

Information Education & Communication Scheme for propagation & promotion of AYUSH

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In news : Recently, the Minister of State for Ministry of AYUSH stated various initiatives taken under the Information Education and Communication (IEC) Scheme in a written reply in the Rajya Sabha

Background

The scheme has been vogue during the 9th, 10th & 11th plan and is continuing since then. Based on the experience of IEC activities in 9th, 10th & 11th plan and with a view to make the scheme more effective, the scheme was suitably in the year 2011.

Information Education and Communication (IEC) Scheme for propagation and promotion of AYUSH

Objectives of the scheme

- Creation of awareness among the members of the community about the efficacy of the AYUSH Systems, their cost-effectiveness and the availability of herbs used for prevention and treatment of common ailments at their door steps
- Dissemination of proven results of R&D work in AYUSH systems at national and international forums
- Providing a forum where horizontal and vertical interaction among stakeholders of AYUSH systems

How does the scheme operate?

The Scheme is being operated with the following five components:

- Organization of Arogya Fair in Delhi and State Capitals through reputed organizations like Chemexil, Pharmexcil, CII, FICCI and other reputed organizations, production and dissemination of audio/visual material etc
- Participation in Health Melas/Exhibition organized by Government Departments and other Organizations.
- Multi-media Campaign for popularization of AYUSH.
- Preparation of Publicity material and dissemination.
- Incentives to AYUSH Industry to participate in Arogya and other Fairs/Exhibitions organized by Government organizations at national level.

A brief note on Ministry of AYUSH

The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care.

Earlier it was known as the Department of Indian System of Medicine and Homeopathy (ISM&H) which was created in March 1995 and renamed as Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) in November 2003, with focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy.

Objectives of the Ministry

- To upgrade the educational standards of Indian Systems of Medicines and Homoeopathy colleges in the country.
- To strengthen existing research institutions and to ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.
- To draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems.

- To evolve Pharmacopoeial standards for Indian Systems of Medicine and Homoeopathy drugs.