

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 3611
TO BE ANSWERED ON 21.03.2025**

Health Awareness among Citizens

†3611. Shri Darshan Singh Choudhary:

Will the Minister of AYUSH be pleased to state:

- (a) whether any campaign is being run by the Government for health awareness among citizens in rural areas of the country;
- (b) if so, the details thereof; and
- (c) the efforts made to combine the use of ancient medicines and knowledge of Ayurveda which was prevalent in the forest areas of the country including Panchmarhi with modern medicine?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) & (b) Ministry of Ayush is implementing Centrally Sponsored Scheme of National Ayush Mission(NAM) through State/UT Governments and supporting their efforts for carrying out the campaign for health awareness among the citizens in the country including rural areas through Behaviour Change Communication (BCC)/Information, Education, and Communication (IEC) by involving mass media communication strategy incorporating Ayush strengths in early prevention of diseases through promotion of healthy diet and lifestyle to be adopted by the community.

Further, Ministry of Ayush is also implementing a Central Sector Scheme namely Promotion of Information Education and Communication (IEC) in Ayush with an objective to create awareness amongst the citizens about the efficacy of the Ayush Systems, their cost effectiveness and the availability of Ayurveda, Siddha, Unani and Homeopathy (ASU&H) drugs services and other solutions by utilizing various communication channels for this purpose, and produce IEC material including digital and audio-video publicity material to achieve the objective of health for all.

(c) Government of India has adopted a strategy of Co-location of Ayush facilities at Primary Health Centres (PHCs), Community Health Centres (CHCs) and District Hospitals (DHs), thus enabling the choice to the patients for different systems of medicines under a single window. The engagement of Ayush doctors/ paramedics and their training is supported by the Ministry of Health & Family Welfare under National Health Mission (NHM), while the support for Ayush infrastructure, equipment/ furniture and medicines are provided by the Ministry of Ayush under National Ayush Mission (NAM) as shared responsibilities.

Further, Central Council for Research in Ayurvedic Sciences (CCRAS) an autonomous organization of Ministry of Ayush, actively involved in collecting and documenting the traditional practices and herbal formulations by the following 02 programs viz.

- I. Medico Ethno-Botanical Survey (MEBS)
- II. Tribal Health Care Research programme (THCRP)

Through these programs Local Health Traditions (LHT)/Folklore practices among Tribal Population have been documented. After documentation, Local Health Traditions (LHT)/Folklore practices are identified and validated for their uniqueness and graded and prioritized based on value of the leads and expected translational potential, through structured format and systemic approach.
