

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO.849
TO BE ANSWERED ON 07th FEBRUARY, 2025**

“Ayurvedic Food Products”

849. Dr. D. Purandeswari:
Shri Mukeshkumar Chandrakaant Dalal:

Will the Minister of AYUSH be pleased to state:

- (a) whether any strategies are being implemented by the Government to promote Ayurveda based food innovations for achieving sustainable nutrition goals and if so, the details thereof;
- (b) the manner in which the concept of Ayurveda Aahaar align with international standards and global food security objectives;
- (c) the steps being taken by the Government to encourage investment in Ayurveda-focused startups and their integration into mainstream markets;
- (d) the manner in which the Government plan to address public misconceptions relating to the taste and adaptability of Ayurvedic food products; and
- (e) whether there are any specific export promotion initiatives for Ayurveda Aahaar to expand its reach in global markets and if so, the details thereof?

ANSWER

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

(a) The strategies implemented by the Government to promote Ayurveda based food innovations for achieving sustainable nutrition goals are as follows:

1. Food Safety and Standards Authority of India (FSSAI) has published the Food Safety and Standards (Ayurveda Aahara) Regulations, 2022 [FSS(AA)]. According to these regulations, “Ayurveda Aahara” means 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. The Regulations include:

- Category A- Ayurveda Aahara prepared in accordance with the Authoritative Ayurveda Texts in Books listed in Schedule A.
- Category B- A new recipe of Ayurveda Aahara using ingredients listed in the Authoritative Ayurveda Texts in Books listed in Schedule A, along with other botanicals used in Ayurveda Dietetic Principles (viz. Rasa Guna, Virya Vipaka, and Karma)
- Category B1- Ayurveda Aahara presented in a format different from that specified in the Authoritative Texts of Books listed Schedule A.
- Category B2- Ayurveda Aahara intended to provide a health benefit, or as an adjuvant, to support a specific disease condition or disorder specified/ not specified in the Authoritative Texts of Books listed Schedule (Ayurveda Aahara in A. for Specific Medical Purpose).

2. The Ministry of Ayush implements the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush Systems of Medicine. This aims to reach out to all sections of the population across the country. This scheme provides assistance for organizing National/State Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs etc. The Ministry also undertakes Multi-Media, Print Media Campaigns for creating awareness about Ayush systems.

3. Rashtriya Ayurveda Vidyapeeth (RAV) has created few Ayush Aahar like Poshak Cookies, Annie Bread, Sumit Jam, Jeetayu Tea, NP Quenchy Drink, AG Ketchup, Full Moon Chocolate based on Ayurveda principles. RAV has signed MoU with NIFTEM to train Ayurveda graduates in the preparation of food and to instill entrepreneurship qualities among them. A similar training arrangement was made in collaboration with Jamia Hamdard University. RAV has trained nearly 120 Ayurveda graduates in the last 18 months. All the products are made only through FSSAI licensed manufacturers so that the standards of products are maintained/ensured.

4. All India Institute of Ayurveda (AIIA) conducts various PG, PhD, and research projects related to Ayurveda-based food innovations. These initiatives explore and validate Ayurveda dietary principles for sustainable nutrition goal. AIIA also maintains a repository of theses and dissertations focused on Ayurveda food innovations.

(b) Ayurveda Aahara and its ingredients shall comply with Food Safety and Standards Act, 2006, Food Safety and Standards (Contaminants, Toxins and Residues) Regulation, 2011 and horizontal food standards, which are in harmonization with global standards.

(c) The steps being taken by the Government to encourage investment in Ayurveda-focused startups and their integration into mainstream markets are as follows:

All India Institute of Ayurveda (AIIA), New Delhi promotes Ayurveda-focused startups by providing technical guidance, research support, and validation for Ayurveda-based innovations. AIIA also participates in various fairs and exhibitions to showcase Ayurveda-based food recipes and products, helping startups gain visibility in the mainstream market. Additionally, AIIA has signed a MoU with NIFTEM (National Institute of Food Technology Entrepreneurship and Management) to offer technical and entrepreneurial support for Ayurveda-based food and wellness startups.

(d) The initiatives taken by institutes of Ministry of Ayush to remove public misconceptions and promote wider acceptance of Ayurveda food products are as follows: -

1. All India Institute of Ayurveda (AIIA) is actively working to eliminate misconceptions regarding the taste and adaptability of Ayurveda food products. To achieve this, AIIA:

- Distributes nutritious and tasty food products in various camps, and exhibitions addressing the public misconceptions related to the taste and adaptability of Ayurveda food products.
- Conducts public awareness lectures in patient waiting areas to educate people about the benefits and palatability of Ayurveda food.
- Distributes IEC (Information, Education, and Communication) materials to provide scientifically backed information.
- Regularly shares social media posts to reach a wider audience and promote awareness.

2. Further, Rashtriya Ayurveda Vidyapeeth (RAV) through its campaigning on various fora has established that Ayush Aahar is not only healthy but also tasty. It has been observed that there is huge demand for such items and it has been seen during recently concluded India International Trade Fair, wherein RAV was able to sell food items for more than Rs. 1 Lakh without much advertisement. It shows that people support tasty and healthy food.

(e) The details of export promotion initiatives for Ayurveda Aahaar to expand its reach in global markets are as follows:

1. In 2023 and 2024 Ministry has participated as partner in the “World Food India event from 3rd to 5th November, 2023” and 19th to 22nd September, 2024 respectively showcasing innovative Ayush Aahaar products.
2. In the year 2023, eighteen start-ups from across the country exhibited over 30 newly developed products at the Ministry’s pavilion at Pragati Maidan. A special session on Ayush Aahaar highlighted the health benefits of the Ayush diet and strategies to integrate Ayurveda into daily life. Discussions also focused on fostering innovation in the Ayush sector, engaging with unicorns, and supporting new start-ups.
3. In the year 2024, out of 1200 exhibitors, 10 startups were participated at the Ministry’s pavilion at Bharat Mandapam, Pragati Maidan, New Delhi. A Session organized on 20th September, 2024 titled Revolutionizing Nutrition: Ayush Food Innovations for a Sustainable World served as a critical forum for exploring the global potential of Ayurveda practices and products. It brought together a diverse group of stakeholders, including industry leaders, policymakers, and startups, to examine how Ayush foods and nutraceuticals could flourish. The discussion covered a range of topics, from the benefits and adaptation of Ayush products to strategies for startup growth and market expansion.
4. To showcase India's ambition to become a global food processing hub by fostering international collaboration and attracting significant investment in the food processing sector, organized by the Ministry of Food Processing Industries, Government of India, the event brought together delegates from all across the globe, highlighting India’s growing prominence in the global food supply chain.
