

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO-801
FOR 11.02.2025**

“PROMOTION OF AYUSH IN PUNJAB”

801. SHRI SANT BALBIR SINGH:

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

(a) whether the Government has recently taken any special initiative for promotion of AYUSH systems of medicine in Punjab under the ‘Central Sector Scheme’, if so, the details of the objectives of the scheme and the major initiatives taken under it;

(b) whether Government has planned to establish AYUSH Academic Chairs abroad and the benefits and process of its implementation; and

(c) whether Government has entered into any partnership to promote exchange of experts and information under the ‘Central Sector Scheme’?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)

(a) No Sir, the Government has recently not taken any special initiative for promotion of Ayush systems of medicine in Punjab under the ‘Central Sector Scheme’. However, with the view to fulfil the mandate of propagation of Ayush System of Healthcare, the Ministry of Ayush is implementing a Central Sector Scheme namely Promotion of Information Education and Communication (IEC) in Ayush with the following objectives:

- Pursue activities in the areas of Information, Education and Communication to fulfill the mandate of “propagation of Ayush” Systems of Healthcare, assigned to the Ministry in the Government of India (Allocation of Business) Rules 1961. Creation of awareness amongst the citizens about the efficacy of the Ayush systems, their cost effectiveness and the availability of ASU&H drugs services and other solutions.

- Utilizing various communication channels for this purpose, and produce IEC material including digital and audio-video publicity material to achieve the objective of health for all;
- Dissemination of information on proven results of Research and Development work conducted in Ayush Systems at National/ State level through Fairs, Exhibitions, Seminars, Workshops, Symposiums and educational platforms. Planning and organizing the observation of important Days;
- Providing information and communication forums where horizontal and vertical interaction among stakeholders of Ayush Systems can take place through Digital events, Conferences, Seminars and Fairs/ Melas at State and National levels and encourage stakeholders to participate in them. However, the Ministry of Ayush will not co-sponsor any event organized by a private agency and will not provide “Logo” support without examining the proposal in detail; and
- Organising events for the propagation and promotion of Ayush Systems, like Seminars, Conferences, Symposiums and Workshops (including in digital mode) on Ayush Systems and providing information to shareholders relating to recent development in Ayush sector.

Under this Scheme, Ministry organises Arogya Fairs at National Level & State Level, Ayurveda Parvs, Yoga Fests/ Utsavs, participates in Health Fairs/Melas/Exhibitions, celebrate important days of Ayush System, provides financial assistance for organising Seminars, Conferences, Symposiums, Workshops and conduct multimedia campaigns etc. to create awareness among citizens regarding Ayush System of health care. Ministry has recently organized an Ayurveda Parv in Amritsar, Punjab in the month of October, 2024.

The Ministry of Ayush is implementing a Central Sector Scheme namely Ayurwashthya Yojana, since FY 2021-22. The Scheme has 02 components viz. (i) Ayush and Public Health (ii) Centre of Excellence (CoE). The primary objective of the Ayush and Public Health component (PHI) is to roll out of authentic classical Ayush interventions with following objectives:-

- To promote Ayush intervention for community health care.
- To demonstrate advantages of Ayush health care in public health.
- To support for implementing Sustainable Development Goal-2 (SDG2) and Sustainable Development Goal -3 (SDG 3) through integrating Ayush system.

- 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.

(b) The AYUSH Chair Programme is an initiative by the Ministry of Ayush, Government of India, to promote and strengthen traditional Indian medicine systems (Ayurveda, Yoga, Unani, Siddha, and Homeopathy) globally. Under this program, AYUSH Chairs are established in foreign universities and institutions to facilitate academic collaboration, research, and awareness about Ayush Systems. Currently 15 Ayush Chair MoUs have been signed between Ministry of Ayush and different countries across the globe.

(c) The Ministry of Ayush developed the Central Sector Scheme for Promotion of International Cooperation for Ayush. Under this scheme the Ministry provides support to Indian Ayush drug Manufacturers/Ayush Service providers to give boost to the export of Ayush products and services; facilitates the International promotion, development and recognition of Ayush Systems 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.
