All India Institute of Ayurveda - Incubation Center for Ayurveda Innovation and Entrepreneurship (iCAINE)

Introduction

Ministry of Ayush has given a mandate to All India Institute of Ayurveda (AIIA), to set up an Incubation Centre in its campus to nucleate a cluster of new age ventures and to promote entrepreneurship leveraging the academic knowledge. Shri Sarbananda Sonowal, Minister of Ayush and Ports, Shipping and Waterways Shri. Pashupati Kumar Paras, Union Minister of Food Processing Industries, India., inaugurated the Incubation Centre for Innovation and Entrepreneurship (AIIA- iCAINE) at All India Institute of Ayurveda (AIIA), on 29th Oct 2021 at a program organized in Vigyan Bhavan, New Delhi.

AIIA- iCAINE is first of its kind organisation at All India Institute of Ayurveda for nurturing entrepreneurship and Fostering Ayurveda Knowledge based start-ups. It administers a business incubator which provides 'Concept to Market' support for Ayurveda Knowledge based entrepreneurship and facilitates the conversion of research activity into entrepreneurial ventures.

The incubation centre has been set up under the mandate of Ministry of Ayush given to AIIA to nucleate a cluster of new age ventures and to promote entrepreneurship leveraging the academic knowledge. "Startups are new types of wealth creators in our country", Prime Minister Narendra Modi said in his Independence Day speech on 15 August, 2021, underscoring the need of the government to relentlessly work towards making India's Startups and the Startup Ecosystem, the best in the world. Government of India is implementing Centrally Sponsored Scheme of National AYUSH Mission (NAM) through States/UTs for development and promotion of AYUSH system of medicine.

Inauguration of AIIA- iCAINE

AIIA-iCAINE office

AIIA has also been recognized as **Host Institute (HI)** under Ministry of Micro, Small & Medium Enterprises (MSME), GOI which would provide opportunities to the innovators in developing and nurturing their new innovative ideas for the production of new innovative products, which can be sent in to the market for commercialization.

The culture at AIIA is to gather like-minded Technocrats, Entrepreneurs and Start-up enthusiasts through events, workshops, expert sessions, sensitization programs, community engagement and other unique efforts revolving around Innovation and Entrepreneurship. AIIA-iCAINE would enable Incubatees to get first-hand experience in promoting innovation

driven activities at the institute and provide comprehensive and integrated range of support including space, mentoring, training programs, networking and an array of other benefits. The Institute aims to be the hub of innovative and high impact ventures in the field of Ayurveda and it provides conducive environment for research-and-technology-driven innovations.

Vision

To evolve as a Centre of Excellence to Promote Invention, Innovation and Entrepreneurship in Ayurveda Sector

Mission

- To Train, counsel, guide and mentor the young brains in the field of Ayurveda to perform innovative translational research and setting up of the enterprise.
- To facilitate the scientific interactions between Businessmen, Academicians, entrepreneurs, clinicians and Students to generate novel ideas in the field of Ayurveda
- To provide infrastructure and state-of-art technology to nurture an idea into proof of concept (PoC).
- To be a centre of excellence that fosters synergy between the academia and the industry that fuels entrepreneurial spirit and inculcates research bent of mind among students to help them to be self -reliant and contribute to the nation building.
- To nurture technology and knowledge-based endeavours through their start-up phase by providing the necessary support and promote entrepreneurship.

Outcomes of the Incubations Centre in terms of measurable targets

Quantum Metrics

1. To support Start-ups in Ayush Sector through seed funding and through other funding agencies
2. To incubate Start-ups working in Ayush Sector (Physically & Virtually)
3. To Associate with other Academic Institutes for Networking activities with industry and ecosystem connects
4. To organize Entrepreneurship development workshops
5. To organize Training programs
6. To have partnerships with Industry and Corporate sectors

Impact Metrics

1. To create jobs through Start-ups

To create IPR values for supported start-ups

ACTIVITIES OF AIIA-ICAINE

1. **AYUR-UDYAMAH**

In line with this, AIIA had conducted numerous activities under i-CAINE. A sensitization event and workshop "**AYUR-UDYAMAH** - Start-up in Ayush Sector- Scope and Opportunities" was organized on 29th and 30th October, 2021 in collaboration with Invest India to sensitize the stakeholders about the start-up ecosystem.

The program involved 3 major events.

A. A national seminar on "Start-ups in Ayush Sector- Scope and Opportunities"

Eminent Speakers from Ministry of Ayush, Ministry of Commerce and Industry, Ministry of Food Processing Industries, Ministry of Micro, Small & Medium Enterprises (MSME), IIT, NCISM, NIFTEM, Food Technologists, Entrepreneurs will be sharing their expertise.

The speakers were:

- Dr Manoj Nesari,
    Adviser (Ay.), Ministry of Ayush
- Ateesh Kumar Singh
    Joint Secretary, Ministry of Micro, Small & Medium Enterprises,
    Govt. of India
- Vaidya Jayant Deopujari
    Chairman, National Commission for Indian System of Medicine (NCISM), GOI
- Dr. Anil Wali
    Managing Director, Foundation for Innovation and Technology Transfer (FITT) at IIT Delhi
- Dr Prabodh Halde
    Chairman, All India Food Processors' Association (AIFPA) Maharashtra, Ex-president Association of Food Scientists & Technologists (India)
- Shri. Anand Rajkumar Chordia
    Director (Technology & Innovation), Pravin Masalewale (Suhana)
- Dr. Vimal Pant
    Associate Professor (Banking & Finance) at National Institute of Food Technology Entrepreneurship & Management (NIFTEM)

- Indrani Mahto,
  Manager, Invest India
- Pallavi Gupta,
  Asst. Manager, Invest India
- Mr. Ashish Jain
  Health Sector Skill Council

Over 150 delegates participated in the seminar and delegated from about 400 AYUSH institutes and MoU partners working in collaboration with AIIA witnessed the seminar through online mode. The basic objective of this event was to sensitize different AYUSH think tanks about the proposed start-up, develop entrepreneurs in the field of Ayurveda for Poshana and lead to novel marketing dimensions and contribute in the dream of Atma Nirbhar Bharat.

Snapshots from the seminar

B. Food Expo

AYURVEDA FOOD EXPO was the major attraction of the event to exhibit strength of Ayurveda in Food Sector through showcasing various Innovative recipes like Ready-to-eat healthy foods and others. It served as an ideal platform to bring together various stake holders of Ayurveda under one roof.

Dignitaries visiting the food expo stalls

AIIA under the guidance of Ministry of Ayush had also organized 'Ayush Startup Challenge' in the month of Feb 2022 for 3 categories – 1) Food innovations in Ayush sector, 2) Ayush Bio-instrumentation (Hardware) and 3) Ayush IT Solutions. Hon'ble Prime Minister of India Sh. Narendra Modi had also appealed the various Start-ups working in Ayush sector to apply for Ayush Startup Challenge in his Man ki Baat dated 27th Feb 2022. The winners of the startup challenge were also awarded by Hon'ble Prime Minister of India Sh. Narendra Modi during Global Ayush Innovation and Investment Summit held at Gandhinagar on 20th April 2022. The winners of the start-up challenge were awarded fiscal incentives with Rs 1,00,000/- for 1st prize and Rs 50,000/- for 2nd prize in each category. AIIA- iCAINE has also

committed to provide them non-fiscal incentives as Incubator support to the winning teams for the duration which would be based on case to case basis.

C. Ayush Startup Challenge

AIIA-iCAINE conducted the Ayush startup challenge as a part of The Global Ayush Investment and Innovation Summit, 2022.

Applications were invited under 3 major headings.

1. Food Innovations in Ayush Sector – Ready to Eat Nutritious Ayurveda Ahara (Food)
2. Ayush Bio-instrumentation (Hardware solutions)
3. Ayush IT Solutions (Software solutions)

The screening process was done in the following manner:

Problem statement	No of entries	Selected for pitching	Winners
1. Food Innovations in Ayush Sector – Ready to Eat Nutritious Ayurveda Ahara (Food)	77	5	1st Place: AYURFOODS Runner Up: Yavagu (ready to use therapeutic diet)
2. Ayush Bio-instrumentation (Hardware solutions)	37	5	1st Place: Priya Nitin Gokhale Runner Up: Vd. Koralli Anil
3. Ayush IT Solutions (Software solutions)	46	5	1st place: Nadipulse Prognostics Private Limited Runner Up: PramAna AyurTech

Ayush Start-up challenge 1st prize winners:

| Ayush IT Solutions: Nadipulse Prognostics Private Limited |

| Ayush Bio-instrumentation: Swedan-peti controller |

| Food Innovations in Ayush Sector : AYURFOODS |

Pitching session at GAIIS, 2022

Selected Companies who registered with the challenge were given an opportunity to pitch their ideas in front of potential investors. The name are given below.

Sl no	Name of Company
1	Brainberg
2	AYUR SATIVA TECHNOVATION
3	Saarganic
4	Vedic Snacks
5	ATREYA INNOVATIONS PRIVATE LIMITED
6	365 WELLNESS AND HEALTHTECH PRIVATE LIMITED
7	Green forest Wellness Company

OTHER ACTIVITIES OF THE INNOVATION CENTRE, ALL INDIA INSTITUTE OF AYURVEDA

Since its inception, All India Institute of Ayurveda, always strived to bring about innovations in the field of Ayush and allied sciences. Through inter-sectoral collaboration, innovations that can bring about ground-breaking improvements in the Ayush sector were much anticipated, and the All India Institute of Ayurveda, the apex institute of Ayurveda always strived for this cause. The institute provided the foundation and support to budding entrepreneurs, start-ups, and ideas through various support programs and competitions. The achievements of the innovation center is summarized below.

A. SMART INDIA HACKATHON 2017, 2018 and 2020

A nationwide initiative to provide students a platform to solve some of the pressing problems we face in our daily lives, and thus inculcate a culture of product innovation and a mindset of problem-solving.

The competition was conducted by the All India Institute of Ayurveda, in collaboration with IIT, Delhi & PSIT College of Engineering in the year 2017, afterward on 2nd and 3rd March, 8th to 12th July in the year 2019. The competition integrated

problem statements related to Ayush health care services. A total of 372 teams participated in the program and around 1 lakh students participated in the event.
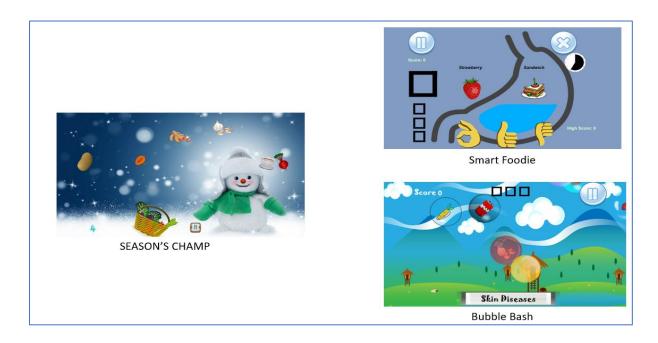
The main objectives of the program were:
- Harness creativity and expertise of students
- Spark Institute–level hackathon
- Build funnel for Start-up India campaign
- To build a multi-platform integrated solution that makes Ayurveda and other traditional medicines more accessible to the common man.

The problem statements included topics like Ayurveda Pharmacovigilance, Epidemiological surveys, portal/app for the transfer of vital data from the patient to the health worker, and Chatbots. A unique open innovation model for identifying new and disruptive technology innovations to solve the challenges. The competition was based on software and Hardware related problem statements

The competition developed the following:
1. 2 major projects
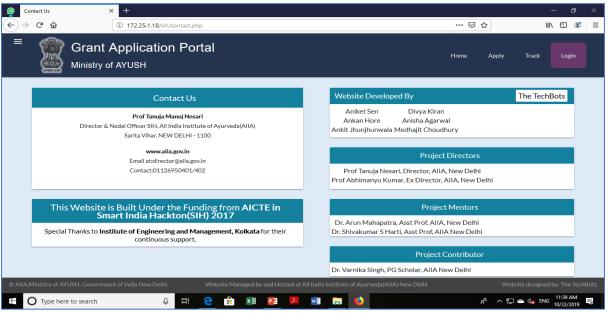   a. Ayush games
   b. Portal for research grant submissions

SEASON'S CHAMP

Smart Foodie

Bubble Bash

2. Prototypes

Software innovations:
   a. Development of Ayurveda Pharmacovigilance Portal (Web & App)
   b. Android app for Data collection and analysis of Epidemiological survey
   c. Portal/App for transfer of vital data from the patient to community worker
   d. Development of Ayush Chatbots
   e. Development of Conversion Scale which would convert the scales mentioned in Ayush Systems into modern-day scales (Available on Google Play Store)

Hardware Innovations:
   a. Non-invasive glucometer
      Glucose levels are monitored from the Breath or from Saliva

b. Decoction Vending Machine

c. Audio Record for Patients of Doctor Prescription

The doctor's advice (Audio) is converted to QR Code and QR code is pasted on the patient's prescription. A Patient can scan the QR code and listen to the audio

Director
ALL INDIA INSTITUTE OF AYURVEDA,
Sarita Vihar, New Delhi -110076