

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 273
TO BE ANSWERED ON 3RD FEBRUARY, 2023**

PROMOTION OF AYURVEDA

†273 **SHRIMATI GEETA KORA:
SHRIMATI RITI PATHAK:
SHRI PARBATBHAI SAVABHAI PATEL:
SHRI PRADEEP KUMAR SINGH:
SHRI JUGAL KISHORE SHARMA:**

Will the Minister of **AYUSH** be pleased to state:

- a) the measures taken/being taken by the Government to spread the message “Har Din Har Ghar Ayurveda” to make it more meaningful;
- b) the efforts made/being made by the Government to promote medical and wellness tourism in the country by including Ayurveda doctors and physicians particularly in Madhya Pradesh, Jharkhand, Gujarat, Bihar and Jammu and Kashmir; and
- c) the extent of increase in AYUSH manufacturing industry during the last seven years?

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

- a) Considering the importance of Ayurveda, National Implementation Committee chaired by Hon’ble Home Minister in its meeting held on 29th August, 2022 approved the events to be conducted for celebration of “Azadi Ka Amrit Mahotsav”, inter-alia “Ayurveda @ 2047-Azadi ka Amrit Kaal” to be celebrated by Ministry of Ayush. In pursuance to it, Ministry of Ayush decided to organize a series of events to commemorate “Ayurveda @ 2047” from 12th September, 2022 to 23rd October, 2022 to celebrate the 7th Ayurveda Day on 23rd October, 2022. The event theme was “हर दिन हर घर आयुर्वेद”.

The objectives of the Ayurveda Day, *inter-alia*, was to promote Ayurveda into mainstream globally, focus on the strengths of Ayurveda, enhance confidence building in public for Ayurveda, transform Ayurveda as main form of medicine etc. The event was celebrated with the “Whole of Government” approach and Central Ministries, States/UTs, Gram Panchayats, Schools/Colleges, Anganwadi workers, NSS students, Nehru Yuva Kendras, Community Service Centres, Community Health Centres etc. were involved. The Weekly events during the whole duration on various themes like Ayurveda for Holistic Health, Ayurveda for Millennials, Ayurveda Aahar etc. were organized.

- b) Ministry of Ayush has developed a Central Sector Scheme namely Champion Services Sector Scheme for Medical Value Travel under which financial assistance in the form of interest subsidy is provided to the private investors for Establishment of World Class, State of the Art Super Specialty Hospitals/ Day Care Centres of the systems recognized under Indian Medicine Central Council (IMCC) Act, 1970 or Homeopathic Central Council (HCC) Act, 1973 on Pan India basis including Madhya Pradesh, Jharkhand, Gujarat, Bihar and Jammu and Kashmir.

- c) According to report of Research Information System for Developing Countries (RIS), the market size of Indian Ayush Industries is US\$ 18.1 Bn in 2020, which is six times of Ayush market size in 2014-15, that is US\$ 2.85 Bn as reported by the earlier report.
