

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO. 5618**

**TO BE ANSWERED ON 04<sup>th</sup> APRIL, 2025**

**“Ayurvedic Aahara Products”**

5618. Smt. Poonamben Hematbhai Maadam:

Will the Minister of AYUSH be pleased to state:

- (a) whether the Government has provided a clear definition and framework for classifying Ayurvedic food products;
- (b) if so, the details thereof;
- (c) whether Ayurveda Aahara products have specific labelling and branding so that consumers can easily identify authentic products and if so, the details thereof;
- (d) whether the Government has promoted Ayurveda Aahara and its benefits; and
- (e) if so, the details thereof?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH**

**(SHRI PRATAPRAO JADHAV)**

(a) and (b) Food Safety and Standards Authority of India (FSSAI) has formulated Food Safety and Standards (Ayurveda Aahara) Regulations, 2022 in consultation with the Ministry of Ayush and notified the regulations in the official gazette on 5<sup>th</sup> May, 2022.

The regulations define “Ayurveda Aahara” a food prepared in accordance with the recipes or ingredients or processes as per method described in the authoritative books of Ayurveda listed under ‘Schedule A’ of these regulations including products which have other botanical ingredients in accordance with the concept of Ayurveda Aahara.

(c) The Regulation 13(i) of the Food Safety and Standards (Ayurveda Aahara) Regulations, 2022 specifies the specific labelling requirements for Ayurveda Aahara, namely:- the words “AYURVEDA AAHARA” printed in the immediate proximity of the name or brand name of the

product; and the logo as specified in the Schedule E of the regulations, on the front of the pack of the label.

The labelling of Ayurveda Aahara shall be in accordance with the the specific labelling requirements provided in the Food Safety and Standards (Ayurveda Aahara) Regulations, 2022, and Food Safety and Standards (Labelling and Display) Regulations, 2020.

(d) and (e) FSSAI had organized a "Sankalp Swachha Aahar" event in Buldhana, Maharashtra on 12<sup>th</sup> January, 2025, training over 1,500 street food vendors and Self Help Group (SHG) women on food safety and hygiene, with a focus on Ayurveda Aahara.

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