GUIDELINES FOR ORGANISATION OF STATE LEVEL AROGYA FAIRS

Background:

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.

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;

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

I. Key Elements/ Components of an AROGYA Fair at State Level:

The State Level Arogya would be organized by the State Government or through any other agency (on behalf of the State Government) approved by the Ministry of AYUSH, Govt. of India in consultation with the State Government. 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.

(i) **Free Health check up by AYUSH practitioners:** The organizer/State Government will 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 particular area will also be associated. Free medicines (for general diseases) will be provided to needy patients by the State Governments.
(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/ State Governments will organize 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 organizer/State Government will organize 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 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/State Government will organize screening of audio-visual material and involvement of folk theatre groups in the states for promotion of AYUSH messages. The organizer/State Government will also ensure sufficient publicity of the event through all mediums.

**II. Participants Profile:-**

The participant profile will include the following –

a) Drug Manufacturing Industry having valid Good Manufacturing Certificate only in their own name.

b) Drug equipment manufacturing industry

c) Eminent publishers & booksellers 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 Schools & Colleges.
III. Venue & Infrastructure:-

The venue of the Arogya fair should be located in a easily accessible area 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 as far as possible to avoid any mishap. The organizer/ State Government will provide 500 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 have been identified as the minimum requirements for organization of an Arogya fair to be provided by the organizer of the fair:

(a) Furniture, Lighting, Fire safety provisions.

(b) Large halls (with P.A. system and other basic requirements) for demonstration of yoga atleast for 500 people.

(c) Halls/ Auditoriums with seating capacity (50-60 people) for organizing seminars & workshops.

(d) Clean and hygienic free health check up clinics in Ayurveda, Yoga & Naturopathy Unani Siddha and Homeopathy. Each clinic must be atleast 9 sq. meters each with all facilities for examination of patients. Separate clinic for female patients will be required to be set up by the State Government/organizer.

(e) Facilities and staff for keeping record of patients (male and female separately)

(f) Green house (approx. 100 sq.meter stall covered with green net) for display and sale of medicinal plants,

(g) Other basic amenities to be provided (as per needs in the stall) to the Ministry or its participating Research Councils/ National Institutes.

IV. Duration of the fair

The Duration of the fair should not be less than three to 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.

V. Monitoring and Conduct of the event:-

A Committee will be constituted by the State Governments comprising of officers from State Department of AYUSH, State Drug Controller for conducting the event in an effective manner. The event will be monitored at a sufficient higher level by the State Government and a report will be submitted to the Ministry of AYUSH. Wherever required help of local units of Research Councils of Ministry of AYUSH, Government of India may be taken.
It will be the responsibility of the State Government/organizer to ensure coordination between various agencies i.e. service provider, fabricator, agency executing display material, Ministry of AYUSH participants, Ministers and other invited dignitaries of the State Governments. Policy makers & regulatory bodies, etc. may be associated to ensure participation of various stakeholders of AYUSH systems of medicine.

VI 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

-----x----
The guidelines for organizing of the National level and State Level Arogya were approved long back and now require updation in view of the Department being upgraded as Ministry of AYUSH.

Draft guidelines for National and State Level Arogya Fairs are placed below for consideration and approval please.

(J.S. Rawat)
Consultant (IEC)
16/8/2015