

ABOUT THE COLLEGE

The Tradition of Excellence is Ours, The Choice is Yours.” This motto reflects the enduring vision and commitment that have shaped A.V. College over the decades. The institution traces its roots to 1944, when visionary leaders such as Sri Konda Venkata Ranga Reddy, Sri Suravaram Pratap Reddy, and Sri Madapati Hanumantha Rao championed education as a means of social transformation. Their efforts led to the establishment of Andhra Vidyalaya High School, the first Telugu-medium school in the Nizam’s dominion, which eventually evolved into A V College in 1968. Beyond academics, the college nurtures leadership, community service, and personal growth through NCC, NSS, and diverse co-curricular activities. Students inherit a rich legacy of excellence, while being empowered to shape their own futures through dedication, innovation, and service.

As it moves forward, A.V. College continues to honor its proud past while embracing new opportunities—preparing students not just for successful careers, but for meaningful contributions to society.

ABOUT THE DEPARTMENT

Established in 1968, the Department of Botany, A.V. College, has evolved from a modest beginning into a vibrant centre of teaching, research and outreach. The department actively promotes Biodiversity conservation through its Botanical Garden, Nakshatravanam, Terrace garden and Medicinal Plant Nursery alongside annual documentation of campus flora through a Digital Herbarium. With a strong focus on scientific temper, sustainability and experiential learning, the department runs the flagship Prerna initiative, advocating eco-friendly Ganesha idols and conservation of sacred plants while nurturing student Entrepreneurship. Innovative practices such as Azolla cultivation as a micro-enterprise model and certificate courses in home gardening, hydroponics, organic farming, and horticultural techniques equip students with green skills, livelihood opportunities and a strong ecological ethos.

ABOUT THE CONFERENCE

India has long been a cradle of holistic health sciences, sustainable living traditions, and profound plant-based knowledge. The origins of these systems trace back to the pioneering work of Acharya Charaka, revered as the Father of Indian Medicine, and Acharya Sushruta, the world’s earliest surgeon and author of the Sushruta Samhita. Their enduring insights into anatomy, surgery, diagnosis, herbal pharmaceuticals, rejuvenation therapies, dietetics, and preventive healthcare continue to influence global approaches to medicine, nutrition, and well-being.

In addition to these classical medical pioneers, India’s ancient scriptures like Rigveda, Yajurveda, and Samaveda—contain numerous references to traditional healing practices, sacred herbs, preventive therapies, holistic nutrition, environmental harmony and spiritual well-being, forming the philosophical foundation of India’s traditional knowledge systems. This international conference seeks to revive and re-contextualize India’s rich botanical and therapeutic heritage, embedded in traditional health systems, dietary practices, and herbal cosmetology. By bridging classical wisdom with contemporary scientific perspectives, the conference aims to create a vibrant platform where ethnobotany, Ayurveda, nutrition science, chemistry, home science and allied life sciences can converge.

The program aspires to nurture interdisciplinary learning, inspire research collaborations, and cultivate stronger academic and societal engagement with holistic, plant-based, and sustainable well-being practices. The conference is also expected to contribute to the development of IKS-based curriculum modules, resource materials and research frameworks, strengthening the integration of India’s timeless knowledge systems into modern education and practice.

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Collaboretaires

CMAP, AYUSH, TGMPB



A.V. COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS) HYDERABAD, TELANGANA.

Two Day International Conference (Hybrid Mode)

Prachintatva for Wellbeing: Indigenous Botanical Wisdom in Medicine, Cosmetology & Nutrition

on
30th & 31st January 2026

Sponsored by

Telangana State Council of Higher Education




**Organized by
Department of Botany & Clinical Nutrition**

OBJECTIVES OF THE CONFERENCE:

- Showcase Indigenous Knowledge : To highlight and document traditional botanical wisdom in medicine, cosmetology, and nutrition from diverse cultures, with a focus on Indian Knowledge Systems.
- Bridge Tradition and Modernity: To explore how traditional plant-based practices can be integrated with modern scientific research for sustainable health and wellness solutions.
- Promote Conservation and Sustainability: To create awareness on conserving medicinal and nutritionally important plants while promoting eco-friendly, ethical, and sustainable usage.

Registration Fee	Price
Academician	Rs-1000/-
Research Scholars	Rs- 800/-
Students	Rs-500/-
Industry/Allied Fields	Rs-1500/-
Student Stall	Rs-600/-





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A.V. College Auditorium

Themes

- Indigenous Botanical Wisdom in Medicine.
- Herbal Cosmetology & Natural Beauty Sciences.
- Traditional Nutrition & Culinary Practices.
- Integrating India’s Timeless Knowledge Systems with Modern Science.

Sub -Themes

- Ethno medicinal plants for primary healthcare.
- Conservation and sustainable usage of medicinal plants.
- Ethnobotany and sustainable lifestyle practices.
- Herbs in skin and hair care: traditional to modern.
- Phytochemical-rich botanicals for rejuvenation and anti-ageing.
- Eco-friendly herbal cosmetic formulations.
- Traditional cosmetology practices of India.
- Nutritional value of indigenous grains, millets, greens.
- Traditional diets for immunity and gut health.
- Wild edible plants and forgotten foods.
- Fermented foods and natural probiotics.
- Documentation and digitization of botanical knowledge.
- Scientific validation of traditional practices.
- Plant-based innovations in health, beauty, nutrition.
- IKS as a driver for achieving UN SDGs.

CALL FOR PAPERS

Last Date for Submission

Abstract : 10th January 2026

Full Paper : 18th January 2026

Conference Publication


Selected full papers will be published in UGC CARE listed journal

Note : Co-authors must be registered separately

[Registration Link](#)



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