

GOVERNMENT OF INDIA
MINISTRY OF AYUSH

LOK SABHA

ADMITTED UNSTARRED QUESTION NO.2152

TO BE ANSWERED ON 01.08.2025

“Promotion of AYUSH System under the Central Sector Scheme”

2152. Shri Kota Srinivasa Poojary:

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

- a) whether the Government has recently taken any special initiative for promotion of AYUSH systems of medicine in Karnataka under the ‘Central Sector Scheme’;
- b) if so, the details thereof along with the objectives of the scheme and the major initiatives taken under the scheme;
- c) whether the Government has planned to establish AYUSH Chairs abroad and if so, the details thereof along with the benefits and process of implementation;
- d) whether the Government has entered into any partnership to promote exchange of experts and information under the Central Sector Scheme; and
- e) 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) No Sir, the Ministry of Ayush has recently not taken any special initiative for promotion of Ayush systems of medicine in Karnataka under the ‘Central Sector Scheme’. However, with the view to fulfil the mandate of propagation of Ayush System of Healthcare, the Ministry of Ayush is implementing a Central Sector Scheme namely Promotion of Information Education and Communication (IEC) in Ayush with the following objectives:

- Pursue activities in the areas of Information, Education and Communication to fulfill the mandate of “propagation of Ayush” Systems of Healthcare, assigned to the Ministry

in the Government of India (Allocation of Business) Rules 1961. Creation of awareness amongst the citizens about the efficacy of the Ayush systems, their cost effectiveness and the availability of Ayurveda, Siddha, Unani and Homoeopathy drugs services and other solutions.

- 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;
- Dissemination of information on proven results of Research and Development work conducted in Ayush Systems at National/ State level through Fairs, Exhibitions, Seminars, Workshops, Symposiums and educational platforms. Planning and organizing the observation of important Days;
- Providing information and communication forums where horizontal and vertical interaction among stakeholders of Ayush Systems can take place through Digital events, Conferences, Seminars and Fairs/ Melas at State and National levels and encourage stakeholders to participate in them. However, the Ministry of Ayush will not co-sponsor any event organized by a private agency and will not provide “Logo” support without examining the proposal in detail; and
- Organising events for the propagation and promotion of Ayush Systems, like Seminars, Conferences, Symposiums and Workshops (including in digital mode) on Ayush Systems and providing information to shareholders relating to recent development in Ayush sector.

Under this Scheme, Ministry organises Arogya Fairs at National Level & State Level, Ayurveda Parvs, Yoga Fests/ Utsavs, participates in Health Fairs/Melas/Exhibitions, celebrate important days of Ayush System, provides financial assistance for organising Seminars, Conferences, Symposiums, Workshops and conduct multimedia campaigns etc. to create awareness among citizens regarding Ayush System of health care. Ministry has recently organized the following events in the state of Karnataka:-

- i. National Level Arogya Fair from 27-31 July 2022
- ii. Celebration of International Day of Yoga on 21 June 2022
- iii. Celebration of Unani Day from 10-11 February 2023
- iv. Celebration of Unani Day from 11-12 February 2025

The Ministry of Ayush is also implementing a Central Sector Scheme namely Ayurswasthya Yojana, since FY 2021-22. The Scheme has 02 components viz. (i) Ayush and

Public Health (ii) Centre of Excellence (CoE). The primary objective of the Ayush and Public Health component (PHI) is to roll out of authentic classical Ayush interventions with following objectives: -

- To promote Ayush intervention for community health care.
- To demonstrate advantages of Ayush health care in public health.
- To support for implementing Sustainable Development Goal-2 (SDG2) and Sustainable Development Goal -3 (SDG 3) through integrating Ayush system.
- Documentation of the efficacy of Ayush Systems through Ayush interventions in various public health issues which can be taken up in larger scale for implementation in national health programmes.

(c) The Ayush Chair Programme is an initiative by the Ministry of Ayush, Government of India, to promote and strengthen traditional Indian medicine systems (Ayurveda, Yoga, Unani, Siddha, and Homoeopathy) globally. Under this program, Ayush Chairs are established in foreign universities and institutions to facilitate academic collaboration, research, and awareness about Ayush Systems. Currently 15 Ayush Chair MoUs have been signed between the Ministry of Ayush and different countries across the globe. The followings are the main benefits of deputing Ayush Chair abroad: -

- i. Creation of a platform for acceptance and recognition of Ayush Systems in foreign countries
- ii. Propagation of authentic and credible Ayush education in foreign countries.
- iii. Encouraging collaboration research initiatives.
- iv. To pave way recognition of Ayush systems, Ayush education and Ayush products in foreign countries.

Implementation of Ayush Chair Abroad: - The establishment of the Ayush Chair will be governed by the terms outlined in the Ayush Chair guidelines. It will be set up initially for one year, extendable up to three years, at an institute or university identified by the host country. The final selection of the Indian faculty to be deputed will be made in mutual consultation with the foreign university or institute.

(d) The Ministry of Ayush developed the Central Sector Scheme for Promotion of International Cooperation for Ayush. Under this scheme the Ministry provides support to Indian Ayush drug Manufacturers/Ayush Service providers to give boost to the export of Ayush products and services; facilitates the International promotion, development and recognition of Ayush Systems of Medicine; foster interaction of stakeholders and market development of Ayush at international level; promote academics and research through the establishment of Ayush

Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about Ayush Systems of Medicine at international level and exchange of experts. Currently, one officer is deputed as Ayurveda Expert, at Yoga and Traditional Medicine Centre, Ashgabat, Turkmenistan since October 04, 2022.
