

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 167  
TO BE ANSWERED ON 21<sup>st</sup> JULY, 2026**

**“Global promotion of Ayush and medicinal spices”**

**167. Dr. Sikander Kumar:**

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

- (a) the specific implementation roadmap, financial allocation and institutional milestones finalised under the recent Memorandum of Understanding (MoU) signed with the Spices Board of India to scale up international trade for functional foods, nutraceuticals, and herbal extracts;
- (b) whether Government has created a dedicated financial subsidy model to offset safety testing and clinical validation costs for small-scale exporters under this initiative;
- (c) if so, the details thereof; and
- (d) the steps being taken by Government to utilise India's active Free Trade Agreements to eliminate non-tariff barriers specifically targeting value-added Ayurvedic and spice-based products?

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

(a) to (c) The Memorandum of Understanding (MoU) has been signed between AYUSHEXCIL and the Spices Board of India on 25th May, 2026. It provides a framework for cooperation to strengthen India's global leadership in functional foods, nutraceuticals, herbal extracts and value-added Ayurvedic and spice-based products.

The implementation roadmap envisages the establishment of a Joint Steering Committee (JSC), comprising of representatives from both parties, responsible for preparing annual action plans, overseeing implementation, and monitoring progress. The MoU doesn't mention any specific financial allocation and institutional milestones nor a dedicated financial subsidy model to offset safety testing and clinical validation costs for small-scale exporters.

(d) To eliminate non-tariff barriers, the Government of India is actively maps and aligns domestic standards with international benchmarks. Ministry of Ayush, in coordination with the Ministry of Commerce, is promoting export-oriented initiatives such as the Ayush Quality

Mark and Ayurveda Aahar to enhance global market access, ensure quality assurance, and strengthen consumer confidence in Ayush products. In addition, Government of India is also engaged with various bilateral and multilateral mechanisms to address the non-tariff barriers.

Labelling exemptions provided under Rule 161A of the Drugs Rules, 1945 for export consignments of Ayurvedic, Siddha, Sowa-Rigpa and Unani drugs facilitate compliance with the labelling requirements of importing countries and support export-oriented initiatives of Ayush products.

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