

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
LOK SABHA
UNSTARRED QUESTION NO. 1105
TO BE ANSWERED ON 24.07.2026

Establishment of Regional AYUSH Medical Hubs

1105. Shri Devusinh Chauhan:

Will the Minister of AYUSH be pleased to state:

- (a) whether the Government has proposed the establishment of Regional AYUSH Medical Hubs during 2026-27 to integrate traditional and modern healthcare and if so, the details thereof;
- (b) the steps taken by the Government to strengthen the WHO Global Traditional Medicine Centre at Jamnagar in Gujarat to deepen international research and policy dialogue;
- (c) whether any initiatives have been launched by the Government to promote evidence-based Ayurveda research and digital transformation among scholars, such as the PRAYATNA 2026-27 programme and if so, the details thereof; and
- (d) the details of the roadmap for upgrading AYUSH pharmacies and Drug Testing Laboratories (DTLs) to meet global certification standards and boost export readiness?

ANSWER

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

- (a) The establishment of regional medical hubs was announced in the Union Budget 2026–27. The Department for Promotion of Industry and Internal Trade (DPIIT), the nodal Department for this initiative, had consulted with various Ministries/Departments, including the Ministry of Ayush. Ministry of Ayush has provided timely technical inputs and suggestions to DPIIT for integration of Ayush systems in the proposed hubs.
- (b) Ministry of Ayush is working with the World Health Organization (WHO), including through the WHO Global Traditional Medicine Centre (GTMC), Jamnagar, to promote research, evidence-based practice, capacity building and global cooperation in traditional medicine.

Major initiatives include:

- i. Establishment and operationalization of the WHO Global Traditional Medicine Centre (GTMC), Jamnagar, under the Host Country Agreement between the Government of India and WHO.
 - ii. Organization of the First WHO Global Summit on Traditional Medicine (Gandhinagar, 2023), which culminated in the Gujarat Declaration.
 - iii. Organization of the Second WHO Global Summit on Traditional Medicine (New Delhi, 2025), resulting in the adoption of the Delhi Declaration and announcement of SMART (Specific, Measurable, Achievable, Relevant and Time-bound) commitments for implementation of the WHO Global Traditional Medicine Strategy 2025–2034.
 - iv. Development of global traditional medicine research priorities and roadmap, establishment of technical expert networks, advancement of traditional medicine data standards, and launch of the WHO Traditional Medicine Global Library (TMGL).
 - v. Ongoing development of the GTMC campus at Jamnagar as a global hub for research, innovation, training and international collaboration in traditional medicine.
- (c) Ministry of Ayush has developed various digital platforms through Central Council for Research in Ayurvedic Sciences (CCRAS), like Ayur-Prakriti Web Portal, Swasthya Assessment Scale Portal, Admirable Personalities to Transform Ayurveda (APTA) Digital Library (Ayurveda Grantha Samuccaya), Ayush Manuscripts Advanced Repository (AMAR), Showcase of Ayurvedic Historical Imprints (SAHI), E- Medical Heritage Accession (E-Medha), and maintaining information technology applications such as National Ayush Morbidity and Standardized Terminology Electronic Portal (NAMASTE Portal), and Ayush Research Portal.

CCRAS-PRAYATNA is an initiative of CCRAS to cultivate and enhance scientific writing skills among postgraduate (PG) and doctoral (PhD) scholars in the field of Ayurveda. The program is implemented through structured, in-person workshops conducted at the applicant institutes.

The second session of CCRAS-PRAYATNA was conducted during FY 2024–25, and the third session was launched in July 2026.

(d) Ministry of Ayush has implemented a Central Sector Scheme Ayush Oushadhi Gunavatta evam Utpadan Samvardhan Yojana (AOGUSY). The components of AOGUSY scheme are as follows:

- i. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
- ii. Pharmacovigilance of Ayurveda, Siddha, Unani, and Homoeopathy (ASU&H) drugs including surveillance of misleading advertisements.
- iii. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
- iv. Support for development of standards and accreditation/certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centres.

Drug Testing Laboratories are recognized under Rule 160 A to J of the Drugs Rules, 1945 for carrying out tests of identity, purity, quality and strength of Ayurveda, Siddha, Sowa-Rigpa and Unani (ASSU) drugs. As on date, 118 private laboratories and 34 Drug Testing Laboratories of State/UTs are functional.

Ayush Export Promotion Council (AYUSHEXCIL), set up by the Ministry of Ayush with support from the Ministry of Commerce, 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.

Further, the Ministry of Ayush promotes the following quality certification initiatives for Ayush products:

- i. Ayush Vertical in CDSCO: Strengthens regulatory oversight through joint inspections with State/UT licensing authorities and facilitates issuance of WHO Certificate of Pharmaceutical Product (WHO-CoPP) for eligible Ayush drugs.

- ii. QCI Quality Certification Scheme: Provides Ayush Standard Mark and Ayush Premium Mark based on third-party evaluation of compliance with domestic and international quality standards.

Ministry of Ayush launched the Ayush Quality Mark Programme on 19.12.2025 to strengthen quality assurance and enhance the global recognition of Ayush products and services.
