

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY, UNANI,
SIDDHA AND HOMOEOPATHY (AYUSH)**

**LOK SABHA
STARRED QUESTION NO. 273
TO BE ANSWERED ON 5TH JANUARY, 2018
AWARENESS PROGRAMMES FOR AYURVEDA**

***273. SHRI GODSE HEMANT TUKARAM:**

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

- (a) whether his Ministry has implement various schemes/ programmes to create awareness regarding ayurveda in the country;
- (b) if so, the details thereof; and
- (c) the funds allocated and utilised for the purpose during each of the last three years and the current year, programme/ scheme and State/UT-wise?

**ANSWER
THE MINISTER OF STATE(IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)**

(a) to (c): A statement is laid on the Table of the House

**STATEMENT REFERRED TO IN REPLY TO LOK SABHA
STARRED QUESTION NO. 273* FOR 5TH JANUARY, 2018**

(a) & (b): The Ministry of AYUSH has implemented the Central Sector Scheme of Information, Education and Communication (IEC) for creation of awareness amongst the citizens about the AYUSH Systems including Ayurveda, their cost-effectiveness and their strengths. The IEC activities for promotion of Ayurveda include organization of Arogya Fairs both at the National and the State Level, observation of designated “days” dedicated to AYUSH Systems like Ayurveda Day, organisation of Ayurveda Parv, participation in health fairs, melas and exhibitions, providing financial assistance to reputed organizations for organizing events like seminars, conferences, symposiums, workshop, meeting etc. on AYUSH Systems and providing incentives to AYUSH Industry to participate in Arogya and other promotional events. Preparation and distribution of authentic publicity material on AYUSH Systems and multi-media campaigns for popularization of AYUSH Systems including Ayurveda are also taken up under the IEC scheme of the Ministry.

Ayurveda Day is observed on the day of Dhanwantri Jayanti every year to create awareness regarding Ayurveda system of medicine in the country.

In addition, the Ministry is implementing the Centrally Sponsored Scheme of National AYUSH Mission (NAM) since 29.09.2014 in which provisions have been made for spreading awareness of AYUSH systems of medicine including Ayurveda through public health outreach activities for managing community health problems. Adoption of villages for interventions of healthcare through AYUSH Gram and School Health Programme by addressing the health needs of school going children are also taken up under NAM.

The Ministry has set-up an autonomous Research Council, namely, Central Council for Research in Ayurvedic Sciences (CCRAS) for planning, coordinating and implementing medical research in the discipline of Ayurveda. The Council has 30 research units functioning under it. Besides research work, the Council is also engaged in popularizing the Ayurveda system among the masses by publishing brochures on subjects of common interest in healthcare in English, Hindi and regional languages. The subjects covered in these brochures include prevention of diseases and health promotion through Ayurveda. CCRAS also strives to create awareness through outreach programs like the Swasthya Rakshan Program (SRP), Ayurveda Mobile Health Care Program under Schedule Caste Sub Plan (SCSP) Research Program, Tribal Health Care Research Program (THCRP) and the programme for integration of AYUSH with National Program for Control of Diabetes Cancer and Stroke (NPCDCS).

The Ministry has also set-up a few National Institutes which are institutions that pursue excellence. Out of these, the National Institute of Ayurveda, Jaipur, All India Institute of Ayurveda, New Delhi, Rashtriya Ayurveda Vidyapeeth, New Delhi, North Eastern Institutes of Ayurveda & Homoeopathy, Shillong and Institute for Post Graduate Teaching & Research in Ayurveda, Jamnagar are devoted to Ayurveda. These Institutes, besides imparting education, are also engaged in healthcare and outreach activities which help to create awareness among the general public.

(c): The allocation and utilisation for funds under the Central Sector Scheme of Information, Education and Communication (IEC) is done centrally without any State/UT-wise categorisation. Details of funds allocated and utilised during the last three years and the current year is given at Annexure.

Annexure

Funds allocated and utilized for the purpose during the last three years and the current year

(Rs in Crores)

Scheme/ Programme	2014-15			2015-16			2016-17			2017-18	
	BE	RE	AE	BE	RE	AE	BE	RE	AE	BE	Expenditure as 19.12.2017
Information, Education and Communication	17.50	17.00	16.71	20.00	30.00	27.70	30.00	27.00	24.66	34.00	21.41

BE- Budget Estimate

RE- Revised Estimate

AE- Actual Expenditure