

“IEC Strategies for Promotion of AYUSH Services: A Review and An Assessment of the IEC Programmes”. Sponsored by Department of AYUSH, M/o HFW. 2010-11.

The aim of the study was to review and recommend measures for an effective implementation of the IEC programme for promoting AYUSH, its services and products. The broad objective determined the effectiveness of different IEC strategies in promoting AYUSH services among different stakeholders. Specifically to review IEC strategies and media material to determine gaps, identify influence of multimedia campaign on current health seeking practices of different SE groups and changes in their lifestyle, Assess the role of Arogya mela in promoting awareness and in expanding business for AYUSH products/services and Indicate views of important stakeholders (ISM health providers/retailers/suppliers/manufacturers of AYUSH products, pharmacists, scientific community, Arogya mela organizers and business partners) about AYUSH, it's products, quality , uptake of services.


