

Over 10,000 Complaints Logged on Ayush Suraksha Portal

Registered Complaints on Ayush Suraksha Portal

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(a) Ministry of Ayush has launched an IT enabled online portal “Ayush Suraksha” to track the reported Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and Adverse Drug Reactions (ADRs) on 30th May 2025. The portal features a centralized dashboard for capturing of MLAs/OAs and tracking of suspected ADRs for prompt regulatory action and comprehensive data analysis

The number of complaints registered on the Ayush Suraksha Portal since its inception are attached at Annexure-I.

(b) All complaints received over the Ayush Suraksha Portal has been forwarded to the concerned authorities for further necessary action. As per the information received from State/UT Governments, the details of the number of complaints received and disposed of on the Ayush Suraksha portal till date are attached at Annexure-II.

(c) & (d) As per the information received from State/UT Governments, the details of repeat offenders identified based on the complaints received so far and action taken thereon are attached at Annexure-III.

Annexure-I

Misleading Advertisements (MLAs) and suspected Adverse Drug Reactions (ADRs) submitted to Ayush Suraksha Portal		
Submitted by	MLAs	Suspected ADR's
Public	55	00
NPvCC, All India Institute of Ayurveda, New Delhi	46	00
IPVC, Institute of Teaching and Research in Ayurveda, Jamnagar	945	63
IPVC, National Institute of Ayurveda, Jaipur	5267	65
IPVC, National Institute of Homoeopathy, Kolkata	288	00

IPVC, National Institute of Unani Medicine, Bengaluru	2391	54
IPVC, National Institute of Siddha, Chennai	1277	34
Total	10269	216

The details of complaints received through the Ayush Suraksha Portal since its inception are as follows:

Annexure-II

As per the information received from State/UT Governments, the details of the number of complaints received and disposed of on the Ayush Suraksha portal till date are as follows:

S. No.	States/UTs Governments	No of complaints received on portal	Action Taken thereon
1.	Maharashtra	1112	1112
2.	Uttarakhand	237	191
3.	Madhya Pradesh	975	197
4.	Odisha	291	213
5.	Himachal Pradesh	402	287
6.	Kerala	108	108
7.	Delhi	369	322
8.	Tripura	44	23
9.	Tamilnadu	825	609
10.	Puducherry	79	04
11.	Haryana	Nil	Nil
12.	Punjab	Nil	Nil
13.	Uttar Pradesh	Nil	Nil

Annexure-III

As per the information received from State/UT Governments, the details of repeat offenders identified based on the complaints received so far and action taken thereon are as follows:

S. No.	States/UTs Governments	No of repeat offenders identified	Action Taken thereon
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1.	Uttarakhand	10	10
2.	Tripura	01	01
3.	Puducherry	04	04
4.	Madhya Pradesh	Nil	Nil
5.	Maharashtra	Nil	Nil
6.	Odisha	Nil	Nil
7.	Haryana	Nil	Nil
8.	Himachal Pradesh	Nil	Nil
9.	Kerala	Nil	Nil
10.	Delhi	Nil	Nil
11.	Tamilnadu	Nil	Nil
12.	Punjab	Nil	Nil
13.	Uttar Pradesh	Nil	Nil

This information was given by the Minister of State (IC) for Ayush Shri Pratap Rao Jadhav in a written reply to a question in Lok Sabha on 20th MARCH 2026.

SR/SV

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