Union Health Ministry's Health Pavilion at IITF 2026 Records Over 12,189 Stall Visits in First Five Days, Promoting Health Awareness and Preventive Healthcare

39 Stalls Representing 24 National Health Programmes and Participating Organisations Offer Free Health Screenings, Medical Consultations, Counselling and Diagnostic Services

Themed 'युवा भारत, स्वस्थ भारत', the Pavilion Features Interactive Health Awareness Activities, Cultural Performances, Doctors' Talk Shows and Live CPR Demonstrations

Dedicated Kids' Zone Encourages Screen-Free Engagement, Physical Activity and Learning Through Traditional Games and Play

Health Pavilion at Bharat Mandapam to Remain Open for Public Until 27th November 2026

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The Ministry of Health and Family Welfare is witnessing encouraging public participation at its Health Pavilion at the 45th India International Trade Fair (IITF) 2026, being organised by the India Trade Promotion Organisation (ITPO) at Bharat Mandapam, New Delhi, from 14th to 27th November 2026. The Pavilion has recorded over **12,189 cumulative stall visits during the first five days (14th –18th November 2026)**, reflecting strong public interest in healthcare awareness, preventive screening and information about various healthcare initiatives of the Government.

The Health Pavilion was inaugurated on 14th November 2026 by Dr. M. Srinivas, Member, NITI Aayog, in the presence of the Union Health Secretary, Smt. Punya Salila Srivastava. Themed **'युवा भारत, स्वस्थ भारत'**, the Pavilion has emerged as an important platform for public engagement, health education and dissemination of information on Government

healthcare programmes and services. Visitors, including children, youth, families and other sections of society, are actively participating in the activities being organised across the Pavilion.



Interactive Activities and Cultural Performances Promote Health Awareness

As part of the ongoing public outreach initiatives, Nukkad Natak performances are being organised under the 'TB Mukt Bharat Abhiyaan', alongside awareness activities on vector-borne diseases and filariasis. These performances aim to sensitise visitors about tuberculosis, its symptoms, modes of transmission, prevention, early diagnosis and timely treatment.

Magic shows are also being organised to communicate important health messages through innovative and engaging presentations. Doctors' talk shows and health awareness sessions provide visitors with opportunities to interact with medical professionals, understand common health concerns and seek guidance on preventive measures and healthy lifestyle practices.

Live Cardiopulmonary Resuscitation (CPR) demonstrations, interactive quizzes and other stage activities are further familiarising visitors with essential health practices, emergency response techniques and disease prevention. These activities are transforming the Pavilion into an interactive learning space, promoting health awareness through information, demonstration and public participation.



Free Health Screening, Medical Consultations and Counselling Services

Spread across an area of 989 square metres in Hall No. 4(G), Ground Floor, Bharat Mandapam, the Health Pavilion brings together **39 stalls representing 24 National Health Programmes, Programme Divisions and participating organisations**.

Visitors are being provided access to a wide range of healthcare services, basic health screenings, medical consultations, counselling and information, free of cost. These include BMI assessment, blood sugar testing, blood pressure measurement, routine eye check-ups, oral health screening, hearing assessments and blood grouping services.



The Pavilion also provides information on maternal and child healthcare, immunisation, the U-WIN digital vaccination platform and services under the Rashtriya Bal Swasthya Karyakram. Visitors can access awareness and counselling on HIV/AIDS, sexually transmitted infections, tuberculosis, vector-borne diseases, viral hepatitis, leprosy and other public health concerns.

Digital healthcare initiatives, including eSanjeevani teleconsultation services, Ayushman Bharat Digital Mission (ABDM) and Ayushman Bharat–Pradhan Mantri Jan Arogya Yojana (AB PM-JAY), are also being showcased to familiarise visitors with the availability and benefits of Government healthcare services.

Mental health awareness and counselling services, including information on Tele-MANAS, are being provided alongside specialised services related to eye and vision care, hearing, dental health and organ donation awareness. Visitors are also receiving guidance on nutrition, physical activity, tobacco cessation, food safety and other healthy lifestyle practices.

Representatives of participating organisations and programme divisions are facilitating direct interaction with visitors, helping them understand the healthcare services, benefits and support mechanisms available under various Government initiatives.

Dedicated Kids' Zone Encourages Healthy Habits Through Play

A dedicated Kids' Zone has been set up to provide children with opportunities to participate in traditional games and recreational activities. With an emphasis on screen-free engagement, the zone encourages physical activity, social interaction and learning through play. The initiative aims to familiarise children with the importance of healthy habits while offering an engaging and enjoyable experience for families visiting the Pavilion.



The Health Pavilion will continue to host a range of interactive activities, health screening facilities, awareness sessions and public engagement initiatives throughout IITF 2026, which concludes on 27th November 2026.

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