



Department of AYUSH & AYUSH Education
Government Of Uttarakhand



सत्यमेव जयते
Ministry of Ayush
Government of India



NATIONAL APEX CHAMBER

National Arogya Fair 2020

12th - 16th 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

Media Partners



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

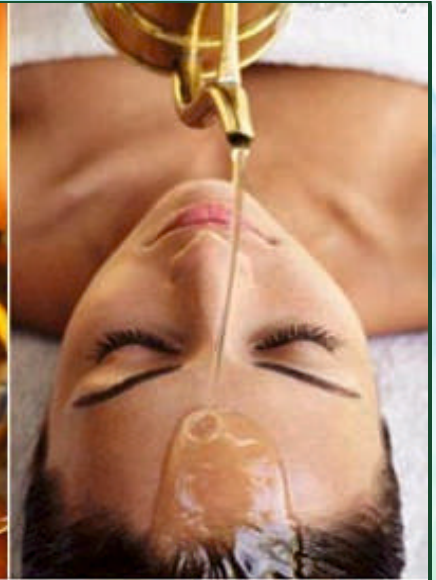


Dr. Harak Singh Rawat
Hon'ble Minister of AYUSH & Ayush Education
Government of Uttarakhand

*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 vaidas
- 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

- Narhi Parikshan (with illustration)
- Panchkarma Technology
- Prakruti Parikshan / Constitution Analysis
- Kitchen Pharmacy
- Forest Therapy
- Jalandhar Bandh for Tooth Extraction
- Yoga Sessions
- Botanical Tours

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 Communitys 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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