WELCOME MESSAGE

We are honored to host the 1st Congress of Society for Ethnopharmacology on “Globalizing traditional Medicine: Present and Future Prospects” to be held from March 7-9, 2014 at Sri Ramachandra University, Chennai, India. This Conference will focus on a paradigm shift of understanding the traditional medicine and the current scientific approaches in evaluation of ancient systems of medicines for global standards and realization of its potential. We cordially welcome everyone working in this area, particularly the researchers, manufacturers of medicine, raw materials, phytomedicine, phytopharmaceuticals and dietary and food supplements, representatives of conventional and traditional health care systems, regulatory authorities, standard setting organizers, contract laboratories and research organizations, NGO’s, academicians, scientists, students and health care professionals all over the world. We wholeheartedly invite you to participate in this event and join hands with professionals, eminent scientists and technologists to make this congress a great success.

Thiru.V.R.Venkataachalam
Chancellor
SRU, Chennai
Chief Patron, ICSE - 2014

Dr. J. S. N. Murthy
Vice Chancellor
SRU, Chennai
Patron, ICSE - 2014

Dr. S. P. Thyagarajan
Professor of Eminence & Dean (Research), SRU, Co-Patron, ICSE - 2014

Dr. T. K. Parthasarathy
Professor of Eminence & Chief Advisor, SRU, President, ICSE - 2014

Dr. Pulok K. Mukherjee
Secretary, Society for Ethnopharmacology, Chairperson (Scientific Committee), ICSE - 2014 & Director, School of Natural Product Studies Jadavpur University Kolkata - 700032, India.

Dr. D. Chamundeeswari
Principal, Faculty of Pharmacy, SRU, Organizing Secretary ICSE - 2014

Dr. K. Mangathayaru
Professor, Dept. of Pharmacognosy Faculty of Pharmacy, SRU, Joint Organizing Secretary ICSE - 2014
About the Conference

This is the first International congress of the Society for Ethnopharmacology (SFE) being organized in SRU, Chennai. The prime focus of this conference is to reinforce the need to globalize traditional knowledge and to reflect upon its present and future prospects. Issues critical to translation of this knowledge in terms of useful deliverables to tackle the rising global disease burden will be addressed. Taking herbal drugs to the bedside requires an integrated approach to amalgamating sophisticated technological tools with traditional concepts of healing. This conference shall provide a launch pad for participants to interact, debate and disseminate their ideas with distinguished professionals, scientists and technologists. The official language of the conference is English.

Society for Ethnopharmacology (SFE, India)

Society for Ethnopharmacology is constituted by eminent academicians, researchers, industrialists with the vision of providing an environment for knowledge sharing among researchers, healthcare-practitioners, and decision-makers interested in Ethnopharmacology. The main idea of the society is to put forward different issues for promotion and development of traditional medicine and natural products with national and international collaboration or co-operation through globalization of local knowledge and localizing global technologies. The society is mainly working on dissemination of knowledge in this area of Ethnopharmacology and natural products development. It will form a bridge between the academia and industry to bring together the scientific and teaching professional in Ethnopharmacology and professionals of other areas interested in developing cost effective natural remedies. The Society will provide various scholarships and awards to the deserving students and scientists jointly with other organizations.

Dr. Pratim Banerji
President

Mr. Sibeswar Saha &
Mrs. Sibylle U Saha
Mentor

Dr. Pulok K. Mukherjee
Secretary
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SRU, established in 1985, is a centre of Excellence in the field of Medical Education. Accredited ‘A’ grade by National Assessment and Accreditation Council with a CGPA of 3.52 on a 4 point scale, the University attached medical center has the distinction of being the first in India to obtain Joint Commission International accreditation (JCIA), offering diverse educational programs. The University strives to actively promote and present higher values and ethics in education, health and research. It is located in Porur on the busy Chennai-Bangalore highway and is a 20 minute drive from Chennai airport. Spread over 150 acres, the University is in a refreshingly green campus. SRU has centers of excellence in CVD, interventional neuro radiology, reproductive medicine, critical care emergency services to mention a few.

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The School of Natural Product Studies, Jadavpur University
The School of Natural Product Studies, Jadavpur University, (SNPS, JU) is dedicated to the promotion of knowledge on natural products, and the dissemination of information through educational program, research activities and sharing of experiences on the scientific validation of herbs for the betterment of the healthcare of the society. The school works on exploring the scientific validity of natural products in respect of its quality, efficacy and safety. For further details please visit the website : www.jaduniv.edu.in
**Proposed Speakers**

Prof. Rudolf Bauer, Graz, Austria  
Prof. B. Suresh, Mysore, India  
Dr. C. K. Kokate, Belgaum, India  
**Prof. Gail Mahady, Chicago, USA**  
Prof. Anna Jäger, Copenhagen, Denmark  
Dr. S. Bhattacharya, Santiniketan, India  
Dr. M. G. Matsabisa, Cape Town, SA  
Dr. D. C. Katoch, New Delhi, India  
Prof. Satyajit D. Sarker, Liverpool, UK  
Prof. P. Pushpangadan, Trivandrum, India  
Dr. F. C. Braga, Belo Horizonte, Brazil  
Dr. T. K. Mukherjee, New Delhi, India  
Dr. J. Oluwagbemigbe Fajemiroye, Brazil  
Dr. Y. K. Gupta, New Delhi, India  
Dr. Navin Sharma, Chennai, India  
Dr. S. P. Thyagarajan, Chennai, India  
Dr. P. Soundarrajan, Chennai, India  
Prof. Peter Houghton, London, UK  
Prof. Marco Leonti, Cagliari, Italy  
Prof. Rob Verpoorte, Leiden, Netherlands  
Dr. Pratim Banerji, Kolkata, India  
Prof. Y. Kashiwada, Tokushima, Japan  
Prof. Bhushan Patwardhan, Pune, India  
Prof. S. C. Bachar, Dhaka, Bangladesh  
Prof. C. K. Katiyar, Ghaziabad, India  
Dr. S. K. Kulkarni, Mumbai, India  
Prof. A. M. Viljoen, Pretoria, South Africa  
Dr. R. K. Goyal, Ahmedabad, India  
Dr. P. K. Paul, New Jersy, USA  
Dr. Subir Moulik, New Delhi, India  
Dr. Amit Agarwal, Bangalore, India  
Dr. Elin Y. Sukandar, Bandung, Indonesia  
Prof. Mahabir K. Gupta, Panama  
Dr. AKS Rawat, Lucknow, India

**Topics to be covered in the conference**

- Traditional medicine inspired drug discovery and development
- Global trade and commercialization of Ayurveda and other ancient systems of medicine
- Nutraceuticals and traditional medicine – evidence based health care claims
- Ethnoveterinary medicines
- Phytochemical, Pharmacological and Clinical studies of natural products
- Natural products from marine sources
- Herbal drug regulatory affairs and issues pertaining to patenting herbal products
- Effective agro technological practices towards improving medicinal plant cultivation
- Standardization parameters for phytoconstituents and herbal drug related products
- Documentation, digitization of existing domains of knowledge related to Indian Medicinal Plants and Ayurveda, Siddha, Unani products
- Scientific validation of traditional knowledge in diabetes, cardiovascular disease, HIV/AIDS, Cancer
Pre conference workshop on
Publishing Your Research Work in Impact Journals

March 7, 2014; 10:00 am - 02:00 pm

About the Pre-conference Workshop

Publishing is as important a scientific process as designing, conducting, and analyzing research work. Becoming an experienced researcher and writer in any field or discipline takes a great deal of practice and the process of writing a research paper can be a rewarding experience. However, several researchers continue to do research throughout their careers, without attempting to publish it. In today's competitive research atmosphere, this may lead to lack of recognition for the hard work and even pilferage of your work by dubious co-workers. Publishing scientific work not only requires good writing skills but also the right focus and proper knowledge about the journals' guidelines and their scope.

This workshop focuses on essential techniques for effective writing and presentation of scientific information in impact journals. It is in the format of active learning via direct discussions with eminent editors of different peer reviewed International and national journals.

Major highlights of the workshop

- Listen to eminent editors of Impact journals.
- Improve your scientific writing skills.
- Direct interaction with editors as to why your paper was rejected?
- Publication ethics and plagiarism.
- Identify the technical problems on writing an article.
- Structure of a research paper
- Writing different components of a paper: guidelines of journals.
- Working with journals: how to get your work published in a better way.
The Targeted Audience

The workshop is designed for students, scholars, researchers, scientists, technologists and others who are interested. This will definitely help everyone to enrich their experience in writing scientific papers and to refine their communication skills. Scientists from different disciplines are welcome to attend.

Proposed Resource persons

Prof. Robert Verpoorte, Editor in Chief, Journal of Ethnopharmacology
Prof. Rudolf Bauer, Editor, Planta Medica, Graz, Austria
Prof Michael Heinrich, Review Editor, Journal of Ethnopharmacology
Prof Satyajit D Sarker, Editor Phytochemical Analysis
Dr. Pulok K Mukherjee, Associate Editor, Journal of Ethnopharmacology
Prof. Peter J. Houghton, Editor, Journal of Ethnopharmacology
Prof. Y. K. Gupta, Editor, Indian Journal of Physiology and Pharmacology
Dr. Amit Agarwal, Editor, Journal of Natural Remedies
Dr. Mueen Ahmed KK, Editor-in-Chief, Journal of Young Pharmacists
Dr. K P Singh, Editor, Indian Journal of Traditional Knowledge

Registration

Registration is compulsory for anybody to participate in the congress, scientific sessions and oral/poster presentation. To participate you are not obliged to give an oral or a poster presentation. Delegates also wishing to register for the pre conference work shop can do so under a discounted combo tariff. Registration forms should be sent fully completed together with the payment and the registration will be confirmed to the participants after receipt of the above documents.

We encourage online registration through www.icse-fop.org

- Only registered delegates will be permitted to present and participate in the scientific sessions and oral/poster presentation
- Oral and poster presentation is not mandatory to participate in the congress.
- One registered participant can present only one paper.
  - Proof of Student Status is required. A letter from the Research guide or the Head of the Department/ Institution to be sent along with registration form.
  - One photograph must be included in the registration form
  - Delegates are requested to complete the registration formalities along with the payments to the secretariat within 25th January, 2014, to avail early bird registration benefits.
Remittance Details:

- Payment for Registration and Accommodation can be made either by cash, DD/Cheque/bank transfer.
- Payment should be made in favour of “Sri Ramachandra University” payable at Porur, Chennai, India.
- **Bank transfer details:** Indian Bank, Branch Name/Code: Sri Ramachandra University Branch/1974, Chennai - 600116. INR Account Number: 471533180, IFSC/RTGS Code: IDIB000S180, MICR Code: 600019170
- **Non Indian Registrants:** Standard Chartered Bank, Frankfurt, Germany, SWIFT: SCBLDEFX, For Credit to: A/C No: 18018403, Indian Bank, Chennai, SWIFT: IDIBINBBTSY, For further credit to: INR A/C No: 471535847, A/C Name: Sri Ramachandra University, Indian Bank, Porur Branch, (IBGA Code: P047), Chennai - 600116.

### Remittance Details

**Note:** Combo pack option is not applicable to spot registration.
Abstract Submission

General Guidelines

- The participants are cordially invited to submit scientific abstracts for oral/poster presentations on the topics of the conference.
- Abstracts can be submitted online, through the conference website (www.icse-fop.org) by January 10, 2014.
- Abstract submitted without registration will not be entertained.
- Abstracts will be subsequently reviewed by panel of experts. Notification of acceptance (Oral or Poster) of abstract will be mailed to the author by January 10, 2014.
- Only registered delegates will be permitted to present and participate in the scientific sessions and paper presentations.
- One delegate may submit only one abstract and one registered participant can present only one paper.
- Registration is not refundable under any circumstances

Guidelines for preparing abstract

The Abstracts must be original unpublished work. Abstracts must be written in English. It should include title (14 pt, Bold, Upper case), author(s) & affiliations, materials and methods, results and conclusions. Name of the presenting author should be underlined. The text should be single spaced 12 pt, Arial all through.

Abstract Title (125 characters including spaces)
Title should accurately reflect the content of the work
- Authors' names and Affiliations
- Keywords (100 characters including spaces)
- Objective (150 characters including spaces)
- Method (500 characters including spaces)
- Results (500 characters including spaces)
- Conclusion (150 characters including spaces)
- References (200 characters including spaces)

Reference style:
Guidelines for Oral/Poster presentations

Maximum time for the oral presentation is 10 min. Computers and projector will be provided by the organizers. The presentation should be in MS Power Point format.
For Poster Presentations, the size of the poster should be within 120 cm (height) and 90 cm (width).
Content of the poster should be readable from 1.5 meters. Scientific committee will provide a vacant board/wall, and sticking tape/board pins.

- Last date of submission of abstract: January 10, 2014
- Acceptance of abstract will be announced on: January 21, 2014
- Last date of early bird registration: January 25, 2014
- Last date for accommodation request: January 25, 2014

Travel

Travel support: Travel support by shortest route will be provided to limited number of desirable participants depending on the availability of fund (the participant must be registered and his paper must be accepted).

Support for Registration: Registration fees may be waived for a limited number of desirable participants depending on the availability of fund (the participant must be registered and his/her paper must have been accepted). Best oral and poster presentations for all sessions will be awarded.

Visa

Visas are required for all international delegates. You are requested to visit the nearest Indian Embassy or High Commission or their website for further details.

Local Transport/Post Conference Tour

On March 10, 2014, the post conference tour has been organized for the local sightseeing in and around Chennai. Apart from this, interested visitor can choose various tour packages offered by the local sightseeing partner. You may please contact them directly at the address below for attractive tour packages and discounted rates.

<table>
<thead>
<tr>
<th>PRIYAM CABS</th>
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</thead>
<tbody>
<tr>
<td>Mr. Janardhanam</td>
</tr>
<tr>
<td>No.8, Mahatma Gandhi Street</td>
</tr>
<tr>
<td>Rajiv Gandhi Nagar</td>
</tr>
<tr>
<td>Alappakkam</td>
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<tr>
<td>Porur, Chennai - 600 116</td>
</tr>
<tr>
<td>Ph: 91 9941357265, 91 9444607770</td>
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</tbody>
</table>

Accommodation:

Conference organizers offer a range of accommodations for the delegates from luxurious hotels to economy guest houses at attractive conference rates, from March 6-10th, 2014. Accommodation will be provided on prior request.

For further details contact:

Prof. C. Uma Maheswara Reddy
Chairperson (Accommodation committee)
Faculty of Pharmacy
Sri Ramachandra University
Porur, Chennai - 600 116.
# Registration Form

Name: Prof./Dr./Mr./Ms.  .................................................................

Gender: Male  Female  Country : ......................................................

Designation : ..................................................................................

Institute/Organisation : ..................................................................................

Contact Address : ..................................................................................

Tel/Mob. No : ..................................................................................

E.mail : .....................................................................................

Type of Registration : Indian  Non Indian  

Title of the abstract : ..............................................................................................................
..........................................................................................................................................

Mode of Presentation : Oral  Poster  No Presentation  

Registration : Conference  Combo  

Delegate Category:

Members of ISE/SFE  Students/Scholars*  

Faculty  Other delegates  

Number of Accompanying persons  

Amount paid:

1.  Registration  

2.  Accompanying person  

Total  

Mode of Payment: DD  Cheque  Bank transfer  

DD/Cheque#/Number and date  

Amount  

Bank Name and Place  

I declare the above facts are true to the best of my knowledge  

Signature with date  

*Proof of studentship should be included  

#Cheque or DD should be drawn in favour of “Sri Ramachandra University”, payable at Porur, Chennai  


Non Indian Registrants: Standard Chartered Bank, Frankfurt, Germany, SWIFT: SCBLDEFX, For Credit to: A/C No: 18018403, Indian Bank, Chennai, SWIFT: IDIBINBTTSY, For further credit to: INR A/C No: 471535847, A/C Name : Sri Ramachandra University, With Indian Bank, Porur Branch, (IBGA Code: P047), Chennai - 600116.  

Please enclose a copy of the bank transfer and the charges paid to the E-mail: herbotech2014@gmail.com  

Abstract submitted without these registration documents and the fees will not be entertained.  

* Affix your Photo here
ICSE 2014
1st Congress of Society for Ethnopharmacology
Organized by Sri Ramachandra University, Chennai, Tamil Nadu, India
in association with Jadavpur University, Kolkata, India

THEME: “GLOBALIZING TRADITIONAL MEDICINE: PRESENT AND FUTURE PROSPECTS”

Secretariat
Faculty of Pharmacy
Sri Ramachandra University
Porur, Chennai - 600 116, Tamil Nadu, India.
E.mail: herbotech2014@gmail.com
Tele Fax: +9144 24767008
www.icse-fop.org

SOCIETY FOR ETHNOPHARMACOLOGY
23/3, Saktigarh, Jadavpur, Kolkata: 700032, India
www.ethnopharmacology.in; sfeindian@gmail.com

SPONSORSHIP BROCHURE

7 - 9 March, 2014
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Opportunities for Sponsorship/ Collaboration

Sponsorship provides the opportunity to reach a large number of national and international delegates from the herbal drug sector. Professionals from diverse related areas of herbal drug research attend the congress and this will be the right podium for networking opportunity for industries, academicians, scientists, pharmacists and all those involved in natural product research with key opinion leaders.

ICSE- 2014 welcomes sponsorship from industry, NGO’s and academia to promote your products and services via our range of exhibition and sponsorship opportunities.

Sponsorship at the Congress enables
- Elevating your company profile in the pharma and natural health care community
- Networking with specialists, seek international partners and form new alliances
- Increasing visibility in focused markets
- Giving maximum exposure for your organization and increase brand awareness
- Communicating your message to a highly qualified scientific community
- Building relationships for the future
- Attracting new talent and strengthen partnerships

Details of the Advertisement Package & Benefits of Premium Sponsorship

PLATINUM SPONSOR
Rs.75,000/-
- Complimentary registrations for 4 persons, including Session Chairpersons and Speakers, if any.
- Logo will be displayed at symposium hall.
- Acknowledgment: in the Congress Website, Congress Book.
- Front cover page color advertisement in the congress book.

GOLD SPONSOR
Rs.50,000/-
- Complimentary registrations for 3 persons, including Session Chairpersons, if any
- Logo will be shown at symposium hall.
- Acknowledgment: in the Congress Website, Congress Book.
- One special page color advertisement in the congress book.

SILVER SPONSOR
Rs.25,000.00
- Complimentary registrations for 2 persons, including Session Chairpersons, if any.
- Acknowledgment: in the Congress Website, Congress Book.
- One special page color advertisement in the congress book.
BRONZE SPONSOR
Rs.15,000/-
- Complimentary registration for 1 person.
- Acknowledgment: in the Congress Website, Congress Book
- One Half ordinary page advertisement in the congress book.

SPONSORSHIP FOR ANY SCIENTIFIC SESSION
Rs.20,000/-
- Complimentary registration for 1 person
- Logo/sponsor detail will be displayed at symposium hall.
- Ordinary full page advertisement in the congress book.
- Acknowledgment: in the Congress Website, Congress Book.

EXHIBITION STALL
Rs 25,000/-
A high profile exclusive opportunity that will provide you maximum display area and networking opportunities in front of the national and international delegates.
Package includes:
- 8 sq.m exhibition space with one table and 2 chairs.
- One special page color advertisement in the congress book.
- Logo/sponsor detail will be displayed at symposium hall.

COFFEE BREAK (1 DAY)
Rs.10,000/-
- Your company banner will be placed where the breaks will be taking place.
- Listing of your company name and logo in the programme booklet
- Logo/sponsor detail will be displayed at symposium hall.

RECEPTION DINNER
Rs 75,000/-
- Interact with the delegates on an informal basis while ensuring your company benefits from the association with the lunch break of the conference.
- Your company banner will be placed as posters where the dinner will be taking place.
- Listing of your company name and logo in the programme booklet.
- Logo/sponsor detail will be displayed at symposium hall.

LUNCH PER DAY
Rs.50,000/-
- A high profile networking sponsorship opportunity
Package includes:
- Sponsorship of one of the scheduled Conference lunches
- Listing of your company name and logo in the programme booklet
- Fixing banner at the venue of the conference

BREAK FAST (1 DAY)
Rs. 10,000/-
- Listing of your company name and logo in the programme booklet
- Logo/sponsor detail will be displayed at symposium hall
### Tariff for Sponsorship/Collaboration and Advertisement

<table>
<thead>
<tr>
<th>Type of Sponsorship/Collaboration</th>
<th>International Agencies/Organizations (Exclusive of Tax)</th>
<th>National Agencies/Organizations</th>
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</table>

**Advertisement in the Conference Book:**

<table>
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<th>Advertisement</th>
<th>International Agencies/Organizations (Excl. of Tax)</th>
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<td>ORDINARY HALF PAGE</td>
<td>€ 75.00</td>
<td>3000.00</td>
</tr>
</tbody>
</table>
Terms and Conditions of Booking:
- Payment must be made in advance of the conference and is non-refundable.
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For the booking of Exhibition Stall, Please Contact
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