

**Report on Arogya- 2013 Exhibition at Parade Ground Jammu from 21-24<sup>st</sup>**  
**December 2013 J &K.**

The Coconut Development Board participated in the Arogya- 2013, which was jointly organized by the department of AYUSH, Ministry of Health and Family Welfare Govt. of India and Government of Jammu & Kashmir from 21-24<sup>th</sup> December 2013. The exhibition was inaugurated by Hon<sup>”</sup>ble Chief Minister of J&K Shri. Omar Abdullah, and Shri Ghulam Nabi Azad, Union Minister for Health and Family Welfare, at Parade Ground , On the occasion Minister said that the health status of a society indicates its growth and development. He said without ensuring full health coverage to the citizens ‘we cannot claim comprehensive and holistic development’. The function was addressed by the Union Minister of State for Health and Family Welfare, Smt. Santosh Chowdhury, State Minister for Health and Medical Education, Shri. Shabir Ahmed Khan, Union Secretary, AYUSH, Shri. N. Sanyal and Dr. Abdul Kabir, Director, Indian System of Medicine were also addressed the gathering. Beside in this occasion among other VIPs, Political leaders, senior officers from the State and the Central Government, Doctors of Indian System of Medicine and senior citizens were also present.

The Coconut Development Board has display coconut value added products, posters, informative charts showing the medicinal properties of coconut as a gift of the nature particularly the importance of the packed tender coconut water. The sale of value added products such as Virgin coconut oil, Coconut Milk powder, coconut jam, Coconut Milk and coconut oil based ayurvedic medicated products like hair oil, Soap, etc. Display cum sale of Board publications and arrangement for subscription for the board periodicals were also kept ready.

It was a comprehensive International health fair on AYUSH i.e. *Ayurveda, Yoga and Naturopathy, Unani, Sowa-rigga Siddha & Homoeopathy* in our country as well as some other Asian countries. There are about 100 *participants* from nationally and internationally from government, NGO, where exhibited their products as well as treatment methods in AYUSH. Most of the participants in private sector arranged sales of various medicines and medicated products including modern medical equipments. During the exhibition days free medical consultation facility was arranged for all branches of AYUSH in various problems and disorders. Some of the participants arranged demonstrations on Yoga, Naturopathy, and Massage etc. Most of the participants displayed a good collection of important herbal plants from which they are mainly associated.

About One lakh visitors were visited the exhibition mainly from the Doctors, executives from Pharmaceuticals, medical / nursing students, schoolchildren besides

the public. There was a good enquiry and opinion regarding the coconut products and its value added products. Great deal information about the availability of these products was provided at the spot by the Board officials during the exhibition.

