

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 178  
TO BE ANSWERED ON 02<sup>nd</sup> DECEMBER 2025**

**Ayush suraksha portal**

**178 # Dr. Kalpana Saini:**

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

- (a) the details of nature of health services, grievance redressal and security measures ensured through Ayush Suraksha Portal;
- (b) the details of citizens registered on the portal and the number of complaints resolved so far, State-wise; and
- (c) the steps being taken by Government to enhance security, transparency and citizen participation in Ayush medical systems through this portal and the details thereof?

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

(a) Ministry of Ayush has launched an IT enabled online portal “Ayush Suraksha” on 30<sup>th</sup> May 2025 to capture Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and report Adverse Drug Reactions (ADRs) related to the Ayush medicine. The portal features a centralized dashboard for real-time tracking of suspected ADRs and capturing of MLAs /OAs for prompt regulatory action and comprehensive data analysis.

The portal is aligned with the National Pharmacovigilance Program and integrates data from three tier Pharmacovigilance Centers and forwards complaints to the concerned authorities, including State/UT Licensing Authorities (Ayush) and Central Govt. bodies such as Ministry of Information and Broadcasting (MoIB), 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) for its resolution.

(b) There is no provision for citizen registration on the portal. However, citizens can report MLAs/OAs and ADRs through the portal and track the actions taken on their complaints by the

concerned authorities. Till date, 35 misleading advertisements have been reported by the general public on the portal.

As per the information received from States/UTs Governments, the number of complaints (including 35 misleading advertisements) resolved so far are attached at **Annexure-I**.

(c) The portal allows consumers, Ayush healthcare professionals to report and regulatory authorities to monitor MLAs /OAs, ADRs. All complaints on the portal can be reviewed by National Pharmacovigilance Centre (NPvCC) and Ministry of Ayush, thus promoting transparency and accountability in the regulatory framework.

To enhance citizen participation, the portal is being widely promoted through IEC materials, awareness camps, and social media platforms. Pharmacovigilance centres are also actively sensitising citizens, including healthcare professionals, to report misleading or objectionable advertisements and adverse drug reactions through the portal.

The three-tier network of pharmacovigilance under Ministry of Ayush is spread across the country with one National Pharmacovigilance Coordination Center (NPvCC), 5-Intermediary Pharmacovigilance Centers (IPvC) & 97 Peripheral Pharmacovigilance Centers (PPvC).

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**Annexure-I**

The number of complaints (including 35 misleading advertisements) resolved so far, as per the information received from States/UTs Governments, are as below-

<b>S. No.</b>	<b>State/UTs</b>	<b>No. of Complaints resolved till date</b>
1.	Puducherry	04
2.	Kerala	22
3.	Odisha	145
4.	Tripura	10
5.	Maharashtra	Nil
6.	Gujarat	Nil
7.	Manipur	Nil
8.	Mizoram	Nil
9.	Goa	Nil
10.	NCT of Delhi	Nil
11.	Nagaland	Nil
12.	Lakshadweep	Nil
13.	Ladakh	Nil
14.	Arunachal Pradesh	Nil
15.	UttarPradesh	Nil
16.	Jharkhand	Nil
17.	Harayana	Nil