“AYUSH World Expo 2019 & Arogya” with the support of “AYUSH Ministry, Govt. of India” has been organised at CIDCO Exhibition Centre, Vashi, Navi Mumbai, Maharashtra from 22nd to 25th August 2019. This initiative will support continuous improvisation and importance of AYUSH system of medicine in our healthy lifestyle.

‘AYUSH World Expo 2019 & Arogya’ would be showcasing, various products and services allied to AYUSH system of medicine including, Ayurveda, Yoga and Naturopathy, Unani, Siddha, Homoeopathy, Traditional Medicine, Agro-Food, Health, Beauty, Tourism, Organics, Wellness, Handicrafts, SSI/MSME.

‘AYUSH World Expo 2019 & Arogya‘ provides an all-encompassing platform to all AYUSH stakeholders to come together to project all facets of AYUSH sector. This will generate 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.

‘AYUSH World Expo 2019 & Arogya‘ also includes various health and wellness activities such as free health check up by AYUSH practitioners, display and sale of AYUSH medicinal plants, Live Yoga demonstrations of Yogic Asanas, Yoga Therapy sessions, counselling on Naturopathy.
Ayurveda, Yoga & Naturopathy, Unani, Siddha, Homoeopathy (AYUSH), Allied Health Sciences, Wellness, Traditional Medicine, Medical Tourism, Organics SHG's, SSI/MSME, Handicrafts, Technology

AYUSH - An integrated approach to Health
Organisers

Ministry of AYUSH

Background

The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care. Earlier it was known as the Department of Indian System of Medicine and Homeopathy (ISM&H) which was created in March 1995 and renamed as Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November 2003, with focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy.

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.

Objectives

- To upgrade the educational standards of Indian Systems of Medicines and Homoeopathy colleges in the country.
- To strengthen existing research institutions and to ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.
- To draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems.
- To evolve Pharmacopoeial standards for Indian Systems of Medicine and Homoeopathy drugs.
Ayurveda

Ayurveda is the Science of Life, is a 5000 years of wisdom distilled into a system of practice having its historical roots in the Indian subcontinent. Ayurveda is a science dealing not only with treatment of diseases, but is complete way of life. This system of Health stresses on the prevention of body ailments in addition to curing them. Curative Ayurveda has main eight branches: General Medicine, Pediatrics, Psychology & Psychiatry, E.N.T. & Ophthalmology, Surgery, Toxicology, Nutrition and Aphrodisiacs. Ayurvedic principles of Health & Disease revolve around the concept of 3 doshas - Vata, Pitta & Kapha. According to Ayurveda, our human body is a mirror of physical surroundings. Ayurveda has made several contributions for Medicine; Sushruta, father of Surgery who lived in 700BC was an Ayurveda

Unani Medicine

The foundation of Unani system was laid by Hippocrates. Unani medicine, otherwise called Islamic Herbal Medicine is a Greko Arabic Medicine which is based on the 4 fundamental principles: Dam (Blood), Belguum (Phlegm), Safra (Yellow Bile), Sauda (Black Bile). The balance of these principles provides health, while the imbalance of any or all results in diseases. The treatment approach of Unani is to balance the imbalanced principles through a 4 fold approach; Lifestyle modification, Diet therapy, Internal medicine and Regimenal therapy. Regimenal therapy is very popular in Islamic culture which is otherwise called Hijama or Wet Cupping. Natural herbs are used as internal medications, commonly used herbs are dried ginger, black pepper, cinnamon, aloe vera, amla, etc.

Siddha

Siddha System of Medicine, having its roots laid down during the Dravidian Era, is obviously said to be the very ancient system of medicine in India. It is not only a medical system but also a part of our delighted culture and tradition. This system employs a holistic approach in its treatment methodology and it has made enormous contribution to the healthcare of the people, Rasavatham (Alchemy), Kayakalpam (Rejuvenation therapy with specific drugs and life style practices), Naadivi Parisothanai (Pulse diagnosis), Thokkanam (Siddha Physiotherapy techniques) & Varma Science are few among the specialities of siddha system of medicine. The principles and doctrines of this system have close relationship with the Universal nature. Siddha System utilizes a wide range of raw materials of different origins like Plant based Raw Materials, Animal Based Raw Materials, Metals, Minerals, Salts etc. This system has 32 different types of internal medicines and 32 different types of external medicines and therapies and also the diseases are widely classified into 4448.. This System is being practiced by the people living in Singapore, Malaysia, Sri Lanka etc. Siddha Varmam is now recognised by Govt. of Malaysia. According to the Siddha system diet and lifestyle plays a major role for the preventive and promotive and curative health care.
Homoeopathy

The word Homoeopathy is derived from two Greek words, Homoios meaning similar and pathos meaning suffering. Homoeopathy, a system of medicine discovered by a German doctor, Dr. Samuel Hahnemann, treats the patients with highly diluted substances with the aim of triggering the body's natural system of healing. Homoeopathy is based on the principle - treat like with like, that is a substance which causes symptoms when taken in large doses, can be used in small amounts, to treat those same symptoms. The Government and the people of India accepted homoeopathy widely and it is flourished and updated by research & clinical practice. The ultra-dilution of homoeopathy medicine is widely accepted as nanomedicine and it is offered as the medicine of the new millennium. Indian Homoeopathy stands as a strong arm of

Yoga & Naturopathy

Yoga today, is no longer restricted to hermits, saints and sages; it has entered into our everyday lives and has aroused a worldwide awakening and acceptance in the last few decades. The science of Yoga and its techniques have now been reoriented to suit modern sociological needs and lifestyles. Experts of various branches of medicine including modern medical sciences are realising the role of these techniques in the prevention and mitigation of diseases and promotion of health. Naturopathy is an art and science of healthy living and a drugless system of healing based on well founded philosophy. Naturopathy is a system of treatment which recognises the existence of the vital curative force within the body. Naturopathy techniques involve: Diet Therapy, Fasting Therapy, Mud Therapy, Hydrotherapy, Masso Therapy, Acupressure, Acupuncture, Chromo Therapy, Air Therapy, Magnet

Sowa-Rigpa

Sowa-Rigpa commonly known as Amchi system of medicine is one of the oldest, living and well documented medical tradition of the world. It has been popularly practice in Tibet, Mongolia, Bhutan, some parts of China, Nepal, Himalayan regions of India and few parts of former Soviet Union, etc. The majority of theory and practice of Sowa-Rigpa is similar to Ayurveda Gyud-Zi (four tantra). The fundamental text book of this medicine was first translated from India and enriched in Tibet with its own folklore and other medical tradition like Chinese and Persian, etc. The impact of Sowa-Rigpa along with Buddhism and other Tibetan art and sciences were spread in neighboring Himalayan regions.
“AYUSH World Expo 2019 & Arogya” with the support of “AYUSH Ministry, Govt. of India” has been organised at CIDCO Exhibition Centre, Vashi, Navi Mumbai, Maharashtra from 22nd to 25th August 2019. World AYUSH Expo 2019 will serve the platform for bringing together by increasing SPEED, SCALE & SKILL development through the focused exhibition on Best alternative therapies like AYURVEDIC, YOGA, UNANI, HOMEOPATHIC AND WELLNESS.

Ayushexpo is to promote Indian traditional medicines and other indigenous medicine systems. Showcase growing & proven global Ayushexpo is planned for three days with participation from renowned hospitals, educational institutions, wellness centres, pharmaceutical & phytopharmaceutical companies, alternative medicine centres etc., supported by concerned industry bodies. Ayushexpo will also showcase various organic and natural farm produce across country.

**Comprehensive Exhibition on** AYURVEDA I NATUROPATHY I UNANI, SIDDHA I SOWA-RIGPA I HOMOEOPATHY & CONFERENCE ON AYUSH AND WELLNESS

**AYUSH - INDIA’S RICH HERITAGE**

AYUSH is the acronym of the medical systems that are being practiced in India such as Ayurveda, Yoga & Naturopathy Unani, Siddha and Homoeopathy. India has long history and culture running over 5000 years of using traditional medicines for health care and developing them with modern scientific outlook. The AYUSH systems of medicines viz Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy are comprehensive scientific systems of medicine which are practiced in India The Wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to a comprehensive ecosystem today. This ecosystem comprises consumers, providers, adjacent industries, facilitators and the Government. While the Consumers mainly comprise a young population with rising income levels and the increasing need to look good and feel good, which has led these young consumers to seek wellness solutions to meet lifestyle challenges, the Providers offer wellness services and products to meet the hygiene, curative and enhancement needs of the consumer.

**Why World AYUSH EXPO?**

The Expo is bringing all natural and drugless therapies together under one roof. It will provide a platform for national & international organisations, companies and manufacturers which deals in Ayurveda, Yoga, Naturopathy, Homoeopathy, Unani, Siddha, Organic food, Herbal cosmetics, Yoga props, Equipments and Organic clothing to showcase their products and services. This would be an excellent opportunity for clients and manufacturers to determine market potential on the basis of research and studies to develop proper understanding & commercial structures by identifying new ideas and initiatives for joint ventures and project partnerships.

The Expo will be presenting full spectrum of holistic health, traditional therapies, drugless healing, diet therapy and lifestyle management of ancient traditions. The Expo will also include many health workshops, seminars,
health consultancy and many activities on latest knowledge of paramedical science and research. It would be a great opportunity to interact with world's renowned speakers, national leaders, health professionals & celebrities by sharing their ideas and knowledge on numerous "Health & Wellness" agendas. The Expo will be a great experience to discover health, peace and harmony under one roof.

Objectives

- To showcase the strength and scientific validation of AYUSH in the Global Context
- To promote and strengthen awareness and interest about AYUSH
- To facilitate international promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homeopathy
- To foster interaction of stakeholders and market development of AYUSH at international level
- To give boost to AYUSH products in International Market
- To exhibit the research and latest developments in AYUSH sector
- To harness the potential of this fast growing and globally emerging sector

Highlights

- The Expo will be bringing all natural and herbal therapies together under one roof.
- Exclusive Health Sessions, Yoga & Meditation, Seminars, workshops, Presentations
- Participation of around 200-300 Brands
- Free health check up camps & consultations by AYUSH specialists & free distribution of medicine for 4 consecutive days.
- Brand building tools & techniques for AYUSH products & services
- Display & sale of Medicinal Plants and herbs used in the AYUSH drugs
- Familiarization within general public with different types of AYUSH products indicating their usage for the treatment of common diseases.
- Enormous footfall & participation of National & International exhibitors
- Display of herbal food products by eminent manufacturers
- Live yoga demonstration for treatment of common diseases
- Business & Public lecture sessions
- Medicinal Plants Exhibition and awareness on cultivation of medicinal plants
- Networking, Learning and Interacting with number of Yogis/ Dealers/ Therapist/ Practitioners.
- Meet with Experts, Professionals, Manufacturers and Traders.
• Live Painting Competition on "Health& Wellness"
• Build Brand/ Product Awareness/ Franchise & Trading Distribution & Dealer Network.
• Expected Attendance Of Celebrities, Political Leaders, Sport Persons, and Diplomats& Entrepreneurs.
• World Class Venues & Quality Target-Audience
• B2B-B2C Visitors
• All Streams of Alternative Wellness
• Competitions& Awards
• Cutting-edge Technology & Equipment
• Government Boards, Councils, institutions, etc

Features

• Comprehensive Exhibition on AYUSH & wellness i.e Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, Homoeopathy & Wellness
• International Conference on AYUSH, Wellness & allied medical Sciences
• Buyer-seller meeting and Planned B2B sessions with hosted buyers from over 30 countries
• Visitors and Hosted Buyer Delegations from over 30 countries
• International Investment Meet
• Industry-Farmers Interactive Meet
• Live Demonstrations
• AYUSH Health care Lectures

Why Exhibit

How this mega showcase will help your business?

• It will combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face marketing, networking benefits of the internet to create a unique environment to achieve business objectives.
• Raise your company profile, change market perceptions, survey & react to the competition, strategize to maximize market potential, venture into new territories, etc. making it a synergistic marketing tool.
• Attracts buyer customer to you, being pro-active rather than passive recipients of your messages. They make a conscious decision to visit and set aside valuable time to do so.
• Access a 3D medium, where customers are not convinced by mere words, but can actually see, taste, touch and try out products for themselves live demos- and then decide.
• Bring unparalleled exposure to your market segment within days, with a two way communication; where clients can clarify, question or seek information and get a response.
• Present a neutral sales environment, where the client is under no great pressure to buy, while the seller is at his best and well-equipped to deal with all queries.
• Create a highly flexible and non-intimidating environment, in which a variety of sales and marketing objectives are met far beyond expectations.
• Draw at the given point of time or near future, potential / focused high profile target audience who either buy or make in-principle choices.
• Enable coming together of buyers & sellers, to build confidence, which has decreased with increasing internet usage.
• Generate sales/ leads, launch new products, create brand images, maintain customer relations & get a trade contact.
• Exploit one of the most effective media for starting, reinforcing and building businesses within India and abroad.
• Assist faster penetration of the market to reach maximum of your clients in the shortest possible time - 4 days.

Exhibitor Profile

- AYUSH Universities/Colleges/Institutes
- AYUSH Certification and Inspection Dept
- Medicines Manufacturer / Products (Ayurveda / Herbal / Homoeopathy / Organic / Siddha / Unani, etc.)
- R&D institutions
- Bio-informatics & IT in AYUSH
- Clinics equipment & products
- Hospitals, Clinics & Health care centres
- Ambulance, Patient Care & Safety Services
- Agricultural Products
- Agro and food processing
- Agro biotechnology
- Alternative medicine
- Bio-energy producers / services
- Bio-medical devices
- Clinical trials organizations
- Cultural Centres
- Diagnostics & Instrumentation
- Drugs Testing Laboratories
- Educational Institutions
- Foreign Companies
- Forest Products
- Fruit and vegetables processing
- Government Departments
- Handicrafts
- Health Food & Beverages
- Health IT companies
- Health Media & Publication
- Health tourism, insurance and travel agencies
- Herbal producers / products
- Herbicides manufacturers
- IP consultancies & law firms
- Lab equipment manufacturers
• Manufacturer/Products (colour cosmetics, fragrances, hair & skin care)
• Medical Learning & Training
• Medicinal Plants/Herbs-Nurseries & Stake Holders
• Natural Remedies
• Nutraceuticals
• Naturopathy Hospitals & Diet Clinics
• Organic farming & fertilizers
• Organic food producers / products (cereals / grains / fruit / nuts / oilseeds spices / sugar/vegetable, etc.)
• Organic textiles and garments manufacturers
• Organisations of Ayurveda / Siddha / Unani / Homoeopathy / Yoga & Naturopathy
• Paramedics
• Pharmaceutical & Phytopharma ceutical Companies
• Physiotherapy Centres Product Manufacturers
• Pro-biotic producers / products
• Producers/products (Herbal/organic/Pro-biotic, etc.)

Why Visit?

• AYUSH Industry Event
• Latest Updates
• Get Medical Advise
• Buy at Special Prices
• Venture into New Markets
• Sign Joint-Ventures Tie-ups
• Benefit from Product Launches
• Expand Your Business Portfolio
• Check-out the International Edge
• Network with Industry Specialists

• Attend Demos & Collect Samples
• Connect with the Market-Leaders
• Meet One-on-One with Professionals
• Survey & Evaluate Market Conditions
• Set-up a Trade & Distribution Network
• Witness New Technologies & Equipment
• Source or Offer Raw Materials & Supplies
• Be There for Workshops & Presentations
• Sign-up Joint-Ventures with Indigenous Business

Visitor Profile

• Academic & Research Institutes Staff
• Students
• Agents
• Agro Producers
• Analysts
• AYUSH Professionals

• Business associates
• Chemists & bio-chemists
• Colleges & Universities
• Commercials
• Consultants
• Corporate & Entrepreneurs
· Cultivators
· Customers and Consumers
· Dealers & Distributors
· Dietician & Beautician
· Doctors and Medical Experts of AYUSH
· Domestic & International Buyers
· Drug Manufacturers
· Embassies & Diplomats
· Employees
· End Users
· Exporters & Importers
· Farmers & Agriculturists
· Fitness Freaks
· Foreign Delegates
· Franchise Partners
· Government & Industry Officials
· Health Media & Journalists
· Government organisations/bodies/ NGOs and officials
· Health Trainers
· Healthcare Institutions
· Hospitality Industry
· Hospitals
· Institutions

· Insurance Companies
· Laboratories
· Manufacturers & Traders
· Media
· Medical & Healthcare Professionals
· Medical Practitioners
· Healers
· Microbiologists & pathologists
· Ministry & Bureaucrats
· Multinationals
· Online Retailers
· Organic Outlets
· Patients
· Pharma Companies
· Policy Makers
· Producers
· Professionals & Mentors
· Publishers
· Purchase managers
· Regulators & policy makers
· Researchers & scientists
· Retailers / distributors
· Retailers of AYUSH products
· Society & Communities
· Specialists
· Sports Person
· state & central governments
· Traders
· wellness & Medical Tour Operators
· Wellness Seekers
· Wholesalers
· Yoga Trainers & Professionals

Why Participate?

· To showcase the strengths and potentials of traditional systems of medicine
· To exhibit the research & development efforts in the AYUSH sector
· To have interaction with practitioners, consumers & other stakeholders
· To project future trends and requirements in the AYUSH healthcare sector
· To create awareness among individuals and professionals about Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathy
· To harness the potential of this fast growing and globally emerging sector
· To have interaction with Wellness Industry
General Information

**VENUE**: CIDCO Exhibition Centre, Vashi, Navi Mumbai, India

**DATE**: 22nd to 25th August 2019

**STALL CATEGORIES AVAILABLE**
- A TYPE
- B TYPE
- C TYPE

**LAST DATE FOR BOOKING OF STALLS**: 20th August 2019

**SPOT BOOKINGS**: No spot bookings are entertained

**BULK BOOKINGS**: Bulk booking of stalls will be entitled for discounts

**FACILITIES**:
- Facility for stalls shall include structural construction, 3 sides PVC laminated panels, synthetic carpets, fascia in English (maximum 20 characters), 1 spotlight, 1 modular system table, 2 system foldable chairs, 5 amp. Plug point and other basic facilities
- Basic facilities available for all exhibitors: General Decoration, Security & Fire Fighting Services in Exhibition Hall
- General Publicity for Visitor Promotion, General illumination inside, in the aisles and in the Exhibition Hall.
- Additional facilities available on Payment Basis: Electricity for additional lighting and for demonstration of the equipment, additional furniture, spot lights, plug points and other electrical fittings, fixtures, wiring etc. Services of official stand, presentation agency for design, decoration work, display aids /stands, attendant/interpreter/ guides. Business /media centre facilities such as fax, e-mail, photography, computer services etc. Services of official freight forwarding, handling and clearing agency
# Programme Schedule

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<td>Dental</td>
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<td>Bhavnishra - Dravygun (Ayu)</td>
<td>Physiotherapy-1st Day</td>
<td>Physiotherapy-2&lt;sup&gt;nd&lt;/sup&gt; Day</td>
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<td>Sushrut Ratna-Shalya-2nd Day</td>
<td>PCIMH-Pharmacopoeia</td>
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<td>Ayurvedic Instant Pain Management</td>
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<td>Ayurvedanveshanam-Research Methodology-2nd Day (Ayu)</td>
<td>Naturopathy-I</td>
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<td>Skill Development-Health &amp; Wellness</td>
<td>Integrative workshop on Spine</td>
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<td>Homoeopathic IPD Management</td>
<td>Research in Homoeopathy</td>
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<td>NABH &amp; NAAC for Homoeopathic Institutions</td>
<td>Homoeopathic OPD Management</td>
<td>Sowa-Rigpa</td>
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<td>Research Paper Presentation by Eminent Academicians</td>
<td>Homoeopathy-Mixed Bag session</td>
<td>Indoor Treatment in Ayurveda</td>
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<td>Yoga-I</td>
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Chief Patrons
Hon. Shri. Devendra Fadnavis
Hon. Shri. Shripad Naik

Patrons
Hon. Shri. Rajesh Kotecha
Hon. Shri. Girish Mahajan
Hon. Dr. Shrikant Shinde
Hon. Shri. Sudhirbhu Mungantiwar
Hon. Smt. Pankajatai Mundhe
Hon. Shri. Sambhajirao Nilangekar Patil
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PROFILE

Dr. G. D. Pol Foundation' is a registered trust under Bombay Public Trusts act, 1950 and is registered at Mumbai in 1989. This Trust was established for the specific object of imparting education and conducting various educational institutions accordingly. Its main objectives of providing education in the field of medical, Para-medical, technical and management etc. including free medical treatment to needy in general and poor mankind in particular. In addition to it, it has objects of providing medical services to the general masses at the very reasonable and charitable cost. Since its incorporation in 1989, it has made an overall progress and fast development in the field of medical education by fulfilling its objects. At present the trust is conducting and managing successfully three medical colleges and their attached hospitals, Management College, Physiotherapy College and Nursing College at its own campus at Kharghar Navi Mumbai.

A well equipped and well furnished full fledge General Hospital of 120 beds is maintained by the Dental College. Well experienced and well qualified medical practitioners and specialists attending this Hospital and rendering their valuable services to the thousands of needy patients. This hospital is having its own operation theatre in it and all sort of major and minor surgery are carried out in it. We also have Post-OP & ICU facilities. This hospital provides medical treatment and facilities at very reasonable charitable rates and within the reach of the common man.
A (Hall 1 - 4495 sqm.)

B 1st & 2nd Floor
AYUSH Pavilion
(Public Hall - 2035 sqm.)
(Central Hall - 1820 sqm.)

C (Hall 2 - 4485 sqm.)
Some of the images of the Venue: CIDCO Exhibition Centre, Vashi, Navi Mumbai.