



**India
Exposition
Mart Ltd.**

Corporate Office:

Plot No. 23-25 & 27-29,
Knowledge Park-II,
Greater Noida,
Gautam Budh Nagar-201306 (U.P.)

Registered Office:

Plot No. 1, 210, Atlantic Plaza,
2nd Floor, Local Shopping Centre,
Mayur Vihar, Phase- 1,
Delhi- 110091

ISO- 9001:2015, 14001:2015, 45001:2018

28th September'2021

PRESS RELEASE

AYURYOG EXPO, AROGYA FAIR & HIMALAYAN HERBAL EXPO – 2021

'AZAADI KA AMRIT MAHOTSAV, AYURVED avem YOG KE SANG'

25 – 27 September, 2021

At

INDIA EXPO CENTRE & MART, GREATER NOIDA

**Unprecedented response to the Arogya Fair 2021 at India Expo Centre & Mart-
Greater Noida**

Greater Noida 28th September'2021 - The **AYURYOG Expo -AROGYA** Fair 2021& Himalayan Herbal Expo 2021 held at India Exposition Mart, Greater Noida concluded on 27th September, 21 Evening after receiving an unprecedented response from the business Delegates, Doctors, Visitors, Students and AYUSH Industry leaders. The Fair was held with support of Ministry of AYUSH and Vishwa Ayurved Parishad, and UP Government.

There was a good feel factor and an aura of enthusiasm at the fair among the delegates and visitors, as the Fair being the first physical event after the pandemic Corona times. Visitors were seen jostling to see and discuss about the Ayurveda and herbal products on display by the Exhibitors and the related health benefits for them.

Events of the 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 and others. There were 9 presentations out of which one was from Seattle USA by Dr Shailender Sodhi. 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



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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 VC, 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 Dabur India and Dr. Nitin Aggarwal, MD Bliss Ayurveda and National Secretary, Vishwa Ayurved Parishad and other eminent speakers.

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 Special Guests of the session - Shri Shiv Prakash, BJP National Organizing Secretary and Dr. Dharam Singh Saini, AYUSH minister UP & SH. SHANTAMANU IAS- DC Handicrafts also addressed the function. Several other Government Officials & Industry leaders spoke on the subject. The prominent speakers were Vaidya Shri Rajesh Kotecha- Secretary, AYUSH, Government of



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India, Vaidya Meeta Kotecha, Vaidya Tanuja Nesari, Director, All India Institute of Ayurveda

National Executive Committee of Vishaw Ayurved Parishad had also attended the event wholeheartedly. The event was backed and supported by the all the Major brands like Dabur, Zandu, Baidyanath, Ayush Herbs and many others.

The great end of the Expo to meet again next in the next edition of AYURYOG Expo & Arogya Fair and Himalayan Herbals Expo - 2022

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