

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO. 2406
TO BE ANSWERED ON 17th DECEMBER 2024**

“Ayurveda products market”

2406. Shri Iranna Kadadi:

Will the Minister of *Ayush* be pleased to state:

- (a) the details about the current market size of Ayurveda products in the country;
- (b) the details about the market expectation in percentage to grow annually to reach ₹1.2 lakh crore by FY 2028;
- (c) the details of the key drivers of this growth in the Ayurveda products market; and
- (d) the manner in which Government is supporting the growth of the Ayurveda products market?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) No such data is maintained by Ministry of Ayush. However, as per the report published by FITM (Forum on Indian Traditional Medicine) under RIS (Research and Information System) for Developing Countries - ‘Ayush Sector in India: Prospects and Challenges’ published in 2021 has estimated the Ayush industry size in 2020-21 at \$ 18.1 billion. As per this study, the industry was projected to reach US\$ 20.6 billion in 2021-22 and US\$ 23.3 billion in 2022-23. Copy of the above mentioned report can be seen at <https://www.ris.org.in/en/node/3307>.

(b) No such information is available with this Ministry.

(c) and (d) The details of the key drivers of this growth in the Ayurveda products market; and the manner in which Government is supporting the growth of the Ayurveda products market are as follows:

1. Ministry of Ayush has implemented “*Central Sector Scheme for Promotion of International Co-operation in AYUSH*” for promoting exports, under the various components which are as follows:

- Incentive to Ayush drug manufacturers, entrepreneurs, Ayush institutions and Hospitals etc. for international propagation of AYUSH by participating in international exhibitions, trade fairs, road shows etc. and registration of AYUSH

products (Market Authorization) with regulatory bodies of different countries such as USFDA (United States Food and Drug Administration)/ EMEA (Europe, Middle East, and Africa) / UK-MHRA (United Kingdom-Medicines and Healthcare Products Regulatory Agency) / NHPD-Canada (Natural Health Products Directorate) / TGA (Therapeutic Goods Administration) etc. for export of products.

- Support for international AYUSH market development and AYUSH promotion-related activities. The details on IC-Scheme are available at <https://ayush.gov.in/images/Schemes/ic.pdf>.

2. Further, for facilitating exports of Ayush products, Ministry of Ayush encourages following certifications of AYUSH products as per details below:-

- Certification of Pharmaceutical Products (CoPP) as per WHO Guidelines for herbal products.
- Quality Certifications Scheme implemented by the Quality Council of India (QCI) for grant of AYUSH Premium mark to Ayurvedic, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.

3. In 2021, Ministry of Ayush has implemented Central Sector Scheme, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) and the total financial allocation to this scheme is Rs. 122.00 crores for 05 years. The components of AOGUSY scheme are as follows -

- A. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
- B. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.
- C. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
- D. 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 centres.

4. Government of India has established Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), as its subordinate office. PCIM&H on behalf of Ministry of Ayush lays down the formulary specifications and Pharmacopoeial Standards for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs/medicines, which serve as official compendia for ascertaining the quality control (identity, purity and strength) of the ASU&H drugs, included herein, as per the Drugs & Cosmetics Act, 1940 and Rules 1945, thereunder and compliance to these quality standards are mandatory for the production of ASU&H drugs being manufactured in India.

5. Ayush Export Promotion Council (AYUSHEXCIL), is a newly formed Export Promotion Council (set up by Ministry of Ayush and supported by Ministry of Commerce, Government of India), launched at Global Ayush Investment and Innovation Summit held in Gandhinagar, Gujarat on April 20, 2022). It is aimed to oversee exports of products of Ayurveda, Homoeopathy, Siddha, Sowa Rigpa and Unani systems and address trade issues pertaining to these sectors. It mandates to facilitate capacity building of its members on export procedures, organize business to business meetings, international events, road shows, seminars and workshops on the export of Ayush products and to safeguard the scientific research in the field of Ayush healthcare.
