

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1608
ANSWERED ON 06.08.2024**

Incentives for entrepreneurs for starting new ventures of Ayurvedic centres

1608 Shri Sanjeev Arora:

Will the Minister of *Ayush* be pleased to state:

- (a) the incentives given to entrepreneurs by Government for starting new ventures of Ayurvedic centres; and
- (b) the incentives given for plantation used as basic raw materials for Ayurvedic medicines?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a)

- i. All India Institute of Ayurveda (AIIA), New Delhi an autonomous body under the Ministry of Ayush has set up an incubation centre i.e All India Institute of Ayurveda - Incubation Centre for Ayurveda Innovation and Entrepreneurship (AIIA-iCAINE) to support Ayush-related Start-ups and Entrepreneurs. AIIA-iCAINE has provided mentorship and various clinical facilities to the start-ups at AIIA, New Delhi.
- ii. The Ayurveda Startup Grand Challenge is designed to promote innovation and entrepreneurship in the Ayush sector. The key stakeholders involved are the Ministry of Ayush, AIIA, Start Up India and Invest India . Grants and financial assistance are provided to startups that present innovative solutions and products in the Ayush sector. Startups get opportunities to connect with potential investors, industry leaders, and other entrepreneurs through various events and workshops. Winners and promising startups receive recognition which can enhance their credibility and market

visibility. Fiscal incentives in the form of cash prizes are provided to the first three toppers.

(b)

The National Medicinal Plants Board (NMPB) , Ministry of Ayush is implementing “Central Sector Scheme on Conservation, Development and Sustainable Management of Medicinal Plants” throughout the Country. Under the scheme, project based support is provided to State Forest Departments for plantation / Resource Augmentation of medicinal plants in forest areas. As per scheme guidelines, provision in the cost norms for in-situ resource augmentation and plantation of medicinal trees, herbs and perennials is placed at Annexure.

Annexure

Cost norms for in-situ resource augmentation, plantation of medicinal trees, herbs and perennials

(Adopted from Operational Guidelines of National Afforestation Programme of Ministry of Environment & Forests)

(In Rupees)

S.No	Model/ Intervention	Plantation including maintenance	Soil & Moisture Conservation (15% of Plantation cost)	Monitoring and evaluation (M&E) ,Microplanning, fencing, awareness raising (10% of plantation cost)	Overheads (10% of Plantation cost)	Entry Point Activities (Fixed)	Total
1.	Aided Natural Regeneration (200 plants / hectare)	9750	1460	975	975	4000	17160
2.	Artificial Regeneration (1100 Plants / hectare)	17100	2565	1710	1710	4000	27085
3.	Mixed Plantation of trees having Minor Forest Produce (MFP) and medicinal value (1100 plants / hectare)	17100	2565	1710	1710	4000	27085
4.	Regeneration of perennial herbs and shrubs of medicinal value (2000 plants / hectare)	20400	3060	2040	2040	4000	31540