

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

**LOK SABHA
UNSTARRED QUESTION NO. 5692
TO BE ANSWERED ON 26TH JULY, 2019**

INDIGENOUS AYURVEDIC MEDICINES

**5692. SHRI MAGUNTA SREENIVASULU REDDY:
SHRI ANURAG SHARMA:**

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 to promote indigenous Ayurvedic medicines in the country, if so, the details thereof and if not, the reasons therefor;
- (b) the details of mechanism and modalities available for promotion of indigenous Ayurvedic medicines in the Country;
- (c) whether the Government is aware that the AYUSH medicines are available naturally in Jhansi and Lalitpur area;
- (d) if so, the details thereof and the measures taken by the Government for their conservation; and
- (e) the steps taken by the Government to ensure its marketing and collection in a systemic manner in its vicinity?

ANSWER

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

(a): The Ministry has been implementing Central Sector Scheme for Promotion of Information Education and Communication (IEC) in AYUSH for promotion of AYUSH Systems of Medicine including Ayurveda. Activities like National/ State Arogya Fairs, *Ayurveda Parv*, celebration of Ayurveda Day, Seminars, Exhibitions, Workshops, Conferences etc. are taken up under this Scheme.

The Ministry undertakes IEC Campaigns on different media including print and electronic media for creating awareness relating to AYUSH Systems of Medicine including Ayurveda. These campaigns aim to reach out to the common people and are designed and implemented keeping their sensibilities in view.

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

(b): The Ministry has been making use of various Information, Education and Communication (IEC) activities for the promotion of indigenous Ayurvedic medicines in the country.

The Ministry has been organizing Arogya Fairs on AYUSH System of Medicines including Ayurveda in collaboration with institutions like 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) as well as other reputed organization working in the field of AYUSH Systems of medicine at National and State level.

The Ministry observes Ayurveda Day every year with the support of concerned Research Councils/ National Institutes and reputed organizations/ NGOs. This is done with the involvement of governments of States and UTs as well.

Support is extended for organizing of *Ayurveda Parv* to government/non-government Ayurveda Organizations, State AYUSH Directorates, Ayurveda teaching institutes and other non-profit organizations working in the field of Ayurveda through a duly established selection procedure.

For popularization and promotion of AYUSH Systems of Medicine including Ayurveda, the Ministry carries out TV, Radio, Print Media and Outdoor Publicity campaigns through Bureau of Outreach & Communication, National Film Development Corporation, Doordarshan, All India Radio and other suitable agencies.

Financial assistance is provided for organizing Seminars, Conferences, Symposiums, Workshops, meetings etc. on AYUSH Systems of Medicine including Ayurveda to Central/ State Government bodies, Universities, Educational & Research Institutions, Registered Autonomous Bodies/ Associations, reputed NGOs etc. working in the field of AYUSH Systems of Medicines and involved in the promotion and development of AYUSH.

(c): No.

(d) & (e): Does not arise in view of (c) above.

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