

Scheme for grant-in-aid to Non-Governmental Organisations for Promotion of Indian Systems of Medicine & Homoeopathy

OBJECTIVES

The main objectives of the scheme are to create and increase awareness among the community about the preventive, promotive and curative aspects of AYUSH systems, its cost effectiveness, availability of herbs used for prevention and treatment of common ailments and the technique for growing such herbs and other medicinal plants. The scheme is intended to create an interest particularly in looking after basic primary health care needs through the ISM&H approach.

ELIGIBILITY

- (i) Mother NGOs identified by Deptt. of Family Welfare for their RCH Programme/NGOs of repute working for CAPART in the field of Community Development.
- (ii) Government Colleges of ISM&H.
- (iii) Other Registered Society of repute, Medical Colleges of ISM&H and Charitable Missionary Hospitals registered as Societies and who have done good work in the field of rural development/community health and any of the systems under ISM&H.

OTHER CONDITIONS OF ELIGIBILITY:

The following are the eligibility terms and conditions :

- (i) It should be a Charitable registered organisation under the Societies Registration Act/Charitable non-profit making organisation/Public Trust registered as such.
- (ii) It should have its own minimum infrastructure i.e. office space, furniture etc.
- (iii) It should have a minimum of three years experience in the field of social service work or a college with 5 years standing.
- (iv) It should engage qualified ISM&H practitioners either on regular basis or on contractual basis required for organising workshops, health melas and community awareness programmes, yoga training & cultivation of medicinal plants.
- (v) It should intimate the details of such qualified staff to this Department within one month of its selection. Grant would be released to the selected agency thereafter.
- (vi) Details of the experts/resource persons along with the qualifications/details of present employment to judge suitability will be necessary for grant-in-aid to be release. **Annexure-A & B** gives the application form and Undertaking.

- (vii) It will opt for minimum of 4 activities out of the 5 mentioned above. Participation in health Mela, training workshops and community awareness meetings would be compulsory activities.

FUNDING PATTERN

(1) Participation in melas and organizing health camps

Participation in Melas organised in rural or semi urban areas, on the occasion of regional festivals etc visited by a large section of population will be an eligible activity. Alternately, the agency can organise health camps atleast once in a quarter at different places in the Block. Thus, at least 4 Melas &/or camps shall be organised. The implementing agency will motivate and mobilise community participation in such melas/health camps by launching campaigns through their volunteers and with the involvement of volunteers of Nehru Yuvak Kendras, Gram Panchayat etc.

For participation/organization of such melas/camps, the implementing agency will take the help of medical practitioners of ISM&H working in the area for technical support.

The nearest field units of the Research Councils and National Institutes under the Deptt. of ISM&H and Medical Colleges of ISM&H will also be involved by implementing agencies in such melas/health camps.

The following activities shall be undertaken by the agency :

- (i) Distribution of literature/folders, display through charts and models about the strengths of systems under ISM&H.
- (ii) Exhibition of live medicinal plants.
- (iii) Display of simple apparatus for preparing home remedies like churna, decoction syrup, juice etc and actual preparation of the items on a mini scale suitable for a group of families.
- (iv) Expert health advice, free consultation of Vaidyas/Hakims
- (v) Exhibition of traditional health skills, eg.bone setting, cupping, leech application etc. through traditional healers.
- (vi) Audio-visual shows, skits, nataks, plays
- (vii) Educating people about the utility of cultivation of medicinal plants in their kitchen gardens, back lawns etc.

(2) Training Workshops for ISM & H Practitioners

The Implementing Agencies will identify ISM&H practitioners working in the area and will organise two day workshop for not more than 20 practitioners in a quarter. Thus 4 training workshops would be held, 2 for Ayurveda & Siddha, 1 for Unani and 1 for Homoeopathy practitioners. In the Workshop, these practitioners will be motivated to practice their own system and use their drugs. The participants would also be made aware of the various legislations concerning ISM&H, such as, Drugs & Cosmetics Act, Magic Remedies Act, CCIM, CCH Act. etc. In these

workshops, the participants would also be advised to educate the masses about the commonly available medicinal plants and the role these plants play in the cure of common diseases. Information on new procedures, treatment, drugs and developments should also be provided. These Training Workshops will be organised in coordination with the nearest medical college of ISM&H under the supervision of one of the Faculty Members of the colleges. Such identified medical college of ISM&H would be given financial assistance for technical support by the implementing agency.

3. Community Awareness Meetings

The Implementing agency will organize at least one community awareness meeting in a month in a cluster of 2-3 villages/wards in the area of its operation with the help of Mahila Mandals, Yuvak Sanghs, Schools, Self help groups, Gram Panchayats and Farmers' Cooperatives/Women Self-help Groups of the area. In these meetings, they will educate the people about "Dincharya-Ritucharya" good healthy living practices, knowledge about the seasonal diseases, their prevention/cure through home remedies.

For undertaking these activities, the selected agency would associate the faculty members of the nearest medical college of ISM&H/district Health authorities or institutionally qualified practitioner in the area.

(4) Demonstration of Yoga in Primary School

The implementing agency will organise demonstration of Yoga and teaching to the students of primary classes with the help of qualified Yoga teachers or through known yoga experts. The students will also be taught about healthy life styles. The implementing agency would identify maximum of four schools in a Block and would conduct at least 8 classes in a quarter in each school. Selection of the Yoga instructor and the instructor for giving lessons on the healthy life styles will be engaged either from a recognised Government ISM&H Institution or from any Institute having the recognition of the Central or State Government for teaching Yoga. The instructor will be paid honorarium @ Rs.100/- per class of 1 hour.

(5) Cultivation of Medicinal Plants in Rural/Tribal Areas

The Implementing agency will select a group of 20-30 farmers from different villages in the block and organise a one day training at the block level to educate these farmers about the usefulness of growing medicinal plants and the agro-techniques for growing medicinal plants. They could also be made aware of the agencies to whom they could possibly sell their products, and given training for preserving and packaging of such products. These training programmes could be conducted in association with the nearest ISM & H Colleges/field units of the Research Councils of the Department of ISM & H or through Agriculture/Horticulture officers at the Block level. The selected agency would conduct at least three trainings in a quarter. Saplings of medicinal plants shall be

given free of cost to the participants by the agency. While selecting the participants for the training, preference will be given to members from youth cooperatives, DWCRA groups, Vana Sanrakshana Samities in forest areas and DRDA and SC/ST beneficiaries.

PATTERN FOR FINANCIAL ASSISTANCE

1.	Participation in Melas and organising Health Camps as per the details of activities indicated in the scheme @ Rs.15000/= per mela/camp	Rs.60,000/=
2.	Training Workshops for ISM&H practitioners	
(i)	TA/DA for 20 participants for 2 days @Rs.200 per day	Rs.8,000
(ii)	Support to the ISM&H college for organising Training	Rs. 2,000
(iii)	Honorarium for the lecturers @Rs.250 per day for 2 lecturers	Rs. 1000
	Total Rs.11000 X 4	Rs.44,000/=
3.	Community Awareness Meetings Rs.2000 X 12	Rs.24000
4.	Organising demonstration of Yoga in primary classes Honorarium to Yoga teachers/ Lecturers per lecture/Yoga class Rs.100 X 32 X 4	Rs.12800
5.	Cultivation of medicinal plants in Rural/tribal areas	
(i)	Honorarium to 2 lecturers @Rs.200 per day per lecturer	Rs. 400

(ii)	Support to NGO for organising Training and free distribution of Medicinal Plants	Rs. 600
(iii)	Incentive to farmers (Rs. 50 X 20)	Rs. 1000
	Total : Rs. 2000 X 12	= Rs.24000/-
	Total estimated expenditure per Block	= Rs.1,64,800/-
	Support to the implementing agency @ 10%	= Rs. 16,480/-
	Total	= Rs.1,81,280/-
	Support to Mother NGO @ 20% of the amount to be allocated to SNGOs = Rs.36300	
	Grand Total per Block	= Rs.2,17,580

HOW TO APPLY

Application for grant will be made in the proforma at Annexure-A.

1. Mother NGOs & NGOs registered with CAPART will submit application to the Department of ISM&H, IRCS Building Annexe, Red Cross Road, New Delhi direct.
2. Registered Societies other than medical colleges of ISM&H and charitable/missionary hospitals would send their applications through the Distt. Coordinator of Nehru Yuvak Kendra Sangathan duly counter signed by Distt. Collector.
3. Medical Colleges of ISM&H and charitable/missionary hospitals registered as Societies will submit their project in the prescribed proforma through Director (Medical Education)/Director(ISM&H)/Director(Health) of the concerned State Government.

WHOM TO APPLY

Deputy Secretary(IEC),
Deptt. of Indian Systems of Medicine & Homoeopathy,
Indian Red Cross Society Building Annexe,
Red Cross Road,
Opp. Parliament House,
New Delhi.

Annexure-A

Application form for Implementation of IEC Scheme(ISM&H) through Non Governmental Organisations.

1. Name of the Agency/ Organisation
2. Registered Address
3. Address for correspondence
- 4 .Registration No. and date
(with Act, Status under which registered)
5. Financial status of the Organisation
 - a) Total income year-wise during the last 3 years.
 - b) Total expenditure year-wise during the last 3 years.
 - c) Total assets year-wise during the last 3 years.
6. Whether the Organisation has its own building
If yes, give details of infrastructure available alongwith
the information relating to training
equipment , aid, vehicle etc.
6. Personnel employed

Sl.No.	Name & Designation	Whether on full time or Part time basis.

7. (i) Whether the NGO is registered with
the Department of Family Welfare, G.O.I.
as Mother NGO **OR** with CAPART
- (ii) if yes, attach a copy of the letter
from the Department of F.W./CAPART
and indicate the following details for the last
three years.

Sl.No.	Nature of activities	Year	Place where undertaken With duration	Grant-in-aid received

8. (i) Whether any grant-in-aid has been received from Deptt. of ISM&H earlier, if so, the details thereof.
- (ii) Whether the audited accounts and the Utilisation certificate has been furnished
If not, the reasons therefor
9. a) Whether any grant-in-aid is being received from any other source including Central/State Government.
b) If yes, details thereof including the activities undertaken.
10. Project area proposed
- a) Name of the State
b) Name of the District(s)
c) Name of the Block(s)
11. Activities proposed to be undertaken
- (i)
(ii)
(iii)
(iv)
(v)
- 13.Amount of grant-in-aid required(item-wise) under the scheme
(A working sheet for the grant be enclosed)
- 14.Name and Address of the ISM&H College
proposed to be associated for undertaking
activities.

Name and signature of the General Secretary/President/Chief
Executive/Proprietor Organisation With Seal of Office.

Recommendations

- I. For registered Societies other than Medical Colleges
of ISM&H and Charitable Missionary Hospitals.
1. District Coordinator of the Nehru Yuvak Kendras Sangathan

Signatures with seal

2. Countersigned

District Collector
Signatures with seal

II. For Medical Colleges of ISM&H and Charitable/Missionary Hospitals
registered as Societies.

1. Director (Medical Education)/Director (ISM&H)/Director (Health)

Signatures with seal

Annexure-B

Undertaking

I/We, on behalf of (Name of the NGO) hereby undertake that within a period of one month from the date of acceptance of our application for grant-in-aid under the IEC scheme of the Department of ISM & H in the Ministry of Health & Family Welfare, Govt. of India, would engage/employ an experienced and qualified practitioner in the field of (Name of the system) and would give details of such engagement to the Government failing which the condition substance of para a(v) of condition of eligibility as indicated in this scheme would automatically come into force.

Signature-----
(Name in capital letters)

Status in the Organisation-----

Name of the NGO-----
(with seal)

NAME OF THE SCHEME : Awareness building on merits of ISM&H through road shows, print and electronic media.

OBJECTIVES

To promote and propagate Ayurveda, Siddha, Unani, Homoeopathy and Yoga & Naturopathy abroad.

ELIGIBILITY

Scheme to be implemented as Central Sector Scheme by the Deptt. of ISM & H with inputs from State Govts., Drug Manufacturing Industry, Equipment Manufacturing Industry, Manufacturers of Herbal/Natural Foods.

FUNDING PATTERN

In case of the State Govts. the Central Govt. will meet 100% expenditure on sponsoring persons as well as preparation of publicity material.

1. Travel cost, TA/DA etc. for 4-5 persons - Rs.20.00 lakhs
2. *Preparation of publicity material viz. CD rom,
Films, posters blowups & handouts etc. - Rs.5.00 lakhs

These are approximate costs and the number of shows can be calculated as per actuals.

* First time cost of this component would be more than the subsequent years.

So far as participation by industry is concerned, the Govt. will meet only 50% expenses on the travel cost of the persons sponsored by them in deserving cases.

HOW TO APPLY

The scheme will be circulated to all the State Govts., drug manufacturing industry of ISM&H, equipment manufacturing industry of ISM&H, manufacturers of herbal/natural foods with the request to give the details of their success stories along with the names of 4-5 persons who have done extraordinary work in development/promotion/propagation of ISM&H. The Organisations will also be requested to develop publicity material including publications, CD Roms and audio visual films on their success stories for display/projection in the road shows. The Deptt. will also develop publicity material through its Research Councils and National Institutes and Laboratories for use in the show.

WHOM TO APPLY

Deputy Secretary(IEC), Deptt. of Indian Systems of Medicine & Homoeopathy,
Indian Red Cross Society Building Annexe, Red Cross Road, New Delhi.

NAME OF THE SCHEME **Setting up demonstration windows/ kiosks/touch screens
in important public places/offices.**

OBJECTIVES

To enable the public to have direct access to acquire information on ISM&H at single place and thereby popularise the systems and give boost to the ISM&H drug/instruments manufacturing industry and Medicinal Plants Centre.

ELIGIBILITY

Scheme to be implemented by the Deptt. through an appropriate agency having network and experience in setting up demonstration windows/ kiosks/touch screens. through out the country.

FUNDING PATTERN

- | | | | |
|-------|---|---|---|
| (i) | Installation of demonstration windows/kiosks including procurement and installation of two touch screens. | - | Rs.10.00 lakhs |
| (ii) | Support to the State Govt/Implementing agency for deployment of staff, maintenance of touch screen systems and monitoring | - | Rs.10,000 p.m. or
Rs.1.2 lakhs per year. |
| (iii) | Expenditure for one demonstration window/kiosks | | -Rs.11.20 per year |
| (iv) | Expenditure for setting up of 18 such centres during 10 th Plan Period | - | Rs.11.20 x 9
= Rs.100.80 lakhs. |

HOW TO APPLY

The Deptt. will call for quotations for identification of such agencies.

WHOM TO APPLY

Deputy Secretary(IEC), Deptt. of Indian Systems of Medicine & Homoeopathy,
Indian Red Cross Society Building Annexe, Red Cross Road, New Delhi.