

REPORT

PARTICIPATION OF DIRECTORATE OF AYUSH, DEPARTMENT OF MEDICAL EDUCATION & DRUGS, GOVERNMENT OF MAHARASHTRA, IN THE 'MAHARASHTRA INTERNATIONAL TRAVEL MART'.

- The Maharashtra Tourism Development Corporation (MTDC) had organised a three day exhibition called "MAHARASHTRA INTERNATIONAL TRAVEL MART' (MITM) from 28/9/2015 to 30/9/2015 at the Bombay Convention & Exhibition Centre, NESCO Complex, Goregaon East, Mumbai on the eve of the 'World Tourism Day' celebrated on 27/9/2015.
- MITM is an endeavour to bring in the maximum number of tourism buyers and sellers on a single platform and empower them to explore economic growth opportunities in Maharashtra's tourism sector.
- The Directorate of AYUSH, Medical Education & Drugs Department, Government of Maharashtra was invited by the MTDC to participate in this exhibition to represent Ayurved & other AYUSH systems of Medicine that form an integral part of the State Healthcare & Wellness Tourism.
- The Directorate of AYUSH was allotted a stall of 60 sq.meters by the organisers to display the therapeutic potential of Ayurved Panchakarma Treatment and other AYUSH systems of Medicine and highlight their role in boosting the Healthcare & Wellness Tourism in the State.
- The Directorate of AYUSH, Maharashtra State enthusiastically participated in this exhibition and effectively showcased the potential of Ayurved Panchakarma treatment and other AYUSH systems of Medicine in the promoting Healthcare & Wellness within the society and in boosting the State Healthcare & Wellness Tourism.
- The AYUSH Stall was thoughtfully designed by the Directorate of AYUSH so as to attract the attention of the domestic and international tourism buyers and traders. It consisted of the following components-
 - Live demonstrations of Ayurvedic therapeutic procedures like Full Body Medicated Oil Massage(Sarvanga Abhyanga), Head Massage (Shiro Abhyanga) and Foot Massage (Pada Abhyanga) performed by trained therapists and masseurs.
 - Detailed medical consultation by expert Ayurvedic physicians.
 - An informative exhibition of 25-30 live species of commonly used medicinal plants of Ayurved and a pictorial banner depicting some of the common ailments like constipation, hyperacidity, hypertension and insomnia etc and the important medicinal plants and Ayurvedic formulation used in their management.
 - A pictorial banner depicting the indications and benefits of selective Ayurvedic therapeutic procedures like Shirodhara, Shirobasti, Nasya, Sarvanga Taila Dhara, Netratarpan, Udvartan etc.
 - A brochure containing informative knowledge about Ayurved and Panchakarma treatments and other AYUSH systems of

Medicine along with the details of the State AYUSH regulatory framework was distributed amongst all the delegates visiting the Stall.

- Live demonstration of Yoga was performed by Yoga experts for creating general awareness about Yoga and its health benefits.
- The exhibition was inaugurated by Shri Devendra Fadnavis, Hon'ble Chief minister, Government of Maharashtra. Other eminent dignitaries present during the inauguration were Prof. Ram Shinde, Minister of State for Tourism, Home (rural), Public Health and Marketing; Shri. Subhash Desai, Minister of Industries, Maharashtra State; Smt. Vidya Thakur, Minister of State for Women and Child Development; Shri. Gajanan Kirtikar, Member of Parliament; Shri. Swadhin Kshatriya, IAS, Chief Secretary, Maharashtra; Smt. Valsa Singh Nair, IAS, Principal Secretary, Department of Tourism and Culture, Maharashtra State; Shri. Paraag Jain Nainuttia, IAS, Managing Director, MTDC.
- On the inaugural day, the AYUSH stall was visited by Shri Devendra Fadnavis, Hon'ble Chief minister, Maharashtra State. Shri Vinod Tawade, Hon'ble Minister Medical Education & Drugs and Cultural Affairs, Maharashtra State along with Smt.Valsa Singh Nair, IAS, Principal Secretary, Department of Tourism and Culture, Maharashtra State also visited and appreciated the AYUSH Stall.
- The AYUSH stall received an overwhelming response from domestic and international tourism buyers and traders. More than seven hundred delegates visited the stall and registered their positive feedback. More than three hundred delegates took the benefit of Ayurvedic therapeutic procedures like Full Body Medicated Oil Massage (Sarvanga Abhyanga), Head Massage (Shiro Abhyanga) and Foot Massage (Pada Abhyanga) and registered their positive feedback.
- Prof.Kuldip Raj Kohli, Director AYUSH was one of the main speakers in the session on 'Boosting Medical Tourism' conducted on 28/09/2015 and his address focussed on 'AYUSH Tourism Maharashtra-A Powerful tool to change the flow of tourists towards Maharashtra' that was well received by the audience.

**Maharashtra International Travel Mart- Directorate of AYUSH,
Maharashtra State- AYUSH Stall Photographs(28/9/2015-30/9/2015)**



Maharashtra International Travel Mart- Directorate of AYUSH, Maharashtra State- AYUSH Stall Photographs(28/9/2015-30/9/2015)



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