

GOVERNMENT OF INDIA

MINISTRY OF AYUSH

RAJYA SABHA

UNSTARRED QUESTION NO. 163 FOR 05.12.2023

INVESTMENT IN AYUSH

163. SHRI SUSHIL KUMAR GUPTA:

Will the Minister of Ayush be pleased to state:

a) whether the Ministry has drawn any plan to encourage investors across the globe to invest in the Ayush sector; and

(b)) if so, the details thereof to tap the opportunity?

ANSWER

THE MINISTER OF AYUSH

(SHRI SARBANANDA SONOWAL)

(a.) & (b) Yes Sir.

1. The Central Sector Scheme of Ayush for Promotion of International Co-operation in Ayush (IC Scheme) has provision to support to the investors across the globe for establishing of new health center (s)/institution (s) in foreign countries. The Ministry Signs Memorandums of Understanding (MoUs) with foreign countries/institutions for cooperation in Ayush. Till date Country level MoU have been signed with 24 countries and institute level MoU have been signed with 61 foreign institutes. Ministry of Ayush also organizes or supports B2B Conference/Expo; G2G interactions, support to Ayush industry/hospitals/export promotions councils to participate in international conferences. These events have helped in propagation of Ayush as an attractive sector for investments. The Ministry of Ayush in cooperation with

Ministry of Commerce and Industry has set up an Ayush Export Promotion Council to give boost to export of Ayush products and services.

2. Ministry of Ayush has organized a three day Global Ayush Investment and Innovation Summit (GAIS) from 20 -22 April, 2022 at Mahatma Mandir, Gandhinagar, Gujarat. The Global Ayush investment and Innovation Summit, 2022 was a distinctive effort by the Government of India to attract the world's attention to India's ancient wisdom and traditional knowledge, and capitalize on it to pave the way for a sustainable future. The Summit was organized in line with Sustainable Development Goal Number 3 of promoting "Good Health and Well-being." A total of five plenary sessions, eight roundtables, six workshops, and two symposiums were organized and 90 eminent speakers and 100 exhibitors participated during GAIS.

3. The Champion Services Sector Scheme for Medical Value Travel has been launched by Govt. of India to promote Medical value Travel in the country especially in the field of Traditional System of Medicine. The objective of the scheme is to encourage private investors to invest in Ayush sector through Establishment of World Class, State of the Art Super Specialty Hospitals/ Day Care Centres of the systems

4. National Thermal Power Corporation (NTPC) has established Ayurveda Hospital at Farakka (West Bengal) from their CSR Funds.

5. Ministry of Ayush signed a MoU with Ministry of Micro, Small & Medium Enterprises (MSME) for the promotion of Ayush enterprises. In this regard, 10 Awareness programmes on Digital Advertisement, E-Marketing, GST & GeM were organized and 07 National Seminar / Workshop on Packaging, Marketing and Export Promotion of Ayush Products were organized by the Micro, Small & Medium Enterprises (MSME).

6. The Invest India under the MoU signed with Ministry of Ayush has set up a Strategic Policy and Facilitation Bureau (SPFB) in Ministry of Ayush to facilitate and attract investment in Ayush sector.

7. The Strategic Policy and Facilitation Bureau (SPFB) in Ministry of Ayush for the purpose of promoting the investment and encouraging the talent in the Ayush Sector has curated Ayurveda Startup Grand Challenge on the themes:-

- Innovations to improve accessibility, availability, and affordability of healthcare through Ayurveda.

- Innovations for improving quality & reach of Ayush products & practices.
- Solutions to reach daily lifestyles of people in all age brackets and all parts of society.

The Challenge after the approval of DPIIT has been launched by Ministry of Ayush on 10th November 2023 on the occasion of 8th Ayurveda Day.
