



AYURYOG EXPO

WORLD ASSEMBLY ON AYURVEDA
YOGA & NATUROPATHY

& **AROGYA FAIR**

INDIA EXPO CENTRE & MART
GREATER NOIDA

POST SHOW REPORT

ORGANIZED BY



POST SHOW REPORT

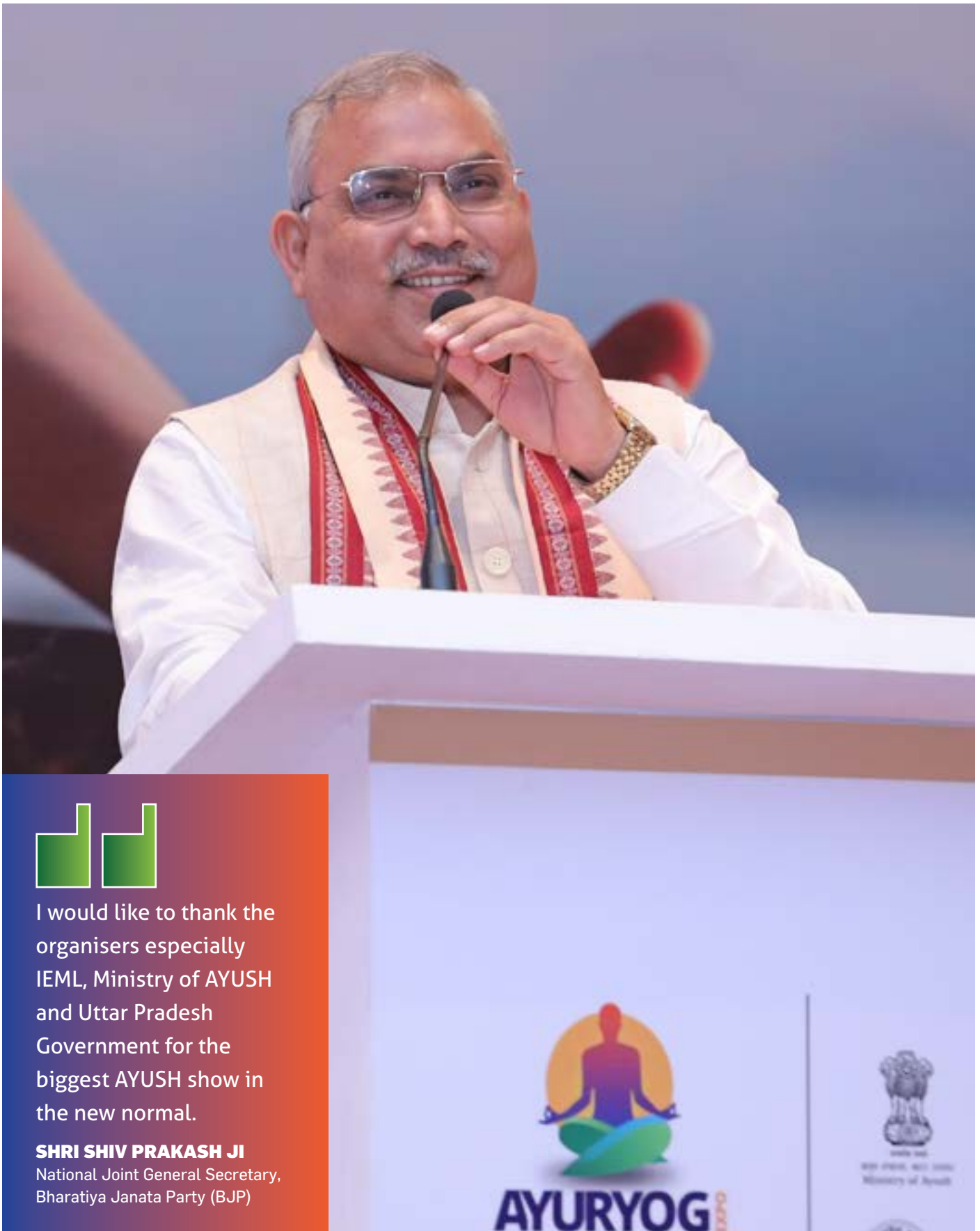


AyurYog Expo, Arogya Fair and Himalayan Herbal Expo 2021 is a mega initiative which brings all Yogis, Gurus, experts and eminent personalities connected to Ayurveda, Yoga and Naturopathy under the same roof for the promotion and propagation of AYUSH.

DR. RAKESH KUMAR

Chairman, India Exposition Mart Limited
and Director General, Export Promotion
Council for Handicrafts





I would like to thank the organisers especially IEML, Ministry of AYUSH and Uttar Pradesh Government for the biggest AYUSH show in the new normal.

SHRI SHIV PRAKASH JI
National Joint General Secretary,
Bharatiya Janata Party (BJP)



Ayurveda, Yoga, Unani, Siddha & Homeopathy system of medicine look for the root cause of problems and not only the symptoms. It is important that various systems of medicines are promoted and popularised.

GEN VK SINGH

Hon'ble Minister of State for Road
Transport & Highways, Minister
of State for Civil Aviation





AYUSH industry has a lot to offer and events like this are the key to promote AYUSH. During the second wave AYUSH-64 was distributed across the country and 66,000 people who followed the treatment for 3 weeks recovered fully without any deaths. This is the biggest proof of the effectiveness of this drug.

PADMASHRI VAIDYA RAJESH KOTECHA
Secretary, Ministry of AYUSH









Introduction

Export Promotion Council for Handicrafts and India Exposition Mart Limited was proud to organize 3rd edition of AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy from 25 to 27 September 2021 at India Expo Centre & Mart, Greater Noida, Uttar Pradesh. The mega initiative was organized in collaboration with Ministry of AYUSH and Uttar Pradesh Government, Vishwa Ayurveda Parishad (VAP), India Yoga Association (IYA), All India Ayurvedic Congress (AIAC), Centre for Innovation in Science and Social Action (CISSA), NASYA, NIMA and many international and national Ayurvedic associations.

The AYURYOG EXPO 2021 received the status of STATE AROGYA (UTTAR PRADESH) by Information, Education and Communication (IEC) section, Ministry of AYUSH and INTERNATIONAL CONFERENCE ON MEDICINAL PLANTS IN MOUNTAIN REGIONS: ISSUES, CHALLENGES & OPPORTUNITIES (HYBRID MODEL) and NATIONAL CONFERENCE ON MEDICINAL RAW MATERIALS, RARE & ENDANGERED SPECIES, CULTIVATION & MARKETING (Hybrid Model) both by NATIONAL MEDICINAL PLANTS BOARD, Ministry of AYUSH. We are pleased to inform that Gujarat Tourism Board and Uttar Pradesh Tourism Board were the Wellness Sponsor of this Exhibition-cum-conference. This is the 1st AROGYA FAIR after the COVID-19 pandemic or in the new normal situation.

It was the one of the biggest platforms for the domain of Ayurveda, Yoga, Naturopathy and Wellness Tourism. It aimed at laying a concrete foundation and setting up goals to globally increase the market share and customer profitability in these sectors. Ayuryog Expo: World Assembly on Ayurveda, Yoga & Naturopathy connected the best of natural health and wellness experts, academic institutions and thought leaders from across the globe. In addition to the businesses and academicians in the space, this was a golden opportunity for budding scholars, researchers, end users and trading bodies to gain a better and deeper understanding of the traditional system of medicine. The event comprised of Knowledge sessions, Conferences and paper presentation on Lifestyle Disorders: Cancer, Cardiac, Diabetes and Mental health issues, Medicinal Plants and Wellness Tourism. This was a joint endeavor by India Exposition Mart and Export Promotion Council for Handicrafts to bring the word to India, the cradle of Ayurveda, Yoga & Naturopathy.

AYURYOG EXPO and AROGYA FAIR 2021 emerged as the biggest health festival physically held after the Corona pandemic took over





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the world. With the successful cooperation by the Ministry of AYUSH, Government of India, and Government of Uttar Pradesh, this Mahakumbh of development and expansion of AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy) by Export Promotion Council for Handicrafts (EPCH) and India Expo Centre and Mart, Greater Noida lasted for three days from 25-27 September, 2021.

The slogan of the three-day exhibition-cum- conference was 'Azadi ka Amrit Mahotsav – Ayurveda avam Yog ke Sang'. Along with the various departments of Ministry of AYUSH, Government of India as many as 54 companies participated in AyurYog Expo and Arogya Fair 2021, which included leading companies namely Dabur, Zandu, Baidhyanath.

The theme of the exhibition-cum- conference was — Realising AYUSH's Potential in the New Normal. The sub themes were -Ayurveda for Atmanirbhar Bharat, Ayurveda for All & Wellness Tourism: Reconnect to Rejuvenate; Role of Media in Promoting AYUSH.

Conference were classified into AYUSH as a Sunrise Sector, International Ayurveda Conference, Yoga-Nirtya Program, Yogasana Show, Vaidhya Sammelan: 25 Years of Silver Jubilee Celebrations of Vishwa Ayurved Parishad, Industry Meet, Doctor Meet, Education Meet, Medical Cannabis Summit, NASYA Sammelan, IMA-AYUS Summit, National Conference on Homeopathy made their way to AyurYog Expo and Arogya Mela 2021.

The most significant of all was the Scientific Plenary Sessions with 40 keynote speaker and 230 speakers, the number of paper and poster presentations about research & clinical trials in Ayurveda presented by PG scholars of various colleges of India touched the mark of 324. The other milestone included more than 279 faculties marked their presence at the AyurYog Expo and Arogya Mela 2021 and presented their research papers.

The event also saw Himalayan Herbal Expo 2021- An International Conference on Mountainous Medicinal Plants: Issues, Challenges and Opportunities (Hybrid Model) and National Conference on Rare & Endangered species in Himalayan Region (Hybrid Model) parallely gaining the momentum.

Being the first physical event after the Corona times, AyurYog Expo and Arogya Fair 2021 received an overwhelming response from all the four directions. The inaugural day saw the presence of General VK Singh, Honourable Minister of State for Road Transport and Highways. In his inaugural address he highlighted the importance of alternative ways of healing including Ayurveda and Yoga for the overall well-being. "Ayurveda, Yoga, Unani, Siddha and the homeopathy system of medicine look for the root cause of problems and not only the symptoms. It is important that various systems of medicines are promoted and popularised. Each system has its own advantage," he added.



Addressing the gathering in his welcome note Shri Rakesh Kumar, Chairman, India Expo Centre & Mart, Greater Noida and Director General, Export Promotion Council for Handicrafts said, "We started with AyurYog Expo: World Assembly on Ayurveda, Yoga and Naturopathy in 2019 under the stewardship of Padma Shri Guru ji Dr H R Nagendra, Chancellor, SVYASA and President, Indian Yoga Association.

"AyurYog Expo, Arogya Fair and Himalayan Herbal Expo 2021 is a mega initiative which brings all Yogis, Gurus, experts and



eminent personalities connected to Ayurveda, Yoga and Naturopathy under the same roof for the promotion and propagation of AYUSH.”

The event saw the presence of Shri Shiv Prakash ji, Bharatiya Janta Party, Padmashri Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Smt Mita Kotecha, Pro VC, National Institute of Ayurveda, Jaipur, Prof. DrTanuja Manoj Nesari, Director, All India Institute of Ayurveda, New Delhi and CEO, National Medicinal Plants Board, DrPartap

Chauhan, MD, JIVA Ayurveda, Prof. S N Singh, Director, Uttar Pradesh, AYUSH, Padma Shri and Padma Bhushan Shri Devendra Triguna, Shri PK Pathak, Special Secretary, Ministry of AYUSH, Dr Arun Chandan, Regional Director, RCFC-1, National Medicinal Plants Board, Dr Jayant Deo Pujari, Chairperson, National Commission for Indian System of Medicine, Dr Bhagwati Sharma, Vice Chancellor, Gautam Buddha University, Shri Shantmanu, DC, Handicrafts, Ministry of Textiles, Shri Durga Prasad Velidindi, Dabur, Dr Nitin Agrawal, MD, Bliss Ayurveda and National Secretary, Vishwa Ayurved Parishad and many others.









While speaking during the valedictory function on September 27, 2021, Padmashri Vaidya Rajesh Kotecha said, “AYUSH industry has a lot to offer and events like this are the key to promote AYUSH. During the second wave AYUSH-64 was distributed across the country and 66,000 people who followed the treatment for three weeks recovered fully without any deaths. This is the biggest proof of the effectiveness of this drug.”

The event connected the best of natural health and wellness experts, academic institutions and thought leaders from across the globe. In addition to the businesses and academicians in the space, this is a golden opportunity for budding scholars, researchers, end users and trading bodies to gain a better and deeper understanding of the traditional system of medicine.

The event was very successful with participation of the Ministers, Ministry of AYUSH Officials, Policy makers from NCISM, Central Council for Research in Ayurvedic Sciences, New Delhi, All India Institute of Ayurveda, and Vice Chancellors of Universities who interacted with teachers, students, industrialists and 200 Vishwa Ayurved Parishad from 23 States of India. Stalls of all major Ayurveda companies, Uttar Pradesh & Gujarat Tourism Board and some colleges were there in Exhibition. The most significant thing was the Scientific Plenary Sessions with 40 keynote speakers, 230 speakers and presentation

of approximately 300 papers or posters about research & clinical trials in Ayurveda presented by PG scholars of various colleges of India.

The fair boasts of 53 exhibitors, more than 40,000 online delegates, over 15 sessions and 30,000 visitors. Wonderful synchronized Yogasana performance by our Bliss Ayurveda Health Village yoga team which was highly appreciated by whole audience.

The success of the program divided into various categories:

Exhibition:

AYURYOG EXPO & AROGYA FAIR 2021 kept spotlight on various aspects of health & wellness such as Ayurvedic products\ medicines manufacturers, organic farming and products, organic food & supplements, health & nutrition, fitness equipment and regiments, retreats and spa, hospitals & labs, academics, Research & Development institutions, bio energy products manufacturers, medicinal plants, biological clothing and lifestyle products and services. The expo provided one of the most innovative platforms for exhibiting, promoting and representing segment of alternative medicines, drugless therapeutics and ancient sciences of healing. It also included various Health and Wellness activities, seminars, events,

contests, competitions, health shows, free health check-ups, festivals and knowledge sharing interaction with world's renowned Professionals. In striving towards the direction of impro-ving 'Health & Wellness', this expo created enormous awareness in masses. The distinct and salient characteristics of this Expo included a synthesis of diverse disciplines and their significant contributions to Health & Wellness Education, Organic agriculture, Tourism and industry. AyurYog Expo was acknowledged as a comprehensive health & wellness fair about AYUSH.

AyurYog Expo was one of the biggest platforms for the AYUSH, Organic and medicinal plant related companies from across India who showcased their products and services to approx. 30000 enthusiastic visitors that included registered delegates. Almost all leading brands of alternative medicine engaged the platform to network with around 12,000 practicing Doctors, Researches, Academician, farmers, buyers, students and common people through the associated events like Conference, Exhibition, Workshops and many more.

The theme of the three-day exhibition was 'Amrit Mahotsav of Azadi – Ayurveda & Yog ke Sang' Along with the various departments of Ministry of AYUSH, Government of India as many as 54 companies participated in AyurYog Expo and Arogya Mela 2021, which included leading companies namely Dabur and Zandu. Many leading yoga Institutes also participated in the three day AYUSH extravaganza. The exhibition was spread over 3456 square meters. Ministry of AYUSH was given a stall of 500 square meters. To promote and propagate wellness tourism, Gujarat Tourism and Uttar Pradesh Tourism Board supported it and became an extensive part of the Exhibition. To encourage and promote Ayurvedic lifestyle and use of Panchkarma instruments, companies dealing in Bronze from handicrafts industry also were seen participating.

Uttar Pradesh Tourism board had organised Yog Shivar in their stall, which also received an enthusiastic participation from the people visiting the Expo. Being the first physical exhibition after the pandemic, AyurYog Expo and Arogya Fair 2021 received an overwhelming and tremendous response from every corner. Exhibition was inaugurated by General V K Singh, Hon'ble Minister of State for Road Transport and Highways and Shri Pramod Pathak, Special Secretary, AYUSH. Dabur, Zandu and Baidhyanth are the key exhibitors of this event.

Apart from this, Ayurvedic Colleges and Institutes partake in the Exhibition, and had set up their stalls to promote Ayurveda education. A free health check-up camp was also arranged in there.

SPOTLIGHT EXHIBITIONS:

Ayurveda Products – Medicine, and Herbal Segment

Ayurvedic Medicine & Drug Manufacturer, Classical Ayurvedic medicines, Patent products, Herbal Medicine and Supplements, Ayurvedic books and publications.

Machinery, Equipment and Technologies

Ayurvedic Pharma Machinery Products, Processing Technology, Specialised Packing, Encapsulation Equipment, Labelling, fitness gadgets and equipment, Massage equipment, Panchakarma equipment, steam/











sauna/Hydrotherapy equipment, Acupressure and Acupuncture products and machinery, Copper bottle, IT Solutions and Certification/Liasoning, Health Informatics

Aroma/ Essential Oils/ Fragrance

Natural essential oils, Perfume oils, Incense sticks, Dhoop and Dhoopam, Natural Face Wash, Natural Skin Care Products, Natural & Organic Fragrances

Yoga Products and Services

Yoga Mats, Cushions & Props, Meditation Cushions, Yoga clothes and apparels, Yoga apps, Exercise and fitness accessories

Wellness Destinations & Health Centres

Ayurveda Resorts, Ayurveda Hospitals and clinics, Yoga Ashrams, Yoga studios, Yoga Centres, Meditation Centres, Naturopathy Centres, Nature Cure Centres, Wellness tourism Centres, Tour & Travel Agencies.

Pure Food, Organic Products & Beverages

Natural & Organic foods, Nutraceuticals products, Herba Ingredients and extracts, Health and Dietary supplements, Diet Products, Sports food, Nutritional Drinks, Fortified Foods, Agro Foods, Dairy Products, Readymade Meals, Soya Products, Honey Products, Gluten free foods, Froze pure foods.



AYUSH Education

Ayurveda Universities, Colleges and Institutions, Ayurveda Research Centres, Yoga Universities, Colleges and Research Centres, Naturopathy colleges and Research centres, training centres, Research facility

Khadi and Natural Products:

Khadi Clothes and products, Coconut Products, Moonj Products, Tea boards, banana products, jackfruits products

CONFERENCE

For three days at a stretch from 10 am-6:30 pm information for the promotion and propagation of AYUSH. Also, visitors

and delegates were given useful information related to Ayurveda and Yoga. The seminar was attended by as many as 40 keynote speaker and 233 speakers who indulged extensively in scientific discussions on Ayurveda, Yoga, Unani and Homeopathy. This entire seminar was divided into three parts:

- Vaidya Parishad
- Udyog Parishad
- Ayurveda Education Council

Paper Presentations were done by 324 students and 279 faculty members.

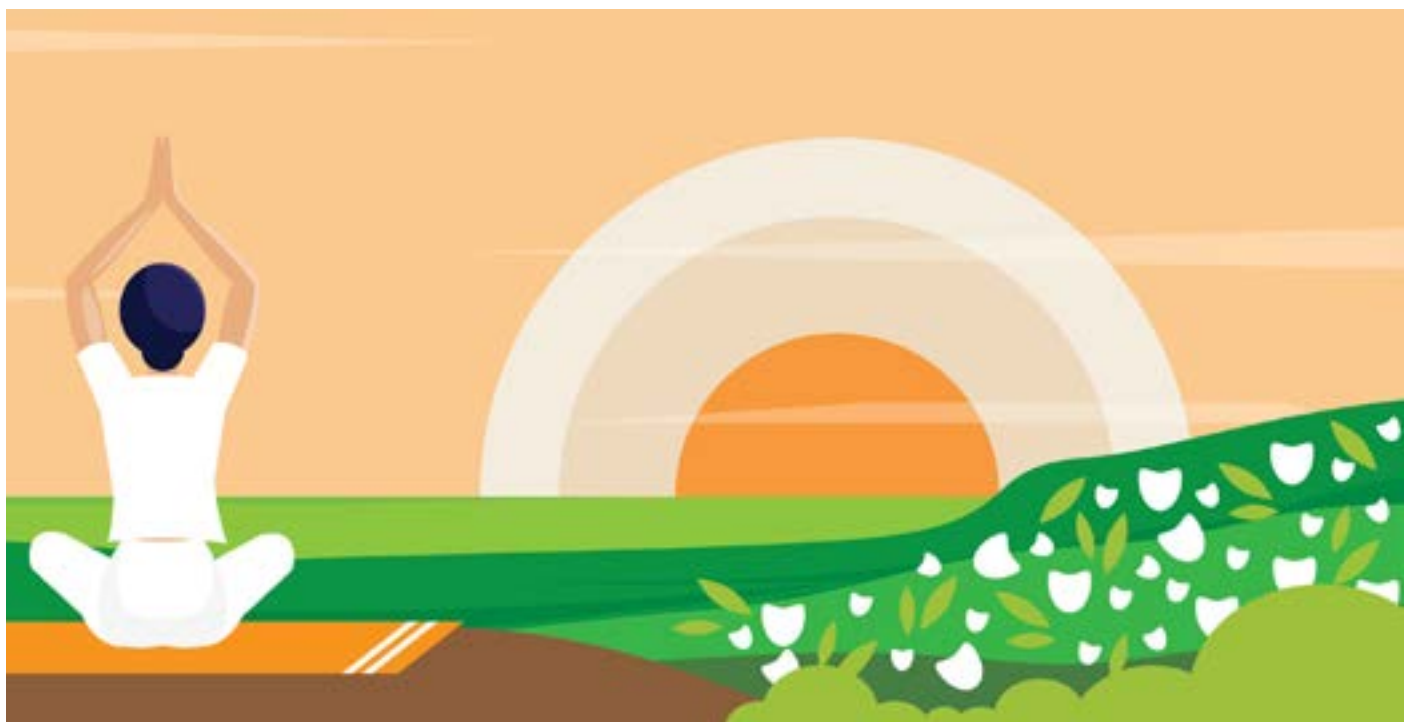
INAUGURAL DAY, 25 SEPTEMBER

On the Inaugural day, 25 September 2021 of AyurYog Expo and AROGYA Fair 2021 at India Expo Centre & Mart Chief Guest General VK Singh, Honourable Minister of state for Road Transport and Highways underlined the importance of alternative medicine for overall well-being. He said, "Ayurveda, yoga, unani, siddha and the homeopathy system of medicine look for the root cause of problems and not only the symptoms. It is important that various systems of medicines are promoted and popularised. Each system has its own advantage,". Renowned Ayurvedic practitioner Padam Bhushan and Padam Shree Vaidya Devendra Triguna, President, All India Ayurvedic Congress cited the use of alternative healing. He said ayurveda had helped many people stay healthy during the subsequent waves of COVID-19. He also congratulated Ministry of AYUSH and Organisers- EPCH and IEMML for such a successful mega event organised in the New Normal situation.

Special Guest of the Inaugural day of the event Pramod Kumar Pathak, Special Secretary, Ministry of AYUSH also spoke of various guidelines issued by the government regarding the use of traditional medicine and the launch of the AYUSH app during the pandemic. He also said the export value of ayurvedic and herbal products from India amounted to about 428 million US dollars in the fiscal year 2020. According to experts, after Covid pandemic, there was a sudden boost in Ayurveda market. It is expected to reach around 18 billion US dollars worldwide by 2025.

Prof S N Singh, Director, Ayurved Department, Uttar Pradesh presented closing statement and shared that such events should be organised in the entire Uttar Pradesh to sensitise people.

Dr Nitin Agarwal, MD, Bliss Ayurveda Health Village and President, Organising Committee, AyurYog Expo said that it is high time that we promote and propagate our ancient science of medicine and I would like to thank Ministry of AYUSH under the leadership of Vaidya Rajesh Kotecha, Secretary for all the efforts made by him to popularise AYUSH and take it to every door.



AYUSH

As a Sunrise Sector



AYUSH market size crosses US Dollars 18 Billion

Buoyed by the growing global and domestic demand and enabled by a strong support to regulatory, research and development, and back-end infrastructure by the Ministry, the market size of AYUSH has grown by 17 percent in 2014-20 to reach US dollars 18.1 billion.

Invest India presented their report on AYUSH as a Sunrise sector and emphasized that the market size of the industry will increase manifold due to increasing global acceptability.

As per the Research and Information System for Developing Countries (RIS) report, despite a slump in economic activity in 2020 due to the pandemic, the industry is projected to reach US\$ 20.6 billion in 2021 and US\$ 23.3 billion in 2022. In terms of global share, India has grown faster in the AYUSH market as compared to the world and accounts for about 2.8 per cent of the market, which is likely to hold even though disruptions in production are not ruled out.

During the same period, different product segments have grown at a much higher rate than the overall industry. Plant

derivatives experienced 21 per cent growth in the period 2014-2020 followed by nutraceuticals (20.5 per cent), pharmaceuticals (15.8 per cent), plant extracts 14.7 per cent and herbal plants (14.3 per cent).

Pradeep Multani, President, PHDCCI and Managing Director, Multani Pharmaceuticals said, we have solved many issues related to exports and imports, but still few obstacles that as a Pharmaceutical Industry and as an Industry body, we are thinking on them. Also, supply side issues such as high input prices, shortage of raw materials, among others, are impacting the production possibilities and reducing the price cost margins of the producers. At this juncture, there is a need to address the high commodity prices and shortages of raw material to support the consumption and private investments in the country.

Dr Surendra Chaudhary, President, Vishwa Ayurved Parishad, Uttar Pradesh said, 'Ayurveda is 49,000 crore rupees industry. Export Promotion Council, the Ministry of Commerce, estimates that the global medical tourism market to be worth US \$ 46.6

billion in 2021 with 40% share by Asia-Pacific region and here Ayurveda can play a big role. He also said that Homeopathy is legally recognized in more countries. So, India can be the international manufacturing hub of Homeo-Medicine. Dr Arun Chandan, Regional Director, RCFC-1, National Medicinal Plants Board informed that the humongous role that the Medicinal Plants sector will play. He also informed, 'Plant based medicines have their holistic and preventive health care value along with their nutritional value. Medicinal Plants form the major resource base of our indigenous healthcare traditions or Indian System of Medicines or ASU&H System of Medicines and also being used even in modern system of medicine. Plant based Traditional systems of medicines are affordable and accessible even to poor people. More than 80% of world population depends on Medicinal Plants for their health care needs.

2nd DAY, 26 SEPTEMBER

The theme of the 2nd day Program was Ayurveda for Atmanirbhar Bharat. Three broad plenary sessions were held namely: Plenary session on Drug Policy, Quality Control and Manufacturing Policy, Plenary Session on Ayurveda Education:

How to motivate our teachers and students to impart quality education and Plenary Session on challenges and requirements to establish Ayurveda Globally.

Dr Durga Prasad, Partha Narayan Joardar, Mr Jitendra Sodhi, Dr SaatAdanki, Dr Nitin Agarwal, Prof Ashwani Bhargava, Dr Surendra Chaudhary, Dr Mahesh Vyas, Dr Yogesh Pandey, Dr KK Dvivedi, Dr Prasad and Raghu Ram Bhatt from NCISM.

CLOSING DAY, 27 SEPTEMBER

The last day of Arogya Fair, 27th September was a day full of activity and interactions. An International Conference on Mountainous Medicinal Plants – Issues & Challenges was part of the event. Key note Speaker of the Conference is Mr. Arun Chandan, Regional Director, RCFC-I, National Medicinal Plants Board, Ministry of AYUSH, Shri Jitender Sodhi, Managing Director, Ayush Herbs, Professor Ravinder Raina, AMITY University and others. There were 9 presentations out of which one was from Seattle USA by Dr Shailender Sodhi, Ayush Herbs Inc. He shared about the increased demand of Himalayan



medicinal plants in America and his experience with quality of the raw material which is supplied to America from India. Dr Sodhi stressed that the standard and quality control measures should be in place to meet the ever-increasing demand of raw material in the USA as per the US-FDA norms.

Mr Rijul Bhaskar Gurang, the CEO presented the case study of his organization, the Mount Everest Botanical Alliance from Kathmandu, Nepal sharing how they are connecting and working with the various community stake holders for the consideration and cultivation of medicinal plants.

Another event, the National Conference of Homeopathy was addressed with a concept note by Dr. Shweta Gautam. The other renowned speakers in the conference were Scientists, Researchers like Dr. Jaya Gupta – Assistant Director from Dr DP Rastogi Central Research Institute of Homeopathy (CCRH), Noida.

The day was marked with another important event, the World Assembly on Ayurveda, Yoga & Naturopathy. This event was addressed by Vaidya Suneel Joshi and Vice Chancellor, Uttarakhand Ayurveda University, and other important panellists.

One more popular event – India Emerging as a Global Wellness and Ayurveda Hub was addressed by Dr. Pratap Chauhan, MD of JIVA AYURVEDA and Dr. JLN Sastry, Head, Research Dabur India Limited, KK Joshi, Public Relation Officer, Uttarakhand Tourism, Uttarakhand Government and Dr. Nitin Aggarwal, MD Bliss Ayurveda and National Secretary, Vishwa Ayurved Parishad and other eminent speakers.

One more popular event – Role of Media in promoting AYUSH was addressed by Shri Sanjay Deo, Media Advisor, Ministry of AYUSH and Shri Arun Ji from Panchjanya Magazine.

VALEDICTORY SESSION

The hallmark of the final day was the Valedictory Session in the afternoon. The session began with Yoga performance by the students. This was followed by a welcome address by Dr. Rakesh Kumar, Chairman, IMEL & DG, EPCH, who highlighted the success of the event and meeting the future challenges with the AYUSH solutions. The Chief Guests of the session was Shri Shiv Prakash, National Organising Secretary, Bhartiya Janta Party and Guest of Honour was Dr Dharam Singh Saini, AYUSH minister, Uttar Pradesh & Shri. Shantmanu, IAS- DC, Handicrafts also addressed the function. Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Government of India was the special Guest of the Valedictory session. Several other Government Officials & Industry leaders spoke on the subject. The prominent speakers were Vaidya Jayant Yeshwant Deopujari, Chairperson, National Commission for Indian Systems of Medicine, Prof Mita Kotecha,

Pro-Vice Chancellor, National Institute of Ayurveda, Vaidya Tanuja Nesari, Director, All India Institute of Ayurveda and CEO, National Medicinal Plants Board and Dr Bhagwati Prakash Sharma, Vice Chancellor, Gautam Buddha University.

Shri Shiv Prakash Ji stressed on the importance of Ayurveda. He congratulated AYUSH system of medicine for saving millions of life during COVID-19 pandemic. He also mentioned that only Ayurveda can give us the opportunities to correct ourselves whatever we did in the past.

More than 30,000 visitors witnessed the event taking the number of pre-registered visitors to 9,042. The event was well appreciated by all. On-spot delegate registration stood at 3,000. The event was also streamed online, which was a huge success. This program was able to reach 2,39,000 people through the online medium. The event was streamed online on the WebPage of AyurYog Expo as well to reach every corner and to benefit as many people as possible.

AyurYog Expo 2021: The 3rd World Assembly on Ayurveda, Yoga & Naturopathy

AyurYog Expo is the India's sole business event that focuses on Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy, Herbal, Agro, Natural, fitness and wellness products and services. The platform has been connecting suppliers with buyers. The expo is pioneer in gathering AYUSH, organic, natural & wellness trades in the region.

AyurYog Expo 2021 emerged as the biggest platform for AYUSH fraternity & Wellness Tourism sector. It is aimed at laying a concrete foundation and setting up goals to globally increase the market share and customer profitability in these sectors.

The event connected the best of natural health and wellness experts, academic institutions and thought leaders from across the globe. In addition to the businesses and academicians in the space, it laid out the golden opportunity for budding scholars, researchers, end users and trading bodies to gain a better and deeper understanding of the traditional system of medicine.

The event comprised of Keynotes, Knowledge Sessions, Paper Presentations, Conferences, competitions and an integrated Exhibition for the businesses. AyurYog Expo is a joint endeavour by India Exposition Mart Limited and Export Promotion Council for Handicrafts to bring the world to India, the cradle of Ayurveda, Yoga and Naturopathy.



It's Arogya Fair

Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Government of India post pandemic lockdown organised Arogya Fair with AyurYog Expo 2021.

In keeping with the mandate of generating awareness amongst the masses about the strengths of AYUSH systems, the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Government of India has been organizing health melas called "AROGYA", a Comprehensive Exhibition on these systems, since 2001.

AyurYog Expo 2021 have achieved all the following aims and objectives of Arogya Fair.

- (i) AROGYA aims at projecting the capabilities and requirements in modern day health care, current research trends and exhibiting work of Research Institutions under this Ministry to promote health care through Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy

(AYUSH) systems. AROGYA provides an all-encompassing platform to all AYUSH stakeholders to come together to project all facets of AYUSH sector.

- (ii) Creation of awareness among the members of the community about the efficacy of the AYUSH Systems, their cost-effectiveness and the availability of herbs used for prevention and treatment of common ailments at their door steps through various channels including the production of audio-visual educational material to achieve the objective of Health for all;
- (iii) Dissemination of proven results of R&D work in AYUSH systems at National and International forums.
- (iv) Providing a forum where horizontal and vertical interaction among stakeholders of AYUSH systems can take place through conferences, seminars and fairs at regional, national and international levels and encourage stakeholders to participate in them.

It's State Level Arogya

AyurYog Expo 2021 has organised the State Level Arogya Fair. It was organised by the Export Promotion Council for Handicrafts and India Expo Centre & Mart (on behalf of the State

Government) approved by the Ministry of AYUSH, Govt. of India in consultation with the Uttar Pradesh State Government.

We have organised following events under the State Arogya Norms:

I) Free Health check up by AYUSH practitioners: -AyurYog Expo 2021 had set up Free health check-up clinics and the State Govt. depute registered medical practitioners of Ayurveda, Unani, Siddha & Homoeopathy for providing free consultation and health check up to patients visiting the fair. The local practitioners in traditional systems of the medicine in their area were also associated. Free medicines has been provided to needy patients.

II) Display and Sale of AYUSH medicinal plants: - In the exhibition section OF AyurYog expo 2020/21, medicinal plants and raw materials of herbs were displayed. The raw material used in AYUSH medicines is medicinal plants which constitutes about 90% to the final product. To promote cultivation of these medicinal plants among farmers and local people (for their kitchen gardens we had displayed Medicinal Plants and herbs used in the AYUSH drugs.

(iii) Demonstration of Home Remedies for treatment of common ailments in AYUSH:- Information/ literature on common home remedies through AYUSH systems be prepared and displayed to familiarize the general public about easy and affordable treatment for common ailments at their household.

(iv) Workshops for manufacturers of AYUSH medicines: - During the Industry Summit, Organisers and stakeholders has organised workshops on GMP as well as on Quality Control & related issues of Standardization and Development of AYUSH Products.

(v) Live Yoga demonstrations:-To educate people about prevention of diseases, adopting healthy life styles and good living habits, live Yoga demonstration, Yoga therapy sessions and counseling on Naturopathy has been organized during the fair. Yoga experts has performed live demonstration of yogic asanas and also provide guidance for treatment of various diseases through Yoga.

(vi) Publicity & Promotion of the AYUSH Systems:- During the AyurYog Expo and Arogya Fair 2021, screening of audio-visual material for promotion of AYUSH messages has been performed. Through Print, Digital and Television Media and also through hoardings and banners, social media promotions we ensured sufficient publicity of the event





VENUE ACCESS

100% COVID-19 Free Event

AyurYog Expo: World Assembly on Ayurveda, Yoga & Naturopathy from 25-27 September 2021 at India Expo Centre & Mart was 100% COVID-19 free event. As an organiser we did successfully in Post-Pandemic Scenario.

Actually, we strictly adhered to the guidelines issued by Government of India for conduct events to ensure health and safety of everyone in our premises. Our venue, India Expo Centre & Mart is ISO 9001, 14001 and 45001 certified which confirms that services and processes at the venue are of international recognised standards. The venue is committed to ensure quality services to client, enhanced environment performance and provide safe and healthy workplace.

With the issue of government guidelines to restart exhibitions outside the containment zones, we organised AyurYog Expo and Arogya Fair, Uttar Pradesh with better than ever smart plans on top of safety. With team efforts, precautionary steps while adapting to the new normal, IEML has implemented preventive and precautionary measures and strict adherence to the issued guidelines to promote health and safety of customers, exhibitors and visitors. The following health and safety measures were put in place:

- (a) Self-assessment through AarogyaSetu Mobile app was recommended for all the entrants and mandatory for ones with smart phone
- (b) Thermal scanning at entry gate. Anyone with temperature more than 98.7-degree Fahrenheit was not allowed inside.
- (c) Any person exhibiting symptoms of COVID disease viz cough, cold, fever was directed to COVID medical desk.
- (d) Person above 65 years of age, persons with co-morbidities, pregnant women, and children below 10 years not to be permitted inside the venue
- (e) Wearing of mask was always mandatory. Same was ensured by Security, advisories displayed at prominent areas and regular announcements
- (f) Social distancing to be always maintained. Advisories and floor signages to be displayed at prominent areas besides regular announcements
- (g) Multiple marked entry and exit points for exhibitors and visitors were recommended for smooth flow.
- (h) Shoe sanitisation on sanitisation mat at the entry points.

- (i) Regular hand washing/sanitisation of hands using alcohol-based sanitisers were recommended at entrance and inside the venue
- (j) Social distancing stickers/advisories are placed near elevators/escalators/common area which needs to be followed.

- (h) Disinfecting office & lounge furniture by a dedicated team at regular intervals
- (i) Placement of sanitisers at common areas as per movement plan
- (j) Placement of covered bins at designated areas for disposal of used PPE

VEHICLE ENTRY/PARKING/EXIT

- (a) A dedicated lane for vehicle movement with single entry/exit and dedicated drop off and parking points had been identified.
- (b) Physical distancing to be maintained in parking areas.
- (c) Early arrival at the venue was recommended due to enhanced safety checks.

REGISTRATION

- (a) Promotion and encouragement of online registration/pre-registration
- (b) Self kiosk for printing of badges/Digital scanning of bar code/QR code was recommended
- (c) Social distancing to be ensured by floor signages/queue managers near registration kiosk
- (d) In case of help desk onsite, compliance to social distancing norms for queuing with 2m floor markers was followed

CLEANING AND SANITISATION

- (a) Thermal fogging, cold fogging to be carried out at dusk and dawn
- (b) Deep cleaning of floors/washroom using disinfectant
- (c) Sanitisation of exhibition halls and ancillary areas pre, during and post event
- (d) Sanitisation of washroom at regular interval by trained sanitising team
- (e) Trained dedicated staff to continuous upkeep of washroom
- (f) Liquid soap, hand driers, hand sanitisers placed in each washroom for compulsorily usage by person
- (g) Disinfecting frequently touched surface such as lift buttons, handrails, door handles, door mats at regular interval

Food & Beverages

- (a) Seating arrangements with social distancing
- (b) Dedicated staff for sanitisation of tables/chairs after every usage
- (c) F&B counters/outlets was mandatorily have glass partition to keep social distancing while interfacing with customers
- (h) All F&B personnel to wear mask, gloves, glass shield while adhering to stringent safety norms and hygiene protocols
- (i) Pedal operated sanitiser and shoe sanitisation pad at entrance of food court
- (j) Each food package in food court is provided with one time usable sanitiser and disposable tissue paper
- (l) Floor signages with Q Managers at the counters for keeping social distancing
- (K) Contactless Yellow bins for disposal of PPE and Green/Blue colour bins for disposal of dry/wet waste
- (L) Sanitisation of cafeteria/food court on daily basis at end of day

OTHER POINTS

- (a) Encourage use of Namaste and avoid exchanging business cards/handshake.
- (b) Regular announcement regarding covid advisories, social distancing, wearing of mask and hand sanitisation to be made on PA system
- (c) COVID medical team with isolation room and ambulance is to be established for the event for management of COVID suspect in addition to medical team and ambulance for first aid.

The above measures were in place to organise AyurYog Expo successfully.

International Ayurveda Conference

Focal Theme: Realising Ayurveda's Potential in New Normal

Enhancing the body's natural defence system (immunity) plays an important role in maintaining optimum health. We all know that prevention is better than cure. Ayurveda, being the science of life, propagates the gifts of nature in maintaining healthy and happy living. Ayurveda's extensive knowledge base on preventive care, derives from the concepts of "Dinacharya" - daily regimes and "Ritucharya" - seasonal regimes to maintain healthy life. It is a plant-based science.

The simplicity of awareness about oneself and the harmony everyone can achieve by uplifting and maintaining his or her immunity is emphasized across Ayurveda's classical scriptures.

The conference attempted to elucidate on recent developments and the understanding of immune and inflammatory processes that determine the host defence vis-à-vis the core principles of Ayurveda and thereby point to new direction for the prevention and treatment of infectious and inflammatory diseases.









International Conference on Yoga Research and Therapy

Focal Theme: Realising Yoga therapy's Potential in New Normal

This event offered Yoga researchers, trainers and therapists the opportunity to network, share their work both formally through presentations and informally, and continue their education through didactic and experiential workshops and classes. It provided researchers and yoga therapists interested in yoga research an opportunity to learn about the latest advances in evidenced-based yoga therapy. The conference was also a unique learning opportunity for yoga therapists, clinicians, integrative healthcare professionals, and psychology and education professionals interested in yoga research.





Wellness Tourism Conference

Focal Theme: Reconnect to Rejuvenate

Wellness Tourism is a term used to describe the rapidly growing practice of travelling across international borders to seek Wellness & Medical services. Services typically sought by travellers include elective and essential procedures as well as complex surgeries etc. India attracts patients from all over the world. The indigenous or traditional healthcare practices like Ayurveda, Yoga, Naturopathy, Siddha and Unani provide uniqueness.

According to the official website of Ministry of Tourism, Government of India, tourism defined as "Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly-growing practice of travelling across international borders to seek healthcare services. Services typically sought by travelers include elective procedures as well as complex surgeries, etc." As we know India is the birthplace of Ayurveda Yoga & Naturopathy. BTC Murthy, Chief Medical officer of the most reputed wellness center Jindal Nature Cure said, "We need to be the leader in the world map and we need to get the maximum benefit being the pioneer in the field of wellness, also Indian youth is now aware about the concept of body mind and soul. People in the West have a lot of interest in the Indian system of medicine such as Ayurveda and yoga. Yoga & meditation helps people to detoxify themselves and be in a state of mindfulness." Visitors coming to India for wellness-based trips, often spend a fair amount of time visiting here, learning about the ancient arts of yoga and meditation, as well as Ayurveda.





AYURYOG EXPO and AROGYA FAIR 2021 was a high-level event aimed at all stakeholders from global wellness tourism and medical tourism, international patient market & service providers from medical, wellness and hospitality industry in India. The purpose was to highlight the medical might of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, Homeopathy), to iron out policies and plans for adaptation to newer global wellness and medical requirements and to facilitate meeting and formalizing collaborations with global partners.

This event was attended and well received by Governmental representatives too, who have admirable initiatives to promote Medical, Health and Wellness tourism in target markets and at various international platforms by making use of the potential and advantage that are available in India.

As we know Monday, September 27 is celebrated as World Tourism Day. World Tourism Day celebrated each year on September 27, is the global observance day fostering awareness of tourism's social, cultural, political and economic value and the contribution that the sector can make towards reaching the Sustainable Development Goals. The World Tourism Organization (UNWTO) of United Nations has designated World Tourism Day 2021 as a day to focus on Tourism for Inclusive Growth. This is an opportunity to look beyond tourism statistics and acknowledge that, behind every number, there is a person. Keeping in this mind, the 3rd edition of AyurYog Expo designed Wellness Tourism Conclave on 27th December 2021 with the support of Gujarat



Tourism board and Uttar Pradesh Tourism Board as Wellness Partners of the event. K K Joshi, Public Relation Officer, Uttarakhand Tourism Board was the keynote speaker of the India Emerging as a Global Wellness Hub. Other speakers were-

- **Shri Sanjay Deo, Media Advisor, Ministry of AYUSH**
- **Ms. Khyati Nayak, Manager -Business Development & Skill Development (Promotions Marketing / PR/ Niche Tourism -Cinematic, Medical, Wellness, Adventure, Golf, Culture, etc.)**
- **Dr J L N Sastry: Head, Dabur India Ltd. And Ex CEO, National Medicinal Plants Board**
- **Dr Partap Chauhan, Managing Director, JIVA Ayurveda**
- **Dr Abhilash K Ramesh, Managing Director, Kairali Ayurvedic Healing Village**

On the exhibition part, organisers created Gujarat Tourism Pavilion and Uttar Pradesh Tourism Pavilion.

The theme of Gujarat Tourism Pavilion was 'Kushboo Gujarat Ki.' As we know Gujarat is at the Center of Spiritual Tourism, Cultural Tourism and one of the most sought-after Wellness Tourism destination. Aavo Padharo, words of welcome in the language of Gujarat because it is here that these words ring truly and the guest is 'God' and the people of Gujarat are gregariously friendly, inviting and will entice you to come again and again. These all was display at the Gujarat Tourism Pavilion.

The theme of Uttar Pradesh Tourism Pavilion was UP Nahi Dekha to India Nahi Dekha. In an attempt to provide comprehensive primary health care services to the communities closer to their homes, over 5,000 health and wellness centres (HWCs) will be up in Uttar Pradesh, primarily to cater to the rural populace. The state government led by Yogi Adityanath in the span of the last four and a half years has worked in a planned and phased manner to expand the healthcare facilities and improve the medical and health infrastructure in the state. In addition, the government has laid special focus on enhancing the health facilities for the people residing in rural and remote areas in the state. These all was display at the Gujarat Tourism Pavilion.

Uttar Pradesh Tourism Pavilion organized Live Yoga Performance and Gayatri Mantra Chharan. Also Common Yoga Protocol and Surya Namaskar had performed all the three days of AyurYog Expo 2021.





SCHEDULE

DATE	PROGRAM	GUEST	VENUE	TIME
25-09-2021	DELEGATES REGISTRATION		RECEPTION HALL	10:00 AM
	PAPER/POSTER PRESENTATION / SCIENTIFIC SESSIONS		Hall 2F,2D,2C	11:00 AM - 02:00 PM
	LUNCH			02:00 - 3:00 PM
	INAUGURATION		HALL 2E	03:00 - 05:00 PM
	YOGASANA PERFORMANCE	DR. RAKESH KUMAR- Welcome Note Chairman, IEMML & DG, EPCH		
		GEN. V. K. SINGH Minister of State for Road Transport & Highways and Civil Aviation, Government of India MP from Ghaziabad, Former Chief of Army Staff, India		
		Shri PK Pathak Special Secretary, Ministry of AYUSH		
		Prof. (Dr.) S. N. Singh Director AYUSH, UP		
		VAIDYA DEVENDRA TRIGUNA president of AMAM & AIAC GOI awarded Padma Shri, in 1999, and Padma Bhushan, in 2009		
		SH. JAYADEEP ARYA Joint Secretary, Indian Yoga Association, Chairman, Haryana Yog Aayog		
		DR. YOGESH MISHRA ORGANISING SECRETARY -Vishwa Ayurved Parishad		
		Closing Note by DR. NITIN AGRAWAL, President, Organising Committee, AYURYOG EXPO		
		PUSTAK VIMOCHAN – VAP		
	PLENARY SESSION			
	AYUSH AS A SUNRISE SECTOR		HALL 2E	05:00 - 06:00 PM
	Moderator –	DR. SNEHLATA DORNALA Professor, VYDS Ayurvedic College, Khurja		
		DR TANUJA NESARI Director - All India Institute of Ayurveda, New Delhi – AIIA		

		Prof. SACHIN CHATURVEDI Director General at the Research and Information System for Developing Countries (RIS) New Delhi		
		DR. ARVIND VARCHASWI Managing Director - Sri Sri Tattva An eminent Industrialist		
		DR. NITIN AGARWAL MD Bliss Ayurveda, National Secretary – VAP, Chairman-Alliance Ayurveda Research & Training Institute		
		DR. SURENDRA CHAUDHARY Former Divisional Ayurvedic Officer, Gautam Buddh Nagar, Greater Noida, U. P.		
		MR. INDRONEEL DAS Invest India (Govt. of India) Ex- VC Of- fice, Bennett Coleman		
		INDRANI MOHTO Invest India (Govt. of India) Ex- VC Of- fice, Bennett Coleman		
		Dr Arun Chandan, Regional Director, RCFC-1, NMPB		
26-09-2021	SCIENTIFIC PLENARY SESSION / DOCTORS MEET - I			
	MODERATOR	Dr Atul Varshney	BANQUET HALL	10:00 AM - 12:00 PM
		DR. KAMINI DHIMAN		
		DR. K.K. DWIVEDI Ex. Member Board of Governors CCIM HOD Dept of Kaya Chikitsa& PK Govt. Ayurveda College Varanasi, U. P.		
		DR. G S TOMAR, Praygraj Founder, World Ayurveda Mission		
		DR. ANANT RAM SHARMA MD Panchakarma, Ph.D Professor and Head Department of Panchakarma, All India Institute of Ayurveda		
		DR. ATUL VARSHNEY		
		DR. RAJGOPALA, SHRIKRISHNA, AIIA		
		DR. SRINIVAS GUJJARWAR, Dean, Shri Krishna AYUSH University		
		DR. MANJUSHA RAJGOPAL, AIIA		
	EDUCATION SUMMIT			12:00 - 02:00 PM
	MODERATOR	DR. NITIN AGARWAL		

		DR. S. PRASAD, President, NCISM		
		DR. RAGHURAM BHAT - NCISM		
		DR. BALDEV DHIMAN – VC		
		DR. SANJEEV SHARMA - VC		
		DR. SARAD ADNANI, founder, AYURWAY		
		DR. KS DHIMAN		
		DR. S. P. MISHRA, VAP		
		DR. MAHESH VYAS, AIIA		
	LUNCH			02:00 - 03:00 PM
	INDUSTRY SUMMIT		BANQUET HALL	03:00 - 05:00 PM
	MODERATOR	Mr. RAM N KUMAR CEO, NIROGSTREET		
		DR NITIN AGARWAL	Bliss Ayurveda	
		DR DURGA PRASAD	DABUR	
		DR SANCHIT SHARMA	AIMIL	
		Mr. RAM SHRIVASTAV	Maharishi Ayurveda	
		Mr. PARTHA NARAYAN JOARDAR		
		Mr. Jitender SODHI	Ayush Herbals	
		DR. ASHWANI BHARGAV	General Secretary, VAP	
		DURGA PRASAD		
		DR. ANAND GUDIWARA	ADVISOR AYUSH	
		DR. RITU		
		Smt. AVNEET BHATIA		
25-09-2021	DELEGATES REGISTRATION		RECEPTION HALL	10:00 AM
	PAPER/POSTER PRESENTATION / SCIENTIFIC SESSIONS		Hall 2F,2D,2C	11:00 AM - 02:00 PM
	LUNCH			02:00 - 3:00 PM
DAY 3, 27 SEPTEMBER	WORLD ASSEMBLY ON AYURVEDA, YOGA & NATUROPATHY		BANQUET HALL	03:00 - 05:00 PM
		Dr Suneel Joshi, VC, Uttarakhand Ayurveda University		
		DR. RAKESH KUMAR- Welcome Note Chairman, IEML & DG, EPCH		

		GEN. V. K. SINGH Minister of State for Road Transport & Highways and Civil Aviation, Government of India MP from Ghaziabad, Former Chief of Army Staff, India		
		Shri PK Pathak Special Secretary, Ministry of AYUSH		
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		DR. YOGESH MISHRA ORGANISING SECRETARY -Vishwa Ayurved Parishad		
		Closing Note by DR. NITIN AGRAWAL, President, Organising Committee, AYURYOG EXPO		
		PUSTAK VIMOCHAN – VAP		

VENUE

India Expo Centre & Mart, Greater Noida

India Exposition Mart Ltd (IEML) is established for improving the vast potential of exporting Indian Handicrafts. In view of export enhancement of the cottage sector, committee of secretaries headed by Cabinet Secretary approved the project for setting up of India Exposition Mart in April 1999 based on the themes of upcoming centralized export centres in Dallas, Atlanta, Los Angeles, Utrecht in the Netherlands and Shanghai, China. IEML is India's first state of the art project for cottage sector wherein Round 'O' Clock International Marketing has been conceptualized.

- India Exposition Mart Ltd is a Combination of trade mart with exhibition & convention facilities
- India Exposition Mart Ltd is the Centre for World Trade
- India Exposition Mart Ltd is the most modern, largest, integrated and multipurpose exhibition & convention centre
- India Exposition Mart Ltd is a fully certified venue to hold International Conferences & Exhibitions.

Dr Rakesh Kumar conceptualized India's first state of the art infrastructure for Exhibition and Mart at Greater Noida and currently holding the position of Chairman of the India Exposition Mart Limited popularly known as India Expo centre & Mart. The India Exposition Mart has a spread over of 58 acres and has built up complex of 2.5 million sq. ft. i.e. 25 lakhs sq. ft area. Major shows, Exhibitions and conferences like Auto Expo, Printpack, Asian Development bank (ADB) and FDI World Dental Congress, Indian Handicrafts & Gifts Fair, India International Hospitality Expo, AyurYog Expo, Himalayan Herbal Expo are now being organised in this complex.

ORGANISER

Export Promotion Council for Handicrafts (EPCH)

Export Promotion Council for Handicrafts (EPCH) was established under Companies Act in the year 1986-87 and is a non-profit organisation, with an object to promote, support, protect, maintain and increase the export of handicrafts. It is an apex body of handicrafts exporters for promotion of exports of Handicrafts from country and projecting India's image abroad as a reliable supplier of high quality of handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. The Council has created necessary infrastructure as well as marketing and information facilities, which are availed both by the members exporters and importers.

SUPPORTING ASSOCIATION

Vishwa Ayurveda Parishad

Vishwa Ayurveda Parishad (VAP) campaigns and make collective efforts to re-establish the knowledge of Ayurveda. It is a collective platform of such co-workers, where all its members and well-wishers are eager to contribute their knowledge and activity for the betterment of Ayurveda. The Parishad is devoted for an enriched healthy nation and world.

It aims at spreading their knowledge and their efficiency of Ayurveda with others and invest the collective strength of organisation for the development of Ayurveda as well as of nation.



Media Promotion

AyurYog Expo 2021 and Arogya Fair, which lasted for three days was covered by 25 media organizations in which English daily newspapers namely Times of India, Hindustan Times, The Indian Express were the main ones and in Hindi newspapers Dainik Jagran, Amar Ujala, Hindustan covered it whole-heartedly. The event also received coverage in electronic media and digital media, with AajTak leading the way.

The Times of India: The Times of India is an Indian English-language daily newspaper and digital news media owned and managed by The Times Group. It is the third-largest newspaper in India by circulation and largest selling English-language daily in the world. AyurYogExpo and Arogya Fair 2021 extensively got covered in this leading English daily. Not only it was covered in the newspaper, it was digitally covered as well on the website. Along with the advertisement, advertorial also got published.

Hindustan Times: Hindustan Times is an Indian English-language daily newspaper. It is one of the largest newspapers in India, by circulation. It is popular in North India, with simultaneous editions from New Delhi, Mumbai, Lucknow, Patna, Ranchi and Chandigarh. AyurYog Expo 2021 and Arogya Fair was given sufficient coverage to promote and propagate AYUSH systems of medicine and the activities organised to promote the same. Advertisement and advertorial were also published.

The Indian Express: Indian Express Limited is an Indian news media publishing company. It publishes several widely circulated dailies, including The Indian Express and The Financial Express in English, the Loksatta in Marathi and the Jansatta in Hindi. The company's newspapers are published from over a dozen cities daily, including New Delhi, Mumbai, Ahmedabad, Bengaluru, Kolkata, Pune, Chandigarh, Hyderabad, Kochi, Lucknow, Jaipur, Nagpur, Vadodara and Chennai. Known for its intrinsic quality of publishing news which may benefit the readers, AyurYog Expo 2021 and Arogya Fair got coverage in The Indian Express stressing on the need of sensitizing people about inculcating AYUSH in our lifestyle. Advertisement and advertorial were also published.

Hindustan: Hindustan Dainik or "Hindustan" is an Indian Hindi-language daily newspaper. It is published by Hindustan Media Ventures Limited. It ranks as the second largest-read daily in the country. Hindustan has 21 editions across the Hindi belt. They are spread across Delhi, Haryana (Faridabad), Bihar (Patna, Muzaffarpur, Gaya, Bhagalpur and Purnea), Jharkhand (Ranchi, Jamshedpur and Dhanbad), Uttar Pradesh (Lucknow, Varanasi, Meerut, Agra, Allahabad, Gorakhpur, Bareilly, Moradabad, Aligarh, and Kanpur) and Uttarakhand (Dehradun, Haridwar, Haldwani). Apart from these, the paper is also available in key towns like Mathura, Saharanpur, Faizabad. The Hindi daily covered AyurYog Expo 2021 and Arogya Fair with special emphasis on AYUSH being the need of the hour. Advertisement and advertorial were also published.





127 नगरों में इंडिया एक्सप्रेस मार्ट में आयोजित एक्सप्रेस का दीर्घ उत्सव पर शुभारंभ करते कैप्टन सहक, परिकल्प, राजमार्ग और नागरिक उड्डयन राज्यमंत्री जनरल टीके सिंह • अवस्था

एक्सपो मार्ट में आयुर्योग एक्सपो का शुभारंभ

जैसे, मुरखदार आयुर्वेद एक्सपर्ट, विष्णुचन्दन हार्पल एक्सपर्ट और अश्विनी मेहता के तीसरे संस्करण का सुधार शनिवार को इंदिरा एक्सपर्ट सेंटर फॉर मार्ट, सेंटर नोएडा में हुआ। एक्सपर्ट का आयोजन आयुष मंत्रालय के सहयोग से इंदिरा एक्सपर्टसोर्गन मार्ट लिमिटेड द्वारा आयोजित एक्सपर्ट और उत्तर प्रदेश सरकार और इस्त्रिनिष्ठ निवासी राधिका पोषक के समर्थन से हो रहा है। आयुष एक्सपर्ट प्रमुखता, आयुष (अनुपम, योग, प्रमुख, विनिष्ठ, सुखी, मित्र और

होम्सोपेक्षों) से संबंध रखने वाली और वैश्विक समुदाय के लिए बर्बाद गई, प्रदूषित और विकी की गई हर चीज को प्रदर्शित करने, प्रोत्साहित करने और बचावा देने का एक मंच है। 27 तक चलने वाली इस एक्सावे का उद्घाटन मुख्य अतिथि केन्द्रीय राज्य मंत्री श्रीके सिंह ने किया। इस अवसर पर उनके पत्रकार, विशेष सचिव, अधिवक्ता, भारत सरकार और आईएमए के वरिष्ठ मन और हस्तक्षेप निष्ठा संस्था के अध्यक्ष, के. महाविद्यालय डॉ. राधिका कुमार मौजूद रहे।

निष्पक्ष अमन उजाला

गाजियाबाद/मुरा

भारत सरकार के सड़क, परिवहन, हाईवे और नगरिक उद्योग राज्य मंत्री जनरल वी.के. सिंह (मोबाइल) ने इंडिया एक्स्प्रेस सेक्टर एंड मार्ट, ग्रेटर नोएडा में आयोजित तीसरे आयुर्वीन एक्स्प्रेस, डिनामन हाईल एक्स्प्रेस और आरंभ मेला का उद्घाटन किया।

[illegible][illegible][illegible][illegible]

तीन दिवसीय आरोग्य मेले का आयोजन

अमृत विचार, मुसादाबाद

इपीसीएच के द्वारा शनिवार को ग्रेटर नोएडा स्थित एकलवे मार्ग में आयुर्वेद, हिमालय, हर्बल एकलवे, आरोग्य मेला के तीसरे संस्करण का आरंभ हुआ।

एकपक्ष में प्राकृतिक आवृत्त, योग, प्राकृतिक चिकित्सा, युवनी और होम्योपैथी के स्टाल लगाए। तीसरे संस्करण का आरंभ मुख्य अतिथि केन्द्रीय राज्य मंत्री जनरल वीके सिंह ने दीप प्रज्वलित कर किया। ईईसीएच के महानिदेशक डा. राजेन्द्र कुमार ने बताया चिकित्सा समुदाय के सबसे प्रमुख संस्थान वित्त में चिकित्सा और समग्र स्वास्थ्य क्षेत्र की परंपरा प्रभावित के संस्थान अनुसंधान और



एक्सपी मार्ट ने आरोग्य सेले का लॉन्चिंग करते जनरल विक सिंह ।

शिक्षण संस्थान भाग ले रहे हैं। कार्यक्रम में 40 हजार से अधिक प्रतिनिधि और एक लाख से अधिक आगंतुकों का आना अपेक्षित है। 25 से 27 सितंबर तक चलेगी। उन्होंने कहा की आपसो एकसो का उद्देश्य

जगतल वैके सिंह । ● अमृत विचार

दुनिया भर के प्राकृतिक व्याख्य और फलनेस विशेषज्ञों, शोधन संस्थानों और अच्छे विचार वाले लौहस को जोड़न है। इस मौके पर दिनेश, एसएन सिंह, डॉ खगेश मिश्र, एसके पंडक, देवेद जिंगल रहे।





Dainik Jagran: Dainik Jagran is an Indian Hindi language daily newspaper. It is ranked 5th in the world and 2nd in India by circulation. It is owned by Jagran Prakashan Limited, a publishing house listed on the Bombay Stock Exchange and the National Stock Exchange of India. Dainik Jagran with such extensive reach, published AyurYog Expo 2021 and Arogya Fair with focus on benefitting people. Advertisement and advertorial were also published.

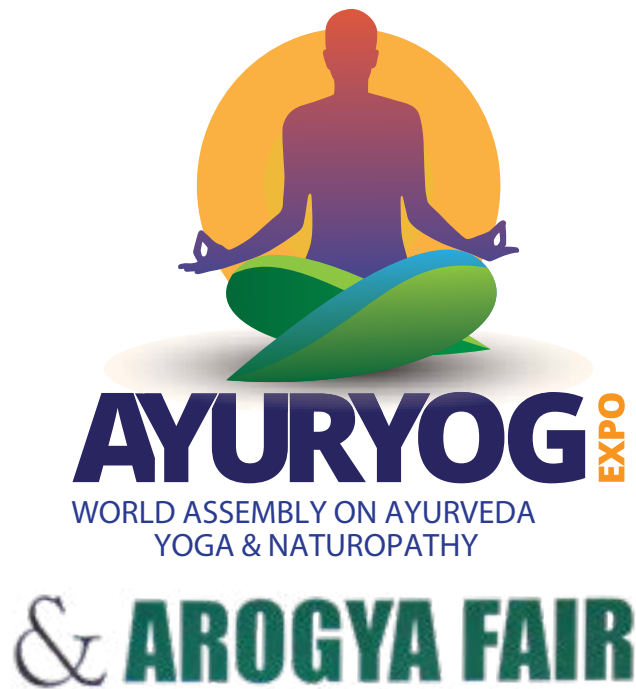
Amar Ujala: Amar Ujala is a Hindi-language daily newspaper published in India. It has 21 editions in six states and two union territories covering 180 districts. It has a circulation of around

two million copies. Amal Ujala like its contemporaries gave AyurYog Expo 2021 and Arogya Fair a special coverage as it was the first physical show post lockdown. Advertisement and advertorial were also published.

We organised the Online Streaming of all the conferences and it is an honour that Ministry of AYUSH re-posted and re-published the coverages.

Conclusion

AyurYog Expo 2021 by sheer strength of its versatile core team of experienced office bearers, volunteers, communicators and executors was successful in carrying out such an onerous task of popularizing and disseminating the science and art of healing – That us AYUSH for the benefits of common man. We are of the view that such growing partnerships can go a long way in shifting the focus of affordable, preventive and curative aspects of traditional medicines.



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India Exposition Mart Ltd.

Plot No 23-27 & 27-29, Knowledge Park-II
Gautam Buddha Nagar, Greater Noida-201306

For more information contact

Praveen Prabhakar

9667178551

info@ayuryogexpo.com

www.ayuryogexpo.com