

AYUSHEXCIL and Spices Board of India Sign MoU to Strengthen Global Promotion of Ayush Products and Medicinal Spices

“Spice and Heal” Initiative Can Position India as Global Wellness Leader: Union Minister Shri Prataprao Jadhav

AYUSHEXCIL–Spices Board Partnership to Benefit Farmers, MSMEs, Startups and Exporters Across Ayush and Spice Sectors

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In a significant step towards strengthening India’s global leadership in traditional wellness and natural products, a Memorandum of Understanding (MoU) was signed between AYUSHEXCIL and the Spices Board of India in the presence of Shri Prataprao Jadhav, Union Minister of State (IC), Ministry of Ayush, and Minister of State for Health and Family Welfare.

Shri Prataprao Jadhav congratulated AYUSHEXCIL and the Spices Board of India for what he described as a “visionary and forward-looking partnership.” He said the collaboration represents an important step towards strengthening India’s traditional wellness systems and promoting the global integration of Ayurveda, medicinal plants, and Indian spices.

Highlighting India’s rich heritage, Shri Jadhav noted that Ayurveda and Indian spices have for centuries symbolised preventive healthcare, balanced living, and natural wellness knowledge. He said the coming together of the two sectors reflects a shared commitment to work for the benefit of farmers, industry, startups, exporters, and global consumers.

The Minister expressed satisfaction that the collaboration focuses on critical areas such as quality enhancement, traceability, scientific validation, innovation, export promotion, and development of international markets. He also highlighted the proposed “Spice and Heal” initiative, stating that it has the potential to emerge as a powerful branding campaign positioning India as a global leader in holistic health and natural healing solutions.

Emphasising the Government’s commitment to empowering MSMEs, startups, women entrepreneurs, farmers, and young innovators, the Minister said the initiative aligns closely with the vision of Hon'ble Prime Minister Shri Narendra Modi for *Atmanirbhar Bharat*, *Vocal for Local*, *Make in India*, and *Heal in India*. He added that the Prime Minister has consistently recognised India’s traditional knowledge systems and wellness heritage as important pillars of the country’s global identity and economic progress.

Expressing confidence in the long-term impact of the partnership, the Minister stated that the MoU would open new avenues for export growth, employment generation, rural development, farmer empowerment, and international collaboration. He conveyed his best wishes for the success of the partnership, noting that it would further strengthen India's reputation in the field of global wellness and natural products.

The MoU was signed by Dr. Anurag Sharma, Chairman, AYUSHEXCIL, and Shri M. S. Manivannan, IAS, Secretary, Spices Board of India. The collaboration aims to promote global cooperation in Ayush products and medicinal spices by strengthening export promotion, quality assurance, standardization, research, innovation, and international market development for functional foods, nutraceuticals, herbal extracts, and value-added Ayurvedic and spice-based products.

Under the partnership, both organizations will work together on branding initiatives, traceability frameworks, scientific validation, capacity building, Codex engagement, and joint participation in international trade fairs and promotional activities. The initiative is expected to create new opportunities for exporters, farmers, MSMEs, startups, women entrepreneurs, and stakeholders across the Ayush and spices sectors, thereby enhancing India's export growth and global visibility in the wellness economy.





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