



**National 'Arogya Fair' 2017**  
**Held on 8<sup>th</sup>-11<sup>th</sup> September 2017, AU Grounds, Visakhapatnam**



**Shri Shripad Yesso Naik**, Hon'ble Minister of State (IC), Ministry of Ayush, Government of India addressing the visitors, exhibitors & Govt. officials at Arogya Fair.

Caption-L-R: **Smt. Sujata Sharma**, Commissioner, Department of Health & Family Welfare & Directorate of AYUSH, Govt. Of Andhra Pradesh, **Dr. Smt. Poonam Malkondiah**, Principal Secretary, Health and Family Welfare, Govt. Of Andhra Pradesh, **Smt. Rambilli Lalam Bhavani**, Chairperson of Visakhapatnam Zilla Praja Parishad, **Sri. Kambhampati Hari Babu**, Member of Parliament, Visakhapatnam, **Mr. Anil Khaitan**, Senior Vice President, PHD Chamber, **Prof. Rais Ur Rahman**, Advisor, Ministry of AYUSH, Govt. of India, **Shri Ramanand Meena**, Deputy Secretary, Ministry of AYUSH, Govt. of India, **Sri Vishnu Kumar Raju**, Member of Legislative Assembly, Visakhapatnam and **Mr. Vivek Seigell**, Principal Director, PHD Chamber.

**Mr. Anil Khaitan**, Senior Vice President, PHD Chamber addressing the delegates at the Inaugural Session of National 'Arogya Fair' 2017 at Visakhapatnam.

**Shri Shripad Yesso Naik**, Hon'ble Minister of State (IC), Ministry of Ayush, Government of India, Inaugurating the National 'Arogya Fair'.

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The term Ayurveda means 'Knowledge (veda) of Longevity (AYUSH), but it is often translated as "Science of Longevity "or the" Science of life" denoting an entire empirical system of healing. As per Charak Samhita the main aim of Ayurveda has been described as "Ayurveda not merely being a system of medicine, but a way of life". Its objective is to accomplish physical, mental, social and spiritual well being by adopting preventive and primitive approaches as well as treating disease with a holistic approach.

Ayurveda is also known as "Ashthanga Veda (science with eight branches) because Ayurveda is classified into eight different branches of treatment: -

1. Kaya Chikista (general medicine)
2. Kaumara Bhrytya (paediatrics)
3. Graha Chikitsa (psychology)
4. Shalaky Chikitsa (treatment for diseases of eye, nose, throat, and head)
5. Shalya Tantra (technique of surgery)
6. Agada Tantra (toxicology)
7. Rasayana Chikitsa (Rejuvenation treatment)
8. Vajeeekarana Chikitsa (Aphrodisiac Treatment)

The main concept of Ayurveda is that everything is composed of panchabhootas (akash space, bhoomi earth, jal water, vayu air, agni fire). These five bhootas combine to form three doshas or tridoshas (vata akash and vayu, pitta agni and jal and kapha jal and bhoomi)

Ayurvedic treatment consists of four basic forms. Medication, Panchakarma, dietary regulation and lifestyle regulation. Medication is the application of medicines; dietary regime includes the control of food habits for proper health and Panchakarma in five different karmas or systems of Ayurvedic therapy and lifestyle control. They all work as both cure and preventive methods.

Panchakarma is the most important of all treatment methods. It is a process of careful expelling of toxins or excuses doshas from the body system. Panchakarma mainly focuses to regain the natural healing power of body.

Yoga has been acknowledged world-wide now thanks to Sh Narendra Modi, Hon'ble Prime Minister of India for its efficacy as an Indian system of Wellness. Unani, Siddha have been on the rise in the recent past especially in key pockets of the country in the southern part.

Homeopathy has been also on the rise with the recognition by WHO as the second largest system for healing. It has been a system known for its efficacy without any side effects.

**Against this backdrop and furthering the spreading of Indian system of medicine, PHD Chamber of Commerce and Industry in association with Ministry of AYUSH, Government of India and Department of AYUSH, Govt. of Andhra Pradesh** organized a four day National Arogya Fair which was held from 8<sup>th</sup> to 11<sup>th</sup> September 2017 at Andhra University Grounds, Visakhapatnam, Andhra Pradesh.

The Chief Guest for Arogya Mela was **Shri Shripad Yesso Naik**, Hon'ble Minister of State (IC), Ministry of Ayush, Government of India.

Other eminent dignitaries present were **Sri. Kambhampati Hari Babu**, Member of Parliament, Visakhapatnam, **Sri Vishnu Kumar Raju**, Member of Legislative Assembly, Visakhapatnam, **Smt. Rambilli Lalam Bhavani**, Chairperson of Visakhapatnam Zilla Praja Parishad, **Dr. Smt. Poonam Malkondiah**, Principal Secretary, Health and Family Welfare, Govt. Of Andhra Pradesh and **Smt. Sujata Sharma**, Commissioner, Department of Health & Family Welfare & Directorate of AYUSH, Govt. Of Andhra Pradesh to inaugurate the Exhibition and declared the Arogya Fair open for 4 days to spread the message of complete wellness, boosting the AYUSH industry and increase use of Indian medicine.

In his welcome address **Mr. Anil Khaitan**, Senior Vice President, PHD Chamber stressed on the importance of awareness campaigns for Indian Medicinal System so that its reliability can be increased amongst the Indian masses. He said that there is a need of laboratories of excellence and R& D centers for AYUSH industry. He also added that the cross referrals of cases and integrated medicine is the need of the hour for a complete health care delivery. He further said that there should be an exchange programme for the international experts and spreading of Indian medicine overseas which further establish the Indian supremacy in the health care sector. He stressed on the need of the development and quality production of the drugs in this sector. Mr. Khaitan said that Ayurveda comes from a different dimension and understanding of life, a fundamental part of ayurvedic system is about understanding the system of our body. Siddha is different from ayurveda and is one of the oldest system of medicine. It mainly strengthens the inner source of the body, activating the body to its own creative work.

**Sri. Kambhampati Hari Babu**, emphasized on AYUSH as a way of life. He said that AYUSH is a composite and a combined way of life and one must inculcate it in his daily life. Adding further he said that due to shortage of doctors, AYUSH industry must be encouraged and must be fully integrated with the Health System. Sri Haribabu also recommended to the public that they should try AYUSH as allopathy has become so expensive nowadays. He expressed happiness over the National Arogya Fair being held in Visakhapatnam.

**Dr. Smt. Poonam Malkondiah**, stressed that the word 'Arogya' means to be free from 'Rog' or diseases. She mentioned that Ayurveda is never the first choice of medicine whenever a person having a disease visits a doctor. She also highlighted

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that today Non Communicable Diseases have become a major cause of concern instead of Communicable diseases and AYUSH has a major part to play in their prevention and cure. Dr. Malkondiah talked about strengthening the system for AYUSH in the state as well as in the country. She also highlighted the Indian system of Medicines like Ayurveda, Yoga & Naturopathy, Unani and Siddha.

**Shri Shripad Yesso Naik**, Hon'ble Minister of State (IC), Ministry of Ayush, Government of India during his inaugural address said that Ayurveda is a 5000 year old Medication technique. Adding further he said that Ayurveda is a time tested technique and is completely compatible with the human body which allopathy is not. He mentioned that there is a need to create a higher demand for AYUSH products and services and in particular, Yoga. Shri Naik mentioned that the Government had taken up significant initiatives for promotion of AYUSH industry. He announced an AIIMS like institute is being opened for AYUSH in New Delhi very soon. He also invited the Industry to create world class AYUSH hospitals in the country while announcing opening of AYUSH hospitals in Andhra Pradesh and Tamil Nadu by the government.

The event was extensively covered by 3 English newspapers like The Hindu, Deccan Chronicle, Times of India with 8 articles and 14 Telugu newspapers like EENADU, Sakshi, Andhrajyothy, Prajasakti, with 38 articles. 9 Local TV Channels covered the event extensively throughout the 4 days. Radio City FM and Radio Mirchi also publicized the event by giving 4 insertions per day.

Apart from this there were 8 Live programs from 2<sup>th</sup>-11<sup>th</sup> September of 15-20 Minutes each on TV-5, NTV and V6 and 20 Spots per day per channel for 8 consecutive days. FM Radio City and Radio Mirchi also carried 30 spots per day from 2 to 11 September, This was all paid for by the promotional partner engaged by the Chamber.

#### **Highlights:**

- The total footfall in the 4 days of Arogya Mela was approximately 64,000.
- More than 18856 patients registered and received free check-ups in different OPDs of Ayurvedic, Homeopathic, Unani, Yoga and Naturopathy by the Doctors of the State Govt and private exhibitors including large companies such as Dabur, Multani Pharmaceuticals, Herbalife and various MSME companies like Jivaka Pharma, Accupressure Healthcare International, Pragati Bio Pharma etc.
- Around 2000 practitioners and paramedic staff also participated in the Arogya Fair
- Almost all the regional TV Channels covered the fair like TV5, TV9, V6, NTV, ABN and local channels like Sridevi, Waji, Media Vision etc.
- There were various interactive sessions conducted on different diseases like life style diseases which were going on parallelly during the 4 day fair and cultural evenings were organized.
- Health talks and conferences were held on topics like High Blood Pressure, Diabetes, Obesity, Mental Disorders, Standardisation of drugs, Ano-Rectal Disorders (Piles, Fistula, Fissure etc.), Urinary Stone Management with Ayurveda, Wound Management, Agni Karma Treatment, Panchkarma, Introduction to Swastha Rakshan, Dincharya, Ritucharya & Vata Vyadhi, Garbhini Paricharya, Recurrent Respiratory Tract Infections, Common Gastric Disturbances/ Diet Habits in Children, Allergic Disorders of Eye, Ear, Nose & Throat, IT sector induced Computer Vision Syndrome, Common Refractive Errors in Children with their Prevention & Management and Self Medication.
- Cultural Evenings were held on the first three days from 5:30pm to 7:30pm showcasing folk music and dance performances of Kuchipudi, which were greatly appreciated by the visitors, delegates & Exhibitors.

#### **Exhibitors from all over the India as follows:-**

- Dabur
- Multani Pharmaceuticals
- Dr. Willmar Schwabe
- Rex
- SKM Siddha Company Private Limited
- Accupressure Healthcare International
- Girme's Wheatgrass
- JRK's Research and Pharmaceuticals Pvt Ltd
- Fizikem Laboratories Pvt Ltd
- Manphar Ayuvedic Drugs
- Chemiloids Life Science Pvt Ltd
- Travancore Ayurveda
- Vaidyaratnam Oushadhasala Pvt. Ltd
- Sudhama Ashramam
- BPPI
- Upendra Homoeo Pharmaceuticals
- Jivaka Ayuvedic and Allied Products Industrial Co-Operative Society
- Sri Venkateswara Ayuvedic Pharmacy
- Herbalife
- SSB Homeo Vitality India Co

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- Shakti Industries
  - Daasam Ayurvedic Pharmacy
  - Leo Juventa
  - Zoya Labs
  - Unjha Pharma etc.

**The State Govt. stalls:**

- Ayurveda OPD
- Homeopathy OPD
- Unani OPD

**Various Councils and Departments of Ministry of AYUSH participated at National 'Arogya Fair' 2017 as follows**

- Central Council for Research in Homeopathy
- Central Council for Research in Yoga and Naturopathy
- Central Council for Research in Ayurveda
- Central Council for Research in Siddha
- Council for Research in Unani Medicine
- PLIM
- NIUM Bangalore
- HPL
- IMPCL
- NMPB
- NIA Jaipur
- NIN Pune
- NIH Kolkatta
- RAV Delhi
- NIS Chennai
- Morarji Desai National Institute of Yoga
- Ministry of AYUSH

**Visitors Footfall during National 'Arogya Fair':**

During the 4 day long Arogya fair lunch was organized for the various doctors and govt. officials from local and state including paramedic staff and they were also entertained with tea and snacks throughout the fair.

There were various interactive session conducted on different diseases like life style diseases which were going on parallely during the 4 day fair and cultural evenings were organized by the students of the Government College and universities.

Health talks and conferences were held on topics like High Blood Pressure, Diabetes, Obesity, Mental Disorders, Standardisation of drugs, Panchkarma, Introduction to Swastha Rakshan, Dincharya, and Vata Vyadhi, Garbhini Paricharya, Recurrent Respiratory Tract Infections, Common Gastric Disturbances/ Diet Habits in Children, Allergic Disorders of Eye, Ear, Nose & Throat, IT sector induced Computer Vision Syndrome, Common Refractive Errors in Children with their Prevention & Management and Self Medication.

There were interactive lectures were conducted entire 4 days during Arogya Fair.

**More than 18856 patients registered and received free check-ups in different OPDs of Ayurvedic, Homeopathic, Unani, Yoga and Naturopathy** by the Doctors of the State Govt and private exhibitors including large companies such as Dabur, Multani Pharmaceuticals, Herbalife and various MSME companies like Jivaka Pharma, Acupressure Healthcare International, Pragati Bio Pharma etc. Around 2000 practitioners and paramedic staff also participated in the National Arogya Fair held at Visakhapatnam, Andhra Pradesh.

**Valedictory Session- National 'Arogya Fair' 2017**

Caption-L-R: **Mr. Vivek Seigell**, Principal Director, PHD Chamber, Presenting Momento to **Shri Ganta Srinivasarao**, Hon'ble Minister for Human Resources Development, Govt. of Andhra Pradesh.

The Valedictory Session of the Fair was conducted on 11<sup>th</sup> September 2017 where the Chief Guest was **Shri Ganta Srinivasarao**, Hon'ble Minister for Human Resources Development, Govt. of Andhra Pradesh, He gave away the certificates to the Exhibitors, Doctors who contributed in this fair, students who participated in the cultural evening and to the volunteers from the Govt. Ayurvedic College, Andhra Pradesh etc.

**Shri Ganta Srinivasarao**, Hon'ble Minister for Human Resources Development, Govt. of Andhra Pradesh gave certificates to the Exhibitors, Doctors who contributed in Arogya Fair and also to students, who participated in the cultural evening and volunteers from Govt. Ayurvedic Colleges, who performed and supported at the National Arogya Fair 2017 at Visakhapatnam. The total footfall in the 4 days of 'Arogya Mela' was approximately 64,000.