

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:3816
ANSWERED ON:17.12.2012
DEMAND FOR AYURVEDA
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether there is a huge demand of Indian ayurvedic medicines and natural herbs in the European countries;
- (b) if so, the details thereof along with the Government's estimate in this regard;
- (c) the details of total ayurvedic medicines and herbs exported from the country along with the foreign exchange earned therefrom during each of the last three years and the current year; and
- (d) the steps taken by the Government to promote the export of these medicines and herbs from India along with its outcome therefrom?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (DR. D. PURANDESWARI)

(a)& (b) There is growing demand for Indian Ayurvedic Medicines and natural herbs in the European Union. The export of herbals and Ayush products to European Union has increased to USD 51 million in 2011-12 (upto February 2012) as against USD\$ 40.48 million in 2010-11.

(c) India's exports of Ayush and herbals for the last three years were as follows:

Exports of India's Ayush & Herbals

(figs. in USD mn)

Category	2009-10	2010-11	2011-12 (Upto Feb 2012)
Ayush	147.96	156.99	160.54
Herbals	120.38	140.67	158.39
Grand Total	268.34	297.66	318.93

(d) Financial assistance is provided to Pharmexcil, Export Promotion Council for pharmaceutical products and other trade bodies for participating in major International fairs, organizing business meets, etc. A separate panel for Ayush products has been created in Pharmexcil to popularize and boost exports of herbal medicines from India.