GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

UNSTARRED QUESTION NO:5559
ANSWERED ON:07.04.2017
Indian Diet
Hazra Dr. Anupam

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

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

(a) whether the Government has launched any drive for popularisation of Indian diet/ food, in the company and abroad as a measure for the prevention disease; and

(b) if so, the details thereof?

Answer

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

(a) & (b): Central Council for Research in Homoeopathy (CCRH), an autonomous body under Ministry of AYUSH has integrated with National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Disease and Stroke (NPCDCS) of Ministry of Health & Family Welfare at Krishna district, Andhra Pradesh and Darjeeling district, West Bengal on pilot basis wherein people in these districts are sensitized for life style changes which includes healthy food habits.
National Institute of Naturopathy (NIN), Pune, an autonomous organization functioning under Ministry of AYUSH is running a Naturopathy Diet Centre (NDC) in its campus and providing diet food facilities based on naturopathic principles as a measure of preventive disease to the general public visiting to this institute viz. naturopathy thali, juices, snacks, laddus, herbal tea. veg soups, etc. NIN, Pune conducts in-house and outreach workshops/seminars/lectures and also broadcast radio talk on All India Radio on diet therapy to promote good healthy diet habits.
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National Institute of Nutrition, Hyderabad, India's premier nutrition research institute working under the aegis of Indian Council of Medical Research (ICMR), Ministry of Health and Family Welfare has been regularly disseminating nutrition related information among masses through several means (IEC strategies). The Division of Publication, Extension & Training of the Institute uses Interpersonal Communication methods, mass media channels like Print media, TV and Radio, Exhibitions, face-to-face interactive sessions in rural/tribal settings, use of IT assisted technology like user-friendly Mobile APPS (e.g. Dietary Guidelines for Indians) and on website (e.g. Count What You Eat) by bringing out several theme based books on nutritional topics (e.g. Diet & Diabetes, Diet & Heart disease etc.).
The Institute encourages face-to-face interactions with large number of visitors. Tours, museum visits and film screenings are regularly arranged to sensitize the visitors on nutritional themes. Some of the most popular publications brought out by National Institute of Nutrition are Diet and Diabetes, Diet and Heart disease, Dietary Guidelines for Indians, Recommend Dietary Allowances for Indians, etc.
In addition, National Institute of Nutrition collaborates with other agencies like Food and Nutrition Board of Government of India, agricultural colleges, governmental and non-governmental organizations, corporate sector to organize large scale extension activities to promote nutrition security.
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