Indian system of medicine is millennia old and offers overall wellness. Changes in the health paradigm have led to an unprecedented resurgence of interest in Ayush systems over the years. The Ministry of Ayush has amplified the role of India’s traditional systems of medicine in realizing the vision of Hon’ble Prime Minister Narendra Modi of taking Ayush to the world.

Sarbananda Sonowal
Hon’ble Minister of Ayush & Port, Shipping & Waterways
Government of India

When we are healthy and balanced we are able to fulfil our dreams and share our responsibility as a part of society. The Ayush system speaks enormously on the rule of diet in maintaining health. It has advocated a number of simple practices that can help us reconnect with our authentic selves.

Munjpara Mahendrabhai Kalubhai
Hon’ble Minister of State for Ayush and Women & Child Development
Government of India

Ayurveda is generally defined as ‘Science of life’ by translating ‘Ayuh(r)’ as life and ‘Veda’ as science. I am sure Ayurveda can provide solutions to many health problems. India can be a leader in making affordable, holistic health care available to the world. Our Government is fully committed to promotion of Ayurveda and traditional systems of medicine.

Narendra Modi
Hon’ble Prime Minister of India
INVEST IN AYUSH
FOR A VIBRANT, HEALTHY FUTURE
Investment | Innovation | Entrepreneurship

Market size of Ayush sector has grown by 17% p.a. from 2014 to 2020.

Ayush industry is projected to reach US$ 23.3 billion in FY 2022.

Ayush Products (Dietary, Lifestyle, Pharma) and Services (Medical Care, Wellbeing) poised to be the next mega growth sector.

With no restrictions on Foreign Direct Investments, Ayush sector has tremendous growth potential.

Ayush Pharmaceuticals (Generic, Proprietary) and Dietary Supplements fastest growing category and exported all over the world.

Ayush Services spanning Preventive, Curative, and Promotive Health across Hospitals, Clinics, and Wellbeing Retreats serving a global audience.

A variety of Government schemes and initiatives to improve the Ease of Doing Business.

Initiatives to stimulate Ayush exports in the international market.
OBJECTIVES

To bring together country’s key startups, entrepreneurs, investors, policy makers and other national/international stakeholders for a specially curated event on innovation and make India a Global Ayush destination for entrepreneurship:

- Promote Investment in Ayush Services, Products, and Education Sectors
- Promote Medical Value Travel for NCDs, CDs, and for Rehabilitation
- Promote India as Global Wellbeing Destination
- Education and Research & Development
- Establish Ayush as distinctive investment brand (showcasing innovation models)
- Adopting Ayush way of life for a sustainable future
- Strengthening Ayush Drug Delivery System
- Exchange knowledge on best practices on nurturing startup ecosystems

- Catalyze thought leadership through stakeholder engagement
- Promote Yoga as Therapy for Physical, Mental, and Spiritual Health
- Promote YogAsana as an international sport
- Catalyzing entrepreneurs to innovate, to be unicorns
- Set-up roadmap to amplify the growth of Ayush sector
- Forging business linkages, joint-ventures, and investments
- Enhance exports of the Ayush sector
- Promote Post-COVID Rehabilitation through Ayush

ABOUT GLOBAL AYUSH INVESTMENT & INNOVATION SUMMIT 2022

The Global Ayush Investment and Innovation Summit offers a world of possibilities with ample innovation, investment and growth opportunities in the upcoming sector by sharing new concepts, research outcomes and exciting engagement plans with stakeholders to build a continuum of result-oriented outcomes.

The event has been scheduled in multiple parts from 20–22 April 2022 at Mahatma Mandir, Gandhinagar, Gujarat to drive rich content while advocating global understanding of Ayush education, research, innovation, entrepreneurship and sustained health across all Ayush systems.

“Ayush way of life - tradition supported with technology”
KEY HIGHLIGHTS

- Investor’s Meet and Industry Dialogues
- Showcase Ayush Streams Initiatives
- Startup Ayush Challenges
- Ayush Aahar (Food Court)
- Exhibits by start-ups & incubators
- Path Breaking Research
- Ayush Chef Competition
- Exhibition on The Covid saga – Ayush success story
- Diplomatic Conclave
- Youth Edutainment and Experience Zone
- Felicitation and Recognition
- Ayush contribution in green energy and net zero target
- Ayush OPD Facilitation Centre
- Fusion Yoga Demonstration
KEY STAKEHOLDERS

Government & Policy makers
Foreign Missions in India and Abroad
Hospitals and healthcare centres
Pharma & Phytoceutical Companies
Ayush Product Manufacturers (Pharma, FMCG- Dietary & Lifestyle)
Hospitals and Healthcare Centres
FMCG Manufacturers and Retailers
Health & Wellbeing Resorts
Spiritual Retreat Centres
Medical Value Travel Players
Angel Investors
Venture Capitalists
Tech Companies
Yoga Institutes
Ayush Education Institutes
Entrepreneurs/Start-ups in Ayush
Scientists, Ayush Academicians
International/National/Regional Ayurveda organizations/NGOs
Opinion and thought leaders of Ayush industry
Global participation and their key stakeholders /partners / organizations
Herbal traders and medicinal plant cultivators

For registration, please visit our website
www.gaiis.in

/ moayush