

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 2151
TO BE ANSWERED ON 15.12.2023**

AWARENESS PROGRAMMES FOR AYUSH SYSTEM OF MEDICINE

2151. SHRI CHANDRA SEKHAR BELLANA

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

- a) the details of the programmes being implemented for spreading awareness regarding AYUSH system of medicine in the country, State/UT-wise; and
- b) the details of the funds allocated and utilized for such programmes during the last three years and current financial year?

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

a) The Ministry of Ayush implements the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush System of Medicine. This aims to reach out to all sections of the population across the country. This scheme provides assistance for organizing National/ State Arogya Fairs, Yoga Fests/ Utsavs, Ayurveda Parvs, etc. The Ministry also undertakes Multi-Media, Print Media Campaigns for creating awareness about Ayush System. The details of programs organized by the Ministry to promote Ayush System of Medicine under the Information, Education and Communication (IEC) Scheme during the last three years and current year are at **Annexure-I**.

Awareness regarding the Ayush System of Medicine is also being spread through various IEC related activities under the Centrally Sponsored Scheme of the Ministry of Ayush namely National Ayush Mission (NAM) in the country.

b) The details of expenditure incurred under the IEC Scheme during last three years and current year is given at **Annexure-II**.

Annexure-I**Details of Programs organized under the IEC scheme during last three years and
current year i.e. from 2020-21 to 2023-24[#]****i. National Arogya Fair: -**

S.No	City & State	Financial Year
1.	Bengaluru (Karnataka)	2022-23
2.	Ujjain (Madhya Pradesh)	2022-23
3.	Guwahati (Assam)	2022-23
4.	Jaipur(Rajasthan)	2023-24
5.	Thiruvananthapuram (Kerala)	2023-24

ii. State Level Arogya Fair

S.No	City & State	Financial Year
1.	Greater Noida (Uttar Pradesh)	2021-22
2.	New Delhi	2021-22
3.	Varanasi (Uttar Pradesh)	2022-23
4.	Aizawl (Mizoram)	2022-23

iii. Ayurveda Parv/ Yoga Fest

S.No	City & State	Financial Year
1.	Jalandhar (Punjab)	2020-21
2.	Dibrugarh (Assam)	2020-21
3.	Bhubaneswar (Odisha)	2020-21
4.	Rishikesh (Uttarakhand)	2021-22
5.	Nalanda (Bihar)	2021-22
6.	New Delhi	2021-22
7.	Chandigarh	2021-22
8.	Thiruvananthapuram (Kerala)	2022-23
9.	Guwahati (Assam)	2022-23
10.	Jammu (J&K)	2022-23
11.	Siliguri (West Bengal)	2022-23

12.	Imphal (Manipur)	2022-23
13.	Shillong (Meghalaya)	2022-23
14.	Shirdi (Maharashtra)	2022-23
15.	Nagpur (Maharashtra)	2022-23
16.	Rajahmundry (Andhra Pradesh)	2022-23
17.	New Delhi	2022-23
18.	Rohtak (Haryana)	2022-23
19.	Puri (Odisha)	2022-23
20.	Meerut (Uttar Pradesh)	2022-23
21.	Chandigarh	2022-23
22.	Panchkula (Haryana)	2023-24
23.	Tirupati (Andhra Pradesh)	2023-24
24.	Srinagar (J&K)	2023-24

iv. Celebration of Important Days:

S.No.	Important Day	Place	Financial Year
1.	International Day of Yoga	Held virtually	2020-21
2.	Ayurveda Day, 2021	Jaipur (Rajasthan), Jamnagar (Gujarat), New Delhi	2021-22
3.	International Day of Yoga	Held virtually	2021-22
4.	5th Siddha day	Chennai (Tamilnadu)	2021-22
5.	Unani Day 2022	New Delhi	2021-22
6.	5th Naturopathy Day, 2022	Pune (Maharashtra)	2022-23
7.	Unani Day, 2023	Bengaluru (Karnataka), New Delhi	2022-23
8.	International Day of Yoga	Mysuru (Karnataka)	2022-23
9.	International Day of Yoga	Jabalpur (Madhya Pradesh)	2023-24
10.	World Homoeopathy Day 2023	New Delhi	2023-24

V. Special Event

S.No.	Event Name	Place	Financial Year
1.	Global AYUSH Investment & Innovation Summit 2022	Gandhinagar (Gujarat)	2022-23

Details w.r.t the current financial year are provisional.

Annexure-II

The details of funds allocated and expenditure incurred during last three years and current year under IEC Scheme is as under

Rs. in crore

Year	Budget Estimate	Actual Expenditure
2020-21	44.50	20.93
2021-22	46.20	30.04
2022-23	43.88	51.60
2023-24	41.00	28.71 (provisional)
