



# NATIONAL AROGYA EXPO 2024

12 - 15th  
December  
2024  
Dehradun  
Uttarakhand



A comprehensive fair on **Ayurveda, Yoga  
Unani, Siddha and Homoeopathy**





DIGITAL HEALTH AN AYURVEDA PERSPECTIVE

# 10th WORLD AYURVEDA CONGRESS & AROGYA EXPO 2024

The **10th WAC & Arogya Expo** will be organised from 12 - 15th December, 2024 - Dehradun, Uttarakhand, India, by **World Ayurveda Foundation**. The event is supported by the Ministry of Ayush, Govt. of India.

## Highlights of 10th WAC

- ▶ 6000 plus delegates
- ▶ 8 Plenary, 90 parallel sessions and poster sessions together covering nearly 900 papers
- ▶ 150 Invited and keynote speakers
- ▶ 40 Countries' participation
- ▶ 20 Internationally acclaimed speakers
- ▶ International Delegates Assembly
- ▶ National conclave on Ethno-medicine and Traditional Health Practices with over 200 healers to demonstrate the traditional wisdom
- ▶ Buyer/Seller/Meet accommodating 150 buyers

## NATIONAL AROGYA EXPO 2024

FRI Campus, Dehradun, where the **AROGYA Expo** is proposed, is well known heritage campus. The venue is being brought up with world-class exhibition facilities. Ample parking space near the venue increases the possibility of enhanced footfalls.

World-class expo arrangements and stalls are expected to attract more than 3 lakh visitors. Pavilions by the Ministry of Ayush, Govt. of India, National Medicinal Plants Board and various state governments make the event more significant

## HIGHLIGHTS OF AROGYA EXPO 2024

This AROGYA is expected to be a comprehensive health fair on the entire Ayush systems with the following major highlights:

- ▶ Largest fair in complementary and alternative healthcare in the world
- ▶ Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing
- ▶ Actively supported by the Ministry of Ayush, Government of India and various state governments
- ▶ AyushEXCIL Buyer – Seller Meet (BSM) to bring in 150+ foreign buyers and regulators
- ▶ Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.
- ▶ Home pavilion and pavilions by Ministry of Ayush, Govt. of India, National Medicinal Plants Board and various state governments
- ▶ Mass publicity by the Ministry of Ayush, Govt. of India, Govt. of Uttarakhand and World Ayurveda Foundation
- ▶ Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, national and national universities and educational institutions, laboratories, resorts and spas, trade houses and knowledge bank services
- ▶ Diverse visitor profile includes medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers and the general public
- ▶ The visitors benefit from an array of exhibits by Ayush pharma segment, practitioners and hospitals of all Ayush systems, Ayush-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators
- ▶ Involves all trade and business associations of national and national importance in this sector, and major government and private organisations
- ▶ Backed by the involvement and support of these major associates, this year's Expo is expected to bring in half a million visitors
- ▶ Free health check-ups, lectures and counselling by specialists of Ayurveda, Unani, Homoeopathy, Siddha, Yoga and Naturopathy, Prakriti Pariksha and Nadi Pariksha (pulse diagnosis)

## WHAT DOES THE EXPO AIM TO ACHIEVE?

- Provide a much-needed showcase for the Ayush sector in India
- Showcase the achievements of the Ayush councils
- Enable the Ayurvedic industry, allied products and services to interact directly with the consumers
- Facilitate interaction between the industry and potential buyers
- Register Ayurveda in the minds of consumers
- Motivate students

## WHO CAN PARTICIPATE?

- Ayush Industry Manufacturers
- Traders
- Hospitals
- Clinics
- Consultancy Firms
- Research Outsourcing Centres
- Production Outsourcing Companies
- Product Development Institutions
- National & National Universities
- National & National Educational Institutions
- Laboratories
- Resorts and Spas
- Trade Houses
- Knowledge Bank Services
- Ayurvedic Practitioners
- Ayurvedic Hospitals
- Cosmetics Manufacturers / Traders
- Private Educational Institutions
- Govt. Educational Institutions
- Foreign Educational Institutions
- Foreign Universities
- Nutraceuticals / Manufacturers / Traders
- NGOs
- Equipment Manufacturers / Traders
- R & D Institutions
- Book Publishers
- Medicinal Plant Nursery / Cultivator Herbarium
- Certifying Agencies
- Online Service Providers

With all its components, this edition of AROGYA is expected to attract larger participation from leading Ayush drug manufacturers, healthcare products' manufacturers, health food producers, herbal cosmetic products, medical practitioners, hospitals, clinics, research institutes, naturopathy centres, lab equipment & machinery manufacturers, state & central government departments, councils and the general public.



The AROGYA Expo will also have **FREE Ayush Clinics for the General Public** with focus on:

- ▶ Diabetes
- ▶ Women Health
- ▶ Children's Health
- ▶ Health of Aged
- ▶ Preventive Cardiology
- ▶ Neurology
- ▶ Oncology etc.



**For Booking of Stalls, Reach us at:**

Stall Booking : [arogya@ayurworld.org](mailto:arogya@ayurworld.org)  
General Enquiry : [info@ayurworld.org](mailto:info@ayurworld.org)  
Phone : +91 9632435925, 080 42140442, 23467439



**Expo Timing**

12th-15th December 2024  
10am - 7pm

## GENERAL INFORMATION AND RULES FOR 10TH WAC AROGYA EXPO, 2024

<b>PROPOSED VENUE</b>	: Forest Research Institute (FRI) Campus, Dehradun, Uttarakhand, India
<b>DATE &amp; DURATION</b>	: 12th -15th December 2024
<b>PARTICIPATION CHARGES</b>	: a. Standard stall space - 3x3 sqm = 9 sqm – @12000/- per sqm. b. Sponsor pavilions – Only for sponsors (please refer to Sponsorship Opportunities)
<b>LAST DATE FOR BOOKING OF STALLS</b>	: 31 September 2024
<b>SPOT BOOKINGS</b>	: No spot bookings are entertained
<b>BULK BOOKINGS</b>	: Bulk booking of stalls will be entitled for discounts

### FACILITIES:

Facilities 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 are 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.

### HANDLING & CLEARANCE OF GOODS:

All clearing and handling of the exhibits shall be the responsibility of the exhibitors. However, they can take the help of the official clearing and forwarding agency.

Exhibitors are required to comply with instructions issued by the organisers regarding the schedule for setting up and dismantling the stall. Failure to comply with the instructions will attract penalty. A circular / e-mail would be issued in this regard to all confirmed stall holders.

### GENERAL CODE OF CONDUCT:

- Exhibitors are not allowed to litter the surroundings
- Garbage bins have to be kept only inside the stalls only
- Any equipment / material / goods if found on the aisles / gangways during visiting hours of the Expo will be removed by the organisers without notice

### EXHIBITORS' PASS & GATE PASS:

Exhibitors' passes shall be handed-over to the authorized personnels at the registration counter / help-desk. Exhibitors are NOT allowed to vacate their stalls without a valid gate pass.

### SUB-LETTING:

Subletting of stalls is absolutely prohibited.

### GENERAL GUIDELINES:

The exhibitors are liable for payment of compensation for any bodily harm to person, staff, agent, organisers and other exhibitors and / or damage caused to the property of the organisers and /or other exhibitors, caused by himself or his agents during transportation, installation, expo duration and dismantling period.

# RIGHTS OF THE ORGANISERS:

- To reject any application for space without assigning reason
- To amend the Terms & Conditions for participation and issue additional rules & regulations for the exhibitors from time to time which shall be binding on the exhibitors
- To recover from the exhibitors, the compensation for losses or damages caused to the property or reasonable penalty for any willful contravention of the terms and participation
- To postpone, curtail, extend or abandon the exhibition or close some or all sections of it temporarily or permanently in unforeseen circumstances
- To photograph or video film of the interior of any stall and to use the same for promotional work
- To refuse permission to any exhibitor to clear his stall if he has not paid all dues to the organisers or to retain the exhibits or other goods as collateral security till dues are paid
- To cancel any booking confirmed or otherwise, with or without payment affected in full or otherwise, without assigning any reason and without any notice or intimation

**INSURANCE:** Organisers shall not be responsible for any loss whatsoever incurred by exhibitors and they should obtain comprehensive insurance coverage for their exhibits against all risks for the period covering theft, floods, rain, transportation, preparation, installation for fair duration and dismantling including transit and any other loss as such.

**COUNTER SALES:** Counter sales are permitted at the exhibition. Exhibitors can sell their exhibits or equipment, provided they possess the necessary licenses, documents & permissions to sell their products / services within Uttarakhand state limit. In the case of sale, the payment of GST, as applicable to the authorities concerned, will be the direct responsibility of the exhibitors.

**PARTICIPANTS' GUIDE:** Organisers shall bring out a Exhibitors' Manual and the rules & regulations mentioned therein will be binding on all.

## NON-ALLOCATION, CANCELLATION, NON-PARTICIPATION:

- If the organisers cannot allot a stall, money paid by the prospective exhibitor will be returned. Applicable only if full payment has been made
- If any exhibitor withdraws or cancels participation minimum 60 days before the Expo, then only 80% amount will be refunded. This does not apply to the part payment
- If any exhibitor fails to turn up for setting up the stall or cancels participation at the last moment, organisers shall utilize the stall in any manner they deem fit. All the money paid by the exhibitors will be considered forfeited

**TRAVEL & TOUR:** If you need assistance for your travel, boarding & lodging arrangements, you may contact: Travel Partner. (Please visit [www.ayurworld.org](http://www.ayurworld.org) for more details and updates).

**JURISDICTION:** Disputes, if any, shall be subject to Bangalore jurisdiction only.

**FORCE MAJEURE:** Under the condition of the force majeure which also includes strike, lock out, closure and riots, the Organisers reserve the right to alter the opening dates and duration or even cancel the entire exhibition. In case of change in dates and duration of exhibition, contractual obligations between the organisers and exhibitors remain unaffected. In case of cancellation of the exhibition, the amount will be refunded to the exhibitors after deducting the proportionate costs already incurred by the organizers.

The application form is to be signed and returned to the **Chief Coordinator, 10th WAC & Arogya Expo 2024, WAC Secretariat, #6, (New 22) Sankey Road, Lower Palace Orchards, Sadashivnagar, Bengaluru, Pin 560003, Karnataka, India.** The application must be accompanied by the NEFT / RTGS to **AROGYA Expo** bank account mentioned in the registration form. Exhibitors will be allowed to take possession of allocated stalls only after making full payment. Provision has also been made for online filling/submission of the form.

The organisers stand indemnified from any liability on account of exhibitors not complying with the provisions under Drug & Cosmetic Act, 1940 and Drug & Magic Remedies Act, 1955 and concerned Rules & Amendments therein or any other law that governs the exhibitors' products, display, communication, claim and service. The organisers reserve the right to deny exhibit of any product, service or message that in their opinion violates applicable laws with no liabilities accruing as a result of such action.

This exhibitor accepts and agrees to abide by all the rules mentioned herein and subsequent additions and amendments, as determined by the organisers and made binding on the Exhibitor/s as they deem fit. All decisions taken by the organisers in any matter concerning the exhibitors and AROGYA EXPO 2024 is not subject to option, choice, negotiation or prior agreement of the exhibitor.



## Simple steps to proceed with booking of stall(s):

1. Go through this brochure and AROGYA Expo Layout and decide general location of stall and No. desired.
2. Contact **WAC Secretariat** Cell No. + **91 9632435925**, **080 42140442, 23467439** E-mail : [arogy@ayurworld.org](mailto:arogy@ayurworld.org) to check availability of the desired stall number.

Note: Online stall booking form is also made available at [www.ayurworld.org](http://www.ayurworld.org)

3. On mutual discussion and agreement invoice will be sent for booking stall.
4. All Invoices have a validity of 7 days for completion of formalities. Please fill in the form, attach NEFT / RTGS as per Invoice and courier to **WAC Secretariat, World Ayurveda Foundation, #6, (New 22) Sankey Road, Lower Palace Orchards, Sadashivnagar, Bengaluru-560 003, Karnataka, India.** Telephone : **080 42140442, 23467439** Please email the details to [arogy@ayurworld.org](mailto:arogy@ayurworld.org) as a mandatory intimation for us to block your stall.
5. WAC Secretariat will issue final stall allotment on receipt of full payment. Part payment will not be entertained and may not be refunded in case of cancellation.
6. WAC Secretariat will intimate set-up dates and dismantling dates, 30 days prior to the event.

### PARTNER STATES



### INSTITUTIONAL PATRONS



### PRIME SPONSOR



### CO-SPONSOR



### OUR SINCERE THANKS TO....





# GLIMPSES OF PREVIOUS AROGYAS...



## Arogya Expo 2024, 12th - 15th December 2024

### FORM FOR SPONSORSHIP / REGISTRATION OF STALLS

To,

WAC Secretariat (AROGYA EXPO),  
World Ayurveda Foundation, #6, (New 22) Sankey Road, Lower Palace Orchards  
Sadashivnagar, Bengaluru, Karnataka, India. Pin 560003  
Phone: +91 80 2346 7439 | E-mail: arogya@ayurworld.org | Website: www.ayurworld.org

(Filled up Form & Payment Details must be submitted before 30th September, 2024)

### Sub: Booking of Stalls at Arogya Expo 2024

Dear Sir /Madam,

We hereby forward the application form duly filled in together with NEFT / RTGS payment details for space rent. We acknowledge that we have accepted in full the General Rules of the AROGYA Expo 2024. By submitting this application, we undertake to comply with the same.

#### 1. NAME AND FULL ADDRESS OF THE ORGANISATION (in Block Letters)

Name:.....  
Address:.....  
City:..... Pin Code: .....Country: .....  
Phone:..... Fax: .....  
E-mail: ..... Website: .....  
Short Name (For Fascia panel at entrance of your stall - Please use CAPS for FASCIA PRINT – limited upto 20 characters max.)

□ □

Name of Authorised Person: ..... Designation: .....  
Address: .....  
Phone No.: ..... Fax No: .....  
Mobile No.: ..... E-mail: .....

Note: The organisers shall deal with the person authorized as mentioned above. He/she shall be responsible for all the communications between the organisers & the exhibitor / sponsor.

**2. CATEGORY** (Please tick the appropriate)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Ayurvedic Practitioner            | <input type="checkbox"/> Medicine Manufacturer / Trader     | <input type="checkbox"/> Ayurvedic Hospital                   |
| <input type="checkbox"/> Cosmetics / Manufacturer / Trader | <input type="checkbox"/> Private Educational Institution    | <input type="checkbox"/> Govt. Educational Institution        |
| <input type="checkbox"/> Foreign Educational Institution   | <input type="checkbox"/> Foreign University                 | <input type="checkbox"/> Nutraceuticals Manufacturer / Trader |
| <input type="checkbox"/> NGO                               | <input type="checkbox"/> Equipments Manufacturer / Trader   | <input type="checkbox"/> R & D Institution                    |
| <input type="checkbox"/> Book Publisher                    | <input type="checkbox"/> Medical Plant Nursery / Cultivator | <input type="checkbox"/> Herbarium                            |
| <input type="checkbox"/> Certifying Agency                 | <input type="checkbox"/> Others .....                       |   |

**3. SPACE REQUIREMENTS AND DETAILS OF PAYMENT** (Tick the Appropriate)

**1. Stall Type:**

Standard stall space - 3x3 sqm. @ ₹11000/- per sqm.

Special stall (Corner Stall) space - 3x3 sqm. @ ₹12000/- per sqm.

Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

2. Number of stalls: .....

3. Preferred stall numbers: .....

(Allocation at the final discretion of WAF Authorities)

4. Hired / Built-up Space: ..... sqm.

5. Sponsorship / Stall Booking Charges: ₹.....

6. GST (18%): ₹.....

7. Total Value: ₹.....

8. Invoice No.: ..... Dated: .....

(Please refer to the Expo Layout plan and reconfirm availability of particular stalls by communicating with [arogya@ayurworld.org](mailto:arogya@ayurworld.org))

**Payment\*:**

Payment Details : ..... Date : .....

\* Payment should be drawn in favour of **"Arogya Expo"** payable at Bengaluru.

\* Part payment not allowed and it will not confirm booking or particular stall allocation.

\* No cancellation is permitted on part payment, amount will be deemed forfeited.

**Bank details for Wire Transfer**

Name of the Account	: Arogya Expo	IFS Code	: MAHB-0000344
Account Number	: 60256704633	Name of the Bank	: Bank of Maharashtra
Type of Account	: S/B	Branch	: Malleswaram, Bengaluru (Code - 0344)

**4. ADDITIONAL FACILITIES\***

(Please be specific in requirements, use additional sheet if required)

- 1.
- 2.
- 3.
- 4.
- 5.

Additional sheet attached: Y/N..... If Yes, no. of pages: .....

\*(Kindly note that these facilities will NOT be provided by AROGYA organising committee or any person on their behalf. The same shall be made available only through the agency as authorised by WAF. The contact details of the concerned agency/s shall be shared once the booking process is complete.)

Signature of Company Official & Seal: .....

Date: .....

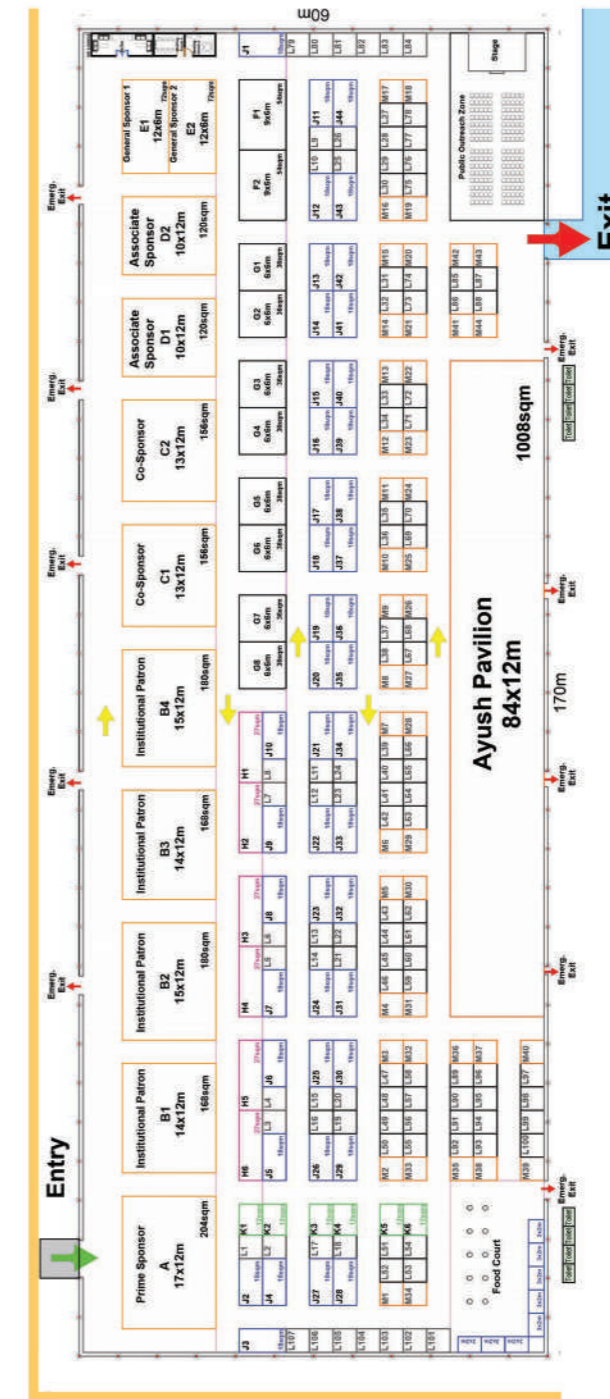
Note - Please go through Information & General Rules for AROGYA Expo, 2024

# 10th WAC AROGYA EXPO 2024

12th – 15th December 2024

Forest Research Institute (FRI) Campus, Dehradun, India

## NATIONAL AROGYA EXPO 2024 LAYOUT



S.No	Description	Booth ID	Size	Qty
1	Prime Sponsor	A	17x12m = 204sqm	1
2	Institutional Patrons	B	15x12m = 180sqm	3
3	Co-Sponsors	C	12x12m = 156sqm	2
4	Associate Sponsors	D	10x12m = 120sqm	2
5	Ayush Pavilion		84x12m = 1008sqm	1

S.No	Description	Booth ID	Size	Qty
1	General Sponsors	E	12x6m = 72sqm	2
2	Category - A	F	6x9m = 54sqm	2
3	Category - B	G	6x6m = 36sqm	8
4	Category - C	H	9x3m = 27sqm	6
5	Category - D	I	6x3m = 18sqm	44

S.No	Description	Booth ID	Size	Qty
1	Shell Scheme	K	4x3m = 12sqm	6
2	Shell Scheme	L	3x3m = 9sqm	107
3	Shell Scheme (Special)	M	3x3m = 9sqm	40
4	Food Court (264sqm)		3x2m = 6sqm	8

**Legend**



## MINISTRY OF AYUSH, GOVT OF INDIA

Created in 1995 as the Department of Indian Systems of Medicine and Homoeopathy, it was renamed as Department of Ayush (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) in November 2003.

The department has become a full-fledged Ministry in November 2014. The Ministry focuses on upgrading Ayush educational standards, implementing quality control and drug standardization, improving the availability of medicinal plant material, aiding research and development and generating awareness about the efficacy of the systems, within the country and overseas. Its declared objectives are as follows:

Upgrade the educational standards in the Indian systems of medicine and in homoeopathy colleges in the country.

Strengthen existing research institutions and ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.

Draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems. Evolve pharmacopoeial standards for Indian systems of medicine and homoeopathic drugs.



## WORLD AYURVEDA FOUNDATION

Founded in 2011, the World Ayurveda Foundation (WAF) is an initiative by Vijnana Bharati aimed at global propagation of Ayurveda. As part of a larger intellectual movement under the aegis of the Swadeshi Science Movement undertaken by Vijnana Bharati, WAF is a platform that would take Ayurveda to the world for all the benefits mankind can draw from traditional health sciences.

The objectives of WAF reflect global scope. Propagation and encouragement of all activities – scientific and Ayurveda-related – are the core principles. Support to research, health-care programmes through camps, clinics and sanatoriums, documentation, organization of study groups, seminars, exhibitions and knowledge initiatives to popularize Ayurveda in the far corners of the world are the broad latitudes of focus at WAF. Ayurveda as a sector requires the kind of stewardship and voice that genuinely bring out the ethos of Ayurveda in matters that govern policy and planning with State and Central government administration in India and the world over. WAF is positioned to provide this much-needed leadership with its wide participation of various stakeholder groups.

The impact of WAF encompasses the areas of policy, action, public health, trade, practice, science and, above all, global outreach for the benefit of society and mankind.



### It's truly God's Land (Dev Bhoomi). Dehradun is the Capital of Uttarakhand.

Uttarakhand, established on November 9, 2000, is India's 27th state, carved from northern Uttar Pradesh. Situated in the Himalayan foothills, it shares borders with China, Tibet, and Nepal. The state is rich in natural resources, with glaciers, rivers, dense forests, and snow-capped peaks. It is home to the sacred Char-Dham temples—Badrinath, Kedarnath, Gangotri, and Yamunotri—earning it the name Dev Bhoomi (God's Land). Dehradun, the capital, is known for its scenic beauty, located in the Dun Valley between the Ganga and Yamuna rivers.

*Address for correspondence:*

### WAC Secretariat

World Ayurveda Foundation,  
#6, (New 22) Sankey Road, Lower Palace Orchards  
Sadashivnagar, Bengaluru, Karnataka, India. Pin 560003  
Phone: +91 80 42140442

E-mail: [aogya@ayurworld.org](mailto:aogya@ayurworld.org), [info@ayurworld.org](mailto:info@ayurworld.org)  
[www.ayurworld.org](http://www.ayurworld.org)

### Reach us at...

#### Stall Booking:

[aogya@ayurworld.org](mailto:aogya@ayurworld.org)

#### General Enquiry:

[info@ayurworld.org](mailto:info@ayurworld.org)

Ph: +91 9632435925, 9880945178

080 42140442, 23467439

