

# 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 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. The government of India is implementing a Centrally Sponsored Scheme of National AYUSH Mission (NAM) through States/UTs for development and promotion of AYUSH system of medicine.



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.

### Activities of AIIA-iCAINE

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

The program focusing on innovations and start-ups was conducted at the All India Institute of Ayurveda on 29<sup>th</sup> and 30<sup>th</sup> October 2021.

The program involved 2 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.

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.



## Global AYUSH Investment & Innovation Summit 2022

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 27<sup>th</sup> 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 20<sup>th</sup> April 2022. The winners of the start-up challenge were awarded fiscal incentives with Rs 1,00,000/- for 1<sup>st</sup> prize and Rs 50,000/- for 2<sup>nd</sup> 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.

- AIIA under the guidance of the Ministry of Ayush had also organized 'Ayush Startup Challenge' for 3 categories
- Total No. of Entries - 160
- The winners of the start-up 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 20<sup>th</sup> April 2022.

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

**Ayush Start-up challenge 1<sup>st</sup> prize winners:**



**Ayush IT Solutions: Nadipulse  
Prognostics Private Limited**



**Ayush Bio-instrumentation:  
Swedan-peti controller**



**Food Innovations in Ayush Sector: AyurFoods**

## Ayush Start-up exhibition at global Ayush Summit-2022

AIIA-iCAINE gave the opportunity to 34 companies to portray their innovations and startups at GAIIS, Ahmedabad. The sectors involved were:

- Food Innovations in Ayush Sector
- Ayush Bio-instrumentation
- Ayush IT Solutions

## Start-up exhibition at Global Ayush Summit-2022



## Providing opportunities for start-ups in IITF 2022 at Pragati Maidan, New Delhi

- Start-up exhibition at Pragati Maidan IITF-2022
- Provided opportunity for 27 Ayush startup companies to showcase their innovations , and sell of their products at IITF-2022.
- AIIA-iCAINE stall was setup at IITF-2022 to provide information on the basics of a startup.

### Start-up Exhibition at IITF



**Providing opportunities for start-ups in World Ayurveda Congress-2022 at GOA**  
**Start-up Exhibition**

