

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO-816
ANSWERED ON 03/12/2024

“Ayush Market”

816. Shri Naresh Bansal:

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

- a) The details of the AYUSH market size as on 2023-24;
- b) The percentage increase in the AYUSH market size from 2014-15 to 2023-24, 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
(SH. PRATAPRAO JADHAV)

(a) & (b) There is no data available for the analysis of Ayush market size for 2023-24. However, data of Ayush market size is available from 2014 to 2020. In October 2021, a report “Ayush Sector in India: Prospects and Challenges” was published by the Research and Information System for Developing Countries (RIS) where the market size data from 2014-2020 was studied. As per the report, the Ayush Manufacturing Sector has witnessed an exponential rise of 6 times in 7 years from US\$2.85 Billion in 2014 to US\$18.1 Billion in 2020 (Page no. 02 of RIS report). The report is available on RIS website <https://www.ris.org.in>

(c) The steps taken by Ministry of Ayush to increase the popularity of Ayush category of medicine in the country are as follows –

i. Ministry of Ayush is implementing the Centrally Sponsored Scheme of National Ayush

Mission (NAM) through State/UT Governments and providing financial assistance to them for development of Ayush system of medicine in the country as per the proposals received in their State Annual Action Plans (SAAPs) as per the provision of NAM guidelines. The mission inter-alia makes provision for the following: -

- a. Operationalization of Ayush Health & Wellness Centres by upgrading existing Ayush dispensaries and Sub-centres
- b. Co-location of Ayush facilities at Primary Health Centres (PHCs), Community Health Centres (CHCs) and District Hospitals (DHs)
- c. Upgradation of existing standalone Government Ayush Hospitals
- d. 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.
- e. Setting up of up to 10/30/50 bedded integrated Ayush Hospitals.
- f. Supply of essential drugs to Government Ayush Hospitals, Government Dispensaries and Government/ Government aided Teaching Institutional Ayush Hospitals
- g. Establishment of new Ayush colleges in the States where availability of Ayush teaching institutions is inadequate in Government Sector.
- h. Infrastructural development of Ayush Under-Graduate Institutions.
- i. Infrastructural development of Ayush Post-Graduate Institutions/add on PG/ Pharmacy/Para-Medical Courses

ii. In the year 2021, Ministry of Ayush has implemented Central Sector Scheme; Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) with following objective:

- 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.

iii. The Ministry is also implementing a Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush Systems 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 Ayush Systems.

iv. The 12 National Institutes and 05 Research Councils under the aegis of Ministry of Ayush are also engaged in education, health care services, research and public awareness in Ayush systems of medicine. The Outpatient & Indoor patient services of these institutes provides comprehensive health care to public at large. The five Research Councils under Ministry of Ayush works with a common mandate of co-ordinating, formulating, developing and promoting research on scientific lines in their respective Ayush systems of medicine. These Institutes/ Research Councils also 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.

v. The Ministry of Ayush is also implementing a Central Sector Scheme for Promotion of International Cooperation in Ayush (IC Scheme) for the promotion and propagation of Ayush globally. Its objective is to offer Ayush scholarships to foreign nationals for undertaking Ayush courses in recognized Ayush institutions in India; collaboration with Foreign Countries by signing of country level MoU for undertaking Ayush related activities on

mutual interest; signing of MoUs with foreign institute for research/academic collaboration; establishment of Ayush Chairs in Foreign Universities/Institutes; deputation of Ayush expert (short term/long term); collaboration with WHO or UN agencies for cooperation in the field of Ayush, support or organizing international training; conference, seminar, expo etc. in India or abroad for promoting and strengthening awareness and interest about Ayush Systems of Medicine at international level; establishment of Ayush information cell (center) in foreign countries to provide authentic information about Ayush system; representing Ayush in various bilateral meetings and multilateral forums, support for undertaking clinical research in Ayush at international level; provides support to Indian Ayush Manufacturers/ Ayush Service providers to give boost to export of Ayush products & services etc.
