GOVERNMENT OF INDIA
MINISTRY OF AYUSH

RAJYA SABHA
STARRED QUESTION NO. 100
TO BE ANSWERED ON 28th JULY, 2026

Ayush Oushadhi Gunvatta Evam Uttpadan Samvardhan Yojana

100. **Shri Subhash Barala:**

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

(a) the steps taken to implement the new 'Ayush Quality Mark' launched in December 2025;
(b) the allocation made under Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY) for the upgradation of drug testing laboratories during 2025-26;
(c) the details of implementation of WHO-certified Pharmaceutical Product (CoPP) guidelines for Ayurveda, Siddha and Unani (ASU) medicines; and
(d) the measures taken by Government to strengthen quality assurance, testing and global acceptance of Ayush medicines?

ANSWER

THE MINISTER OF STATE (IC) OF
MINISTRY OF AYUSH

(SHRI PRATAPRAO JADHAV)

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

The statement referred to in reply to Rajya Sabha Starred Question No. 100* for 28.07.2026.

(a) The Ayush Quality Mark**,** launched on 19th December, 2025 during the 2nd World Health Organization (WHO) Global Summit on Traditional Medicine**,** has been introduced as a unified quality assurance framework to promote globally accepted standards for Ayush products and services. The implementation of the initiative has been entrusted to the AYUSHEXCIL, an Ayush Export Promotion Council notified by Directorate General of

Foreign Trade (DGFT), Ministry of Commerce and supported by Ministry of Ayush. The Ayush Quality Mark covers Ayush products, Ayush hospitals, day-care centres, clinics, wellness centres, Medical Value Travel Facilitators (MVTFs) and Ayush product testing laboratories. The framework is aligned with internationally accepted standards of quality, safety and efficacy and is supported through accredited certification. The initiative is further complemented by ongoing measures under the Ayush Oushadhi Gunvatta Evam Uttpadan Samvardhan Yojana (AOGUSY) for strengthening quality control infrastructure, regulatory capacity, pharmacovigilance and standardisation.

(b) The Ministry of Ayush has implemented a Central Sector Scheme, Ayush Oushadhi Gunavatta evam Uttpadan Samvardhan Yojana (AOGUSY), which was approved by Standing Finance Committee (SFC) on 16.03.2021. 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 details of the allocation made under Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY) for the upgradation of drug testing laboratories during 2025-26 are annexed at **Annexure-I.**

(c) Certification of Pharmaceutical Product (CoPP) as per World Health Organization (WHO) guidelines has been extended to Ayurveda, Siddha and Unani (ASU) medicines to strengthen regulatory measures ensuring safety and quality of Ayush drugs. Under the scheme, Certificate of Pharmaceutical Product (CoPP) is issued by the Central Drugs Standard Control Organization (CDSCO) in coordination with Ministry of Ayush and the concerned State Licensing Authorities after verification of the manufacturer's compliance with Good Manufacturing Practices (GMP) as prescribed under Schedule T of the Drugs Rules, 1945

and other prescribed quality and regulatory requirements. The implementation process includes scrutiny of the application and supporting documents, along with joint inspections of manufacturing facilities by representatives of CDSCO, Ministry of Ayush and the concerned State Licensing Authority, wherever applicable, to verify compliance with GMP, quality assurance systems, manufacturing processes, testing facilities, documentation and applicable pharmacopoeial standards. Upon satisfactory verification, the CoPP is issued certifying that the product is manufactured in conformity with the applicable quality standards under the WHO Certification Scheme.

(d) Government of India has taken following steps to strengthen scientific testing, standardisation and treatment protocols for Ayush medicines:

1. The Drugs & Cosmetics Act, 1940 and Drugs Rules, 1945 have exclusive regulatory provisions for Ayurveda, Siddha, Sowa-Rigpa, Unani and Homoeopathy (ASSU&H) drugs. It is mandatory for the manufacturers to adhere to the prescribed requirements for licensing of manufacturing units & medicines including proof of safety & effectiveness, compliance with the Good Manufacturing Practices (GMP) as per Schedule T and Schedule M-I of the Drugs Rules, 1945 for Ayurveda, Siddha, Sowa-Rigpa, Unani and Homeopathy drugs respectively and to follow the quality standards of drugs as prescribed in the respective pharmacopoeia.

Drug Inspectors collect medicine samples regularly from manufacturing firms or retail shops within their jurisdiction and send them to Drug Testing Laboratory under Drug Control department for quality testing and if any sample is found to be 'Not of Standard Quality', appropriate action is initiated such as preventing the sale of the medicines from the market and appropriate legal actions as per Drugs and Cosmetics Act, 1940 and Rules made thereunder. There are 34 Drug Testing Laboratories available in State/UTs for testing of the Legal Samples drawn by the Drug Inspectors of concerned State/UTs.

2. The Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), a subordinate organization under Ministry of Ayush, develops pharmacopoeial standards and formulary specifications for Ayush drugs, which serve as the official compendia for determining their identity, purity, and strength. Compliance with these standards is mandatory under the Drugs and Cosmetics Act, 1940 and the Rules made thereunder. PCIM&H also functions as the Appellate Drug Testing Laboratory for Ayush drugs and conducts regular capacity-building programmes for Drug Regulatory Authorities, Drug

Analysts, and other stakeholders on standardization, quality control, and testing methodologies to strengthen the quality assurance system for Ayush drugs.

3. Drug Testing Laboratories are approved by the Ministry of Ayush under Rules 160A to 160J of the Drugs Rules, 1945, for carrying out tests relating to the identity, purity, quality and strength of Ayush drugs. As on date, 118 private Drug Testing Laboratories have been approved by the Ministry across States and Union Territories for conducting such tests in accordance with the provisions of the Drugs Rules, 1945.

4. Further, Ministry of Ayush is implementing a Central Sector Scheme, namely, Ayush Oushadhi Gunvatta Evam Uttpadan Samvardhan Yojana (AOGUSY) to support Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards like WHO-GMP and National Accreditation Board for Testing and Calibration Laboratories (NABL) respectively.

5. In addition, the Ministry of Ayush has undertaken the following initiatives to promote quality assurance and certification of Ayush products:

- To strengthen regulatory oversight, Ayush Vertical in CDSCO facilitates the issuance of the World Health Organization Certificate of Pharmaceutical Product (WHO-CoPP) for eligible Ayush drugs through joint inspections with State/UT Licensing Authorities.
- Ayush Standard Mark and Ayush Premium Mark are awarded to Ayush Drugs by Quality Council of India (QCI) based on third-party assessment of compliance with prescribed national and international quality standards.
- Ayush Quality Mark Programme was launched by the Ministry of Ayush to strengthen quality assurance, enhance consumer confidence, and improve the Global recognition and competitiveness of Ayush products and services.
- Ayurveda and Yoga has been included under Sectional Committee 2 of ISO/TC249 to focus on International Standards of Ayurveda and Yoga, terminology, quality and safety of ingredients, extracts, finished products, Ayurveda based dietary supplements, Yoga accessories etc.

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Annexure-I

Details of the allocation made under Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY) for the upgradation of drug testing laboratories during 2025-26:

S.No.	State	Component	Pharmacy/DTL	Govt./Pvt./PSU	Particulars	Amount (In Rs.)
1.	Arunachal Pradesh	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	Govt.	State Drug Testing Laboratory,, Arunachal Pradesh	17,99,813
2.	Mizoram		DTL	Govt.	State Govt. Drug Testing Laboratory, Mizoram	18,00,000
3.	Madhya Pradesh		DTL	Govt.	State Govt. Drug Testing Laboratory, Madhya Pradesh	75,83,262
TOTAL						**1,11,83,075**

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