

An industry interactive session titled “Fostering Growth: SME Schemes and Opportunities for the Ayush Industry” organised today

The event reaffirmed the collective vision to harness MSME opportunities for sustainable growth & innovation in Ayush sector

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An insightful industry interactive session titled “Fostering Growth: SME Schemes and Opportunities for the Ayush Industry” was organized by Ayush Export Promotion Council (AYUSHEXCIL) with the support of Rastriya Ayurved Vidyapeeth and the Ministry of AYUSH today.

The session witnessed the presence of several distinguished dignitaries, including Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Government of India; Mr. S.C.L. DAS, Secretary, Ministry of MSME, Government of India; Dr. Kousthubha Upadhyaya, Adviser, Ministry of Ayush.

Dr. Kousthubha Upadhyaya, Adviser to the Ministry of Ayush, set the tone by highlighting the significance of MSMEs in the Ayush sector. This was followed by an informative presentation by Ms. Anuja Bapat, Joint Secretary at the Ministry of MSME, who outlined various schemes tailored to support Ayush-focused enterprises.

Prof. (Dr.) Mahesh Kumar Dadhich, CEO of the National Medicinal Plants Board (NMPB), presented the potential and prospects of Sea Buckthorn in the Ayush sector. Ms. Ritu Sain, Investment Commissioner of Chhattisgarh, showcased state-level investment opportunities relevant to the Ayush industry.

Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, and Mr. S.C.L. Das, Secretary, Ministry of MSME, both stressed the importance of enhancing quality standards and scalability within the Ayush sector. The event reaffirmed the collective vision to harness MSME opportunities for sustainable growth and innovation in the Ayush sector.

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