

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA**

**UNSTARRED QUESTION NO.5546**

**TO BE ANSWERED ON 04.04.2025**

**“Promoting Awareness about AYUSH Systems”**

**5546. Shri Bajrang Manohar Sonwane:**

**Dr. Amol Ramsing Kolhe:**

**Shri Nilesh Dnyandev Lanke:**

**Prof. Varsha Eknath Gaikwad:**

**Shri Bhaskar Murlidhar Bhagare:**

**Smt. Supriya Sule:**

**Shri Mohite Patil Dhairyasheel Rajsinh::**

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

- (a) the steps taken by the Government to promote awareness about AYUSH systems through the Central Sector Scheme for Promotion of Information, Education and Communication (IEC);
- (b) the number of awareness campaigns, workshops and training sessions conducted under the scheme in the last three years in the State of Maharashtra;
- (c) whether the Government has assessed the impact of these initiatives on public awareness and the adoption of AYUSH practices;
- (d) if so, the details thereof and if not, the reasons therefor;
- (e) the major challenges faced in the implementation of IEC programmes for AYUSH awareness across the country;
- (f) whether there are regional disparities in the outreach and effectiveness of AYUSH awareness programmes and if so, the details thereof; and
- (g) the measures being taken to address these challenges and ensure better dissemination of information?

## ANSWER

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

(a) With the view to fulfil the mandate of propagation of Ayush System of Healthcare, the Ministry implements a Central Sector Scheme for promotion of Information Education and Communication (IEC). Under this Scheme, the Ministry organises National/State level Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs, Celebrate important days to expand AYUSH system, Participate in Health fairs/melas, Exhibitions etc., Provide financial assistance for organising seminars, workshops, conferences and conduct multimedia campaigns etc. to create awareness among citizens regarding AYUSH system of health care and healing. The details of the events held in the last three years under the IEC Scheme are placed at Annexure I.

(b) The details are placed at Annexure II.

(c) & (d). The Government has not conducted any impact assessment of the IEC Scheme 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 National Sample Survey 79<sup>th</sup> Round. The following were the findings:-

i. In the rural areas, 94.8% of persons are aware of AYUSH system of medicine and 46.3% of persons have used AYUSH system of medicine for prevention or treatment of ailments, during last 365 days.

ii. In urban areas, 96% of persons are aware of AYUSH system of medicine and 52.9% of persons used Ayush system of medicine for prevention or treatment of ailments, during last 365 days

It is also to inform that as per Survey namely Social Consumption on Health conducted by National Sample Survey Office (NSSO) from Jan-June 2014, it was found that only 5-7% usage of AYUSH was reported. It can be clearly seen that there has been significant increase in usage of AYUSH showcasing the continuous efforts of this Ministry to position AYUSH as a preferred system of medicine.

(e) The Ministry has not faced any challenge in implementing the IEC Schemes for promoting AYUSH.

(f) There are no regional disparities in the outreach and effectiveness of AYUSH awareness programmes. In order to have effective implementation strategy and with the efforts

to cover maximum number of towns and cities once in three years, the Ministry prepares event calendar for each financial year for various activities under the IEC Scheme.

(g) The question does not arise.

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**i. National Level Arogya Fair**

Financial Year	Number	Place
2022-23	3	1. Ujjain (Madhya Pradesh) 2. Bengaluru (Karnataka) 3. Guwahati (Assam)
2023-24	4	1. Jaipur (Rajasthan) 2. Thiruvananthapuram (Kerala) 3. Thane (Maharashtra) 4. New Delhi (Delhi)
2024-25	1	1. Dehradun (Uttarakhand)

**ii. State Level Arogya Fair**

Financial Year	Number	Place
2022-23	2	1. Varanasi(Uttar Pradesh) 2. Aizawl (Mizoram)
2023-24	1	1. Mon (Nagaland)
2024-25	3	1. Raipur (Chhattisgarh) 2. Nashik (Maharashtra) 3. Mon (Nagaland)

**iii. Ayurveda Parv/Yoga Fest**

Financial Year	Number	Place
2022-23	14	1. Thiruvananthapuram (Kerala) 2. Guwahati (Assam) 3. Jammu (J&K) 4. Siliguri (West Bengal) 5. Imphal (Manipur) 6. Shillong (Meghalaya) 7. Shirdi (Maharashtra) 8. Nagpur (Maharashtra) 9. Rajahmundry (Andhra Pradesh) 10. New Delhi (Delhi) 11. Rohtak (Haryana) 12. Puri (Odisha) 13. Meerut (Uttar Pradesh) 14. Chandigarh
2023-24	4	1. Srinagar (J&K) 2. Tirupati (Andhra Pradesh)

		3. Panchkula (Haryana) 4. Udaipur (Rajasthan)
2024-25	5	1. Hyderabad (Telangana) 2. Amritsar (Punjab) 3. New Delhi (Delhi) 4. Puri (Odisha) 5. Bhopal (Madhya Pradesh)

**iv. Participation in Fairs/Melas/Exhibitions**

<b>F.Y</b>	<b>Number</b>	<b>Event Name &amp; Place</b>
2022-23	14	1. Confederation of Indian Industry(CII) Chandigarh Fair (Chandigarh) 2. India International Trade Fair 2022 (Pragati Maidan, New Delhi) 3. Arogya Fair on the occasion of Naturopathy Day 2022 (Tanakpur, Uttarakhand) 4. Rise in UP 2022 (Ghaziabad, Uttar Pradesh) 5. 11th Mega Industrial Exhibition (Vadodara, Gujarat) 6. 12th East Himalayan Trade Fair (Shillong, Meghalaya) 7. 4th edition of Health Tech India (Delhi) 8. 2nd All India official Language Conference (Surat, Gujarat) 9. 5th Rashtriya Poshan Mah (Delhi) 10. 53rd edition of International Film Festival of India (IFFI) (Goa) 11. State level Ayush Health “Arogya Mela” 2022-23 (Bharatpur, Rajasthan) 12. Science Technology Research & Entrepreneurship Enhancement (STREE) 2020 National Conference & Expo (New Delhi, Delhi) 13. Bharat Parv 2023 (Red Fort, Delhi) 14. National Tribal Festival “Aadi Mahotsav” (Delhi)
2023-24	15	1. Cow Based Global Investment Summit & Expo (Rajkot, Gujarat) 2. 26th National Health Exhibition (Kolkata, West Bengal) 3. Indraprastha University (IPU) Health Mela (New Delhi, Delhi) 4. Aadi Mahotsav (Jamshedpur, Jharkhand) 5. World Food India (New Delhi, Delhi) 6. India International Trade Fair (New Delhi, Delhi) 7. Arogya Fair on the occasion of Naturopathy Day 2023 (Tanakpur, Uttarakhand) 8. Odisha Ayush Expo (Bhubaneswar, Odisha) 9. Exhibition (Karnataka, Bengaluru) 10. Rise in India -Health & Wellness Expo (Ghaziabad, Uttar Pradesh) 11. North East Festival 2023 (New Delhi, Delhi) 12. Bharat Parv 2024 (Red Fort, Delhi) 13. Suraj Kund Mela 2024 (Faridabad, Haryana) 14. Aadi Mahotsav (New Delhi, Delhi) 15. AYUSH Health “Arogya Mela”2024 (Dundu, Jaipur, Rajasthan)

2024-25	7	<ol style="list-style-type: none"> <li>1. World Food India (New Delhi, Delhi)</li> <li>2. India International Trade Fair (New Delhi, Delhi)</li> <li>3. Suraj Kund Mela, 2025(Faridabad, Haryana)</li> <li>4. Rise in India 2025 (Ghaziabad, UP)</li> <li>5. Health Tech India 2025(New Delhi, Delhi)</li> <li>6. Pravasi Bhartiya Diwas 2025 (Bhubaneshwar, Odisha)</li> <li>7. Bharat Parv 2025 (Delhi)</li> </ol>
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**v. Providing Financial Assistance for organizing Workshop/Conference/Seminars etc. on Ayush System**

<b>F.Y</b>	<b>Number of Workshop/Conference/Seminars etc. for which financial support has been provided</b>
2022-23	6
2023-24	4
2024-25	4

**vi. Media Activities:**

<b>F.Y</b>	<b>Number</b>	<b>Subject</b>
2022-23	6	<ol style="list-style-type: none"> <li>1. Outdoor Publicity for promotion of Global Ayush Investment and Innovation Summit (GAIS)</li> <li>2. Print Publicity for promotion of Global Ayush Investment and Innovation Summit (GAIS)</li> <li>3. Print Publicity for promotion of Global Centre for Traditional Medicine (GCTM)</li> <li>4. Print Publicity for promotion of International Day of Yoga (IDY) 2022</li> <li>5. Print Publicity for promotion of Ayurveda Day 2022</li> <li>6. Print Publicity through India International Trade Fair(IITF) 2022 tickets</li> </ol>
2023-24	4	<ol style="list-style-type: none"> <li>1. Print Advertisement for IDY 2023</li> <li>2. Print Advertisement for National Dhanvantari Ayurveda Award 2023</li> <li>3. Print Advertisement for an important event held at Guwahati</li> <li>4. Print Publicity through IITF 2023 tickets</li> </ol>
2024-25	1	<ol style="list-style-type: none"> <li>1. Print Advertisement for National Dhanvantari Ayurveda Award 2024</li> <li>2. Print Advertisement on the topic "Five Guinness World Records on Desh Ka Prakriti Parikshan".</li> <li>3. Print Advertisement on the topic of PM Yoga award for 2025</li> <li>4. Print Advertisement on the topic of Misleading Advertisements, False Claims, Fake Medicines Etc.</li> </ol>

**viii. Important Days**

<b>F.Y</b>	<b>Number</b>	<b>Place</b>
2022-23	3	1. IDY 2022 2. 5th Naturopathy Day 2022 3. Unani Day 2023
2023-24	4	1. World Homoeopathy day 2023 2. IDY 2023 3. 7th Siddha day 4. Unani Day 2024
2024-25	5	1. World Homoeopathy Day 2024 2. IDY 2024 3. Ayurveda Day 2024 4. Unani Day 2025 5. 8 <sup>th</sup> Siddha Day

**ix. Special Event**

2022-23	1	Global Ayush Investment and Innovation Summit (GAIIS), Gandhinagar, Gujarat
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**Annexure-II**

<b>Details of the event held under IEC Scheme in the last three years in the State of Maharashtra</b>				
<b>S.No.</b>	<b>F.Y.</b>	<b>Event Name</b>	<b>Event Place</b>	<b>State</b>
1.	2024-25	State Aarogya Fair	Nashik	Maharashtra
2.	2023-24	National Aarogya Fair	Thane	Maharashtra
3.	2022-23	Ayurveda Parv	Shirdi	Maharashtra
4.	2022-23	Ayurveda Parv	Nagpur	Maharashtra

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