



Action Plan to Make Uttarakhand a Major Destination for AYUSH

Why in News?

Recently, Uttarakhand Chief Minister Pushkar Singh Dhami reviewed [the Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy \(AYUSH\)](#) Education Department and directed the officials to work with an **effective action plan to make the state a major destination in the field of AYUSH and wellness.**

Key Points

- According to an official release, to **promote the production of herbs** in Uttarakhand proper arrangements for **collection and marketing should be made in coordination with the AYUSH Department, Horticulture and Forest Corporation.**
 - The Chief Minister also instructed to bring a **new yoga policy to make Uttarakhand the best yoga destination** in the world and emphasized on **special efforts to promote Panchakarma.**
 - To promote the field of AYUSH, arrangements for a **proper platform will be done for marketing herbal products.**
 - To provide information related to **AYUSH to school students**, it is instructed to ensure its **arrangement in all schools** and to expedite the effective implementation of the AYUSH policy.
 - The **establishment of wellness centers, certification of AYUSH services** and arrangement for **training of AYUSH doctors and pharmacists through renowned AYUSH experts** will help in connecting AYUSH medicine with the public.
- The **AYUSH policy** includes the promotion of the **production of high-quality Ayurvedic herbs**, mandatory adherence to **international standards of Good Agriculture Practices (GAP)**, use of the latest [drone-based technology](#), the establishment of **cold storage on Public-Private Partnership (PPP) mode**, and **regulation of vendors of medicinal plants.**
 - In collaboration with leading manufacturers and reputed marketing agencies in the state, Uttarakhand will establish an **online platform to bring together buyers** (farmers, local suppliers) and drug manufacturers, 'Assured Buy-back' scheme for medicinal plants.
 - **Capital assistance** of up to 10% **for all AYUSH manufacturing units**, encouragement to **establish common testing laboratories** at 2-3 important places in the state for **quality assessment of AYUSH products**, mandatory to obtain **AYUSH Premium Mark**, and **Standard Mark for AYUSH products** has been done.
- Through the State Tourism Policy, 2023, up to **50% capital assistance** will be provided to **wellness resorts, Ayurveda/Yoga/Naturopathy resorts** and **5% financial assistance to wellness centers, Ayurveda, Yoga, and Naturopathy resorts** to be established in Category B and Category C areas.
- To promote AYUSH education, a provision has been made to provide an incentive amount of up to **Rs 15 lakh to the AYUSH colleges** that meet the standards set by the [National Assessment and Accreditation Council \(NAAC\)](#).

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