

PROMOTION OF YOGA AND NATUROPATHY IN PUBLIC HEALTH

प्रविष्टि तिथि: 11 AUG 2026 5:28PM by PIB Delhi

Ministry of Ayush implements the Information Education and Communication (IEC) scheme to promote and propagate Ayush systems of medicine by conducting various awareness activities and programs for wider public outreach. Under this scheme, Ministry organises National/State level Arogya Fairs representing all system of Ayush including Yoga and Naturopathy, conducts Yoga Fests/ Utsavs and celebrates important days of Ayush system including International Day of Yoga which is celebrated on 21st June annually. Further, Naturopathy Day is celebrated on 18th November annually to create awareness about the principles and practices of Naturopathy and its role in promoting healthy lifestyle and wellness. The details of national programmes to promote Yoga and Naturopathy along with its expenditure is attached at Annexure I. The beneficiaries covered under these events are not limited to physical participation only as it engages beneficiaries through both physical participation and digital outreach on various social media platforms, thereby ensuring wider public outreach.

Annexure-I

Expenditure Details of Programmes to promote Yoga and Naturopathy are as under: -

International Day of Yoga		
S. No.	F.Y.	Expenditure Incurred (in Crores)
1.	2023-24	24.16
2.	2024-25	16.45
3.	2025-26	57.38
National Level Arogya Fair		
4.	2023-24	3.60
5.	2024-25	0.90
6.	2025-26	1.80

State Level Arogya Fair

7.	2023-24	0.35
8.	2024-25	1.02
9.	2025-26	0.70

Yoga Parv/Fest

10.	2023-24	-
11.	2024-25	0.29
12.	2025-26	0.20

Naturopathy Day

13.	2023-24	1.33
14.	2024-25	0.23
15.	2025-26	0.60

This information was given by Union Minister of State (I/C) for Ayush, Shri Prataprao Jadhav in a written reply in Rajya Sabha today.

SR/SV/SG

(रिलीज़ आईडी: 2297707) आगंतुक पटल : 444

इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , Marathi , हिन्दी , Bengali