

Head Office

Sane Guruji Premises, Block No. 6, 1st Floor, 386, Veer Savarkar Marg, Opp. Siddhivinayak Temple,
Prabhadevi, Mumbai - 400 025, India. Phone : 91-22-43434545 / 43434535. Email: ho@ida.org.in, Website: www.ida.org.in

Committed to Dental Excellence

07 July, 2016

Smt. Nirmala Sitharaman
Hon'ble Minister of State for Commerce & Industry
Udyog Bhawan
New Delhi 110 001.

Respected Madam,

**Subject: Request for formation of a new export promotion council for goods and services
used in dentistry & to facilitate granting of funds under MAI Scheme**

The Indian Dental Association (IDA) is the largest recognized body of dental professionals in India. IDA has a national presence and works through its 29 state and over 400 local branches spread across the country to promote oral health. Through education, communication, training, research and many other activities, IDA endeavours to achieve its mission of optimal oral health for all.

Since its inception, IDA has been engaged in undertaking projects and programmes aimed at promoting not only dental health and hygiene amongst the people but also the overall development of dental science in the country.

India is one of the most promising markets among developing countries. Availability of highly qualified doctors & modern technology make India an attractive destination for dental tourism thus earning precious Foreign Exchange for the country. The dental industry in India is estimated to grow at a strong positive growth until 2018, where the market is expected to reach INR 16,411.9 million in 2018 from INR 7,803.5 million in 2013, growing at a CAGR of 16.0% during 2013-2018. In 2018, the market is estimated to reach INR 16,411.9 million.

IDA has also been contributing to the growth of Indian dental industry and its accelerated development. IDA aims at promoting the dental industry in India by means of organizing events and participating in overseas events with an Indian Pavilion to promote Indian dental industry and taking forward the vision of 'Make in India'.

1. Creation of a Export Promotion Council catering exclusively to dental goods and services:

In dentistry, the products used range from heavy machinery, pharmaceutical products, management software to including simple examination latex gloves. Based on current research findings, the various products used in dentistry fall under six EPCs, viz., Pharmexil, Chemixil, Engineering, Plex Council, SEPC & Electronic and Computer Software EPC.

In our efforts to promote the Indian Dental Trade Industry, we would wish to sought government support under the MAI Scheme. Traditionally, we would have to apply for a MAI grant through a single EPC. However, you would agree with me that with the involvement of so many Councils the complexity of the situation increases and restrains our efforts in promoting dental trade & exports.

Hence, it would be desirable to consider creation of a Export Promotion Council catering exclusively to dental goods and services.

2. Support granting of funds for IDA Events under MAI Scheme:

IDA is planning to organise the first ever "World Oral Health Summit & Exhibition" (WOHSE) from 12th to 16th October 2016 in Mumbai. The idea behind the exhibition is to create oral health awareness among people and to educate them of the importance of oral health in overall health and quality of life, since a healthy nation is able to contribute to its growth. The event will engage the different segments of the population, especially students and teachers, with a vision aimed at achieving improved oral health in a simple, interactive, knowledge-sharing and accessible format. The aim is to increase awareness about oral disease and on how oral health is vital and important to the overall general health and quality of life.

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IDA will also organise in Mumbai the “World Dental Show (WDS)”, a dental trade exhibition with scientific conference, from 7-9th October 2016. WDS involves activities promoting technology transfer and education, dental trade-equipment, materials & consumables, services, dental research, and the like.

IDA endeavours to accomplish the following through our events:

- Support new scientific innovations to meet the changing needs of society and promoting the well-being of the nation.
- Prevent oral diseases by promoting oral health through awareness and dissemination of information.
- Conduct Continuing Dental Education (CDE) and professional development programmes to ensure an adequate number of talented, skilled and dental care professionals.
- Coordinate and assisting scientific and research- related activities among all sectors of the dental community.
- Promote the timely transfer of knowledge gained from research to improve public health by educating oral health professionals and policy- makers.

To the best of our knowledge, we understand that in the past, grants have been disbursed to organizations directly without being routed through any EPC. I would appreciate if you could kindly help us in facilitating direct disbursement of grant under MAI Scheme.

We would appreciate if you could kindly grant us an appointment for 10 – 15 minutes to discuss matters and to make a presentation on how best the services of IDA could be utilised for the promotion of exports of dental industry under the “Make in India” initiative.

We look forward to your valuable support and cooperation.

Yours respectfully,



Dr Ashok Dhoble
Hon Secretary General

Dr Rajiv Chugh
Chairman
Coordination Committee

Dr Vineeta Chugh
Chairperson
Women's Dental Council
IDA Delhi Unit