

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 2174
TO BE ANSWERED ON 31.07.2026**

Promotion of Traditional Systems of Medicine

2174. Shri. Kunduru Raghuveer:

Will the Minister of AYUSH be pleased to state:

- (a) whether the Government has observed that, while Yoga has gained widespread national and international recognition, however, other traditional systems under AYUSH, namely Ayurveda, Siddha, Unani, Sowa-Rigpa and Homoeopathy, require greater public awareness and acceptance and if so, the details thereof;
- (b) the steps taken by the Government to preserve, document, scientifically validate and promote these traditional systems including their classical therapies, indigenous treatment practices and medicinal knowledge;
- (c) whether the Government has introduced programmes to integrate evidence-based AYUSH treatments with the public healthcare system, strengthen AYUSH institutions, promote research and train practitioners and if so, the details thereof;
- (d) the initiatives undertaken by the Government to create awareness among the younger generation through educational Institutions, digital platforms and public outreach campaigns; and
- (e) the details of financial assistance, research projects and awareness programmes implemented to preserve and promote India's traditional medical heritage alongside Yoga during the last five years?

ANSWER

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

(SHRI PRATAPRAO JADHAV)

- (a) Ministry of Ayush is promoting all Ayush systems of medicine, namely Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy with the objective of enhancing public awareness, accessibility and acceptance at the national and international levels. Ministry of Ayush, through its Information, Education and Communication (IEC) Scheme, aims to promote all Ayush systems of medicine through its various awareness programs and promotional activities. The Scheme aims to enhance public outreach across the country by providing financial assistance for organizing various awareness programmes and events in different parts of the country. This includes organizing Arogya Fairs, Ayurveda Parvs, health fairs, exhibitions, seminars, conferences, workshops, and multimedia campaigns. The Ministry also observes

important days such as Ayurveda Day, Siddha Day, Unani Day and Homoeopathy Day to enhance public awareness and encourage the adoption of Ayush healthcare systems. Further, under the International Cooperation (IC) Scheme, the Ministry fosters international partnerships for the promotion of Ayush through sustained bilateral and multilateral cooperation, academic collaborations, exchange programmes, establishment of Ayush Academic Chairs and Information Cells abroad, and participation in international conferences, exhibitions and other global platforms. These activities serve as an important platform for creating public awareness and encouraging the adoption of various Ayush systems of healthcare.

(b) Ministry of Ayush through National Institute of Indian Medical Heritage (NIIMH), Hyderabad, a unit under the Central Council for Research in Ayurvedic Sciences (CCRAS), maintains a Medico-Historical Library which has a significant collection of manuscripts, rare books about Ayurveda, Siddha, Yoga, Unani, Homoeopathy etc. This Institute maintains a digital repository of medical manuscripts and rare books collected from different manuscript repositories, state museums, academic institutions, libraries and personal collections from different parts of the country. CCRAS publishes three peer-reviewed journals namely (i) the Journal of Drug Research in Ayurvedic Sciences (JDRAS), (ii) the Journal of Research in Ayurvedic Sciences (JRAS), and (iii) the Journal of Indian Medical Heritage (JIMH) which are available electronically in the public domain free of cost to facilitate the dissemination of research outcomes. Further, the Ministry of Ayush under the Ayush Grid platform has developed the Ayush Research Portal, which strengthens the evidence-based practice by providing a centralized digital platform for dissemination of curated Ayush-based published research articles, hosting over 43,000 research studies and facilitating easy access for researchers, practitioners, and policymakers.

(c) Ministry of Ayush, in collaboration with the Indian Council of Medical Research (ICMR), has established Ayush-ICMR Advanced Centres for Integrative Health Research (AI-ACIHR) at selected All India Institute of Medical Sciences (AIIMS) to generate high-quality evidence and develop models for integrative healthcare. The centres are undertaking research on priority health conditions, like pulmonary rehabilitation in chronic obstructive pulmonary disease (COPD), polycystic ovarian syndrome (PCOS), gestational diabetes, pancreaticobiliary diseases, carcinoma etc. Further, Central Council for Research in Homoeopathy (CCRH), under Ministry of Ayush, has integrated Homoeopathy into the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS). The Swasthya Rakshan Programme (SRP) complements these efforts by delivering preventive and primary healthcare services to communities at their doorstep. Practitioners and Research Officers of all Research Councils undergo regular training programs to enhance their knowledge and research capabilities. Research Councils under the Ministry of Ayush, working in the fields of Ayurveda, Homoeopathy, Siddha, Unani, and Yoga & Naturopathy, are actively engaged in research activities related to their respective systems of medicine.

(d) Ministry of Ayush implements the Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in Ayush to enhance public awareness of the Ayush systems of medicine among all sections of society, including the younger generation. Under this Scheme, financial assistance is provided for organizing National and State Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs, and other awareness and outreach activities across various parts

of the country. The Ministry also undertakes multimedia and print media campaigns and disseminates information through its official digital platforms, including Facebook, Instagram, X, and YouTube, to promote greater awareness and acceptance of the Ayush systems of medicine among all its citizen. The Ministry has also undertaken several initiatives through regulatory reforms in the Ayush medical curriculum to promote public awareness, particularly among the younger generation. These initiatives include conducting preventive and community medicine programmes through educational institutions, creating awareness through peripheral Outpatient Departments (OPDs), adopting nearby villages for health awareness and organizing various programmes, workshops, seminars, and interactive sessions from time to time.

(e) Ministry of Ayush through its Information, Education and Communication (IEC) activities promotes India's traditional medical heritage of Ayush system by organising various public awareness programs and outreach initiatives such as National/State Arogya Fair, Ayurveda Parv and Yoga Fest/Utsav, Health Fairs/Melas/ Exhibitions, observance of important days, Seminars, Webinars, Conferences, Symposiums etc. The details of various events held throughout the country along with financial assistance provided under the IEC scheme during the last five years is at Annexure I.

Details of events held throughout the country under the IEC scheme during the last five years :

Financial Year	No. of Events held	Amount (in Crores)
2021-22	36	30.04
2022-23	51	51.60
2023-24	36	33.12
2024-25	33	29.82
2025-26	40	83.64