

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 3019
TO BE ANSWERED ON 09th AUGUST, 2024**

“AYUSH Market”

3019 Shri Hasmukhbhai Somabhai Patel:

Shri Mitesh Patel Bakabhai:

Will the Minister of AYUSH be pleased to state:

- (a) the details of the AYUSH market size as on 2022-23;
- (b) the percentage increase in the AYUSH market size from 2014-15 to 2022-23, year-wise; and
- (c) the steps taken/proposed to be taken by the Government to popularize AYUSH category of medicine?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) and (b) No such data is maintained by Ministry of Ayush. However as per the report published by Forum on Indian Traditional Medicine (FITM) under Research and Information System for Developing Countries (RIS) in year 2021, Ayush market in year 2020 has been estimated at USD 18.1 Billion as compared to USD 2.85 Billion in year 2014-15 i.e. 6 times rise in 7 years. Copy of the above mentioned report can be seen at <https://www.ris.org.in/en/node/3307>.

(c) The steps taken by Ministry of Ayush to popularize AYUSH category of medicine are as follows –

(I) In 2021, Ministry of Ayush has implemented Central Sector Scheme AYUSH Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY). The total financial allocation to this scheme is Rs. 122.00 crores for five years. The components of AOGUSY scheme are as follows -

A. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.

B. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.

C. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.

D. Support for development of standards and accreditation/certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centres.

Detailed guidelines of this scheme are available at <https://ayush.gov.in/images/Schemes/aoushdhi.pdf> .

(II) The Ministry implements the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush System of Medicine. This aims to reach out to all sections of the population across the country. This scheme provides assistance for organizing National/State Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs, etc. The Ministry also undertakes Multi-Media, Print Media Campaigns for creating awareness about the Ayush System.

(III) 12 National Institutes and 05 Research Councils under the aegis of Ministry of Ayush are engaged in Outpatient & Indoor patient services, co-coordinating, formulating, developing and promoting research on scientific lines in Ayush systems of healthcare. These Institutes/ Councils organizes Arogya Melas, Awareness Camps, Treatment Camps, Radio & TV talks, outreach programs like Swasthya Rakshan Program (SRP), Schedule Caste Sub Plan (SCSP) Research Program, Tribal Health Care Research

Program (THCRP) for creating awareness on Ayush systems of healthcare among the general public. The Councils conducts research in the diverse areas comprising of Clinical Research, Medicinal Plant Research, Drug Standardization & Quality Control; Pharmacological Research and Literary & Fundamental Research to generate tangible evidence.
