

4th Ayuryog Expo & State Arogya Fair 2023

Jointly organised by EPCH & IEML at Varanasi, Uttar Pradesh; 24th-27th February 2023

The 4th Ayuryog Expo & State Arogya Fair 2023 was organised in Varanasi at Deendayal Hastkala Sankul Trade Facilitation Centre from 24-27 February 2023, by India Exposition Mart Limited (IEML) and Export Promotion Council for Handicrafts (EPCH). The event received active support from the Ministry of Ayush and Ministry of Textiles, Govt. of India, Government of Uttar Pradesh, alongwith leading organisations like Banaras Hindu University (BHU) as university partner and Vishwa Ayurved Parishad as an academic partner.

The fair was inaugurated by Shri Ajay Bhatt, Hon'ble Minister of State, Ministry of Tourism & Defence, Govt. of India as Chief Guest, in the presence of Dr. Daya Shankar Mishra, Hon'ble Ayush Minister, Uttar Pradesh; Dr. Rakesh Kumar, Director General EPCH & Chairman, IEML; Dr. Nitin Agrawal President, Organising Committee Ayuryog Expo & Vice President, Vishwa Ayurved Parishad; Guruji Dr. H.R Nagendra, Chancellor SVYASA; Dr. Yogesh Mishra, National Organising Secretary, Vishwa Ayurved Parishad; Dr. K.N Divedi, Dean Faculty of Ayurveda, BHU; Dr. Manoranjan Sahoo, Padamshree & Retired Professor of BHU; and Mr. R.K Verma, Executive Director EPCH.



Above: Shri Ajay Bhatt, Hon'ble Minister of State, Ministry of Tourism & Defence, Govt. of India, inaugurates the 4th Ayuryog Expo as Chief Guest in the presence of Dr. Daya Shankar Mishra, Hon'ble Ayush Minister, Uttar Pradesh; Dr. Rakesh Kumar, Director General EPCH & Chairman, IEML; Dr. Nitin Agrawal President, Organising Committee Ayuryog Expo & Vice President, Vishwa Ayurved Parishad; Guruji Dr. H.R Nagendra, Chancellor SVYASA; Dr. Yogesh Mishra, National Organising Secretary, Vishwa Ayurved Parishad; Dr. K.N Divedi, Dean Faculty of Ayurveda, BHU; Dr. Manoranjan Sahoo, Padamshree & Retired Professor of BHU; and Mr. R.K Verma, Executive Director EPCH.



The dignitaries revealing the event Directory at the inauguration

Dr.Nitin Agrawal,President,Organising Committee,Ayuryog Expo & Vice President,Vishwa Ayurved Parishad;Guruji Dr.H R Nagendra, Chancellor SVYASA; Dr. Yogesh Mishra, National Organising Secretary,Vishwa Ayurved Parishad;Dr.K N Dvivedi,Dean Faculty of Ayurveda,BHU;Dr.Manoranjan Sahoo,Padamshree & Retired Professor of BHU;and Mr.R K Verma,Executive Director,EPCH.

Ayuryog Expo is the India's prime event that focuses on Handmade Products,Ayurveda,Yoga,Naturopathy,Unani,Siddha and Homeopathy, Herbal, Agro, Natural, fitness & wellness products and services.The platform has been connecting suppliers with buyers. The expo is pioneer in gathering Ayush, organic, natural & wellness trades in the region. Ayuryog Expo 2023

featured Keynote Knowledge Sessions, Paper Presentations, Conferences, Competitions, and an integrated Exhibition for the businesses.This Expo is a joint endeavor by EPCH and IEML, to bring the world to India, the cradle of Ayurveda, Yoga and Naturopathy.This event connects the best of natural health and wellness experts, academic institutions, and thought leaders from across the globe.

EPCH participated alongwith member exporters and artisans from Uttar Pradesh,Tamil Nadu,Karnataka,Gujarat,Delhi and Assam. They displayed handicrafts such as yoga mats, meditation mats, incense sticks & aroma products, wellness products, copperware, brassware and natural fibre/sustainable products. ■

EPCH participates in Reliance's Retail Leadership Summit

EPCH participated in Reliance's Retail Leadership Summit 2023, held from 22nd to 23rd February 2023 at Hotel Westin Mumbai.The Council set up a promotional cum information booth to promote IHGF Delhi Fair 2023,G I FairIndia 2023,Khilona 2023 and IFJAS 2023,among the visitors and participants of the summit. Mr. Karan Jethwani, Domestic Retail Coordinator- EPCH represented the Council and took the initiative to promote the information among the retail group heads at the summit.

Retail Leadership Summit (RLS) is said to be the biggest knowledge sharing platform organised by the industry, for the industry. It brings together all the stakeholders of India's retail sector for a common dialogue on the way forward. Over the years, it has come to be known as a premier platform where the biggest and brightest convene to exchange ideas, share business insights and deliberate on all things retail on a macro-level. Retail



professionals flock to RLS as it is one of the most effective networking platforms where they get a chance to meet peers, potential partners and industry leaders. ■