

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA**

**UNSTARRED QUESTION NO. 3364
ANSWERED ON 01.04.2025**

AYUSH-based startups in Odisha

3364 Shri Manas Ranjan Mangaraj:

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

- (a) whether the Ministry has supported any startups in the AYUSH sector in Odisha;
- (b) the details of funding or incubation support provided to such startups;
- (c) the role of these startups in promoting traditional medicine and wellness in the State; and
- (d) the steps being taken to encourage entrepreneurship in the AYUSH sector in Odisha?

ANSWER

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

(a) to (d) No, however, the 'Incubation Centre for Ayurveda Innovation and Entrepreneurship' (iCAINE) at the All India Institute of Ayurveda (AIIA) under the Ministry of Ayush provide mentorship, technical guidance, networking opportunities, access to AIIA infrastructure, skill development, capacity building, regulatory guidance etc. to those interested.

National Commission for Indian System of Medicine (NCISM) promotes entrepreneurship in Ayurveda, Siddha, Unani and Sowa Rigpa (ASUS) colleges. In order to train the coordinator from all ASUS colleges on "Entrepreneurship Skills", NCISM entered into Memorandum of Understanding (MoU) with National Institute for Micro, Small and Medium Enterprises (NI-MSME) and organized Capacity Building Programs on Entrepreneurship Development, successfully conducted from December 2023 to December 2024. A total of 14 training programs were conducted, benefiting 402 faculty members.
