GUIDELINES FOR ORGANISATION OF NATIONAL LEVEL AROGYA FAIRS

Background:

1. 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.

2. Aims and Objectives:

(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;

3. The National Level Arogya fair is organized on health care on AYUSH Systems in the capitals and other important cities of all the States/UTs in collaboration with trade organizations like India Trade Promotion organization (ITPO), Federation of Indian Chambers of Commerce & Industry (FICCI), Associated chambers of commerce & Industry of India ASSOCHAM, CHEMXIL, PHARMXIL, CII, ICC and other reputed NGOs with the involvement of the State Govt. as approved by Ministry of AYUSH, Govt. of India. The funds would be released to the executing agency who would bear all expenditure relating to the fair except TA/DA to the Govt. employees which would be borne by the respective Departments.

4. The concerned State Govt. /UT will accord its consent for organizing of the National Level Arogya in their State/UT through one of the organizations and provide all logistic support to the organizer.
5. **Key Elements/ Components of a National AROGYA Fair:-**

The following elements and components form an integral part of the AROGYA fairs:

(i) **Free Health check up by AYUSH practitioners:** -The organizer will set up Free health check up clinics and only registered medical practitioners of Ayurveda, Unani, Siddha & Homoeopathy will provide free consultation and health check up to patients visiting the fair. The local practitioners in traditional systems of the medicine in their particular area will also be associated. Free medicines (for general diseases) will be provided to needy patients by the concerned State Governments/GOI agencies.

(ii) **Display and Sale of AYUSH medicinal plants:** - 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), the organizer/ NMPB/SMPBs display and sale of Medicinal Plants and herbs used in the AYUSH drugs. It will enable familiarization of the general public with different types of medicinal plants indicating their usage for treatment of common diseases. Wherever required, help of State Medicinal Plant Board and National Medicinal Plants may be explored. The SMPB will organize sale of medicinal plants for the benefit of the general public by associating local nurseries.

(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:** - The GOI agencies/State Government will organize workshops on GMP as well as on Quality Control & related issues of Standardization and Development of AYUSH Products. Practitioners of AYUSH Systems, beneficiaries, AYUSH colleges, farmers of medicinal plants, etc. may also be invited.

(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 will be organized during the fair. Yoga experts will perform live demonstration of yogic asanas and will also provide guidance for treatment of various diseases through Yoga. Naturopathy experts will give advise to general public on prevention and treatment of common diseases through Naturopathy.

(vi) **Publicity & Promotion of the AYUSH Systems:** - The organizer will organize screening of audio-visual material and involvement of folk theatre groups in the states for promotion of AYUSH messages. The organizer will also ensure sufficient publicity of the event through all local media. The Ministry of AYUSH will release advertisements in Newspapers through DAVP.
6. The organizer will invite the Participants with the following Profile:-

a) Drug Manufacturing Industry having valid Good Manufacturing Certificate only in their own name.
b) Drug equipment manufacturing industry
c) Eminent publishers & book sellers of AYUSH
d) Manufacturers of Natural Products
e) AYUSH Medical Colleges in the State as well as nearby States.
f) Medical Tourism industry
g) Reputed Hospitals and NGOs
h) Research Institutes
i) State Directorate units of ISM&H,
j) Practitioners of AYUSH systems
k) Medicinal plant nurseries and related stakeholders
l) Drug testing Laboratories in the State, Units of Council for Scientific and Industrial Research.
m) Local AYUSH Schools & Colleges.

7. Duration of the fair

The Duration of the fair should not be less than four days and may preferably be held by utilizing Saturday, Sunday and other holidays during the event so that maximum public can visit the fair.

8. Venue & Infrastructure:-

The venue area of the Arogya fair should be around 10,000 sq.mtr with sufficient parking spaces located in a easily accessible area with maximum footfall and close proximity to the city. A prefabricated location is preferred over a makeshift one. The venue must be safe and fire retardant/waterproof as far as possible to avoid any mishap. The organizer will provide not less than 1000 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which will be bifurcated into smaller divisions (stalls) allocated to the participating Research Councils and National Institutes under the Ministry. The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc. will be conducive to movement of public, lighting and ventilation. The following infrastructure/facilities to be provided by the organizer Collaborative partners for organization of an Arogya fair:

1) Air-conditioned AYUSH pavilion with preparation and installation of approx. 20-25 translides for Ministry’s stall. The stalls of Councils/Institutes & NMPB are also to be fully fabricated with installation of their translides, Gates etc.

2) Provision of Carpets and spot lights in the whole display area. Necessary care may be taken against possible rain during the fair.

3) Provision of about 10 LCD TVs for the Councils and NMPB including Department’s area for the Arogya period.
4) Providing of live plants

5) All furniture for the stalls and yoga stage with all facilities for yoga demo in the CCRY&N and MDNIY stall.

6) Provision of running tea/coffee machine for serving tea/coffee to the staff on duty twice a day and daily working lunch to all the AYUSH staff including doctors and experts on duty.

7) Provision of facia to each participating unit.


9) Printing of 5000 brochures for clinics and lectures. The material for the brochures will be provided by the Ministry and Research Councils.

10) Hosting an Industry Meeting on AROGYA prior to the event among all the Industry Stakeholders followed by Lunch or high tea in the city of the fair.

11) Inauguration function hall with around 500 sq.mt. area having seating capacity of 700-800 persons with proper Stage/Dias. The stage to be used for Yoga, other physical demonstrations/cultural events after the inaugural function. In addition, all infrastructure for Inaugural Function to be organized.

12) Preparation of Air-conditioned VIP lounge with furniture and facility for tea/coffee and cookies, dry fruit etc. for VIPs.

13) High tea/Lunch for about 150 persons on the inaugural day immediately after the inauguration for VIPs.

14) Built up 12 stalls of nine sq.meters each with furniture for clinics. Each clinic will be provided with an examination bed, three chair, one table, one 5/15 AMP socket, spot lights, water jug and glass etc.

15) 2 Registration Counters for patients and three counters for distribution of medicines. Common waiting area with chairs outside the clinics.

16) Outdoor publicity mediums like hoardings, banners etc. subject to permission by Municipal authorities. (40 hoardings and about 200 flex banners in the city). Printing and Insertion of about 50,000 leaflets in newspapers in the city.

17) Media publicity through local cable channels, FM channels etc.

18) Infrastructure for Public Lecture/ Conference Hall. (Backdrop, LCD, mike etc) with the seating capacity of 150 persons.

19) Infrastructure for Green House for Sale and display of Medicinal Plants.
20) Regular power supply at the venue with Extra Power Points.

21) To provide complimentary Souvenirs to all Exhibitors, Eminent Practitioners giving free consultation and medical check-up, Speakers in the Seminar/Workshops.

22) Books display counter and glass shelves as per requirement in each stall.

23) Reception counters Two each for all the participant units of the Ministry

24) Daily wage Labourers (Two for Ministry’s stall)

25) Furniture in the Stalls (Tables and chairs as per requirement in each stall.)

26) Flower decoration and Rangoli at main gate for inaugural function.

27) Photo/video coverage of all the events on all days including inauguration.

28) Provision for drinking water and mobile toilets for staff and public.

29) Manned Parking space for public vehicles.

30) Installation & decoration of Gates at the main entrance.

31) Any other requirement indicated by the Ministry.

32) Participation of a minimum of 50 AYUSH Industry members to be ensured in the Arogya Fair.

33) The concerned State Govt. to be provided adequate space for display by their organizations.

9. Monitoring and Conduct of the event:-

A Committee will be constituted by the Govt. of India comprising of officers from Ministry of AYUSH, for conducting the event in an effective manner. A report will be submitted by the Committee to the Ministry of AYUSH. Wherever required help of local units of National Institute/Research Councils of Ministry of AYUSH, Government of India may be taken.

10. It will be the responsibility of the executing agency to ensure coordination between various agencies for successfully organizing the fair. The executing agency will also submit the audited statement of expenditure on the fair for the funds provided by the Ministry of AYUSH.

11. Incentives to AYUSH Industry for participation in Arogya Fairs would be allowed as per the provisions of IEC Scheme which is available in the Ministry’s Website at www.ayush.gov.in