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Ayush Ministry launches portal to address issues of adverse drug reaction

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Platform to serve as a vigilant watchtower against misinformation



In a landmark step toward strengthening consumer protection and regulatory oversight in the field of traditional medicine, the Union Minister of State (Independent Charge), Ministry of Ayush; and Union Minister of State, Ministry of Health & Family Welfare, Government of India, Prataprao Jadhav, has launched the AyushSuraksha Portal. The portal was unveiled during a press briefing, marking a significant moment in the Ministry's efforts to enhance accountability and transparency across the Ayush sector.

"The AyushSuraksha Portal represents a significant advancement in pharmacovigilance and regulatory convergence within the Ayush ecosystem. By integrating data from State Licensing Authorities, national pharmacovigilance centres, and key regulatory stakeholders, the portal facilitates real-time monitoring, systematic analysis, and coordinated action on misleading advertisements and adverse drug reactions. We have made it accessible to the public so that any citizen can directly report misleading ads or adverse drug reactions (ADRs) via the portal," said Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush.

The Ayush Suraksha Portal has been developed in accordance with the Supreme Court's order dated July 30, 2024, in Writ Petition (Civil) No. 645/2022, wherein the Court emphasised the need for a centralised dashboard for monitoring and publishing data related to misleading advertisements and adverse drug reactions.

The Court directed the Union of India to ensure that such a system is established to allow State Licensing Authorities to report complaints, share inter-state referrals, and update the status of actions taken. The Ministry of Ayush has met the directive well before the Court's deadline of June 2025.

The portal, developed with the technical support of the Central Council for Research in Siddha (CCRS) and aligned with the National Pharmacovigilance Program, allows consumers, healthcare professionals, and regulatory authorities to report and monitor misleading advertisements and adverse drug reactions through a seamless digital process. The system integrates multiple authorities, including the Ayush vertical under CDSCO, MoI&B, CCPA, NCISM, NCH, PCI, FSSAI, and State Licensing Authorities, ensuring coordinated response and enforcement. A pre-launch training session for nodal officers from these organisations was successfully conducted on April 9, 2025, under the chairmanship of Dr. Kousthubha Upadhyaya, Adviser (Ayu.), Ministry of Ayush.

With the launch of this portal, the Ministry of Ayush now has a centralised and accessible dashboard of reported cases, enabling real-time tracking, swift regulatory action, and detailed data analysis. The system also ensures that citizens have a direct channel to voice their concerns, with transparent visibility into the action taken on their reports.