



ASSOCHAM NORTHERN REGION

Presents



**HBW HEALTH BEAUTY
AND WELLNESS
SYMPOSIUM 2026**

Thursday, 07 May 2026 | Chandigarh

**INNOVATION TO IMPACT
INDIA'S GLOBAL LEADERSHIP IN
HEALTH, BEAUTY & WELLNESS**



Context & Legacy

ASSOCHAM Chandigarh UT Development Council has successfully organised two impactful editions of the Health, Beauty & Wellness (HBW) Symposium, both held with the active involvement and support of the Chandigarh UT Administration. The events received high-level patronage and participation from the Hon'ble Governor of Punjab & Administrator, UT Chandigarh, senior policymakers including Health Secretaries and other senior government dignitaries of UT Chandigarh, along with industry leaders, healthcare professionals, startups and innovators from Jammu & Kashmir, Punjab, Haryana and Himachal Pradesh.

A key highlight of the previous edition was ASSOCHAM's proactive role in advancing the Hon'ble Prime Minister's vision of a "TB-Free India", reinforcing the national shift from curative care towards preventive, inclusive and technology-enabled healthcare systems. The outcomes and deliberations of the HBW Symposium were also featured in the National Health Magazine, Government of India, and the initiative received appreciation from the Hon'ble Governor and concerned Ministries, acknowledging its relevance and impact.

Building on the continued engagement of government stakeholders and national visibility of the initiative, the Third Edition of the HBW Symposium 2026 is envisioned as a forward-looking, policy-driven and globally benchmarked platform, reflecting the latest trends shaping health, beauty and wellness ecosystems in India and across the world.

Evolving Sector Dynamics & Emerging Priorities (2026)

Sectoral Impact – Economic Growth & Employment

- India's healthcare sector is expected to reach USD 638–650 billion by 2030
- Medical & wellness tourism projected to grow at 18–20% CAGR
- Beauty & personal care market growing at 10–12% CAGR, with strong export potential
- AYUSH sector emerging as a multi-billion-dollar global export opportunity

- Generates large-scale employment, particularly for:
 - Women professionals
 - MSMEs & startups
 - Skilled and semi-skilled workforce

The sector plays a critical role in economic growth, exports, innovation, job creation, and inclusive development.

**The First edition was inaugurated on 19 January 2026
by the Hon'ble Governor of Punjab & Administrator, Chandigarh UT, Sh. Banwarilal Purohit**



Shri Ajay Chagti, IAS, Health Secretary, Chandigarh UT Administration, graced the First Edition as the Guest of Honour



“Shri Acharya Manish Ji graced the First Edition as the Special Guest.”



The Second Edition of the Health, Beauty & Wellness Symposium 2025 was inaugurated on 22 February 2024 by the Hon'ble Governor of Punjab and Administrator, Chandigarh UT, Shri Gulab Chand Kataria.



Smt. Harpreet Kaur Babla, Mayor, Chandigarh UT Administration, graced the Women Empowerment Session.

Chandigarh, ASSOCHAM Hosts 2nd Edition of Symposium on Health, Beauty, and Wellness

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) organized their 2nd edition of the Symposium on Health, Beauty, and Wellness on February 22, 2025 in Chandigarh. The event brought together some CEOs, ASSOCHAM officials, health professionals, public health experts, and industry leaders from northern states.

The symposium was inaugurated by Shri Gulab Chand Kataria, Governor of Punjab and Administrator Chandigarh UT, in the presence of Secretary Health, MD NHM UT Chandigarh, Mayor of Chandigarh, and other distinguished guests. Interestingly, the event also showcased key innovations and services implemented by the Chandigarh Immunization Department, including *Model Immunization Centres, Evening Immunization Camps, HelloVAM Application, Transgender Inclusion Initiative, School Children as Immunization Influencers*

These initiatives have significantly enhanced the quality of immunization services in Chandigarh, benefiting the public, particularly in high-risk areas. ASSOCHAM and other industry experts acknowledged these efforts and expressed their interest in collaborating with the Chandigarh Health Department to further strengthen vaccination programs for children and pregnant women.

The Second Edition was featured in the National Health Magazine and received appreciation from the Ministry of Health & Family Welfare, Government of India.



Key Focus Areas – Third Edition (2026)

1. Future-Ready Health Systems

- Preventive, digital, and community-based healthcare
- AI, data-driven health governance, and public health resilience

2. Health Tourism & Global Market Access

- Policy reforms and global partnerships
- Branding India as a trusted, ethical and affordable healthcare destination

3. Ayurveda, AYUSH & Integrative Care

- Evidence-based Ayurveda
- Global regulatory alignment, certifications, and export facilitation

4. Innovation, Startups & New-Age Wellness

- Health-tech, beauty-tech, mental wellness, longevity science
- Startup-industry-government collaboration

5. Women Empowerment & Leadership

- Women entrepreneurs, caregivers, and innovators
- Skilling, access to finance, mentorship, and policy support

6. Policy & Regulatory Framework

- Ease of Doing Business
- Import-export regulations
- MSME incentives and quality standards
- Public-private partnerships

Proposed Sessions

SESSION 1. INAUGURAL & NATIONAL POLICY SESSION

India's Health Leadership: Preventive Care, TB-Free India & National Missions

Setting the vision for India's global health leadership towards Viksit Bharat @ 2047. Focus on preventive healthcare, TB-Mukt Bharat 2026, HPV vaccination, PM-ABHIM infrastructure expansion, and strengthening national health missions.

SESSION 2. GLOBAL HEALTH TOURISM & AYUSH INNOVATION

From Care to Cure to Wellness: India's Integrated Advantage

Positioning India as the world's wellness capital through integrated medical hubs combining hospitals, diagnostics, and AYUSH. Discussion on AI-enabled medical tourism, skill development, and global expansion of Ayurveda with scientific validation.

SESSION 3. Pharma, Nutraceuticals & Clean Wellness

AI-led innovation in pharma, nutraceuticals, MSMEs, startups & R&D, focusing on preventive healthcare, clean beauty, exports, skill development & global competitiveness.

SESSION 4. Nari Shakti – Women Empowerment

Women leadership, entrepreneurship, health & wellness, focusing on inclusive growth, startups, skill development, mental well-being & opportunities across sectors.



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Date : 7th May 2026 | Chandigarh

ASSOCHAM North Region with the Chandigarh (UT) Administration actively worked towards the vision of a TB-Free India in 2025.

As envisioned by Prime Minister Narendra Modi,
through intensified, community-driven, and tech-enabled initiatives under the
National TB Elimination Programme (NTEP).





Key outcomes from the 2026 edition.

- Development of actionable policy recommendations aligned with national health and wellness priorities
- Formulation of a strategic roadmap for health tourism and AYUSH exports
- Strengthening of women-led enterprises, skill development and employment generation
- Enhanced collaboration between industry, government and startups to drive innovation
- Expansion of the HBW platform through greater participation and inter-state collaboration involving Chandigarh UT and emerging partner States including Jammu & Kashmir, Uttar Pradesh, Himachal Pradesh, Uttarakhand, Haryana and Rajasthan
- Reinforcement of India's position as a global leader in holistic and preventive healthcare



THANK YOU



The Associated Chambers of Commerce & Industry of India (ASSOCHAM), established in 1920, is one of India's leading apex industry bodies, representing over 4.5 lakh members, including a strong MSME base. With a wide network of 400+ associations and a strong national and global presence, ASSOCHAM plays a pivotal role as a bridge between industry and government, facilitating dialogue and shaping progressive policies for economic growth. Through its 70+ national sectoral and regional councils, ASSOCHAM drives initiatives across key areas such as healthcare, education, skilling, sustainability, and industry development. Guided by its core focus on Sustainability, Empowerment, Entrepreneurship, and Digitisation, the Chamber promotes innovation, global competitiveness, and inclusive development. Aligned with the vision of Atmanirbhar Bharat and Viksit Bharat, ASSOCHAM advances five key growth pillars—Make in India, Ease of Doing Business, MSME Development, Digital Economy, and Sustainability & Environment—while continuing to support industry, government, and society in achieving long-term socio-economic progress.

For Sponsorships and Partnerships, Please Contact

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