GOVERNMENT OF INDIA

MINISTRY OF AYUSH

RAJYA SABHA

STARRED QUESTION NO - 103

TO BE ANSWERED ON 09/12/2025

"International recognition of AYUSH products"

***103 Dr. Fauzia Khan:**

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

(a) whether the Ministry has conducted any independent evaluation of its international collaboration initiatives;

(b) if so, the details thereof and if not, the reasons therefor;

(c) the strategies to overcome barriers hindering the global acceptance of AYUSH therapies and products; and

(d) the list of products recognized under international regulatory frameworks and the countries where they are accepted?

ANSWER

THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

(a) to (d) A Statement is laid on the Table of the House.

The Statement referred in reply to Rajya Sabha Starred Question No. 103 for 09.12.2025

(a) & (b) The Ministry of Ayush is implementing a Central Sector Scheme for the Promotion of International Co-operation in Ayush (IC Scheme) under which Ministry 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. The Ministry of Ayush, Govt. of India has signed 25 Country to Country MoUs with different foreign countries and 52 Institute to Institute level MoUs with different international organizations for the promotion and research of Ayush systems.

For continuation of the Scheme in each Finance Cycle, an Independent third party evaluation from reputed agency is done to assess the efficacy of the various component of the Scheme and suggest modification if any. These suggestion/recommendation of the third party evaluation are factored in while continuing the Scheme.

(c) The Government has adopted a multi-pronged strategy to overcome barriers hindering the global acceptance of Ayush therapies and products. These include:

(i) Strengthening regulatory cooperation with foreign regulatory authorities to address non-tariff barriers such as registration requirements, quality standards, phytosanitary norms, and product classification issues;

(ii) Promoting evidence-based research, clinical guidelines, and pharmacopeial harmonization to enhance scientific credibility and meet global regulatory expectations;

(iii) Engaging in bilateral discussions and technical dialogues, facilitated through the Ministry of External Affairs (MEA), to resolve country-specific tariff and non-tariff barriers affecting the export of Ayush products and services;

(iv) Leveraging trade negotiation platforms of the Ministry of Commerce & Industry, including Free Trade Agreements (FTAs), Joint Economic and Trade Committees (JETCO), Joint Trade and Economic Cooperation Commission (JCTEC), Trade and Economic Partnership Agreements (TEPA), and other mechanisms, to seek improved market access and favourable regulatory pathways for Ayush products;

(v) Strengthening quality, safety, and Good Manufacturing Practice (GMP) standards for Ayush products to align with international norms, including pharmacovigilance and risk-management frameworks;

(vi) Increasing global awareness through Ayush Chairs, Information Cells, capacity-building programmes, and International Day of Yoga initiatives, thereby improving acceptance of Ayush systems worldwide.

(d) Ayush products are recognized in varying degrees across several countries under their respective regulatory frameworks. Ayurvedic, Siddha, Unani and Homoeopathy medicines, herbal supplements, and Yoga-related wellness products are permitted in many countries under categories such as traditional medicines, natural health products, botanical supplements, complementary medicines, and over-the-counter herbal products, subject to local laws. Countries where such products are accepted include the United States, Canada, few member states of European Union (under traditional herbal product routes), United Kingdom, Australia, South Africa, United Arab Emirates, Russia, and several ASEAN countries, among others.

The specific approvals differ by product type and regulatory pathway; detailed acceptance is dynamic and governed by each country's national regulatory authority.

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