

GOVERNMENT OF INDIA

MINISTRY OF AYUSH

LOK SABHA

UNSTARRED QUESTION NO. 4772

TO BE ANSWERED ON 20.03.2026

“Implementation of CSS for Promotion of IEC in AYUSH”

4772. Shri Mani A:

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

(a) whether the Government is implementing a Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in AYUSH to create awareness about the efficacy, cost-effectiveness and preventive healthcare benefits of AYUSH systems, if so, the details thereof;

(b) the details of the major activities undertaken under the IEC Scheme including the organization of Arogya fairs, seminars, conferences, workshops, exhibitions and publicity campaigns through print, electronic and social media;

(c) the details of IEC programmes conducted and the extent of public participation therein in Tamil Nadu during the last three years;

(d) whether any Arogya Fairs, Ayurveda Parvs or awareness campaigns have been organized in Dharmapuri district and the funds allocated for such activities, if so, the details thereof; and

(e) the steps taken by the Government to strengthen community outreach and stakeholder engagement for the promotion of AYUSH systems in Dharmapuri district of Tamil Nadu?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

(a) & (b) Yes, Ministry of Ayush implements the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness about the efficacy, cost-effectiveness and preventive healthcare benefits of Ayush systems. This aims to reach out to all sections of the population across the country. Under this Scheme, Ministry organises National/ State level Arogya Fairs, Yoga Fests/ Utsavs, Ayurveda Parvs, celebrate important days of 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. The details of events held under this scheme during the last three years is attached as Annexure.

(c) Under IEC activities, the National Level Arogya Fair was organized in Chennai, Tamil Nadu during FY 2025-26 with a public participation of 27,253 during the event.

(d) & (e) No IEC activities such as Arogya Fairs, Ayurveda Parvs or awareness campaigns have been organized in Dharmapuri district of Tamil Nadu during the specified period and no funds have been allocated for such activities.

Details of Activities held in the Last Three Years (2023-2026)		
S. No.	Components	Place
1.	National Level Arogya Fair	<ol style="list-style-type: none"> 1. Jaipur (Rajasthan) 2. Thiruvananthapuram (Kerala) 3. Thane (Maharashtra) 4. New Delhi (Delhi) 5. Dehradun (Uttarakhand) 6. Jaipur (Rajasthan) 7. Chennai (Tamilnadu) 8. Buldhana (Maharashtra)
2.	State Level Arogya Fair	<ol style="list-style-type: none"> 1. Mon (Nagaland) 2. Raipur (Chhattisgarh) 3. Nashik (Maharashtra) 4. Mon (Nagaland) 5. Shillong (Meghalaya) 6. Jabalpur (Madhya Pradesh)
3.	Ayurveda Parv/Yoga Fest	<ol style="list-style-type: none"> 1. Srinagar (J&K) - Ayurveda Parv 2. Tirupati (Andhra Pradesh) - Ayurveda Parv 3. Panchkula (Haryana) - Ayurveda Parv 4. Udaipur (Rajasthan)-Yoga Fest 5. Hyderabad (Telangana)- Ayurveda Parv 6. Amritsar (Punjab)- Ayurveda Parv 7. New Delhi (Delhi)- Yoga Fest 8. Puri (Odisha)- Ayurveda Parv 9. Bhopal (Madhya Pradesh)- Ayurveda Parv 10. Leh (Ladakh) - Yoga Fest 11. Mumbai (Maharashtra) - Ayurveda Parv
4.	Participation in Fairs/Melas/Exhibitions	<ol style="list-style-type: none"> 1. Cow Based Global Investment Summit & Expo (Rajkot, Gujarat) 2. 26th National Health Exhibition (Kolkata, West Bengal) 3. 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)

		<ol style="list-style-type: none"> 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. Surajkund Mela 2024 (Faridabad, Haryana) 14. Aadi Mahotsav (New Delhi, Delhi) 15. AYUSH Health “Arogya Mela”2024 (Dundu, Jaipur, Rajasthan) 16. World Food India (New Delhi, Delhi) 17. India International Trade Fair (New Delhi, Delhi) 18. Surajkund Mela, 2025(Faridabad, Haryana) 19. Rise in India 2025 (Ghaziabad, UP) 20. Health Tech India 2025(New Delhi, Delhi) 21. Pravasi Bhartiya Diwas 2025 (Bhubaneshwar, Odisha) 22. Bharat Parv 2025 (Delhi) 23. World Wetlands Day (Gonda, Uttar Pradesh) 24. World Food India (New Delhi, Delhi) 25. India International Trade Fair (New Delhi, Delhi) 26. Surajkund Mela
5.	Providing Financial Assistance for organizing Workshop/Conference/Seminars etc. on Ayush System	The number of financial assistance cases provided is 11
6.	Media Activities	<ol style="list-style-type: none"> 1. Print Advertisement for IDY 2023 2. Print Advertisement for National Dhanvantari Ayurveda Award 2023 3. Print Advertisement for an important event held at Guwahati 4. Print Publicity through IITF 2023 tickets 5. Print Advertisement for National Dhanvantari Ayurveda Award 2024 6. Print Advertisement for International Day of Yoga 2024

		<ol style="list-style-type: none"> 7. Print Advertisement for Ayurveda Day 2024 8. Print Advertisement on the topic "five Guinness World Records on Desh ka prakriti parikshan" 9. Print Advertisement i.r.o. misleading ads about Ayush 10. Quarter Page Print Advertisement for International Day of Yoga 2025 11. Half Page Print Advertisement for International Day of Yoga 2025
7.	Important Days	<ol style="list-style-type: none"> 1. World Homoeopathy Day 2023 2. IDY 2023 (Jabalpur, Madhya Pradesh) 3. 7th Siddha Day 4. Unani Day 2024 5. World Homoeopathy Day 2024 (New Delhi, Delhi) 6. IDY 2024 (Srinagar, Jammu & Kashmir) 7. Ayurveda Day (New Delhi, Delhi) 8. Unani Day (New Delhi, Delhi) 9. Siddha Day (Chennai, Tamilnadu) 10. World Homoeopathy Day 2025 (Gandhinagar, Gujarat) 11. IDY 2025 (Vishakhapatnam, Andhra Pradesh) 12. Ayurveda Day 2025 (Goa) 13. Siddha Day