

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

UNSTARRED QUESTION NO:3340

ANSWERED ON:12.12.2014

AYUSH MELAS CAMPAIGNS

Jena Shri Rabindra Kumar; Lekhi Smt. Meenakashi; Meghwal Shri Arjun Ram

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

- (a) the estimated number of persons visited India for availing alternate medicine facilities along with their present as well as projected market value for the upcoming financial year;
- (b) the measures being taken by the Government to set up specialized centres to provide world-class alternative medicine services in the country;
- (c) the number of International, National and State level AYUSH/Arogya Melas and Multi-media campaigns organized to showcase individual and collective strength of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) System of medicines during each of the last three years and the current year, State/ UT-wise;
- (d) the funds allocated and utilized for the above purpose during the said period; and
- (e) the major gains of the aforesaid Melas/campaigns along with the manner in which these have proved helpful been instrumental in popularising AYUSH System of medicines nationally and internationally?

Answer

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

(a): This Ministry does not maintain any such data. The Ministry of Tourism, however, has informed that the number of foreign tourists coming for medical treatment during 2011, 2012 and 2013 was 1.39 lakhs, 1.71 lakhs and 2.37 lakhs respectively.

(b): Under the Ministry of AYUSH Specialized Centers to provide OPD/ IPD facilities in the alternate medicine already exist under 8 National Institutes (3 Ayurveda, 1 Yoga, 1 Naturopathy, 1 Unani, 1 Siddha and 1 Homoeopathy) and 5 Central Councils for Research one for each system namely, Ayurveda, Yoga & Naturopathy, Unani Medicine, Siddha and Homoeopathy. The Ministry is setting up three more National institutes namely, All Indian Institute for Ayurveda at New Delhi, National Institute for Homoeopathy at Shillong and North Eastern Institute of Folk Medicine at Passighat.

(c) & (d): The requisite information is attached as Annexure.

(e): Organizing of Arogyas at National/ State level and the multi-media campaigns undertaken by Ministry have resulted in greater awareness amongst the public about the AYUSH systems of Medicines as is also evident from the increased number of patients in the OPDs run by the hospitals in the National Institutes.

ANNEXURE AS REFERRED TO IN REPLY (c) AND (d) OF LOK SABHA UNSTARRED QUESTION NO. 3340 FOR REPLY ON 12.12.2014

(c) During the last three years and current year, a total of 15 National / State level Arogya Melas were organized by the Ministry of AYUSH as per details given below:-

S. No.	Year	National Level	State Level
1	2011-12	-	Rajasthan, Karnataka, Kerala and Tripura
2	2012-13	Andhra Pradesh	Punjab, Odisha, Arunachal Pradesh, Madhya Pradesh, Mizoram and Nagaland
3	2013-14	Chandigarh, Lucknow, Sikkim, Punjab and Kerala	Jammu & Kolkata
4	2014-15	Arogya Expo at Delhi.	-

The Ministry of AYUSH organized 6th World Ayurveda Congress in collaboration with World Ayurveda Foundation and others from November 7-9 2014 at Delhi, which was attended by around 4000 delegates from India and abroad.

Details of Multimedia campaigns undertaken by the Ministry through Doordarshan, All India Radio, Lok Sabha TV and DAVP for carrying out publicity of AYUSH System of Medicines during the last three year and current year are given below:-

Year	Number of Multimedia campaigns of last three years & in current year
	NFDC DAVP Door- Outdoor All India Lok DTC Other
	darshan Publicity Radio Sabha Media
	TV
2011-12	1 4 5 - 1 1 - 5
2012-13	- 1 1 - 1 1 - -
2013-14	- 1 1 - 1 1 1 -
2014-15	1 1 - 1 - - 1 1

(d) The details are as under:-

Rs. In Crore

Year	Allocation	Utilized
2011-12	Rs.15.00	Rs.8.94
2012-13	Rs.14.00	Rs.6.23
2013-14	Rs.17.50	Rs.3.73
2014-15	Rs.17.50	Rs.8.31