

‘Ayush Nivesh Saarthi’—Investor Facilitation Portal for Traditional Medicine Sector

Ayush Nivesh Saarthi is more than a digital platform—it is an enabler of transformation: Ayush Minister

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In a historic move to position India as the global epicenter for traditional medicine and wellness, the Government of India launched ‘the Ayush Nivesh Saarthi portal on 29th May 2025 during the Ayush Stakeholder/Industry Interaction Meet held at Vanijya Bhawan, New Delhi. The portal was jointly unveiled by Shri Piyush Goyal, Union Minister of Commerce & Industry, and Shri Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry of Ayush. The event brought together senior government officials, industry leaders, and global stakeholders including Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, and Shri Amardeep Singh Bhatia, Secretary, DPIIT, marking a new chapter in India’s push to transform its time-honored wellness systems into a robust economic engine backed by data, transparency, and ease of access.

Ayush Nivesh Saarthi is 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.

Speaking at the launch, Shri Piyush Goyal said, “With 100% FDI permitted in the Ayush sector through the automatic route, the launch of Ayush Nivesh Saarthi is a signal to the world that India is open for investment, collaboration, and innovation in holistic healthcare. India’s Ayush ecosystem is rooted in deep tradition but is powered by modern vision. Through this portal, we are not only connecting investors with opportunities, but with India’s ancient legacy of wellness.”

Adding to this vision, Shri Prataprao Jadhav stated, “Ayush Nivesh Saarthi is more than a digital platform—it is an enabler of transformation. It brings together the government’s proactive policies, India’s natural wealth of over 8,000 medicinal plant species, and a globally trusted wellness tradition. This portal will empower investors with real-time data, transparent policy guidance, and access to a vibrant, expanding market. Ayush is no longer just India’s heritage—it’s now a global opportunity.”

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 USD 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.

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