



**AYUSH & Wellness Sector**  
**Invest in Uttarakhand**

*Uttarakhand*  
where wellness awaits you



WELCOME!

Uttarakhand is well-known for its picturesque sites, conducive Himalayan climate and spiritual vibrance. Apart from nature's offerings, our law-and-order situation, transparent policies and ample of skilled manpower has earmarked the State as a leading destination for AYUSH and Wellness business.

We are having well developed AYUSH Infrastructure with abundance of skilled manpower to support AYUSH and Wellness Industry. We are one of the fastest growing states in India.

Uttarakhand is Wellness Paradise for the wellness seekers as well as investors.

Uttarakhand beckons all investors to come, invest and excel.

**Pushkar Singh Dhama**  
Chief Minister, Uttarakhand



# AYUSH is a sunrise sector in India



**65%** of population in India uses Ayurveda and medicinal herbs for their primary healthcare needs<sup>1</sup>



AYUSH sector in India has grown **6 times** from ~USD 2.9 bn in FY15 to **~USD 18.1 bn in FY20<sup>2</sup>**

## Key Central Govt. policies and schemes driving AYUSH Growth

- 1 National AYUSH Mission** to promote AYUSH systems in the country
- 2 AYURGYAN Scheme** to promote capacity building, research and innovation in AYUSH
- 3 AYURSWASTHYA Scheme** to support growth of AYUSH healthcare in India
- 4 AYUSH VISA** for foreign nationals looking to receive medical treatment in India through traditional Indian systems of medicine.
- 5 AYUSHEXIL** newly formed export supporting Council to oversee export of AYUSH Products



1. Source: G20 Primer on Traditional Medicine, Forum on Indian Traditional Medicine, 2023  
2. Source: AYUSH Sector in India: Prospects and Challenges, Forum on Indian Traditional Medicine and Ministry of AYUSH, 2021



# Uttarakhand is endowed with 1,000+ species of rare medicinal plants like Jatamansi, Ativisha, Kuth, Jeevak and Rishabhak

1. Uttarkashi is among the few places in the world endowed with all 'Ashtavarga herbs' or 'group of eight herbs'
2. Jatamansi, a rare herb used against hair fall and anxiety, is found in the Kumaon region
3. 'Vana Tulsi' from Uttarakhand which boosts immunity and cures cold is used in products like honey and tea
4. Yield from cultivation of medicinal and aromatic plants in the State is ~2,500 MT over an area of 900 hectares



# Known as 'Devbhoomi' or 'Land of Gods', Uttarakhand is a leading AYUSH state in India, with a well established ecosystem

1

## Cultivation of Medicinal Plants

1,000+ species of rare medicinal plants are present in the State

Production of these plants is ~2,500 MT over ~900 hectares

2

## AYUSH Manufacturing

State has 232 GMP-certified Ayurveda, 8 Homeopathy and 2 Unani manufacturing units

Sector employs ~25,000 people

Key players in the sector include

**Patanjali, Forest Essentials, Multani, HLL Lifecare etc.**

3

## Healthcare

State has 600+ AYUSH related healthcare centers

There are 5,000+ registered AYUSH doctors and 6,000+ paramedical staff

4

## Wellness

Rishikesh is known as the **Yoga capital** of the world

State is blessed with springs, glaciers, rivers, lakes, mountains, and forests making it an attractive tourist spot

5

## Education and Research

State has 22 AYUSH colleges including 3 Govt Colleges and 25 Ayurvedic Paramedical Colleges  
1,300-1,500 students are graduating every year in AYUSH related courses at graduate and post graduate levels



# Vast infrastructure to support AYUSH Sector

01

There are 5,000+ registered AYUSH doctors and 6,000+ paramedical staff in the State

---

01

Ayurveda dominates the AYUSH systems of medicine in Uttarakhand, handling 40 lakh+ patients since 2017-18.

---

01

The industry delivers high quality patient service, boasting seamless operations, skilled practitioners and human resource management methodology.

---

01

Govt. Rishikul Ayurvedic College & Hospital and Govt. Gurukul Ayurvedic College & Hospital in Haridwar, are reputable Ayurvedic institutions which are more than a century old.

---

01

NABH Accreditation of 150 Govt AYUSH HWC under process. 20 AHWCs already have received NABH Accreditation.

---



# AYUSH & Wellness Sector, Uttarakhand Representation



AYUSH HWC. Langasu, Chamoli

# The wellness sector contributes significantly to Uttarakhand's economy, with an estimated GDP of INR 1,500-2,000 crores.

- 1 Uttarakhand's natural endowments make it an ideal destination for wellness tourism.
  - Tapt Kund and Gangnani hot springs, are believed to treat skin, scalp, and arthritis issues due to high Sulphur content
  - Glacial water from Himalayan springs, lakes, and rivers is rich in magnesium, potassium, calcium, and antioxidants, which promote collagen production.
  - Kasar Devi in Almora boasts one of the world's top three geo-magnetic fields, making it a sought-after meditation destination
- 2 Rishikesh is known as the Yoga capital of the world
- 3 The state is home to renowned wellness resorts like Six Senses Vana, Ananda in the Himalayas, Taj Rishikesh, and Veda5 Retreat, offering a range of wellness therapies, yoga, meditation, and naturopathy treatments.



# Uttarakhand has 40+ AYUSH Colleges for trained AYUSH Manpower

- 1 Education and research in Ayurveda and traditional medicinal systems in Uttarakhand have historical roots in ancient manuscripts written in Garhwali and Kumaoni dialects by local vaidyas (Ayurvedic practitioners).
- 2 The occupation of *Vaidyak* (Ayurvedic practice) has a long tradition in the state, with key districts like Chamoli and Rudraprayag having a strong presence of traditional vaidyas.
- 3 The apex AYUSH university in the state is Uttarakhand Ayurved University (UAU) in Dehradun, with 22 affiliated colleges, including Gurukul and Rishikul Ayurveda colleges.
- 4 There are five Ayurveda colleges in Uttarakhand offering Post Graduate programs in clinical and non-clinical streams.
- 5 Bhartiya Chikitsa Parishad operates 25 AYUSH Paramedical colleges, and the Homeopathic Medicine Board operates 7 paramedical colleges in the state.
- 6 1,300-1,500 students graduate annually from AYUSH related courses at graduate and post graduate levels
- 7 Research bodies like the Regional Ayurved Research Institute (RARI) under the Central Council for Research in Ayurvedic Sciences (CCRAS) are involved in advocating research and innovation in AYUSH in Uttarakhand.

# Vision and Mission for AYUSH in Uttarakhand



## 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



## Mission

- Drive investments and private sector participation through ease of doing business and incentives across all 5 segments of AYUSH ecosystem
- Create distinctive brands around State's key AYUSH endowments
- Promote adherence to national and international standards across the ecosystem to improve quality of AYUSH products and services
- Promote technology and innovation to increase efficiencies, productivity, and awareness across the AYUSH ecosystem
- Collaborate with other State departments and relevant private and public sector stakeholders to boost AYUSH growth and accessibility



# Goals for AYUSH in Uttarakhand

1. 100% accessibility of AYUSH diagnosis and treatment to all in next 5 years
2. Accreditation of identified government AYUSH healthcare facilities by NABH along with deployment of advanced technology in next 5 years
3. Promotion of Ayurveda, Panchakarma, Yoga and Marma Chikitsa in every State AYUSH health and wellness facility
4. Integration of AYUSH and allopathic systems and set-up of AYUSH units in all CHCs<sup>1</sup>, Sub-district Hospitals and District Hospitals in next 5 years
5. 100% NAAC accreditation for all AYUSH institutes in the State in next 5 years
6. Skilling, apprenticeship, and employment programs to boost human capital
7. Boost in cultivation of medicinal plants and linkages with manufacturing units
8. Expansion of private sector investment across AYUSH manufacturing, healthcare, wellness, and education including upgradation and operation of identified government AYUSH facilities in PPP mode
9. Engagement of local communities through various means e.g. AYUSH Grams
10. Long-term brand development for AYUSH in Uttarakhand, in collaboration with leading branding agencies, industry experts and academicians

1. Community Health Centres



# Key endowments of Uttarakhand to drive growth of AYUSH and Wellness

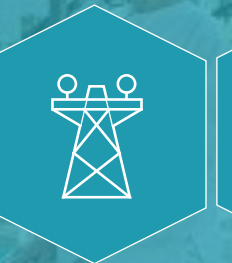
Natural resources such as hot water springs (e.g. Gangnani) and powerful magnetic fields (Kasar Devi) with healing properties

Availability of skilled AYUSH practitioners – vaidyas, doctors and paramedical staff

Abundant availability of good water resources

Transparent land allotment with land availability at competitive prices

Good law and order: State with one of the lowest man days lost due to strikes



Availability of rare herbs e.g., Uttarkashi is one of few states having 'Ashtavarga herbs' or 'Group of 8 herbs'

Large ecosystem with AYUSH manufacturers like Patanjali, Dabur, Baidyanath and wellness brands like Six Senses

Proximity to demand areas of NCR, UP, and within influence region of Amritsar Kolkata Industrial Corridor (AKIC)

Availability of cheap and reliable power

World-class Integrated Industrial Estates including Aroma Park

# Uttarakhand has been acknowledged for ease of doing business & peace of doing business

**Online Single Window System** for all required approvals



**Auto Renewal** of Consent to Establish, Consent to Operate



Single Point **Sectoral Clearances**



**Self / Third party certification** in lieu of departmental inspections



**Regular Consultation** with Industries & **Grievance Redressal System**



**Single Integrated Return** for all labour laws



**Commercial Court** set up in Dehradun with entire state jurisdiction



**Simplified Consent Renewal** and **Statutory Returns**



“Story of Make in Uttarakhand which started in 2003 is a classic example of what manufacturing can deliver to a region’s economy in terms of both economic growth and employment generation”

**CII Report Making Uttarakhand Competitive, June 2016**

“NCAER Assessment based on ‘Perception of good business climate ranks Uttarakhand as the least corrupt state in India’”

**NCAER**

“Uttarakhand was one of the five states where more than 90% respondents said they faced no problem in getting land”

**NCAER N-SIPI Index Survey**

“Uttarakhand has also figured as the second-best performing state in terms of project implementation, improving investment scenario in the state”

**ASSOCHAM**



# State has launched AYUSH Policy 2023 to support growth of all segments of AYUSH



## Wellness

**Additional 5% capital subsidy** for units established in category B and C regions as per Tourism Policy, 2023



## Health

Reimburse fees required for **NABH Accreditation** in the next 5 years



## Manufacturing

Up to **10% extra capital subsidy** for AYUSH manufacturers as per MSME Policy, 2023



## Education and Research

Incentive up to **INR 15 lakh for AYUSH colleges** which get NAAC grading between A++ to B++



## Cultivation of Medicinal Plants

Introduction of **Assured Buy Back Scheme** for key medicinal plants



# Uttarakhand AYUSH Policy, 2023



# Units in AYUSH and Wellness can also avail benefits from other key policies of the State

Policy Name	Key Support Provided
<b>1 MSME Policy, 2023</b>	<ul style="list-style-type: none"><li>• <b>Capital subsidy</b> between <b>3% to 50%</b> depending on investment &amp; region</li><li>• Up to <b>10% top-up capital subsidy</b> for AYUSH Manufacturing (identified as Most Priority Category)</li><li>• <b>Interest subvention</b> between <b>2% to 4%</b> depending on investment &amp; region</li><li>• <b>Stamp duty reimbursement</b> between <b>50% to 100%</b> depending on region</li></ul>
<b>2 Mega Industrial &amp; Investment Policy, 2021</b>	<ul style="list-style-type: none"><li>• <b>Land subsidy:</b> Rebate of <b>15%-30%</b> depending on investment</li><li>• <b>Interest subsidy:</b> <b>7%</b> for next <b>5 years</b></li><li>• <b>Reimbursement of SGST:</b> <b>30%-50%</b> of tax liability for B2C sales in state</li><li>• <b>Reimbursement of electricity bill:</b> @<b>INR 1 per unit</b> for 5 years</li><li>• <b>Other incentives:</b> reimbursement of electricity duty, stamp duty, land registration fee, subsidy on ETP, payroll assistance</li></ul>
<b>3 Tourism Policy 2023</b>	<ul style="list-style-type: none"><li>• <b>Capital subsidy</b> of <b>25% to 50%</b> depending on area of investment</li><li>• <b>1%</b> of maximum capital subsidy for <b>marketing and promotion</b></li><li>• <b>0.5%</b> of maximum capital subsidy for <b>training and skilling</b></li><li>• <b>1%</b> of maximum capital subsidy for <b>interest subvention</b></li></ul>
<b>4 Service Sector Policy, 2023</b>	<ul style="list-style-type: none"><li>• <b>Land allotment and / or capital subsidy with total benefit up to 25%</b> for wellness projects above INR 100 crore in plain areas and INR 50 crore in hilly areas</li></ul>





Kolidekh, Champawat



Bhowali, Nainital

# AYUSH Land Parcels



Rawada Naugaon, Uttarakashi



Khadakmaf, Rishikesh



# Investment Opportunities

	<b>Project Name</b>	<b>Expected Investment</b>
1	Development and Operation of Global Wellness City	INR 1,000 Crore
2	Establishment of Ayurveda Museum	INR 50 Crore
3	Establishment of Yoga Institute	INR 10 Cr
4	Development of AYUSH Gram / Yoga Gram	INR 20 Crore
5	Establishment of AYUSH Pharmacy	INR 5 Crore
6	Yoga & Naturopathy Clinics	INR 2 Crore
7	Wellness Retreats / Wellness Centers	INR 10 Crore
8	Establishment of Panchakarma & Wellness Equipment Manufacturing Unit	INR 5 Crore



# Investment Opportunities

<b>Project Name</b>	<b>Expected Investment</b>
9 Development of State-of-art Yoga and Meditation Centers	INR 5 Crore
10 Establishment of AYUSH Telemedicine Hub	INR 5 Crore
11 Operationalization of web platform to connect herb cultivators and buyers	INR 1-2 Crore
12 Establishment of Wellness Institute	INR 10-15 Crore
13 Development of Multispecialty AYUSH Hospitals, or Disease specific AYUSH Superspeciality Centres	INR 10 Crore
14 Operations and Maintenance of 10 / 50-bed AYUSH Hospitals under PPP Mode	INR 1-5 Crore
15 Provisioning Yoga, Meditation, Panchakarma in existing Homestays	INR 20 Lakh



## Education

MoU

13

Investment

218 Cr

Employment

2366

## Manufacturing

MoU

27

Investment

568 Cr

Employment

2590

## Wellness

MoU

42

Investment

5058 Cr

Employment

5704

## AYUSH & Wellness Sector

**MoU - 80+**

**Investment - 5800 Cr+**

**Employment - 10650+**

**28 Projects  
of 350 Cr+  
Grounded**



उत्तराखण्ड शासन

# Our Partners to develop Uttarakhand as AYUSH Wellness Hub

01

Patanjali

07

Sushila Devi Centre for Professional Studies

13

International Herbal Corporation Pvt Ltd

02

Kumar Group of Industries

08

Doon Institute of Medical Science

14

RHP HealthCare

03

Kairali

09

Shivalik Institute of Ayurveda

15

Bharat Constructions

04

Global Middas

10

East African India Overseas

16

Maharshi Ayurveda

05

Maheswari Pharma

11

Nishant Aromas

17

Nector Factor

06

Niyanta Organics

12

Arogya Formulations

18

Uttaranchal Ayurvedic College

**& MANY MORE**



Investors investing more than 25 Cr

उत्तराखण्ड शासन



# Contact Us

**AYUSH IFD  
Directorate  
Ayurvedic & Unani Services  
Sahastradhara Road, Dehradun**

 [mail@uttarakhandayurved.co.in](mailto:mail@uttarakhandayurved.co.in)

 **+91-135-260 8742**

For more details visit us at  
[www.uttarakhandayurved.co.in](http://www.uttarakhandayurved.co.in)  
[www.investuttarakhand.uk.gov.in](http://www.investuttarakhand.uk.gov.in)

Scan QR Code  
to download  
AYUSH Policy 2023



*Join  
Us*

**Be a part of Uttarakhand's  
AYUSH & Wellness Sector**

