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PM nudges startups, entrepreneurs, industry to increase investment for innovation in Ayush

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Modi inaugurates Global Ayush Investment & Innovation Summit 2022 at Gandhinagar



Prime Minister Narendra Modi inaugurated the Global Ayush Investment & Innovation Summit 2022 at Gandhinagar, Gujarat on April 20. The three day Ayush global summit will witness a dialogue with entrepreneurs, industry, startups and other stakeholders to encourage them to increase investment for innovation in Ayush as the sector continues to showcase colossal room for growth.

The inaugural session for the Global Ayush Investment & Innovation Summit 2022 witnessed the presence of the Prime Minister of Mauritius, Pravind Kumar Jugnauth, WHO Director General, Dr. Tedros Adhanom Ghebreyesus, Dr. Mansukh Mandaviya, Union Minister of Health & Family Welfare, Union Minister for AYUSH Sarbananda Sonowal, Chief Minister of Gujarat, Bhupendra Patel, Dr. Munjpara Mahendra Kalubhai, Minister of State and ambassadors, foreign dignitaries, investors, industry experts and other important stakeholders.

In his inaugural speech Modi said, “We are already witnessing unprecedented growth in the production of Ayush medicines, supplements and cosmetics. In 2014, where the Ayush sector was less than $3 billion, today it has increased to more than $18 billion. An unprecedented efforts has been made in the past years to promote the export of Ayush products.”

Many new initiatives in Ayush sector was announced by the Prime Minister, first being 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.

Further, another major initiative for foreign nationals who want to come to India to take advantage of Ayush therapy was announced. India will soon introduce a special Ayush visa category.