

**GOVERNMENT OF INDIA**  
**MINISTRY OF AYUSH**  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 331**  
**TO BE ANSWERED ON 03.02.2026**

**Promotion of Ayush based tourism in Uttar Pradesh**

**331 Shri Ratanjit Pratap Narain Singh:**

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

- (a) the details of the initiatives taken to promote Yoga and Wellness tourism in the Buddhist circuit of the State of Uttar Pradesh, specifically in Kushinagar;
- (b) the status of the certification of Yoga centres and wellness resorts operating in the district by the Yoga Certification Board;
- (c) the measures taken to organize International Day of Yoga events at the Mahaparinirvana Temple to attract global tourist;
- (d) the details of the skill development programs conducted for the local youth to become certified Yoga instructors; and
- (e) Government's vision to integrate Ayush treatments with the tourism packages offered to the pilgrims visiting the State?

**ANSWER**

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

(a) and (b) Under National Ayush Mission (NAM), Department of Ayush, Government of Uttar Pradesh has taken various steps to promote Yoga across the State, as reported by them. Yoga services are being delivered through Ayushman Aarogya Mandirs and Yoga Wellness Centres.

In Kushinagar district, a total of 35 Ayushman Aarogya Mandirs are operational, supported by 30 male and 28 female Yoga trainers engaged on a part-time basis. In addition, 04 Yoga Wellness Centres are functioning with 03 Yoga Trainers and 04 Yoga Assistants,

providing Yoga services to the general public through both institutional and outreach activities. In December 2025, a total of 35902 patients are benefitted through these centres. Further, under the Department of Ayush (Ayurveda, Homoeopathy and Unani), 32 Health and Wellness Centres and 4 Yoga Wellness Centres are operational in the district. Yoga sessions are organized periodically in the Buddhist Circuit of the State.

In state of Uttar Pradesh, a total of 1,549 Yoga Professionals certified by Yoga Certification Board (YCB) under Ministry of Ayush out of which 02 are from the Kushinagar District .

(c) With the aim of attracting global tourists, the International Day of Yoga was organized on June 21, 2025, at the Mahaparinirvana Temple premises, in which approximately 10,000 participants took part.

(d) and (e) Regular Yoga sessions are being organized at Ayushman Arogya Mandirs in the district to train local youth as certified yoga instructors. Additionally, Yoga programs and sessions are currently being held in major parks of the district. The Health Sector Skill Council (HSSC) Sub-Council on Ayush is also conducting skill development programs, including courses such as Yoga Therapy Assistant and Yoga Wellness Trainer.

As reported by NAM, Department of Ayush, Government of Uttar Pradesh, Ayurveda treatments have also been included in the tourist packages available to pilgrims and tourists visiting the district. For this purpose, a government Ayurvedic hospital is operational near the main gate of the Mahaparinirvana site and close to the temple in Kushinagar, where treatments are provided through Ayurveda and Yoga, along with the promotion and dissemination of Yoga and Ayurveda.

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