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Govt opens investor facilitation portal for traditional medicine sector

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To serve as a vital catalyst in attracting foreign direct investment



The Government of India has launched the Ayush Nivesh Saarthi portal, a dedicated, investor-centric digital platform developed by the Ministry of Ayush in collaboration with Invest India. It brings together policy frameworks, incentive structures, investment-ready projects, and real-time facilitation under one unified interface.

Designed to support both domestic and global investors, the platform is a strategic tool that strengthens India's standing as a global investment destination for traditional systems of medicine. India's Ayush industry has emerged as one of the fastest-growing sectors in the country, recording an annual growth of 17% between 2014 and 2020. With rising global consumer interest in natural, preventive, and wellness-based healthcare, Ayush is at the forefront of a new wave in global health and lifestyle transformation.

The Ayush sector's relevance is also strongly reflected in its contributions to medical value travel (MVT) and the global wellness economy. Ranked among the top five health services in India, Ayush is a key driver of the country's $13 billion MVT sector Globally.

With the launch of Ayush Nivesh Saarthi, the Government of India has reaffirmed its vision of making Ayush a pillar of both public health and economic growth. This portal is expected to serve as a vital catalyst in attracting foreign direct investment, empowering entrepreneurs, and showcasing India's leadership in traditional medicine and wellness to the world.