



सत्यमेव जयते
Ministry of AYUSH
Government of India



NATIONAL APEX CHAMBER



Arogya Fair 2019

15th - 17th February 2019 at Hyderabad, Telangana



Broadcast Media Partner



Chief Guest



Shri Shripad Yesso Naik*

Hon'ble Union Minister of State (Independent Charge)
Ministry of AYUSH, Government of India

AYUSH is the acronym of the medical systems that are being practiced in India such as Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy. Global trends indicate that the natural medicine is going to be preferred resort of health care for chronic lifestyle and geriatric disorders and Indian systems of medicine can play a significant role in tackling emerging health problems. Although traditional systems of medicine have been recognized and accepted in most countries, efforts to provide validated techniques to ensure the quality, safety and efficacy of products are being developed.

According to the WHO, nearly 80% of the people in Asian and African countries use traditional medicines as their primary medical aid. The need of the hour is to lay emphasis on the up gradation of Ayurveda, Yoga, Unani, Siddha, Homeopathy and Alternative Medicines educational standards, quality control and standardization of drugs, improving the availability of medicinal plant material, research and development and awareness generation about the efficacy of the systems domestically and internationally.

*Confirmation Awaited

Key Highlights of the Fair

- Free Lectures, Live Yoga Demonstration and free consultation by Yoga Gurus and vaidas
- Free health check-up clinics
- Distribution of selected AYUSH medicines
- Public health lectures, counseling sessions by doctors
- Cultural Evenings
- Display of medicinal plants

Key Stakeholders - Ayurveda, Yoga, Unani, Siddha, Homeopathy Industry & Associations

- Ayurvedic products manufacturers
- Yoga and Naturopathy products dealers
- Unani Products manufacturers
- Siddha products manufacturers
- Homeopathy products dealers
- Food supplement dealers
- Health Fitness System
- Yoga Centers and Therapists
- Herbal Panchkarma therapists
- Herbs and Medicinal Plants suppliers
- Ayurveda Colleges and Institutions
- Homeopathy Colleges and Institutions
- Healthcare/IT service providers
- Companies offering Healthcare Consultancy & Business Development Solutions
- Laboratories & Diagnostics Centers
- Hospital Design & Infrastructure Solutions Providers
- Academicians /Researchers
- Government officials/Policy Makers/Regulators
- Consultants
- Hospital Industry
- Book Writers
- Health Insurance Companies

Expected Visitors

- 50000-60000 in 3 days
- 1000-1200 Medical Practitioners
- 2500 Industry Members

Benefits of Participation

- Generate Business leads
- Brand promotion of products/ services
- Networking
- Hold B2B interactions

Previous State AROGYA Mela 2016 3rd to 6th March 2016, Ambala Cantt.

- The total footfall in the 4 days of Arogya Mela was approximately 30,000
- 5200 OPDs done by the Doctors and Vaids
- 78 Exhibitors were present
- Around 1500 doctors and practitioners participated
- Cultural Evenings were conducted every evening

Eminent Guests Present were :-

- **Shri Anil Vij**, Hon'ble Minister of Health, Medical Education, AYUSH and Sports and Youth, Government of Haryana
- **Shri P. K. Mahapatra**, Additional Chief secretary, Department of Health and Family Welfare, Govt. of Haryana
- **Shri Ashok Sangwan**, Deputy Commissioner, Ambala, Government of Haryana
- **Dr. Saket Kumar**, Director, Department of AYUSH, Govt. of Haryana

National Arogya Fair 8th-11th Sept 2017, Visakhapatnam

- The total footfall in the 4 days of Arogya Mela was approximately 64,000.
- More than 18856 patients registered and received free check-ups in different OPDs.
- Around 2000 practitioners and paramedic staff also participated in the Arogya Fair.

Eminent Guests Present were :-

- **Shri Shripad Yesso Naik**, Hon'ble Union Minister of State(IC) Ministry of AYUSH, Government of India
- **Smt. Sujata Sharma**, Commissioner, Department of Health & Family Welfare & Directorate of AYUSH, Govt. Of Andhra Pradesh,
- **Dr. Smt. Poonam Malkondiah**, Principal Secretary, Health and Family Welfare, Govt. Of Andhra Pradesh,
- **Smt. Rambilli Lalam Bhavani**, Chairperson of Visakhapatnam Zilla Praja Parishad
- **Sri. Kambhampati Hari Babu**, Member of Parliament, Visakhapatnam,

Few Glimpses - State Level Arogya Fair at Ambala 2016



Shri Anil Vij - Hon'ble Minister of Health, Medical Education, AYUSH, Sports & Youth Affairs, Govt of Haryana, Shri P. K Mahapatra, Additional Chief Secretary Health and Family Welfare, Govt. of Haryana, and other senior Government officials at the Inaugural Session



Shri Anil Vij - Hon'ble Minister of Health, Govt of Haryana addressing the media after Inauguration of the exhibition



Mr. Anil Khaitan - Sr. Vice President, PHD Chamber Presenting Memento to Shri Anil Vij Hon'ble Minister of Health, Govt of Haryana alongwith Mr. Pradeep Multani, Chairman, AYUSH Committee, PHD Chamber



Glimpse of Stalls at Arogya Fair, Ambala

Few Glimpses - National Arogya Fair at Visakhapatnam 2017



Lamp Lighting Session at National Arogya Fair, Visakhapatnam



View of the Inaugural Function



Glimpse of Stalls at National Arogya Fair, Visakhapatnam



Glimpse of Stalls at National Arogya Fair, Visakhapatnam



Glimpse of the Cultural Evening



Shri Ganta Srinivasa Rao, Minister of Human Resources Development, Govt. of Andhra Pradesh, being Felicited by Mr. Vivek Seigell, Principal Director, PHD Chamber at Valedictory Session of National Arogya Fair, Visakhapatnam

Exhibitors Participation Fees:

Minimum booking of 9 sq. mtrs. under shell scheme
Exhibitor: @ INR 6,500 per sq. mtr. +18% GST

The facilities under shell scheme will include constructed booth, fascia, 3 spot lights, two chairs one table, and one power point for a booth of 9 sq. mtrs. Additional display aids and furniture can also be obtained on payment basis.

Incentive Scheme

The Ministry of AYUSH, Government of India offers incentives to the GMP certified AYUSH Drug and equipment manufacturers for participation in the regional/National Arogya Fairs. This reimbursement would be given by Ministry of AYUSH, Govt. of India limited to 50% of the cost of participation in the fair subject to a maximum of Rs 1,20,000.

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