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Govt unveils Primus Partners' report outlining roadmap to build \$213 B Ayush economy by 2030

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Report calls for stronger public-private partnerships, inter-ministerial co-ordination, evidence-based policy frameworks

**FROM TRADITIONAL
WISDOM TO GLOBAL
LEADERSHIP**

Ayush Vision 2030

At the 11th Ayurveda Day celebrations organised by the Ministry of Ayush and coordinated by the Central Council for Research in Ayurvedic Sciences (CCRAS), Minister of State, Ministry of Ayush Prataprao Ganpatrao Jadhav unveiled the Primus Partners' thought leadership report, Ayush Vision 2030: From Traditional Wisdom to Global Leadership.

Released under this year's Ayurveda Day theme, "Ayurveda for a Healthier Tomorrow", and the tagline "One Health, One Future: Integrating Ayurveda Science through Evidence, Innovation, and Holistic Care," the report presents a comprehensive roadmap to position Ayush as a major pillar of India's healthcare and economic transformation over the next decade.

The launch was attended by senior dignitaries including Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, Dr A Raghu, Advisor, Ministry of Ayush.

The report states that India's Ayush ecosystem has reached a defining moment as global healthcare increasingly shifts towards preventive, personalised and holistic care.

Ayush Vision 2030 lays out two national ambitions: building a \$213 billion Ayush economy by 2030 and establishing Ayush as the first choice for healthcare and well-being, while complementing modern medicine in acute and emergency care.

The pathway to these ambitions rests on seven strategic pillars spanning Manufacturing Expansion, Export Promotion, Healthcare Integration, Wellness Tourism, Research & Innovation, Digital Ayush, and Medicinal Plant & Global Ayush Diplomacy.

This will require coordinated action across the Ministry of Ayush, state governments, industry, academia, healthcare providers, research institutions and international partners.

The report calls for stronger public-private partnerships, inter-ministerial co-ordination, evidence-based policy frameworks, regulatory harmonisation, greater investment in research and innovation, and globally trusted quality and certification standards for Ayush products and services.