

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
STARRED QUESTION NO. 212
TO BE ANSWERED ON 13th FEBRUARY 2026**

Performance of AYUSH Suraksha Portal

*212. Adv. Chandra Shekhar:

Will the Minister of AYUSH be pleased to state:

- (a) the details of the performance of AYUSH Suraksha Portal since its launch in 2025, including number of misleading advertisement complaints received, ADRs reported, actions taken and integration with State Licensing Authorities/CDSCO as of January 2026;
- (b) the steps taken by the Government to ensure effective enforcement amid concerns that portal usage remains low and enforcement gaps persist post-Supreme Court directives; and
- (c) the manner in which the portal aligns with World Health Organisation (WHO) guidelines on ethical marketing of traditional medicines and World Bank recommendations on strengthening regulatory systems for consumer protection in health products?

ANSWER

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

(a) to (c) A statement is laid on the Table of the House.

THE STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 212 FOR 13th FEBRUARY 2026.

(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 30th May 2025. The portal features a centralized dashboard for capturing of MLAs/OAs and tracking of suspected ADRs for prompt regulatory action and comprehensive data analysis.

The portal has been aligned with the National Pharmacovigilance Program through its three-tier network like Peripheral Pharmacovigilance Centres (PPvC), Intermediary Pharmacovigilance Centres (IPvC) and National Pharmacovigilance Coordination Centre (NPvCC). Further, the portal is integrated with State/UTs (Ayush) Licensing Authorities, and Central Government bodies like Ministry of Information and Broadcasting (MoI&B), Central Consumer Protection Authority (CCPA), National Commission for Indian System of Medicine (NCISM), National Commission for Homoeopathy (NCH), Press Council of India (PCI) and Food Safety and Standards Authority of India (FSSAI) for taking appropriate action.

The portal also allows consumers, Ayush healthcare professionals to report MLAs /OAs, ADRs and regulatory authorities to monitor them. All complaints on the portal can be reviewed by National Pharmacovigilance Coordination Centre (NPvCC) and Ministry of Ayush, thus promoting transparency and accountability in the regulatory framework.

All MLAs/OAs and suspected ADRs submitted on the portal since its launch till January 2026 were already forwarded to concerned authorities for further necessary action. The details are attached at Annexure-I.

As per the information received from State/UT Governments, the details of action taken on Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) submitted on the portal since its launch till January 2026 are attached at Annexure-II.

Further, in pursuance of clause (b) of sub-section (3) of section 79 of the Information Technology Act, 2000 (21 of 2000) read with clause (d) of sub-rule (1) of rule 3 of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, Central Government vide Gazette notification no S.O. 5323(E) dated 19/11/2025 designated, the Coordinator, National Pharmacovigilance Coordination Centre, All India Institute of Ayurveda,

New Delhi, as the nodal officer for the purpose of issuing notice to intermediaries in relation to any information, data or communication link residing in or connected to a computer resource controlled by the intermediary being used to commit the unlawful act, in respect to the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 (21 of 1954), the National Commission for Indian System of Medicine Act, 2020 (14 of 2020) and the National Commission for Homeopathy Act, 2020 (15 of 2020).

To ensure effective enforcement, regular citizen-centric awareness and outreach programs have been conducted since the launch of the portal. Further, State/UTs Licensing Authorities has been sensitized on Ayush Suraksha Portal and for taking actions to curb misleading advertisements in the training program conducted on 09.01.2026 at Gandhinagar, Gujarat.

(c) The objectives of Pharmacovigilance system in Ayush is aligned with the World Health Organization (WHO) Global Traditional Medicine Strategy (2025-2034). The portal also aligns with the WHO Guidelines on “Safety Monitoring of Herbal Medicines in Pharmacovigilance Systems (2004)”, which emphasize that the safety of herbal medicines should be monitored through national pharmacovigilance systems integrated within existing regulatory frameworks to improve risk detection and protect public health by establishing a pharmacovigilance network involving national centres, health facilities, pharmacies, consumers, and manufacturers so that all stakeholders participate in reporting adverse events.

Annexure-I

The details of Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and suspected Adverse Drug Reactions (ADRs) submitted on the portal since its launch till January 2026 are:

Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) and suspected Adverse Drug Reactions (ADRs) submitted to portal		
Submitted by	MLAs/OAs	Suspected ADR's
Public	53	0
NPvCC, All India Institute of Ayurveda, New Delhi	46	0
IPvC, Institute of Teaching and Research in Ayurveda, Jamnagar	810	57
IPvC, National Institute of Ayurveda, Jaipur	4763	63
IPvC, National Institute of Homoeopathy, Kolkata	288	0
IPvC, National Institute of Unani Medicine, Bengaluru	2030	49
IPvC, National Institute of Siddha, Chennai	1080	24
Total	9070	193

Annexure-II

As per the information received from State/UT Governments, the details of action taken on Misleading Advertisements (MLAs)/Objectionable Advertisements (OAs) submitted on the portal since its launch till January 2026 are as follows:

S. No.	States/UTs Governments	No of complaints received on portal	Action Taken thereon
1.	Odisha	232	213
2.	Gujarat	136	136
3.	Uttarakhand	225	225
4.	Madhya Pradesh	910	204
5.	Tripura	42	15
6.	Kerala	103	52
7.	Maharashtra	1024	1024
8.	Tamil Nadu	714	551
9.	Haryana	Nil	-
10.	Arunachal Pradesh	Nil	-
11.	Goa	Nil	-
12.	Puducherry	Nil	-
13.	Himachal Pradesh	Nil	-
14.	Uttar Pradesh	Nil	-
15.	Mizoram	Nil	-