

**GOVERNMENT OF INDIA  
HEALTH AND FAMILY WELFARE  
LOK SABHA**

UNSTARRED QUESTION NO:4003  
ANSWERED ON:17.05.2006  
POPULARITY OF INDIAN HERBAL MEDICINES IN GLOBAL MARKET  
Jagannath Dr. M.

**Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:**

- (a) whether the Government has conducted any survey to assess the popularity of the Indian herbal medicines in the global market;
- (b) if so, the details thereof;
- (c) the steps taken/proposed to be taken in collaboration with the Indian industries to promote Indian herbal medicines in the global market; and
- (d) if not, the reasons therefor?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SMT. PANABAKA LAKSHMI)

(a)&(b): A survey of the herbal and Ayurvedic products in U.S.A. was commissioned jointly by the Department of AYUSH and the Ayurvedic Drug Manufacturers Association in 2000-01. The survey indicated that on account of a large expatriate Indian Population in the U.S., there has been a perceptible increase in the popularity and consumption of Indian Ayurvedic medicines in the U.S..A The data sourced from Ministry of Commerce & Industry in respect of Indian Medicinal exports also indicates that there is a significant consumption of medicines of Indian systems in the countries of European Union, Asia and to some extent in Middle East and in Africa.

(c )&(d): Government have taken a number of measures to promote Ayurveda, Siddha and Unani medicines including their exports. Measures like laying down pharmacopoeial standards, enforcing compliance with Good Manufacturing Practices by manufacturing units, financial assistance to farmers for cultivation of medicinal plants, financial assistance for strengthening of State Drug Testing Laboratories, financial assistance to manufacturing units to become GMP compliant and incentives for participation by manufacturing units in international trade fairs/exhibitions and deputation of experts of Indian systems of medicine in come countries for popularization of these systems have been undertaken. The Department of AYUSH has also organized Arogya exhibitions in Delhi, Chennai, Hyderabad and has participated in some of the international trade fairs organized by Pharmaxil in India for promotion of Indian systems of medicine. Department of AYUSH has also been organizing expositions on Indian systems of medicine during the World Health Assembly in Geneva for the last few years.