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PHDCCI organises session on schemes offered by Ministry of AYUSH

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Discussions were held on how the AYUSH ministry is collaborating with the healthcare sector for conducting skill development prog



PHD Chamber organised a technical session on Incentive and Schemes offered by Ministry of AYUSH, Government of India for ASU Sector during AYUSH e-Mela. The AYUSH E-Mela technical session was attended by more than 250 delegates from industry and academia and exhibitors participating in the expo.

Speakers present were Vikram Singh, Director, Ministry of AYUSH, Govt. of India, Jitender Sodhi, Co-Chair, AYUSH Committee, PHD Chamber and CMD, AYUSH Herbs, Dr Santosh Joshi, Co-Chair, AYUSH Committee & Sr. General Manager, (R&D) Hamdard Laboratories India, Dr Anup Kalra, Director, QCS Herbals, Amit Patwal, Assistant Secretary, PHDCCI and the session is moderated by Dr Ravi Rathod, Joint Secretary, PHDCCI.

Singh gave an insight on various schemes offered by the Ministry and also shared their objectives. He further highlighted a few significant schemes on Ayurgyan Scheme and brief about the Champion Services Sector Scheme which is another scheme offered by the ministry. He highlighted that Ministry of AYUSH is also working closely with BIS to develop service standards for medical value travel and also collaborated with the Ministry of Tourism and created a National Medical wellness and Tourism Board.

Kalra shared a brief presentation and talk about strengths and rich tradition and the use of quality herbs for improving the health and immunity of any individual. He also mentioned today's global requirements and major requirements of the AYUSH Industry. He also showcased a way forward to work together and value chain development strategies required in medicinal plants cultivation.

Dr Joshi proposed a formal vote of thanks to all the dignitaries.