

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
LOK SABHA
UNSTARRED QUESTION NO. 3493
TO BE ANSWERED ON 13.03.2026
“Promotion of Ayurveda”

3493. Shri K Radhakrishnan:

Shri Benny Behanan:

Will the Minister of *Ayush* be pleased to state:

- (a) whether Kerala, being a major Centre of Ayurveda, has been identified as a priority State under the Central Sector Scheme for promotion of Ayurveda;
- (b) if so, the details thereof along with the projects supported in Kerala in this regard;
- (c) the details of the total funds released during the last three years in this regard, year-wise;
- (d) whether the Government has taken any steps to promote Kerala’s traditional Ayurvedic therapies and Panchakarma at the international level and if so, the details thereof;
- (e) whether any export promotion incentives are being provided in this regard, if so, the details thereof; and
- (f) whether any steps have been taken by the Government to scientifically validate and standardise traditional Kerala Ayurvedic formulations and practices and if so, the details thereof?

ANSWER

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

(SHRI PRATAPRAO JADHAV)

(a) to (c) The Central Sector Scheme for promotion of Information, Education and Communication (IEC) in Ayush system of medicine including Ayurveda is implemented uniformly across the country, without designating any particular State, including Kerala, as a priority State. Under this scheme, activities such as Arogya Fairs, Yoga Fests/Utsavs, celebration of important Ayush days, seminars, workshops, conferences, exhibitions and multimedia campaigns are organised to create awareness among the citizens.

Further, Ministry of Ayush is implementing a Central Sector Scheme namely Ayurswasthya Yojana, since FY 2021-22. The Scheme has 02 components viz.

- (i) Ayush and Public Health

(ii) Centre of Excellence (CoE).

Under the Ayurswasthya Yojana, the year wise details of the projects supported in Kerala and funds released to the organizations/institutes situated in Kerala is placed at Annexure.

Besides, Ministry of Ayush had organized a National Level Arogya Fair under IEC Scheme at Thiruvananthapuram, Kerala in FY 2023-24 and funds amounting to Rs. 90 lakhs were released.

(d) The Ministry has not taken specific steps to promote Kerala's traditional Ayurvedic therapies and Panchakarma internationally.

(e) Ayush Export Promotion Council (AYUSHEXCIL), set up by Ministry of Commerce with support from Ministry of Ayush, Government of India. It promotes and oversees exports of Ayurveda, Homoeopathy, Siddha, Sowa Rigpa, and Unani products by addressing trade issues, facilitate capacity building of its members on export procedures, organizing Business to Business meetings and international events, road shows, seminars and workshops on the export of Ayush products, and to safeguard the scientific research in the field of Ayush healthcare.

(f) There are no specific steps taken by the Government to scientifically validate and standardise traditional Kerala Ayurvedic formulations and practices.

However, the Drugs & Cosmetics Act, 1940 and Drugs Rules, 1945 have exclusive regulatory provisions for Ayurveda, Siddha, Sowa-Rigpa, Unani, and Homoeopathy drugs. Provisions related to Ayurveda, Siddha, Sowa-Rigpa, Unani Drugs are contained in Chapter IVA and Schedule- I of the Drugs and Cosmetics Act, 1940 and Rules 151 to 169, Schedules E(I), T & TA of the Drugs Rules, 1945. It is mandatory for the manufacturers to adhere to the prescribed requirements for licensing of manufacturing units & medicines including proof of safety & effectiveness, compliance with the Good Manufacturing Practices (GMP) as per Schedule T & Schedule M-I of Drugs Rules, 1945 and quality standards of drugs given in the respective pharmacopoeia.

Further, Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), subordinate organization under Ministry of Ayush, lays down the formulary specifications and pharmacopeial 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 there under, the compliance to this quality standards are mandatory for manufacturing of ASU&H drugs.

Annexure

A. Ayush and Public Health component of Ayurwashthya Yojana						
S.No	Name of the Organization/Institute	Title of the project	Total approval (In Rs.)	Amount Released (In Rs.) 2022-23	Amount Released (In Rs.) 2023-24	Amount Released (In Rs.) 2024-25
1.	Amrita School of Ayurveda	Ayurveda-Based Diet and Behavioural Lifestyle Intervention for Management of pre-diabetes-A community-based study	1,40,41,404/-	00	00	56,16,562/-
2.	Amala Ayurvedic Hospital and Research Centre, Kerala	Ayush Intervention on Public Health for Janusandhigata Vatam (Knee Osteoarthritis)	1,50,00,000/-	00	00	60,00,000/-
B. Centre of Excellence component of Ayurwashthya Yojana						
3	Arya Vaidya Sala, Kottakkal	Setting up CoE in Cancer Research	6,64,45,170/-	00	00	41,41,107/-