

**Head Office**

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*Committed to Dental Excellence*

14 June, 2016

Smt. Nirmala Sitharaman  
Honorable 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 funds under MAI Scheme .

Let me at the outset thank you for sparing your valuable time to receive me and my colleagues, Dr Rajiv Chugh and Dr Vineeta Chugh, when we called on you on 11<sup>th</sup> June, and the courtesies extended to us. As indicated during our discussions, the services of the Indian Dental Association could be utilised by the Government of India, particularly linking the online registration system for dental professionals developed by IDA to ensure effective deployment of personnel to improve the oral health condition in the country.

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

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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 12<sup>st</sup> to 16<sup>th</sup> 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.

IDA will also organise in Mumbai the "World Dental Show (WDS)", a dental trade exhibition with scientific conference, from 7-9<sup>th</sup> 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 my knowledge, I 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.

I once again thank you for the interest shown in IDA as a catalytic agent and look forward to your valuable support.

Yours respectfully



Dr Ashok Dhoble  
Hon Secretary General

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