

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO. 1770
TO BE ANSWERED ON 5TH AUGUST, 2025

“Promotion of Ayush based industries and startups”

1770. Shri Ghanshyam Tiwari:

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

- (a) the manner in which MSMEs and startups have been encouraged to manufacture Ayush based medicines, cosmetics, supplements, etc:
- (b) the impact of digital platform like Ayush Grid, e-Aushadhi, e-Charak etc and
- (c) whether the export of Ayush products has increased, if so, the figures thereof?

ANSWER

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

(a) 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.

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.

Ministry of Ayush organised an industry interaction on MSME schemes for Ayush manufacturers on 16.07.2025. Further, AYUSHEXCIL has entered into a Memorandum of

Understanding (MoU) with the Ministry of MSME to further strengthen this ecosystem by conducting training and awareness programs specifically designed for MSMEs, aiming to enhance their preparedness for both domestic and international trade.

(b) Ayush Grid is a comprehensive digital initiative aimed at transforming the Ayush sector through Information and Communication Technology (ICT). It is aligned with the Ayushman Bharat Digital Health Mission (ABDM) and seeks to build a homogeneous digital ecosystem for the holistic development of the Ayush sector in India and provides a comprehensive IT backbone across all verticals of Ayush.

Ministry of Ayush has developed a portal named “e-AUSHADHI” (<http://e-aushadhi.gov.in>) to increase transparency and accountability for online licensing of Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs and related matters.

To provide a platform for trade of medicinal plants and to provide easy market access, National Medicinal Plants Board (NMPB), Ministry of Ayush has launched “e-CHARAK” mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs. “e-CHARAK” is a platform to enable information exchange between various stakeholders mainly farmers involved in the medicinal plants sector across the country. The application is available in different local languages. Fortnightly, market price of 100 medicinal plants from 25 herbal markets across India is updated regularly on the platform.

(c) As per Directorate General of Commercial Intelligence and Statistics (DGCIS) data, increase in growth percentage of Ayush and Herbal products from FY 2020-21 to FY 2024-25 is as under:

Year	Export Value in USD	Growth %
2020-2021	539878089	26.11%
2021-2022	612124787	13.39%
2022-2023	628541727	2.68%
2023-2024	651172561	3.60%
2024-2025	689341412	5.87%
