

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**LOK SABHA  
UNSTARRED QUESTION NO. 4637  
TO BE ANSWERED ON 28TH MARCH, 2025**

**“Manufacture of Ayurvedic Products in Amritsar”**

**4637. Shri Gurjeet Singh Aujla:**

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

- (a) whether Grants will be provided for setting up of manufacturing units for natural-based shampoos, cosmetics and other ayurvedic products in Amritsar to promote better healthcare and wellness and if so, the details thereof;
- (b) whether the Government has any plans to simplify licensing norms for small and medium enterprises interested in producing AYUSH-based products in the region and if so, the details thereof ;
- (c) whether there is any proposal to establish AYUSH awareness centres in Amritsar, organize seminars and conduct programmes to educate the public and entrepreneurs about the benefits and opportunities in the AYUSH sector and if so, the details thereof; and
- (d) the steps being taken/proposed to be taken by the Government to encourage investments and create employment opportunities in the AYUSH industry in border regions of Punjab like Amritsar?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH**

**(SHRI PRATAPRAO JADHAV)**

(a) Under Central Sector Scheme of Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY), Ministry of Ayush is supporting Ayush pharmacies to strengthen/upgrade their facilities. Under this scheme, 01 proposal has been received from Amritsar, Punjab and the details of which are annexed at Annexure-1.

(b) Ministry of Ayush is working in coordination with Ayush Grid and State Licensing Authority, Gujarat to make e-AUSHADHI portal more user friendly and robust for online licensing of Ayurveda, Siddha, Unani and Homoeopathy drugs.

(c) Ministry of Ayush has taken following initiatives to educate the public and entrepreneurs about the benefits and opportunities in the AYUSH sector:

(1) The Ministry has implemented the Central Sector Scheme for Promotion of Information, Education and Communication (IEC) in Ayush to create awareness regarding Ayush Systems of Medicine and provides assistance for organizing National/State Arogya Fairs, Yoga Fests/Utsavs, Ayurveda Parvs, etc. The Ministry also undertakes Multi-Media and Print Media Campaigns for creating awareness about Ayush Systems.

(2) 12 National Institutes and 05 Research Councils under the aegis of Ministry of Ayush are engaged in Outpatient & Indoor patient services and provide management of various ailments through Ayush system of medicines, organize Arogya Melas, Awareness Camps, Treatment Camps, Radio & TV talks, Outreach programs like Swasthya Rakshan Program (SRP), Schedule Caste Sub Plan (SCSP) Research Program and Tribal Health Care Research Program (THCRP) for creating awareness on Ayush systems of healthcare among the general public.

(d) The Ministry of Ayush organised a Global Ayush Investment and Innovation Summit (GAIIS) on 20-22<sup>nd</sup> April 2022 at Gandhinagar, Gujarat with an objective to bring together country's key start-ups, entrepreneurs, investors, policy makers and other national/international stakeholders for a specially curated event on innovation and make India a Global Ayush destination for entrepreneurship.

A Strategic Policy and Facilitation Bureau (SPFB) has been established in the Ministry in collaboration with Invest India to facilitate investment in Ayush sector.

**Annexure-1**

**Proposal Name: Grant-in-aid for strengthening and upgradation of pharmacy under AUGOSY Scheme from Amritsar, Punjab**

<b>S. No.</b>	<b>FY</b>	<b>State</b>	<b>Pharmacy</b>	<b>Particulars</b>	<b>Amount</b>
1.	2024-25	Punjab	Shree Dhanwantari Herbals, Amritsar	Grant-in-aid for strengthening and upgradation of its Pharmacy, Shree Dhanwantari Herbals	Rs.2,85,00,000/-

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