

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

**LOK SABHA
UNSTARRED QUESTION NO. 4299
TO BE ANSWERED ON 13TH DECEMBER, 2019**

CENTRAL SECTOR SCHEME TO PROMOTE AYUSH

4299. SHRI SHYAM SINGH YADAV:

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

(a) whether the Government is implementing any Central Sector Scheme for promotion of Information, Education and Communication (IEC) in AYUSH, if so, the details thereof and the aims and objectives of launching this scheme;

(b) the funds allocated and utilised for the purpose during the last three years and the current year, State/UT-wise;

(c) whether the Government has been able to create awareness among people about the use of AYUSH system of medicine, if so, the details thereof and if not, the reasons therefor;

(d) the corrective steps taken by the Government in this regard; and

(e) whether the Government has taken any steps to enhance private investments and entrepreneurship in this sector, if so, the details thereof?

ANSWER

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

(a) & (b): Yes. A Central Sector Scheme for Promotion of Information Education and Communication (IEC) in AYUSH has been devised by the Ministry of AYUSH.

The aims and objectives of launching this Scheme are as follows:

(i) Creation of awareness amongst the citizens about the efficacy of the AYUSH Systems, their cost-effectiveness and the availability of herbs used for prevention and treatment of common ailments at their door steps through various channels including the production of audio-visual educational material to achieve the objective of health for all; (ii) Dissemination of proven results of Research and Development work conducted in AYUSH Systems at National and State level fair; (iii) Providing a forum where horizontal and vertical interaction among stakeholders of

AYUSH Systems can take place through conferences, seminars and fairs at State and National levels and encourage stakeholders to participate in them. (iv) Propagation and promotion of AYUSH by organizing seminars, conferences, symposiums & workshop on AYUSH Systems.

The funds allocated and utilised for the purpose during the last three years are as follows:

FY	RE (Rs. in crores)	AE (Rs. in crores)
2016-17	27.00	24.66
2017-18	37.10	31.07
2018-19	64.00	63.69

The funds of Rs. 52.60 crores are allocated for the current financial year i.e. 2019-20. Under IEC Scheme, the funds are not allocated to States/UTs separately.

(c) & (d): Yes. Under the IEC Scheme, the Ministry of AYUSH takes up initiatives to create awareness among people about the use of AYUSH systems of medicine. These initiatives include organizing Arogya Fairs, Melas, Conferences, Exhibitions, Seminars, Workshops, Symposium and Ayurveda Parvs. The IEC Scheme also supports undertaking publicity campaigns through electronic media, print media and social media to create awareness among people about the use of AYUSH systems of medicine.

Under the said scheme, the Ministry also observes days dedicated to AYUSH systems viz. International Day of Yoga, Ayurveda Day, Unani Day, Siddha Day, Naturopathy Day, Homoeopathy Day etc. to create awareness about the benefits of the respective AYUSH system of healthcare.

(e): Yes. The Ministry of AYUSH has signed MoU with Ministry of Micro Small and Medium Enterprises (MSME) to develop entrepreneurs in AYUSH sector and to strengthen the existing AYUSH Industry sector including manufacturers of AYUSH drugs, cosmetics, food supplements, hospital industry etc.

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