

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



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**AYUSH service users in the Indian context**

Chitwan Lalji<sup>1</sup>

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<sup>1</sup>Assistant Professor, Economics Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnammangalam, Kozhikode, Kerala 673 570, India; Email - [chitwan@iimk.ac.in](mailto:chitwan@iimk.ac.in), Phone Number - 0495-2809251

## **AYUSH service users in the Indian context**

### ***Abstract:***

In March 1995, “Department of India Systems of Medicine and Homoeopathy” (ISM&H) was established by the “Health and Family Welfare” ministry, Government of India. In 2003, ISM&H was renamed “Department of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)”. The major focus of this ministry has been on strengthening the supply side factors of AYUSH, through education and research in AYUSH. But it is equally important to understand the customers availing the AYUSH services too. In the current paper, we plan to focus specifically on the demand side in the Indian context, using the National Sample Survey data.



भारतीय प्रबंध संस्थान कोषिकोड  
**Indian Institute Management Kozhikode**  
*Globalizing Indian Thought*

Research Office  
Indian Institute of Management Kozhikode  
IIMK Campus P. O.,  
Kozhikode, Kerala, India,  
PIN - 673 570  
Phone: +91-495-2809237/ 238  
Email: [research@iimk.ac.in](mailto:research@iimk.ac.in)  
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