

## **Allia celebrates National Startup Day 2026 with awareness programme on MSME opportunities for Ayurveda based startups**

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### **Event focused on Ayurveda and integrative health innovations**



The All India Institute of Ayurveda (AIIA) through its startup incubation centre, Ayurveda Innovation and Entrepreneurship Incubation Centre (AIIA-ICAINE), successfully organised an awareness programme on Small and Medium Enterprises (MSME) opportunities for Ayurveda-based startups at the New Delhi campus on the occasion of National Startup Day 2026, on 16 January. The event was organised in collaboration with the Office of MSME Development and Facilitation, Government of India.

The event brought together policymakers, academicians, startup supporters, and aspiring entrepreneurs to deliberate on strengthening the MSME and startup ecosystem. The event focused on Ayurveda and integrative health innovations. These sessions covered government support schemes, institutional mechanisms for innovation, intellectual property protection, certification and standardisation requirements, and financial mechanisms required for early-stage startups.

Sunil Kumar, Deputy Director, MSME presented a brief overview of MSME initiatives and government schemes related to Ayurveda based enterprises

Dr R.K. Singh, Joint Director, MSME Bharti stressed on the need for a robust policy-backing mechanism to promote startups and MSMEs, especially in the traditional medicine and healthcare sectors.

The event reiterated AIIA-ICAINE's commitment to fostering a robust, innovation-driven startup ecosystem based on Ayurveda. This is in line with national priorities for entrepreneurship, MSME development, and sustainable healthcare solutions. Recognized as a host institution by the Ministry of Small and Medium Enterprises (MSME), Government of India, AIIA-ICAINE has been empowering innovators by providing them with a well-rounded platform to turn ideas into impactful enterprises.