

## **Central Sector Scheme for Promotion of Information, Education, and Communication (IEC) in AYUSH**

### **1. BACKGROUND**

The scheme has been in vogue during the 9<sup>th</sup> & 10<sup>th</sup> Plan and is continuing since then. Based on the experiences of IEC in the IX & X Plan and with a view to make the scheme more effective, the scheme has been suitably updated. This would enable us to take up initiatives like taking forward the National Campaigns on AYUSH to different States and districts as well as promote strengths of the systems in the rural areas also.

### **2. OBJECTIVES**

The scheme is meant for achieving the following objectives:

- (i) 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 through various channels including the production of audio-visual educational material to achieve the objective of Health for all;
- (ii) Dissemination of proven results of R&D work in AYUSH systems at National and International forums;
- (iii) Providing a forum where horizontal and vertical interaction among stakeholders of AYUSH systems can take place through conferences, Seminars and fairs at regional, national and international levels and encourage stakeholders to participate in them; However, Department of AYUSH will not be co-sponsor in any event organized by a private agency and will not provide Logo support without examining the proposal in detail.

### **3. OPERATION OF THE SCHEME**

The Scheme has the following five components:

- (i) Organization of Arogya Fair in Delhi, , State Capitals and UTs through reputed organizations like Chemexil, Pharmexcil, CII, FICCI and other reputed organizations, .
- (ii) Participation in Health Melas/Exhibitions organized by Government Departments and other reputed Organizations.
- (iii) Multi-media Campaigns for popularization of AYUSH.
- (iv) Preparation of Publicity material including audio visual materials and its dissemination
- (v) Incentives to AYUSH Industry to participate in Arogya and other Fairs/Exhibitions organized by Government organizations at National level.

For implementation of above activities in the IEC Scheme, States/UTs will be requested to send

their Annual Action Plan at the start of every financial year so that their requirements could be incorporated in the Annual Action Plan of the Department.

The details of each of the Component are as under:

- (i) **Organization of Arogya Fair in Delhi and State Capitals especially in rural areas through State agencies and other reputed organizations like Chemexil, Pharmexcil, CII, FICCI and other reputed organizations,**

The Department has been organizing a comprehensive fair on health care on AYUSH systems called 'Arogya', in Delhi, and other parts of the Country in collaboration with India Trade Promotion Organization (ITPO) and Federation of Indian Chambers of Commerce & Industry(FICCI) since 2001 every year at Delhi and at regional level.

Taking into account the success of Arogya fairs in various parts of the country, it is proposed to organize these fairs in the State capitals of all the states excluding metro cities of Delhi, Mumbai, Chennai, Kolkata, Hyderabad & Bangalore. These fairs will be organized through the reputed Organizations like CHEMEXIL, PHARMAXIL, CII, FICCI and other reputed NGOs with the involvement of the State Govt.. States will be requested to also consider organizing fairs in rural and remote areas. Laboratories of CSIR, Regional research unit and DRDOs will be requested to participate in AROGYA Fairs.

In order to organize these fairs, proposals will be invited from the State Governments to give their willingness for organizing these fairs along with the name of the Organization they would like to associate for organizing these fairs. As is being done for organizing Arogyas since 2001 with ITPO and FICCI, the Deptt. will take at least 500 sq. mts. of space at the rate fixed by the State Govt./the agency associated for organizing the fair and will participate through the nearest field Units of our Research Councils. If necessary, the Deptt. may also bear the expenditure on issuing the advertisements for participation mobilization and visitor promotion at DAVP rates and provide financial support to the State Govt. for printing of publicity material.. The Department will participate in a maximum of one fair in each of the States willing to organize the fair However, only one Arogya, either National or State level, will be organized in a State in one financial year. The participation of the Department. will be on first-come- first-serve basis and subject to availability of funds.. The Department may also provide financial support for bearing the expenditure on TA/DA and honorarium. T.A. for Lecturers/Clinicians may be limited to the 2<sup>nd</sup> class A.C. fare subject to entitlement or Apex air fare which ever is less. The State/Central Govt. servants deputed for lecture/clinical duty will draw the TA/DA from their source of salary and will get honorarium only. The honorarium for lecture/specialty clinic duty will be limited to Rs. 700/- per lecture/clinic. The State Governments will explore to depute local experts if available to save costs on TA/DA.

It is estimated that an expenditure of Rs. 35 lakhs approximately will be required for organization of/participation in each fair in each of the State. The cost of organizing an international Arogya in Delhi comes to about Rs. 100 lakhs which includes expenditure on booking of space, printing of publicity material, fabrication and publicity through newspapers and print and audio visual media. For each of the fair in the State the Department may nominate a nodal officer to coordinate all arrangements with the State Govt. and this nodal officer may be deputed to represent this Department in the inaugural function of the fair.

**(ii) Participation in Health Melas/Exhibitions organized by Government Departments, reputed Organizations in India & meetings with prominent health organizations, medical fraternity & health regulators**

The Department participates in health melas and exhibitions in the fields of Ayurveda, Siddha Unani, Homoeopathy and Yoga & Naturopathy at national level by booking space and disseminates information to create awareness about the AYUSH Systems of Medicine. The health melas/exhibitions also cover the aspect of medicinal value of various plants and the techniques for cultivation of medicinal plants. The department will give priority to those fairs which are Health specific rather than general fairs with a view to maximize the impact of AYUSH. For promotion of AYUSH, a primary objective will be to disseminate validated AYUSH practices and their scientific basis. For this, the department shall promote meetings with prominent health organizations, medical fraternity and health regulators.

**(iii) Multi-media Campaign for popularization of AYUSH.**

The Department of AYUSH may engage one or more Media partner through an open and transparent mechanism for assisting the Department in undertaking Multi Media IEC Campaigns for creating awareness regarding the strategies of AYUSH system. Deptt. of AYUSH may also engage Media Consultant (s) for this purpose.

Proposals regarding engagement of Consultants and Multi-media partners will be scrutinized by the Appraisal Committee and thereafter these proposal will be placed before the Project Approval Committee.

IEC funds will be provided to State Governments for National Multi-Media Campaigns and AROGYAs and funds for these activities in States will be routed through the State NRHM Societies. Wherever possible tie-ups will be signed with various reputed organizations to promote AYUSH systems in their ongoing campaigns. The assistance will be in the nature of providing publicity materials & experts without any direct monetary assistance.

**(iv) Preparation of Publicity material including Audio visual materials and dissemination.**

Printed material in the form of small handbooks, brochures, booklets giving details about various diseases, their prevention and treatment, medicinal values of various plants and techniques for their cultivation, Goods Manufacturing Practices, Drugs & Cosmetics Act, regulatory mechanism for AYUSH education etc. will be brought out by the Department for dissemination through fairs/exhibitions organized by the Department as well as distributed widely through the fairs organized by other organizations.

Audio-visual material in the form of video spots, short films on success stories of AYUSH systems will be produced and the vast communication network of All India Radio, Doordarshan, DAVP and other leading TV channel empanelled by DAVP will be utilized for dissemination of this material. These video spots and films will also be displayed in Arogya fairs organized by the Department and the State Governments. The materials will continue to be prepared at Headquarters while soft copies of the materials will be sent to States/UTs for customization as per local needs, translation and printing of the materials in their regional languages. Funds if required will also be sanctioned to States/UTs as per provisions of the Scheme.

(v) **Incentives to AYUSH Industry to participate in Arogya and Fairs/Exhibitions organized by Government organizations at National level.**

There is a worldwide resurgence of interest in traditional medicines based on herbs and medicinal plants. ASU medicines are gaining popularity in many countries as food supplements. Therefore, in order to encourage AYUSH drugs and equipment manufacturing industry especially manufacturers of Classical drugs and other stakeholders to participate in the fairs at regional, National fairs/conferences/seminars organized/supported by the central/state governments, it is proposed to provide assistance to the stakeholders as detailed below:

The eligibility criteria for assistance to AYUSH industry for participation in fairs shall be as under:

- a. Pharmaceutical companies in Govt./private sector having GMP certificate with good range of quality products, especially manufacturers of Classical drugs.
- b. Other stakeholders like AYUSH equipment manufacturing firms, NGOs/institutions of Yoga and Naturopathy and healthcare providers like hospitals providing and displaying healthcare facilities of AYUSH systems in the fairs.

The funding pattern will be as under :

The eligible organization has to apply on the prescribed format complete in all respects well in advance for consideration and approval of the Project Appraisal Committee of the Deptt. the grant will be limited to 50% of the cost of participation in fair subject to a maximum of Rs.1,00,000/-. This grant in aid will be released on reimbursement basis. The cost of participation means the expenditure towards rent of the space, fabrication, hiring of manpower and transport etc.

Application format enclosed at **Annexure-I**.

All the IEC projects including engagement of Consultants and Multi Media Partners will be scrutinized by the **Project Appraisal Committee** before placing the same before Project Approval Committee. This Project Appraisal Committee will be comprised of the following members:

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|-------|--|---|-------------|
| i)    | Joint Secretary (AYUSH)  | - | Chairperson |
| ii)   | Executive Director Pharmexcil  | - | Member      |
| iii)  | Representative of DAVP   | - | Member      |
| iv)   | Representative of Ministry of Commerce                                   | - | Member      |
| v)    | Representative of AYUSH drug Industry to be nominated by Secy (AYUSH)    | - | Member      |
| vi)   | Senior. Advisor / Hon Advisor Health, Planning Commission or his nominee | - | Member      |
| vii)  | Advisor (Ayurveda/Unani/Homoeopathy)                                     | - | Member      |
| viii) | Concerned Director (AYUSH)   | - | Member-Secy |

The project proposals complete in all respects and appraised by the Project Appraisal Committee will be considered for sanction of grant by a **Project Approval Committee**

comprising of :-

i)	Secretary (AYUSH)	-	Chairperson
ii)	Joint Secretary (AYUSH)	-	Member
iii)	Financial Adviser of the Ministry	-	Member
iv)	Representative of Ministry of Commerce	-	Member
v)	One Representative of AYUSH Industry to be nominated by Secretary (AYUSH)	-	Member
vi)	Executive Director, Pharmexcil	-	Member
vii)	Representative of DAVP	-	Member
viii)	One renowned expert having International exposure on R & D / Marketing to be nominated by Secy (AYUSH)	-	Member

**Monitoring of the Scheme** will be done by the Committee headed by the Joint Secretary. The composition of the Committee will be the same as that of Project Appraisal Committee.

**Cost Norms for Various Components of the Scheme :**

(i)	<u>Organisation of Arogya</u>	<u>Approx. Cost</u>
	International Arogya in Delhi/ Regional AROGYAs by the Deptt. of AYUSH	Rs.100.00 lakhs
	Arogyas in State Capitals by State Govts.	Rs. 35.00 lakhs
(ii)	Participation in Health Melas/Exhibitions organized by Govt. Deptts/other Organisations in India	Rs. 5.00 lakhs
(iii)	Multi-media Campaigns for popularisation of AYUSH	
	(a) Media Campaign by the Deptt.	Rs. 35.00 lakhs per campaign
	(b) Follow up by State Govts.	Rs. 5.00 lakhs per campaign
	(c) (i)Engagement of Media Consultant(Two)	Rs. 6.00 lakhs per year @ Rs. 25,000/ per Consultant
(iv)	Publicity Material – Preparation and dissemination of	Rs. 25.00 lakhs per annum
(v)	Incentive Scheme	50% of the cost of participation subject to a maximum of Rs.1.00 lakh for each fair.

**Annexure -I**

**Application Form for the Scheme**  
**“Incentive to Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathic Industry**  
**for Participation in International Exhibitions, Trade Fairs, Road Shows, etc.”**

1. Name of the Organization
2. Name and details of the fair for which grant is being sought
3. Address of the company/organization for which grant is being sought
4. Standing in profession
5. Details of GMP certificate (For AYUSH Drug Industry only)
6. List of products and annual turn over of last 2 years.
7. Status(Govt./Semi govt./Autonomous/Private)
8. Whether Grant in aid has been received from Deptt. Of AYUSH earlier, if so details thereon and an Undertaking for not taking any Grant in aid/ incentive from other sources.
9. Whether any Grant in aid is being received from any other source including Central Govt.
10. Total expenditure involved in participation of fairs.
11. Amount requested from the Central Govt. along with Details. Contribution of the Organization
12. Name of the authority to whom the draft is prepared for re-imburement
13. Any other relevant information
14. Recommendation of the Director of ISM&H, State Govt. in case of Healthcare provider of AYUSH systems of Medicine.

Signature of the Head of Pharmaceutical  
Industry/MD

**Documents required:** 1) Copy of the GMP certificate (wherever applicable) 2) Statement of the turnover of last 2 years with statement of the expenditure of participation in fairs attested by Chartered Accountant and the certificate of participation in the event along with photographs of stall in the fair.3) Copies of Receipt of participation charges and all other supporting vouchers.

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