

Ayush Nivesh Saarthi Portal

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Ayush Nivesh Saarthi Portal Latest News

Recently, the Government of India launched the Ayush Nivesh Saarthi portal during the Ayush Stakeholder/Industry Interaction Meet held at Vanijya Bhawan, New Delhi.

About Ayush Nivesh Saarthi Portal

- It is a dedicated, investor-centric **digital platform**.
- It is developed by the **Ministry of Ayush in collaboration with Invest India**.
- It aims to transform India's traditional wellness systems into a robust economic driver.
- It **integrates policy frameworks, incentive structures, investment-ready projects**, and real-time facilitation into a single interface, designed to attract both domestic and global investors.
- It will **empower investors with real-time data**, transparent policy guidance, and access to a vibrant, expanding market.
- The platform underscores India's ambition to become a leading destination for investments in traditional systems of medicine, leveraging the **sector's 17% annual growth rate between 2014 and 2020** and

growing global demand for natural and preventive healthcare.

- 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.

Ayush Nivesh Saarthi Portal FAQs

Q1: What is AYUSH full for?

Ans: AYUSH stands for Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy

Q2: Who is the father of Ayurveda?

Ans: Charak

Source: **DN**

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