

Ministry of Ayush Government of India

Alational Arogya Fair 2 0 2 3

December 1-5, 2023

Greenfield International Stadium Thiruvananthapuram, Kerala, India

During 5thGLOBAL AYURVEDA FESTIVAL

Thiruvananthapuram, Kerala















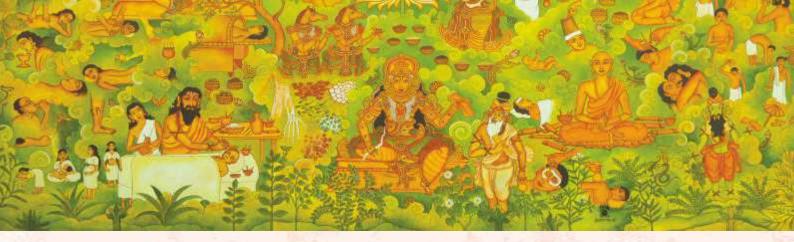








Ayurvedic Drug Manufacturer



Dear Friends Greetings From National Arogya Fair 2023!

Ayurveda, and the other Indian medical sciences, has already transcended its native borders, after positioning it as a strong and effective participant in India's health care delivery system. The time for that idea has come and to lay claim to a lead role it is destined to play – AYUSH for Global Health Challenges.

National Arogya Fair 2023 - A Platform to Celebrate India's Healing Wisdom – is being organized from 1st to 5th December at Greenfield International Stadium, Kariavattom Thiruvananthapuram, Kerala

National Arogya Fair 2023 is being organized with the objective to promote, propagate, and showcases strengths and potential of Indian Systems of Medicines the research and development efforts in this sector and create awareness about remedies available in AYUSH to the general health problems and integrate the India medicinal systems with mainstream healthcare delivery structure.

Chief Patron Shri.Pinarayi Vijayan Chief Minister of Kerala

Patrons

Shri.Sarbananda Sonowal Union Minister for AYUSH. Govt. of India

Smt. Veena George

Minister for Health and Woman and Child Development, Govt. of Kerala

Shri.P. A. Mohammed Rivas Minister for Public Works and Tourism Govt. of Kerala

Shri. V. Sivankutty

Minister for General Education & Labour, Government of Kerala

Shri.P. Rajeev

Minister for Law, Industries and Coir

Dr. Munipara Mahendrabhai

Minister of State (ic) for AYUSH. Govt. of India

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Greenfield International Stadium

Karyavattom, Thiruvananthapuram, Kerala







OVER VIEW

AYUSH is the acronym of the medical systems that are being practiced in India such Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy. Global trends indicate that 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 that quality, safety and efficacy of products are being developed. The need of the hour is to lay emphasis on the up gradation of Ayurveda, Yoga, Unani, Siddha, Homeopathy and Alternative medicine educational standards, quality control and standardization of drugs, improving the availability of medical plant material, research and development and awareness generation about the efficacy of the systems domestically and internationally.



National Arogya Fair 2023 is a platform for showcasing businesses and entrepreneurs in Ayurveda and allied Sector. The fair brings together Businesses, Organisations and other institutions to showcase their products, services, and technologies related to Ayurveda and other AYUSH systems.

The Fair provides a unique opportunity for visitors to explore and experience the world of AYUSH including Ayurvedic medicines, herbal products, wellness services, and Ayurvedic equipments. It also facilitates interactions betweenexhibitors and visitors, providing a space for networking, collaboration, and sharing of knowledge and expertise.

This edition of National AROGYA Fair is expected to be a comprehensive health fair on the entire AYUSH systems with the following major highlights:

- > Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing
- Actively supported by the Ministry of AYUSH, Government of India and Kerala state government.

- Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.
- ➤ Home pavilion and pavilions by Ministry of AYUSH, Govt. of India, National Medicinal Plants Board, various state governments.
- Mass publicity by the organisers
- Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, universities and educational institutions, laboratories, resorts and spas, trade houses and knowledge bank services
- > Diverse visitor profile including medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, industry associations and trade delegations, businessmen, manufacturers, retailers and the general public

- > The visitors benefit from an array of exhibits by AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators
- > Involves all trade and business associations of national importance in this sector, and major government and private organizations

WHAT DOES THE NATIONAL AROGYA FAIR AIM TO ACHIEVE?

- > Provide a much-needed showcase for the AYUSH sector in India
- > Showcase the achievements of the AYUSH Councils
- Enable the Ayurvedic industry, allied products and services to interact directly with the consumers
- Facilitate interaction between the industry and potential buyers
- > Register Ayurveda in the minds of consumers
- Motivate students

WHO CAN PARTICIPATE?

- > AYUSH industry Manufacturers
- > Traders
- > Hospitals
- > Clinics
- Consultancy firms
- > Research outsourcing Centres
- production outsourcing Companies

- > product Development institutions
- Universities
- > Educational institutions
- laboratories
- > Resorts and spas
- > trade Houses
- Knowledge Bank services
- Ayurvedic practitioners
- > Ayurvedic Hospitals
- Cosmetics ~ Manufacturers / traders
- Neutraceuticals / Manufacturer / traders
- > NGOs
- > Equipments / Manufacturers / traders
- R&Dinstitutions
- Book publishers
- Medical plant Nursery / Cultivator Herbarium
- Certifying Agencies

With all its components, this edition of National AROGYA Fair is expected to attract larger participation from leading AYUSH drug manufacturers, healthcare products' manufacturers, health food producers, herbal cosmetic products, medical practitioners, hospitals, clinics, research institutes, naturopathy centres, lab equipment & machinery manufacturers, State & Central Government Departments, Councils and the general public.

Benefits of Participation

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

EXPECTED VISITORS

1,00,000 Public visitors in 5 days 2000 Medical Practitioners 1000 Industry Members

3000 Students

SPOTLIGHTED EXHIBITIONS

- Central Councils/Institutes & NMPB and State
 Government AYUSH Institutions
- > Home Pavilion: The Science of Ayurveda

The Science of Ayurveda Pavilion is a unique section meant to expose the general public to everything that they need to know about Ayurveda. It will present Ayurveda in a comprehensible manner highlighting its eight clinical specialties (Ashtanga Ayurveda).

 Major Ayurveda hospitals - Treatment, Services and Specialties

Major Hospitals which play a vital role in today's world of Ayurveda treatments will be showcased in the Exhibition so that public and visitors get a clear understanding of the opportunities available in the present world of Ayurveda.

> Ayurveda Spa & Resorts

Ayurveda tourist centers and spas give tourists visiting Kerala, a flavour of the magic of Ayurvedic rejuvenation therapy. They also play a prominent role in popularizing Ayurveda outside India. Reputed Ayurveda Tourist Health Centers and Spas will be making their presence felt through dedicated pavilions.

> Ayurveda Products - Medicines, Cosmetics, Equipments and Publications

This section is devoted to showcase where the classical and patented products from all major Pharmaceutical Companies in Ayurveda, equipment and appliances, books, publications etc.

> Processing Equipment / Packaging

Medicine, Food, Beverage, Processing Technology, Specialized Packaging, Encapsulation Equipment, labeling etc. will be displayed.

Food & Beverages

Natural & Organic Foods, Health and Dietary Supplements, Sports Food, Nutritional Drinks with Anti-oxidants, Fortified Foods, Fruits, Vegetables, Dairy Products will be showcased and told to cater different audiences.

> Ayurveda Education

The Ayurveda education has expanded manifold, with numerous professionally run Institutions which offer a host of new courses both nationally and internationally. Ayurveda Education Exhibition will feature some of the most prominent names in the field of professional education of Ayurveda.

Medicinal Plants Expo – exhibition of plants and raw materials

The medicinal plants Expo is aimed to give a fillip to the medicinal plant conservation and promotional activities. This platform will showcase various activities that are relevant to cultivation, conservation, value addition and popularization of Medicinal Plants.

- > Ayurveda Professional Organizations and NGOs
- > Ayurveda Food Court
- > Documentary Film Shows

OTHER COMPONENTS

AYUSH Clinics: Free Health check up by AYUSH practitioners

The National Arogya Fair will feature different clinics under AYUSH streams, and will offer consultation by the eminent clinicians of Ayurveda Specialities., Unani, Siddha, Homeopathy and Naturopathy.

A special feature of the clinics will be the speciality clinics, which will provide free consultation to the general public by eminent clinicians from different Ayurveda Specialities like Ophthalmology, Dermatology, Orthopaedics, Paediatrics, Mental health, Diabetes Women Health, Child Health, Health of Aged, Preventive Cardiology, Neurology Oncology etc.

It is an opportunity for the public to meet the best physicians and get best care & advice. Physicians of all participating institutions will be given slots to lend clinical service to the visiting public, whose number is expected to be in tens of thousands daily.

Free distribution of selected AYUSH medicines will also be organised

Public awareness programmes

A series of public awareness programmes will be organised. These programmes are intended to highlight the strength and excellences of AYUSH to the public and to serve to be a bridge between the great health tradition of ours and the community, eagerly waiting for options to better their health or to regain what is lost. The awareness programmes will educate public on the concepts and practice of diet and activities suitable for a healthy living; The purpose is to promote and position Ayurveda and other AYUSH systems as a responsible healing system that plays a proactive role in public health. The focus, as is evident, addresses the common and major health issues that ail our society in this era.



Display and Sale of AYUSH medicinal plants: Medicinal Plants- live plants and raw materials, Plants of Charaka Samhita.

To promote cultivation of medicinal plants among farmers and local people (for their kitchen gardens), display and sale of Medicinal Plants and herbs used in the AYUSH drugs will be organised. It will enable familiarization of the general public with different types of medicinal plants indicating their usage for treatment of common diseases. The sale of medicinal plants will also be organised for the benefit of the general public by associating local nurseries.

Home remedies

Information/ literature on common home remedies through AYUSH systems will be prepared and displayed to familiarize the general public about easy and affordable treatment for common ailments at their household.

Workshops for manufacturers of AYUSH medicines:

Workshops on GMP as well as on Quality Control & related issues of Standardization and Development of



AYUSH Products will be organised. Practitioners of AYUSH Systems, beneficiaries, AYUSH colleges, farmers of medicinal plants, etc. may also be invited.

Sessions will include:

- > Sector wise presentation of industries to identify the problems in international markets viz-a-viz Products, Services, Education and Research
- Quality and safety standards of products and services
- > Financial support systems for Ayurveda industry
- Country-wise presentation on product registration formalities

Publicity & Promotion of the AYUSH Systems:

Screening of audio-visual material will be a main component of Arogya Fair. Short films by Ayurveda students will be screened for promotion of AYUSH messages. Cultural programmes including involvement of folk theatre groups will be used to take message to public. Adequate publicity will be ensured for publicity of the event through all local media.

Live Yoga and Ayurveda Aahar demonstrations:

To educate people about prevention of diseases, adopting healthy life styles and good living habits, live Yoga demonstration will be organized during the fair. Nutrition experts will give advice and live demonstrations of preparation of Ayurveda Aahar to general public.





Created in 1995 as the Department of Indian Systems of Medicine and Homoeopathy, it was renamed as Department of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) in November 2003. The department has become a fullfledged Ministry in November 2014. The Ministry focuses on upgrading AYUSH educational standards, implementing quality control and drug standardization, improving the availability of medicinal plant material, aiding research and development and generating awareness about the efficacy of the systems, within the country and overseas. Its declared objectives are as follows: Upgrade the educational standards in the Indian systems of medicine and in homoeopathy colleges in the country. Strengthen existing research institutions and ensure a time-bound research programme on identified diseases for which these systems have an effective treatment. Draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems. Evolve pharmacopoeial standards for Indian systems of medicine and homoeopathic drugs



Centre for Innovation in Science and Social Action (CISSA) is a multi-disciplinary organisation initiated in 2006 by group of scientists and professionals from different fields and upholding the concept of sustainable development. Thrust areas of CISSA include Ayurveda, Indian Sciences, Agriculture & Agri-business Development, Rural Development, Education for Sustainable Development, Biodiversity Conservation, Energy Management, Clean Technologies, Waste Management, Food & Nutrition and Climate Change. CISSA has got well acclaimed infrastructure and expertise in these disciplines. A team of dedicated scientists and professionals having more than three decades of experience in their respective fields are giving leadership to the programmes envisaged as per the objectives of the institute. The scientific fraternity associated with the centre initiated Research and Development and Extension activities in the thrust areas and have also been streamlined by establishment of laboratory and publications. All these are made massive people's movement by virtue of precise communication strategies.

Currently CISSA is headquarters of Regional Centre for Expertise (RCE), Thiruvananthapuram acknowledged by UN University and involved in trainers training programme to build up young leaders for future start-ups/initiatives. CISSA is recognised as Scientific and Industrial Research Organisations (SIROs), by DSIR, Govt. of India. CISSA was registered under The Travancore-Cochin Literary, Scientific and Charitable Societies Registration Act, 1955.



PARTNER ORGANISATION













Kerala State Govt. Ayurveda Medical Officers Association



Kerala Govt. Ayurveda Medical Officers' Federation



Avurveda Teachers Promotion Society Association



Ayurveda College Adhyapaka Sanghatana







Private Ayurveda Medical Practitioners Association



Private Ayurveda College Teachers Organization



Kerala Private College All Kerala Private College Teachers' Association



Teachers' Association



Council for Ayurveda Students In Kerala

Post Graduate Students Association

Address for communication

NATIONAL AROGYA FAIR

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