

11. Name Based Tracking of Pregnant Women and children to ensure complete antenatal, intranatal and postnatal care and immunization services.

(f) The approved outlay for the Twelfth Five Year Plan 2012-17 of RCH flexi pool under National Health Mission is ₹ 35,121.60 crore to reduce the Child and Maternal deaths in the country.

Promotion of AYUSH system of medicines

1476. DR. T.N. SEEMA: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether private sector in India has been successful in promoting and generating interest and revenue from foreign countries through Ayurveda, Homoeopathy, Naturopathy and Holistic treatment centres;

(b) if so, the details thereof;

(c) whether many countries have shown interest in promoting AYUSH system of medicines and requested Government for help in establishing AYUSH institutions in their countries;

(d) if so, the details thereof; and

(e) the steps taken/proposed by Government to promote AYUSH system of medicines internationally?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. HARSH VARDHAN): (a) and (b) Private sector in some States *e.g.* Karnataka and Kerala have been successful in promoting and generating interest and revenue from the foreign countries through Ayurveda, Homoeopathy, Naturopathy and Holistic treatment centres. Further, details of growing export of AYUSH products are given in the Statement (*See below*) also indicates contribution of private sector in global acceptance of AYUSH products.

(c) and (d) Many countries have shown interest in promoting AYUSH systems of medicine, but no request has been received by the Department of AYUSH for establishing AYUSH institutions in foreign countries.

(e) The Department of AYUSH has recently revised its Central Sector Scheme of International Cooperation (IC). Under the scheme, the Department supports different activities for promotion of AYUSH systems of medicine, such as international exchange of experts; organization/ participation in international conferences, seminars, workshops; participation of Indian companies in exhibitions/fairs; offering AYUSH Fellowships/

Scholarships to foreign nationals for pursuing Under Graduate/Post Graduate/Ph.D in AYUSH courses at premier institutions in India. Besides, the Department under the IC Scheme establishes AYUSH information Cells in Indian Embassies/Missions to disseminate authentic information about AYUSH abroad; and sets up AYUSH Academic Chairs at International Institutions/Universities. Information Cells have since been set up at Malaysia, Trinidad and Tobago, Mexico, Indonesia, Mauritius, Russia and Hungary; and AYUSH Chairs at University of Western Cape, South Africa and University of West Indies, Trinidad and Tobago.

Memorandum of Understandings (MoU) are also signed with foreign countries for cooperation in the field of Traditional Systems of Medicines. Till date MoUs have been signed with Malaysia, Trinidad and Tobago and Hungary. A Letter of Intent (LoI) has also been signed with Mexico.

The Department of Commerce promotes AYUSH by related to AYUSH products, medicinal herbs, nutraceuticals and dietary supplements; and by enlarging and diversifying export of identified medicinal plants and herbs through Export Promotion Council, SHEFEXIL etc.

Ministry of Tourism also promotes AYUSH Systems of Medicine through organizing and participating in various wellness and medical tourism events; and by running publicity campaigns and organizing road shows in the overseas market.

Statement

Summary of AYUSH exports

		(₹ in crore)								
Sl. No.	Export Item	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
1.	Raw Herbs (medicinal)	282.02	343.42	448.27	570.2	507.41	512.61	752.87	1077.97	1098.38
2.	Medicaments	248.51	281.28	346.56	591.42	701.44	715.46	873.78	889.93	976.77
3.	Extracts (medicinal)	20.63	31.32	27.23	32.73	70.56	51.72	103.76	199.67	192.35
NET TOTAL		551.16	656.02	822.06	1194.35	1279.41	1279.79	1730.41	2167.57	2267.50

Source: Pharmexcil/ DGCIIS