

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
STARRED QUESTION NO. 27  
TO BE ANSWERED ON 22<sup>nd</sup> July 2025  
“Ayush Suraksha Portal”**

**27. Smt. Maya Naroliya:**

Will the Minister of Ayush be pleased to state:

- (a) the initiatives implemented to enhance regulatory transparency through the Ayush Suraksha Portal;
- (b) whether any success has been achieved recently demonstrating the effectiveness of the Portal in identifying and acting against misleading claims;
- (c) if so, the details thereof; and
- (d) the details of plans to expand the outreach of the Ayush Suraksha Portal among citizens and professionals?

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

**(a) to (d)** A statement is laid on the Table of the House.

**THE STATEMENT REFERRED TO IN REPLY TO RAJYA SABHA STARRED QUESTION NO. 27 FOR 22<sup>nd</sup> JULY, 2025.**

**(a)** The Ayush Suraksha Portal is a comprehensive IT platform developed to enhance regulatory transparency in the Ayush sector launched on 30<sup>th</sup> May 2025. The portal features a centralized dashboard for real-time tracking of suspected Adverse Drug Reactions and the capture of Misleading Advertisements /Objectionable Advertisements, enabling prompt regulatory action and in-depth data analysis. It allows direct submission of concerns by citizens and ensures that all submissions from stakeholders such as Peripheral Pharmacovigilance Centers (PPvCs) and Intermediary Pharmacovigilance Centers (IPvCs) can be reviewed by higher authorities, including National Pharmacovigilance Centre (NPvCC) and Ministry of Ayush, thus promoting transparency and accountability in the regulatory framework.

**(b) & (c)** As the portal has been recently launched, only a few complaints have been received so far. The portal provides public visibility into the status of reported cases and actions taken, fostering trust in regulatory processes.

**(d)** To promote effective utilization of the portal, structured training and awareness programs are being conducted regularly by pharmacovigilance centres across the country for healthcare personnel and citizens. These initiatives are designed to enhance understanding of the portal's features and encourage its widespread adoption among professionals and the general public.

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