

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION No. 4688
TO BE ANSWERED ON 28.03.2025**

Public Perception of Traditional and Modern Medicines

4688. Shri Vishaldada Prakashbapu Patil:

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

- (a) whether the Government has conducted any surveys on public perception of traditional and modern medicines in the country;
- (b) if so, the details thereof including statistical data on preference for modern medicine compared with traditional medicine along with the reasons for such preferences;
- (c) whether modern medicine is preferred by the people of the country and if so, the steps taken by the Government to promote awareness and trust in Ayurveda, Siddha, Unani and Homeopathy in the country;
- (d) the details of policies or initiatives encouraging traditional medicine adoption in the country;
- (e) whether the Government has analyzed user profiles to understand influencing factors and enhance its role in healthcare wherever traditional medicine is preferred in the country and if so, the details thereof;
- (f) whether the Government plans to phase out or reduce reliance on modern medicine in favour of traditional medicine and if so, the details thereof; and
- (g) whether any survey has been conducted in this regard and if so, the details thereof and if not, the reasons therefor?

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

(a) & (b): The Government has not conducted any surveys on public perception of traditional and modern medicines in the country. However, the first exclusive All-India survey on Ayush was conducted by the Ministry of Statistics and Programme Implementation (MoSPI) during July, 2022 to June, 2023 as a part of the National Sample Survey 79th Round. It was found out in the said survey that 94.8 percentage of persons are aware of Ayush system of medicine and 46.3 percentage of persons have used Ayush system of medicine for prevention or treatment of ailments, during last 365 days, in rural areas while 96 percentage of persons are

aware of Ayush system of medicine and 52.9 percentage of persons used Ayush system of medicine for prevention or treatment of ailments, during last 365 days, in urban areas.

(c) & (d): No statistical data is available on the preference of modern medicine over the traditional medicine by the people in the country. However, Ministry of Ayush has undertaken various efforts to promote awareness and trust in traditional systems of medicine. The Ministry of Ayush is implementing the Centrally Sponsored Scheme of National Ayush Mission (NAM) through State/UT Governments for development and promotion of Ayush system of medicines and providing financial assistance to them as per the proposals received in their State Annual Action Plans (SAAPs) as per NAM guidelines. The mission includes provision mainly for the following: -

- i. Upgrading existing Ayush dispensaries and Health Sub-Centres to Ayushman Arogya Mandirs (Ayush). Out of the 12,500 approved Ayushman Arogya Mandirs (Ayush).
- ii. Co-location of Ayush facilities at Primary Health Centres (PHCs), Community Health Centres (CHCs) and District Hospitals (DHs).
- iii. Supply of essential drugs to Government Ayush Hospitals, Government Dispensaries and Government/ Government aided Teaching Institutional Ayush Hospitals.
- iv. Setting up of up to 10/30/50 bedded integrated Ayush Hospitals.
- v. Ayush Public Health Programs.
- vi. Establishment of new Ayush colleges in the States where availability of Ayush teaching institutions is inadequate in Government Sector.
- vii. Infrastructural development of Ayush Under-Graduate and Ayush Post-Graduate Institutions

The Ministry of Ayush developed a Central Sector Scheme namely Promotion of International Cooperation in Ayush for the global promotion and recognition of Ayush system of medicine. Under this scheme, the Ministry provides support to various stakeholders to promote Ayush research, products and services, academics etc. at an International level.

Ministry of Ayush has supported World Health Organization (WHO) to establish a Global Traditional Medicine Centre in Jamnagar, Gujarat, which has a strategic focus on evidence and learning, data and analytics, sustainability and equity, and innovation and technology to optimize the contribution of traditional medicine to global health and sustainable development.

The Ministry also implements the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush system of Medicine. This scheme aims to reach out to all sections of the population across the country. It 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 the Ayush system.

Ministry of Ayush launched a campaign namely “Desh ka Prakriti Parikshan Abhiyan” on 9th Ayurveda Day (29th October, 2024) with the aim of generating awareness among people

about the concept of 'Prakriti' described in Ayurveda and assessing their Prakriti for a positive approach towards their health. The assessment was done through a dedicated mobile application with the assistance of dedicated volunteers including Students, Teachers, Ayurveda Practitioners, and Ayurvedic medical officers. The mobile app was based upon the logic provided by Institute of Genomics and Integrative Biology (IGIB) a unit of Council of Scientific and Industrial Research (CSIR) as per Ayurvedic Principles. Under this campaign, about 1.4 crore Indian citizens aged 18 years and above have undergone Prakriti assessment so far.

(e): According to the National Sample Survey 79th Round, the most prominent reasons reported by the households who have used Ayush during last 365 days are found to be following:

- 7 out of 10 households believe that Ayush medicines are effective
- 6 out of 10 households have faith or believe in Ayush
- 5 out of 10 households believe side effects are negligible
- 4 out of 10 households used Ayush because of
 - satisfying previous experiences, or
 - the raw materials are easily available, or
 - it was well known to local people
- 3 out of 10 households used Ayush because of
 - tradition or culture of using Ayush, or
 - the fact that Ayush strengthens and revitalizes body, or
 - Ayush medicines are inexpensive
- 2 out of 10 households used Ayush because of
 - availability of individualized personal care in Ayush, or
 - overall well-being/complete care

(f) & (g): There is no such plan to phase out or reduce reliance on modern medicine in favour of traditional medicine. However, Government of India is promoting integration of traditional medicine into modern medicine by adopting 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.
