GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO. 325
TO BE ANSWERED ON 03.02.2026

Investment facilitation in the Ayush Sector

325 **Shri Harsh Mahajan**:

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

(a) what investment facilitation and policy measures has Government currently implemented to promote domestic and foreign investment in the Ayush sector in the country;

(b) the facilities being provided to attract investment in the Ayush sector, including single-window clearance, tax incentives, infrastructure support and ease of doing business measures;

(c) the details of investment received in the Ayush sector over the past three years, year-wise;and

(d) whether Government has prepared any special action plan to develop the Ayush sector as a global investment destination, if so, the details thereof?

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

(a) to (d) The Government of India has undertaken multiple policy and facilitation measures to promote domestic and foreign investment in the Ayush sector and to improve ease of doing business. The sector permits 100% Foreign Direct Investment (FDI) under the automatic route**,** enabling seamless participation of foreign investors. To strengthen investment facilitation, the Ministry of Ayush (MoA) has launched Ayush Nivesh Saarthi Portal on 29 May 2025 as a unified digital investment facilitation platform to promote investment in the Ayush sector by consolidating policy frameworks and incentive structures, showcasing investment-ready projects, supporting trade and exports of Ayush products, and facilitating real-time investor engagement and industry collaboration. Further, MoA has set up Ayush Export Promotion Council (AYUSHEXCIL), supported by Ministry of Commerce to oversee exports of products of Ayurveda, Homoeopathy, Siddha, Sowa-Rigpa and Unani systems and address trade issues pertaining to these sectors. Ease of doing business has been enhanced through simplification and digitalisation of regulatory processes, standardisation and accreditation mechanisms. Infrastructure support has been strengthened through the establishment and upgradation of National Ayush institutes, research councils, hospitals and centres of excellence.

Further, quality assurance in the Ayush sector has been strengthened through regulatory oversight of Ayush drugs, promotion of National Accreditation Board for Hospitals & Healthcare Providers (NABH) accreditation for Ayush hospitals, establishment of an Ayush Vertical in the Bureau of Indian Standards (BIS) for standardisation and implementation of the Central Sector Scheme 'Ayush Oushadhi Gunvatta Evam Uttpadan Samvardhan Yojana (AOGUSY)' to support Ayush pharmacies and drug testing laboratories, thereby enhancing quality, global acceptability and investor confidence. The Ayush Quality Mark, launched at the 2nd WHO Global Traditional Medicine Summit held in December 2025 by the MoA to ensure quality and credibility, and to enhance global trust and international recognition of Ayush products and services.

The Ayush industry has witnessed considerable growth in market size since the upgradation of the Department of Ayush to the Ministry of Ayush in the year 2014. Ayush manufacturing industry has been reported to USD 2.85 Billion in 2014-15. Also, as per the latest study of RIS of 2020, the Ayush manufacturing industry size has been estimated at USD 18.1 Billion that is 6 times rise in 7 years. Over 900 Department for Promotion of Industry and Internal Trade (DPIIT) recognized Ayush start-ups have emerged, with 52% originating from Tier-2 and Tier-3 cities.

As per the data available in the document titled "From Roots to Global Reach: 11 Years of Transformation in Ayush , 2014–2025", the growth of the Ayush sector has led to a significant boost in manufacturing and exports, with over 92,653 Micro, Small and Medium Enterprises (MSMEs) registered on the Udyam Portal of the Ministry of Micro, Small and Medium Enterprises (MSME).The Government is also actively promoting Ayush systems internationally through bilateral MoUs, participation in global trade fairs, buyer–seller meets, and Ayush conferences abroad, with the objective of positioning India as a global hub for traditional medicine and wellness.

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