

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1444
TO BE ANSWERED ON 20.12.2022**

**SCHEME FOR ENHANCEMENT OF REVENUE POTENTIAL OF AYUSH
SECTOR**

1444. SHRI AYODHYA RAMI REDDY ALLA:

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

- (a) whether Government has implemented any schemes for enhancing the revenue potential for the AYUSH sector, if so, the details thereof, and if not, the reasons therefor; and
- (b) whether Government has undertaken any activities for promoting AYUSH on both national and global level, if so, the details thereof, and if not, the reasons therefor?

ANSWER

**THE MINISTER OF AYUSH
(SHRI SARBANAND SONOWAL)**

(a) Sir, the Ministry of Ayush is implementing various Schemes but none of them have any provisions for revenue generation.

(b) The Ministry of Ayush has a mandate for formulation of policy and policy issues for development and propagation of Ayush system of Health care. The Ministry is implementing following Schemes including Central Schemes and Centrally sponsored Schemes for development and promotion of Ayush System on both National and Global level:-

Centrally sponsored schemes:

- i. National Ayush Mission (NAM)

Central Sector schemes:

- i. Scheme for Promotion of Information, Education and Communication (IEC) in Ayush
- ii. Central Sector Scheme for Promotion of International Co-operation in Ayush
- iii. Champion Services Sector Scheme for 'Medical Value Travel'

- iv. AYURGYAN scheme
- v. AYURSWASTHYA Yojana
- vi. AyushGunavattaEvumUttapadanSamvardhanYojana (AOGUSY)
- vii. Central Sector Scheme for “Conservation, Development and Sustainable Management of Medicinal Plants”

The various steps taken for promotion of Ayush on National and Global level under these schemes are placed at Annexure.

**Schemes being implemented by Ministry of Ayush for promotion of Ayush on
both National and Global level**

1) Centrally sponsored schemes

a) National Ayush Mission (NAM)

Ministry of Ayush is implementing Centrally Sponsored Scheme of National Ayush Mission (NAM) through States/UTs for the development and promotion of Ayush system including awareness. The National Ayush Mission (NAM) *inter-alia* makes provision for the following activities: -

- i. Ayush Health & Wellness Centres
- ii. Co-location of Ayush facilities at PHCs, CHCs and DHs
- iii. Upgradation of existing standalone Government Ayush Hospitals
- iv. Upgradation of existing Government/Panchayat/Government aided Ayush Dispensaries/Construction of building for existing Ayush Dispensary (Rented/dilapidated accommodation)/Construction of building to establish new Ayush Dispensary
- v. Setting up of upto 10/30/50 bedded integrated Ayush Hospitals
- vi. Supply of essential drugs/consumables to Government Ayush Hospitals, Government Dispensaries and Government/Government aided Teaching Institutional Ayush Hospitals
- vii. Ayush Public Health Programmes
- viii. Behavior Change Communication (BCC)
- ix. Mobility support at State and District level
- x. Ayush Gram
- xi. Establishment of new Ayush colleges in the States where availability of Ayush teaching institutions is inadequate in Government Sector
- xii. Infrastructural development of Ayush Under-Graduate Institutions
- xiii. Infrastructural development of Ayush Post-Graduate Institutions/ add on PG/ Pharmacy/Para-Medical Courses

2) Central Sector schemes

a) Scheme for Promotion of Information, Education and Communication (IEC) in Ayush

Under this scheme Ministry works for popularizing strengths of Ayush systems by rising awareness through outdoor, electronic media including organization of Arogya fairs and supporting seminars and workshops on Ayush systems.

b) Champion Services Sector Scheme for ‘Medical Value Travel’

Following three components of Champion Services Sector Scheme on Medical Value Travel are implemented by Ministry of Ayush for Promotion of Ayush systems on National level-

- i. Establishment of Ayush Super Specialty Hospitals/ Day Care Centers
- ii. Skill Development in Ayush Sector
- iii. Establishment of Ayush Grid.

c) AYURGYAN scheme

This scheme has two components namely

I. Capacity Building and Continuing Medical Education (CME) in Ayush

The overall structure of the Scheme is aimed to encourage Ayush personnel to undergo need-based professional training and bridge the knowledge gaps. The objectives of the scheme are:

- i. To encourage Ayush professionals to undergo need-based professional orientation and professional skill development in an organized manner.
- ii. To update the professional knowledge of teachers and doctors to adopt good teaching practices and good clinical practices respectively.
- iii. To encourage the use of Information technology and web-based education programmes for widespread dissemination of Ayush developments and updates.

II. Research and Innovation in Ayush.

The Research and Innovation component (erstwhile Extra Mural Research Scheme) was introduced to tap the potential of medical, scientific and research & development institution, university, organizations for the research needs of Ayush sector, with aim

to expand the ambit of research in Ayush systems. Research and Innovation component AYURGYAN Scheme of Ministry of Ayush has been designed to encourage Research & Development in priority areas based on disease burden in alignment to National Health Programme.

The priority areas of support are fundamental concepts, basic principles, theories of Ayush systems, standardization/validation of Ayush drugs and new drug development.

Outcomes of the Research Scheme have successfully demonstrated the effectiveness of Ayush systems and were successful in developing novel technology and are expected to harness the potential of Ayush in the interest of public health delivery

d) AYURSWASTHYA Yojana

Main component of AYURSWASTHYA Yojana

I. Ayush and Public Health.

The scheme is being implemented with a District/Block/Taluk as a unit for the roll out of authentic classical Ayush interventions with following objectives:-

- i. To promote Ayush intervention for community health care.
- ii. To demonstrate advantages of Ayush health care in public health.
- iii. To support for implementing Sustainable Development Goal-2 (SDG2 and Sustainable Development Goal -3 (SDG 3) through integrating Ayush system.
- iv. Documentation of the efficacy of Ayush systems through Ayush interventions in various public health issues which can be taken up in larger scale for implementation in national health programmes.
- v. Promote use of Ayush Interventions in sports medicine for promoting health and fitness of sports persons.
- vi. Promote Ayush therapeutic interventions for treatment of sports related injuries and their rehabilitation.

II. Up-gradation of facilities to Centre of Excellence

Objectives under CoE Component:-

- i. To support establishment of advanced/ specialized Ayush medical health unit in reputed Ayush and Allopathy institutions both in Government and Non Government sector.
- ii. To support creative and innovative proposals for establishment and up-gradation of both functions and facilities of reputed institutions to strengthen competencies of Ayush professionals in Education technology, Research & innovation and such other fields necessary for promotion of Ayush at national as well as international level.
- iii. To support creative and innovative proposals for prestigious organizations which have well-established buildings and infrastructure, and wish to work for Ayush systems to the level of Centre of Excellence.

e)

Ayush Oushadhi Gunavatta evum Uttapadan Samvardhan Yojana (AOGUS

Y)

With the objective to enhance India's manufacturing capabilities and exports of traditional medicines and health promotion products under the initiative of Atmanirbhar Bharat, to facilitate adequate infrastructural & technological upgradation and institutional activities in public and private sector for standardization, quality manufacturing and analytical testing of Ayush drugs & materials, to strengthen regulatory frameworks at Central and State level for effective quality control, safety monitoring and surveillance of misleading advertisements of Ayush drugs and to encourage building up synergies, collaborations and convergent approaches for promoting standards and quality of Ayush drugs & materials.

f) Central Sector Scheme for “Conservation, Development and Sustainable Management of Medicinal Plants”

The Central Sector Scheme on “Conservation, Development and Sustainable Management of Medicinal Plants” is aimed at providing project based support for the following activities:

- i. In-situ conservation / ex-situ conservation including establishment of nursery.
- ii. Information Education Communication activities like training/Workshops/ Seminars/ Conference etc.
- iii. Research and Development.

- iv. Establishment of Herbal Garden.
- v. Promotion, marketing and trade of medicinal plants produce.

g) Central Sector Scheme for the Promotion of International Co-operation in AYUSH (IC Scheme)

The Ministry has developed a Central Sector Scheme for the Promotion of International Co-operation in Ayush (IC Scheme) under which the Ministry of Ayush provides support to Indian Ayush Manufacturers/ Ayush Service providers to give boost to the export of Ayush products & services; facilitates the International promotion, development and recognition of Ayush system of medicine; foster interaction of stakeholders and market development of Ayush at international level; promote academics and research through the establishment of Ayush Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about Ayush Systems of Medicine at international level.

The Ministry of Ayush has taken the following steps towards the promotion of international collaborations and investments towards the promotion of Ayurveda at the global level:

- i. Ministry has signed 24 Country to Country MoUs for Cooperation in field of Traditional Medicine and Homoeopathy with foreign nations.
- ii. 40 MoUs have been signed with international institutes for undertaking Collaborative Research / Academic collaboration.
- iii. 15 MoUs have been signed with international institutes for setting up of AYUSH Academic Chairs in foreign nations.
- iv. Ministry of Ayush has provided support for the establishment of 38 Ayush Information Cells in 34 foreign nations.
- v. Ministry of Ayush under its International Fellowship/Scholarship Programme offers scholarships to foreign nationals for undertaking Ayush courses in recognized Ayush institutions in India.
- vi. Ministry of Ayush and WHO have signed an agreement to establish WHO-GCTM in Jamnagar, Gujarat, the ground-breaking Ceremony of which was attended by the Hon'ble Prime Minister of India, Director General of WHO and other esteemed dignitaries on 19.04.2022 in Jamnagar, Gujarat. This Centre aims to provide support to implement WHO's traditional medicine strategy (2014-23) and to support nations in

developing policies & action plans to strengthen the role of traditional medicine as part of their journey to universal health coverage.

- vii. Ministry of Ayush, Government of India in consultation with Department of Commerce has supported to establish Ayush Export Promotion Council(AEPC) to promote the export of Ayush products/ medicines as well as Ayush services. This was launched by the Hon'ble Prime Minister on 20th April 2022 at Global Ayush Innovation and Investment Summit in Gandhinagar (Gujarat).
- viii. The Global Ayush investment and Innovation Summit, 2022 was a distinctive effort by the Government of India to attract the world's attention to India's ancient wisdom and traditional knowledge, and capitalize on it to pave the way for a sustainable future. This Summit was inaugurated by the Hon'ble Prime Minister of India in presence of Director General of WHO and other esteemed dignitaries on 20.04.2022 in Jamnagar, Gujarat. It has concluded on a high note, with Ayush sector witnessing Letter of Intents (LoIs) over Rs. 9,000 crore in just three days. During the summit, more than 70 Memorandum of Understanding (MoUs) were signed between Countries, prestigious research institutes, the farmer groups and industry.