



# Ayush Start-up Challenge

## Why in News?

The All India Institute of Ayurveda (AIIA) in association with [Startup India](#) has launched the 'Ayush Start-up Challenge'.

- **AYUSH** stands for Ayurveda, Yoga and Naturopathy, Unani, Sidha and Homeopathy.

## What are the Key Points?

### ▪ About:

- It was launched to encourage **start-ups and individuals working on innovations in the field of Ayurveda and alternative healing.**
- The winners of 'Ayush Start-up Challenge' will receive both a **cash prize and incubation support from the AIIA.**

- Cash prize of Rs. 1 lakh for the winner and Rs. 50,000 for the runner-up.

### ▪ Categories:

- **3 entry categories** for participating start-ups:
  - Ayush Food Innovations:
  - Ayush Bio-instrumentation (Hardware solutions)
  - Ayush IT Solutions (Software solutions).
- There will be **two winners in each of the 3 categories.**

## What is the Status of the AYUSH Market?

- The market size of the AYUSH sector has grown by 17 % in 2014-20 to reach USD 18.1 billion.
- In terms of global share, India has **grown faster in the AYUSH market as compared to the world** and accounts for about 2.8 % of the market, which is likely to hold.
- The Ayush market is currently estimated to be around USD 10 bn and it is projected to see a 50 % increase over the course of the next five years.

## What are the other Schemes Related to AYUSH?

- [National Ayush Mission](#)
- [New Portals on Ayush Sector](#)
- [AYUSH Entrepreneurship Programme](#)
- [Ayush Wellness Centers](#)
- [ACCR Portal and Ayush Sanjivani App](#)

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