Vision
To be an institution of excellence for the development of regulatory standards of Ayurvedic, Siddha, Unani & Homoeopathic (ASU&H) drugs.

Mission
To promote and preserve the well-being of humans and animals in India, by bringing out official standards for quality of drugs included in Ayurveda, Siddha, Unani & Homoeopathy systems of Medicine used by AYUSH professionals and consumers.