

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1778
TO BE ANSWERED ON 05th August 2025**

“Setting up of Ayush pharmacy in the country”

1778. Dr. Dharmasthala Veerendra Heggade:

Will the Minister of Ayush be pleased to state:

- (a) the details of the incentives given to people who want to set up Ayush pharmacy and sell ayurvedic medicines in the country;
- (b) the initiatives taken by Government to set up and educate people about Ayurvedic drugs along with the number of institutes set up last year;
- (c) the steps taken by Government to increase the awareness about Ayurvedic medicines and encourage sale of Ayush drugs in the country; and
- (d) the steps taken for strengthening and upgradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards?

ANSWER

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

(a) and (d) In the year 2021, Ministry of Ayush has implemented a Central Sector Scheme- Ayush Oushadhi Gunavatta Evam Utpadan Samvardhan Yojana (AOGUSY), the total Budget allocation to this scheme is Rs. 122.00 crores for five years. The objectives of the Scheme are as under;

- i. To enhance India's manufacturing capabilities and exports of traditional medicines and health promotion products under the initiative of Atmanirbhar Bharat.
- ii. To facilitate adequate infrastructural & technological upgradation and institutional activities in public and private sector for standardization, quality manufacturing and analytical testing of Ayush drugs & materials.

- iii. To strengthen regulatory frameworks at Central and State level for effective quality control, safety monitoring and surveillance of misleading advertisements of Ayush drugs.
- iv. To encourage building up synergies, collaborations and convergent approaches for promoting standards and quality of Ayush drugs & materials.

The components of Central Sector Scheme- Ayush Oushadhi Gunavatta Evam Utpadan Samvardhan Yojana (AOGUSY) are as follows:

- i. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
- ii. Pharmacovigilance of Ayurveda, Siddha, Unani, and Homoeopathy (ASU & H) Drugs, including surveillance of misleading advertisements.
- iii. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
- iv. Support for development of standards and accreditation/certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centres.

Till date, 16 ASU & H pharmacies and 06 ASU&H drug testing laboratories have been supported financially under the Scheme. The details of Grant-in-Aid are annexed as **Annexure-I**.

(b) and (c) Ministry of Ayush has taken following steps to educate people, increase the awareness about Ayurvedic medicines and encourage sale of Ayush drugs in the country—

1) Ministry of Ayush implemented a Pharmacovigilance Program for ASU & H Drugs as a component of Central Sector Scheme Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY). This pharmacovigilance program is working through a three-tier network pharmacovigilance centers distributed throughout the country with one National Pharmacovigilance Coordination Center (NPvCC), 5-Intermediary Pharmacovigilance Centers (IPvC) & 97 Peripheral Pharmacovigilance Centers (PPvC).

Through these centres regular awareness programs have been conducted throughout the nation for practitioners, healthcare workers and general public. Till date, 2868 awareness programs have been conducted with 2, 58,118 beneficiaries across the country. Details of the awareness programs are attached at **Annexure-2**.

In addition, as per National Commission for Indian System of Medicine Regulations, 2022 and National Commission for Homoeopathy regulations, 2022, Pharmacovigilance is a mandate component for all the Ayush system of medicine. Also, 1500 awareness programs have been conducted with 115283 beneficiaries till date.

2) The Ministry of Ayush is implementing a Central Sector Scheme namely Ayurgyan since 2021-

22 having a component of 'Capacity Building & Continuing Medical Education in Ayush' with aim to encourage Ayush personnel to undergo need-based professional training and bridge the knowledge gaps. During last FY 2024-25, 36 CME programmes have been supported to 27 Institutions/Organizations to conduct training programmes on various subjects.

3) Ministry of Ayush is implementing the Centrally Sponsored Scheme of National Ayush Mission (NAM) through State/UT Governments for development and promotion of Ayush system of medicines in the Country and providing financial assistance to them as per the proposals received in their State Annual Action Plans (SAAPs). State/UT Government may avail financial assistance by submitting proposals through State Annual Action Plan (SAAP) as per NAM guidelines.

4) 12 National Institutes and 05 Research Councils under the aegis of Ministry of Ayush are engaged in Outpatient & Indoor patient services, co-ordinating, formulating, developing and promoting research on scientific lines in Ayush systems of healthcare. These Institutes/ Councils organizes Arogya Melas, Awareness Camps, Treatment Camps, Radio & TV talks, outreach programs like Swasthya Rakshan Program (SRP), Schedule Caste Sub Plan (SCSP) Research Program, Tribal Health Care Research Program (THCRP) for creating awareness on Ayush systems of healthcare among the general public.

5) The Ministry has developed a Central Sector Scheme for Promotion of International Co-operation in Ayush (IC Scheme) under which the Ministry of Ayush provides support to Indian Ayush 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.

6) Ministry of Ayush is implementing a Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush. Under this Scheme, Ministry organises National/ State level Arogya Fairs, Yoga Fests/ Utsavs, Ayurveda Parvs, celebrate important days of Ayush system, participate in Health fairs/ melas, Exhibitions etc, provide financial assistance for organising seminars, workshops, conferences and conduct multimedia campaigns etc. to create awareness among citizens regarding Ayush system of health care.

7) The Ministry of Ayush is implementing a Central Sector Scheme namely Ayurswasthya Yojana, since FY 2021-22. The Scheme has 02 components viz. (i) Ayush and Public Health (ii) Centre of Excellence (CoE). The primary objective of the Ayush and Public Health component is to roll out of authentic classical Ayush interventions with following objectives:-

- i. To promote Ayush intervention for community health care.
- ii. To demonstrate advantages of Ayush health care in public health.
- iii. To support for implementing Sustainable Development Goal-2 (SDG2) and Sustainable Development Goal -3 (SDG 3) through integrating Ayush system.
- iv. Documentation of the efficacy of Ayush systems through Ayush interventions in various public health issues which can be taken up in larger scale for implementation in national health programmes.

Annexure-I

The details of the incentives given to people for strengthening and upgradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards are as follows;

S. No.	F.Y.	State	Component	Pharmacy/ DTL	Particulars	Amount released
1	2021-22	Mizoram	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. of Mizoram	Rs. 1,800,000
2	2022-23	Pune	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Inducare Pharma Pvt.Ltd. Pune	Rs. 30,000,000
3		Maharashtra		Pharmacy	Ayurchem Private Ltd. Maharashtra.	Rs. 26,900,000
4		Maharashtra		Pharmacy	Phytovedic India Pvt. Ltd. Maharashtra	Rs. 21,461,000
5		Kerala		Pharmacy	Visesh Ayurvedic Pvt. Ltd Pharmacy Kerala.	Rs. 19,156,000
6		Uttar Pradesh		Pharmacy	Amar Pharmaceuticals and labs (I) Pvt. Ltd. U.P	Rs. 14,343,000
7		Uttar Pradesh		DTL	Amar Pharmaceuticals and labs (I) Pvt. Ltd. U.P (DTL)	Rs. 7,767,000
8		Madhya Pradesh		Pharmacy	Shree Baidyanath Ayurved Bhawan Pvt. Ltd, Madhya Pradesh	Rs. 20,892,000
9		Kerala		Pharmacy	Kollam District Ayurveda Oushdha Nirmana Vyavasaya Co-operative Society Ltd, Kerela	Rs. 6,429,000
10	2023-24	Tripura	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. of Tripura	Rs. 7,668,000

11		Madhya Pradesh	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Shree Baidyanath Ayurved Bhawan Pvt. Ltd, Madhya Pradesh	Rs. 9,108,000
12		Jammu & Kashmir	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. J&K	Rs. 8,629,500
13		Kerala	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Sitaram Ayurveda Pvt. Ltd, Thrissur, Kerala.	Rs. 5,000,000
14		Kerala		Pharmacy	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	Rs. 5,000,000
15		Rajasthan		Pharmacy	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	Rs. 5,000,000
16		Assam		Pharmacy	Assam Ayurvedic Products, Guwahati, Assam (PSU)	Rs. 4,559,519
17		Jammu & Kashmir		Pharmacy	Govt. Pharmacy, Jammu & Kashmir	Rs. 10,500,000
18		Gujarat		Pharmacy	State Pharmacy, Rajpipla, Gujarat	Rs. 4,420,248
19		Mizoram		DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs. 6,720,884
20		Tamil Nadu		DTL	State Govt. Drug Testing Laboratory, Tamil Nadu	Rs. 2,000,000
21		Arunachal Pradesh		Pharmacy	State Pharmacy, Arunachal Pradesh	Rs. 6,702,164
22		Arunachal Pradesh		DTL	State Drug Testing Laboratory , Arunachal Pradesh	Rs. 1,799,813
23	2024-25	Arunachal Pradesh	Strengthening and up-gradation of Ayush Pharmacies	Pharmacy	State Pharmacy, Arunachal Pradesh	Rs. 7,042,077

24	Arunachal Pradesh	and Drug Testing Laboratories to achieve higher standards	DTL	State Drug Testing Laboratory , Arunachal Pradesh	Rs. 1,724,400
25	Kerala		Pharmacy	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	Rs. 4,432,807
26	Tamil Nadu	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. Drug Testing Laboratory, Tamil Nadu	Rs. 5,100,000
27	Rajasthan		Pharmacy	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	Rs. 14,454,189
28	Mizoram		DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs. 3,940,500
29	Tamil Nadu		DTL	State Govt. Drug Testing Laboratory, Tamil Nadu	Rs. 4,157,062
30	Gujarat		Pharmacy	State Pharmacy, Rajpipla, Gujarat	Rs. 20,000,000
31	Mizoram	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs. 1,800,000
32	Tamil Nadu	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	State Govt. Pharmacy, Tamil Nadu Medicinal Plant Farms & Herbal Medicine Corporation Limited (TAMPCOL), Tamil Nadu	Rs. 4,500,000

33		Arunanchal Pradesh	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	State Pharmacy, Arunanchal Pradesh	Rs. 3,108,000
34	2025-26	Punjab	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Shree Dhanwantari Herbals Pvt. Ltd.	28,500,000
					Total	Rs. 324,615,163

Annexure-2

The details of the awareness programs are conducted by Pharmacovigilance centres till date are as follow:

Year	Awareness Program	Beneficiaries
2018	1	50
2019	54	800
2020	60	4300
2021	118	14659
2022	292	23510
2023	586	43396
2024	1065	105148
2025 (June 2025)	692	66255
Total	2868	2,58,118