

Chyawanprash, amla, herbal tea will be checked to verify health benefit claims

Modi govt will soon roll out regulations to check ayurvedic food products whose market is unregulated. A final notification is likely to be issued by February.

HIMANI CHANDNA 9 January, 2020



Murabba, herbal tea, badam pak, amla candies, chyawanprash do not fall under the purview of the country's food regulator | Graphic by ThePrint Team

New Delhi: *Murabba*, herbal tea, *badam pak*, amla candies, *chyawanprash* and other such popular ayurvedic products will soon be examined by the Narendra Modi government to check their quality and verify their health benefit claims, ThePrint has learnt.

The government will roll out regulations to check these food products sold across the country with “therapeutic claims”. The regulations will include taking approvals for products, audits of manufacturing units and complying with all the set standards.

Ayurvedic food products are those that contain herbs or plants that are mentioned in ayurvedic textbooks for various health benefits.

Murabba, herbal tea, *badam pak*, amla candies and *chyawanprash* do not fall under the purview of the Food Safety and Standards Authority of India (FSSAI), the country’s food regulator, and, therefore, it can’t check these products.

Considering the increased awareness of health and wellness — driven by a rise in non-communicable diseases — the demand for ayurvedic products has increased in India, but a large part of this market is unregulated.

According to a [report](#) by Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC) released in 2018, 77 per cent of Indian households used ayurvedic products in 2017 — up from 69 per cent in 2015.

A senior official of the Ministry of AYUSH said a set of regulations has been drafted under its programme “Ayurveda Aahar” in collaboration with the FSSAI to regulate the market of ayurvedic products.

“The draft has been sent to stakeholders for final comments and the final notification is likely to be rolled out by February 2020,” the official told ThePrint.

“All ayurvedic food products, which claims therapeutic values, will come under these regulations. Until now, the market is completely unregulated and their claims go unchecked,” he added.

The regulations will allow FSSAI to check the claims made by these products apart from setting the standards for “Ayurvedic Aahar”, which the ministry wants as a separate category.

Some products — such as oats and ragi biscuits that are presently regulated by FSSAI — may also move under the new regulations as oats and ragi are prescribed to treat a variety of conditions such as diabetes, obesity and cardiovascular diseases.