

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1284
ANSWERED ON 11.03.2025**

Growth of Ayush Sector in the country

1284 Shri Prakash Chik Baraik:

Will the Minister of *Ayush* be pleased to state:

- (a) whether the AYUSH industry has witnessed significant growth in recent years and contributed significantly to the economy;
- (b) if so, the details thereof, for the last five years; and
- (c) the steps taken by Government to promote the AYUSH sector, including research, standardization, and global outreach?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) and (b) Yes, As per the report of the Research and Information System for Developing Countries (RIS), an autonomous Policy Research Institute, on “Ayush Sector in India: Prospects and Challenges”, the Ayush Manufacturing Sector has witnessed an exponential growth of 6 times in 7 years from US\$2.85 Billion in 2014 to US\$18.1 Billion in 2020. The report also mentioned that with the turnover of US\$ 18.1 billion (in 2020), the market size of Indian Ayush industry as a whole has grown by 17 per cent during 2014-2020. The report is available on RIS website <https://www.ris.org.in>.

The first exclusive all-India survey on Ayush was conducted by the National Sample Survey Office (NSSO) during July, 2022 to June, 2023 as a part of 79th round of National Sample Survey (NSS). The survey reveals that around 95% of males and females (aged 15

and above) in rural areas are aware of Ayush, while the awareness rate in urban areas is slightly higher at 96%.

(c) The Ministry of Ayush supports the Government and Non-Government sector through various schemes viz. the National AYUSH Mission (NAM) as a centrally sponsored scheme and several central sector schemes such as the Scheme for Promotion of Information, Education and Communication (IEC), AYURGYAN, AYURSWASTHYA Yojana, Promotion of International Co-operation, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) and Conservation, Development and Sustainable Management of Medicinal Plants. Ministry of Ayush has signed Memorandum of Understandings (MoUs) with 17 Ministries/Departments for integration of Ayush health services and promote research, development, and collaboration in the Ayush sector.

Ministry of Ayush has constituted a committee under the chairmanship of Secretary, Ayush along with the Secretaries of Department of Science and Technology (DST), Department of Biotechnology (DBT), Department of Scientific and Industrial Research (DSIR), Department for Promotion of Industry and Internal Trade (DPIIT), Department of Commerce (DoC) and Ministry of Environment, Forest and Climate Change of India (MoEF & CC) for promoting collaboration in Ayush research among scientific bodies.

The Ministry of Ayush has established twelve national-level educational institutes, central research council of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy, Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) and National Medicinal Plant Board (NMPB) to promote of Ayush sector including research and development, as well as the promotion and popularization of Ayush healthcare systems.

Ayush Verticals have been established under the Central Drugs Standard Control Organization (CDSCO), Directorate General of Health Services (DGHS), and Bureau of Indian Standards (BIS) to ensure quality standards in Ayush products and services. On 31st January 2024, the Insurance Regulatory and Development Authority of India (IRDAI) issued new guidelines advising insurers to provide Ayush coverage with cashless facilities and 100% claim on the total sum insured, in response to the growing demand for Ayush treatment. Additionally, on 27th July 2023, the Government introduced a dedicated Ayush Visa for foreigners seeking treatment under the Ayush System/Indian system of medicine.

The Ministry of Ayush, in cooperation with the Ministry of Commerce and Industry, has established the Ayush Export Promotion Council (AYUSHEXCIL) to oversee exports of

Ayurveda, Homoeopathy, Siddha, Sowa-Rigpa, and Unani products and address trade-related issues in these sectors.

At the international level, the Ministry of Ayush has signed Country-to-Country MoUs with 24 countries, 15 MoUs for establishment of Ayush Chairs in Foreign Universities/Institutes, 43 Ayush Information Cells have been setup in 39 countries. Ministry also supported the establishment of the WHO Global Traditional Medicine Centre at Jamnagar, Gujarat, inclusion a new module covering traditional medicine conditions of Ayurveda and related traditional medicine systems, including Siddha and Unani in the International Classification of Diseases (ICD-11), and publication of benchmark standard documents on Ayurveda, Siddha, and Unani.
