




Uttarakhand AYUSH Policy, 2023



A scenic view of a river in Rishikesh, India. The foreground is dominated by the branches of a tree with vibrant red flowers. In the middle ground, a suspension bridge spans across the river. The background features lush green mountains and a small settlement on the riverbank. The overall atmosphere is serene and picturesque.

Rishikesh - The Yoga Capital of the world

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01

AYUSH in India

India has rich cultural precedence of age-old medicinal treatment methods which include Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH). Considering the relevance and potential of AYUSH¹ in today's world which is striving for more sustainable and organic ways of life, the Government of India (GoI) founded the Ministry of AYUSH in 2014. This was established with the aim to develop and accelerate education & research in AYUSH across the country.

The Ministry of AYUSH launched its flagship scheme, National AYUSH Mission (NAM) to promote cost effective and accessible AYUSH medical services, effective quality control of drugs and upgrade relevant education institutes. Furthermore, the Ministry merged the separate schemes for AYUSH education and research into one as 'AYURGYAN' to support education, research and innovation in AYUSH through academic activities, training, capacity building and incentives². The Ministry also hosted the first Global AYUSH Investment & Innovation Summit in 2022 at Gujarat which led to signing of 70 MoUs with global industry players and Letters of Interest on potential investments of INR 9,000 crore.

¹ Alternative medicinal system of Ayurveda, Yoga, Unani, Siddha and Homeopathy

² Press (at <https://cdn.ayush.gov.in/wp-content/uploads/2021/07/Ayurgyan-Scheme-for-Research-Innovation.pdf>) accessed on 21 April 2023



The Ministry of AYUSH has shown strong support to scale the sector in Uttarakhand. At the AYUSH Sanvad held in Haridwar in December 2021, the Ministry announced investments worth INR 1 lakh crore³ across multiple initiatives to boost the AYUSH infrastructure in the State including ramp up of AYUSH healthcare capacity, set up of 300 AYUSH wellness centres, 10 ten-bedded hospitals, fifty-bedded upgraded AYUSH hospital in Kotdwar, and fifty-bedded Unani hospital in Pirankaliyar and Haridwar.



³ Press (at <https://www.aninews.in/news/national/general-news/centre-announces-several-initiatives-to-strengthen-ayush-sector-in-uttarakhand20211216222354/>) accessed on 20 April 2023

02



AYUSH in Uttarakhand

Uttarakhand is popularly known as 'Devbhoomi' or 'Land of Gods' owing to the presence of various religious pilgrimage locations such as the Char Dham, Panch Kedar, Dhari Devi, Hemkund Sahib etc. In addition, its picturesque landscapes - Himalayas, alpine lakes, and dense forest cover - make it an attractive destination for leisure, adventure and wellness tourism.

AYUSH has remained a core part of Uttarakhand's culture and tradition over the years. Prominence of Ayurveda in Uttarakhand can be traced back to books written by distinguished Ayurvedic scholars and practitioners such as Acharya Charaka, who authored the 'Charaka Samhita', one of the foundational texts of Ayurveda. Similarly, several world-renowned yoga ashrams are located in Rishikesh such as Parmarth Niketan Ashram, Sivananda Ashram, Yoga Niketan Ashram, etc. which attract visitors from all over the world and have led to the emergence of Rishikesh as the Yoga capital of the world.

The AYUSH ecosystem can be broadly classified into five segments – cultivation of medicinal plants, AYUSH manufacturing (medicines, personal care, and consumables), healthcare, wellness, and education & research. Uttarakhand has multiple natural and cultural endowments which make it an ideal destination for AYUSH. Some key endowments include the presence of rare medicinal herbs, a well-established AYUSH manufacturing sector, a strong ancient community of practitioners and presence of destinations conducive for AYUSH healing. Summary of the AYUSH ecosystem in Uttarakhand is provided below.

Chhataya in The Valley of Flowers, often used as nerve tonic and anti-oxidant

2.1 Cultivation of Medicinal Plants

More than 1,000 species of rare medicinal plants⁴ such as Jatamansi Ativisha, Kuth, Pushkarmool, Jeevak, Rishabhak, Vatsnav and Salampanja are present in the State. Uttarkashi⁵ is one of the few districts where all 'Ashtavarga herbs' or 'group of eight herbs' - Kakoli, Kshirkakoli, Jeevak, Meda, Mahameda, Rishabhak, Ridhhi and Vridhii - are found. Jatamansi, a rare herb mainly used in anti-hairfall and anti-anxiety products, is found in the Kumaon region⁶ of Uttarakhand besides eastern and central Himalayas. 'Vana Tulsi' from Uttarakhand which boosts immunity and cures cold is used in products like honey and tea.

The State has introduced policies to encourage farmers to cultivate medicinal plant species and supplement their incomes. For instance, the 'Chief Minister Medicinal Plant Development Program' aims to identify clusters for cultivation and bring at least 50,000 farmers under the cultivation program⁷. The Herbal Research and Development Institute (HRDI) in Gopeshwar and Centre for Aromatic Plants (CAP) in Dehradun are key nodal bodies responsible for end-to-end management and promotion of medicinal and aromatic plants cultivation respectively.

Currently the revenue from cultivation of medicinal and aromatic plants (MAPs) in the state is estimated to be around INR 30 crores. The production of these plants is around 2,500 MT over an area spanning 900 hectares in the state.

⁴ Uttarakhand Medicinal Plants Database (UMPDB) (at <https://www.mdpi.com/2306-5729/3/1/7#:~:text=The%20current%20version%20of%20UMPDB%20contains%20about%201127%20medicinal%20plants,different%20regions%20of%20Uttarakhand%20state.>) accessed on 27 April 2023

⁵ Press (at <https://timesofindia.indiatimes.com/city/dehradun/rare-ashtvarg-herbs-found-only-in-uttarkashi-in-north-india/articleshow/96608766.cms>) accessed on 17 April 2023

⁶ Press (at <https://mangalorespice.com/products/jatamansi-indian-spikenard#:~:text=It%20helps%20reduce%20hyperactivity%20among,from%20additives%20of%20any%20sort.>) accessed on 18 April 2023

⁷ Press (at http://smpbuk.org/details.php?pgID=project_1) accessed on 20 April 2023



2.2 AYUSH Manufacturing

Uttarakhand is a well-established manufacturing hub having access to feedstock such as rare medicinal plants as well as proximity to demand centers - Delhi NCR,⁸ UP, Punjab, Haryana. In addition, availability of cheap power and water, high ease of doing business, and conducive government policies and incentives have led to the establishment of several AYUSH product manufacturing units in the State. Some of the country's largest AYUSH manufacturers are present in the State producing AYUSH medicines and consumer products while adhering to the standards of Good Manufacturing Practices (GMP). Currently, the State has 232 GMP-certified Ayurveda, 8 Homeopathy and 2 Unani manufacturing units. This includes public sector manufacturers such as Indian Medical Pharmaceutical Corporation Ltd (IMPCL) and Rishikul State Ayurvedic Pharmacy.

The GDP contribution of AYUSH manufacturing in Uttarakhand is estimated to be in the range of INR 4,000-5,000 crores currently. The sector employs around 20,000-25,000 people in the state.

2.3 Healthcare

Given the historical, spiritual, and cultural association of AYUSH in the State, it has been practiced as a method of treatment alongside allopathy. Uttarakhand has the one of the highest⁹ number of AYUSH healthcare units in India. Currently, there are 544 Govt Ayurvedic and 5 Govt Unani healthcare centres, 100+ Govt homeopathic dispensaries and 10+ Govt. AYUSH Yoga centres in the State. 4 hospitals are currently NABH accredited⁹ namely - Patanjali Ayurved Hospital, AyurVAID Kalmatia, Bhole Baba Ayurvedic Hospital and Research Centre, and Patanjali Wellness Yog Gram. The State offers outpatient services at no cost in any government facility

⁸ Press (at <http://www.pharmabiz.com/NewsDetails.aspx?aid=155446&sid=1>) accessed on 20 April 2023

⁹ Press (at <https://www.nabh.co/frmViewAccreditedAyushHosp.aspx#gsc.tab=0>) accessed on 20 April 2023



and at minimal cost in private facilities. The State also has 5,000+ registered AYUSH doctors, and 6,000+ paramedical staff such as pharmacists, nurses, panchakarma assistants registered under Bhartiya Chikitsa Parishad.

GDP contribution of AYUSH healthcare is estimated to be in the range of INR 150-250 crores in the state currently.



2.4 Wellness



Uttarakhand is blessed with springs, glaciers, rivers, lakes, mountains, and forests, thus already making it an attractive tourist destination. Some destinations have gained further popularity as they are bestowed with natural healing properties. The hot springs of Tapt Kund and Gangnani are said to cure skin and scalp¹⁰ ailments and arthritis due to high sulphur content. Glacial water¹¹ across the Himalayan springs, lakes and rivers contains high magnesium, potassium, calcium, and antioxidants, which boost collagen¹². Kasar Devi in Almora has one of the world's top three geo-magnetic fields where emission of cosmic energy is high and as a result it has emerged as an attractive meditation destination where eminent personalities such as Swami Vivekananda, Bob Dylan, etc. have visited.



¹⁰ Press (at <https://www.sclhealth.org/blog/2020/02/do-hot-springs-really-have-healing-powers/#:~:text=Thanks%20to%20the%20high%20amount,like%20psoriasis%2C%20acne%20and%20eczema.>) accessed on 19 April 2023

¹¹ Press (at <https://www.sclhealth.org/blog/2020/02/do-hot-springs-really-have-healing-powers/#:~:text=Thanks%20to%20the%20high%20amount,like%20psoriasis%2C%20acne%20and%20eczema.>) accessed on 19 April 2023

¹² Press (at <https://peachesandblush.com/the-pros-and-cons-of-glacial-water-in-skincare-products/>) accessed on 19 April 2023



Furthermore, the soothing climate and clean environment makes Uttarakhand an ideal wellness tourism destination. The State has several leading wellness resort brands such as Six Senses Vana, Ananda in the Himalayas, Taj Rishikesh, and Veda5 Retreat, among others. These properties offer a variety of wellness therapies, yoga, meditation, and naturopathy treatments to the visitors.

GDP from wellness sector in Uttarakhand is estimated to be in the range of INR 1,500-2,000 crores currently.

2.5 Education and Research

Education and research on Ayurveda and related traditional medicinal systems was traced back to manuscripts on Ayurvedic medicines written in Garhwali and Kumaoni dialects by vaidyas from Uttarakhand. Vaidyaki, the occupation of practicing Ayurveda has precedence in the State since ancient times. Chamoli and Rudraprayag are known for being key districts with strong presence of vaidyas. The State has emerged as a centre of AYUSH education & research since the British colonial period. Currently, the State's apex AYUSH university is Uttarakhand Ayurved University (UAU) in Dehradun, which has 22 affiliated colleges. Century old, eminent Gurukul and Rishikul Ayurveda colleges are two other campuses of this University. 5 Ayurveda colleges offer Post Graduate programs in clinical and non-clinical streams. Bhartiya Chikitsa Parishad operates 24 AYUSH paramedical colleges while Homeopathic Medicine Board operates 7 paramedical colleges. The State also has central government research bodies such as Regional Ayurved Research Institute (RARI) under the Central Council for Research in Ayurvedic Sciences (CCRAS) to advocate research and innovation in AYUSH.

Currently 1,300-1,500 students are graduating every year in courses related to AYUSH at graduate and post graduate levels in Uttarakhand.

03

Vision

Transform Uttarakhand into a world-renowned AYUSH destination, offering authentic AYUSH health services and serving as a hub for manufacture of AYUSH medicines and consumer products.



04

Mission

- 1** Drive investments and private sector participation through ease of doing business and incentives across the 5 segments of the AYUSH ecosystem – cultivation of medicinal plants, AYUSH manufacturing (medicines and consumer products), healthcare, wellness, and education & research.
- 2** Creation of distinctive brands around the key endowments for AYUSH in the State.
- 3** Promote adherence to established national and international standards across the ecosystem to improve quality of products and services
- 4** Promote technology and innovation to increase efficiencies, productivity and awareness across the value chain
- 5** Collaborate with multiple departments in the State and relevant private and public sector stakeholders to boost growth and accessibility of AYUSH

Hot water springs near Harsil with minerals and medicinal values

05

Goals

- 100% accessibility of AYUSH diagnosis and treatment systems to all in next 5 years.
- Accreditation of identified government AYUSH healthcare facilities by NABH along with deployment of advanced technology in next 5 years
- Promotion of Ayurveda, Panchakarma, Yoga and Marma Chikitsa in every State AYUSH health and wellness facility.
- Promotion of Integration of AYUSH and allopathic healthcare systems and set-up of AYUSH units in all Community Health Centres, Sub-district Hospitals and District Hospitals in next 5 years.
- 100% NAAC accreditation for all AYUSH education institutes in the State in next 5 years
- Skill-building, apprenticeship and employment programs to boost human capital
- Boost in cultivation of medicinal plants and downstream linkages with AYUSH manufacturing units
- Expansion of private sector investment across AYUSH manufacturing, healthcare, wellness, and education including upgradation and operation of identified government AYUSH facilities in PPP mode with the aim to double the GDP and employment across these segments.
- Engagement of local communities in AYUSH through various means such as AYUSH grams
- Long-term brand development action plan for AYUSH in Uttarakhand, in collaboration with leading branding agencies, industry experts and academicians.

Tehri Dam Lake, Tehri Garhwal - a serene destination suitable for resorts



06



Key Actions and Incentives

The State would provide incentives and set targets to boost growth across the five segments of the AYUSH ecosystem.

6.1

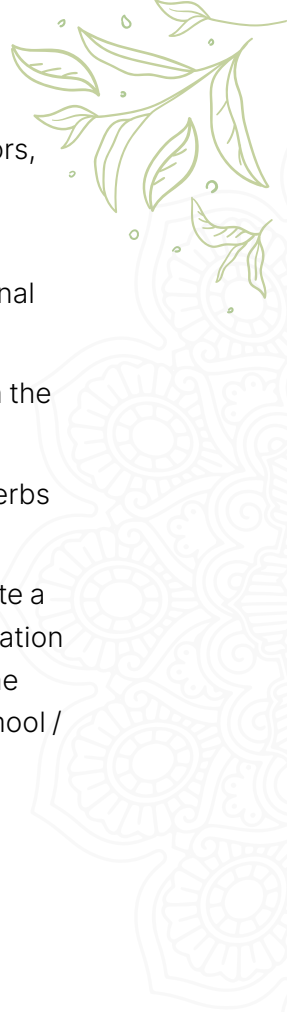
Cultivation of Medicinal Plants

- The State¹³ shall mandate all medicinal plant cultivators to adhere to the international standard of Good Agriculture Practices (GAPs) in next 5 years.
- The State shall promote drone technology such as Normalized Difference Vegetation Index (NDVI) to conduct surveillance of medicinal plants' health.
- The State shall set up cold storage or controlled atmosphere stores (CA stores) in PPP mode for storage of perishable plants in identified herb growing clusters to minimize wastage and improve realization of produce.

¹³ The Department of AYUSH shall collaborate with the Department of Horticulture for all cultivation related actions defined in this policy



- The State shall partner with Agri-tech players to build an aggregation platform in PPP mode that would bring sellers (cultivators, local suppliers) and buyers (manufacturers) of different medicinal plants together.
- The State shall introduce 'Assured Buy Back' scheme for key medicinal plants to promote local cultivation and supply to manufacturers.
- The State shall promote cultivation and supply of medicinal plants in the Upper Himalayan districts.
- The State shall promote adoption of quality standards for use raw herbs in AYUSH Medicines and ensure sustained supply of raw herbs.
- The State shall collaborate with a reputed marketing agency to create a brand around key medicinal plants grown in Uttarakhand in collaboration with leading manufacturers. Such herbs could be either unique to the State or widely known by consumers. For instance, Kutki / Pushkarmool / Tulsi to be branded as 'sourced from the Himalayas or Uttarakhand'.





6.2 AYUSH Manufacturing

- The State shall offer upto 10% extra capital subsidy (only on cost of building, plant & machinery) for all AYUSH manufacturing units, under MSME Policy. The latest MSME Policy and Mega Industrial & Investment Policy of the state will be applicable on AYUSH manufacturing units as per project size.
- The State shall promote manufacturing units to be WHO GMP certified in next 5 years to ensure safety and utilization of latest technologies and systems in the manufacturing process.
- The State shall mandate as well as promote manufacturing units involved in export of products to acquire AYUSH Premium Mark in next 5 years which includes compliance to WHO GMP guidelines and / or importing country's guidelines, as required.
- The State shall mandate other manufacturing units to acquire AYUSH Standard Mark in next 5 years which includes compliance to domestic regulatory requirements.
- The State shall set up an exclusive Homeopathic Drug Testing Laboratory to ensure quality control of homeopathic medicines.
- The State shall promote creation of manufacturing hubs in clusters.
- The State shall promote establishment of 2-3 common testing labs at strategic locations in state for quality assessment of raw herbs as well as finished AYUSH products
- The State shall promote utilization of skilled and trained AYUSH manpower for ensuring quality and safety of AYUSH drug sold through retail channels.
- The State shall collaborate with a marketing agency to brand Uttarakhand as the AYUSH manufacturing hub in India and run a series of campaigns, roadshows, and industry conclaves.



6.3 Healthcare



- The State shall reimburse the fees required for an AYUSH hospital or healthcare clinic to be NABH accredited provided that the same is achieved in the next 5 years.
- All AYUSH hospitals or healthcare clinics including Homeopathy specialty clinics which receive NABH accreditation shall be automatically deemed eligible for empanelment in the Atal Ayushman Uttarakhand Yojana which provides unlimited cover to government employees and pensioners of Uttarakhand and up to INR 5 lakh per family per year for secondary and tertiary care for other eligible families.
- The State shall promote Yoga as an essential component of public health initiatives to promote preventive health and reduce NCD (Non-Communicable Disease) burden.
- Selected government AYUSH hospitals shall be NABH accredited in next 5 years to offer best-in-class IPD and OPD services, management, and operations.
- The State shall launch an AYUSH teleconsultation app by 2024 which would serve as a one-stop shop for digital AYUSH healthcare services such as online doctor consultation, e-booking for in-person check-ups etc.
- The State shall promote private sector participation to expand the healthcare infrastructure including physical infrastructure such as hospitals, clinics etc. and digital infrastructure such as e-pharmacies, teleconsultation apps etc.
- The State shall promote the launch of AYUSH grams through joint ventures or independent ownership by private players to engage local communities in efforts to scale up AYUSH.
- The State shall collaborate with a marketing agency to create a brand around the top AYUSH hospitals of the State.





6.4 Wellness

- The State shall offer an additional top up of 5% capital subsidy of eligible capital assets for wellness centres, hotels and resorts, established in category B and category C regions as defined in Tourism Policy, 2023 of the Government of Uttarakhand. The pay out of this capital subsidy will be as per the schedule and guidelines prescribed in Tourism Policy, 2023 of the Government of Uttarakhand.
- In order to avail the above subsidy, the units need to be a registered wellness player as per the Accreditation and Star Rating System of the Department of AYUSH, Government of Uttarakhand. Moreover, the eligible units need to have a minimum rating of 3 stars to avail the aforementioned subsidy.
- The State shall support and promote wellness products such as resorts, wellness centre, AYUSH parks etc. in diverse locations such as Kasar Devi, Harsil etc. through PPP mode or private sector investment. The Department of Tourism would provide support to identify land parcels and conduct feasibility assessment for the identified sites.
- The state shall promote operationalization of Yoga and Meditation centres in hilly areas.



- The State shall partner with leading national and international Online Travel Aggregators (OTAs), airlines, rail operators, tour operators, press etc. to promote Uttarakhand as a wellness destination through marketing campaigns, periodicals, etc. The State shall also conduct targeted campaigns to promote flagship wellness resorts, wellness hotels and other wellness products as most preferred wellness destinations established in the Upper Himalayan districts.
- The State shall conduct 'AYUSH Exploratory Missions' in select countries and Indian states annually to promote Uttarakhand as a wellness destination. State shall also engage industry players (wellness resort operators, travel agencies, etc.) for the same.
- The State shall promote private sector participation to expand the wellness infrastructure.



6.5 Education and Research



- The State shall offer a one-time fixed incentive for all AYUSH colleges which will get NAAC grading between A++ to B++ as follows:
 - A++ - INR 15 Lakh
 - A+ - INR 10 Lakh
 - A - INR 5 Lakh
 - B++ - INR 2.5 Lakh
- All colleges and universities offering AYUSH courses are required to be NAAC accredited in next 5 years, failing which their courses may be derecognized, as per the guidelines issued by the concerned university.
- The State shall launch an ‘apprenticeship & research program’ at all State-run AYUSH colleges to enable students to receive academic & research experience through projects and institutional tie-ups with All India Institute of Ayurveda (AIIA) Delhi, National Institute of Ayurveda (NIA), National Institute of Homeopathy (NIH) Kolkata and leading AYUSH colleges in other states.
- The State shall launch an ‘internship program’ at all state-run AYUSH colleges to enable students to gain industry exposure through internships at leading players in AYUSH manufacturing, healthcare, and wellness.



- The State shall conduct research on integration between modern and traditional medicines through its Rishikul and Gurukul colleges while leveraging international clinical studies and partners.
- The State shall revise and expand the Yoga Curriculum as per market's demand. Additionally, dedicated research shall be promoted in the field of Yoga & Naturopathy.
- The State shall foster collaboration with most prestigious National as well international institutes, including IIT / AIIMS etc., to facilitate innovation and exposure to diverse perspectives.
- The State shall promote periodic upskilling of government as well as non-government AYUSH manpower through CMEs, ROTP etc.
- The state shall conduct regular training programs and workshop for AYUSH faculty members to upgrade their teaching skills, research capabilities and knowledge.
- The State shall encourage the documentation of traditional knowledge and practices related to AYUSH.
- The State shall foster collaborations between AYUSH institutes in Uttarakhand and other national / international institutions for student exchange program



07

Governance and Institutional Mechanism

The Department of AYUSH shall be the nodal department for the implementation and administration of the AYUSH Policy. It shall have the following key responsibilities:

- Collaborate with other relevant State departments (Industries, Tourism, Health, Agriculture, Horticulture, Higher Education etc.) and institutions deemed responsible for a given AYUSH segment i.e., cultivation, manufacturing, healthcare, wellness, and education and research.
- Seek AYUSH investment proposals continually and facilitate AYUSH related private investments through a seamless online 'Single Window Clearance' system via www.investuttarakhand.uk.gov.in



- Conduct surveys for regular feedback and suggestions from stakeholders such as local community representatives, relevant industry associations (CII, AMAM, ADMA, AMAI, etc.), government agencies, AYUSH practitioners, academicians, etc.
- Each institution shall submit a detailed report on the implementation status of their targets and actions under the AYUSH policy on a monthly basis to the Principal Secretary / Secretary, AYUSH & AYUSH Education.

Responsible Institution	Area of Responsibility
Herbal Research and Development Institute (HRDI)	Cultivation of medicinal plants
Department of AYUSH	Manufacturing, Healthcare, and Wellness
Uttarakhand Ayurved University	Education & Research
Department of AYUSH	AYUSH Hotline / Help Desk - Grievance redressal / Queries resolution across ecosystem



Uttarakhand
AYUSH Policy, 2023

