

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 169
TO BE ANSWERED ON 22nd July 2025**

“Implementation of Ayush suraksha portal”

169. Shri Ashokrao Shankarrao Chavan:

Will the Minister of Ayush be pleased to state:

- (a) whether Government has launched Ayush suraksha portal to ensure action against misleading advertisement of ayurvedic medicines, and if so, the details thereof;
- (b) whether Government proposes to connect all the regulatory agencies to this portal to bring reconciliations among different agencies and if so, the details thereof;
- (c) the manner in which the said portal will be beneficial for consumers/ common man to save them from misleading advertisement and ensure that right information may reach to them; and
- (d) whether Government has taken any initiatives to conduct post-marketing surveillance of AYUSH medicines to track their safety and efficacy and if so, the details thereof?

ANSWER

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

(a) to (c) Yes, Ministry of Ayush has developed an IT enabled online portal “Ayush Suraksha” to track the reported misleading advertisements (MLAs)/Objectionable Advertisements (OAs) and Adverse Drug Reactions (ADRs) and portal was launched on 30th May 2025. The portal features a centralized dashboard for real-time tracking of suspected ADRs and the capture of MLAs / OAs, enabling prompt regulatory action and in-depth data analysis.

The portal has been aligned with the National Pharmacovigilance Program and integrates data from State/UTs Licensing Authorities, Pharmacovigilance Centers, and Central Government bodies like, Ministry of Information and Broadcasting (MoI&B), Central Consumer Protection

Authority (CCPA), National Commission for Indian System of Medicine (NCISM), National Commission for Homoeopathy (NCH), Press Council of India (PCI), Food Safety and Standards Authority of India (FSSAI) and Central Drugs Standard Control Organization (CDSCO), which ensures scientific rigor in monitoring safety concerns.

The portal allows consumers, healthcare professionals to report and regulatory authorities to monitor misleading advertisements, adverse drug reactions and all complaints can be reviewed by higher authorities, including National Pharmacovigilance Centre (NPvCC) and Ministry of Ayush, thus promoting transparency and accountability in the regulatory framework.

(d) Yes, Ministry of Ayush has implemented a Central Sector Scheme- Ayush Oushadhi Gunavatta evam Utpadan Samvardhan Yojana (AOGUSY). One of the components of this scheme is Pharmacovigilance Program for Ayurveda, Siddha, Unani, and Homoeopathy (ASU & H) Drugs including surveillance of misleading advertisements.

The program working through its three-tier network and vision is to improve patient safety in Indian population by monitoring the ASU & H drugs safety by keeping vigilance over the post marketing use of ASU&H drugs and reporting culture of suspected ADRs, keeping surveillance of misleading advertisements appearing in print and electronic media, organising awareness events regularly across the country to generate awareness regarding the Ayush therapeutic approaches and educating healthcare professionals about the systematic use of Ayush drugs.

Further, Ministry of Ayush has recently launched an IT enabled online portal- “Ayush Suraksha” to track reported MLAs / OAs and ADRs.
