



**INDIA EXPO CENTRE & MART
GREATER NOIDA**

POST SHOW REPORT

24 – 27 February 2023

ORGANIZED BY





About Ayuryog Expo 2023

Ayuryoga Expo is increasing its reach exponentially to the people year after year and focusing on the world speedily inclining towards natural and organic stuff. The traditional healthcare system of Ayurveda is rejuvenating. It is well accepted that the ancient science is not restricted to India but expanding from Asia to Africa and North America to Europe. As per a report by Research and Markets, the Ayurveda market in India was valued at INR 300 billion in 2018 and is expected to reach INR 710.87 billion by 2024, expanding at a compound annual growth rate (CAGR) of ~16.06%, during the forecast period (2019–2024).

According to a study, as much as 75 per cent of the \$4 billion ayurveda market is accounted for by ayurveda products and only a quarter of the market size is contributed by services. The \$4 billion domestic market comprises ethical, classical, over the counter, personal care and beauty products. It also includes services like medical, well-being or medical tourism services. Estimates vary about the growth of the ayurveda industry into the future, but two different estimates put the industry size at 13 billion by 2025.

**Hon'ble AYUSH Minister,
Uttar Pradesh, Dr Dayashan-
kar Mishra 'Dayalu Ji':**

"You have established Ayurveda as a science and it is not far when entire world will recognize Ayurveda as science as well."



**Hon'ble Minister of State,
Ministry of Tourism & De-
fence, Govt of India, Shri Ajay
Bhatt Ji**

"Ayurveda is meant to take care of the health of a person and keep the diseases away."

**Shri Rakesh Kumar, Chair-
man, India Expo Centre &
Mart, Greater Noida**

"AyurYog Expo 2023 is a mega initiative which brings all Ayush experts and eminent personalities connected to Ayurveda under the same roof for the promotion and propagation of AYUSH."



The Exposition had several brainstorming sessions to decipher ancient science helping people to know more about it.

24th February 2023



12.00 Noon - 1.30 PM: Dr Shriniwas Gujjarwar, Member of International Ayurveda Academy and Principal, BKGAC/H, Narnaul, Haryana took a National Workshop on Agnikarma

02:30PM - 04:00PM: Vaidya Sunil Kumar Joshi, Vice-Chancellor, Uttarakhand Ayurveda University & International Marma-Therapy Specialist held a National Workshop on Marma Therapy



04.30 PM - 6.30 PM: Dr Nitin Agarwal, Founder, MD, Bliss Ayurveda Health Village, Greater Noida, UP and Dr Sathya N. Dornala Panchakarma Specialist, Swami Vivekanand Ayurvedic Panchakarma Hospital, held a National Workshop on Panchakarma.



25th February 2023

11.30 AM – 1.30 PM: The official inauguration of AYURYOG EXPO 2023 held at India Expo Centre & Mart, Greater Noida, Uttar Pradesh which considered as a mega initiative by the India Exposition Mart Limited (IEM) along with Ministry of AYUSH and Uttar Pradesh Government. Dr Dayashankar Mishra 'Dayalu Ji' Hon'ble AYUSH Minister Uttar Pradesh, Shri Ajay Bhatt Hon'ble Minister of State, Ministry of Tourism & Defence, Govt of India, Gururji Dr. H R Nagendra, Dr Yogesh Mishra from Vishwa Ayurved Parishad, Guest of Honour IAS, Smt. Aradhana Shukla, Dr K N Dwivedi Dean of Faculty of Ayurveda, IMS, Banaras Hindu University graced the event with their presence. Dr. Rakesh Kumar welcomes the dignitaries and extended thanks for marking their presence sparing time from their busy schedules.

2.30 PM – 5:00 PM: AYUSH Education Summit held by Dr K K Dwivedi (National Co-Organising secretary- VAP), Prof Dr Mahesh Vyas (Dean All India New Delhi) to discuss over New Education Policy & AYUSH Education. The panel consists of Prof. Dr. KN Dwivedi Dean of Faculty of Ayurveda BHU, Dr GG Gangadharan Rashtriya Ayurved Vidyapeeth Guru, Dr Atul Varshney and Dr. Rajni A Nair Members of Board of Ayurveda, NCISM, New Delhi, Prof Dr GS Tomar Former Dean of Faculty of Ayurveda & Unani Medicines CSJM University Kanpur, Dr Manjunath Sharma Pro-VC S-VYASA University, Dr Prashanth Shetty Principal SDM Ujire, Dr Vasudha Manjunath Head Vivekanand Global, Acharya Munish Ji from Shuddhi Ayurveda, Dr Suresh Swarnpuri Director EAA, Shri Alok Kumar Pandey Managing Director Gujarat Tourism Board and Prof. Dr. Sibaram Khara VC Sharda University.

5:00PM – 5:30PM: Meditation session held by BrahmKumaris

5:30–6:00: Quiz Contest By Nirogstreet

11PM –12 PM: a public session on CPR During Emergency held by Dr K K Pandey, BHU





26th February 2023

10.00 AM – 12.00 PM: INTERNATIONAL AYURVEDA AYUSH CONCLAVE was held by Dr. NITIN AGRAWAL – President, Organizing Committee – AyurYog Expo themed as 'Heal by India, Heal In India'. The Conclave was attended by Chief Guest Dr Dayashankar Mishra 'Dayalu Ji' Hon'ble AYUSH Minister, Uttar Pradesh, Dr Giovanni Criscione Ayurveda Trainer Italy, Dr Maria Theocharus Ayurveda & Yoga Consultant in Greece & Cyprus, PadmaShri Ida Rsi Putra Manuaba Social Activist & Yoga Guru in Bali Indonesia, Juho Tunkelo Digital Marketing Expert Finland, Ms Gabriella Walls from Mexico, Dr Prashanth Shetty Principal SDM Karnataka, Vaidya Smajo Safic Gupta Ayurveda Expert in Croatia & Slovenia, Dr Venkatesh Narayan Joshi Director at the Association of Ayurveda Academy, London, Dr Suresh Swarnpuri Director of Ayurveda Academy Europe, Carlos Fernando Lopez Oliveira Owner of Psychiatry Hospital in Brazil, Dr Shriniwas Gujjarwar and Dr Yadu Narayanan Moss ET MD in Vaidyarnam.

12.00 PM – 1.30 PM: Industry-AYUSH officers Meet held by Dr Surendra Choudhary and the panel consists Chief Guest – Dr Dayashankar Mishra 'Dayalu Ji'

Hon'ble AYUSH Minister UP, Prof P C Saxena Director Ayurveda UP, Prof Abdul Waheed Director Unani Uttar Pradesh, Dr. Arvind Kumar Verma Director Homeopathy Uttar Pradesh, Mandeep Oberoi from DABUR, Dr Santosh Joshi Hamdard, Dr Sanchit Sharma AIMIL, Mr. Adarsh Bajpai BUFFALO EXTRACTS, Dr. Prashant Tiwari President Nasya, Dr Krishnan Moss ET Executive Director, Vaidyarnam, Dr Saurav Trivedi, CEO, Puranshakti and Dr D. P. Arya Pravek Kalp

4:00 PM – 5:30 PM: STUDENTS CONCLAVE was organized by Dr Manish Mishra & Dr Guruprasad Nille having Dr. Yogesh ji Mishra, Dr. Govind Shukla, Dr. Shravan Baghel, Dr. Surendra Chaudhary, Dr. Nitin Agrawal as participants.

5:30–6:00PM: A session on Stress Management through RajYog (Brahm Kumari) taken by Dr Madhu Jain.

6:00–6:30 PM: Quiz Contest was also held by Ms. Avinashi

11:00 AM –12:00PM: Dr Ruchi, Sampornanada Sanskrit University held a public session on 'Millets and Their Benefits'

27th February 2023

11:00 PM – 12:00 PM National Workshop on Pulse Analysis held by Vaidya Sushil Kumar Dubey, BHU

2:00 PM – 4:00PM: An Award Ceremony & Valedictory session held in the presence of Dr Rakesh Kumar Chairman, IEMML & DG EPCH, Dr. Ashish Gautam Founder of Divya Prem Sewa Mission, Dr Yogesh Mishra National Organising Secretary of Vishwa Ayurved Parishad, Dr Ashok Varshney National Organising Secretary Arogya Bharti, Dr Jaideep Arya Chairman of Haryana Yog Aayog & National Co-ordinator, Bharat Swabhimani Trust, Sh. Brajesh Pathak Hon'ble Deputy Chief Minister of Uttar Pradesh and Dr Nitin Agarwal President, Organizing Committee – AyurYog Expo

While Dr. Yogesh Ji Mishra felicitated with Lifetime Achievement, Dr. Prashant Shetty with Yoga & Naturopathy and Dr. K. N. Dwivedi presented with Ayurveda award.

11:00 AM to 12:00 PM: Also a Public Session was held by Dr. Neeru Nithani from BHU on 'Kitchen Herbs and Spices with Health Benefits'





IEML successfully organized the Ayuryog Expo providing a huge platform to the Indian ayurveda industry estimated at Rs 30,000 crore per annum compared well with the overall market size of the wellness industry which boasted at Rs 85,000 crore. It is one of the most trusted industries for economic growth and has enormous opportunities to grow. Its massive popularity in the West as well as global landscape. Growing awareness among masses about potential side effects of conventional treatments have compelled people to switch to natural, safer, and holistic alternative, Ayurveda. Ranging from diabetes to cancer and depression to cardiovascular diseases, today, people are relying on Ayurveda to treat a variety of physical, mental, and genetic issues.

IEML has pledged to keep organizing many such productive Ayuryog Expositions ahead to spread the awareness about ancient science for health and welfare across the globe.