

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 2409
TO BE ANSWERED ON 17th DECEMBER 2024**

“AYUSH related exports”

2409 Shri Sanjeev Arora:

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

- (a) the current value of AYUSH-related exports, including Ayurvedic products, herbal medicines and Yoga-related goods and services and the manner in which this value has changed over the past five years;
- (b) the details of countries that currently recognize or regulate AYUSH-based products and the efforts of Government to increase global acceptance of AYUSH therapies, particularly in the European Union and North American markets; and
- (c) the steps taken by Government to ensure the quality control and standardization of AYUSH products for export and to protect Indian exports from counterfeit or substandard AYUSH goods in international markets?

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 Directorate General of Commercial Intelligence and Statistics (DGCIS) data, the details of the current value of AYUSH-related exports, including Ayurvedic products, herbal medicines and Yoga-related goods and services and the manner in which this value has changed over the past five years is available at Annexure-I
- (b) The details of countries that currently recognize or regulate AYUSH-based products and the efforts of Government to increase global acceptance of AYUSH therapies, particularly in the European Union and North American markets are as follows:

(i) Swissmedic (Govt. of Switzerland Agency for Therapeutic Products) has included 41 substances from Ayurvedic Medicines in the list of Traditional Asian Substances (TAS). Any company having a (Co-) seat in Switzerland can develop and sell Ayurvedic pharmaceuticals out of those 41 substances listed. The Ayurvedic Pharmacopoeia of India, Part-II (Formulations), Volume-1 (2007) to Volume-IV (2017) and The Ayurvedic Formulary of India, Part-1 (2003) to Part-III (2010) have been recognized as standard works from Ayurvedic medicines that meet the requirements for inclusion. Thus, 202 pharmacopoeial monographs and 985 Formulary specifications of classical Ayurvedic Formulations get a place in the recognition by Swissmedic.

(ii) The Government of India has undertaken several initiatives to increase global acceptance of AYUSH therapies, including:

A Central Sector Scheme for the Promotion of International Co-operation in AYUSH (IC Scheme) under which the Ministry of Ayush provides support to Indian Ayush drug Manufacturers/Ayush Service providers to give boost to the export of AYUSH products & services; facilitates the International promotion, development and recognition of AYUSH system 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.

The Ministry of Ayush has taken the following steps towards the Global acceptance of AYUSH systems of medicine:

- Collaboration with Foreign Countries by signing of country level Memorandum of Understanding (MoU) for undertaking Ayush related activities on mutual interest. Signed 24 Country to Country MoUs for Cooperation in field of Traditional Medicine Homoeopathy with foreign nations; and
- Signing of MoUs with foreign institute for research/academic collaboration;
- 15 MoUs for establishment of Ayush Chairs in Foreign Universities/Institutes;
- Deputation of Ayush expert (short term/long term);
- Collaboration with World Health Organisation (WHO) or United Nations (UN) agencies for cooperation in the field of Ayush, support or organizing international training;

- Conference, seminar, expo etc. in India or abroad for promoting and strengthening awareness and interest about Ayush Systems of Medicine at international level;
- Establishment of 42 Ayush information cells (centres) in different countries across the world to provide authentic information about Ayush system;
- Representing Ayush in various bilateral meetings and multilateral forums, support for undertaking clinical research in Ayush at international level;
- Provides support to Indian Ayush Manufacturers/Ayush Service providers to give boost to export of Ayush products & services etc.
- Offering AYUSH scholarships to foreign nationals for courses in recognized AYUSH institutions in India;
- International Day of Yoga (IDY), celebrated annually on June 21, IDY has become a flagship event following its adoption by the United Nations in 2014, with large-scale participation across the globe through embassies, yoga practitioners, and local communities.
- Educational Initiatives such as support for yoga education through courses, and the establishment of Ayush chairs in foreign universities. The Yoga Certification Board (YCB), established by the Ministry of Ayush, provides internationally recognized certification for yoga professionals and institutions, ensuring quality standards in teaching and practice.

(c) The steps taken by Government to ensure the quality control and standardization of AYUSH products for export and to protect Indian exports from counterfeit or substandard AYUSH goods in international markets are as follows:

i. Ministry of Ayush, Government of India has established Pharmacopoeia Commission for Indian Medicine and 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 which serves as official compendia for ascertaining the quality (identity, purity and strength) of the ASU&H drugs. As per the Drugs & Cosmetics Act, 1940 and rules thereunder, the compliance to this quality standards are mandatory for the production of ASU&H drugs being manufactured, sold, stocked or exhibited in India. The standards and quality parameters included in the Pharmacopoeias and Formularies of ASU&H drugs prescribing mandatory regulatory standards have been identified to align the parameters prescribed by

World Health Organisation (WHO)/other major pharmacopoeias prevalent worldwide. Implementation of these pharmacopoeial standards ensures that the medicines reaching to masses inland as well as globally conform to optimum quality standards in terms of identity, purity and strength. So far, 2259 quality standards on raw materials (Single drugs of plant/ animal/ mineral/ metal/ chemical origin) used in ASU&H drugs, 405 quality standards of ASU formulations and 2666 formulary specifications of ASU drugs has been published. In addition to above, supporting documents in the form of Macro-Microscopic & TLC Atlas on 351 single drugs incorporated in Ayurvedic Pharmacopoeia of India (API) have also been published. PCIM&H also acts as appellate drug testing laboratory to receive the samples from Govt. agencies as per the Drugs & Cosmetics Act, 1940 and rules made thereunder for ascertaining their quality.

ii. PCIM&H has taken up the task to harmonize all the monographs published/being published through Ayurvedic Pharmacopoeia of India (API), Siddha Pharmacopoeia of India (SPI), Unani Pharmacopoeia of India (UPI), Homoeopathic Pharmacopoeia of India (HPI) and Indian Pharmacopoeia (IP). PCIM&H and Indian Pharmacopoeia Commission (IPC) have signed a MoU for developing "One Herb-One Standard", each monograph published through this collaboration will have Indian Standards along with International quality requirements, so that all Indian standards become contemporary with global standards.

iii. Further, Ministry of Ayush encourages following certifications of Ayush products as per details below:-

- The scheme for Certification of Pharmaceutical Product (CoPP) as per World Health Organization (WHO) guidelines is extended to Ayurveda, Siddha and Unani (ASU) medicines. This scheme is administered by Central Drugs Standard Control Organization (CDSCO) and the certificate is granted on the basis of joint inspection of the applicant manufacturing unit by the representatives of CDSCO, Ministry of Ayush and the concerned State Licensing Authority.
- Quality Certification Schemes implemented by the Quality Council of India (QCI) for grant of Ayush Premium mark to Ayurveda, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.

Annexure-I

The details of the current value of AYUSH-related exports, including Ayurvedic products, herbal medicines and Yoga-related goods and services and the manner in which this value has changed over the past five years is as follows:

Commodity	Value in US\$ 2019-20	Value in US\$ 2020-21	Value in US\$ 2021-22	Value in US\$ 2022-23	Value in US\$ 2023-24
Ayush and Herbal Products	428075006	539878089	612124787	628541727	651172561

Source: Directorate General of Commercial Intelligence and Statistics (DGCIS) data @ <https://ftddp.dgciskol.gov.in/dgcis/userindex.html#!/pcgroupsearch>
