In the last two decades or so, there has been a great deal of excitement about Ayurveda world-wide. Not only in Europe and the US, but also in India, the land of its origin, a renewed vigour marks its presence in bill boards, chemist shops and journals, not to speak of it featuring in the first ever exclusive policy document of the WHO on Traditional Medicine. What we routinely call the process of globalisation needs to be understood in more diverse ways than are available today. There is history to learn from and more conceptual parameters available which will be drawn upon in the presentation by Professor Banerjee.

Traditional medicine holds great potential to improve people’s health and wellness. There has been a continuing demand for, and popular use of, traditional medicine worldwide. Dr Zhang will explain and discuss the WHO global strategy on traditional medicine for next decade.

For more information, please contact: GHHistories@who.int