

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

**LOK SABHA
UNSTARRED QUESTION NO. 2328
TO BE ANSWERED ON 9TH MARCH, 2018**

PROMOTION OF AYUSH

2328. SHRI HARIOM SINGH RATHORE:

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

- (a) whether the Government is attempting to develop and promote India as a global hub for treatment of diseases through AYUSH;
- (b) if so, the details thereof; and
- (c) the key policy initiatives adopted by the Government for popularizing AYUSH treatments in India?

ANSWER

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

(a) & (b): Yes. The Ministry of AYUSH undertakes various measures to develop and promote India as global hub for treatment of diseases through AYUSH systems.

The measures taken are below:

- (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 exhibitions/conferences/ workshops/ seminars/ road shows/ trade fairs, etc. to create awareness amongst the local population;

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(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.

In addition to these, the external therapies like Thokkanam (Physical Manipulation Therapy), Fomentation (Ottadam), Leech Therapy (Attai viduthal), Fumigation (Vethu) etc., and varmam (Pressure manipulation therapy) is widely provided globally in health care system. Further, in order to establish and propagate the special therapies of Siddha system of medicine and treatment in Malaysia, a module for Varmam treatment has been developed and provided to Govt. of Malaysia by Central Council for research in Siddha (CCRS), an autonomous body under the Ministry of AYUSH.

(c): To popularise AYUSH treatment in India, the details of the policy initiatives of the Government are as under:

(i) Implementation of National AYUSH Mission (NAM) which envisages better access to AYUSH services; strengthening of AYUSH educational institutions, facilitate the enforcement of quality control of Ayurveda, Siddha and Unani & Homoeopathy (ASU &H) drugs and sustainable availability of ASU & H raw-materials by promotion of medicinal plants cultivation in the States/UTs.

(ii) Promotion of quality standards of ASU&H drugs to promote safe use of AYUSH medicines.

(iii) Organization of Arogya Fairs / Melas, Conference, Exhibitions, Seminars, Workshops, Symposium and also publicity through electronic multimedia, print media campaigning for awareness amongst the citizens all over the country.

(iv) Providing of financial assistance to the various research organizations for conducting the research in AYUSH system of Medicine.

(v) Celebration of each stream of AYUSH on a specified date, viz. Ayurveda day, Yoga day, Unani day, Siddha day and Homoeopathy day.

(vi) National level Institutes under different systems of AYUSH are being established in different parts of the country to promote the AYUSH based research as well as to provide AYUSH health services at tertiary level.

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