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AYUSH Entrepreneurship Programme

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Why in News

Recently, **AYUSH Entrepreneurship Development programme** was jointly organized by the Ministry of AYUSH and Ministry of Micro, Small and Medium Enterprises (MSME) for **promoting the AYUSH sector in the country under different Schemes of the Ministry of MSME.**

Key Points

- **AYUSH** stands for **Ayurveda, Yoga, Unani, Sidha** and **Homeopathy**.
- **Challenges faced by the AYUSH sector:**
 - **Quality standards of Medicines** – Scientific validation of AYUSH has not progressed in spite of dedicated expenditure in the past.
 - **Lack of human resources** – Practitioners are moving away from traditional systems for better opportunities.
 - The existing **infrastructure** remains under-utilized.
- There is a great demand for Indian Ayurveda, Yoga, Homeopathy, Siddha in other countries, existing entrepreneurs can take this opportunity & open their clinics/ outlets there & support export.
- The raw materials of Ayurveda are usually found in Forest area, rural areas, tribal areas, aspiration districts & there is a need for Processing units, clusters there for Job creation, enterprise development, self employment.
- The two Ministries have drawn up an **action plan** for promoting AYUSH Sector. The plan includes roping AYUSH clusters in the schemes of the Ministry of MSME.
- **Major AYUSH clusters** include: Ahmedabad, Hubli, Thrissur, Solan, Indore, Jaipur, Kanpur, Kannur, Karnal, Kolkata and Nagpur.

- Following are the **schemes**:
 - Zero Defect Zero Effect/Lean – Good Manufacturing Practice.
 - Procurement & Marketing Support Scheme – National/International Trade, fair, Exhibition, Government e-Marketplace, Packaging, E-Marketing, Export.
 - Advanced Training Institute (ATI) – Capacity Building & Skill Development.
 - Entrepreneurship Skill Development Programme (ESDP), Incubation – Start-Up/Enterprise Development.
 - Credit Linked Credit Subsidy (CLCS), Prime Minister’s Employment Generation Programme (PMEGP) – Financial support

Source:PIB