

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 170
TO BE ANSWERED ON 22nd July 2025**

“Expanding the reach and usage of Ayush suraksha portal”

170. Shri Sadanand Mhalu Shet Tanavade:

Will the Minister of Ayush be pleased to state:

- (a) the major initiatives undertaken to enhance regulatory transparency, public awareness, and consumer safety through the Ayush suraksha portal;
- (b) the current status of integration of the portal with drug enforcement authorities, consumer grievance mechanisms, and Ayush product licensing systems;
- (c) the total budgetary allocation and expenditure on the development, maintenance and outreach of the portal, year-wise since inception; and
- (d) whether Government has any plans to expand the reach and usage of the Ayush suraksha portal among citizens, Ayush practitioners and manufacturers through digital awareness campaigns or integration with healthcare platforms, and if so, the details thereof?

ANSWER

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

(a) to (b) Ministry of Ayush has developed an IT enabled online portal “Ayush Suraksha” to track the reported misleading advertisements

/Objectionable Advertisements 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 Misleading/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.

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.

(c) No specific budgetary allocation was made for the Ayush Suraksha portal.

(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.
