

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO. 1263  
TO BE ANSWERED ON 09.02.2024**

**“Promotion of Information, Education and Communications in AYUSH”**

**1263 DR. DNV SENTHILKUMAR S:**

**SHRIMATI MANJULATA MANDAL:**

**SHRI C.N. ANNADURAI:**

**DR. RAM SHANKAR KATHERIA:**

Will the Minister of *Ayush* be pleased to state:

- (a) the objective of launching Central Sector Scheme for promotion of Information, Education and Communication (IEC) in AYUSH;
- (b) the challenges faced by the Government in implementation of this scheme;
- (c) the details of the funds allocated and utilised for the purpose during the last three years and the current year, State/UT-wise;
- (d) whether the Government has been able to create awareness among people about the use of AYUSH system of medicine, if so, the details thereof along with the number of events organized by the Government for promotion of AYUSH medicine and if not, the reasons therefor;
- (e) the corrective steps taken/proposed to be taken by the Government in this regard; and
- (f) whether the Government has taken any steps to enhance private investments and entrepreneurship in this sector and if so, the details thereof?

**ANSWER**  
**THE MINISTER OF AYUSH**  
**(SHRI SARBANANDA SONOWAL)**

(a) With the view to fulfil the mandate of propagation of Ayush System of Healthcare, the Ministry implements a Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in Ayush. The Scheme has been in vogue during the 9th, 10th, 11th & 12th Plan and is continuing since then. Based on the experience of IEC activities in the 9th, 10th, 11th & 12th Plan and with a view to make the Scheme more effective, the Scheme was suitably updated from time to time. The objectives of the Scheme are as follow:

(i) Pursue activities in the areas of Information, Education and Communication to fulfill the mandate of propagation of Ayush System of Healthcare, assigned to the Ministry in the Government of India (Allocation of Business) Rules 1961. Creation of awareness amongst the citizens about the efficacy of the Ayush system, their cost effectiveness and the availability of ASU&H drugs services and other solutions. Utilizing various communication channels for this purpose, and produce IEC material including digital and audio-video publicity material to achieve the objective of health for all;

(ii) Dissemination of information on proven results of Research and Development work conducted in Ayush Systems at National/ State level through Fairs, Exhibitions, Seminars, Workshops, Symposiums and educational platforms. Planning and organizing the observation of important days;

(iii) Providing information and communication forums where horizontal and vertical interaction among stakeholders of Ayush System can take place through digital events, conferences, seminars and fairs/ melas at State and National levels and encourage stakeholders to participate in them.

(iv) Organising events for the propagation and promotion of Ayush System, like Seminars, Conferences, Symposiums and Workshops (including in digital mode) on Ayush System and providing information to shareholders relating to recent development in Ayush sector.

(b) The Ministry has not faced any challenges in implementing the Scheme.

(c) Under the IEC Scheme, the funds are not allotted State/UT wise. However, details of budget allocated, revised budget and actual expenditure incurred in the last three years and current financial year are attached at **Annexure- I**.

(d) & (e) The Government is continuously making efforts to create awareness among people about the use of Ayush system of medicine. The details of events organized by the Government to promote Ayush system of medicines under the Information, Education and Communication (IEC) Scheme during the last three years and current financial year are attached at **Annexure-II**.

(f) The Central Sector Scheme namely Champion Services Sector Scheme under the Ministry of Ayush to promote for Medical Value Travel has the provision for financial assistance in the form of interest subsidy to be provided to the private investors for Establishment of World Class, State of the Art Super Specialty Hospitals/ Day Care Centres of the systems recognized under the National Commission for Indian System of Medicine (NCISM) Act, 2020 (erstwhile Indian Medicine Central Council (IMCC) Act, 1970) or the National Commission for Homoeopathy Act, 2020 (erstwhile Homeopathic Central Council (HCC) Act, 1973) on Pan India basis. The Ministry of Ayush has also signed a Memorandum of Understanding (MoU) with Invest India for establishment of Strategic Policy and Facilitation Bureau (SPFB) in respect of the Ministry of Ayush. The objective of SPFB is to facilitate investment in the Ayush sector in collaboration with Invest India.

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**Annexure-I****Details of Budget****Rs. in crore**

<b>Year</b>	<b>Budget Estimate</b>	<b>Revised Estimate</b>	<b>Actual Expenditure</b>
2020-21	44.50	22.70	20.94
2021-22	46.20	34.84	30.04
2022-23	43.88	55.40	51.60
2023-24 (provisional)	41.00	39.85	30.47

**Details of Programs organized under the IEC scheme during last three years and current year i.e. from 2020-21 to 2023-24: -**

**i. National Arogya Fair: -**

<b>S.No</b>	<b>City &amp; State</b>	<b>Financial Year</b>
1.	Bengaluru (Karnataka)	2022-23
2.	Ujjain (Madhya Pradesh)	2022-23
3.	Guwahati (Assam)	2022-23
4.	Jaipur (Rajasthan)	2023-24
5.	Thiruvananthapuram (Kerala)	2023-24
6.	Thane(Maharashtra)	2023-24
7.	New Delhi	2023-24

**ii. State Level Arogya Fair**

<b>S.No</b>	<b>City &amp; State</b>	<b>Financial Year</b>
1.	Greater Noida (Uttar Pradesh)	2021-22
2.	New Delhi	2021-22
3.	Varanasi (Uttar Pradesh)	2022-23
4.	Aizawl (Mizoram)	2022-23
5.	Mon Town (Nagaland)	2023-24

**iii. Ayurveda Parv/ Yoga Fest**

<b>S.No</b>	<b>City &amp; State</b>	<b>Financial Year</b>
1.	Jalandhar (Punjab)	2020-21
2.	Dibrugarh (Assam)	2020-21
3.	Bhubaneswar (Odisha)	2020-21
4.	Rishikesh (Uttrakhand)	2021-22
5.	Nalanda (Bihar)	2021-22
6.	New Delhi	2021-22
7.	Chandigarh	2021-22

8.	Thiruvananthapuram (Kerala)	2022-23
9.	Guwahati (Assam)	2022-23
10.	Jammu (J&K)	2022-23
11.	Siliguri (West Bengal)	2022-23
12.	Imphal (Manipur)	2022-23
13.	Shillong (Meghalaya)	2022-23
14.	Shirdi (Maharashtra)	2022-23
15.	Nagpur (Maharashtra)	2022-23
16.	Rajahmundry (Andhra Pradesh)	2022-23
17.	New Delhi	2022-23
18.	Rohtak (Haryana)	2022-23
19.	Puri (Odisha)	2022-23
20.	Meerut (Uttar Pradesh)	2022-23
21.	Chandigarh	2022-23
22.	Panchkula (Haryana)	2023-24
23.	Tirupati (Andhra Pradesh)	2023-24
24.	Srinagar (J&K)	2023-24

**iv. Celebration of Important Days:**

<b>S.No.</b>	<b>Important Day</b>	<b>Place</b>	<b>Financial Year</b>
1.	International Day of Yoga	Held virtually	2020-21
2.	Ayurveda Day, 2021	Jaipur (Rajasthan), Jamnagar (Gujarat), New Delhi	2021-22
3.	International Day of Yoga	Held virtually	2021-22
4.	5th Siddha day	Chennai (Tamil Nadu)	2021-22
5.	Unani Day 2022	New Delhi	2021-22
6.	5th Naturopathy Day, 2022	Pune (Maharashtra)	2022-23

7.	Unani Day, 2023	Bengaluru (Karnataka), New Delhi	2022-23
8.	International Day of Yoga	Mysuru (Karnataka)	2022-23
9.	7th Siddha Day	Madurai (Tamil Nadu)	2023-24
10.	World Homoeopathy day 2023	New Delhi	2023-24

**v. Special Event**

<b>S.No.</b>	<b>Event Name</b>	<b>Place</b>	<b>Financial Year</b>
1.	Global Ayush Investment & Innovation Summit 2022	Gandhinagar (Gujarat)	2022-23