

AYUSH Start-up Grand Challenge 2023



The banner features a green background with various logos at the top: Government of India, Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade; INVEST INDIA NATIONAL INVESTMENT PROMOTION & FACILITATION AGENCY; Ministry of Ayush, Government of India; and All India Institute of Ayurveda. The central text reads '8th Ayurveda Day' in a yellow stamp, followed by 'Ayurveda Startup Grand Challenge' in large white letters. Below this, it says 'Empowering startups that foster holistic health development through Ayurveda'. A table lists prizes: 1st Prize ₹5 Lakhs, 2nd Prize ₹2.5 Lakhs, and 3rd Prize ₹1 Lakh, with '+ Incubation opportunity' below. A calendar icon indicates 'Last Date: 31 Jan 2024'. A QR code and a 'Register Now' button are also present. On the right, there are images of Ayurvedic ingredients like leaves, roots, and a mortar and pestle, along with a glass of green juice and a bowl of green paste.

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia

INVEST INDIA
NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

Ministry of Ayush
Government of India

All India Institute of Ayurveda

8th Ayurveda Day

Ayurveda Startup Grand Challenge
Empowering startups that foster holistic health development through Ayurveda

Participate to win

1 st Prize ₹5 Lakhs	2 nd Prize ₹2.5 Lakhs	3 rd Prize ₹1 Lakh
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+ Incubation opportunity

Last Date: 31 Jan 2024

Register Now

The Ministry of Ayush, Govt of India has officially launched the Ayurveda Start-up Grand Challenge by the Hon'ble Union Minister of Ayush on the occasion of 8th Ayurveda Day, 2023 at Panchkula, Haryana on 10th November 2023. All India Institute of Ayurveda (AIIA), New Delhi has been nominated as the Nodal Agency for the Ayurveda Start-up Grand Challenge.

Early-stage start-ups and individuals as a team will be eligible to participate in the Ayurveda Start-up Grand Challenge. The Start-up Grand Challenge is now live for applications as per approved guidelines, timelines, and challenge statements.

The same can be accessed here:

<https://www.startupindia.gov.in/content/sih/en/ams-application/challenge.html?applicationId=6555c15be4b0eb76656927bd>

The last date for applying for the startup challenge is now extended to 31st January 2024. For more queries, the innovators/Students/Startups can contact on e-mail to icaine-ayurveda@aiia.gov.in.