Union Minister Shri Prataprao Jadhav Distributes ‘Ayush Quality Mark’ Certificates to Hospitals and Manufacturers

‘Ayush Quality Mark’ Symbolises Trust in the Safety, Purity and Authenticity of Ayush Products: Shri Prataprao Jadhav

Shri Jadhav Calls for High Quality Standards Across the Ayush Sector to Boost International Acceptance

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Union Minister of State (Independent Charge), Ministry of Ayush and Minister of State, Ministry of Health and Family Welfare, Shri Prataprao Jadhav, distributed ‘Ayush Quality Mark’ certificates to hospitals and manufacturers in New Delhi today. The initiative aims to strengthen quality assurance, standardisation and global credibility of Ayush products and healthcare services.



Congratulating the recipients, Shri Prataprao Jadhav said that the Ayush Quality Mark represents public trust and confidence in the safety, purity and authenticity of Ayush products and services. Emphasising that quality is an ethical responsibility in healthcare, the Minister highlighted the importance of maintaining stringent standards in raw material sourcing, manufacturing, testing and labelling.

Shri Jadhav said that under the visionary leadership of Prime Minister Shri Narendra Modi, Ayush has gained wider recognition nationally and internationally. He stressed that India's rich heritage in traditional medicine must be supported by scientific validation, consistent quality and internationally accepted standards to strengthen its global acceptance.





The Minister stated that the Ministry of Ayush has accorded in-principle approval to AYUSHEXCIL to implement the Ayush Quality Mark under the Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY). He noted that the initiative would provide an institutional framework for quality assurance and help build confidence among domestic consumers and international buyers.

Highlighting the growing global demand for traditional and herbal healthcare products, Shri Jadhav emphasised that adherence to WHO-GMP requirements, pharmacopoeial standards, quality testing and transparent labelling would enhance the competitiveness of Indian Ayush manufacturers in international markets. He urged AYUSHEXCIL to support manufacturers, particularly small and medium enterprises, through technical guidance, industry engagement and capacity building initiatives.



Dr. Raghu, Advisor (Ayurveda); representatives and officials of AYUSHEXCIL; representatives of the Ayush industry, manufacturers, exporters, scientists and senior officials of the Ministry of Ayush were present on the occasion.

The following institutions and companies were awarded Ayush Quality Mark Certificates:

1. Sat Kar Sanjeevan – Ayush Hospital
2. Sri Sri Wellbeing – Ayush Hospital
3. SNA Ayurvedic Nursing Home – Ayush Hospital
4. National College of Ayurveda, Hisar – Ayush Hospital
5. Apollo Ayurvaid Hospital – Hospital (2 units)
6. Adven Biotech Pvt. Ltd. – Medicinal Products
7. Maharishi Ayurveda Ltd. – Medicinal Products

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