

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

**LOK SABHA
UNSTARRED QUESTION NO. 967
TO BE ANSWERED ON 07TH FEBRUARY, 2020**

AWARENESS OF AYUSH

**967. DR. T.R. PAARIVENDHAR:
SHRI BASANTA KUMAR PANDA:**

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

(a) whether any scheme/programmes have been implemented for spreading awareness about AYUSH in the country, State/UT and stream-wise;

(b) if so, the details thereof; and

(c) the details of utilization of funds allocated to the States/UTs for each programme/scheme during the last three years and the current year?

ANSWER

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

(a) & (b): Yes. A Central Sector Scheme for Promotion of Information Education and Communication (IEC) in AYUSH has been devised by the Ministry of AYUSH for this purpose. Under this Scheme, the Ministry of AYUSH takes up initiatives to create awareness about and to promote AYUSH systems of medicine. These initiatives include organizing National and State Arogya Fairs, Melas, Conferences, Exhibitions, Seminars, Workshops, Symposium, Yoga Utsavs and Ayurveda Parvs. The IEC Scheme also supports undertaking of publicity campaigns through electronic media, print media and social media for spreading awareness about AYUSH systems of medicine amongst the citizens in the country.

The Ministry also observes days dedicated to AYUSH Systems of Medicine viz. International Day of Yoga, Ayurveda Day, Unani Day, Siddha Day, Naturopathy Day, Homoeopathy Day etc. to create awareness about the benefits of the respective AYUSH systems of medicine.

Under the IEC Scheme, the programmes are organized to create awareness about AYUSH systems of medicine amongst the citizens across the country; there are no separate State/UT wise programmes.

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(c): The budget details of the IEC Scheme during the last three financial years are as follows:

FY	RE (Rs. in crores)	AE (Rs. in crores)
2016-17	27.00	24.66
2017-18	37.10	31.07
2018-19	64.00	63.69

The budget of Rs. 44.50 crores has been allocated for the current financial year i.e. 2019-20 at RE stage. Under IEC Scheme, the funds are not allocated to States/UTs separately.