

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO-547  
ANSWERED ON 09/12/2022**

**GLOBAL PROMOTION OF AYUSH SYSTEM**

**547. SHRI VIVEK NARAYAN SHEJWALKAR:**

Will the **MINISTER OF AYUSH** be pleased to state:

- (a) the efforts being made by the Government to get international recognition for AYUSH systems of medicine;
- (b) the details of schemes being implemented by the Government to promote new technology for protection, promotion and processing of medicinal plants and herbs under AYUSH;
- (c) whether the Government proposes to confer awards to the institutions doing excellent work in the field of AYUSH; and
- (d) if so, the details thereof ?

**ANSWER**

**THE MINISTER OF AYUSH  
(SHRI SARBANANDA SONOWAL)**

(a) The Ministry has developed a Central Sector Scheme for the Promotion of International Co-operation in AYUSH (IC Scheme) under which the Ministry of Ayush provides support to Indian Ayush Manufacturers/ Ayush Service providers to give boost to the export of AYUSH products & services; facilitates the International promotion, development and recognition of AYUSH system of medicine; foster interaction of stakeholders and market development of AYUSH at international level; promote academics and research through the establishment of AYUSH Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about AYUSH Systems of Medicine at international level.

The Ministry of Ayush has taken the following steps towards the international recognition for AYUSH systems of medicine:

- Ministry has signed 24 Country to Country MoUs for Cooperation in field of Traditional Medicine and Homoeopathy with foreign nations.
- 40 MoUs have been signed with international institutes for undertaking Collaborative Research / Academic collaboration.
- 15 MoUs have been signed with international institutes for setting up of AYUSH Academic Chairs in foreign nations.
- Ministry of Ayush has provided support for the establishment of 38 Ayush Information Cells in 34 foreign nations.
- Ministry of Ayush under its International Fellowship/Scholarship Programme offers scholarships to foreign nationals for undertaking AYUSH courses in recognized AYUSH institutions in India.
- Ministry of Ayush in cooperation with QCI has got developed Quality Certification programme viz. Ayush mark and Premium mark to increase reliability of standards of ASU&H Products.
- WHO-GMP (COPP) has been given to 31 Ayurvedic Drug manufacturers to facilitate the export of Ayurveda, Siddha, and Unani & Homoeopathy Drugs.
- Ministry of Ayush and WHO have signed an agreement to establish WHO-GCTM in Jamnagar, Gujarat, the ground-breaking Ceremony of which was attended by the Hon'ble Prime Minister of India, Director General of WHO and other esteemed dignitaries on 19.04.2022 in Jamnagar, Gujarat. This Centre aims to provide support to implement WHO's traditional medicine strategy (2014-23) and to support nations in developing policies & action plans to strengthen the role of traditional medicine as part of their journey to universal health coverage.
- Ministry of Ayush, Government of India in consultation with Department of Commerce has supported to establish Ayush Export Promotion Council (AEPC) to promote the export of AYUSH products/ medicines as well as AYUSH services. This was launched by the Hon'ble Prime Minister on 20<sup>th</sup> April 2022 at Global Ayush Innovation and Investment Summit in Gandhinagar (Gujarat).

(b) Presently, National Medicinal Plants Board, Ministry of Ayush is implementing Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants. Under the scheme project based support is provided for following activities on medicinal plants:

- Survey Inventorization
- In-situ Conservation and Resource augmentation

- Ex-situ Conservation / Establishment of Herbal Gardens
- Support to Joint Forest Management Committees / Panchayats / Van Panchayats / Biodiversity Management Committees / Self Help Groups for value addition activities like drying, primary processing, storage etc. of Medicinal Plants and thereby generate livelihood to these communities.
- Research & Development
- Information, Education and Communication (IEC) etc.

The above activities are implemented through various agencies such as State Medicinal Plants Boards (SMPBs) / State Forest Departments / Research Councils such as CCRAS, CCRUM, CCRS, CCRH, ICAR, CSIR and other non-governmental organization on project mode and the Grant-In-Aid is considered on the basis of the approved cost norms as notified in the operational guidelines of Central Sector Scheme.

To provide a platform for the trade of Medicinal Plants and to provide easy market access National Medicinal Plants Board (NMPB), Ministry of Ayush has launched “e-CHARAK” mobile application as well as web portal for the promotion and marketing of medicinal plants / herbs. The “e-CHARAK” application supports different local languages and it also provides fortnightly market price of 100 Medicinal Plants from 25 herbal markets across India.

(c) & (d) No, Sir.

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