

# **KEY INDICATORS ON AYUSH: 2022-2023**

**Based on  
79th Round  
National Sample Survey  
[July 2022- June 2023]**

**NSS DIVISION**  
Department of Economics and Statistics  
Government of Kerala







**'AYUSH' represents traditional system of healthcare, namely, Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa Rigpa and Homoeopathy.**

## SURVEY COVERAGE

The first exclusive all-India survey on 'AYUSH' was conducted by the National Statistics Office (NSO) during July, 2022 to June, 2023 as a part of 79th round of National Sample Survey (NSS). The survey covered the entire Indian Union (except few inaccessible villages of Andaman & Nicobar Islands) in which information was collected from 1,81,298 households (1,04,195 in rural areas and 77,103 in urban areas).

As a longstanding partner in National Sample Surveys, DES Kerala also participated in the AYUSH survey as part of 79<sup>th</sup> round NSS. The state level key indicators were prepared using data from the state sample, while national-level statistics were sourced from the "Fact Sheet on AYUSH 2022-23" published by the Ministry of Statistics and Programme Implementation (MoSPI). The state sample data was collected from a total of 4,224 households, comprising 2,208 households from rural areas and 2,016 from urban areas

## OBJECTIVE

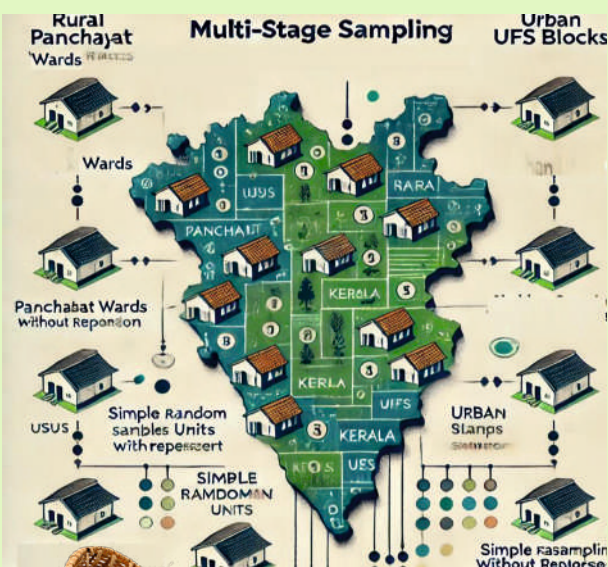
The broad objectives of the survey were to collect information on:

- ◆ Awareness of people about the traditional system of healthcare (AYUSH system of medicine),
- ◆ Uses of the Ayush for prevention or treatment of ailments and for pre-natal and post-natal care,
- ◆ Awareness of the households about home remedies, medicinal plants, local health tradition/folk medicine.

In addition, it also collected information on expenditure incurred by the households on availing treatments using AYUSH system of medicines

## Sampling Design

A stratified multi-stage sampling design was used in the survey on AYUSH in which Panchayat Wards in the rural areas and urban frame survey (UFS) blocks in the urban areas or sub-units (SU) of villages or UFS blocks were regarded as the first stage units (FSU). The ultimate stage units (USU) were households in both the sectors. Simple Random Sampling Without Replacement (SRSWOR) is used for selection of the FSUs as well as households from the chosen FSUs.





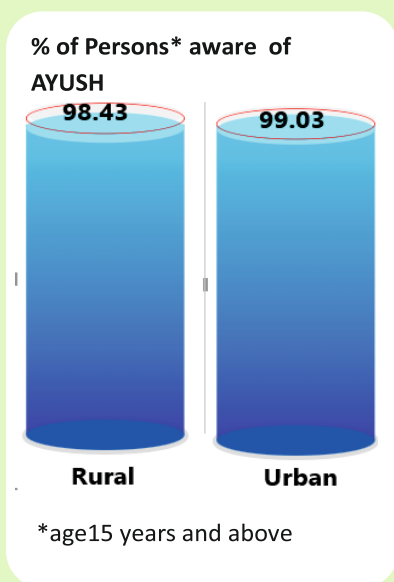
For the purpose of the survey, 'awareness' and 'use' of AYUSH have been defined in a manner as described below: A member of the household aged 15 years or more has been considered as “aware of Ayush” if at least one of the following are fulfilled:



- ◆ If he/she has taken treatment using AYUSH system of medicines anytime with or without prescription.
- ◆ If he/she has heard about any of the AYUSH system, namely, Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa/Amchi, Homoeopathy - from family, friends, medical practitioner, Media (TV, radio, hoardings, newspapers & magazines, internet/Facebook/WhatsApp/ Twitter/IEC material through outreach camps, surveys of organizations, etc.), Research Articles/ Medical news-letter/ text books etc.
- ◆ If he/she is/was aware about medicinal plants or plants having medicinal value, home remedies or traditional practices/folk practices for treatment or prevention.
- ◆ If he/she is/was engaged by profession to AYUSH healthcare centres/service providers in any one of the category: Registered Medical Practitioner, Unregistered Medical Practitioner, Midwife, Masseurs, Pharmacists, Yoga instructor, Pancha karma Therapists, Cupping Therapists etc. or involved in production/ manufacturing of AYUSH medicines.

'Use of AYUSH system of medicines' refers to the use/adoption of one or more of the system(s) of Ayurveda, Yoga, Unani, Siddha, Sowa-Rigpa and Homeopathy for treatment/cure of diseases/ailments or for prevention of diseases/ailments on the advice of a medical practitioner/instructor. This will also include home based remedies/self-medication/self-treatment used by a member of the household knowing the preventive or beneficial effects of the treatment/medication.

## Awareness of AYUSH system of Medicine



A member of the household (aged 15 years or more) is considered as “**aware of AYUSH**” if she/he

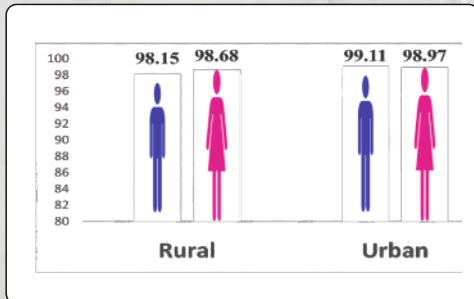
- has taken treatment using AYUSH anytime.
- or
- is aware about medicinal plants, home remedies/traditional practices for treatment or prevention of ailments
- or
- is/was engaged by profession to AYUSH or has heard about at least one of the AYUSH system.

Awareness of AYUSH is slightly higher in urban areas (99.03%) compared to rural areas (98.43%), with the overall awareness across both sectors being 98.71%. This reflects a consistently high level of awareness about AYUSH among the population

Awareness of AYUSH is higher in Kerala compared to the national average, with rural Kerala at 98.43% and urban Kerala at 99.03%, surpassing the corresponding figures for India, which stand at 94.8% and 96%, respectively.

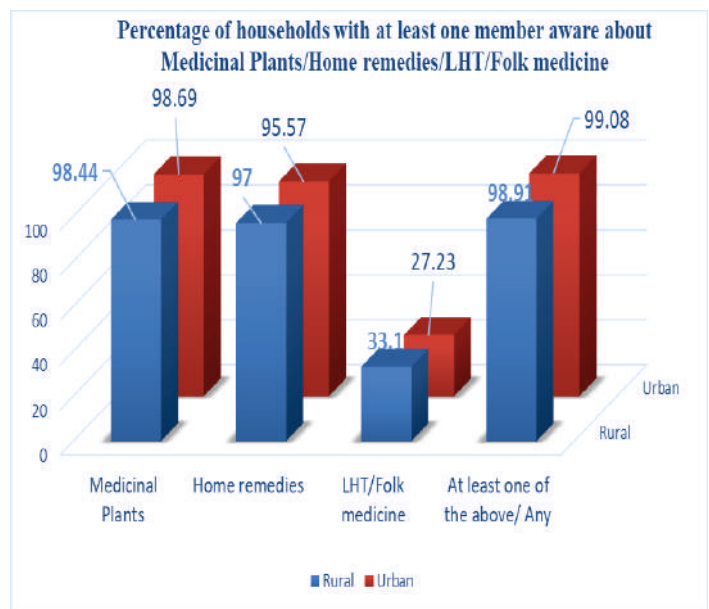
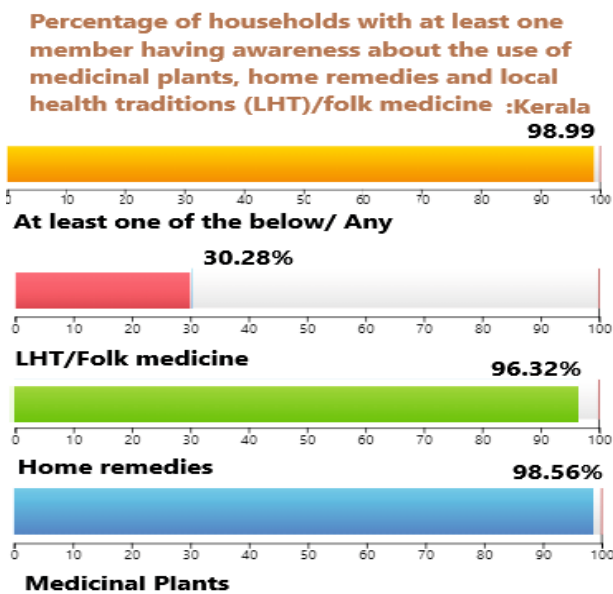


## Percentage of persons aware of AYUSH by Sector and Gender



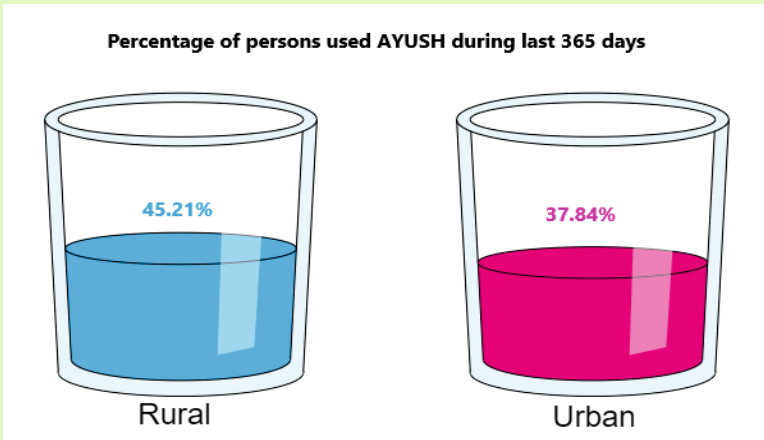
The data reveals consistently high awareness of AYUSH across all sectors and genders. In rural areas, females (98.68%) exhibit slightly higher awareness than males (98.15%), with an overall awareness of 98.43%. In urban areas, males (99.11%) slightly surpass females (98.97%), resulting in a total awareness of 99.03%. When combined, females (98.81%) maintain a marginally higher awareness than males (98.6%), contributing to an overall figure of 98.71%. Notably, urban areas demonstrate higher awareness levels compared to rural areas across both genders.

## Awareness about Medicinal Plants, Home Remedies and Local Health Traditions/Folk Medicines



Awareness of medicinal plants is nearly universal, with rural areas slightly lower (98.44%) than urban areas (98.69%), leading to a combined average of 98.56%. Similarly, awareness of home remedies is also high, with rural households (97%) showing greater familiarity compared to urban ones (95.57%), resulting in an overall figure of 96.32%. However, awareness of Local Health Traditions (LHT)/folk medicine is significantly lower, with rural areas (33.1%) surpassing urban areas (27.23%), yielding an aggregate of 30.28%. Notably, nearly all households (98.99%) are aware of at least one of these traditional health practices, reflecting widespread knowledge and reliance on such methods across both sectors. The rural-urban gap is minimal overall, indicating a consistent reach of traditional health knowledge.

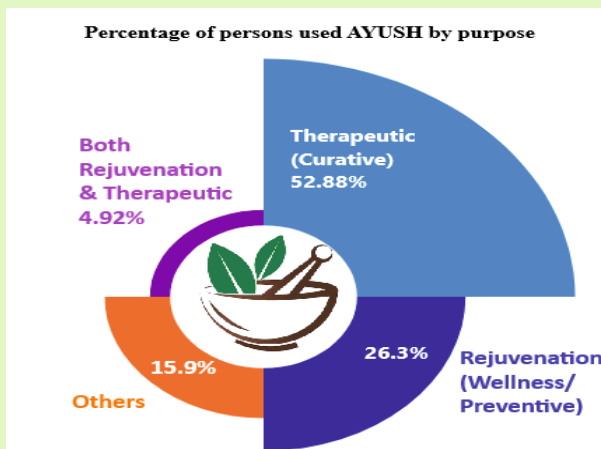
## Use of AYUSH System of Medicine



Sector	% of persons used AYUSH during last 365 days		
	Male	Female	Person
Rural	42.08	48.1	45.21
Urban	34.19	41.14	37.84
Rural+Urban	38.41	44.84	41.77

Usage of AYUSH practices during the last 365 days is higher among females than males across all sectors. In rural areas, 48.1% of females utilized AYUSH, compared to 42.08% of males, resulting in an overall rural average of 45.21%. Urban areas show lower utilization rates, with 41.14% for females and 34.19% for males, leading to an urban average of 37.84%. Combining both sectors, the rural-urban average stands at 41.77%, with females (44.84%) consistently surpassing males (38.41%) in adopting AYUSH practices.

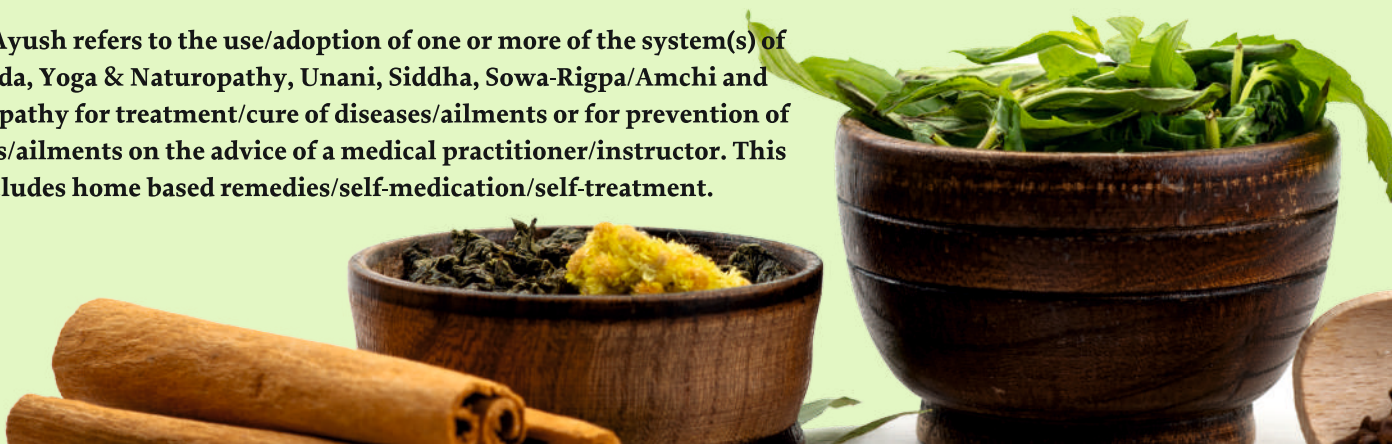
## Use of AYUSH System of Medicine by Purpose



Sector	Percentage of persons used AYUSH			
	Rejuvenation (Wellness/Preventive)	Therapeutic (Curative)	Both Rejuvenation & Therapeutic	Others
Rural	28.29	52.53	5.92	13.26
Urban	23.59	53.36	3.56	19.49
Rural+Urban	26.3	52.88	4.92	15.9

Therapeutic (curative) purposes dominate AYUSH usage across all sectors, with the highest share in urban areas (53.36%), closely followed by rural areas (52.53%), and an overall combined average of 52.88%. Rejuvenation (wellness/preventive) is the second most common purpose, with rural areas showing a higher proportion (28.29%) compared to urban areas (23.59%), resulting in a combined average of 26.3%. The usage of AYUSH for both rejuvenation and therapeutic purposes is minimal, with rural areas at 5.92%, urban areas at 3.56%, and an overall average of 4.92%.

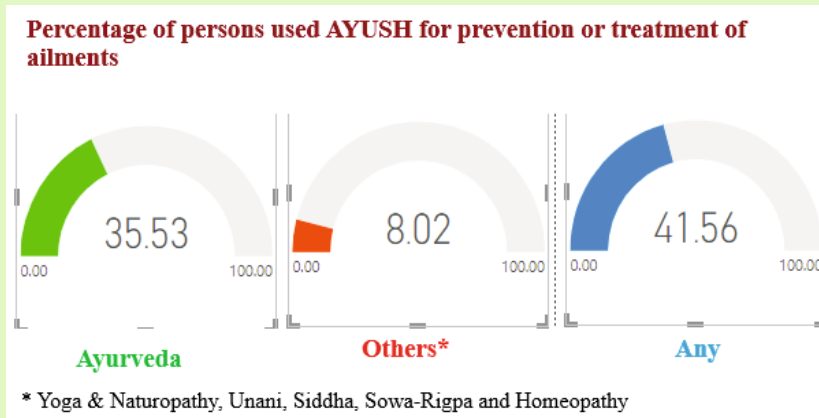
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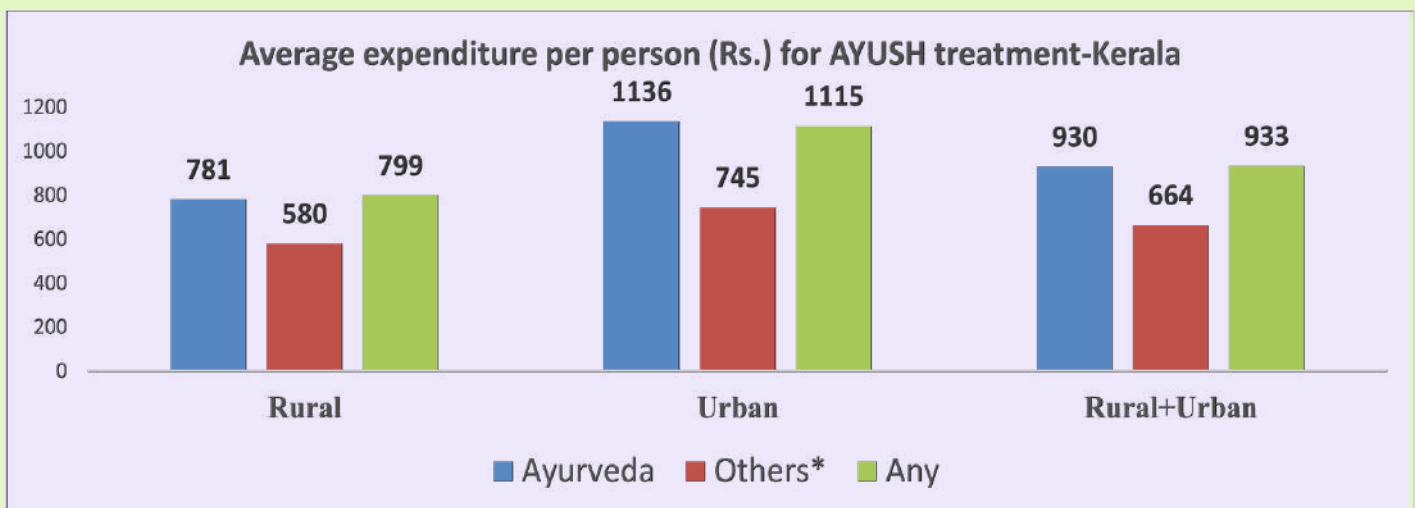
## Use of Ayush System of Medicine for Prevention or Treatment of Ailments



System of medicine	% of persons used AYUSH for prevention or treatment of ailments		
	Rural	Urban	Rural+Urban
Ayurveda	38.64	31.98	35.53
Others*	8.57	7.4	8.02
Any	44.98	37.65	41.56

Ayurveda is the most commonly used AYUSH system for the prevention or treatment of ailments, with 38.64% of rural residents and 31.98% of urban residents using it, resulting in an overall usage of 35.53%. Other systems of AYUSH account for 8.57% in rural areas and 7.4% in urban areas, with a combined average of 8.02%. Overall, 44.98% of rural residents and 37.65% of urban residents used any AYUSH system, leading to a total average of 41.56%

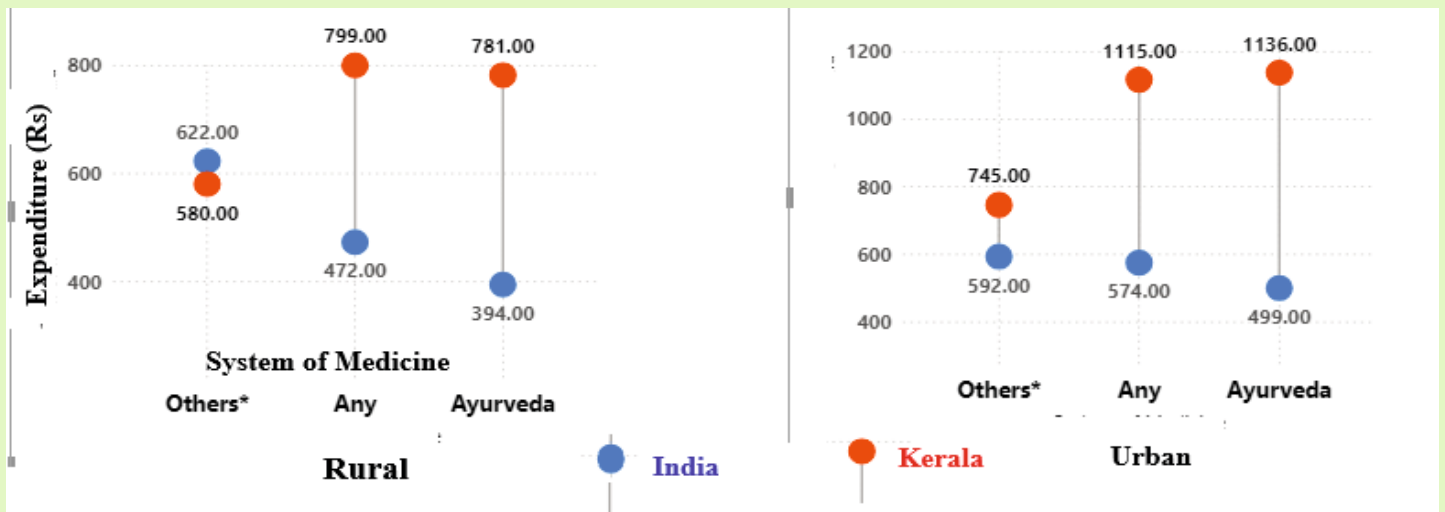
## Average Expenditure per Person (Rs.) for AYUSH Treatment during the last 365 days



Kerala consistently showing higher per capita expenditure for AYUSH across both rural and urban areas. For Ayurveda, Kerala's rural per capita expenditure (₹781) is nearly double the national average (₹394), while urban expenditure (₹1136) is more than twice that of India (₹499), highlighting its prominence in Kerala's healthcare landscape. In the category of "Others" (Unani, Siddha, Homeopathy, etc.), rural Kerala (₹580) spends slightly less than the national average (₹622), but urban expenditure (₹745) surpasses India's average (₹592). For aggregate AYUSH treatments, Kerala's rural (₹799) and urban (₹1115) expenditures significantly exceed India's averages (₹472 rural, ₹574 urban).



## Comparison of Average Expenditure per Person (₹) on AYUSH Treatment: Kerala vs. India



## Reasons for Using Ayush System of Medicine

Among the households who have used Ayush during last 365 days, the most prominent reasons reported by the households for using Ayush are found to be following:

- ❖ *8 out of 10 households believe that Ayush medicines are effective*
- ❖ *6 out of 10 households believe side effects are negligible*
- ❖ *5 out of 10 households have faith or believe in Ayush*
- ❖ *4 out of 10 households used Ayush because of satisfying previous experiences*
- ❖ *3 out of 10 households used Ayush because of*
  - i. tradition/ culture of using AYUSH or
  - ii. it was well known to local people
  - iii. the fact that, Ayush medicines helps to reduce side effects of allopathy medicine
- ❖ *2 out of 10 households used Ayush because*
  - i. it offers individualized personal care, or
  - ii. it promotes overall well-being/complete cures, or
  - iii. it strengthens and revitalizes the body, or
  - iv. Ayush medicines are inexpensive/cost effective, or
  - v. in some cases, AYUSH provides solutions
  - vi. when allopathy can't guarantee a permanent cure.







## Practice of Yoga

Yoga is a discipline that dates back to thousands of years and is regarded as one of the best practices known to calm the inner self. It refers to traditional physical and mental disciplines originating in India.

In around 1.43 lakh households in rural Kerala and around 2.31 lakh households in urban Kerala, at least one member of the household is found to practise yoga regularly.

- ❖ About 92 thousand households in rural area and around 1.5 lakh households in urban area practice Pranayama.
- ❖ About 76 thousand households in rural area and around 1.1 lakh households in urban area practice Aasana.
- ❖ About 87 thousand households in rural area and around 1.3 lakh households in urban area practice Meditation.

## Number of households surveyed in Survey on Ayush along with estimated number of households

Sector	Number of Households	
	Sample	Estimated (00)
Rural	2208	45971
Urban	2016	42349











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