

**CENTRAL SECTOR SCHEME FOR PROMOTION OF  
INFORMATION, EDUCATION AND COMMUNICATION (IEC) IEC IN AYUSH**

**(W.E.F. 1<sup>st</sup> April, 2021)**

**1. Name of the Scheme:**

Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in AYUSH, Government of India.

**2. Objectives of the Scheme:**

- 2.1 (i) Pursue activities in the areas of Information, Education and Communication to fulfil the mandate of ‘propagation’ of AYUSH’ Systems of Healthcare, assigned to the Ministry in the Government of India (Allocation of Business) Rules 1961. Creation of awareness amongst the citizens about the efficacy of the AYUSH systems, their cost effectiveness and the availability of ASU&H drugs services and other solutions. Utilising various communication channels for this purpose, and produce IEC material including digital and audio-video publicity material to achieve the objective of health for all;
- (ii) Dissemination of information on proven results of Research and Development work conducted in AYUSH Systems at National/ State level through Fairs, Exhibitions, Seminars, Workshops, Symposiums and educational platforms. Planning and organizing the observation of important Days;
- (iii) Providing information and communication forums where horizontal and vertical interaction among stakeholders of AYUSH Systems can take place through digital events, conferences, seminars and fairs/ melas at State and National levels and encourage stakeholders to participate in them. However, the Ministry of AYUSH will not co-sponsor any event organized by a private agency and will not provide ‘Logo’ support without examining the proposal in detail; and
- (iv) Organising events for the propagation and promotion of AYUSH Systems, like Seminars, Conferences, Symposiums and Workshops (including in digital mode) on AYUSH Systems and providing information to shareholders relating to recent development in AYUSH sector.

**2.2 The Scheme has the following nine components:**

- (i) Organization of Arogya Fairs both at the National and State Level;
- (ii) Organization of Ayurveda Parv and Yoga Fest/ Utsav etc.
- (iii) Participation in Health Fairs/ Melas/ Exhibitions organized by Government Departments, State Governments and other reputed AYUSH Organizations;
- (iv) Preparation and distribution of authentic Publicity material on AYUSH Systems including New-Media, internet, Multi-media, print media and digital media campaigns, and setting up platforms for the same.
- (v) Activities and programmes undertaken by the Ministry, its autonomous bodies and AYUSH Directorates/ AYUSH Societies of States and UTs to achieve the objectives listed at 2.1 above. This would include activities taken up in connection with the observation of designated “Days” of the different AYUSH systems, like the International Day of Yoga, Ayurveda Day, the flagship event namely World AYUSH Festival for conducting annually for general public and global stakeholders in the field of AYUSH sector, and other similar activities.
- (vi) Providing financial assistance to reputed organizations, AYUSH specific NGOs, educational/ research institutes for organizing Seminars, Webinars, Conferences, Symposiums, Workshop, meeting, etc. on AYUSH Systems.
- (vii) Providing incentives to AYUSH Industry to participate in National and State Arogya Fairs/ Melas organized by Central/ State Governments/ Government organizations/ reputed organizations like Chemexil, Pharmexcil, CII, FICCI, ASSOCHAM, ITPO etc. at State/ National level.
- (viii) Conducting webinars virtual, exhibitions and other digital events on Ayush related topics, and participating in the same.
- (ix) Media campaign through social media and other New-Media.

### 3. Background of the scheme:

The Scheme has been in vogue during the 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> Plan and is continuing since then. Based on the experience of IEC activities in the 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> & 12<sup>th</sup> Plan and with a view to make the Scheme more effective, the Scheme was suitably updated in the year 2014. This has enabled the Ministry to take up initiatives like taking forward propagation and promotion of AYUSH Systems of medicines to all the States/ UTs both in urban and rural areas with special thrust on North-East & hilly States.

### 4. The details of each of the above component are as under:

#### (i) Organization of AROGYA Fairs:

#### (a) Organization of 4-5 day National AROGYA Fair in Delhi, State Capitals and UTs through reputed organizations like Chemexil, Pharmexcil, CII, FICCI, ICC, ASSOCHAM, ITPO and State AYUSH Directorates/ State AYUSH Societies (SAS)

The Ministry has been organizing a comprehensive fair on healthcare on AYUSH Systems called 'AROGYA', in Delhi and other parts of the Country in collaboration with India Trade Promotion Organization (ITPO), Federation of Indian Chambers of Commerce & Industry (FICCI), CII, ICC and Associated Chambers of Commerce and Industry of India (ASSOCHAM) since 2001 every year. These fairs are aimed to promote awareness and showcase developments in the various systems of AYUSH.

Taking into account the success of Arogya fairs in various parts of the country, the Ministry has decided to organize these fairs in the capitals and other important cities of all the States including metro cities of Delhi, Mumbai, Chennai, Kolkata, Hyderabad & Bangalore. These fairs will be organized through the reputed Organizations like Chemexil, Pharmexcil, CII, FICCI, ASSOCHAM, ICC, ITPO, Central Government Bodies, Government Universities etc., and other reputed NGOs with the involvement of the State Government. The State/ UT Governments may also directly organise such events through agencies like AYUSH Directorate or State AYUSH Societies.

The overall expenditure on organizing National Arogya Fair will be limited to Rs. 100.00 lakhs. Funds to the extent of Rs. 90 Lakh will be disbursed to the collaborative partner of the Ministry towards booking of space, fabrication & other infrastructures for the participants, publicity through print & audio-visual media, honorarium to outside experts, general arrangements, etc. The release of funds shall be made in the order of 30% interim payment for booking of the venue, 30% after venue booking and prior to fabrication etc, and 40% final payment after successful completion of the event. The Ministry of AYUSH will incur the expenditure of Rs. 10 Lakh on issuing the advertisements in newspapers and audio-visual publicity for participation, mobilization and visitor promotion at DAVP rates within the ceiling of expenditure on each AROGYA Fair.

The agency associated for organizing the National AROGYA fair will provide at least 1000 sq.mts. of fully fabricated space to the Ministry for participation through its Research Councils / National Institutes / nearest Units of Research Council / SMPB etc.

A maximum of one fair in a State either National or State level, will be organized in one financial year on first-come-first-serve basis and subject to availability of funds. Government Departments/ Autonomous organizations involved in research activities, such as CSIR, ICMR, ICAR, DRDOs, etc. may also be invited to participate in AROGYA Fairs.

The expenditure on TA/DA and honorarium for experts will be met within the ceiling limit of the Arogya Fair. T.A. for Lecturers/ Clinicians may be limited to the 2<sup>nd</sup> class A.C. rail fare or economy airfare, subject to entitlement. The State/ Central Government servants deputed for lecture/clinical duty will draw the TA/DA from the source from where they are drawing their salary and will get honorarium only. The honorarium for lecture/ specialty clinic duty will be limited to Rs. 1000/- per lecture/clinic. The State Governments will also depute some local experts, if available, to save costs on TA/DA.

For each of the National AROGYA fair, the Ministry of AYUSH, Government of India, may nominate a nodal officer to coordinate all arrangements with the State Government and the organizing

agency. The nodal officer may also be deputed to represent the Ministry in the inaugural function of the fair. The detailed guidelines for organisation of National Level Arogya Fairs are at Annexure-V of this documents. Cost norms for this component is at para 5 (i) hereunder.

**(b) Organization of 3 day State AROGYA Fair especially in rural areas through State/ UT Government and other reputed organizations including State AYUSH Directorates/ State AYUSH Societies (SAS)**

The State Arogya fairs would be organized on the request of the State Govt. at the State capital or the district headquarters preferably with large rural population.

The State Level AROGYA Fair would be organized by the State Government including State AYUSH Directorate/ Societies or through any other agency approved by the Ministry of AYUSH, Govt. of India, on the recommendation of the State Govt. They may also be organised by Central Government Bodies or Government Universities, or other categories of institutions mentioned at 4(i) (a) above. The cost of organizing State AROGYA **will be limited to about Rs.35.00 Lakh** which will be disbursed to the State Government or to the organizing agency towards incurring expenditure on booking of space, fabrication & other infrastructure for the participants, printing of publicity material and publicity through newspapers, print & audio visual media, etc. The release of funds shall be made in the order of 50% as interim payment for booking of the venue and fabrication etc, and 50% as final payment after successful completion of the event.

The State Govt. of the agency associated for organizing the State AROGYA fair will provide at least 500 sq. mts. of fully fabricated space to the Ministry of AYUSH for participation through its Research Councils/National Institutes/nearest Units of Research Councils.

T.A. for Lecturers / Clinicians may be limited to the 2<sup>nd</sup> class A.C. or economy class airfare subject to entitlement. The State / Central Government servants deputed for lecture/clinical duty will draw the TA/DA from the source from where they are drawing their salary and will get honorarium only. The honorarium for lecture / specialty clinic duty will be limited to Rs. 1000/- per lecture / clinic. The State Governments will also depute some local experts, if available, to save costs on TA/DA.

For each of the fair in the State, the Ministry of AYUSH may nominate a nodal officer to oversee and monitor the arrangements with the State Government and the organizing agency. The nodal officer may also be deputed to represent the Ministry in the inaugural function of the fair. The detailed guidelines for State Level Arogya Fairs are at Annexure-VI of this document. The cost norms for this component is at para 5 (i) hereunder.

**(ii) Organizing of Ayurveda Parv/Yoga Utsav:** The activities like Ayurveda Parv, Yoga Fest/Utsav etc. in different States/UTs to be organized. The Ministry with the support of concerned Councils/National Institutes and reputed AYUSH specific organizations/NGOs organize the events with the involvement of the concerned States/UTs. The expenditure on each Ayurveda Parv/Yoga Utsav to be restricted to Rs. 20.00 Lakh and Rs. 30.00 Lakh for 2 days and 3 days respectively. The detailed guidelines indicating guidelines for organising of 'Ayurveda Parv' in States, UTs and for organizing of Yoga Fest/Utsav in State /UTs are Annexure-VII and VIII respectively. The cost norms for this component is at para 5 (i) (d) hereunder.

**(iii) Participation of Ministry of AYUSH in Health Fairs/Melas /Exhibitions organized by other Government Departments/State Governments, other reputed Organizations and NGOs**

The Ministry may participate in Health Fairs/Melas / Exhibitions focused on AYUSH Systems at National/State level by booking space/participation for disseminating information to create awareness about the AYUSH Systems of Medicine. The financial support for participation in these events will be limited to Rs. 10 Lakh for Trade Promotion Organizations who would provide 250 sq. mtr fully fabricated stall area. For AYUSH specific NGOs and other agencies the cost of participation would be limited to Rs.

6.00 Lakh and would provide 200 sq. mtr fully fabricated stall area. Funds will be disbursed to the organizers.

The Health Melas/Exhibitions may cover the aspect of medicinal value of various plants and the techniques for cultivation of medicinal plants.

The Ministry will give priority to those Fairs/Melas/Exhibitions which are AYUSH Health specific with a view to maximize the impact of AYUSH systems. The cost norms for this component is at para 5 (ii) hereunder.

**(iii) Preparation and distribution of authentic Publicity material on AYUSH Systems and Multi-media/ print media campaigns etc, audio visual materials for popularization of AYUSH Systems**

**(a) Multi- media (including internet and New Media) Campaigns for popularization of AYUSH Systems**

The Ministry of AYUSH will undertake Multi Media IEC Campaigns including internet, New Media, Print media etc. for creating awareness by formulating and executing strategies relating to AYUSH System. For the purpose, the Ministry may engage services of one or more Multi-Media partner(s) through an open and transparent mechanism.

For popularization of AYUSH Systems, the Ministry's Internet/ Multi-Media/Print Media/ outdoor publicity campaigns can be carried out by BOC/ NFDC/ Govt. organization or any other agency selected as per GFR. The cost will be incurred by the Ministry or its Autonomous Bodies as per actual, subject to approval of Competent Authority.

For supporting these campaigns, the State Governments through their AYUSH Directorates/ AYUSH Societies etc. may take up activities in their domains. They will be provided Rs. 6.00 Lakh for IEC to continue the activity in the State. The funds will be routed through the State AYUSH Society/ AYUSH Directorate.

Wherever the 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, other collaterals, experts etc. without any direct monetary assistance.

One Media Consultant for this purpose may also be engaged for providing assistance to the Ministry in preparation of audio/video/print/ internet publicity material & implementing the Multimedia & social media campaigns. The Ministry can incur an expenditure of approximate Rs. 9.00 Lakh per year towards remuneration etc. of the Media Consultant. Proposals for engagement of Multi-media including Print media partners and Media Consultant will be examined by the Ministry and subsequently placed before the Project Approval Committee. The cost norms for this component is at para 5 (iii) (a) hereunder.

**(b) Preparation and distribution of authentic Publicity material on AYUSH Systems including digital/ internet and audio visual assets:**

Material in the form of small handbooks, brochures, booklets, CDs/ DVDs, New Media creatives, web pages etc. providing details about various diseases, their prevention and treatment; medicinal values of various plants and techniques for their cultivation; Good Manufacturing Practices; Drugs & Cosmetics Act; regulatory mechanism for AYUSH education Education material etc. will be published for distribution through fairs/ exhibitions, AYUSH Bodies, Universities etc.

Audio-visual material in the form of video spots, short films on success stories of AYUSH systems will be produced and distributed through the vast communication network of All India Radio, Doordarshan, DAVP and other leading TV channels empanelled by DAVP. These video spots and films

will also be displayed in important events and Arogya fairs organized by the Ministry and the State Governments.

The materials on AYUSH will be prepared by the Ministry of AYUSH or its Autonomous Bodies. 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 and other appropriate agencies as per provision of the Scheme stated in para-iv(a) above. The cost norms for this component is at para 5 (iii) (b).

**(v) Annual Event namely ‘World AYUSH Festival’ :-**

Ministry of AYUSH will also hold an annual event namely World AYUSH Festival with participation of trade organisations like Chemixil, Pharmexil, CII, FICCI, ICC, ASSOCHAM, ITPO, ADMA etc.

The festival will invite educational institutes, research organisations, pharma industries, importers/exporters, trade bodies, and other stakeholders for wider deliberations on issues related to Ayush sector. The event will be of duration of maximum seven days where separate arrangements will be made for general public to attend / visit. The expenditure on this event will be met on actual basis. The Ministry of Ayush will conduct / float limited tender enquiry calling for proposals from all the trade bodies as mentioned above or a public tender (if required), for specific components of the events as decided from time to time. The Ministry may also rope in State Governments, Central Government Bodies, Universities etc. as partners in organising various components of the event, following prescribed procedures. The bidder awarded the work may be given an advance in accordance with GFR, 2017 and further payments thereafter shall be made in a specific scheduled manner duly incorporated in the contract agreement.

**(v) Observation of Important Days:**

Observations of various important occasions like International Day of Yoga, Ayurveda Day, Homoeopathy Day, Unani Day etc. are to be organized, with support of stake-holders. The expenditure on celebration of important occasions would be on actual basis.

**(vi) Assistance for organizing Seminar/ Conference/ Symposium/ Workshop/ Meeting, etc. on AYUSH Systems**

Under this component, assistance will be provided for organizing Seminar, Conference, Symposium, Workshop, meeting, etc on AYUSH Systems of Medicine, to the Central/ State Government, Universities including State AYUSH Societies (SAS), Educational & Research Institutions, Registered Autonomous Bodies/ Associations, Professional Bodies reputed AYUSH specific N.G.Os etc working in the field of AYUSH Systems of Medicines and involved in the dissemination of proven results of AYUSH, promotion & development of AYUSH.

For promotion of AYUSH, a primary objective is to disseminate authentic and validated AYUSH practices and their scientific basis. For this, the Ministry shall promote meetings with prominent health organizations, medical fraternity and health regulators.

Topics relevant to the AYUSH Systems of Medicine are to be covered under such State/ National level Seminars, Conferences, Symposiums, Workshops, Meeting, etc.

The funds will be provided to eligible organizations for meeting expenses on air fare/ transport, boarding and lodging, local transport and other contingencies of the delegates invited from different parts of India to attend the proposed event on AYUSH.

Eligible agency should have at least 3 years’ experience in the field.

All eligible agencies/ organizations desirous of availing financial assistance under the scheme should send their request in the prescribed format at **Annexure-I** along with necessary documents at least **three**

**months before the date of commencement** of the event.

NGOs/Associations should also send the following documents along with duly filled **Annexure-II & III:-**

(a) Article of Association, Bye-laws, Audited Statement of Accounts for last three years, activities and Performance Report for the last three years, sources and pattern of income and expenditure etc., wherever applicable. The cost norms for this component is at para 5 (v) hereunder.

(b) The proposal of Non-Government Organizations/Associations must be forwarded through State Government at the **level of Secretary/ Director of AYUSH only**. The forwarding letter must carry the Name, postal address, phone/fax etc. of the recommending authority to verify the veracity of the NGO/ Association. The forwarding letter must also carry the recommendation to the effect that **“The organization is a bonafide organization working in the field of AYUSH for atleast last three years and is capable of organizing the seminar/conference/ symposiums/ workshop. The proposal is, therefore, recommended”**.

**(vii) Providing incentives to AYUSH Industry to participate in Arogya and other Fairs/ Melas/ Exhibitions/ Conferences/ Seminars etc organized by Central/ State Governments/ Government organizations/ reputed organizations like Chemexil, Pharmexcil, CII, ICC, FICCI, ASSOCHAM, ITPO, etc at State/ National level**

There is a resurgence of interest in traditional medicines based on herbs and medicinal plants. Therefore, in order to encourage AYUSH Medicine/ Drugs manufacturing industry especially manufacturers of Classical drugs and other stakeholders to participate in the fairs at State/ National fairs/ melas/ exhibitions/ conferences/ seminars etc organized/ supported by the central/ state governments and other reputed organizations like Chemexil, Pharmexcil, CII, ICC, FICCI, ASSOCHAM, ITPO etc, it is proposed to provide assistance to the stakeholders as detailed below:

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

(a) AYUSH Pharmaceutical companies especially manufacturers of Classical drugs in Govt./ private sector having GMP certificate with good range of quality products.

(b) Other stakeholders like AYUSH equipment manufacturing firms, hospitals providing healthcare facilities of AYUSH systems and exporters of medicinal plants/ herbs used in AYUSH Systems.

An amount limited to Rs. 1.20 Lakh or upto 50% of expenditure incurred towards rent of space, fabrication, hiring of manpower, travel/ transportation, accommodation and publicity, whichever is less will be reimbursed. Eligible industry desirous of availing financial assistance under the scheme should send their request in the prescribed format at **Annexure-IV. The industry/ agency must submit their claim for reimbursement within three months of the event.**

**(viii) Webinars, virtual exhibitions and other virtual events:** During the pandemic, the physical events could not be held. As a result of this, many organisations have conducted virtual webinars / exhibitions on Ayush related matters. To incentivise such initiatives, the Ministry may consider some amount as compensation. After the event, the institutions which have conducted the event shall submit vouchers in original duly signed by Chartered Accountant (CA) and the head of the organisation. All major trade bodies, Professional Bodies, Government Institutions and Universities will be eligible for the fund under this component. The cost norms for conducting webinars virtual and exhibition on Ayush Sector is detailed at para 5 (vi) hereunder

**(ix) Media Campaign through social media:** The Ministry may engage an agency for managing social media platforms of the Ministry by way of following norms under General Financial Rules. The

engagement with the agency should be preferably for one year and may be extended, if required, for a specific duration. The payment to the agency shall be made on quarterly basis after performance evaluation by the Ministry. For specific events, conducted by the Ministry, paid promotion in consultation with Bureau of Communication, Ministry of I&B may also be considered. Alternative arrangement may also be made for engaging professionals for handling Social Media on contractual basis for the post namely as detailed above:

S. No.	Name of the post	Nature of post	Remuneration Proposed for 2021-22, with 5% increase annually	Remarks
1.	Campaign Manager	Contractual	Rs.75,000/-	The incumbent may be provided 5% increment subject to satisfactory performance.
2.	Content Writer(English)	Contractual	Rs.50,000/-	
3.	Content Writer(Hindi)	Contractual	Rs.50,000/-	
4.	Video Editor	Contractual	Rs.50,000/-	
5.	Graphic Designer	Contractual	Rs.50,000/-	

#### 5. COST NORMS FOR VARIOUS COMPONENTS OF THE SCHEME

S. No.	Events	Costs
(i)	<p>Organization of Arogya Events:</p> <p>(a) National AROGYA Fair in Delhi, State Capitals and UTs by the Ministry of AYUSH</p> <p>(b) State AROGYA fairs in the Capital of States or Distt. Headquarters.</p>	<p><b>Rs.100.00 Lakh (Rs. 90 lakh to collaborative partner and Rs. 10 lakh for Advt. &amp; and publicity@ DAVP).</b></p> <p><b>[The release of 90 lakh shall be made in the order of 30% interim payment for booking of the venue, 30% after venue booking and prior to fabrication etc, and 40% final payment after successful completion of the event]</b></p> <p><b>Rs.35.00 Lakh [The release of funds shall be made in the order of 50% as interim payment for booking of the venue and fabrication etc, and 50% as final payment after successful completion of the event.</b></p> <p>On actual basis</p>

	<p>(c) Celebration of important occasions like Yoga Day, Ayurveda Day, Homoeopathy Day, Unani Day etc.</p> <p>(d) Ayurveda Parv ,Yoga Fest/ Utsav</p>	<p>Rs. 20.00 Lakh for 2 days for each Parv/ Fest/ Utsav</p> <p>Rs. 30.00 Lakh for 3 days for each Parv/ Fest/ Utsav</p>
(ii)	<p>(a) Participation of Ministry of AYUSH in Health Fairs/Melas/Exhibitions/Meetings organized by other Government Departments/State Governments and Reputed Trade Associations/ Organizations</p> <p>(b) Fairs/Melas/Exhibitions organized by AYUSH Specific NGOs and other agencies</p>	<p>Rs. 10.00 Lakh</p> <p>Rs. 6.00 Lakh</p>
(iii)	<p>(a) Multi-media and Print media Campaigns etc. for popularization of AYUSH</p>	
	<p>(1) Media Campaigns by the Ministry to be carried out by BOC/ NFDC/ any other approved agency.</p> <p>(2) Follow up by State Govts.</p> <p>(3)Engagement of One Media Consultant.</p>	<p>As per actual expenditure</p> <p>Rs.6.00 Lakh per campaign</p> <p>Rs.9.00 Lakh per year</p>
	<p>(b)Preparation and distribution of authentic Publicity material on AYUSH Systems</p>	<p>Rs.30.00 Lakh per annum</p>
(iv)	<p>Incentive to AYUSH industry to participate in Arogya and other fairs/melas/exhibitions/</p>	<p>Amount to be limited to Rs. 1.20 Lakhs or upto50% of expenditure incurred towards rent of space,</p>



	conferences/seminars, etc.	travel/Transportation, accommodation and publicity, etc. whichever is less will be reimbursed for each event.
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**V. \*Details of financial assistance under the component 2.2 (vi) of the Scheme.**

National Seminar / Conference /Symposium/ Workshop/ Meeting organized <b>by Ministry of AYUSH</b>	Rs. 5.00 lakh to Rs. 10.00 Lakh as per requirements.
National Seminar / Conference /Symposium/ Workshop/Meeting organized <b>the State Governments</b>	Maximum Rs. 5.00 Lakh
National Seminar / Conference /Symposium/ Workshop/Meeting organized by <b>Eminent Institution / University etc.</b>	Maximum Rs.4.00 Lakh
National Seminar / Conference /Symposium/ Workshop/Meeting organized <b>by NGOs (including Trust, Foundations etc.)</b>	Maximum Rs. 2.00 Lakh

**VI. Details of financial assistance under the component 2.2(viii) of the Scheme.**

<b>Financial assistance from Ministry of AYUSH for holding Virtual Webinars and Exhibitions on AYUSH sector</b>				
<b>S. No.</b>	<b>Half day webinar</b>	<b>Full day webinar</b>	<b>2-3 days Exhibition cum webinar</b>	<b>Cost (in Rs. Lakhs)</b>
1	Lumpsum Rs. 1.5 lakhs including platform costing, publicity promotion, design and development including website/webpage, training cost to participants for accessing virtual platforms and misc. organizational expenditure etc.	Lumpsum Rs. 2 lakhs including platform costing, publicity promotion, design and development including website/webpage, training cost to participants for accessing virtual platforms and misc. organizational expenditure etc.	Venue cost (for virtual platform)	2.00
			Publicity cost	3.00
			Cost of Website/webpage, e-brochure/catalogue/designing, development and content creation	3.00
			Participants training/demo presentations for accessing platform	1.00
			Translation and Interpretation cost (for international programmes only)	1.00

			Organization expenditure and misc. expenses	1.00
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## 6. PROCESSING OF THE PROPOSALS

The proposal on receipt in the Ministry will be examined in the Division and with the approval of the concerned Joint Secretary, will be placed before the Project Approval Committee headed by the Secretary, Ministry of AYUSH for **final** consideration/ approval. Thereafter, proposal will be sent to Integrated Finance Division (IFD) only for concurrence on financial part of the proposal as agreed at the time of PAC meeting.

The composition of the **Project Approval Committee** will be as under:-

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

## 7. Monitoring Mechanism

All organisations seeking grants should have their own website in which arrangements should be made for online registration through NGO Darpan Portal. For physical registration the details will be uploaded within one day from the date of conclusion of the event. All details of the programmes to be computerised and all footfalls to be registered. The monitoring will be through Committees set up by the Ministry and also through Research Councils and National Institutes. The State AYUSH Societies (SAS) may also be engaged in monitoring of events and report thereof.

The organizations receiving Grants-in-Aid under this scheme will book their expenditure under EAT Module developed under Public Finance Management System (PFMS) and adhere to its guidelines, failing which the organization will be debarred from receiving further grants.

The organization will be required to digitize all their registration process and provide to the Ministry figures related to visitors, participants within 7 days of the completion of the event.

In respect of National Arogya and State Arogya, a monitoring team shall visit the place of event and provide a first hand report within 7 days from the date of conclusion of the event.

In respect of other events, viz. seminars, exhibitions, conference etc., a team from nearby RCs/NIs will provide an independent report within 7 days from the date of conclusion of the event. The monitoring report of each event will be placed before the PAC in the subsequent meeting.

In order to have an effective implementation strategy, the Programme Division will formulate an event calendar/annual Action Plan before the start of the financial year. Efforts may be made to spread the

event to tier-II and tier-III cities as well. Planning of the events shall be in such a manner that maximum number of towns and cities get an exposure to media campaign once in three years.

**Application for grant of Financial Assistance for organizing Seminars/ Conference/ Symposium /Workshops/Meeting on AYUSH to be submitted 3 months before the event along with complete details.**

1. Name & Address (with e-mail Id & Mobile no.) of State Government/ Organization/Association/ Body/ Society/ NGO/ Institution seeking financial assistance :
2. Indicate whether it is the main Society or Chapter/ Unit/Branch of the main Association/ Body/ Society and status of the organization which is applying:
3. In case of NGO- Article of Association, bye-laws, audited statement of accounts for last three years, activities and performance report for the last three years; sources and pattern of income and expenditure etc. must be enclosed:
4. Date(s), Place and Topic/subject (brief synopsis) of Seminar/conference/Symposium/ Workshop/ Meeting.
5. (a) Scientific details of the Seminar/Conference/Symposium/Workshop (including various technical sessions). A tentative programme of activities may also be supplied:  
(b) Explain briefly as to how the subject of the Seminar/Conference/Symposium/ Workshop is directly related to dissemination of proven results of AYUSH:  
(c) In case the topic of the Seminar/ Conference/Symposium/Workshop is the same as in previous years what is your justification for holding it again.  
(d) Has any Chapter/Unit/Branch of the Association/ Body/ Society/ NGO received any grant from the Central Government, i.e., Ministry of AYUSH during the last 3 years for organizing Seminar/Conference/Symposium/Workshop? If so, give details year-wise in tabular form under the following heads, along with a report of work done/summary of achievements and its effect on the society at large:

<b>Name of Body (indicating if Branch/ Chapter Unit etc.)</b>	<b>Year</b>	<b>Amount</b>	<b>Letter No. and date of Ministry of AYUSH</b>	<b>Purpose</b>	<b>Name of the Seminar/Conference/ Symposium/Workshop</b>	<b>Whether U.C. Submitted</b>
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- (e) if the application is from an Institute/Department, give details regarding collaboration, if any with particular Institute/Department/Representative National Scientific Body.
6. (a) How many delegates are expected to participate? (Indicate the number and names of the delegates).  
(b) How many delegates are expected to present their papers? (Please give their names, designation and topics). If abstracts have been received, please send copies.  
(c) Please give structure of Seminar/Conference speakers with their topic for each session:  
(d) To how many delegates is TA/DA offered?
7. (a) What is the total anticipated expenditure? Please give details under various heads. (Item- wise)  
(b) What is the amount requested from the Central Government?  
(c) What will be the contribution of the organization?
8. Details of grants requested/received from agencies like GOI, State Govts. UGC, INSA, DST, CSIR and ICAR for the proposed Seminar/Symposium/Workshop:

<b>Name of the Agency</b>	<b>Grant requested</b>	<b>Grant received</b>	<b>Items for which grant has been asked for</b>	<b>Whether U.C. submitted?</b>
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9. Income from participants by way of (a) Registration fees, and (b) other sources, etc.
10. Name of the authority who will be responsible for submitting the audited statement of accounts/Utilization Certificate and proceedings/Reports of the Seminar/Symposium/Workshop within one month of the event.
11. (a) Any other information relevant to the event.  
(b) ECS/Bank Details as per Annexure-II  
(c) Agency Registration as per Annexure-III

**Signature**  
**With full address and rubber stamp.**

**MANDATE FORM**  
**ELECTRONIC CLEARING SERVICE (CREDIT CLEARING/REAL TIME GROSS SETTLEMENT (RTGS) FACILITY FOR RECEIVING PAYMENTS.**

**A. DETAIL OF ACCOUNT HOLDER:-**

NAME OF ACCOUNT HOLDER	
COMPLETE CONTACT ADDRESS	
TELEPHONE NUMBER/FAX/EMAIL	

**B. BANK ACCOUNT DETAILS:-**

BANK NAME	
BRANCH NAME WITH COMPLETE ADDRESS, TELEPHONE NUMBER AND EMAIL	
WHETHER THE BRANCH IS COMPUTERISED	
WHETHER THE BRANCH IS RTGS ENABLED? IF YES, THEN INDICATE THE BRANCH <b>IFSC CODE</b>	
IS THE BRANCH ALSO NEFT ENABLED?	
TYPE OF BANK ACCOUNT (SB/CURRENT/CASH CREDIT)	
COMPLETE BANK ACCOUNT NUMBER (LATEST)	
MICR CODE OF BANK	
PAN NO.	

**Declaration**

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information I would not hold the user Institution responsible. I have read the option/invitation letter and agree to discharge responsibility expected of me as a participant under the scheme.

Date:

(.....)

Signature of Customer

Certified that the particulars furnished above are correct as per our records.(Bank's Stamp)

Date:

(.....)

Signature of Customer

1. Please attach a photocopy of cheque along with the verification obtained from the bank.
2. In case your Bank Branch is not "RTGS" enabled at the time of submitting the application and subsequently gets up-graded to "RTGS Enabled" branch, then please submit the information to the Ministry again in the above pro-forma at the earliest.

**Proforma for Agency Registration with Controller General of Accounts (CGA) under Central Plan Scheme Monitoring System (CPSMS)**

**(Agencies are required to get themselves registered with CGA at their website:- [www.cga.nic.in](http://www.cga.nic.in))**

**Type of Registration of the Agency:** \_\_\_\_\_

**Agency Name:** \_\_\_\_\_

**Company Act/Registration No:** \_\_\_\_\_

**Date of Registration (DD/MM/YYYY):** \_\_\_\_\_

**Registering Authority:** \_\_\_\_\_

**State of Registration:** \_\_\_\_\_

**Pan No:** \_\_\_\_\_

**TIN No:** \_\_\_\_\_ **TAN No:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**District:** \_\_\_\_\_

**State:** \_\_\_\_\_

**Pin Code:** \_\_\_\_\_

**Contact Person** \_\_\_\_\_

**Phone No:** \_\_\_\_\_ **Mobile No.** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Unique Agency Code (if already registered with CGA)** \_\_\_\_\_

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**Application Form for “Incentive to Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathic Industry ”for Participation in Arogya Fairs/ Melas organized by Central / State Government organization/Reputed Organization:**

1. Name of the Organizations
2. Name and details of the fair for which reimbursement is being sought
3. Address of the company/organization for which reimbursement is being sought
4. Type/Standing in profession
5. Details of GMP certificate(For AYUSH Drug Industry only) (copy to be enclosed)
6. Status of the company (Govt./Semi Govt./Autonomous/Private)
7. Whether reimbursement has been received from Ministry of AYUSH earlier, if so details thereon.
8. Whether any Grant in aid/ incentive is being received by the organization from any other source including Central Govt. for participation in the event.
9. Total head wise expenditure on (i) Stall booking (ii) Fabrication (iii) Publicity (iv) Travel & boarding/lodging (v) Transportation and (vi) CA Fee, if any, Involved in participation of the event.
10. Amount requested as reimbursement from the Central Govt. along with details.
11. Bank details in Mandate Form/ECS Form(As per Annexure II)
12. Any other relevant information
13. Documents to be submitted:
  - a) Expenditure statement affixing Re 1 Revenue stamp duly verified by CA (in Original)
  - b) Bills of expenditure (in original) in support of the Expenditure statement details
  - c) Original receipt of stall booking duly signed and stamped by organizer
  - d) Copy of GMP valid Certificate
  - e) Copy of certificate of participation in fair duly signed by concerned authorities.
  - f) ECS proforma (As per Annexure II) along with a copy of cancelled cheque.
  - g) Original receipt of CA fee, if any.
  - h) All the vouchers and sub- vouchers should duly verified by the CA in original.

Signature of the Head of  
Pharmaceutical Industry /MD



**GUIDELINES FOR ORGANISATION OF NATIONAL LEVEL AROGYA FAIRS**

**Background:**

1. In keeping with the mandate of generating awareness amongst the masses about the strengths of AYUSH systems, the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Government of India has been organizing health melas called “AROGYA”, a Comprehensive Exhibition on these systems, since 2001.

**2. Aims and Objectives:-**

(i) AROGYA aims at projecting the capabilities and requirements in modern day health care, current research trends and exhibiting work of Research Institutions under this Ministry to promote health care through Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) systems. AROGYA provides an all-encompassing platform to all AYUSH stakeholders to come together to project all facets of AYUSH sector.

(ii) 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;

(iii) Dissemination of proven results of R&D work in AYUSH systems at National and International forums;

(iv) 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;

**3. The National Level Arogya fair is organized on health care on AYUSH Systems in the capitals and other important cities of all the States/UTs in collaboration with trade organizations like India Trade Promotion organization (ITPO), State AYUSH Directorates/ State AYUSH Societies Federation of Indian Chambers of Commerce & Industry (FICCI), Associated chambers of commerce & Industry of India ASSOCHAM, CHEMXIL, PHARMXIL, CII, ICC and other reputed NGOs with the involvement of the State Govt. as approved by Ministry of AYUSH, Govt. of India. The funds would be released to the executing agency who would bear all expenditure relating to the fair except TA//DA to the Govt. employees which would be borne by the respective Departments.**

**4. The concerned State Govt. /UT will accord its consent for organizing of the National Level Arogya in their State/UT through one of the organizations and provide all logistic support to the organizer.**

## **5. Key Elements/ Components of a National AROGYA Fair:-**

The following elements and components form an integral part of the AROGYA fairs:-

**(i) Free Health check up by AYUSH practitioners:** -The organizer will set up Free health check up clinics and only registered medical practitioners of Ayurveda, Unani, Siddha & Homoeopathy will provide free consultation and health check up to patients visiting the fair. The local practitioners in traditional systems of the medicine in their particular area will also be associated. Free medicines (for general diseases) will be provided to needy patients by the concerned State Governments/GOI agencies.

**(ii) Display and Sale of AYUSH medicinal plants:**-The raw material used in AYUSH medicines is medicinal plants which constitutes about 90% to the final product. To promote cultivation of these medicinal plants among farmers and local people (for their kitchen gardens), the organizer/ NMPB/SMPBs display and sale of Medicinal Plants and herbs used in the AYUSH drugs. It will enable familiarization of the general public with different types of medicinal plants indicating their usage for treatment of common diseases. Wherever required, help of State Medicinal Plant Board and National Medicinal Plants may be explored. The SMPB will organize sale of medicinal plants for the benefit of the general public by associating local nurseries.

**(iii) Demonstration of Home Remedies for treatment of common ailments in AYUSH:-** Information/ literature on common home remedies through AYUSH systems be prepared and displayed to familiarize the general public about easy and affordable treatment for common ailments at their household..

**(iv) Workshops for manufacturers of AYUSH medicines:**-The GOI agencies/State Government will organize workshops on GMP as well as on Quality Control & related issues of Standardization and Development of AYUSH Products. Practitioners of AYUSH Systems, beneficiaries, AYUSH colleges, farmers of medicinal plants, etc. may also be invited.

**(v) Live Yoga demonstrations:**-To educate people about prevention of diseases, adopting healthy life styles and good living habits, live Yoga demonstration, Yoga therapy sessions and counseling on Naturopathy will be organized during the fair. Yoga experts will perform live demonstration of yogic asanas and will also provide guidance for treatment of various diseases through Yoga. Naturopathy experts will give advise to general public on prevention and treatment of common diseases through Naturopathy.

**(vi) Publicity & Promotion of the AYUSH Systems:-** The organizer will organize screening of audio-visual material and involvement of folk theatre groups in the states for promotion of AYUSH messages. The organizer will also ensure sufficient publicity of the event through all local media. The Ministry of AYUSH will release advertisements in Newspapers through DAVP.

**(vii) Internet and Digital Assests :-** The Arogya Fair should have a dedicated webpage and dedicated Social Media handles. The Social Media presence is mandatory in at least three platforms, like, Facebook, Twitter, YouTube etc. Further, live streaming of the entire event on Social Media is advised. All these Internet assets should be interactive, and should be used to mobilize the public to the event.

## **6. The organizer will invite the Participants with the following Profile:-**

- a) Drug Manufacturing Industry having **valid Good Manufacturing Certificate only in their own name.**
- b) Drug equipment manufacturing industry
- c) Eminent publishers & booksellers of AYUSH
- d) Manufacturers of Natural Products
- e) AYUSH Medical Colleges in the State as well as nearby States.
- f) Medical Tourism industry
- g) Reputed Hospitals and NGOs
- h) Research Institutes
- i) State Directorate units of ISM&H,
- j) Practitioners of AYUSH systems
- k) Medicinal plant nurseries and related stakeholders
- l) Drug testing Laboratories in the State, Units of Council for Scientific and Industrial Research.
- m) Local AYUSH Schools & Colleges.

## **7. Duration of the fair**

The Duration of the fair should not be less than four days and may preferably be held by utilizing Saturday, Sunday and other holidays during the event so that maximum public can visit the fair.

## **8. Venue & Infrastructure:-**

The venue area of the Arogya fair should be around 10,000 sq.mtr with sufficient parking spaces located in a easily accessible area with maximum footfall and close proximity to the city. A prefabricated location is preferred over a makeshift one. The venue must be safe and fire retardant/waterproof as far as possible to avoid any mishap. The organizer will provide not less than 1000 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which will be bifurcated into smaller divisions (stalls) allocated to the participating Research Councils and National Institutes under the Ministry. The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc. will be conducive to movement of public, lighting and ventilation. The following infrastructure/facilities to be provided by the organizer Collaborative partners for organization of an Arogya fair:

- 1) Air-conditioned AYUSH pavilion with preparation and installation of approx. 20-25 transslides for Ministry's stall. The stalls of Councils/Institutes & NMPB are also to be fully fabricated with installation of their transslides, Gates etc.
- 2) Provision of Carpets and spot lights in the whole display area. Necessary care may be taken against possible rain during the fair.
- 3) Provision of about 10 LCD TVs for the Councils and NMPB including Department's area for the Arogya period.
- 4) Providing of live plants
- 5) All furniture for the stalls and yoga stage with all facilities for yoga demo in the CCRY&N and MDNIY stall.

- 6) Provision of running tea/coffee machine for serving tea/coffee to the staff on duty twice a day and daily working lunch to all the AYUSH staff including doctors and experts on duty.
- 7) Provision of facia to each participating unit.
- 8) Printing of Exhibitors Directory.
- 9) Printing of 5000 brochures for clinics and lectures. The material for the brochures will be provided by the Ministry and Research Councils.
- 10) Hosting an Industry Meeting on AROGYA prior to the event among all the Industry Stakeholders followed by Lunch or high tea in the city of the fair.
- 11) Inauguration function hall with around 500 sq.mt. area having seating capacity of 700-800 persons with proper Stage/Dias. The stage to be used for Yoga, other physical demonstrations/cultural events after the inaugural function. In addition, all infrastructure for Inaugural Function to be organized.
- 12) Preparation of Air-conditioned VIP lounge with furniture and facility for tea/coffee and cookies, dry fruit etc. for VIPs.
- 13) High tea/Lunch for about 150 persons on the inaugural day immediately after the inauguration for VIPs.
- 14) Built up 12 stalls of nine sq. meters each with furniture for clinics. Each clinic will be provided with an examination bed, three chair, one table, one 5/15 AMP socket, spot lights, water jug and glass etc.
- 15) 2 Registration Counters for patients and three counters for distribution of medicines. Common waiting area with chairs outside the clinics.
- 16) Outdoor publicity mediums like hoardings, banners etc. subject to permission by Municipal authorities. (40 hoardings and about 200 flex banners in the city). Printing and Insertion of about 50,000 leaflets in newspapers in the city.
- 17) Media publicity through local cable channels, FM channels etc.
- 18) Infrastructure for Public Lecture/ Conference Hall.( Backdrop, LCD, mike etc) with the seating capacity of 150 persons.
- 19) Infrastructure for Green House for Sale and display of Medicinal Plants.
- 20) Regular power supply at the venue with Extra Power Points.
- 21) To provide complimentary Souvenirs to all Exhibitors, Eminent Practitioners giving free consultation and medical check-up, Speakers in the Seminar/Workshops.
- 22) Books display counter and glass shelves as per requirement in each stall.

- 23) Reception counters Two each for all the participant units of the Ministry
- 24) Daily wage Labourers (Two for Ministry's stall)
- 25) Furniture in the Stalls (Tables and chairs as per requirement in each stall.)
- 26) Flower decoration and Rangoli at main gate for inaugural function.
- 27) Photo/video coverage of all the events on all days including inauguration.
- 28) Provision for drinking water and mobile toilets for staff and public.
- 29) Manned Parking space for public vehicles.
- 30) Installation & decoration of Gates at the main entrance.
- 31) Any other requirement indicated by the Ministry.
- 32) Participation of a minimum of 50 AYUSH Industry members to be ensured in the Arogya Fair.
- 33) The concerned State Govt. to be provided adequate space for display by their organizations.

#### **9. Monitoring and Conduct of the event:-**

A Committee will be constituted by the Govt. of India comprising of officers from Ministry of AYUSH, for conducting the event in an effective manner. A report will be submitted by the Committee to the Ministry of AYUSH. Wherever required help of local units of National Institute/Research Councils of Ministry of AYUSH, Government of India may be taken.

10. It will be the responsibility of the executing agency to ensure coordination between various agencies for successfully organizing the fair. **The executing agency will also submit the audited statement of expenditure on the fair for the funds provided by the Ministry of AYUSH.**

**11. Incentives to AYUSH Industry for participation in Arogya Fairs would be allowed as per the provisions of IEC Scheme which is available in the Ministry's Website at [www.ayush.gov.in](http://www.ayush.gov.in)**

**GUIDELINES FOR ORGANISATION OF STATE LEVEL AROGYA FAIRS**

**Background:**

In keeping with the mandate of generating awareness amongst the masses about the strengths of AYUSH systems, the Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), Government of India has been organizing health melas called “AROGYA”, a Comprehensive Exhibition on these systems, since 2001.

**Aims and Objectives:-**

(i) AROGYA aims at projecting the capabilities and requirements in modern day health care, current research trends and exhibiting work of Research Institutions under this Ministry to promote health care through Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) systems. AROGYA provides an all-encompassing platform to all AYUSH stakeholders to come together to project all facets of AYUSH sector.

(ii) 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;

(iii) Dissemination of proven results of R&D work in AYUSH systems at National and International forums;

(iv) 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;

The following elements and components form an integral part of the AROGYA fair:

**I. Key Elements/ Components of an AROGYA Fair at State Level:-**

**The State Level Arogya would be organized by the State Government or through any other agency (on behalf of the State Government) approved by the Ministry of AYUSH, Govt. of India in consultation with the State Government. The funds would be released to the executing agency who would bear all expenditure relating to the fair except TA//DA to the Govt. employees which would be borne by the respective Departments.**

- (i) **Free Health check up by AYUSH practitioners:-**The organizer/State Government will set up Free health check up clinics and the State Govt. depute registered medical practitioners of Ayurveda, Unani, Siddha & Homoeopathy for providing free consultation and health check up to patients visiting the fair. The local practitioners in traditional systems of the medicine in their particular area will also be associated. Free medicines (for general diseases) will be provided to needy patients by the State Governments.

**(ii) Display and Sale of AYUSH medicinal plants:-**The raw material used in AYUSH medicines is medicinal plants which constitutes about 90% to the final product. To promote cultivation of these medicinal plants among farmers and local people(for their kitchen gardens), the organizer/ State Governments will organize display and sale of Medicinal Plants and herbs used in the AYUSH drugs. It will enable familiarization of the general public with different types of medicinal plants indicating their usage for treatment of common diseases. Wherever required, help of State Medicinal Plant Board and National Medicinal Plants may be explored. The SMPB will organize sale of medicinal plants for the benefit of the general public by associating local nurseries.

**(iii) Demonstration of Home Remedies for treatment of common ailments in AYUSH:-**Information/ literature on common home remedies through AYUSH systems be prepared and displayed to familiarize the general public about easy and affordable treatment for common ailments at their household..

**(iv) Workshops for manufacturers of AYUSH medicines:-**The organizer/State Government will organize workshops on GMP as well as on Quality Control & related issues of Standardization and Development of AYUSH Products.

**(v) Live Yoga demonstrations:-**To educate people about prevention of diseases, adopting healthy life styles and good living habits, live Yoga demonstration, Yoga therapy sessions and counseling on Naturopathy will be organized during the fair. Yoga experts will perform live demonstration of yogic asanas and will also provide guidance for treatment of various diseases through Yoga. Naturopathy experts will give advise to general public on prevention and treatment of common diseases through Naturopathy.

**(vi) Publicity & Promotion of the AYUSH Systems:-**The organizer/State Government will organize screening of audio-visual material and involvement of folk theatre groups in the states for promotion of AYUSH messages. The organizer/State Government will also ensure sufficient publicity of the event through all mediums.

**(vii) Internet and Digital Assets:-** The Arogya Fair should have a dedicated webpage and dedicated Social Media handles. The Social Media presence is mandatory in at least two platforms, like, Facebook, YouTube etc. Further, live streaming of the entire event on Social Media is advised. All these Internet assets should be interactive, and should be used to mobilize the public to the event.

## **II. Participants Profile:-**

The participant profile will include the following –

- a) Drug Manufacturing Industry having **valid Good Manufacturing Certificate only in their own name.**
- b) Drug equipment manufacturing industry
- c) Eminent publishers & booksellers of AYUSH
- d) Manufacturers of Natural Products
- e) AYUSH Medical Colleges in the State as well as nearby states.
- f) Medical Tourism industry
- g) Reputed Hospitals and NGOs

- h) Research Institutes
- i) State Directorate units of ISM&H,
- j) Practitioners of AYUSH systems
- k) Medicinal plant nurseries and related stakeholders
- l) Drug testing Laboratories in the State, Units of Council for Scientific and Industrial Research.
- m) Local Schools & Colleges.

### **III. Venue & Infrastructure:-**

The venue of the Arogya fair should be located in a easily accessible area maximum footfall and close proximity to the city. A prefabricated location is preferred over a makeshift one. The venue must be safe and fire retardant as far as possible to avoid any mishap. The organizer/ State Government will provide 500 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which will be bifurcated into smaller divisions (stalls) allocated to the participating Research councils and National Institutes under the Ministry. The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc.. will be conducive to movement of public, lighting and ventilation. The following infrastructure facilities have been identified as the minimum requirements for organization of an Arogya fair to be provided by the organizer of the fair:

- (a) Furniture, Lighting, Fire safety provisions.
- (b) Large halls (with P.A. system and other basic requirements) for demonstration of yoga atleast for 500 people.
- (c) Halls/ Auditoriums with seating capacity (50-60people) for organizing seminars & workshops.
- (d) Clean and hygienic free health check up clinics in Ayurveda, Yoga & Naturopathy Unani Siddha and Homoeopathy. Each clinic must be atleast 9 sq. meters each. with all facilities for examination of patients. Separate clinic for female patients will be required to be set up by the State Government/organizer.
- (e) Facilities and staff for keeping record of patients ( male and female separately)
- (f) Green house( approx. 100 sq. meter stall covered with green net) for display and sale of medicinal plants,
- (g) Other basic amenities to be provided (as per needs in the stall) to the Ministry or its Participating Research Councils/ National Institutes.

### **IV. Duration of the fair**

The Duration of the fair should not be less than three to four days and may preferably be held by utilizing Saturday, Sunday and other holidays during the event so that maximum public can visit the fair.

### **V. Monitoring and Conduct of the event:-**

A Committee will be constituted by the State Governments comprising of officers from State Department of AYUSH, State Drug Controller for conducting the event in an effective manner.



The event will be monitored at a sufficient higher level by the State Government and a report will be submitted to the Ministry of AYUSH. Wherever required help of local units of Research Councils of Ministry of AYUSH, Government of India may be taken.

It will be the responsibility of the State Government/organizer to ensure coordination between various agencies i.e. service provider, fabricator, agency executing display material, Ministry of AYUSH participants, Ministers and other invited dignitaries of the State Governments. Policy makers & regulatory bodies, etc .may be associated to ensure participation of various stakeholders of AYUSH systems of medicine.

**VI Incentives to AYUSH Industry for participation in Arogya Fairs would be allowed as per the provisions of IEC Scheme which is available in the Ministry's Website at [www.ayush.gov.in](http://www.ayush.gov.in)**

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**Government of India  
Ministry of AYUSH**

**Guidelines for organizing of ‘Ayurveda Parv’ in States/UTs**

Ayurveda is a system of holistic living, having the roots in Indian tradition and culture. Evolved thousands of years back by the Rishis, Ayurveda techniques are being widely used for meeting the changing health care needs of mankind. The awareness about Ayurveda practices is increasing among people from different walks of life, not only for preservation and promotion of health, but also for the management of various diseases. Ayurveda facility should be propagated at a mass level to more and more people adhering to the knowledge, so that people involved in Ayurveda stream can derive maximum benefits. The Government has also taken initiative to promote medical tourism in AYUSH sector. Therefore, the need of the hour is to propagate Ayurveda in every nook and corner of the country. Keeping in view the strengths of Ayurveda in treating various complicated and chronic ailments as well as the primary intention of prevention and promotion of health and benefits of its holistic approach an additional component of ‘Ayurveda Parv’ is being added to the IEC scheme of AYUSH in which various innovative programs could be organized by eligible organizations in various States/UTs.

2. The Aim and Objectives of the Ayurveda Parv will envisage the promotion, propagation and development of Ayurveda in the mainstream of mass and class in every State/UT of India, where various Ayurveda traditions shall meet to form featuring the following directions:

- i. To promote holistic principles and best practices of Ayurveda for healthy living and management of diseases.
- ii. Inculcate awareness building and sensitization of communities about the strengths and potential of Ayurveda in healthcare.
- iii. To project Ayurveda programs & schemes of the Central & State Governments for the benefit of masses.
- iv. To develop interface with Ayurveda stakeholders & policy makers in public interest.

- v. To provide a platform for students/teachers/practitioners to acquire authentic knowledge and practice of Ayurveda.
  - vi. To recognize the contribution and involvement of Ayurveda functionaries in healthcare services.
  - vii. To enhance the knowledge of Ayurveda amongst the masses.
  - viii. To bring an awareness about important healthy lifestyle.
3. Ayurveda Parv/Utsav may have following activities:
- a) Lectures by experts on Ayurvedic healthcare for various stakeholders.
  - b) Medical consultation and free distribution of medicines to the needy patients
  - c) Structured Dialogue and Deliberation on Ayurveda specific issues.
  - d) Ayurveda healthcare related posters presentation, public messages, leaflets/brochures distribution, best experiences sharing.
  - e) Ayurveda quiz for students and general public.
  - f) Panel discussion with media representatives, State Authorities and Public.
  - g) To felicitate Ayurvedic practitioners/teachers/researchers/Ayurveda manufacturers/ Ayurveda students excelled in Ayurveda education/ any other person having significant contribution to Ayurveda.
  - h) To organize Seminars, discussions and discourses on different aspects of Ayurveda Education, Training and Therapy to bring familiarity and awareness about benefits of Ayurveda for general public as well as other stakeholders.
  - i) To organize Ayurveda Sessions in the Parv for promoting positive health.
  - j) To conduct introductory Ayurveda classes for bringing awareness among people about the role of Ayurveda in their daily life.
  - k) To organize Ayurveda Exhibition-cum poster presentation and Quiz Competition.
  - l) The organize Ayurveda Workshops by leading Ayurveda professionals.
  - m) To put up Stalls displaying teaching aids, ancillary products etc.
  - n) Lecture by experts on health care of public as a whole and especially for Children, Pregnant Women, Senior citizens and Ayurvedic Cure for persons suffering from non-infectious diseases.

- o) Meeting of principals, senior teachers and organizers of Ayurvedic teaching institutions and exchange of knowledge as well as improve of teaching methodology in various Ayurvedic institutions.
- p) Meeting of manufacturers of Ayurvedic drugs getting benefits of each other's experience, discussion on various laws relating to many Ayurvedic drugs and placing for availability of Ayurvedic drugs.

#### **4. Venue & Infrastructure:-**

- i) The venue of Ayurveda Parv should be located in an easily accessible area with maximum footfall and close proximity to the city.
- ii) The venue must be safe and fire retardant as far as possible to avoid any mishap.
- iii) The organizer will provide 200 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which may be bifurcated into smaller divisions (stalls) allocated to the participating Research councils or National Institutes and NMPB under the Ministry.
- iv) The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc. may be conducive to movement of public, lighting and ventilation.
- v) The following infrastructure facilities have been identified as the minimum requirement to be provided by the organizer of the Parv:-
  - a) Furniture, Lighting, Fire safety provisions.
  - b) Halls/Auditoriums with seating capacity (50-60 people) for organizing seminars & workshops.
  - c) Clean and hygienic free-health check up Ayurveda clinics with arrangements for free distribution of basic Ayurvedic medicines is made. Each clinic must be at least 9 sq. meters with all facilities for examination of patients. Separate clinic for female patients be set up by the organizer.
  - d) Facilities and staff for keeping record of patients ( male and female separately)
  - e) Green house(approx. 50 sq. meter stall covered with green net) for display and sale of medicinal plants.

- f) Other basic amenities to be provided (as per needs in the stall) to the Ministry or its participating Research Councils/ National Institutes.

## **5. Duration of the Parv:**

The Parv may be held for 2-3days by utilizing Saturday, Sunday and other holidays so that maximum public is able to visit the Parv.

6. **Eligibility:** Any government/non-government Ayurveda Organizations, State AYUSH Directorates, Ayurveda teaching institutes or any other non-profit making organizations working in the field of Ayurveda may apply for the organizing 'Ayurveda Parv'. The applied organizations should comply all parameters as mentioned in the IEC Scheme.

## **7. Funds:**

Grant-in-aid up to Rs. 20.00 lakh for 2 days and Rs30.00 lakh for 3 days per eligible proposal would be released by the Ministry on approval of the competent authority. Guidelines for using the grant amount for specific purposes would have to be worked out to facilitate smooth execution and financial settlement of the event.

8. It will be the responsibility of the organizer to ensure coordination between various agencies, i.e., service provider, fabricator, agency executing display material, Ministry of AYUSH participants, Ministers and other invited dignitaries, leading Ayurveda organizations, regulatory bodies etc. may be associated with the Parv/Fest to ensure participation of various stakeholders of Ayurveda.

9. **Internet/ Digital Assets :-** The Ayurveda Parv should have a dedicated webpage and dedicated Social Media handles. The Social Media presence is mandatory in at least two platforms, like, Facebook, YouTube etc. Further, live streaming of the entire event on Social Media is advised. All these Internet assets should be interactive, and should be used to mobilize the public to the event.

10. Incentives to AYUSH Industry for participation in Ayurveda Parv/Fest would be allowed as per the provisions of IEC Scheme which is available in the Ministry's Website at [www.ayush.gov.in](http://www.ayush.gov.in)

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**Government of India  
Ministry of AYUSH**

**Guidelines for organizing of Yoga Fest/ Utsav in States/ UTs.**

Yoga is a system of holistic living, having the roots in Indian tradition and culture. Evolved thousands of years back by the Rishis, Yoga techniques are being widely used for meeting the changing health care needs of mankind. Yoga has attracted global attention in recent years. The awareness about Yogic practices is increasing among people from different walks of life, not only for preservation and promotion of health, but also for the management of various diseases. Many Yoga experts and Medical Professionals have been advocating Yogic lifestyle intervention for the prevention and management of stress induced, psychosomatic and lifestyle related disorders, it is felt that the Yoga facility should be propagated at a mass level to more and more people adhering to the classical knowledge, so that people involved in Yoga stream can derive maximum benefits.

2. The Government has taken steps to spread this Indian cultural and spiritual heritage worldwide, which is a credible system and shall provide India the leadership in assuring the quality teaching and training across the globe. Today people across the globe practice Yoga in one form or the other, therefore, the need of the hour is to propagate Yoga in every nook and corner of the country.

3. Keeping in view the preventive and holistic benefits of Yoga among the masses especially the youth it has been proposed to organize 3-day Yoga Fest or Utsav in States/UTs with a view to take the Yoga to the masses upto the grassroot level to facilitate a better way of life.

4. The Yoga Fest/Utsav will envisage the promotion, propagation and development of Yoga in the mainstream of mass and class in every State/UT of India, where various Yoga traditions shall meet to form a Yogic Ocean featuring the following directions:

- i) Promote the classical tradition of Yoga.
- ii) Educate people on the scientific aspects of Yoga.
- iii) Educate people on the policies of the Government in education, training in Yoga.
- iv) Create an opportunity for networking between the experts and stake holders.
- v) Promote the Make in India through brand generation of Yoga apparels, teaching aid, games, ancillary products.
- vi) Create a network of Yoga Training Institutes/Centres for promotion and propagation of Yoga.

**5. Aim and Objectives:**

The main objective of the Yoga Fest is to promote, develop and disseminate Yoga among the general public on all India level for prevention of disease and health promotion as under:

- i. To enhance the knowledge of Yoga amongst the masses.
- ii. To increase mass awareness about health benefits of Yoga.
- iii. To promote the positive health through Yoga.
- iv. To introduce Yoga training/therapy to the general public of the State
- v. To introduce Yoga modules developed by different leading Yoga Schools for health promotion.
- vi. To bring an awareness about important healthy lifestyle.

**6. Activities:**

The Yoga Fest/ Utsav will be organized in States/UTs which would include the following activities:

- a. To organize a Seminar, discussions and discourses on different aspects of Yoga Education, Training and Therapy to bring familiarity and awareness about benefits of Yoga among the general public.
- b. To organize Yoga Therapy Sessions in the Utsav for promoting positive health.
- c. To conduct introductory Yoga classes for bringing awareness among people about the role of Yoga in their daily life.
- d. To organize Yoga Exhibition-cum poster presentation and Quiz Competition.
- e. The organize Yoga Workshops by Yoga Masters of leading schools in the country.
- f. To put Stalls displaying and selling Yoga apparels, teaching aids, games, ancillary products, etc.

**7. The Yoga Fest would reflect the following:**

- i. Synergy in Yoga;
- ii. Country promoting its rich cultural heritage, various streams signifying different means but one end;
- iii. An event promoting evolution in tradition and offering experience
- iv. An event worthy for an International tourist to attend and understand the real essence of Yoga.

**8. Stakeholders/beneficiary**

A	Citizen	<ul style="list-style-type: none"><li>i. Education</li><li>ii. Awareness</li><li>iii. Knowledge</li><li>iv. Experience</li></ul>
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B	Yoga Teacher	a) Enhanced Knowledge b) Networking c) Involvement
C	Entrepreneurs	i. Showcasing products ii. Exposure iii. Possibility of more business
D	Institutes	a. Creating more awareness b. Networking c. Development

9. **Key Element/Components of the Yoga Fest/Utsav**

- i) The Yoga Fest/Utsav would be organized by CCRYN in collaboration with MDNIY, New Delhi, respective State Governments and / or leading YOGA Institutions.
- ii) The Yoga Fest would be organized once in a financial year in a State/UT.
- iii) The organizer may accommodate stalls of Yoga & naturopathy by NGOs on payment of nominal fee.
- iv) Stalls of other AYUSH Systems can be considered.

10. **Venue & Infrastructure:-**

- i) The venue of the Yoga Fest should be located in an easily accessible area with maximum footfall and close proximity to the city.
- ii) A pre-fabricated location may be preferred over a makeshift one. The venue must be safe and fire retardant as far as possible to avoid any mishap.
- iii) The organizer/ State Government will provide 200 sq. meters of fully fabricated space for the Ministry of AYUSH, Govt. of India which may be bifurcated into smaller divisions (stalls) allocated to the participating Research councils or National Institutes and NMPB under the Ministry.
- iv) The internal arrangement of stalls, clinics, nurseries, entry-exit doors etc. may be conducive to movement of public, lighting and ventilation.
- v) The following infrastructure facilities have been identified as the minimum requirement to be provided by the organizer of the Fest:-
  - (a) Furniture, Lighting, Fire safety provisions.
  - (b) Large halls (with P.A. system and other basic requirements) for demonstration of yoga for atleast 500 people.
  - (c) Halls/ Auditoriums with seating capacity (50-60people) for organizing seminars & workshops.
  - (d) Clean and hygienic free-health check up clinics in Ayurveda, Yoga & Naturopathy Unani, Siddha and Homoeopathy. Arrangements for free distribution of basic AYUSH medicines may be made. Each clinic must be atleast 9 sq. meters with all facilities for examination of patients. Separate clinic for female patients will be required to be set up by the State Government/organizer.
  - (e) Facilities and staff for keeping record of patients (male and female separately)
  - (f) Green house ( approx. 50 sq. meter stall covered with green net) for display and sale of medicinal plants,

(g) Other basic amenities to be provided (as per needs in the stall) to the Ministry or its participating Research Councils/ National Institutes.

**11. Duration of the Fest:**

The Fest may be held for 2-3 days by utilizing Saturday, Sunday and other holidays so that maximum public is able to visit the Fest.

**12. Funds:**

Grant-in-Aid upto Rs. 20.00 lakh for 2 days and Rs. . 30.00 lakh for 3 days would be released through CCRYN and MDNIY who would monitor the activities as also the expenditure on the event.

**13. Internet/ Digital Assets :-** The Yoga Fest/Utsav should have a dedicated webpage and dedicated Social Media handles. The Social Media presence is mandatory in at least two platforms, like, Facebook, YouTube etc. Further, live streaming of the entire event on Social Media is advised. All these Internet assets should be interactive, and should be used to mobilize the public to the event.

**14. Monitoring of the Fest:**

A Committee would be constituted under CCRYN/MDNIY comprising of members from MDNIY/CCRYN, State AYUSH Deptt. and the implementing agency. A detailed report on the event will be submitted to the Ministry by the Monitoring Committee.

15. It will be the responsibility of the State Government/organizer to ensure coordination between various agencies, i.e., service provider, fabricator, agency executing display material, Ministry of AYUSH participants, Ministers and other invited dignitaries of the State Governments. Leading Yoga organizations, regulatory bodies, etc. may be associated with the Fest to ensure participation of various stakeholders of Yoga & Naturopathy.

16. Incentives to AYUSH Industry for participation in Yoga Fest would be allowed as per the provisions of IEC Scheme which is available in the Ministry's Website at [www.ayush.gov.in](http://www.ayush.gov.in)

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