

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
LOK SABHA
UNSTARRED QUESTION NO. 1058
TO BE ANSWERED ON 24/07/2026**

Investment Facilitation in AYUSH Sector

1058. Shri Dileshwar Kamait:

Will the Minister of AYUSH

be pleased to state:

- (a) the details of the outcome of investments facilitated through platforms such as AYUSH Nivesh Saarthi;
- (b) the details of operational projects, the participation of Micro, Small and Medium Enterprises (MSMEs) participation and employment generation through the said platform;
- (c) the details of key countries contributing to Foreign Direct Investment (FDI) and Research and Development (R&D) collaborations through the said platform;
- (d) whether there has been an increase in the exports of AYUSH medicines and products after the launch of the AYUSH Nivesh Saarthi platform; and
- (e) if so, the details thereof including importing major countries AYUSH medicines and products after the launch of the AYUSH Nivesh Saarthi platform?

ANSWER

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

(a) Ministry of Ayush has launched Ayush Nivesh Saarthi portal on 29th May 2025 which aims to boost traditional medicine systems as a strong economic sector of the country. The portal has acted as a comprehensive investment facilitation platform, promoting opportunities in Ayush sector. It serves as a global hub for information related to trade in medicinal plants, derivatives & extracts and supports the growing export market for Ayush products encouraging research and development as well as collaborations between industry and academia.

Through Ayush Nivesh Saarthi Portal, Ministry of Ayush has consolidated existing policy frameworks & incentive structures and facilitated real time investor engagement under one unified interface.

(b) The Ayush Nivesh Saarthi Portal is primarily an investment facilitation and information dissemination platform, while it does not directly implement, generate employment or monitor operational projects, the portal provides information and guidance to a wide range of

stakeholders, including Micro, Small and Medium Enterprises (MSMEs), by showcasing investment opportunities, relevant policies, schemes and Ayush Statistics.

(c) The Ayush Nivesh Saarthi Portal is an investment facilitation and information dissemination platform developed to provide comprehensive information on investment opportunities, policies, incentives, and regulatory processes in the Ayush sector. The portal itself does not facilitate or process Foreign Direct Investment (FDI) or Research & Development (R&D) collaborations.

(d) & (e) The Ayush Nivesh Saarthi Portal serves as an investment facilitation and trade promotion platform. While the portal itself does not directly track or attribute export figures to individual transactions, its launch has strengthened visibility of the Ayush sector in global markets and supported exporters through dissemination of country-wise market intelligence, standards, and incentive schemes. However, the portal is designed primarily for investment facilitation and does not track export and import data related to Ayush products.