



Delhi ■ 8<sup>th</sup>-10<sup>th</sup> September 2017

Nagpur ■ 7<sup>th</sup>-9<sup>th</sup> October 2017

Patiala ■ November 2017

Hassan ■ December 2017

Ahmedabad ■ January 2018

Patna ■ March 2018

Ref No:

Date:

To,

All Manufacturers of Ayurvedic Medicine

**Subject:** Opportunity to participate and sponsor 'Ayurved Parv'

Dear Sir,

Ministry of AYUSH, Govt. of India has formulated a scheme of 'Ayurved Parv' for all round development and coordination among various sections of Ayurved like Ayurved Education, Research, Ayurvedic way for healthy and longer life, Ayurved industry, Research output and all other aspects of Ayurved. The objective of this scheme is coordination between various aspects as well as awareness to public as a whole in various aspects for better utilization of Ayurved.

We are glad to inform you that the AYUSH Ministry has sanctioned six 'Ayurved Parvs' to be organized in various states. It has been decided to organize 'Ayurved Parv' in Delhi, Nagpur, Patiala, Hassan, Ahmedabad and Patna from September 2017 to March 2018. The 'Ayurved Parv' at Delhi is being organized on 8-10 September, 2017 and at Nagpur on 7-9 October, 2017. The dates of 'Ayurved Parv' in other states will be communicated in due course. This will cover a large part of India and it is likely during next year that the programme will be organized in other states also.

Through various public outreach programmes during a 3-day exposure it is intended to be an opportunity for health conscious citizens direct dialogue with Ayurved Physicians, Ayurved institutions for a better awareness towards a healthy lifestyle. Presenting research findings in the field of Ayurved would give an additional dimension to a better informed and appreciative consumer. Interactions are expected to lead to informed choices on diet, lifestyle, medicine and role of Ayurved therapy. Ayurved industry and institutions would showcase progress in all matters related to products and services. Skill development workshops for Ayurved students have also been planned in the Technical sessions. The Free Clinics apart from covering the whole spectrum of common ailments are aimed to specific chronic ailments like Diabetes mellitus and associated complications.

The conference publicity plan includes - mass local advertising in newspapers, targeted direct mail, direct publicity through hoardings, pamphlets and social network at scheduled cities to garner maximum footfall on all 3 days of the event. Ayurved Parv will enable faster penetration to consumer in the shortest possible time - 3 days per city. We hope that you share our vision and participate in the exhibition. Kindly consider Sponsorship for all 6 Ayurved Parvs or even 3 programmes. A detailed sponsorship form along with the brochure is enclosed to the letter.

With best regards,

For All India Ayurvedic Congress

Authorised Signatory