

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOKSABHA
UNSTARRED QUESTION NO-1062
TO BE ANSWERED ON 22/07/2022**

“INTERNATIONAL HUB FOR AYUSH”

1062. SHRI P RAVINDHRANATH:

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

- a) whether the Government has proposed to establish an international hub for Ayush and other traditional medicines across the country;
- (b) if so, the details thereof;
- (c) whether the Government has also contemplated to launch Ayush mark for traditional medicines and Ayush visa for health travelers for the benefit of such international Ayush hub; and
- (d) if so, the details thereof and estimated revenue likely to be generated by the Government through this initiative including the State of Tamil Nadu?

**ANSWER
THE MINISTER OF AYUSH
(SHRI SARBANANDA SONOWAL)**

- (a) No such proposal is under consideration with the Ministry of Ayush.
- (b) Does not arise.
- (c)& (d) Ayush Mark Certification Scheme is operated by Quality Council of India (QCI) since 2009. The salient features of the scheme are as follows:
 - It is a voluntary certification scheme for ASU&H products having two levels: Ayush Standard Mark and Ayush Premium Mark.
 - The Ayush Standard Mark is based on Good Manufacturing Practices (GMP) for Ayurvedic, Siddha and Unani medicines (Schedule T) as per Drugs and Cosmetic Rules, 1945. AYUSH Premium Mark is based on WHO's GMP guidelines covering herbal medicines.

- For any manufacturer to qualify for AYUSH Mark Certification, compliance to the domestic regulations is a pre-requisite. The products are certified post regulatory approval given by State Licensing Authority of the state government concerned.
- The rest of the details of the scheme can be accessed at the following link:
<https://qcin.org/voluntary-certification-scheme-for-ayush-products>.

During the inaugural ceremony of the “Global Ayush Investment and Innovation Summit” held on 20.04.2022 at Gandhinagar, Gujarat, Hon'ble Prime Minister made the announcement to launch a special category of Ayush visa for tourists visiting India for Ayush medical tourism/education/treatment including Yoga. Accordingly, the Ministry of Ayush has requested the Ministry of Home Affairs to work out the modalities for creation of separate category for Ayush Visa/eVisa.
