

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO-4140
TO BE ANSWERED ON 24/03/2023**

FIRST B2B GLOBAL CONFERENCE & EXPO ON TRADITIONAL MEDICINES

**4140. SHRI BIDYUT BARAN MAHATO:
SHRI SANJAY SADASHIVRAO MANDLIK:
SHRI SUDHEER GUPTA:
SHRI SHRIRANG APPA BARNE:
SHRI DHAIRYASHEEL SAMBHAJIRAO MANE:
SHRI PRATAPRAO JADHAV:**

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

- (a) whether the Government has recently inaugurated the first B2B Global Conference & Expo on Traditional Medicines under Shanghai Cooperation Organization (SCO) at Guwahati in a bid to promote traditional medicines at the global level;
- (b) if so, the details thereof along with the total number of delegates from various SCO countries who participated in the said conference;
- (c) whether the country is emerging as a hub of traditional medicines in the world, if so, the details of business likely to be done in the field of traditional medicines during the current fiscal year and the ensuing three years;
- (d) whether the Government proposes to promote traditional systems of medicine to provide healthcare to countrymen as well as towards achieving the goal of Universal Health Coverage, if so, the details thereof; and
- (e) whether the said Expo is likely to open up more trade opportunities in traditional medicines and if so, the details thereof?

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

(a) & (b) Yes. The Ministry of Ayush organized the B2B Conference under the Shanghai Cooperation Organization (SCO) on Traditional Medicine from 02nd to 03rd March, 2023 in Guwahati (Assam). The Conference was inaugurated by the Hon'ble Union Minister of Ayush Shri Sarbananda Sonowal. The event witnessed active participation of the H.E. Dr. Thet Khaing Win, Hon'ble Union Minister of Health, Myanmar, Dr. Munjapara Mahendrabhai, Hon'ble Minister of State for Ayush and H.E. Safiyya Mohamed Saeed, Deputy Minister of Health, Ministry of Health, Maldives.

This Conference was attended by a total of 214 participants, out of which 83 were international delegates (including the Health Minister of Myanmar and the Deputy Health Minister of

Maldives) from 16 SCO Countries and 131 were Indian delegates. A total of 30 presentations have been made during the said event of which 19 were from SCO Countries i.e. Kazakhstan, China, Pakistan, Tajikistan, Uzbekistan, Myanmar, Mongolia, Bahrain, Sri Lanka, Nepal and Maldives and 11 presentations were also delivered by the Indian side i.e. 06 by the Ministry of Ayush's officials and 05 by the Indian Industry representatives. A total of 11 sessions were held during the said conference. Along with the B2B conference, a B2B Expo was also organized in Guwahati w.e.f. 02nd to 5th March, 2023.

(c) Yes. The country is emerging as a hub of traditional medicines in the world. The value of export of Ayush & Herbal products for the current FY i.e. 2022-23 (upto January, 2023) is USD 518.44 Million and keeping in view that the growth rate of export of Ayush and Herbal Products to various foreign countries during the period FY 2017-18 To FY 2021-22 has been 34.20 percent, the same growth momentum is expected to continue in the years to come (source: DGCIS)

(d) Following are the initiatives/achievements undertaken by the Ministry of Ayush towards the promotion of traditional systems of medicine to provide healthcare to countrymen as well as achieving the goal of Universal Health Coverage:

- **National Institutes and Research Councils:** A Network of 13 National Institutes, 05 Research Councils and 88 regional units of Research Councils has been established by the Ministry of Ayush for providing healthcare facilities to the countrymen as well as for the global recognition of the Ayush system of Medicine:
- **National Ayush Mission (NAM):** Ministry of Ayush is implementing the Centrally Sponsored Scheme of National Ayush Mission (NAM) through State/UT Governments & supporting their efforts for the development and promotion of Ayush system by providing financial assistance under different activities as per the provision of NAM guidelines to provide health care facilities through Ayush system of medicines for achieving the goal of Universal Health Coverage.
- **Integration of AYUSH services in Ayushman Bharat:** Ayush is managing 9889 HWCs to offer AYUSH health services and wellness interventions as part of Comprehensive Primary Healthcare and the same have been provided with financial assistance.
- **Ayush initiatives with other Ministries:** The Ministry of Ayush has taken crucial policy measures to promote the traditional system of medicines in the country i.e. constitution of the National Commission for Indian System of Medicine, MoUs with the Ministry of Defence for establishing Ayurveda OPDs at AFMS Hospitals and Cantonment Board Hospitals under which total 49 Ayurveda centers have been started under MoD; 37 Cantonment Board Hospitals/Dispensaries under DGDE in various cantonments and 12 Service hospitals under the Armed Forces Medical Services, with Ministry of Railways for introduction of Ayush in Railway Hospitals, with Department of Science & Technology, Tripartite MoU between Ministry of Ayush, CSIR.
- **Integration of Ayush in AIIMS:** As per the decision taken by the Government in the year 2014-2015 Ayush services are being integrated into the 19 new AIIMS, being established by the Ministry of Health and Family Welfare.

- **WHO-Global Centre for Traditional Medicine:** Signed an agreement with WHO to establish WHO-GCTM in Jamnagar, Gujarat, the ground-breaking Ceremony of which was held 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.
- **Insurance Coverage for AYUSH Health Care services:** Under IRDAI regulations, about 27 insurance companies have been offering more than 140 policy products covering one or more systems of AYUSH treatments since 2016.
- **Tele-consultation:** The Ministry of Ayush has operationalized a dedicated community support helpline i.e. toll-free number 14443, to provide Ayush-based approaches and solutions for the challenges raised by Covid-19.

(e) During the B2B Expo which was organized in Guwahati w.e.f. 02nd to 5th March, 2023, 56 Indian exhibitors including industries, educational institutes and Ayush services providers exhibited their products, institutions & infrastructure and 60 buyers from 11 countries showed a keen interest in the same. During the conference and the Expo more than 125 one-to-one meetings were held between buyers & sellers. These B2B meeting participants were from Tajikistan, Armenia, Uzbekistan, Mongolia, Kazakhstan, Bahrain, Myanmar, Sri Lanka and India.

10 LOIs were received from across the industry. The trade interest was received from 13 SCO countries in the fields of Ayurveda Education, Traditional Medicine Products and developing Infrastructure for providing Ayurveda and Yoga for Medical value Travel.
