

GOVERNMENT OF INDIA
MINISTRY OF AYUSH

RAJYA SABHA
UNSTARRED QUESTION NO. 334
TO BE ANSWERED ON 03.02.2026

Misuse of Ayush/Ayurveda nomenclature by Spas and Massage Centres

334. Smt. Ranjeet Ranjan:

Smt. Phulo Devi Netam:

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

- (a) whether Government has taken note of reports regarding illegal massage centres and spas operating under the guise of Ayurvedic or Ayush clinics, including instances involving immoral trafficking;
- (b) whether any licensing, inspection or monitoring mechanism exists to verify the authenticity of such establishments using Ayush nomenclature, if so, the number of registrations cancelled or suspended in the last three years;
- (c) whether the Ministry coordinates with State Governments and law-enforcement agencies to prevent misuse of Ayush systems for illegal activities; and
- (d) the steps taken or proposed to strengthen regulation, ensure practitioner accountability and protect the credibility of Ayush systems?

ANSWER

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

(a) and (b) Public health, including regulation, licensing, inspection and monitoring of clinical establishments such as Ayurvedic or Ayush clinics, massage centres and spas, is primarily a State subject. The Ministry of Ayush does not issue licences for clinics, massage centres or spas.

(c) and (d) Ministry of Ayush is implementing a Pharmacovigilance Program for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs under its Central Sector Scheme-Ayush Oushadhi Gunvatta evam Utpadan Samvardhan Yojana (AOGUSY). The program operates

through a dedicated three-tier network comprising 01 National Pharmacovigilance Co-ordination Centre (NPvCC), 05 Intermediary Pharmacovigilance Centres (IPvC) and 97 Peripheral Pharmacovigilance Centres (PPvC) across the country. All PPvCs/IPvCs routinely report Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and suspected Adverse Drug Reactions (ADRs) to the respective State/ UT Licensing Authorities for necessary action.

Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and Rules thereunder encompass the provisions for prohibition of misleading advertisements and exaggerated claims of drugs and medicinal substances including Ayush medicines, which appear in the print and electronic media and Government has taken note thereof.

Ministry of Ayush has issued advisory on dated 18th April, 2024 regarding “Compliance to the labelling provisions for ASU&H drugs/medicines”.

Gazette notification dated 21.11.2025 has been issued by the Ministry of Ayush nominating Coordinator, The National Pharmacovigilance Co-ordination Centre (NPvCC), established at All India Institute of Ayurveda, New Delhi under section 79 (3) b of IT Act, 2000 and IT Rules, 2021 for taking action against misleading advertisements/ objectionable advertisements.

Further, Ministry of Ayush has launched an IT-enabled online portal “Ayush Suraksha” portal on 30 May 2025 to enable real-time reporting, monitoring and analysis of ADRs and misleading advertisements, enhancing transparency, accountability and regulatory oversight in the Ayush sector.

To strengthen regulation, ensure practitioner accountability and enhance the credibility of Ayush systems, Ministry of Ayush has undertaken comprehensive measures through legislative reforms, digital initiatives and stringent quality control. Key steps include enactment of the National Commission for Indian System of Medicine Act, 2020 and the National Commission for Homoeopathy Act, 2020 and centralized drug regulation through an Ayush vertical in the Central Drugs Standard Control Organization (CDSCO). The National Commission for Indian System of Medicine (NCISM) and the National Commission for Homoeopathy (NCH), as statutory bodies under the Ministry of Ayush have implemented uniform standards for education and practice, established a National Register of licensed practitioners, enforced ethical and professional conduct regulations to ensure quality, transparency and public trust in Ayush systems.
