

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 2195
TO BE ANSWERED ON 31.07.2026**

Growth in AYUSH and Herbal Products Export

2195. Shri Ganesh Singh:

Will the Minister of AYUSH be pleased to state:

- (a) the details of the growth achieved in AYUSH and herbal products exports since 2014 along with the contribution of AYUSH Export Promotion Council (AYUSHEXCIL) and its collaboration with the Spices Board of India towards export promotion, quality assurance and global branding;
- (b) the details of the roadmap of the Government for substantially expanding AYUSH exports by 2030, including initiatives for market diversification, value addition and international competitiveness;
- (c) the measures being taken by the Government to ensure compliance with international quality, phytosanitary and heavy metal standards for accessing major export markets such as the European Union and the United States; and
- (d) the steps being taken by the Government to integrate Madhya Pradesh's medicinal plant growers, Farmer Producer Organisations (FPOs) and processing units, particularly in the Satna– Maihar–Chitrakoot (Vindhya) region, into the AYUSH export value chain?

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

(a) As per the data maintained by the Directorate General of Commercial Intelligence and Statistics (DGCIS), the details of the growth achieved in Ayush and herbal products exports since 2014 are at **Annexure-I**.

Ayush Export Promotion Council (AYUSHEXCIL) has signed a Memorandum of Understanding (MoU) with the Spices Board of India on 25.05.2026. The objective of this MoU is to establish a collaborative framework for strengthening India's global leadership in functional foods, nutraceuticals, herbal extracts, and value-added Ayush and spice-based products. The MoU also aims to facilitate export promotion, market development, and quality standardization of Indian medicinal spices and Ayush based products in international markets.

(b) Ministry of Ayush is implementing a Central Sector Scheme, namely Promotion of International Cooperation for Ayush including Ayurveda, Yoga, Unani, Siddha, and Homoeopathy. Under this scheme, the Ministry provides support to Indian Ayush drug Manufacturers/ Ayush Service providers to give boost to the export of Ayush products and services; facilitates the International promotion, development and recognition of Ayush systems of medicine; foster interaction of stakeholders and market development of Ayush at international level; promote academics and research through the establishment of Ayush Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about Ayush Systems of Medicine at international level.

Further, Ministry of Ayush has signed 27 Country to Country MoUs, 16 Ayush Chair MoUs and 57 Institute to Institute level MoUs for the international promotion and propagation of Ayush systems of medicine.

(c) The Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), a subordinate organization under Ministry of Ayush, develops pharmacopoeial standards and lays down the formulary specifications for Ayush drugs, which serve as the official compendia for determining their identity, purity, and strength. Compliance with these standards is mandatory under the Drugs and Cosmetics Act, 1940 and the rules made thereunder. These quality standards also prescribe the permissible limits of Heavy Metals as per World Health Organization (WHO) guidelines. Compliance to these quality standards are mandatory for the production of Ayush drugs being manufactured, sold and stocked in India. Implementation of these pharmacopoeial standards ensures that the medicines conform to optimum quality standards in terms of identity, purity, and strength. PCIM&H also functions as the Appellate Drug Testing Laboratory for Ayush drugs and conducts regular capacity-building programmes for Drug Regulatory Authorities, Drug Analysts, and other stakeholders on standardization, quality control, and testing methodologies to strengthen the quality assurance system for Ayush drugs.

2. Ministry of Ayush is implementing a Central Sector Scheme, namely, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) to support Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards like World Health Organization Good Manufacturing Practices (WHO-GMP) and National Accreditation Board for Testing and Calibration Laboratories (NABL) respectively.

3. In addition, the Ministry of Ayush has undertaken the following initiatives to promote quality assurance and certification of Ayush products:

- To strengthen regulatory oversight, Ayush Vertical in CDSCO facilitates the issuance of the World Health Organization Certificate of Pharmaceutical Product (WHO-CoPP) for eligible Ayush drugs through joint inspections with State/UT Licensing Authorities and CDSCO.
- Ayush Standard Mark and Ayush Premium Mark are awarded to Ayush Drugs by Quality Council of India (QCI) based on third-party assessment of compliance with prescribed national and international quality standards respectively.
- Ayush Quality Mark Programme was launched in 2025 by the Ministry of Ayush to strengthen quality assurance, enhance consumer confidence, and improve the Global recognition and competitiveness of Ayush products and services.
- Ayurveda and Yoga has been included under Sectional Committee 2 of ISO/TC249 to focus on International Standards of Ayurveda and Yoga, terminology, quality and safety of ingredients, extracts, finished products, Ayurveda based dietary supplements, Yoga accessories etc.

(d) Government has no specific steps to integrate Madhya Pradesh's medicinal plant growers, Farmer Producer Organisations (FPOs) and processing units, particularly in the Satna– Maihar–Chitrakoot (Vindhya) region, into the Ayush export value chain.

However, to provide a platform for trade of Medicinal Plants (MPs) and easy market access, National Medicinal Plants Board (NMPB) under Ministry of Ayush has launched “e-CHARAK” mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs. The “e-CHARAK” application supports different local languages and it also provides fortnightly market price of 100 medicinal plants from 25 herbal markets across India.

In order to provide market linkage to the farmers/ collectors involved in cultivation/ collection of medicinal plants, the detailed requirements from major companies (along with contact details of person from purchase department) is shared with all State Implementing Agencies and Regional-cum-Facilitation Centres (RCFCs) supporting cultivation of medicinal plants.

Annexure-I

The details of the growth achieved in Ayush and herbal products exports since 2014 are as follows:

S. No	Year	Ayush and herbal products Value in US\$	Growth % (Approx.)
1.	2014-15	354681884	-
2.	2015-16	363997122	3%
3.	2016-17	401684817	10%
4.	2017-18	456120626	14%
5.	2018-19	448072586	-2%
6.	2019-20	428075006	-4%
7.	2020-21	539878089	26%
8.	2021-22	612124787	13%
9.	2022-23	628541727	3%
10.	2023-24	651172561	4%
11.	2024-25	689341412	6%

Source: Directorate General of Commercial Intelligence and Statistics (DGCIS)

Note: Growth %=(New Value–Old Value /Old value) x 100
