



Department of AYUSH & AYUSH Education  
Government Of Uttarakhand



सत्यमेव जयते  
Ministry of Ayush  
Government of India



NATIONAL APEX CHAMBER

# National Arogya Fair 2020

12<sup>th</sup> - 16<sup>th</sup> February 2020  
Parade Ground, Dehradun, Uttarakhand



Institutional Partners : Directorate Of Ayurvedic and Unani services, Govt of Uttarakhand  
Uttarakhand Ayurved University, Harrawala, Dehradun, Govt. Of Uttarakhand  
Directorate - Homeopathic Services, Govt. Of Uttarakhand

PARTNERS



Assoc. of Manufacturers of Ayurvedic Medicines

MEDIA





## CHIEF GUEST



**Shri. Trivendra Singh Rawat\***  
Hon'ble Chief Minister  
Government of Uttarakhand

## GUEST OF HONOUR



**Shri Shripad Yesso Naik**  
Hon'ble Union Minister of State (Independent Charge)  
Ministry of AYUSH, Government of India

## GUEST OF HONOUR



**Dr. Harak Singh Rawat**  
Hon'ble Minister of AYUSH & Ayush Education  
Government of Uttarakhand

\*Confirmation Awaited

## Overview

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.

## Key Highlights of the Fair

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





## 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 4 days
- 1000-1200 Medical Practitioners
- 2500 Industry Members



## Key Attractions of National Arogya Fair at Dehradun

- Naadi Parikshan (with illustration)
- Panchkarma Technology
- Prakruti Parikshan / Constitution

Analysis

- Kitchen Pharmacy
- Forest Therapy
- Jalandhar Bandh for Tooth Extraction
- Yoga Sessions

## Clinic

- Kaya Chikitsa Clinic / General Medicine Clinic
- Anorectal Clinic/ Kshar Sutra Clinic
- Sowa Rigpa Clinic
- Siddha Clinic
- Homeopathy Clinic
- Yoga/ naturopathy Clinic
- Unani Clinic
- Ayush Cardiology Clinic
- Agni Karma Clinic
- Raktamokshana Clinic
- Ayush Neuro therapy Clinic
- Swarnaprashana Clinic



## Benefits of Participation

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



## 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.

## ABOUT PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD Chamber of Commerce and Industry, established in 1905, is a proactive National Apex Chamber working at the grass-root level and with strong national and international linkages. The Chamber acts as a catalyst in the promotion of industry, trade and entrepreneurship. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation. PHD Chamber is more than an organisation of the business community, as it lives by the chosen motto In Communities Life & Part of It and contributes significantly to socio-economic development and capacity building in several fields.

PHD Chamber (PHDCCI) is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET(QCI), at national and international level.

PHDCCI is a National Apex Chamber having its international office at Bahrain for 6 GCC countries, with 1,30,000 companies as its members base, as total focus on the development of small and medium businesses. PHDCCI has co-opted National and International Industry Associations and Organisations through over 100 MoUs signed between the parties."

PHD Chamber has special focus on the following thrust areas:

- Economic & Business Policy Advocacy
- Industry
- Infrastructure
- Housing
- Health
- Education & Skill Development
- Agriculture & Agri-business
- ICT
- International Trade

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