

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

**LOK SABHA
UNSTARRED QUESTION NO. 1263
TO BE ANSWERED ON 9TH FEBRUARY, 2018**

GLOBALLY PROMOTION OF AYUSH

1263. SHRI RAJIV PRATAP RUDY:

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

(a) the measures taken by the Government to promote Yoga and Ayurveda across the world including promotion through social media/organizations and the funds allocated for the purpose during each of the last three years;

(b) whether the Government has data on the number of foreign tourists who visited India for AYUSH system of medication during the last three years, if so, the details thereof, years-wise and stream-wise;

(c) whether inadequate awareness and limited resources are acting as hindrance in promoting the wider use of AYUSH products; and

(d) if so, the measures taken by the Government specially to reach out to the foreign nationals for development of AYUSH?

ANSWER

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

(a): Ministry of AYUSH undertakes various measures to promote international cooperation for development of AYUSH systems of Medicine including Yoga and Ayurveda such as (i) Signing of Country to Country Memoranda of Understanding (MoUs) on 'Cooperation in the field of Traditional Medicine'; (ii) 'Setting up of AYUSH Academic Chairs in Foreign Universities/Institutes' (iii) Signing of MoUs for 'Undertaking Collaborative Research' to enhance the acceptability of AYUSH systems at International level (iv) Setting up of AYUSH Information Cells in the premises of the Indian Missions/ICCR Cultural Centres for dissemination of authentic information. (v) Organization / participation in International

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exhibitions/ conferences/ workshops/ seminars/ road shows/ trade fairs, etc. to create awareness amongst the local population; (vi) Providing incentives to AYUSH drug manufacturers/ entrepreneurs/ AYUSH institutions, etc. for (a) participating in International exhibitions/ conferences/ workshops/ seminars/ road shows/ trade fairs, etc. for generating awareness amongst the participating public about the AYUSH systems of medicine and; (b) registration of AYUSH products with regulatory authorities of the foreign countries.

Funds allocated to promote Ayurveda, Yoga and other AYUSH systems of Medicine across the world during last three years are as below:

Year	2015-16	2016-17	2017-18
Funds allocated	850 Lakhs	1400 Lakhs	1528 Lakhs

(b): The data on the number of foreign tourists who visited India for AYUSH system of medication is not maintained by the Ministry of AYUSH

(c) & (d): Yes; to increase the awareness about the AYUSH systems and promoting the wider use of AYUSH products, the Ministry of AYUSH has been taking up various activities as mentioned above in reply to part (a) of the question.

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