



**AYUSH INDIA MARK**  
**A QUALITY ASSURANCE INITIATIVE**

# The Vision: Why the Ayush India Mark?

## Quality Assurance

Recognition of world class quality adopted and demonstrated by industry for Ayush products and services

## Credibility & Benchmark

Establish brand India for domestic and global markets

## Ready for Launch

Criteria, process, forms, and agreements are finalized  
A faceless recognition process

## Reliability & Safety

Become a symbol of trust for consumers and market growth globally

# Scope of the Programme

This mark will initially cover five key categories: Training & Education are in progress

Ayush  
Products/Botanicals/Her  
bals

Ayush  
Hospitals/Clinics/Daycar  
e centers

Medical Value Travel  
Facilitators

Ayush Therapeutic  
Wellness Centers

Ayush Product Testing  
Laboratories

# Market Status & Benefits

The Ayush India Mark will serve as a critical differentiator in a diverse market.

## Enhance Trust

Build consumer confidence domestically and internationally

## Improve Market Access

Distinguish high-quality products globally



## Global Quality Culture

Encourage adherence to world class quality criteria across the sector.



# Benefits for Manufacturers and Industries

The Ayush Mark will lead to market expansion for products and services -

## Enhanced Brand Recognition

- Distinguish world class products from competitors, building reputation and trust

## Standardization of price range

- Enabling a premium market of verified world class quality of products and services

## Competitive Advantage

- Serve as a seal of approval, giving certified/accredited entities an edge with an official endorsement

# Ayush Products

1. **Registered with a foreign regulator as Ayush medicine** or Traditional Ayush Medicine or Natural Health Product or Complementary Medicine or any other international classification as per current regulations
2. Holding **WHO-CoPP based on WHO GMP issued by CDSCO**
3. **Certified for Ayush Premium Mark** under the Voluntary Certification Scheme for Ayush Products managed by the Quality Council of India

# Botanicals/Herbal Products Manufacturer

1. **Registered with foreign regulators as botanical drugs or herbal medicines** or traditional herbal medicines
2. **Finished products complying with WHO-GMP** along with product requirements as specified by WHO/importing country regulation
3. Finished products complying with **Codex GMP/HACCP** through a recognized standard such as India HACCP certification scheme of QCI or ISO 22000 or any equivalent certification along with product requirements as specified in Codex standards/importing country regulations.
4. Finished products complying with **Ayush Premium Mark** along with product requirements as specified.

# Medical Value Travel Facilitator

1. Accreditation from an accreditation body accredited by the International Society for Quality in Health Care External Evaluation Association (**ISQuaEEA**) using **ISQuaEEA accredited standards or equivalent**, read with any additional requirements specified under this programme, for MVTF
2. Accreditation from an accreditation body accredited by the International Society for Quality in Health Care External Evaluation Association (**ISQuaEEA**) using **ISO 22525 or equivalent standard**, read with any additional requirements specified under this programme for MVTF.
3. Certification to **ISO 22525**, read with any additional requirements specified under this programme, by a certification body accredited by an accreditation body which is signatory to the **Mutual Recognition Arrangement (MRA) of the International Accreditation Forum for ISO 17065**

# Hospitals/Day Care Centres/Clinics

1. Accreditation from an accreditation body accredited by the International Society for Quality in Health Care External Evaluation Association (**ISQuaEEA**) using **ISQuaEEA accredited standards or equivalent**, read with any additional requirements specified under this programme, for Ayush Hospitals / Day Care centres / Clinics
2. Accreditation from an accreditation body accredited by the International Society for Quality in Health Care External Evaluation Association (**ISQuaEEA**) using **WHO EMRO Standards for Patient Safety Friendly Hospital Standards or equivalent standard**, read with any additional requirements specified under this programme, for healthcare accreditation for Ayush Hospitals / Day Care centres / Clinics.
3. Accreditation from an accreditation body accredited by the International Society for Quality in Health Care External Evaluation Association (**ISQuaEEA**) using **ISO 7101 or equivalent standard**, read with any additional requirements specified under this programme, for healthcare accreditation

# Hospitals/Day Care Centres/Clinics

4. **Certification to ISO 7101**, read with any additional requirements specified under this programme for Ayush Hospitals / Day Care centres / Clinics, by a certification body accredited by an accreditation body which is signatory to the Multilateral Recognition Arrangement (MLA) of the International Accreditation Forum (IAF)\* for ISO 17021-1 until MLA for ISO 7101 is established.

5. **Certification to ISO 9001**, read with any additional requirements specified under this programme for Ayush Hospitals / Day Care centres / Clinics, as applicable, by a certification body accredited by an accreditation body which is signatory to the Multilateral Recognition Arrangement (MLA) of the International Accreditation Forum (IAF)\* for ISO 17021-1/ISO 9001.

\*IAF is transitioning to a new entity Global Accreditation Cooperation and the later shall apply when it starts functioning.

# Ayush Wellness Centres

1. Accreditation as per an **ISQuaEEA endorsed or equivalent standard** read with any additional requirements specified under this programme, as applicable, by an organization which is ISQuaEEA endorsed for healthcare accreditation.
2. Accreditation as per **ISO 7101 or equivalent standard**, read with any additional requirements specified under this programme, as applicable, by an organization which is ISQuaEEA endorsed for healthcare accreditation.
3. Accreditation as per **ISO 21426 as modified to cover Ayush wellness centres** under this programme by an organization which is ISQuaEEA endorsed for healthcare accreditation.

# Ayush Wellness Centres

4. Certification to **ISO 7101**, read with any additional requirements specified under this programme for Ayush Hospitals / Day Care centres / Clinics, by a certification body accredited by an accreditation body which is signatory to the Multilateral Recognition Arrangement (MLA) of the International Accreditation Forum (IAF)\* for ISO 17021-1 until MLA for ISO 7101 is established.
5. Certification to **ISO 9001**, read with any additional requirements specified under this programme for Ayush Hospitals / Day Care centres / Clinics, as applicable, by a certification body accredited by an accreditation body which is signatory to the Multilateral Recognition Arrangement (MLA) of the International Accreditation Forum (IAF)\* for ISO 17021-1/ISO 9001.
6. Certification as **per ISO 21426** as modified to cover AYUSH wellness centres under this programme by a certification body accredited by an accreditation body which is signatory to the Multilateral Recognition Arrangement (MLA) of the International Accreditation Forum (IAF)\* for ISO 17065

\*IAF is transitioning to a new entity Global Accreditation Cooperation and the later shall apply when it starts functioning.

# Product Testing Laboratories

The laboratory shall be accredited as per **IS/ISO/IEC 17025** (latest version) as read with additional criteria/requirements (as applicable based on date of implementation) laid down by PO for Ayush laboratories through an accreditation body, that shall be a full member of International Laboratory Accreditation Cooperation (ILAC) and/or Asia Pacific Accreditation Co-operation (APAC) or any other regional accreditation cooperation body.

# Execution Strategy



1. AYUSHEXCIL is the nodal agency for issuance of this mark
2. Faceless approval and issuance of mark: A portal will be created on AYUSHEXCIL website
3. Tenure of issuance of mark varies- depends on certification/accreditation held by any entity - 1 year, 3 years, 5 years
4. The validity of mark is co-terminus with the validity of certification/accreditation provided as evidence of complying with prescribed criteria
5. Action Plan –
  1. Portal development and sensitization drive
  2. Issuance of first 100 marks on discounted fees within 6 months and giving discounted prices for participation in AYUSHEXCIL events; Conducting various sensitization roadshows for the same
  3. Getting this mark incorporated in various policies and schemes of Ministry of Ayush for availing greater benefits

# Invite Suggestions

Proposed Name: Ayush India Mark

Proposed Logo: Attached

Any other challenge or industry suggestion on the implementation

# Logo Suggestions

# Option I

The circle provides a sense of completeness, harmony, and a formal feel, similar to a seal or a quality stamp.

The green color leaf reinforces ideas of nature, health, and vitality.

The Checkmark is a universally recognized symbol for approval, validation, and quality. By combining it with the leaf, the logo immediately conveys that the product or service is not only natural (Ayush) but also certified and meets a high standard of quality.



AYUSH QUALITY MARK



# Option II

**The Leaf and Checkmark:** The stylized green leaf is the central element, representing the natural and herbal wellness. The prominent checkmark seamlessly integrated with the leaf acts as a clear, universal symbol of quality, approval, and trust.

**The Globe:** The polished globe behind the leaf signifies a global presence and a commitment to international standards. It makes the logo relevant for export markets and reassures foreign consumers that the product is of world-class quality.

**The "India Touch":** The subtle orbital line around the globe is colored with the Indian tricolor (saffron, white, and green) and is a sophisticated way to represent the logo's origin without being overly nationalistic. This "pinch of India" provides an elegant nod to the country, balancing global appeal with a sense of place.



**AYUSH**  
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# Option III

## Surrounding Element: The Laurel Wreath of Leaves

The lotus is enclosed within a symmetrical wreath of green leaves.

**Symbolism:** leaves directly links the mark to botanical and natural healing. The deep green color of the leaves reinforces the organic and wellness-oriented nature of the certified products.

## Top Elements: The Ayush System Symbols

Positioned above the lotus is a cluster of five small, symbols, that represent the major five traditional medicine systems of "Ayush"—**Ayurveda, Yoga, Unani, Siddha, Homeopathy**

**“Ayush Quality Mark“ Text,** is the primary identifier, clearly stating that the purpose of the seal is to certify the quality of the product

Outer borders add to the official and distinguished appearance, providing a sense of authority and formality.

In essence, this logo is a powerful visual statement. It combines the traditional wisdom of Indian with a modern, official seal of quality and authority.



# Option IV

Organic leaf logo with the tricolor bands and a chakra integrated into the white band.

**Bold Arrow Leaf** logo on a plain white background for the **India Ayush Mark**. This design features a strong, upward-pointing leaf with representing strength along with the tricolor bands and a prominent, detailed Chakra.



**INDIA**  
AYUSH MARK



**INDIA AYUSH MARK**



**AYUSH MARK**  
MINISTRY OF AYUSH, GOVERNMENT OF INDIA



**INDIA**  
AYUSH MARK

# Option V

This logo design for the “Ayush Quality Mark” is a unified visual representation of several key concepts:

**Herbal Wellness represented by** prominent green leaf.

**Yoga:** A serene human figure in a meditative yoga pose represents the "Yoga" aspect of Ayush,

**Global Quality:** The leaf and figure are encircled by a stylized globe or an orbital ring in a calming blue color.

**Holistic Approach:** The combination of the natural leaf (herbal wellness), the human figure (yoga/holistic health), represents the full scope of the Ayush philosophy.



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**THANK YOU**



Team  
Ayush Export Promotion Council