

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

RAJYA SABHA

ADMITTED UNSTARRED QUESTION NO.971

TO BE ANSWERED ON 29.07.2025

“Expansion of Jan Arogya Melas in Odisha”

971 Smt. Sulata Deo:

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

whether the Ministry will expand Jan Arogya Melas and Ayush Health Camps in Odisha’s rural and urban slums to promote holistic wellness and preventive health?

ANSWER

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

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 to expand Ayush system, 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 system of medicine. The details of the activities undertaken in the last three years in the state of Odisha, under the IEC Scheme are as follows: -

- i. Organised one Ayurveda Parv at Puri, Odisha from 4th to 6th December 2024
- ii. Organised one Ayurveda Parv at Puri, Odisha from 20th to 22nd January 2023.
- iii. Participated in Odisha Ayush Expo at Bhubaneswar from 14th to 15th December 2023.
- iv. Participated in Pravasi Bhartiya Diwas 2025.

Apart from this, Ministry of Ayush is implementing the Centrally Sponsored Scheme (CSS) of the National Ayush Mission (NAM) through State/UT Governments including Odisha and supporting their efforts for the overall promotion and development of the Ayush system in the country including the rural and urban slum areas by providing financial assistance under different activities to promote holistic wellness and preventive healthcare, based on the proposals received through their State Annual Action Plans (SAAPs).

Under NAM, there is a provision of financial assistance for Behaviour Change Communication (BCC) and Information, Education and Communication (IEC) activities. Under these activities, the States/UTs are being supported to implement mass media communication strategies that highlight the strengths of Ayush in early disease prevention through the promotion of a healthy diet and lifestyle, which are to be adopted and advocated at the community level.

Further, the States/UTs are also being supported for the operationalization of Ayushman Arogya Mandir (Ayush) and implementation of dedicated Ayush Public Health Programmes in the different part of the country including rural and urban slums areas, which also includes camp related activities for providing holistic wellness and preventive health care to the community.
