Ayush Nivesh Saarthi portal

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Why in News?

The Government of India has launched the Ayush Nivesh Saarthi portal during the Ayush Stakeholder/Industry Interaction meet held at Vanijya Bhawan recently.

- It is an investor-centric digitalised platform in the Ayush sector.
- **Created by** - Ministry of Ayush in partnership with Invest India, is focused on attracting investors.
- **Aim** - To transform India's traditional wellness systems into a significant economic force.
- It is designed to support both domestic and global investors.
- It consolidates policy frameworks, incentive structures, and investment-ready projects into a single user-friendly interface.
- It provides real-time data, clear policy guidance, and access to a dynamic and growing market, reinforcing India's aspiration to be a premier destination for investments in traditional medicine.

  The sector is experiencing a 17% annual growth rate from 2014 to 2020 and has seen a rising global interest in natural and preventive healthcare.

- This portal is poised to be a crucial driver for foreign direct investment, empowering entrepreneurs and highlighting India's leadership in the field of traditional wellness.

Reference

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