

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

**LOK SABHA
STARRED QUESTION NO.390
TO BE ANSWERED ON THE 12TH AUGUST, 2016
INTERNATIONAL CAMPAIGN ON AYUSH**

***390. SHRI HARI OM PANDAY:**

SHRI NARANBHAI KACHHADIYA:

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

- (a) whether the Government has any proposals to launch any International Advertisement Campaign to promote AYUSH medication techniques globally, and if so, the details thereof and if not, the reasons therefor; and
- (b) the extent to which this move is likely to be beneficial in holistic development in health and pharma sector?

ANSWER

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

(a): No such proposal is under consideration of the Government. Such a campaign is not considered advisable in respect of AYUSH medication techniques for the reason that AYUSH systems of medicine involve holistic /patient specific approach and needs personal supervision of the qualified practitioner.

(b) Does not arise.