

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
LOK SABHA
UNSTARRED QUESTION NO. 933.
TO BE ANSWERED ON 25TH JULY 2025**

“AYUSH Nivesh Saarthi Portal”

933. Shri Aditya Yadav:

Will the Minister of AYUSH be pleased to state:

- (a) whether recently launched AYUSH Nivesh Saarthi portal aims to boost traditional wellness systems as a strong economic sector of the country;
- (b) if so, the details thereof; and
- (c) the steps taken/proposed to be taken by the Government to achieve this goal?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) and (b) Yes, the Ministry of Ayush has launched Ayush Nivesh Saarthi portal on 29th May 2025 which aims to boost traditional wellness systems as a strong economic sector of the country. The portal acts as a comprehensive investment facilitation platform, promoting opportunities in Ayush sector. It serves as a global hub for information related to trade in medicinal plants, derivatives & extracts and supports the growing export market for Ayush products encouraging research and development as well as collaborations between industry and academia. By streamlining the investor on-boarding process and offering detailed insights into export mechanisms & incentive schemes, it fosters strategic industry partnerships across sectors.

(c) Through Ayush Nivesh Saarthi Portal, Ministry of Ayush has consolidated existing policy frameworks & incentive structures, showcased investment ready projects and facilitated real time investor engagement under one unified interface.