

GOVERNMENT OF INDIA
MINISTRY OF AYUSH

LOK SABHA
UNSTARRED QUESTION NO- 3358
ANSWERED ON- 07/08/2026

INITIATIVES FOR PROMOTION OF AYUSH

3358. SHRI M MALLESH BABU

Will the Minister of AYUSH be pleased to state: -

- (a) the details of the new initiatives launched by the Government to promote the production, quality, research, marketing and global acceptance of Ayurveda, Siddha, Unani, Yoga, Naturopathy, Sowa-Rigpa and Homoeopathy (ASU&H) medicines in the country;
- (b) the details of financial assistance, incentives and promotional schemes provided to manufacturers, start-ups and MSMEs engaged in the AYUSH medicine sector during the last three years, scheme-wise and State-wise, including Karnataka;
- (c) the steps taken by the Government to strengthen quality control, standardisation, pharmacovigilance and export promotion of AYUSH medicines; and
- (d) the measures taken by the Government to increase the availability of, public awareness of, certified AYUSH medicines through hospitals, Ayushman Arogya Mandirs, Jan Aushadhi outlets and digital platforms across the country?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

(a) The Ministry of Ayush has launched several initiatives to promote the production, quality, research, marketing and Global acceptance of Ayush medicines. The major initiatives include:

1. Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY): Supports quality assurance, standardization, Good Manufacturing Practices (GMP), testing infrastructure, pharmacopoeial standards and capacity building of the Ayush drug sector.
2. AYURGYAN Scheme: Promotes evidence-based research, innovation, clinical studies and higher education in Ayush systems.

3. Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H): Development and publication of pharmacopoeial standards, formularies and quality standards for Ayush drugs.
4. International Cooperation Scheme (IC Scheme): Supports Indian Ayush drug Manufacturers/ Ayush Service providers to boost the export of Ayush products and services; facilitates the International promotion, development and recognition of Ayush systems of medicine; foster interaction of stakeholders and market development of Ayush at international level; promote academics and research through the establishment of Ayush Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about Ayush systems of Medicine at International level.
5. Ayush Export Promotion Council (Ayushexcil): Facilitates export of Ayush products and services by supporting exporters through International exhibitions, seminars, buyer-seller meets, and capacity building of manufacturers and service providers.

(b) Ministry of Ayush is implementing a Central Sector Scheme, namely, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) to support Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards like WHO Good Manufacturing Practices (WHO-GMP) and National Accreditation Board for Testing and Calibration Laboratories (NABL) respectively. The components of scheme are as follows: -

- i. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
- ii. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.
- iii. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
- iv. Support for development of standards and accreditation/certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centers.

The details of financial assistance provided to Ayush Pharmacies and Drug Testing Laboratories including MSMEs during the last three years, State-wise including Karnataka is furnished at annexure-I.

(c) Following steps have been taken by the Ministry to strengthen quality control, standardisation, pharmacovigilance and export of Ayush medicines-

1. The Drugs & Cosmetics Act, 1940 and Drugs Rules, 1945 have exclusive regulatory provisions for Ayush drugs. It is mandatory for the manufacturers to adhere to the

prescribed requirements for licensing of manufacturing units & medicines including proof of safety & effectiveness, compliance with the Good Manufacturing Practices (GMP) as per Schedule T and Schedule M-I of the Drugs Rules, 1945 for Ayurvedic, Siddha, Sowa-rigpa, Unani and Homeopathy drugs respectively and to follow the quality standards of drugs as prescribed in the respective pharmacopoeia. Drug Testing Laboratories are approved by the Ministry of Ayush under Rules 160A to 160J of the Drugs Rules, 1945, for carrying out tests relating to the identity, purity, quality and strength of Ayush drugs. As on date, 118 private Drug Testing Laboratories have been approved by the Ministry across States and Union Territories for conducting such tests in accordance with the provisions of the Drugs Rules, 1945.

2. Drug Inspectors collect medicine samples regularly from manufacturing firms or retail shops within their jurisdiction and send them to Drug Testing Laboratory under Drug Control department for quality testing and if any sample is found to be 'Not of Standard Quality', appropriate action is initiated such as preventing the sale of the medicines from the market and appropriate legal actions as per Drugs and Cosmetics Act, 1940 and Rules made thereunder. There are 34 Drug Testing Laboratories available in State/UTs for testing of the Legal Samples drawn by the Drug Inspectors of concerned State/UTs.
3. The Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), a subordinate organization under Ministry of Ayush, develops pharmacopoeial standards and formulary specifications for Ayush drugs, which serve as the official compendia for determining their identity, purity, and strength. Compliance with these standards is mandatory under the Drugs and Cosmetics Act, 1940 and the Rules made thereunder. PCIM&H also functions as the Appellate Drug Testing Laboratory for Ayush drugs and conducts regular capacity-building programmes for Drug Regulatory Authorities, Drug Analysts, and other stakeholders on standardization, quality control, and testing methodologies to strengthen the quality assurance system for Ayush drugs.
4. The Pharmacovigilance Program for Ayush drugs under AOGUSY scheme functions through a nationwide three-tier network comprising 01 National Pharmacovigilance Co-ordination Centre (NPvCC), 05 Intermediary Pharmacovigilance Centres (IPvCs), and 97 Peripheral Pharmacovigilance Centres (PPvCs) established across the country. These centres are mandated to monitor suspected adverse drug reactions and report the misleading advertisements to the respective State Regulatory Authorities for suitable action against the defaulter(s). Further, through this program various stakeholders across the country are sensitised towards the quality of medicines, posologies and other drug-related issues. To strengthen the pharmacovigilance system for Ayush drugs, Ministry of Ayush has launched an IT enabled online portal "Ayush Suraksha" on 30th May 2025 to capture MLAs/OAs and report suspected Adverse Drug Reactions (ADRs) related to the Ayush medicine.
5. Further, Ministry of Ayush has undertaken the following initiatives to promote quality assurance and certification of Ayush products in order to promote export of Ayush medicines.

- i. WHO Certificate of Pharmaceutical Product (WHO-CoPP) to Ayush drugs is issued by Central Drugs Standard Control Organization (CDSCO) after joint inspections of manufacturing units by Drug Inspectors posted in Ayush vertical along with drug inspectors of State/UTs and CDSCO for compliance with WHO Technical Report Series (TRS) guidelines for Herbal Medicines.
- ii. Ministry of Ayush has launched Ayush Quality Mark (AQM) initiative through the Ayush Export Promotion Council (AYUSHEXCIL). Under this framework, the Ayush Quality Mark is being granted after scrutiny and verification of valid quality certifications and statutory approvals issued by the competent Government authorities, such as WHO-GMP, Ayush Premium Mark and other recognised certifications, as applicable.

(d) The Ministry of Ayush has taken the following measures to increase the availability of certified Ayush medicines and public awareness across the country;

1. Under centrally sponsored scheme of National Ayush Mission, State/UT Governments are being supported for supply of essentials Ayush medicines for Ayushman Arogya Mandirs (AAMs) and Government Ayush hospitals/dispensaries as per the proposal received in their State Annual Action Plan (SAAP).
2. The Ayush Export Promotion Council (AYUSHEXCIL), notified by Directorate General of Foreign Trade (DGFT), Ministry of Commerce and supported by Ministry of Ayush, has signed Memorandum of Understandings (MoUs) with quick-commerce platform Zepto on January 28, 2026, and the Spice Board of India on May 25, 2026, to promote digital domestic delivery and boosting International exports of Ayush Medicines respectively.
3. Public awareness initiatives through Information, Education and Communication (IEC) campaigns, observance of International Day of Yoga, Ayurveda Day, Social Media campaign and other outreach programmes like national and international exhibitions, fairs and conferences etc.

Annexure-I

Details of financial assistance provided to the manufacturers including start-ups and MSMEs engaged in the AYUSH medicine sector during the last three years, State-wise, including Karnataka, under the component- “Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards” of Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) is furnished as under:

S. No.	F.Y.	State	Govt./Pvt./PSU	Particulars	Amount released (in Rs.)
1	2023-24	Madhya Pradesh	Pvt.	Shree Baidyanath Ayurved Bhawan Pvt. Ltd, Madhya Pradesh	9,108,000
2		Kerala	Pvt.	Sitaram Ayurveda Pvt. Ltd, Thrissur, Kerala.	5,000,000
3		Kerala	Pvt.	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	5,000,000
4		Rajasthan	Pvt.	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	5,000,000
5		Assam	PSU	Assam Ayurvedic Products, Guwahati, Assam (PSU)	4,559,519
6		Jammu & Kashmir	Govt.	Govt. Pharmacy, Jammu & Kashmir	10,500,000
7		Gujarat	Govt.	State Pharmacy, Rajpipla, Gujarat	4,420,248
8		Arunachal Pradesh	Govt.	State Pharmacy, Arunachal Pradesh	6,702,164
		Total			105,153,187
9	2024-25	Arunachal Pradesh	Govt.	State Pharmacy, Arunachal Pradesh	7,042,077
10		Kerala	Pvt.	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	4,432,807
11		Tamil Nadu	Govt.	State Govt. Drug Testing Laboratory, Tamil Nadu	5,100,000
12		Rajasthan	Pvt.	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	14,454,189
13		Gujarat	Govt.	State Pharmacy, Rajpipla, Gujarat	20,000,000

14	2025-26	Tamil Nadu	PSU	State Govt. Pharmacy, Tamil Nadu Medicinal Plant Farms & Herbal Medicine Corporation Limited (TAMPCOL), Tamil Nadu	4,500,000
15		Arunachal Pradesh	Govt.	State Pharmacy, Arunachal Pradesh	3,108,000
		Total			137,620,447
16		Punjab	Pvt.	Shree Dhanwantari Herbals Pvt. Ltd.	28,500,000
17		Kerala	Pvt.	Sitaram Ayurveda Pvt. Ltd, Thrissur, Kerala.	25,000,000
18		Arunachal Pradesh	Govt.	State Pharmacy, Arunachal Pradesh	3,594,164
19		Kerala	PSU	The Pharmaceutical Corporation (IM) Kerala Ltd., Kuttanellur P.O Thrissur	27,801,008
20		Madhya Pradesh	Govt.	State Govt. Pharmacy, Gwalior	9,149,799
		Total			167,459,733
		Grand Total			410,233,367