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Experts link capacity building of CSIR & IITs with ayurveda innovations

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AYUSH Committee, PHDCCI organize webinar on Innovation & Entrepreneurship in AYUSH Sector



AYUSH Committee, PHD Chamber of Commerce and Industry (PHDCCI) recently organised a webinar on Innovation & Entrepreneurship in AYUSH Sector- Role of Industry and Govt. of India.

The webinar was joined by Dr Manoj Nesari, Advisor (Ay), Ministry of AYUSH, Govt. of India as the Chief Guest who gave a key note address.

Dr Manoj Nesari mentioned about various initiatives taken by the Ministry in improving the technology and adopting a diagnostic techniques by integrating modern technology for better finished products. He also talked about a recent program of Integrative Biology program which will certainly help the students in getting the insight about the system.

Dr Nesari also said there is a need for training and capacity building for which the ministry is already working with the Council of Scientific and Industrial Research (CSIR) for developing integrated programs for training and education at different levels of doctors and post-doctoral programs.

Jitender Sodhi, Co- Chair, AYUSH Committee, PHD Chamber & Managing Director, AYUSH Herbs said that the market strategies including cost reduction and quality performance will have to be evolved through alternative models of the health care system. He also mentioned that the budget allocation to AYUSH sector by the Government of India should be adequately raised to increase investment in programs and activities that promote innovation.

Dr Rajiv Rai, Head Research, Dabur India mentioned about the areas of opportunity in the AYUSH sectors like Academics & Research by promoting post graduate teaching centres & research centre for research based product development.

Further, Dr Vijendra Prakash, General Manager, Himalaya Drug Company shared a brief presentation and talked about immense scope for young entrepreneurship in AYUSH various services and products.