

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 1767  
TO BE ANSWERED ON 05<sup>th</sup> August 2025**

**“Complaints received through Ayush Suraksha Portal”**

**1767. Smt. Kiran Choudhry:**

**Dr. Medha Vishram Kulkarni:**

**Shri Ryaga Krishnaiah:**

Will the Minister of Ayush be pleased to state:

- (a) the total number of complaints received through the Ayush Suraksha Portal since its inception regarding misleading advertisements and adverse drug reactions in the Ayurveda sector;
- (b) the specific steps taken in response to complaints registered on the portal, including any regulatory or penal actions initiated;
- (c) whether any trends or recurring violations have been identified through the portal data;
- (d) if so, the nature of violations; and
- (e) the details of any outreach measures undertaken by the Ministry to raise public and industry awareness about the availability and function of the Ayush Suraksha Portal?

**ANSWER**

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

(a) to (d) Ministry of Ayush has launched an IT enabled online portal “Ayush Suraksha” on 30<sup>th</sup> May 2025 to enhance regulatory transparency in the Ayush sector. The portal features a centralized dashboard for real-time tracking of suspected Adverse Drug Reactions (ADRs) and capturing of Misleading Advertisements (MLA)/Objectionable Advertisements (OA) for prompt regulatory action and in-depth data analysis.

The total number of complaints received through the Ayush Suraksha Portal since its inception regarding misleading advertisements and adverse drug reactions in the Ayush sector are attached at **Annexure-1**.

All complaints received over the portal are being forwarded to the concerned authorities for further necessary action.

All misleading advertisements capture in portal are in violation of provisions under Section 3 (a), (b), (c), and (d), Section 4 (a), (b), and (c), Section 5 of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954, Consumer Protection Act, 2019, Cable television network (Regulation) Act 1995 etc.

(e) 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.

\*\*\*\*\*

**Annexure-1**

The total number of complaints received through the Ayush Suraksha Portal since its inception regarding misleading advertisements and adverse drug reactions in the Ayurveda sector are as follows:

<b>Misleading advertisements and Suspected adverse drug reactions Submitted to portal</b>		
	<b>MLA</b>	<b>Suspected ADR's</b>
Submitted by Public Objectionable Advertisement	19	00
NPvC, All India Institute of Ayurveda, New Delhi	38	00
IPVC, Institute of Teaching and Research in Ayurveda, Jamnagar	94	02
IPVC, National Institute of Ayurveda, Jaipur	331	10
IPVC, National Institute of Homoeopathy, Kolkata	101	00
IPVC, National Institute of Unani Medicine, Bengaluru	98	04
IPVC, National Institute of Siddha, Chennai	40	03
<b>Total</b>	<b>721</b>	<b>19</b>