurveda from India and across the world. Scholars in Ayurveda, experts in herbal medicine, and research scientists will present a scientific approach on preventing disease, promoting longevity, and treating chronic disorders using an integrative approach. The Fourth IAvC includes for the first time a “Strategy and Planning” meeting bringing together 20 organizations engaged in promotion of Ayurveda in order to strategize on how to mainstream Ayurveda in Europe.

Speaking about the event, Ambassador Venu Rajamony described the International Ayurveda Congress and associated Seminar as the largest high-level event focused on Ayurveda ever to be held in the Netherlands. He said “The participation of the AYUSH Minister from India and the Dutch Minister of Healthcare in

the Seminar on Indo-Dutch Collaboration in Healthcare signifies the keenness of both countries to expand collaboration in this field. Ayurveda and Yoga can be of tremendous benefit to the ageing population of Europe. The Embassy in association with organizations engaged in promotion of Ayurveda hopes to carry forward the mission of mainstreaming Ayurveda and Yoga in the Netherlands. I am also particularly happy the AYUSH Minister from India will visit the samadhi sthal of Maharishi Mahesh Yogi in Limburg province of the Netherlands.”
