

Goyal stresses on need for standardization, quality monitoring of AYUSH products

By TIOL News Service

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and Industry Minister, Mr Piyush Goyal on Friday stressed on the need for standardization, codification and quality monitoring of AYUSH products and services with an aim to gain the confidence of the global market.

He also suggested coordinated efforts of the Ministry of Finance, Ministry of Commerce and Industry, and the Ministry of AYUSH for these activities.

AYUSH Minister, Mr Shripad Yasso Naik, joined Mr Goyal in reviewing the current status of AYUSH industries of India. Senior Officers of the Ministry of AYUSH, Ministry of Commerce and Industry, representatives of Ayurvedic Associations and industry bodies were also present.

Mr Goyal assured support to the AYUSH industries through Free Trade Agreements, by incorporating the beneficial provisions regarding free duty and market access. He also suggested taking public awareness measures for AYUSH products and service.

In his address, he also appreciated the work of the AYUSH Ministry, trade and industry bodies for making their presence felt through various immunity-boosting products and services in the fight against COVID-19.