

# Global Ayush Investment and Innovation Summit 2022

April 22, 2022

**In news**– The Prime Minister of India inaugurated the Global Ayush Investment & Innovation Summit 2022 at Gandhinagar, Gujarat recently.

## **About the summit-**

- One of the aims of the Summit is to attract lucrative investments to build India as the Global Ayush Destination in the world.
- It witnessed the participation of industry leaders, academicians, and scholars to deliberate upon ways to promote traditional medicines, and systems.
- The inaugural session also included the signing of 5 Memorandum of Understanding among global institutions and governments.
  - Rashtriya Ayurveda Vidyapeeth (RAV) MoU with Argentina, Tripartite MoU between All India Institute of Ayurveda (AIIA) and Brazil on the establishment of academic collaboration in Ayurveda.
  - MoU between All Indian Institute of Ayurveda and University Health Network, Toronto (UHN), Canada.
  - MoU for the establishment of the Ayurveda Chair at Universidad Autónoma de Nuevo León (UANL), Mexico.
  - MoU between NIA, Jaipur and Philippine Institute of Traditional and Alternative Health Care (PITAHC) on cooperation in the field of Ayurveda and other Traditional Systems of medicine.

## **New initiatives announced in Ayush sector-**

- **A special Ayush mark for Ayush products**-This will give people all over the world the confidence of quality

Ayush products. Government will develop a network of Ayush parks to encourage the promotion, research and manufacturing of Ayush products across the country.

- A new category named '**Ayush Aahar**' was announced which will greatly facilitate the producers of herbal nutritional supplements.
- India will soon introduce a **special Ayush Visa category** for foreign nationals who want to come to India to take advantage of Ayush therapy.
- The Prime Minister announced the launch of **Ayush Export Promotion Council and four Ayush ICT initiatives which includes Ayush Information Hub, AyuSoft, Ayush Next and Ayush GIS.**
- A network of **AYUSH parks** to encourage the promotion, research and manufacturing of AYUSH products across the country will be developed.
- Prime Minister also released a comic book named '**Professor Ayushman**', which describes how Ayush systems and products helped in fighting not only COVID-19 but other diseases also.
- On this occasion, the Prime Minister distributed **awards to the winners of 'Ayush Start-up Challenge'** organised by All India Institute of Ayurveda (AIIA) in association with Start-up India.
- **Launch of the WHO Global Center of Traditional Medicine, in Gujarat.**

### **Ayush sector-**

- The Ayush sector is growing significantly, by 17 percent per year since 2014.
- The Government of India created a full-fledged Ministry of Ayush on November 9, 2014 with a mandate to promote and propagate Indian systems of medicine and homoeopathy.
- The Ministry of Ayush and Ministry of Micro Small and Medium Enterprises (MSME) are developing

Entrepreneurship among Ayurveda and other traditional medicines professionals.

- The Ministry of Ayush has also developed the Entrepreneurship Development Program (EDP) to encourage young entrepreneurs to establish startups in Ayush in line with the Startup India Initiative of the Prime Minister.
- Ayush sector played an important role during the Covid-19 pandemic, **Ayush interventions – AYUSH-64 and Kabasura Kudineer** – were repurposed based on promising results of research studies for the management of asymptomatic, mild to moderate Covid-19 and were distributed among the public benefitting more than 8 lakh population in drive mode.

**Further**

**reading:**

**<https://journalsofindia.com/who-global-centre-for-traditional-medicinewho-gctm/>**