

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

**LOK SABHA
UNSTARRED QUESTION NO.2807
TO BE ANSWERED ON 28TH DECEMBER, 2018**

PROMOTION OF AYURVEDA

2807. SHRI MANOJ TIWARI:

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

- (a) whether the Government has any user friendly mechanism in place to promote indigenous Ayurvedic medicines;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of the mechanisms and modalities regarding the process?

ANSWER

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

(a) & (b): The Ministry has been implementing Central Sector Scheme for Promotion of Information Education and Communication (IEC) in AYUSH for promotion and propagation of AYUSH Systems of Medicine including Ayurveda by organizing National/State Arogya Fair, Ayurveda Parv, celebration of Ayurveda Day and participating in Seminars, Exhibitions, Workshops, Conferences etc.

The Ministry is undertaking Multi Media IEC Campaigns including Print media etc. for creating awareness by formulating and executing strategies relating to AYUSH System of Medicine including Ayurveda.

Ministry of AYUSH is also digitally promoting the AYUSH Systems including Ayurveda on its various Social Media Platforms i.e. Facebook, Twitter, YouTube etc.

(c): Not applicable.

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(d): The Ministry has been organizing Arogya Fairs on AYUSH System of Medicines including Ayurveda in collaboration with India Trade Promotion Organization (ITPO), Federation of Indian Chambers of Commerce & Industry (FICCI), CII, ICC and Associated Chambers of Commerce and Industry of India (ASSOCHAM) etc. or Government organizations or any reputed organization working in the field of AYUSH System of medicine at National and State level.

The Ministry with the support of concerned Councils/National Institutes and reputed organizations/NGOs is celebrating Ayurveda Day with the involvement of States/UTs.

Any government/non-government Ayurveda Organizations, State AYUSH Directorates, Ayurveda teaching institutes or any other non-profit making organizations working in the field of Ayurveda may apply for organizing of Ayurveda Parv.

For popularization and promotion of AYUSH Systems of Medicine including Ayurveda, the Ministry is carrying out Multi-Media/Print Media/ outdoor publicity campaigns through Bureau of Outreach & Communications, National Film Development Corporation, Doordarshan, All India Radio or any other Government agency or any other agency selected as per General Financial Rules 2017.

Financial assistance is provided for organizing Seminar, Conference, Symposium, Workshop, meeting etc. on AYUSH Systems of Medicine including Ayurveda to the Central/ State Governments, Universities, Educational & Research Institutions, Registered Autonomous Bodies/ Associations, reputed NGOs etc. working in the field of AYUSH Systems of Medicines and involved in the dissemination of proven results of AYUSH, promotion & development of AYUSH.

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