

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 atleast 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 square 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.

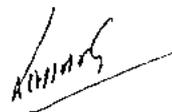
5. Duration of the Parv:

The Parv may be held for 2 days 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 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. 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

A handwritten signature in black ink, appearing to be 'S. M. S.', written in a cursive style.