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New regulations for 'Ayurveda Aahara': FSSAI

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The Food Safety and Standards Authority of India (FSSAI) has released new guidelines for the 'Ayurveda Aahara' segment. This will help regulate the food products based on Ayurveda recipes and nutritional food.

These products are prepared based on recipes prescribed in authoritative Ayurveda books. With these regulations for the first time, these practices are being regulated.

The rules have specified that the manufacturers must display an "Ayurveda Aahara" logo alongside an advisory that states "warning only for dietary use on labels". The rules have also barred manufacturers from making claims like "disease-risk reduction" without prior evidence-based approvals from FSSAI. However, no prior permission is required for health benefit claims as they are based on the Authoritative Ayurveda texts.

Further, every Label must specify three things: the purpose of the product, the target consumer group, and recommended duration of use. The regulations have mentioned, "No person shall manufacture or sell Ayurveda Sahara intended for administration to infants up to 24 months,".

Ministry of Ayush will set up an expert committee comprising industry experts and FSSAI representatives. This expert committee will be responsible for approving claims in the "Ayurveda Sahara" category. They will also assist in registration, licensing, certification, laboratory accreditation, and testing or quality of Ayurveda Aahara products.

As per the norms, only certain specific additives can be added to Ayurveda Sahara. The rules specify that manufacturers cannot add vitamins, minerals, and amino acids, and manufacturers shall specify the vitamins and minerals which are naturally present in the product.

"The food business operator shall provide information on the purity criteria adopted for ingredients at the time of licensing and any subsequent changes," the regulations added.

FSSAI has stated that Ayurvedic medicines and drugs shall be listed under Schedule E_1 of the Drugs and Cosmetics Act, 1940, and these won't fall under the Food Safety and Standards (Ayurveda Sahara) Regulations, 2022



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