

Ministry of Ayush showcases integrated healthcare and rural empowerment at National Arogya Fair 2026 in Shegaon

“Ayush is becoming the backbone of preventive healthcare and rural prosperity,” says Union Minister Shri Prataprao Jadhav

“Medicinal farming will empower villages and position India as a global Ayush leader”

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The Ministry of Ayush is showcasing a vibrant and comprehensive pavilion at the National Arogya Fair 2026 being held from February 25 to 28, 2026 at Shegaon in Buldhana district of Maharashtra. The pavilion reflects the Ministry's continued commitment towards strengthening preventive, promotive and integrative healthcare through various Ayush systems of medicine while simultaneously promoting rural livelihoods through medicinal plant cultivation and value addition.

On the second day of the Fair, Union Minister of State (Independent Charge) for Ayush, Shri Prataprao Jadhav, addressed a large gathering of farmers, practitioners, entrepreneurs and members of the public. Emphasising the growing relevance of Ayush in addressing lifestyle disorders, he urged citizens to adopt disciplined daily routines such as early sleep and early rising to combat conditions like diabetes and hypertension. He highlighted the importance of preventive healthcare and encouraged the adoption of simple Ayurvedic home remedies rooted in traditional wisdom, referring to the popular concept of “Aaji Bai ka Batua” as an affordable and practical model for village-level self-care. He stated that Ayush is not only a system of medicine but also a movement for social transformation, rural empowerment and global leadership in holistic healthcare.

The Ministry's pavilion features participation from its Research Councils, National Institutes and the National Medicinal Plants Board (NMPB), showcasing research achievements, academic programmes, clinical services, public health initiatives and evidence-based advancements across Ayush systems. A wide range of physical and digital Information, Education and Communication (IEC) materials are being disseminated to create awareness about flagship schemes, research outcomes and public health outreach programmes. Interactive digital displays and exhibitions on medicinal plants and herbal products are engaging visitors from different age groups and backgrounds.

Free medical consultations are being provided by qualified practitioners from Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy systems. Authentic Ayush medicines are being distributed free of cost, ensuring direct healthcare benefits to citizens, particularly those from underserved areas. Live Yoga demonstrations and Yoga therapy sessions are witnessing enthusiastic public

participation, highlighting the preventive and restorative potential of Yoga in managing stress and lifestyle-related ailments. An exclusive Ayush Aahar segment is promoting region-specific and nutritionally balanced dietary practices based on Ayush principles, reinforcing the critical role of diet in preventive healthcare and overall well-being.

A dedicated stall by the National Medicinal Plants Board is generating considerable interest among farmers and agri-entrepreneurs by showcasing initiatives related to medicinal plant cultivation, conservation, quality planting material, post-harvest management and market linkages. In coordination with the Agricultural Officer, ATMA Buldhana, PDKV Akola, RCFC Pune and NMPB Delhi, a comprehensive workshop on medicinal plant cultivation, harvesting, processing and market linkage has been organised during the Fair. Approximately 2000 farmers participated in the workshop, leading to the signing of nine Letters of Intent. A notable Letter of Intent was signed between Sevarpan Farmer Producer Organization and Veloce Herbals Pvt. Ltd., Gwalior, for the assured procurement of 100 metric tonnes of turmeric, ensuring buy-back arrangements, stable pricing and strengthened supply chains for medicinal crops. Such agreements are expected to encourage large-scale cultivation of high-value medicinal plants including turmeric, ginger, shatavari and aloe vera, thereby enhancing farmer incomes and supporting the Ayush industry.

Shri Jadhav also highlighted the importance of structured market linkages, quality standards and institutional support to enable India to emerge as a reliable global supplier of medicinal plant raw material. The National Arogya Fair 2026 has thus emerged as an important platform for direct engagement with citizens, healthcare providers, farmers and industry stakeholders, reinforcing the Ministry's vision of holistic health, rural empowerment and global leadership in Ayush systems.

Shri Mahesh Kumar Dadhich, CEO, National Medicinal Plants Board, was also present on the occasion. He addressed farmers on the Central Sector Scheme on Medicinal Plants which is being implemented by the National Medicinal Plants Board under the Ministry of Ayush to promote cultivation, conservation and sustainable management of medicinal plant resources across the country.







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