

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH  
LOK SABHA  
UNSTARRED QUESTION NO. 3566  
TO BE ANSWERED ON 21st MARCH, 2025**

**“Incentives for Ayurvedic Medicines”**

3566. Smt. Malvika Devi:

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

- (a) the details of the incentives given to people who want to set up and sell ayurvedic medicines in the country;
- (b) the initiatives taken by the Government to set up and educate people about ayurvedic medicines along with the number of institutes set up last year; and
- (c) the steps taken by the Government to increase the awareness about ayurvedic medicines and encourage sale of ayurvedic medicines in the country?

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

(a) In the year 2021, Ministry of Ayush has implemented a Central Sector Scheme Ayush Oushadhi Gunavatta Evam Utpadan Samvardhan Yojana (AOGUSY), the total Budget allocation to this scheme is Rs. 122.00 crores for five years. The components of AOGUSY scheme are as follows:

1. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
2. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.
3. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.

4. 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 centers.

The first component of the Scheme focuses on Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards. This component is intended to increase the standards of Ayurveda, Sidhdha, Unani and Homoeopathy (ASU&H) Pharmacies and DTLs to WHO-GMP and NABL levels respectively. Till date, 20 ASU & H pharmacies and 12 ASU & H drug testing laboratories have been supported financially. Further, for release of Grand-in-aid All India Institute of Ayurveda, New Delhi, AIIA is designated as Central Nodal Agency. The details of grant are annexed as **Annexure-I**.

(b) and (c) The initiatives taken by the Government to set up and educate people about Ayurvedic medicines along with the number of institutes set up last year and steps taken by the Government to increase the awareness about Ayurvedic medicines and encourage sale of Ayurvedic medicines in the country are as follows -

1. Under the third component of the of the Central Sector Scheme Ayush Oushadhi Gunavatta evam Utpadan Samvardhan Yojana (AOGUSY)- Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs, three training programmes have been conducted for Ayush drug regulators, industry personnel and other stake holders in the different zones of the country, which are South Zone, North-Eastern states and Central Zone, till date.
2. Ministry of Ayush has implemented the Central Sector Scheme for Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush System of Medicine. This aims to reach out to all sections of the population across the country. This scheme provides assistance for organizing National/State Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs, etc. The Ministry also undertakes Multi-Media, Print Media Campaigns for creating awareness about the Ayush System.
3. Central Council for Research in Ayurvedic Sciences (CCRAS) under Ministry of Ayush provides clinical care and engaged in awareness activities to promote Ayurveda through its Information Education and Communication (IEC) Activities. CCRAS has been engaged in

popularizing the Ayurveda system among the masses through electronic and print media for common people in English, Hindi, and regional languages, which are widely distributed through National/State level Arogya melas, Health camps, exhibitions, expos, etc., and also through CCRAS outreach programs viz. Schedule Caste Sub Plan (SCSP) Research Program, Tribal Health Care Research Program (THCRP), etc., in different states of the country through its robust 30 peripheral institutes. The website of Council is also generally embodied with IEC materials and hyperlinked with other important websites that provide information for wider utility. The Council has three journals named Journal of Drug Research in Ayurvedic Sciences (JDRAS), Journal of Research in Ayurvedic Sciences (JRAS), and Journal of Indian Medical Heritage (JIMH) which is also available electronically in the public domain for free of cost to enable dissemination of the outcomes of research among the public. The CCRAS is also publishing CCRAS Bulletin quarterly for dissemination of Research outcomes in common languages for the general public. So far, the Council has published books, monographs, and technical reports, and they are being sold or distributed to disseminate research outcomes and merits of Ayurveda at large.

4. Ayurveda products have been added in the product basket of Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), which are being made available through selected Kendras at affordable rates. Further, an Ayush Aushadhi Kendra was inaugurated by Hon'ble President of India on 9<sup>th</sup> October, 2024 at All India Institute of Ayurveda, New Delhi.

5. As per the information received from National Commission for Indian System of Medicine, 35 Ayurveda colleges have been set up in last year.

**Annexure-I**

**Details of Funds Released under AOGUSY Central Sector Scheme**

<b>S.No.</b>	<b>F.Y.</b>	<b>State</b>	<b>Component</b>	<b>Pharmacy/ DTL</b>	<b>Particulars</b>	<b>Amount released</b>
<b>1</b>	2021-22	Mizoram	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. of Mizoram	Rs.1,800,000
<b>2</b>	2022-23	Pune	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Inducare Pharma Pvt.Ltd. Pune	Rs.30,000,000
<b>3</b>		Maharashtra		Pharmacy	Ayurchem Private Ltd. Maharashtra.	Rs.26,900,000
<b>4</b>		Maharashtra		Pharmacy	Phytovedic India Pvt. Ltd. Maharashtra	Rs.21,461,000
<b>5</b>		Kerala		Pharmacy	Visesh Ayurvedic Pvt. Ltd Pharmacy Kerala.	Rs.19,156,000
<b>6</b>		Uttar Pradesh		Pharmacy	Amar Pharmaceuticals and labs (I) Pvt. Ltd. U.P	Rs.14,343,000
<b>7</b>		Uttar Pradesh		DTL	Amar Pharmaceuticals and labs (I) Pvt. Ltd. U.P (DTL)	Rs.7,767,000
<b>8</b>		Madhya Pradesh		Pharmacy	Shree BaidyanathAyurvedBhawanPvt. Ltd, Madhya Pradesh	Rs.20,892,000
<b>9</b>		Kerala		Pharmacy	Kollam District Ayurveda OushdhaNirmanav Vyav asaya Co-operative Society Ltd, Kerela	Rs.6,429,000

10	2023-24	Tripura	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. of Tripura	Rs.7,668,000
11		Madhya Pradesh	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Shree Baidyanath Ayurved Bhawan Pvt. Ltd, Madhya Pradesh	Rs.9,108,000
12		Jammu & Kashmir	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. J&K	Rs.8,629,500
13		Kerala	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	Sitaram Ayurveda Pvt. Ltd, Thrissur, Kerala.	Rs.5,000,000
14		Kerala		Pharmacy	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	Rs.5,000,000
15		Rajasthan		Pharmacy	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	Rs.5,000,000
16		Assam		Pharmacy	Assam Ayurvedic Products, Guwahati, Assam (PSU)	Rs.4,559,519
17		Jammu & Kashmir		Pharmacy	Govt. Pharmacy, Jammu & Kashmir	Rs.10,500,000
18		Gujarat		Pharmacy	State Pharmacy, Rajpipla, Gujarat	Rs.4,420,248
19		Mizoram		DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs.6,720,884
20		Tamil Nadu		DTL	State Govt. Drug Testing Laboratory,	Rs.2,000,000

					Tamil Nadu	
21		Arunachal Pradesh		Pharmacy	State Pharmacy, Arunachal Pradesh	Rs.6,702,164
22		Arunachal Pradesh		DTL	State Drug Testing Laboratory , Arunachal Pradesh	Rs.1,799,813
23		Arunachal Pradesh	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	State Pharmacy, Arunachal Pradesh	Rs.7,042,077
24		Arunachal Pradesh		DTL	State Drug Testing Laboratory , Arunachal Pradesh	Rs.1,724,400
25		Kerala		Pharmacy	Pankajakasthuri Herbals India Private Limited, Poovachal, Kerala	Rs.4,432,807
26		Tamil Nadu	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. Drug Testing Laboratory, Tamil Nadu	Rs.5,100,000
27		Rajasthan		Pharmacy	BJain Pharmaceuticals Private Limited, Alwar, Rajasthan	Rs.14,454,189
28		Mizoram		DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs.3,940,500
29		Tamil Nadu		DTL	State Govt. Drug Testing Laboratory, Tamil Nadu	Rs.4,157,062
30		Gujarat		Pharmacy	State Pharmacy, Rajpipla, Gujarat	Rs.20,000,000

<b>31</b>		Mizoram	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	DTL	State Govt. Drug Testing Laboratory, Mizoram	Rs.1,800,000
<b>32</b>		Tamil Nadu	Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards	Pharmacy	State Govt. Pharmacy, Tamil Nadu Medicinal Plant Farms & Herbal Medicine Corporation Limited (TAMPCOL), Tamil Nadu	Rs.4,500,000
					<b>Total</b>	Rs.293,007,163

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