

AYUSH



**Treasure Trove
of Herbal and
Medicinal
Plants**

KEY HIGHLIGHTS AYUSH SECTOR

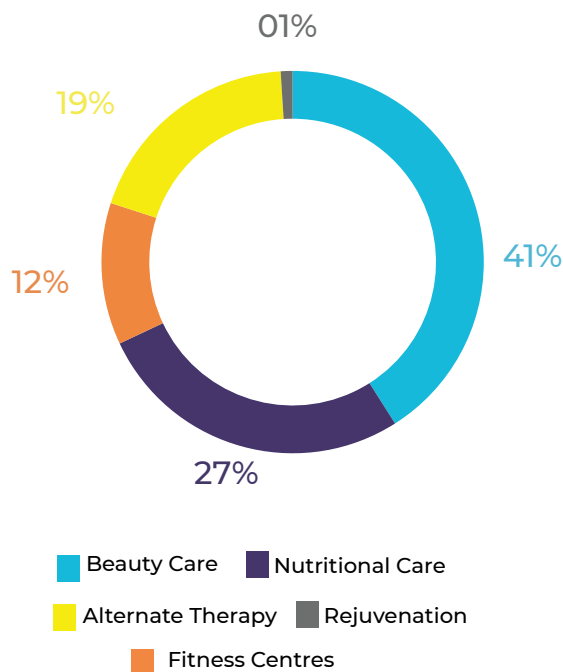
The global market for Ayurveda products was pegged at US\$ 3.4 billion in 2015 and is expected to reach US\$ 9.7 billion by 2022, at a CAGR of 16.2%**

Growth Drivers

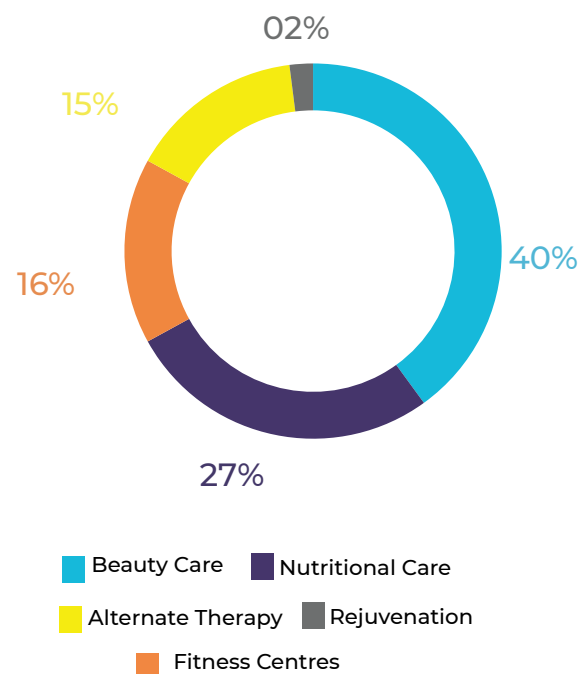
- Vast AYUSH infrastructure of service providers, manufacturers and skill development
- Dedicated Central Council of Indian Medicine and five Central Councils for Research, one for each AYUSH system
- 100% FDI in AYUSH sector
- The domestic trade of the AYUSH industry is of the order of USD 1.3 billion while the Indian medicinal plants and their products account for exports in the range of USD 153 million



Wellness Market in India, 2015
Segment wise share



Wellness Market in India, 2020
Segment wise estimated share



US\$ 13 billion,
2015

12% CAGR

US\$ 20 billion,
2020

ADVANTAGE JAMMU & KASHMIR

Terrestrial Paradise endowed with incredible diversity of medicinal plants



Diverse agro-geo climate conditions

Potential of high altitude medicinal plants of high commercial value



J&K to provide access to critical utilities at no cost

Lowest Power Tariffs reigme



Government to offer zonal relaxation to investors

Government and NGO support to Institutes developing conservation technologies



More than 300 medical species found in J&K

INFRASTRUCTURE OVERVIEW

94

Ayush Units

659

Primary Health Centres

333

Ayurvedic Dispensaries

284

Unani Dispensaries

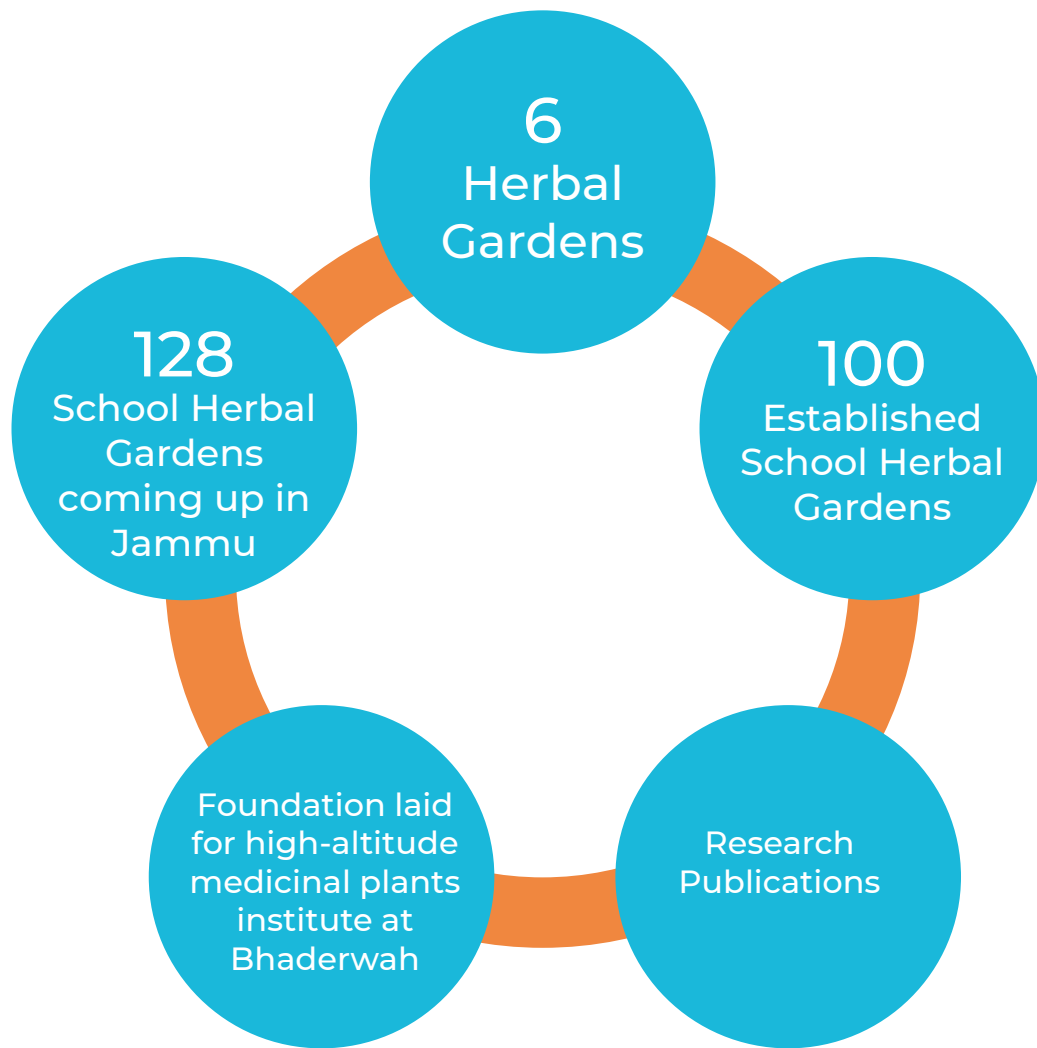
02

Ayurvedic Hospital

02

Unani Hospital

INFRASTRUCTURE OVERVIEW



Robust Support Structure

- IIIM J&K
- SKUAST J/K
- University of Jammu/Kashmir (Botany & Biotechnology Department)
- State Forest Research Institute.
- Drug Testing Laboratory

High Value Aromatic

- *Levendula officianalis* (Lavender)
- *Tagatus minuta*
- *Cymbopogan spp*(Lemon Grass)
- *Mentha spp*
- *Rosa damascena* (Rose)
- *Java citronella*

HIGH DEMAND/HIGH COMMERCIAL MEDICINAL PLANT

KASHMIR DIVISION

District	Botanical Name	Local Name
Kupwara	Sausseria Costus	Kuth
	Taxus baccata	Yew, Talis patta
Baramulla	Innula racemosa	Atees/Patris
	Picrorrhiza kurroa	Gauzaban
Bandipora	Aconitum heterophyllum	Atees/Patris
	Arnebia benthami	Gauzaban
Ganderbal	Rheum emodi	Revand
	Berberis aristata	Darulhald
Srinagar	Viola odorata	Banafsha
	Rheum emodi	Revand
Pulwama/Shopian	Podophyllum hexandrum	Bankakri, Banwangun
	Picrorrhiza kurroa	Kutki
	Crocus Sativus	Saffron
Anantnag/Kulgam	Viola odorata	Banafsha
	Picrorrhiza kurroa	Kutki
	Podophyllum hexandrum	Banwangun

JAMMU DIVISION

District	Botanical Name	Local Name
Jammu/ Udhampur/Reasi	Aloe vera	Aelwa
	Rauvolfia serpentine	Sarpagandha
	Tinosporia cordifolia	Giloe
	Terminalia chubula	Harad
Kathua/Samba	Withania somnifera	Ashwagandha
	Aloe vera	Aelwa
	Embllica officianalis	Amla
	Terminalia bellerica	Baheda
Doda/Ramban/ Kishtwar	Innula racemosa	Poshkermool
	Picrorrhiza kurroa	Kutki
	Sausseria costus	Kuth
	Swertia chiraita	Chiraita
	Podophyllum hexandrum	Bankakri/Banwangun
	Rheum emodi	Revand

POLICY HIGHLIGHTS



1

30% Capital Subsidy for setting up of Multi Special Hospitals, Super Speciality Hospitals, Medical Colleges, Nursing Colleges and Paramedical Colleges maximum up to ₹ 3 Cr in cities with population < 10 lakhs and ₹ 5 Cr in cities with a population > 10 lakhs

2

5% of interest subsidy per annum will be given to the eligible ventures subject to ceiling of ₹ 15 lakhs per year for 5 years

3

The land allotted shall be on lease basis for a period of 90 years Medical Colleges set up outside Municipal Corporation limit will be provided land upto 25 acres premium at ₹ 1 per Kanal

4

Lowest Power tariff in the country. 100% subsidy on purchase & installation of DG sets from 10kw to 2000 KW Capacity with upper ceiling of 45 lakhs

5

Expansion incentive: Additional Capital Investment of 50% of original capital expenditure to increase existing capacity by at least 50%.

6

One-time subsidy up to 25% of the cost brought about on induction training of nursing & paramedical staff.

INVESTMENT OPPORTUNITIES

Major Marketing Mandi of Medicinal Plants on PPP Mode- Jammu / Srinagar

Processing and Value addition units in all 20 Districts



Establishment of Herbal Manufacturing units

Herbal tourism- Specialized AYUSH Wellness centres and Herbal Gardens at famous tourist Places







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