

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI,
SIDDHA AND HOMOEOPATHY (AYUSH)**

**LOK SABHA
STARRED QUESTION NO.3
TO BE ANSWERED ON 21ST JUNE, 2019
POPULARISATION OF AYUSH AND YOGA**

†*3. SHRI KANAKMAL KATARA:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) whether the Government is implementing any programme to popularize AYUSH system of medicine at the international level;

(b) if so, the details thereof;

(c) the steps taken by the Government to encourage people from abroad to visit India for yoga and spiritual activities; and

(d) the action being taken by the Government to promote new technology for protection, promotion and processing of herbs under AYUSH?

**ANSWER
THE MINISTER OF STATE(IC) OF THE MINISTRY OF
AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA AND
HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)**

(a) to (d) : A statement is laid on the Table of the House

**STATEMENT REFERRED TO IN REPLY TO LOK SABHA
STARRED QUESTION NO. 3* FOR 21ST JUNE, 2019**

(a) and (b) Under Central Sector Scheme for promotion of International Cooperation, (IC Scheme), the Ministry of AYUSH undertakes various measures to promote/ popularize AYUSH systems of medicine across the globe such as organization and participation in International exhibitions/ conferences/ workshops/ trade fairs, etc. Incentives are provided to AYUSH drug manufacturers/ entrepreneurs/ AYUSH institutions, etc. for (a) participating in International exhibitions/ conferences/ workshops/ seminars/ road shows/ trade fairs, etc. for generating awareness amongst the participating public about the AYUSH systems of medicine and; (b) registration of AYUSH products with regulatory authorities of the foreign countries.

As of now, Ministry of AYUSH has signed 18 Country to Country MoUs for Cooperation in field of Traditional Medicine and Homoeopathy. 19 MoUs for undertaking Collaborative Research / Academic collaboration and 13 MoUs for setting up AYUSH Academic Chairs have been signed with foreign Universities. The Ministry of AYUSH under its Fellowship Scheme offers 104 scholarships to the eligible foreign nationals from 98 countries for undertaking UG, PG and Ph.D courses in India. 31 AYUSH Information Cell have been set up in 28 countries to disseminate authentic information about AYUSH systems of Medicine.

Under IC Scheme of the Ministry of AYUSH, Ministry of AYUSH provides onetime non-recurring grant of Rs. 15.00 lakhs per Cell for initial setup followed by a recurring amount of Rs.5.00 Lakh per cell per annum to Indian Mission for its maintenance and to take up the AYUSH promotional activities. There is a provision of financial support upto Rs. 100.00 lakh for participation/ organization of International exhibitions/ conferences/ workshops/ seminars/ road shows/ trade fairs, etc. in India and abroad by the Ministry of AYUSH through Indian Mission/ CII/ FICCI/ ITPO/ ASSOCHAM/ Pharmexcil, etc. Financial support upto Rs.15.00 lakh is provided for organization of International conferences/ workshops/

seminars, etc. in India on AYUSH Systems by State Governments/ Universities/ eminent institutions or organizations etc.

As informed by ICCR, International Day of Yoga (IDY) is celebrated in foreign countries in coordination with Indian Missions and Posts abroad for promotion of Indian Yoga. ICCR have deployed 86 India- based Yoga Teachers in Indian Missions/ Posts and Cultural Centres abroad

(c) Consequent to adoption of 21st June as International Day of Yoga (IDY), Ministry of AYUSH has been organizing International Yoga Conferences for the last 04 consecutive years wherein Yoga experts or enthusiasts from across the globe are invited to participate.

Morarji Desai National Institute of Yoga (MDNIY) and Institute of Post Graduate Teaching & Research in Ayurveda (IPGTRA) have been re-designated as WHO Collaborative Centres in Traditional Medicine. Ministry of AYUSH had launched the Scheme for "Voluntary Certification of Yoga Professionals" developed by Quality Council of India (QCI), on 22nd June, 2015 during the 1st International Conference on Yoga. The Scheme aims to certify the competence level of Yoga professionals through Certification Process.

As informed by Ministry of Tourism, Medical and Wellness Tourism including Yoga and Ayurveda has been recognised as a Niche Tourism product in order to promote India as a 365 days' destination and attract tourists with specific interest. A "National Medical and Wellness Tourism Board" has been constituted to provide a dedicated institutional framework to take forward the cause of promotion of Medical and Wellness Tourism including Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH) system of medicine. The Ministry of Tourism offers financial support for Publicity and for organising Wellness and Medical Tourism Promotion shows /workshop/events/seminar to accredited Medical and Wellness Tourism Service Providers and Chambers of Commerce, etc.

Medical and Medical attendant visa has been introduced to ease the travel process of Medical Tourists and the e-tourist visa regime has been expanded to include medical visit. The Ministry of Tourism promotes Medical and Wellness Tourism for boosting inflow of foreign tourists in a holistic manner, inter alia, by running campaigns in the international markets under the Incredible India brand line; conducting Road Shows, Know India Seminars; participating in international tourism fairs and exhibitions and supporting events/ seminars / conferences which have focus on health and medical tourism.

(d) National Medicinal Plants Board (NMPB) and Department of Biotechnology (DBT), Ministry of Science & Technology have entered into a Memorandum of Understanding (MoU) for mutual collaboration to explore the possibility of cooperation, convergence & synergy to have a biotechnological intervention in AYUSH sector and to make a platform for exchange of information between both the organizations. The activities covered for protection and promotion of medicinal plants include use of Ecological Niche modelling as developed by DBT on Rare, Endangered and Threatened (RET) species of medicinal importance for their conservation, augmentation, development and cultivation promotion.

Under Central Sector Scheme of NMPB on "Conservation, Development and Sustainable Management of Medicinal Plants", the project based support is provided for protection of medicinal plants in wild by way of establishing Medicinal Plant Conservation and Development Area (MPCDA). Under above said Central Sector Scheme, the support is also provided to (JFMCs)/Panchayats/Van Panchayats /Block Management Committees (BMCs)/Self Help Groups (SHGs) for creation of facilities (including equipments for value addition through drying, de-stoning, cleaning, grading, pulverizing, processing, powdering, billeting and packaging, extracting, warehousing, etc. Further, under the NAM scheme of Ministry of AYUSH, there is also a provision to provide support for setting up of processing units for medicinal plants.

NMPB in collaboration with Regional Remote Sensing Centre West, Indian Space Research Organisation, Jodhpur has developed an application entitled "Bhuvan e-HERBS" to Geo-tag all the stakeholders and implementing agencies on one platform. At present 237 projects have been geo-tagged on Bhuvan e-HERBS.