

Central Sector Scheme for Promotion of International Co-operation (IC) in AYUSH

1. BACKGROUND

The Department of AYUSH previously known as Indian Systems of Medicine & Homoeopathy (ISM&H) was set up as a separate Department in 1995 with the mandate, *inter alia* to formulate policies for development of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy and their propagation within the country and popularize them in other countries.

Growing global demand of natural medicine has increased the scope of international exchange of AYUSH-related information and co-operation with other countries for collaborative efforts in the development of traditional system of medicine. Popularity and practice of AYUSH systems does exist to varying extent in many countries. Government has been receiving requests from several countries for deputation of AYUSH experts to take up teaching and clinical work and for technical assistance in framing regulations & standards of practice and education. Invitations are frequently received for participation of Indian experts and entrepreneurs in international conferences, exhibitions, trade fairs etc. This scenario provides an opportunity for India to assume the role of leadership in extending assistance to various countries for promotion of AYUSH. This necessitates providing for an arrangement aimed at promoting International exchange not only to earn goodwill for the country but also to help globalization of AYUSH.

In view of the above, the International Cooperation (IC) Scheme, which was implemented during the IX and X Plan, has been expanded in its ambit and scope merging the existing components and new initiatives so that promotion of AYUSH could be facilitated across the globe and international commitments & demands are fulfilled in an effective manner.

2. OBJECTIVES

The scheme is meant for achieving the following objectives:

- a) To facilitate International promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy;
- b) To promote awareness about AYUSH strengths & utility in emerging health problems;
- c) To foster interaction of stakeholders and market development of AYUSH at international level;
- d) To support international exchange of experts and information for the cause of AYUSH systems.

3. OPERATION OF THE SCHEME

The scheme has seven components as under-

- (i) International exchange of experts & officers.
- (ii) Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH and registration of their products by USFDA/EMA/UK-MHRA for exports.
- (iii) Support for international market development and AYUSH promotion-related activities.
- (iv) Promotion of Ayurveda, Homoeopathy, Unani and Yoga abroad through young Post Graduates.
- (v) Translation and publication of AYUSH books in foreign languages.
- (vi) Establishment of AYUSH information Cells/Health Centres in Indian Embassies/Missions and in the Cultural Centres set up by ICCR in foreign countries and deputation of experts.
- (vii) International Fellowship Programme for foreign nationals for undertaking AYUSH courses in premier institutions in India.

The details of each component are as under :

(i) International exchange of experts & officers :

- (i) Deputation of experts and officers to and from India for participation in regional or international meetings, conferences, training programmes etc. will be facilitated as under-

Particulars	Admissibility
To and fro Air fare	Actual and as per entitlement for Government representatives/delegates. Non-officials will be provided economy class airfare
Daily allowance and local hospitality	Actual and as per entitlement of Government representatives/delegates. For non-officials, half the daily allowance as per rate applicable to Under Secretary level officer. Local hospitality will be provided by the host organization.
Salary/Foreign Deputation Allowance.	As per rules for Government representatives/delegates. Non-officials will be paid maximum of Rs. 20,000 per month for junior experts and Rs. 30,000 per month for senior experts.
Medical facilities & insurance cover.	As per rules for Government representatives/delegates. Medical facilities and insurance of Non-official experts will be borne either by the experts themselves or by the host institutes.
Contingencies	Admissible only to Government representatives/delegates as per rules in force.

The countries/places will be chosen on the basis of prevailing interest of AYUSH systems in the country. The programme for the short visits will be drawn in consultation with the Indian Missions abroad.

- (ii) Non-governmental experts willing to present AYUSH-related scientific research papers in international conferences, workshops etc. after having obtained prior approval of the Department of AYUSH will be reimbursed 75% of the expenditure incurred or Rs. 1.00 lakh, whichever is less, on air-travel, boarding & lodging and delegation fee, on submission of an application along with proof of participation.

(ii) Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH and registration of their products by USFDA/EMA/UK-MHRA for exports :

AYUSH entrepreneurs, industry representatives etc. participating in international exhibitions, trade fairs, roadshows etc. with prior approval of the Department of AYUSH will be reimbursed 50% of the expenditure limited to Rs. 1.00 lakh per unit, incurred in air-travel, boarding & lodging and product-display arrangement, including hiring of stalls, on submission of application in prescribed format and statement of expenditure certified by a Chartered Accountant. 50% of the expenditure incurred on preparation of Drug Dossiers and Registration of ASU&H products by US-FDA/EMA/UK-MHRA subject to a maximum limit of Rs.5.00 lakhs per product shall be provided to AYUSH units for encouraging them to register their products for export. Assistance will be provided on the applicant certifying that similar assistance has not been taken from any other Central Government Ministry/agency.

(iii) Support for international market development and AYUSH promotion-related activities:

Funding for market development linked activities and to organize or support international conferences, seminars, workshops, conduct of market surveys & studies, setting up AYUSH promotive windows/kiosks/electronic networking facilities and exchange of AYUSH publications & other materials will be undertaken/provided as under-

i) International market-development related exhibitions/roadshows, surveys & studies, data procurement and hiring of services of international consultants to be undertaken by Pharmexcil or any other agency nominated by Deptt of AYUSH. This will include survey of market surveillance and gather market intelligence in order to promote marketing of AYUSH products/services. National/International consultants familiar with marketing of herbal drugs/food supplements would be engaged to prepare the reports in respect of Europe, America, Africa, Middle East and SAARC in respect of market size, trade channels, regulation requirements etc. for boosting AYUSH exports.	Up to Rs. 50.00 lakh
ii) Sponsoring of AYUSH conferences/teaching and other collaborations with reputed institutions/universities in other countries through Indian Missions/Embassies.	Based on actual proposals but amount not exceeding Rs. 100 lakhs in one case.
iii) International conferences/road shows/trade forums organized by the Department/CII/FICCI/ITPO.	Up to Rs. 50.00 lakh

iv) International AYUSH conferences organized in India by the State Governments/Universities/ eminent institutions or organizations.	Up to Rs. 10.00 lakh.
v) Support for fulfillment of international commitments for transfer and networking of AYUSH technology/regulatory information.	Up to Rs. 25.00 lakh
vi) Supply of AYUSH books, publicity materials to foreign universities/R&D institutions/other organizations on recommendation from Indian Embassy/Mission.	Up to Rs. 2.00 lakh

(iv) Promotion of Ayurveda, Homoeopathy, Unani and Yoga abroad through young Post Graduates

Young Post Graduate with good academic record and clinical experience of at least one year are proposed to be deputed on short to mid-term basis to work with foreign NGOs engaged in the promotion of AYUSH. For such deputation:

- i. Applications will be invited through Web –site/ open advertisements and candidates will be selected/recommended on the basis of merit and aptitude.
- ii. Host NGOs will be selected by Indian embassy/ mission.

A maximum number of 20 candidates will be recommended in a financial year subject to the condition that not more than 2 candidates will be selected for deputation to a particular country during the financial year.

The pattern of financial assistance will be as follows :

- i) Economy class air travel cost to and fro will be borne by the Central Government. The expert deputed will have to submit proof of travel by submitting utilized air ticket for reimbursement purposes.
- ii) He will be given 1/2 DSA admissible to Under Secretary on lump sum basis for the period of his stay.
- iii) The Local hospitality shall be provided by the local bodies in the host country recommended by Embassy/ High Commission /Consulate General of India.

(v) Translation and publication of AYUSH books in foreign languages.

In view of the increasing demand for AYUSH information, it is proposed to get good AYUSH books translated and published in foreign languages. The books will be identified by a technical committee chaired by concerned Adviser with experts from Research Councils, National Institutes and Pharmacopoeia Laboratories. An Editorial Board headed by the foreign language expert will be authorized to finalise the translation and contents of publication in consultation with the Department of AYUSH. Maximum amount up to Rs. 5.00 lakhs will be provided on actual expenditure incurred in translation and publication of 1000 copies of one book.

(vi) Establishment of AYUSH Information Cells/Health Centres in Indian Embassies/Missions and in the Cultural Centres set up by ICCR in foreign countries and deputation of experts.

AYUSH information cells are proposed to be set up in foreign countries under the aegis of Indian Embassies/Missions and ICCR to take up awareness building about AYUSH abroad. Extent of financial support for this purpose will be determined on case to case basis on the recommendation of Indian Embassy/Mission or ICCR, as the case may be; and as per actual financial implication. Department of AYUSH will provide one officer for one centre as per rules & terms prescribed for foreign deputation of officials. The expenditure will be limited to Rs.10.00 lakhs per cell.

Health Centers of AYUSH systems are also proposed to be established in foreign countries in partnership between reputed Indian and foreign organizations. Extent of financial support for this purpose will be determined on case to case basis on the recommendation of Project Appraisal and Project Approval Committees, as the case may be; and as per actual financial implication. Department of AYUSH will provide one officer for one centre as per rules & terms prescribed for foreign deputation of officials. The expenditure will be limited to Rs.10.00 lakhs per centre.

(vii) International Fellowship Programme for foreign nationals for undertaking AYUSH courses in premier institutions in India.

Resurgence of AYUSH at international level has resulted in growing demand from foreign students to study in Indian Institutions. Keeping this in mind, it is proposed to support foreign nationals under an international fellowship programme for undertaking AYUSH courses at premier institutions in India. The application will be entertained only when recommendation is made by the Embassy of High Commission of India in the concerned country. A total number of fellowships will be limited to 20 per annum.

The fellowship may be granted on the pattern of stipend being given by the Indian Council for Cultural Relations (ICCR) to the students from BIMSTEC countries i.e. fellowship amounting to Rs. 3000/month, annual contingency allowance of Rs. 3600/- and tuition fee as applicable for the concerned institute.

Procedure for grants-in-aid :

Selection process in the IC Component will be as follows :

- i) The scheme will be announced on the AYUSH website and brochures on the scheme will be widely distributed to all potential applicants.
- ii) A database of outside experts will be created on the basis of recommendation of the State Governments and nomination of the Central Government by inviting applications through circulation to all AYUSH UG / PG Colleges and open advertisement.

- iii) Any applicant will be free to send a two page concept note which gives information on (a) proposed objectives, (b) track record of meritorious accomplishments, (c) profile of available staff and infrastructure, (d) information on national and International awards and (e) broad budget estimate for a four year programme.
- iv) Concept notes approved by the Selection Committee will be invited to submit a full proposal.
- v) The appraisal Committee will review and select the best proposal evaluated.
- vi) A database of International NGOs engage in promotion of AYUSH would be prepared by the Department with the help of Indian Embassies / Missions.
- vii) A database of Consultants for preparing market development reports for promotion of exports would be prepared by the Department with the help of Indian Embassies/ Missions Dept. of Commerce / Chemical and Petrochemical Pharmexcil/ AYUSH Companies having significant exports.

Application format for Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH and registration of their products by USFDA/EMEA/UK-MHRA for exports is given at **Annexure-I**. Application format for **Promotion of Ayurveda, Homoeopathy, Unani and Yoga abroad through young Post Graduates** is given at **Annexure-III** and for other components of IC is given at **Annexure-II**.

The projects will be scrutinized by the Project Appraisal Committee before placing the same to the Project Approval Committee. The composition of the Project Appraisal Committee and the Project Approval Committee will as under :

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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) | Sr. 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 aspects and appraised by the Appraisal Committee will be considered for sanction of grant by a **Project Approval Committee** comprising of :-

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|------|---|---|-------------|
| 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 |

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|-------|--|---|--------|
| 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 |

Proposals recommended by the Screening Committee will be subjected to approval of competent authority and other clearances.

The **terms and conditions** of the deployment of officials/experts will be as follows :

- i) Reimbursement applications only having prior approval of Department of AYUSH will be considered for sanction of assistance.
- ii) The expert selected on deputation will be notified to the receiving party well in advance before the departure date.
- iii) Receiving party in the foreign country will be informed of the particulars of the deputed expert like area of specialization, professional qualifications, academic titles, languages spoken, duration of stay as well as other related information.
- iv) The receiving party, wherever applicable, shall notify the sending party the tentative date from which the expert is required, at least one month prior to the date of departure.
- v) The fellowship/training/skill development programmes/study tours offered through Nodal Ministries of the Government of India shall carry the terms and conditions attached to such initiatives.
- vi) All the above-mentioned deputations/assignments secured directly or offered by the sponsors even though applied for through proper channel shall be considered 'on leave due and admissible basis'. The period of leave in such cases will ordinarily not exceed one year.
- vii) Directors of Research Councils/Subordinate offices under the Department of AYUSH are not authorized to forward the applications for fellowship directly to Nodal Ministries/Foreign Ministries and agencies.
- viii) Detailed report of completion of foreign deputation/assignment will be required from all participants supported under the scheme within one month for scrutiny in the department for follow up action.

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.

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-imbursement
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

Dated :

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.

Annexure-II**Application form for the Scheme for International Cooperation.**

- 1) Name of the Organization
- 2) Registered Address
- 3) Phone No. With STD code.
- 4) Fax No. with STD code
- 5) E-mail
- 6) Mailing Address
- 7) Registration No. And date
- 8) Abstract of Audited Income & Expenditure details of last five years
- 9) List of technical personnel involved with the proposed program employed with the Organization
(enclose the particulars of each personnel like name gender & age, qualifications, experience)
- 10) Major activities of the organization
- 11) Major achievements of the organization in last three years
- 12) Whether any grant-in-aid received from Ministry of Health & Family Welfare, if so the details thereof
- 13) Whether funds were/are received from any other Central/State Govt. source, if yes, furnish Details thereof
- 14) What is the title of proposed project
- 15) Brief about the deliverables and expected outcomes
(enclose a concept paper indicating objectives, action plan, outputs & outcomes, modalities & logistics, budgetary requirements etc.
- 16) Coverage area for the proposed project:
- 17) Total amount and break up of grant required with justification for each item

18) Attach following documents

- i) Concept Note
- ii) Attested Copy of Registration
- iii) Attested copy of Bye-laws
- iv) Attested copies of Audited Statements of Account for last 5 years
- v) Bank Account details
- vi) A note of past activities and achievements of the organization
- vii) Certificate of abiding to the terms & conditions as mentioned in para 6

Signature

(Name and Seal of the Head/authorized officer of the Organization)

Annexure-III**Application form for promotion of Ayurveda, Homoeopathy,
Unani and Yoga abroad through Young Postgraduates**

1. Name :
2. Postal address :
3. Permanent address :
4. Date of Birth :
5. Tel. No. :
- Fax No. :
- E-mail :
6. Educational qualification :
7. Experience :
Whether, Govt Service or
service in autonomous organization or
service in private sector
8. Any scientific paper read before the
National/International gathering, if yes
mention the event and the topic of subject :
9. If employed
 - (i) the particular of the posts held
 - (ii) emoluments attached
 - (iii) duties
 - (iv) achievements, if any
10. Why are you interested in the deputation/
Training/fellowship abroad ?
11. How you want to contribute to the
development of AYUSH after having
undergone the deputation/training/fellowship ?

(Signature)

Applicant