

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

**RAJYA SABHA
UNSTARRED QUESTION NO. 2722
TO BE ANSWERED ON 20TH MARCH, 2018**

PROMOTION OF AYURVEDA

2722. SHRI NARAYAN LAL PANCHARIYA:

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

- (a) whether Government has taken any steps to promote Ayurveda in public health care system;
- (b) if so, the details thereof, if not, the reasons therefor;
- (c) whether Government has started any programme to provide assistance to institutions engaged in ayurvedic drug development and research; and
- (d) if so, the details thereof, if not, the reasons therefor?

ANSWER

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

(a) & (b): The Ministry of AYUSH has implemented the Central Sector Scheme of Information, Education and Communication (IEC) for creation of awareness amongst the citizens about the AYUSH Systems including Ayurveda. The IEC activities for promotion of Ayurveda are detailed as under:-

- i) organization of Arogya Fairs both at the National and the State Level;
- ii) observation of designated “days” dedicated to AYUSH Systems like Ayurveda Day, organisation of Ayurveda Parv, participation in health fairs, melas and exhibitions;
- iii) providing financial assistance to reputed organizations for organizing events like seminars, conferences, symposiums, workshop, meeting etc. on AYUSH Systems;
- iv) providing incentives to AYUSH Industry to participate in Arogya and other promotional events; and

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v) preparation and distribution of authentic publicity material on AYUSH Systems and multi-media campaigns.

In addition, the Ministry is implementing the Centrally Sponsored Scheme of National AYUSH Mission (NAM) since 29.09.2014 in which provisions have been made for spreading awareness of AYUSH systems of medicine including Ayurveda through public health outreach activities for managing community health problems. Adoption of villages for interventions of healthcare through AYUSH Gram and School Health Programme by addressing the health needs of school going children is also taken up under NAM.

The Ministry through Research Council also publishes brochures on subjects of common interest in healthcare in English, Hindi and regional languages. The subjects covered in these brochures include prevention of diseases and health promotion through Ayurveda. It also creates awareness through outreach programs like the Swasthya Rakshan Program (SRP), Ayurveda Mobile Health Care Program under Schedule Caste Sub Plan (SCSP) Research Program, Tribal Health Care Research Program (THCRP) and the programme for integration of AYUSH with National Program for Control of Diabetes Cancer and Stroke (NPCDCS).

The Ministry has also set-up a National Institutes which pursue excellence in the field of education. Out of these, the National Institute of Ayurveda, Jaipur, All India Institute of Ayurveda, New Delhi, Rashtriya Ayurveda Vidyapeeth, New Delhi, North Eastern Institutes of Ayurveda & Homoeopathy, Shillong and Institute for Post Graduate Teaching & Research in Ayurveda, Jamnagar are devoted to Ayurveda. These Institutes, besides imparting education, are also engaged in healthcare and outreach activities which help to create awareness among the general public.

(c) & (d): The Ministry has set-up an autonomous Research Council, namely, Central Council for Research in Ayurvedic Sciences (CCRAS) for planning, coordinating and implementing medical research in the discipline of Ayurveda including drug development through Intra Mural Research programme and collaborative research programmes. The Ministry of AYUSH also runs a scheme, namely, Extra Mural Research Scheme which provides grants-in-aid to both public and private research organizations for conducting research in AYUSH streams including Ayurveda drug development.

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