

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO-177
ANSWERED ON 02/12/2025**

“Initiatives for promotion of Ayush exports”

177. Shri Ravi Chandra Vaddiraju:

Will the Minister of Ayush be pleased to state:

(a) the details of initiatives taken under International Cooperation Scheme to promote Ayush exports and global recognition of Indian traditional medicine;

(b) the status of collaboration with WHO for setting global benchmarks for Ayurveda, Unani and Siddha; and

(c) whether any assessment has been made regarding the growth of Ayush exports following these international initiatives?

ANSWER

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

(SHRI PRATAPRAO JADHAV)

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

Ministry of Ayush has signed 25 Country to Country MoUs for Cooperation in field of Traditional Medicine with foreign nations, 15 MoUs with International Institutes for setting up of AYUSH Academic Chairs, 52 Institute to Institute level MoUs with foreign institutes for undertaking Collaborative Research / Academic collaboration and supported the establishment of 43 Ayush Information Cells in 39 foreign nations for propagation and promotion of Ayush at global stage.

(b) World Health Organization (WHO) with the support of the Ministry of Ayush, has developed standardized terminology documents for Ayurveda, Unani, and Siddha, and also benchmark documents that define international standards for the practice and training of Ayurveda & Unani. These efforts aim to establish globally accepted guidelines on safety, quality and practitioner competency.

(c) Ayush Export Promotion Council (AYUSHEXCIL), was notified vide Directorate General of Foreign Trade (DGFT) notification dated 31.07.2023.

The recent export data (FY2023-24 to FY2024-25), as under, shows an upward trend, indicating that the combined efforts like export facilitation, standardization, global outreach are translating into tangible growth in exports.

Commodity	Value in US\$ 2023-24	Value in US\$ 2024-25	Growth
AYUSH AND HERBAL PRODUCTS	65.12 Million	68.93 Million	5.87%

(Source: DGCIS)

AYUSHEXCIL is working toward strengthening the Ayush export ecosystem by assisting companies with overseas product registration, enhancing global visibility through international engagements, fostering adherence to global quality and safety standards, and positioning India more prominently as a global centre of traditional healthcare and wellness.