

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO. 3336  
TO BE ANSWERED ON 08<sup>th</sup> AUGUST 2025**

**“Launching of AYUSH Suraksha Portal”**

**3336. Shri Sudama Prasad:**

Will the Minister of Ayush be pleased to state:

- (a) whether the Government has launched Ayush suraksha portal for tracking misleading advertisements and adverse drug reactions in real time, in response to a Supreme Court directive issued in July 2024;
- (b) if so, the details thereof;
- (c) the details of the complaints/adverse event reports that have been filed in the portal so far; and
- (d) the actions taken by the Government following complaints on enforcement agencies in this regard?

**ANSWER**

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

(a) and (b) Ministry of Ayush has launched an IT enabled online portal “Ayush Suraksha” to track the reported Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and Adverse Drug Reactions (ADRs) on 30<sup>th</sup> May 2025 in compliance to a Supreme Court directive issued in July 2024 to enhance regulatory transparency in Ayush sector.

The portal features a centralized dashboard for real-time tracking of suspected ADRs and capturing of MLAs /OAs for prompt regulatory action and in-depth data analysis.

(c) and (d) The details of complaints received through the Ayush Suraksha Portal so far regarding misleading advertisements and adverse drug reactions in Ayush sector are attached at **Annexure-1**.

All complaints received over the portal are being forwarded to the concerned authorities for further necessary action.

\*\*\*\*\*

**Annexure-1**

The details of complaints received through the Ayush Suraksha Portal so far regarding Misleading Advertisements (MLAs) and Adverse Drug Reactions (ADRs) in Ayush sector are as follows:

<b>MLAs and suspected ADRs submitted to Ayush Suraksha Portal</b>		
<b>Submitted through</b>	<b>MLA</b>	<b>Suspected ADR's</b>
Submitted by Public	19	00
NPvCC, All India Institute of Ayurveda, New Delhi	39	00
IPVC, Institute of Teaching and Research in Ayurveda, Jamnagar	182	07
IPVC, National Institute of Ayurveda, Jaipur	495	21
IPVC, National Institute of Homoeopathy, Kolkata	118	00
IPVC, National Institute of Unani Medicine, Bengaluru	150	07
IPVC, National Institute of Siddha, Chennai	169	04
<b>Total</b>	<b>1172</b>	<b>39</b>

\*\*\*\*\*