"Export of Ayurvedic Products"

836. Shri Chamala Kiran Kumar Reddy:

Will the Minister of Ayush be pleased to state:

(a) whether it is a fact that exports of Ayush and herbal products from the country in 2023-24 registered only a 3.6% growth and if so, the details thereof along with growth rate and export amount during the last three years, year-wise;

(b) whether it is also a fact that approximately 20% of Ayurvedic product consignments face rejection in international markets due to non-compliance with quality standards and if so, the details thereof along with the reasons therefor;

(c) whether the Government has taken specific measures to align India's Ayurvedic product standards with international quality requirements to reduce rejection rates; and

(d) if so, the details thereof?

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAP RAO JADHAV)

(a) As per Directorate General of Commercial Intelligence and Statistics (DGCIS) data, the details of growth rate and export amount during the last three years, year-wise is as follows:

Commodity	Value in US$ 2021-22	Value in US$ 2022-23	Value in US$ 2023-24
Ayush and Herbal Products	612124787	628541727	651172561

 (b) No such information is available with this Ministry.

(c) and (d) The measures taken by the Government to align India's Ayurvedic product standards with international quality requirements to reduce rejection rates are as follows:

Ministry of Ayush, Government of India has established Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) as its subordinate office. PCIM&H on behalf of Ministry of Ayush lays down the formulary specifications and pharmacopoeial standards for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs which serves as official compendia for ascertaining the quality (identity, purity and strength) of the ASU&H drugs. As per the Drugs & Cosmetics Act, 1940 and rules thereunder, the compliance to this quality standards are mandatory for the production of ASU&H drugs being manufactured, sold and stocked in India. The standards and quality parameters included in the Pharmacopoeias and Formularies of Ayurveda, Siddha, Unani and Homoeopathy (ASU and H) drugs prescribing mandatory regulatory standards have been identified as such to align the parameters prescribed by World Health Organisation (WHO)/other major pharmacopoeias prevalent worldwide. Implementation of these pharmacopoeial standards ensures that the medicines reaching to masses inland as well as globally conform to optimum quality standards in terms of identity, purity and strength. So far, 2259 quality standards on raw materials (single drugs of plant/ animal/ mineral/ metal/ chemical origin) used in ASU&H drugs, 405 quality standards of ASU formulations and 2666 formulary specifications of ASU drugs has been published. In addition to above, supporting documents in the form of Macro-Microscopic & TLC Atlas on 351 single drugs incorporated in Ayurvedic Pharmacopoeia of India (API) has also been published. PCIM&H also acts as the Central Drugs Laboratory for Indian Medicine and Homoeopathy for the purpose of testing or analysis of ASU&H Drugs.

Further, Ministry of Ayush encourages following certifications of Ayush products as per details below:-

- The scheme for Certification of Pharmaceutical Product (CoPP) as per World Health Organization (WHO) guidelines is extended to Ayurveda, Siddha and Unani (ASU) medicines. This scheme is administered by Central Drugs Standard Control Organization (CDSCO) and the certificate is granted on the basis of joint inspection of the applicant manufacturing unit by the representatives of CDSCO, Ministry of Ayush and the concerned State Licensing Authority.

- Quality Certifications Schemes implemented by the Quality Council of India (QCI) for grant of Ayush Premium mark to Ayurvedic, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.