

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 806
ANSWERED ON 11.02.2025**

Investment in AYUSH

806 **Shri Rajeev Shukla:**

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

- (a) the details of measures being taken by Government to promote investment in the AYUSH Sector in the country;
- (b) the progress made in this regard;
- (c) the benefits realised therefrom;
- (d) the measures being taken in this respect for the State of Chhattisgarh; and
- (e) the proposed measures to be taken thereon?

ANSWER

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

(a) to (e) The Government has undertaken several key initiatives to promote investment in the AYUSH sector across all states, including Chhattisgarh.

The Ministry of Ayush has established 'Strategic Policy and Facilitation Bureau (SPFB)', in collaboration with Invest India under Department for Promotion of Industry and Internal Trade (DPIIT) for strategic policymaking, investment facilitation, and stakeholder engagement to promote domestic and foreign investments.

Foreign Direct Investment (FDI) up to 100% is permitted through the automatic route in the Ayush sector, encouraging global investments.

The Global Ayush Investment and Innovation Summit (GAIIS) was organized in the year 2022, bringing together global stakeholders to explore investment opportunities,

particularly in wellness tourism, herbal product manufacturing, and pharmaceuticals. The summit saw the participation of 90 eminent speakers and 100 exhibitors. It concluded successfully, with the Ayush sector witnessing Letters of Intent (LoIs) worth over ₹9,000 crores. The Ministry of Ayush organized the B2B Conference under the Shanghai Cooperation Organization (SCO) on Traditional Medicine in 2023 which generated investment interest worth ₹590 crores. The Ayush Visa has been introduced to attract international medical tourists seeking Ayush treatments in India.

The National Sample Survey Office (NSSO), as part of the 79th round of the National Sample Survey (NSS) conducted between July 2022 to June 2023 observed that 95% of rural and 96% of urban respondents are aware of Ayush. Furthermore, at least one member of 85% of rural households and 86% of urban households is aware of medicinal plants, home remedies, local health traditions, or folk medicine. In terms of usage, around 46% of rural individuals and 53% of urban individuals reported using Ayush for the prevention or treatment of ailments in the past 365 days.

As per the report of Research and information system (RIS), the Ayush sector has experienced significant growth, with its market size expanding from \$3 billion in 2014 to \$23.3 billion in 2022, at a CAGR of 17%. Ayush exports have also increased from \$1.09 billion in 2014 to \$1.54 billion in 2020. Over 900 DPIIT-recognized Ayush start-ups have emerged, with 52% originating from Tier-2 and Tier-3 cities. Ayush treatments have been integrated into government hospitals, benefiting 5.4 crore patients.

The sector's growth has led to a boost in manufacturing and exports, with over 53,000 MSMEs receiving support. Ayurveda is now legally recognized as a traditional medicine system in over 25 countries. The expansion of Ayush-based medical tourism, facilitated by the Ayush Visa, has increased the number of international patients seeking treatment in India.
