

GOVERNMENT OF INDIA

MINISTRY OF AYUSH

RAJYA SABHA

ADMITTED UNSTARRED QUESTION NO.1773

TO BE ANSWERED ON 05.08.2025

“Awareness about Ayush through IEC”

1773 Shri C. Ve. Shanmugam:

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

- a) the steps taken by Government to promote awareness about Ayush systems through Information, Education and Communication (IEC);
- b) the number of awareness campaigns, workshops and training sessions conducted under the scheme in the last five years in the country, including Tamil Nadu;
- c) whether Government has assessed the impact of these initiatives on public awareness about Ayush practices;
- d) if so, the details thereof and if not, the reasons therefor; and
- e) the measures being taken by Government to address these challenges and ensure better dissemination of information?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

(a) With the view to fulfil the mandate of propagation of Ayush System of Healthcare, the Ministry implements a Central Sector Scheme for promotion of Information, Education and Communication (IEC). Under this Scheme, the Ministry organises National/State level Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs,

celebrate important days, Participate in Health fairs/melas, Exhibitions etc., Provide financial assistance for organising seminars, workshops, conferences and conduct multimedia campaigns etc., to create awareness among citizens regarding Ayush systems of medicine.

(b) The details are placed at Annexure.

(c) & (d). The Government has not conducted any impact assessment of the IEC Scheme in the country. However, the first exclusive All-India survey on Ayush was conducted by the Ministry of Statistics and Programme Implementation (MoSPI) during July 2022 to June 2023 as a part of National Sample Survey 79th Round. The following were the findings: -

i. In the rural areas, 94.8% of persons are aware of Ayush system of medicine and 46.3% of persons have used Ayush systems of medicine for prevention or treatment of ailments, during last 365 days.

ii. In urban areas, 96% of persons are aware of Ayush systems of medicine and 52.9% of persons used Ayush systems of medicine for prevention or treatment of ailments, during last 365 days

It is also to inform that as per Survey namely Social Consumption on Health conducted by National Sample Survey Office (NSSO) from Jan-June 2014, it was found that only 5-7% usage of Ayush was reported. It can be clearly seen that there has been significant increase in usage of Ayush showcasing the continuous efforts of this Ministry to position Ayush as a preferred system of medicine.

(e) The question does not arise.

Details of IEC activities:**i. National Level Arogya Fair**

Financial Year	Number	Place
2020-21	0	
2021-22	0	
2022-23	3	1. Ujjain (Madhya Pradesh) 2. Bengaluru (Karnataka) 3. Guwahati (Assam)
2023-24	4	1. Jaipur (Rajasthan) 2. Thiruvananthapuram (Kerala) 3. Thane (Maharashtra) 4. New Delhi (Delhi)
2024-25	1	1. Dehradun (Uttarakhand)
2025-26 (till date)	1	1. Jaipur (Rajasthan)

ii. State Level Arogya Fair

Financial Year	Number	Place
2020-21	0	
2021-22	2	1. Greater Noida (Uttar Pradesh) 2. New Delhi (Delhi)
2022-23	2	1. Varanasi (Uttar Pradesh) 2. Aizawl (Mizoram)
2023-24	1	1. Mon (Nagaland)
2024-25	3	1. Raipur (Chhattisgarh) 2. Nashik (Maharashtra) 3. Mon (Nagaland)
2025-26 (till date)	0	

iii. Ayurveda Parv/Yoga Fest

Financial Year	Number	Place
2020-21	3	1. Jalandhar (Punjab)- 2. Dibrugarh (Assam)

		3. Bhubaneswar (Odisha)
2021-22	5	1. Rishikesh (Uttarakhand) 2. Rajsamand (Rajasthan) 3. Nalanda (Bihar) 4. New Delhi (Delhi) 5. Chandigarh
2022-23	14	1. Thiruvananthapuram (Kerala) 2. Guwahati (Assam) 3. Jammu (J&K) 4. Siliguri (West Bengal) 5. Imphal (Manipur) 6. Shillong (Meghalaya) 7. Shirdi (Maharashtra) 8. Nagpur (Maharashtra) 9. Rajahmundry (Andhra Pradesh) 10. New Delhi (Delhi) 11. Rohtak (Haryana) 12. Puri (Odisha) 13. Meerut (Uttar Pradesh) 14. Chandigarh

2023-24	4	<ol style="list-style-type: none"> 1. Shrinagar (J&K) 2. Tirupati (Andhra Pradesh) 3. Panchkula (Haryana) 4. Udaipur (Rajasthan)
2024-25	5	<ol style="list-style-type: none"> 1. Hyderabad (Telangana) 2. Amritsar (Punjab) 3. New Delhi (Delhi) 4. Puri (Odisha) 5. Bhopal (Madhya Pradesh)
2025-26 (till date)	2	<ol style="list-style-type: none"> 1. Leh (Ladakh) 2. Mumbai (Maharashtra)

iv. Participation in Fairs/Melas/Exhibitions

Financial Year	Number	Event Name & Place
2020-21	1	<ol style="list-style-type: none"> 1. India International Science Festival (IISF) expo (Virtual Event)
2021-22	7	<ol style="list-style-type: none"> 1. India International Trade Fair (Pragati Maidan, New Delhi, Delhi) 2. 24th National Health Exhibition (Kolkata, West Bengal) 3. Punjab International Trade Expo (Amritsar,

		<p>Punjab)</p> <ol style="list-style-type: none"> Digital Healthcare (Kolkata, West Bengal) Arogya Fair on the occasion of Naturopathy Day 2021 (Tanakpur, Uttarakhand) North East Festival (Guwahati, Assam) India International Science Festival Expo (Panjim, Goa)
2022-23	14	<ol style="list-style-type: none"> Confederation of Indian Industry (CII), Chandigarh Fair (Chandigarh) India International Trade Fair 2022 (Pragati Maidan, New Delhi, Delhi) Arogya Fair on the occasion of Naturopathy Day 2022 (Tanakpur, Uttarakhand) Rise in UP 2022 (Ghaziabad, Uttar Pradesh) 11th Mega Industrial Exhibition (Vadodara, Gujarat) 12th East Himalayan Trade Fair (Shillong, Meghalaya) 4th edition of Health Tech India (Delhi) 2nd All India official Language Conference (Surat, Gujarat) 5th Rashtriya Poshan Mah (Delhi) 53rd Edition of International Film Festival of India (IFFI) (Goa)

		<p>11. State level Ayush Health “Arogya Mela” 2022-23 (Bharatpur, Rajasthan)</p> <p>12. Science Technology Research and Entrepreneurship Enhancement (STREE 2020) National Conference & Expo (New Delhi, Delhi)</p> <p>13. Bharat Parv 2023 (Red Fort, Delhi)</p> <p>14. National Tribal Festival “Aadi Mahotsav” (Delhi)</p>
2023-24	15	<p>1. Cow Based Global Investment Summit & Expo (Rajkot, Gujarat)</p> <p>2. 26th National Health Exhibition (Kolkata, West Bengal)</p> <p>3. IPU Health Mela (New Delhi, Delhi)</p> <p>4. Aadi Mahotsav (Jamshedpur, Jharkhand)</p> <p>5. World Food India (New Delhi, Delhi)</p> <p>6. India International Trade Fair (New Delhi, Delhi)</p> <p>7. Arogya Fair on the occasion of Naturopathy Day 2023 (Tanakpur, Uttarakhand)</p> <p>8. Odisha Ayush Expo (Bhubaneswar, Odisha)</p> <p>9. Exhibition (Karnataka, Bengaluru)</p> <p>10. Rise in India -Health & Wellness Expo (Ghaziabad, Uttar Pradesh)</p>

		11. North East Festival 2023 (New Delhi, Delhi) 12. Bharat Parv 2024 (Red Fort, Delhi) 13. Surajkund Mela 2024 (Faridabad, Haryana) 14. Aadi Mahotsav (New Delhi, Delhi) 15. Ayush Health “Arogya Mela”2024 (Dundu, Jaipur, Rajasthan)
2024-25	8	1. World Food India (New Delhi, Delhi) 2. India International Trade Fair (New Delhi, Delhi) 3. Surajkund Mela, 2025(Faridabad, Haryana) 4. Rise in India 2025 (Ghaziabad, UP) 5. Health Tech India 2025(New Delhi, Delhi) 6. Pravasi Bhartiya Diwas 2025 (Bhubaneswar, Odisha) 7. Bharat Parv 2025 (Delhi) 8. World Wetlands Day (Gonda, Uttar Pradesh)
2025-26 (till date)	0	

v. Providing Financial Assistance for organizing Workshop/Conference/Seminars etc. on Ayush System

Financial Year	Number of Workshop/Conference/Seminars etc. for which financial support has been provided
2020-21	2
2021-22	0
2022-23	6
2023-24	4
2024-25	5
2025-26 (till date)	1

vi. Webinar

2021-22 10 (during Covid period only)

vii. Media Activities:

Financial Year	Number	Subject
2020-21	3	1. Publicity for Promotion of International Day of Yoga 2020 2. Publicity for Promotion of Ayurveda 2020 3. Media Activities related to Covid-19
2021-22	3	1. Publicity for Promotion of International Day of

		<p>Yoga 2021</p> <p>2. Print Publicity in respect of Ayushkwath and Ayuraksha Kit</p> <p>3. Production of videos for Dubai expo 2022</p>
2022-23	6	<p>1. Outdoor Publicity for promotion of Global Ayush Investment and Innovation Summit (GAIS).</p> <p>2. Print Publicity for promotion of Global Ayush Investment and Innovation Summit (GAIS)</p> <p>3. Print Publicity for promotion of Global Centre for Traditional Medicine (GCTM)</p> <p>4. Print Publicity for promotion of International Day of Yoga 2022</p> <p>5. Print Publicity for promotion of Ayurveda Day 2022</p> <p>6. Print Publicity through India International Trade Fair (IITF) 2022 tickets</p>
2023-24	4	<p>1. Print Advertisement for International Day of Yoga 2023</p> <p>2. Print Advertisement for National Dhanvantari Ayurveda Award 2023</p> <p>3. Print Advertisement for an important event held at Guwahati</p> <p>4. Print Publicity through India International Trade Fair (IITF) 2023 tickets</p>

2024-25	5	<ol style="list-style-type: none"> 1. Print Advertisement for National Dhanvantari Ayurveda Award 2024 2. Print Advertisement for International Day of Yoga 2024 3. Print Advertisement for Ayurveda Day 2024 4. Print Advertisement on the topic "five Guinness World Records on Desh ka prakriti parikshan" 5. Print Advertisement i.r.o. misleading ads about Ayush
2025-26 (till date)	2	<ol style="list-style-type: none"> 1. Quarter Page Print Advertisement for International Day of Yoga 2025 2. Half Page Print Advertisement for International Day of Yoga 2025

viii. Important Days

Financial Year	Number	Place
2020-21	1	1. International Day of Yoga (virtually)
2021-22	4	<ol style="list-style-type: none"> 1. Ayurveda day 2021 (Jaipur, Rajasthan, Jamnagar, Gujarat, New Delhi) 2. International Day of Yoga 2021 (virtually)

		3. 5th Siddha day (Chaennai, Tamil nadu) 4. Unani Day 2022 (New Delhi)
2022-23	3	1. International Day of Yoga 2022 (Mysuru, Karnataka) 2. 5th Naturopathy Day 2022 (Pune, Maharashtra) 3. Unani Day 2023 (Bengaluru, Karnataka, New Delhi)
2023-24	4	1. World Homoeopathy Day 2023 2. International Day of Yoga 2023 (Jabalpur, Madhya Pradesh) 3. 7th Siddha Day 4. Unani Day 2024
2024-25	5	1. World Homoeopathy Day 2024 2. International Day of Yoga 2024 (Srinagar, J &K) 3. Ayurveda Day 4. Unani Day 5. Siddha Day
2025-26 (till date)	1	1. World Homoeopathy Day 2025 2. International Day of Yoga 2025 (Vishakhapatnam, AP)

ix. Special Event

Financial Year	Number	Event Name & Place
2022-23	1	1. Global Ayush Investment and Innovation Summit (GAIIS). (Gandhinagar, Gujarat)