

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO-166
ANSWERED ON 22/07/2025

“Global acceptance of Indian traditional medicines”

166, Shri Ratanjit Pratap Narain Singh

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

- (a) the details of initiatives undertaken by Government to enhance the global recognition and acceptance of Indian traditional medicine systems, particularly under the Ministry of AYUSH;
- (b) the manner in which recent Government policies and schemes have contributed to the growth of AYUSH industry;
- (c) whether Government plans to establish more AYUSH Export Promotion Councils and international collaborations to boost exports of AYUSH products, and if so, the details thereof, if not, the reasons therefor; and
- (d) the manner in which Government intends to leverage the WHO-Global Centre for Traditional Medicine (GCTM), to further India's leadership in traditional healthcare globally?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SH. PRATAPRAO JADHAV)

- a) Ministry of Ayush has undertaken following initiatives to enhance the global recognition and acceptance of Indian traditional medicine systems:
 - The Ministry has developed 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.

- Signed an agreement with WHO to establish WHO-GTMC in Jamnagar, Gujarat. This Centre aims to provide support to implement WHO's traditional medicine strategy (2014-23) and to support nations in developing policies & action plans to strengthen the role of traditional medicine as part of their journey to universal health coverage.
- Benchmark document for training and practice of Ayurveda & Unani published in 2022 as an outcome of Project Collaboration Agreement signed with WHO on 13th May, 2016.
- Terminology document published by WHO in Ayurveda, Unani and Siddha as a outcome of Project Collaboration Agreement on integration of traditional and complementary medicine into health care system between WHO and Ministry of Ayush.
- An agreement was signed between the Ministry of Ayush and the World Health Organization (WHO) on May 24, 2025. The agreement marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI).
- In addition, the Ministry of Ayush has signed 25 Country to Country MoUs for Cooperation in field of Traditional Medicine and Homoeopathy with foreign nations, 15 MoUs with International Institutes for setting up of AYUSH Academic Chairs in foreign nations, 52 Institute to Institute level MoUs with foreign institutes for undertaking Collaborative Research / Academic collaboration and supported the establishment of 43 Ayush Information Cells in 39 foreign nations for propagation and promotion of Ayush at global stage. Further, Ministry of Ayush offers scholarships to foreign nationals for studying Ayush courses in recognized Ayush institutions in India under International Ayush Fellowship/Scholarship Program.

(b) The Ministry of Ayush has developed the central sector scheme for Promotion of International Cooperation for Ayush (IC Scheme). Under this scheme the Ministry provides support to Indian Ayush drug Manufacturers/ Ayush Service providers to give boost to the export of Ayush products and services; facilitates the International promotion, development and recognition of Ayush systems 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 including Ayurveda.

Ministry of Ayush has implemented Central Sector Scheme Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) for Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards. The total financial allocation to this scheme is Rs. 122.00 crores for five years from 2021 to 2026. Further, Ministry of Ayush has identified for review 35 compliance burdens, out of which 33 compliance burdens have been reduced from Drugs Rules 1945, in tune with the policy of ease of doing business.

(c) Ayush Export Promotion Council (AYUSHEXCIL)- the newly formed Export Promotion Council was notified vide Directorate General of Foreign Trade (DGFT) notification dated 31.07.2023. As on date, no such proposal is under consideration of the Ministry of Ayush for establishment of more Ayush Export Promotion Councils.

(d) India is positioning itself as a global leader in traditional medicine through initiatives like the WHO Global Traditional Medicine Centre (GTMC). This center, established in partnership with the World Health Organization, is a key step in promoting and researching traditional medicine. It will serve as a key knowledge hub for evidence-based Traditional, Complementary and Integrative Medicine (TCIM) on a global scale. This is the global out posted Centre (Office) for traditional medicine across the world with the following key objectives:

- i. To position Ayush systems across the globe.
- ii. To provide leadership on global health matters pertaining to traditional medicine.
- iii. To ensure quality, safety and efficacy, accessibility and rational use of traditional medicine.
- iv. To develop norms, standards, and guidelines in relevant technical areas, tools and methodologies, for collecting data undertaking analytics, and assess impact. Envisage WHO Traditional Medicine (TM) Informatics Centre creating a collaborative of existing Traditional Medicine (TM) Data Banks, virtual libraries, and academic and research institutes.
- v. To develop specific capacity building and training programmes in the areas of relevance to the objectives and conduct training programmes in campus, residential, or web-based, and through partnerships with the WHO Academy and other strategic partners.