



National Arogya Fair 2026 concludes in Shegaon, reinforcing Ayush as pillar of holistic healthcare and rural empowerment

Four-Day National Arogya Fair sees massive public participation, boosts preventive healthcare and medicinal farming in Vidarbha

The Fair integrates healthcare, research and rural prosperity

Union Minister Shri Prataprao Jadhav leads outreach as National Arogya Fair 2026 draws strong response

Free OPDs, yoga competitions and farmer workshops mark successful conclusion

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The four-day National Arogya Fair 2026, organised by the Ministry of Ayush in collaboration with the All India Ayurvedic Congress at Shegaon, Buldhana district of Maharashtra from 25–28 February 2026, concluded successfully yesterday, reaffirming India's commitment to holistic healthcare and rural empowerment through its traditional systems of medicine.

The Fair, inaugurated by the President of India, Smt. Droupadi Murmu, at the sacred Visava Maidan of Sant Gajanan Maharaj Sansthan, emerged as a vibrant confluence of healthcare outreach, scientific dialogue, farmer engagement and public participation. Over four days, the event witnessed enthusiastic participation from citizens, practitioners, researchers, industry representatives, students and thousands of farmers from Buldhana and the wider Vidarbha region.

In her inaugural address, the President described health as the highest form of happiness and underlined that Ayush systems offer a comprehensive lifestyle framework rooted in harmony between body and mind. She emphasised that preventive and holistic healthcare is central to reducing disease burden and strengthening the nation. On the occasion, she conferred the Lifetime Ayurvedic Gaurav Samman upon eminent practitioners for their outstanding contribution to Ayurveda, honouring their decades of service in advancing traditional medicine and public health.

The Governor of Maharashtra, Shri Acharya Devvrat, described Ayurveda as a timeless scientific tradition rooted in India's ancient knowledge systems and stressed the importance of authenticity and quality in practice and medicines.

Union Minister of State (Independent Charge) for Ayush, Shri Prataprao Jadhav, who personally visited the Fair on almost all four days, described the National Arogya Fair as a “Mahakumbh of Indian traditional medicine systems.” Interacting extensively with practitioners, farmers, entrepreneurs and members of the public, he reiterated that Ayush is not merely a system of treatment but a nationwide movement for preventive healthcare, rural prosperity and global wellness leadership.

Shri Jadhav highlighted that under the leadership of the Prime Minister, the Ministry is strengthening evidence-based research, quality assurance and global outreach in Ayush systems. He underscored the immense potential of Ayush tourism and stated that India can emerge as the “crown of the world” in holistic wellness through Ayurveda, Yoga and natural therapies, generating employment and boosting rural economies.

A major highlight of the Fair was the extensive healthcare outreach provided free of cost to the public. Dedicated OPD counters across Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy systems witnessed a substantial footfall throughout the four days. Thousands of beneficiaries availed free medical consultations, health check-ups and authentic Ayush medicines. Visitors appreciated the opportunity to receive expert advice on lifestyle disorders, chronic conditions and preventive care under one roof.

Live Yoga demonstrations and Yoga therapy sessions drew enthusiastic participation from all age groups. A Yoga competition organised during the Fair saw spirited involvement of youth and students, reflecting growing awareness and acceptance of Yoga as a preventive and promotive healthcare tool. The Ayush Aahar segment promoting region-specific, balanced dietary practices based on Ayush principles also received positive response from visitors.

The Ministry’s pavilion showcased the work of its Research Councils, National Institutes and the National Medicinal Plants Board (NMPB), presenting scientific research outcomes, public health initiatives, academic programmes and digital outreach efforts. Interactive displays on medicinal plants, herbal products and simple home-based remedies attracted considerable interest, especially among rural visitors and self-help groups.

A distinctive feature of the National Arogya Fair 2026 was its focused engagement with farmers. Special sessions on “Ayurvedic Farming: Production, Value Addition and Marketing” provided technical guidance on medicinal plant cultivation, post-harvest management and assured market linkages. Approximately 2000 farmers participated in the dedicated workshop organised in coordination with agricultural institutions and experts. The signing of multiple Letters of Intent, including a significant buy-back arrangement for turmeric procurement, marked a concrete step towards strengthening supply chains and ensuring remunerative returns to cultivators.

Farmers and participants from the Vidarbha region expressed appreciation for the initiative, noting that diversification into medicinal plant cultivation offers a sustainable and profitable avenue alongside conventional agriculture. Many described the Fair as a timely intervention that connects healthcare advancement with income enhancement and environmental sustainability.

Throughout the four days, the Fair functioned as a dynamic platform for knowledge exchange, public awareness and direct service delivery. Expert lectures, therapy showcases, industry exhibitions and interactions between policymakers and grassroots stakeholders reinforced the integrated vision of health and livelihood.

The successful conclusion of the National Arogya Fair 2026 at Shegaon reflects the Ministry of Ayush’s continued commitment to bringing traditional systems of medicine closer to the people, while simultaneously strengthening research, quality standards and farmer participation in the Ayush value chain.

By combining free healthcare services, scientific engagement, youth participation through Yoga competitions and structured support for medicinal plant cultivation, the Fair has demonstrated how Ayush systems can contribute simultaneously to public health, rural development and India's emergence as a global hub for holistic wellness.











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