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sanket / 2018

Uttarakhand

Govt. of Uttarakhand

Harness Healthy Opportunities
in the Wellness Haven

WELLNESS & AYUSH

WELCOME!

In Uttarakhand, we have been successful in creating an investor friendly environment. The State has immense potential and favourable conditions to attract investments in various sectors mainly Tourism & Wellness, Organic Farming, Food Processing, Horticulture, Electricity, Solar Energy, Automobile, Pharmaceutical & Sericulture sectors. Uttarakhand is also welcoming new ideas and innovations by creating appropriate ecosystem for nurturing Start-Ups. The state has done a commendable job in creating a symbiotic atmosphere of confidence and enterprise.

Uttarakhand beckons all investors to come, invest and excel.

Trivendra Singh Rawat
Chief Minister, Uttarakhand

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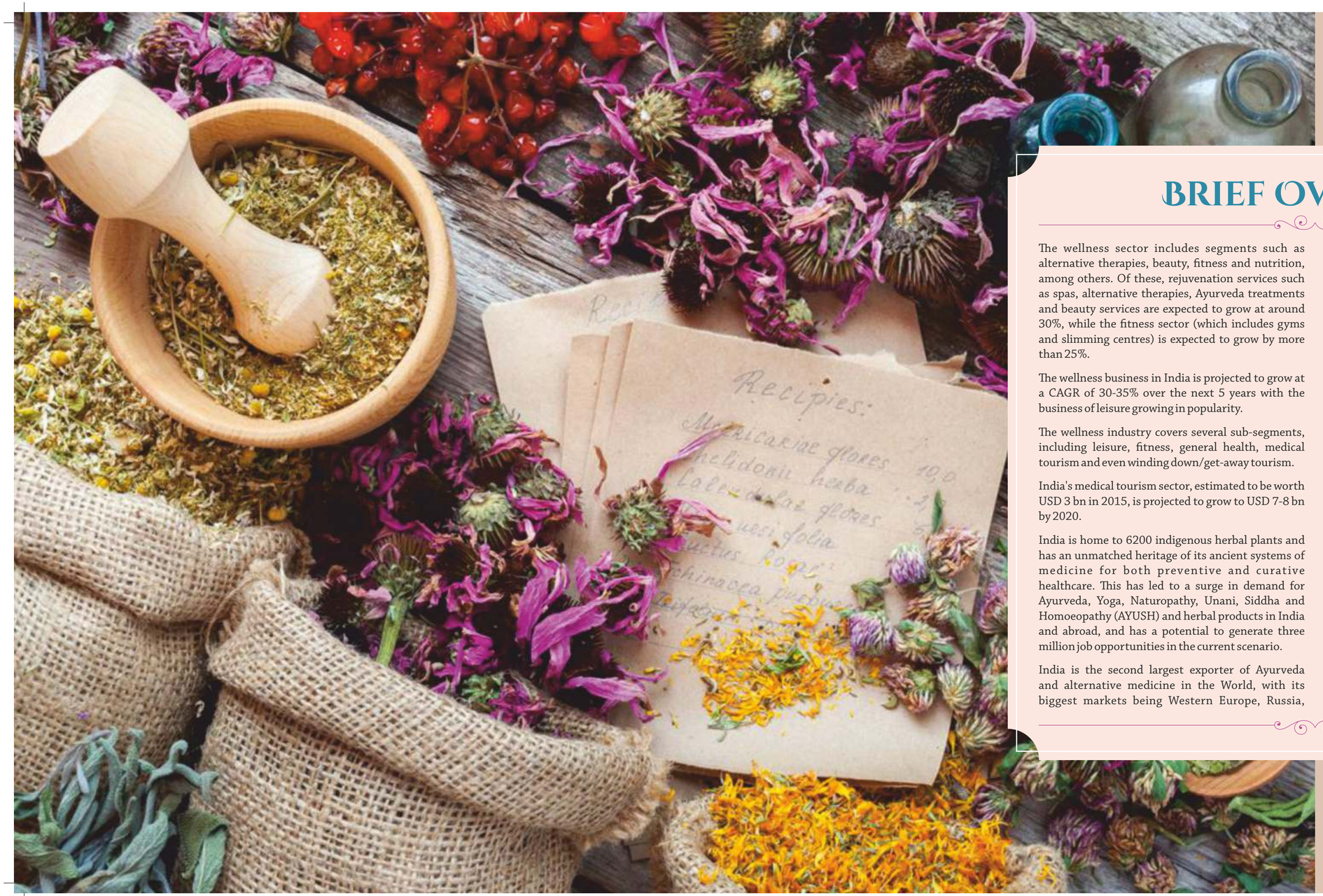


BRIEF OVERVIEW

The wellness sector includes segments such as alternative therapies, beauty, fitness and nutrition, among others. Of these, rejuvenation services such as spas, alternative therapies, Ayurveda treatments and beauty services are expected to grow at around 30%, while the fitness sector (which includes gyms and slimming centres) is expected to grow by more than 25%.

The wellness business in India is projected to grow at a CAGR of 30-35% over the next 5 years with the business of leisure growing in popularity.

The wellness industry covers several sub-segments, including leisure, fitness, general health, medical tourism and even winding down/get-away tourism.

India's medical tourism sector, estimated to be worth USD 3 bn in 2015, is projected to grow to USD 7-8 bn by 2020.

India is home to 6200 indigenous herbal plants and has an unmatched heritage of its ancient systems of medicine for both preventive and curative healthcare. This has led to a surge in demand for Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy (AYUSH) and herbal products in India and abroad, and has a potential to generate three million job opportunities in the current scenario.

India is the second largest exporter of Ayurveda and alternative medicine in the World, with its biggest markets being Western Europe, Russia, USA, Kazakhstan, UAE, Nepal, Ukraine, Japan, Philippines and Kenya. It has developed vast AYUSH infrastructure comprising 686,319 registered practitioners, 26,107 dispensaries and 3167 hospitals in public sector, 501 undergraduate colleges with annual intake of 28,018 students, 151 centres for post-graduate education with annual admission of 3504 scholars and 8896 licensed drug-manufacturing units.

India also has a vast infrastructure with a dedicated Central Council of Indian Medicine, Central Councils of Homoeopathy (Regulatory Councils) and five Central Councils for Research, one for each AYUSH system. There are seven National Institutes (two for Ayurveda and one each for other systems), two North-eastern institutes to cater to needs of a specific area, two Pharmacopoeia Laboratories, one Pharmacopoeia Commission for Indian Medicine, a National Medicinal Plants Board and a public sector undertaking for manufacture of standardised Ayurvedic and Unani medicine. Investors and corporate houses are also increasingly investing in AYUSH sector. Government of India has allowed 100% FDI in AYUSH sector.

Alternate therapy has been growing at a significant pace in India; the domestic trade of the AYUSH industry is of the order of USD 1.3 billion while the Indian medicinal plants and their products account for exports in the range of USD 153 million.

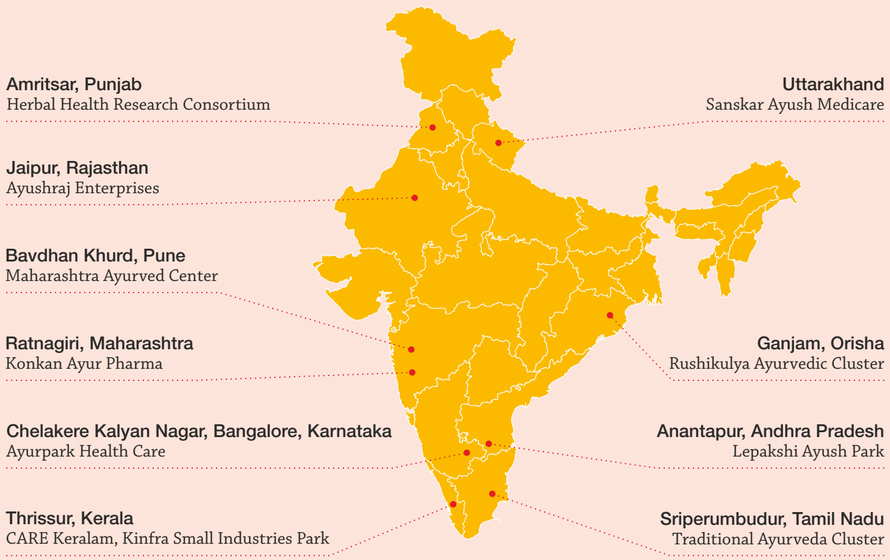


Figure: AYUSH industrial clusters sanctioned

The Government has sanctioned 10 AYUSH Industry Clusters during the 11th Plan Period (2007-12) and proposes to set up more number of AYUSH Clusters in the country for this purpose.

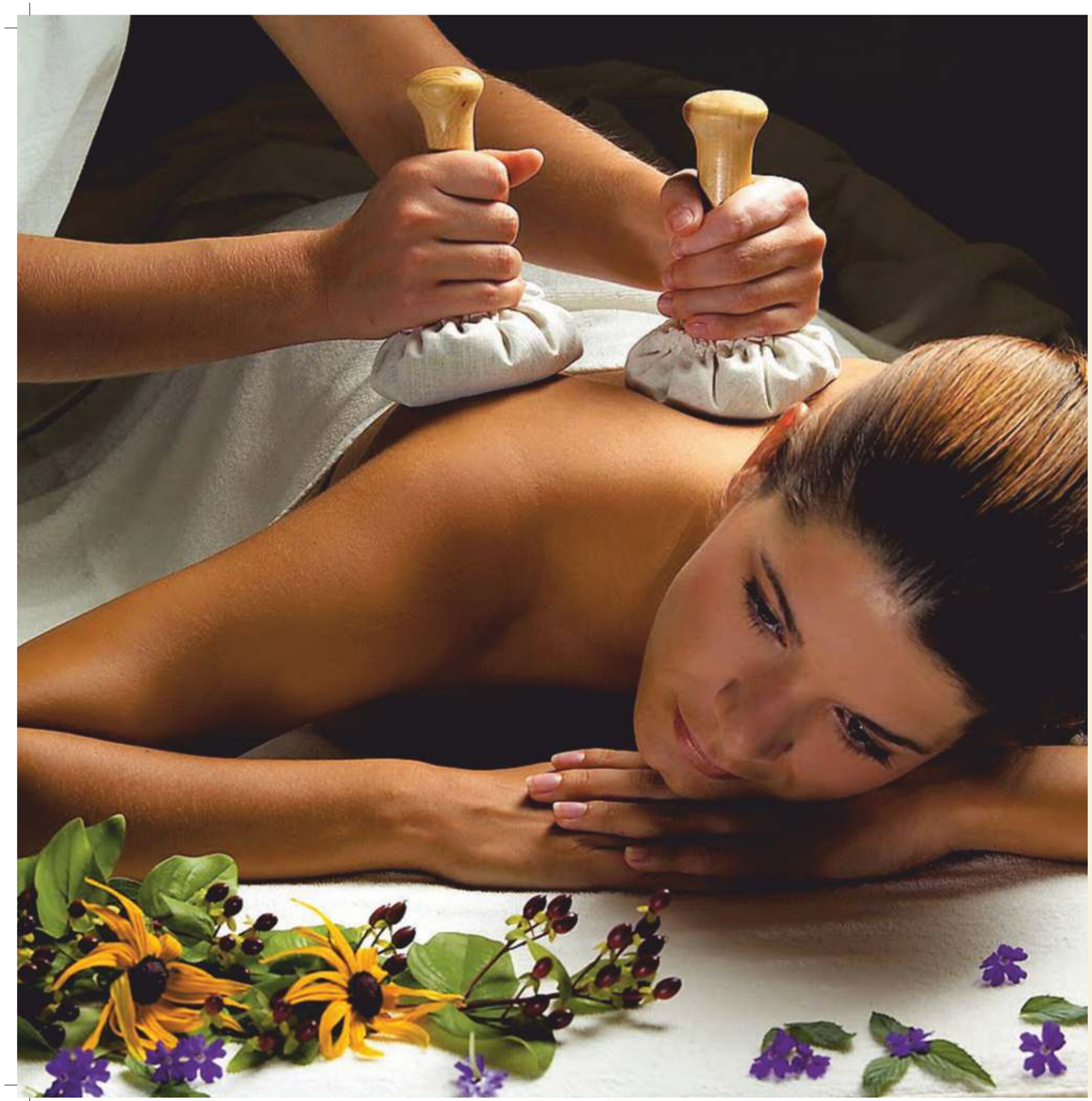
Development of AYUSH Cluster Scheme has been approved for continuation in the 12th Plan period (2012-17). **Sanskar AYUSH Medicare**, Uttarakhand is one among the industrial clusters, which was identified for the purpose of establishment of Common Facility Centres to SPV members with a sanctioned grant in aid of INR 10 crore.

KEY CREDENTIALS OF THE STATE

The state of Uttarakhand was formed on 9th November 2000 as the 27th State of India, when it was carved out of northern Uttar Pradesh. Located at the foothills of the Himalayan mountain ranges, it is largely a hilly State, having international boundaries with China (Tibet) in the north and Nepal in the east. The state is close to the National Capital and has excellent connectivity with its neighbouring states.

DISTRICTS OF UTTARAKHAND

1. Uttarkashi
2. Chamoli
3. Rudraprayag
4. Tehri Garhwal
5. Dehradun
6. Pauri Garhwal
7. Pithoragarh
8. Bageshwar
9. Almora
10. Champawat
11. Nainital
12. Udham Singh Nagar
13. Haridwar



EASE OF DOING BUSINESS IN THE STATE:

The State government houses a dedicated 'Investor Facilitation Centre' (IFC) which acts as a centralized one-stop-shop for the investors / businesses and provides complete handholding support in a structured, focused and comprehensive manner. IFC will focus on investment promotion, facilitation, direct engagement and consultation with investors / Stakeholders and ensures investment realization and sustainable industrialization in the state.

The Government of Uttarakhand has laid huge emphasis on business facilitation by creating an enabling environment for industries to set up and start their operations in the State. 'The Uttarakhand Enterprises Single Window Facilitation and Clearance Act, 2012' was enacted in order to provide necessary time bound licenses, permissions and approvals for the establishment of industry in the state. Additionally, the State has developed robust mechanisms to ensure time bound delivery of government services through 'The Right to Service Act, 2011', with more than 100 investor related services already notified under both the acts separately and is in the process of adding more such services of multiple sectors shortly.

Under its 'Ease of Doing Business' initiative, the State has implemented a web based Single Window Clearance System - www.investuttarakhand.com, allowing investors to avail the necessary State Government approvals to establish and start their business operations through a single platform without any physical touch point with the approving / licensing authority. This platform also allows the investors to access all requisite information with regard to approvals required, application process, document checklist, approval timelines, fees, forms, Policies etc. The portal, with defined escalation matrix allows investors to easily file queries and grievances, which are monitored at the highest levels of the Government.

The state of Uttarakhand has been at the forefront of the Department of Industrial Policy and Promotion (DIPP), Government of India's Ease of Doing Business initiative. With a compliance of 96.13% on the Ease of Doing Business framework, it achieved 100% under 7 out of 10 reform areas identified by DIPP in 2016, making it number 1 amongst the Hill States and the most improved state overall in EoDB rankings in India.

The Industrial electricity tariff in Uttarakhand is one of the lowest across the States in India with ample availability of land, providing enabling environment for doing business in the State.

The State is proud of having a history of industrial harmony, with one of the lowest man-days lost due to industrial strife in India.

Wellness Sector in the State:

Home to a number of ashrams, health centers, retreats and high-end spas, Uttarakhand is known for its spirituality and yoga and is known as the 'Yoga capital of the World'. For centuries, Uttarakhand has attracted people from all over the world due to its reputation as a place of learning and its residents practicing and mastering the spiritual way of life. These guests come to our state in their quest to achieve a perfect balance between a healthy body and a sound mind through Yoga and Ayurveda.

Uttarakhand Ayurveda University established by State Government ensures effective and systematic instructions, teaching, training, research and development in Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy (constituents of AYUSH). The religious towns of Uttarakhand, Rishikesh and Haridwar also offer short-term Yoga courses of Meditation and Ayurveda.

Uttaranchal Ayurvedic College & hospital is another centre providing Ayurveda courses recognised by Central Council of Indian medicine.

Some well-known ashrams in State of Uttarakhand include:

- Yoga study Centre, Rishikesh
- Shivananda Ashram (Divine life of society), Tehri
- Yoga Niketan, Rishikesh
- Omkarananda Patanjali Yoga Kendra, Tehri
- Parmarth Niketan, Rishikesh
- Ved Niketan
- Transcendental Meditation Centre of Maharishi Mahesh Yogi
- Patanjali Yogpeeth
- Dev Sanskriti University Shantikunj, Haridwar

The state is focusing on developing few more centres at other tourist places in order to attract tourists from international and domestic markets. These centres will be developed in PPP mode or in private sector only, for which financial support is available under MDA (Marketing Development Assistance scheme) of Government of India.

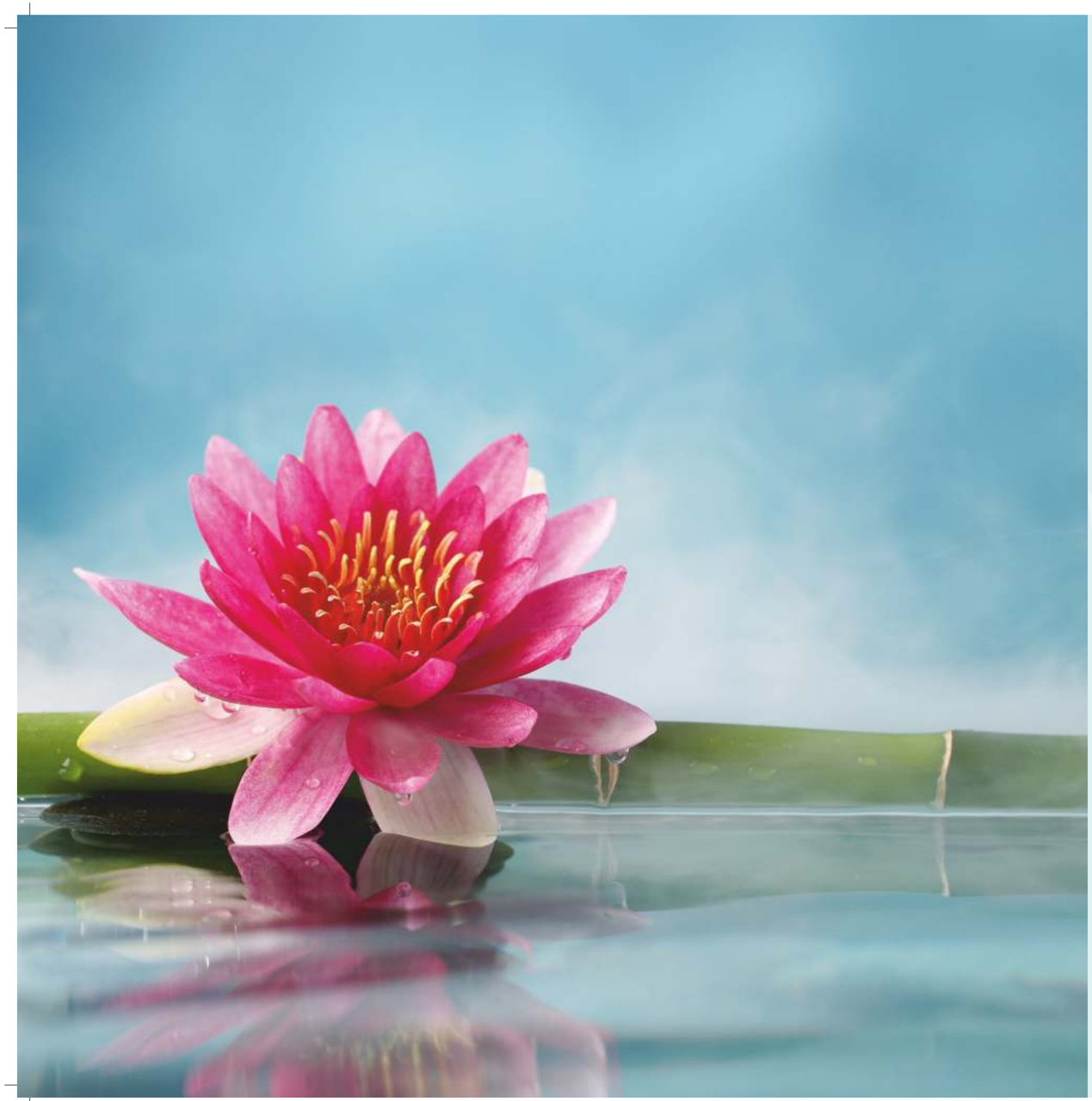
SOME OF THE KEY CREDENTIALS OF THE STATE IN THIS SECTOR INCLUDE:

- Presence of famous pilgrimages like Rishikesh, Haridwar, Badrinath, Kedarnath, Gangotri, Yamnotri etc.
- There are many Yoga centres of world fame in the State
- The state has pleasant environment and climate which is suitable for Health Tourism
- There are wide range of herbal drugs produced in hilly areas
- Availability of good infrastructure for Ayurvedic treatment and education in state. The State houses 546 Ayurvedic and Unani Clinics, two Government Medical Ayurvedic Colleges, 206 Allopathic hospitals (AYUSH wing). Also, State Government's Uttarakhand Ayurveda University ensures effective and systematic instructions, teaching, training research and development in Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy facilitated through the University
- There are many tourist places in state, which in turn generate scope for the development of health resorts in PPP mode and therefore, employment generation and income for the local youths in the State.
- 272 pharmacies have already obtained GMP (Good Manufacturing Practices) certificates with efforts being made to get GMP certificates for the remaining pharmacies.
- Abundant skilled manpower is available in the State. The Uttarakhand Skill Development Mission conducts specific trainings on 'Wellness' Sector.

Regulatory Mechanism: Registration / NOCs / Licenses Required for Setting up of Units

Details of State Level Licenses / Approvals / NOCs / Clearances specific to Wellness & AYUSH Industries

Sr. No.	Name of Service	Authority/ Agency/ Office/ Department officer granting approval	Type of Requirement (Setting up of Business / Starting Operations)	Timeline (in Days)
1.	Registration under Clinical Establishment Act (under The Clinical Establishment Act, 2010)	Department of Medical Health & Family Welfare	Setting up of Business	10 Days
2.	Licence to manufacture for sale of Ayurvedic (including Siddha) or Unani drugs (under Drugs & Cosmetics Act, 1940)	Department of Ayurvedic and Unani Services	Setting up of Business	
3.	Land allotment in departmental industrial estates	Directorate of Industries	Setting up of Business	15 Days
4.	Application for Land / Plot Allotment	SIIDCUL	Setting up of Business	15 Days
5.	Application for new connection LT / HT line - non domestic / industrial	Uttarakhand Power Corporation Limited	Setting up of Business	7 Days
6.	Application for Water Connection	State Infrastructure and Industrial Development Corporation of Uttarakhand Limited	Setting up of Business	15 Days
7.	Application for Water Connection	Uttarakhand Jal Sansthan	Setting up of Business	15 Days
8.	Application for building plan approval	State Industrial Development Authority	Setting up of Business	30 Days
9.	Application for Completion cum Occupancy Certificate	State Industrial Development Authority	Setting up of Business	15 Days
10.	Consent to Establish under Water (Prevention and Control of Pollution) Act, 1974	Uttarakhand Environment Protection and Pollution Control Board	Setting up of Business	30 days - Green Category 60 days-Orange Category 90 days - Red Category
11.	Consent to Establish under Air (Prevention and Control of Pollution) Act, 1981	Uttarakhand Environment Protection and Pollution Control Board	Setting up of Business	30 days - Green Category 60 days-Orange Category 90 days - Red Category
12.	Consolidated Consent & Authorization under Water Act, 1974, Air Act, 1981 & Authorization under The Hazardous and Other Wastes (Management and Transboundary Movement) Rules, 2016	Uttarakhand Environment Protection and Pollution Control Board	Starting Operations	30 days - Green Category 60 days-Orange Category 90 days - Red Category
13.	Application for Pre-Establishment Fire NOC (National Building Code, 2005)	Uttarakhand Fire and Emergency Services	Setting up of Business	15 Days
14.	Application for Pre-Operational Fire NOC (National Building Code, 2005)	Uttarakhand Fire and Emergency Services	Starting Operations	30 Days
15.	Site Plan Approval under Factories Act, 1948	Department of Labour	Setting up of Business	30 Days
16.	Registration of Factories under Factories Act, 1948	Department of Labour	Starting Operations	30 Days
17.	Registration under Uttarakhand Dookan Aur Vanijya Adhisthan Adhiniyam, 1962	Department of Labour	Starting Operations	1 Day
18.	License under Contract Labour Act, (Regulation and Abolition),1970	Department of Labour	Starting Operations	30 Days
19.	Registration under GST (Uttarakhand Goods and Services Tax Rules, 2017)	Department of Commercial Tax	Starting Operations	3 Days



POLICIES, SCHEMES AND INCENTIVES

Central Government Schemes and Policies

- National AYUSH Mission
- Central Sector Scheme for promotion of Information, Education and Communication
- Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants
- Scheme for Development of AYUSH Clusters
- Scheme for Extra Mural Research (EMR) in Ayurveda, Yoga And Naturopathy, Unani, Siddha And Homoeopathy

State Government Schemes and Policies

State Government policies that are currently running include MSME Policy 2015 & Mega Industrial & Investment Policy, 2015 for Ayurvedic Manufacturing Industries and Nursing home with health and medical facilities (Nursing home will include medical centres for treatment using Ayurvedic, Unani, Homoeopathy and Panchkarma methods)

State Government Incentives

- Incentives under State Government policies that are currently running including MSME Policy 2015, Mega Industrial & Investment Policy, 2015 are mentioned below.

Central Government Incentives

National AYUSH Mission	
Support for Cultivation of Medicinal Plants	
Applicability	a. Growers, farmers, cultivators b. Growers Associations, Federations, Self Help Groups, Corporate, growers cooperatives c. Cultivation will be assisted only in case of clusters. Each cultivation cluster will have minimum 2 hectare of the land. Each cultivation cluster should be drawn from farmers having lands within a radius of not more than 15 km. Assistance will be available to willing farmers desirous of cultivating medicinal plants on the same land in successive years.
Incentive	Subsidy @ 30%, 50% and 75% of the cost of cultivation based on different types of medicinal and aromatic plants
Assistance for Nurseries and Cultivation	
Applicability	a. Government Organisation (State Agriculture/Forest/Horticulture Department) / Government R&D institution / SHGs, ICAR, CSIR, ICFRE, DBT, DST institutions) b. NGO, Private entrepreneurs, farmers (They would get only 50% of the grant initially on a pilot basis) **Model Nursery**: A model nursery should on average have an area of about 4 hectares and would cost Rs. 25 lacs per unit. **Small Nursery**: Small nurseries, covering area of about one hectare, will have infrastructure facilities to hold 60,000 to 70,000 plants.
Incentive	**Model Nurseries:** The model nurseries which would be established under the Public sector / SHGs will be eligible for 100% assistance of a maximum of INR 25.00 lakhs per unit **Small Nurseries:** The assistance will be to the extent of 100% of the cost for the Public sector / SHGs and 50% of the cost subject to a ceiling of INR 3.125 lakhs for the nurseries in the private sector through public sector banks
Support for Medicinal Plant Processing and Post-Harvest Management including Marketing	
Market Promotion	The programmes for market promotion like media promotion, participation in exhibitions, trade fairs, hiring display facilities are project based but limited to INR 10 lakhs for each10 cluster will be eligible for 50% assistance under market promotion for the herbs/raw material produced by the cluster.
Market Intelligence	The Action Plan may include collection, compilation and dissemination of market intelligence to growers. Any other innovative activity relating to market intelligence may also be supported under this component. The assistance for this component will be project based.
Buy – Back Interventions	The buy – back interventions in the form of buyer – seller meetings, flexible and innovative marketing arrangements, Creation of revolving fund at Cluster level for marketing of medicinal plants, and mobilization assistance to SHGs, cooperatives, producer companies could be provided under this component of the scheme

Market Infrastructure	Under this component herbal collection and retail outlets that are proposed to be set up at the village level can be given assistance up to INR 20 lakhs. The level of financial assistance for collection and retail outlets through village bodies/SHGs/ Cooperatives will be INR 20 lakhs and for State/District level collection and retail outlets upto a maximum of INR 2 crores.
Assistance for Quality Testing, Certification and Insurance	
Quality Testing	The growers will be entitled to 50% of the testing charges subject to a maximum of INR 5000 if the herbs/medicinal plants are tested in AYUSH/NABL accredited Laboratories (may be proposed under flexible activities)
Certification	The certification (Organic and GAP certification) charges will be admissible on a group basis to the limit of INR 5 lakhs for 50 hectares of cultivation in groups/clusters
Crop Insurance	This component seeks to provide assistance towards payment of 50% of the premium for particular crop.
Financial Assistance for Processing Facilities and Infrastructural Support	
Applicability	a. The assistance will be utilized only for physical infrastructure, civil works, construction of building, plants & machinery and equipments. b. All remaining expenses on purchase of land of SPV, salary of cluster development executive, joint participation in national and international exhibition, business delegation abroad and brand development etc. will be borne by SPV.
Incentive	Financial assistance @ 30% of the project cost subject to a maximum of INR 30 lakhs will be admissible for setting up of quality test labs for testing of raw material and value added products in a PPP mode on the basis of an MoU between organization, State Implementation Agency and NMPB, admissible under the flexible component. Additionally, financial assistance for market promotion through the media, participation in exhibitions, trade fairs, developing and hiring of display facilities will be available @ 50% of the project cost limited to INR 10 lakhs.
Medicinal Plant Processing Clusters	
Applicability	(I) Assistance for engagement of CDEs and other management support of SPV shall not exceed 5% of the overall project cost. (ii) Assistance for engaging engineers / architects / construction management / other experts for execution of civil works shall not exceed 5% of the overall project cost. (a) Project cost for the purpose of the scheme shall mean the total cost of proposed interventions. (b) The scheme would be modular in nature with a provision to add interventions to the approved project DPR while implementation is on. The addition however, should be in conformity to the overall project and the scheme objectives and subject to approval by Standing Finance Committee (SFC) (c) SPVs may dovetail funds from other sources as well for the project, provided there is no duplication of funding for the same component / intervention. However, in cases of such dovetailing, it shall be ensured that the contribution of the participating units of SPV is at least 10% of the overall project cost.

Incentive	Each of the cluster development projects including collection cluster implemented by a Special Purpose Vehicle (SPV) for medicinal plants processing units in a cluster shall be eligible for funding under the scheme upto 60% of cost of the core interventions, 25% of the cost of add on interventions, within overall ambit of 60% of the project cost subject to maximum of Rs. 10.00 crore per cluster
Central Sector Scheme for Promotion of Information, Education, and Communication (IEC) in AYUSH	
Applicability	a.Pharmaceutical companies in Govt. /private sector having GMP certificate with good range of quality products. b. Other stakeholders like AYUSH equipment manufacturing firms, NGOs/institutions of Yoga and Naturopathy and healthcare providers like hospitals providing and displaying healthcare facilities of AYUSH systems in the fairs.
Incentive	50% of the cost of participation in fair a maximum of INR 1, 00,000/- on reimbursement basis. The cost of participation means the expenditure towards rent of the space, fabrication, hiring of manpower and transport etc.
Scheme For Development of AYUSH Clusters	
Applicability	a. Assistance would be available to units operating in the following sectors; located in existing clusters i.e. a group of AYUSH enterprises located in close proximity: (I) Ayurveda (ii) Siddha (iii) Unani (iv) Homeopathy (v) Yoga and naturopathy b. SPV formed by at least 15 enterprises located in an existing cluster (at least 75% should be manufacturing units having valid GMP certificates for manufacture of AYUSH drugs. Out of which 5 participating units should have Annual turnover of at least Rs.20 lakhs and another 5 participating unit should have Rs.50.00 lakhs turnover to ensure viability of the cluster. The cluster would be an area covering a radius of 100 kms and at least 15 participating enterprises should be located in this cluster. Minimum two acres land is required for a SPV As a special case dispensation for N.E. and Hilly states and backward states may be given and they can be exempted from the present turnover existing under the Scheme. c. Current account should be opened in the name of SPV and all the members should contribute at least Rs 20 lakhs as a corpus fund
Incentive	Assistance of 60% of the Project Cost up to a maximum of Rs. 15.00 crores.
Central Sector Scheme on Conservation, Development and Sustainable Management of Medicinal Plants	
Medicinal Plants Conservation and Development Areas (MPCDAs)	
Applicability	Non-Government/ Voluntary Organizations with expertise in the field (subject to the recommendation of concerned forest department.)
Incentive	• To set up MPCDAs, 100% central assistance @ 20,000/- per hectare will be provided.

	• For up-gradation/reviewing/ strengthening of previously designated Medicinal Plants Conservation Area (MPCA) which were established more than three years ago under NMPB or other schemes in various States, assistance @ 5,000/- per ha. will be provided.
Ex-situ Conservation	
Applicability	• Forest Development Corporations/Federations/SMPBs/Integrated Tribal Development Corporations/SC/ST Corporations (in the SC/ST lands)/ Municipal bodies/ Housing Societies/PSUs/Voluntary Organisations with experience in the field provided they have the required technical competence. • Scientific Organizations and AYUSH Institutes and other Government Agencies having the mandate/ capacity and interest in the field of medicinal plants. • Corporate Sector (including reputed AYUSH manufacturers) in partnership with land owners and Panchayats Van Panchayats/ BMCs/ JFMCs Incentive
Incentive	Rs.5 Lakh will be provided as initial corpus fund out of which at least 75% will be contributed by the concerned Corporate Sector. Financial support from NMPB will be considered in project mode
Research & Development	
Applicability	• R&D Institutions under CSIR, ICAR, ICFRE, ICMR, DBT, DST, Councils of Department of AYUSH etc. • Universities recognised by the UGC. • Industry both in public as well as private sector with R&D facilities. • Non-government Organisations/Voluntary Organisations, with demonstrated expertise and infrastructure. • Government funded institutes/colleges with demonstrable track record infrastructure and expertise.
Incentive	• R&D Institutions/Universities in the public sector/Government Aided colleges etc. will be eligible for 100% assistance. However, organizations/labs/Institutions in private sector will be eligible for 50% assistance.
Participation in Exhibition/Fairs and Publicity Materials	
Applicability	• NMPB, SMPB, Industry, R&D Institutions/Universities, Government Organizations including Govt. aided Institutions, Non-government Organizations/Voluntary organizations etc.
Incentive	• Expenditure incurred by the organizations for participation in fairs etc. would be reimbursed @ Rs. 1.00 Lakh for State level, Rs. 2.00 Lakhs for National level and Rs. 3.00 Lakhs for international level per event. • For private organizations including Industry, the cost would be limited to 50% of the above or the actual expenditure whichever is less (which includes travel, accommodation, hire charges, stall fabrication, publicity, etc.) will be reimbursed.
Organization of Work Shops/Seminars/Conferences and Participation in AROGYA Fairs	
Applicability	• Recognized academic/Research/Educational institutions including Government Aided Colleges. • Registered professional and other philanthropic organizations working on non- profit basis.

	• Registered Non-Government Organizations (NGO)/Voluntary Organizations/Trusts with infrastructure and experience in the field of medicinal plants.
Incentive	• The financial assistance would be limited to Rs.1.00 Lakh for organizing District level event, Rs. 2.00 Lakh for State, Rs. 3.00 Lakhs for Regional level, and Rs. 5.00 Lakhs for National level and Rs.10.00 Lakhs for International level event.
Training and Capacity Building	
Applicability	• Recognized Research/Academic/Educational institutions • Registered professional and other philanthropic organizations working on non- profit basis. • Registered Non-Government Organizations (NGO)/Voluntary Organizations/ Trusts with infrastructure and specific experience in the field of medicinal plants
Incentive	• Rs. 2,000/- per trainee for a minimum of two days with in the State and Rs. 5,000/- per trainee outside the State will be provided which will include exposure visits. • For officers training/exposure visit within the State Rs. 5,000/- per trainee and outside their State the cost will be limited to Rs. 10,000 per trainee. • Travel cost will be additional to the above cost.
Scheme for Extra Mural Research (EMR) in Ayurveda, Yoga And Naturopathy, Unani, Siddha And Homoeopathy	
Applicability	• Reputed Institutes/Organizations (both Government and Private) Laboratories, Drug Manufacturers, etc. having adequate infrastructure in terms of equipment and manpower to conduct high quality research • Universities/Educational Institutions • Eminent scholars and practitioners having good research background and contribution to the medical research can also apply through a reputed institution/organization as stated above, as 'Emeritus Scientists' or other mechanisms applicable at host institution. (In such cases, the grants will be released to the concerned organization, who would be responsible for expenditure and utilization of funds)
Incentive	• The Department of AYUSH will provide financial support for staff, equipment and contingencies (recurring and non-recurring) for the project over a period of 1-3 years upto a maximum of INR 30.00 Lakhs. • 5% of the total cost of the project (excluding the cost of equipment) would be provided to the educational institutions and 3% of the cost of the project (excluding cost of equipment) would be provided to the organizations, other than educational institutions, engaging in research under EMR scheme, as Institutional support after the successful completion of the project.

Source: Ministry of AYUSH, Government of India

State Incentives applicable for Ayurvedic Manufacturing Industries

Incentives offered by State Government

State has been divided into following five categories under MSME Policy 2015 for the purpose of quantum of incentives/subsidies:

Category	Regions Included
Category A	• Whole Districts of Pithoragarh, Uttarkashi, Chamoli, Champawat, Rudraprayag and Bageshwar
Category B	• Whole District of Almora • Hilly development blocks of District Pauri Garhwal, Tehri Garhwal (excluding areas classified under Category B+) • All hilly development blocks of District Dehradun and Nainital (excluding areas classified under Category B+ and C)
Category B+	• Kotdwar, Sigadda regions of Dogadda development blocks of District of Pauri Garhwal and adjoining plain areas • Dhalwala, Muni ki Reti, Tapovan regions of Fakot development blocks of Tehri Garhwal and adjoining plain areas • Whole area of Kotabagh development block of District Nainital • Plain area of Kalsi development block of Dehradun District
Category C	• Regions located above 650 mt. from sea level of Raipur, Sahaspur, Vikas Nagar and Doiwala development blocks of District Dehradun. • Ramnagar and Haldwani development blocks of District Nainital.
Category D	• Whole Districts of Haridwar and Udham Singh Nagar • Remaining area of District Dehradun and Nainital (which are not included in category 'B', 'B+' and 'C').

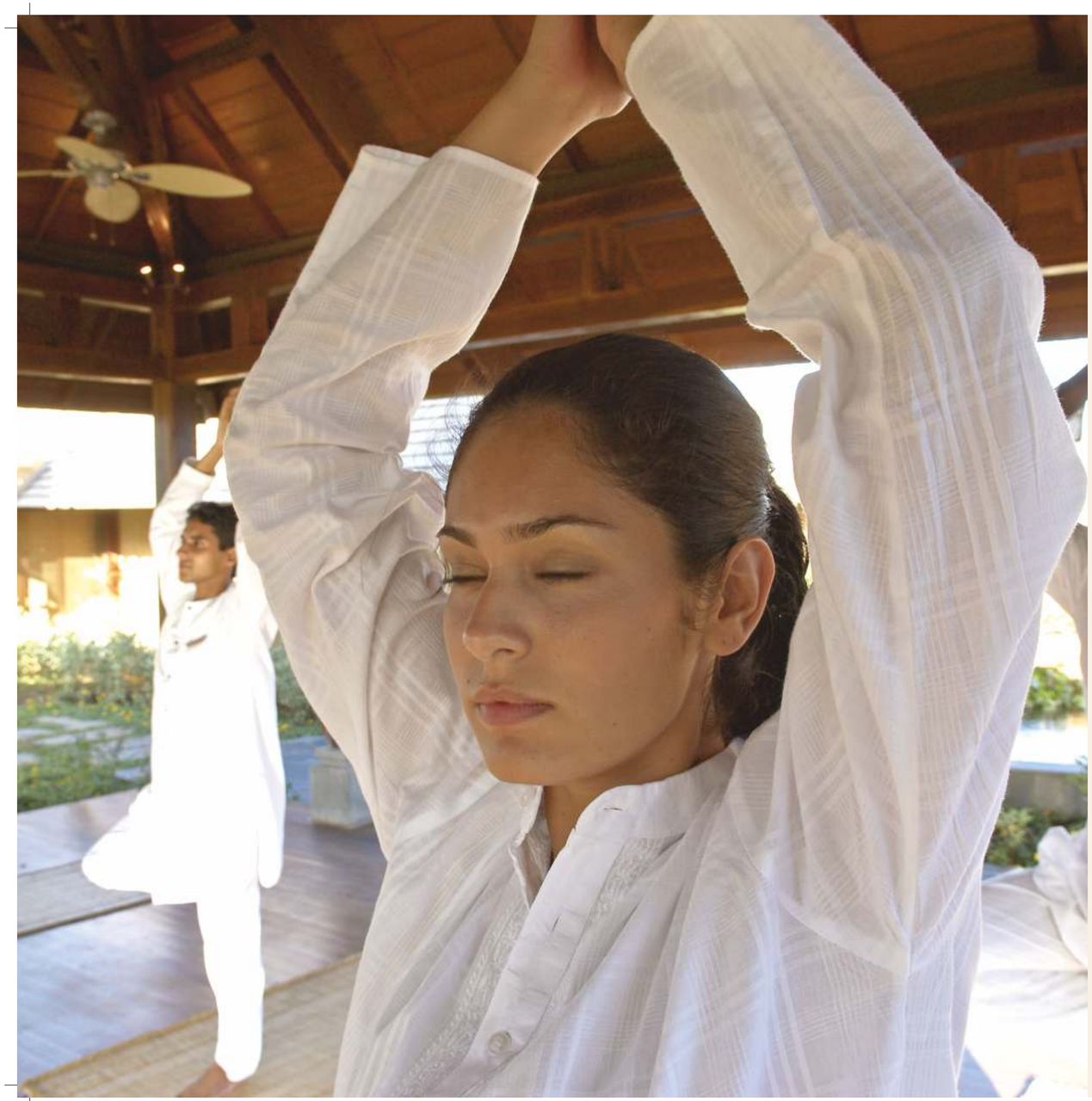
State has been divided into following five categories under MSME Policy 2015 for the purpose of quantum of incentives/subsidies:

Category	Regions Included
Large projects	• Investments of INR 50 Cr.to 75 Cr.
Mega Projects	• Investments of INR 75 Cr.to 200 Cr.
Ultra-Mega Projects	• Investment above 200 cr.

S No.	Head	Mega Industrial and Investment Policy 2015	MSME Policy
1.	**Scheme Period**	01 April 2015 -31-03-2020	31/01/2015 - 31-03-2020
2.	**Projects Covered**	New Projects and Existing Projects undergoing expansion shall be covered (which fall within the Industrial Estates Identified as such by the State Government)	Manufacturing activities and Nursing home with health and medical facilities (Nursing home will include medical centres for treatment using Ayurvedic, Unani, Homoeopathy and Panchkarma methods)

3.	**Interest Subsidy**	7% interest subsidy for 5 years from the date of start of commercial production. **Investment – Interest** 50-75 Cr – 25L Max 75-200 Cr – 35L Max >200 Cr – 50L Max	Category A - 10% Maximum up to INR 8 lacs/ yr/unit Category B - 8% Maximum up to INR 6 lacs/ yr/unit Category B+ - 8% Maximum up to INR 6 lacs/ yr/unit Category C-6% Maximum up to INR 4 lacs/yr/unit Category D - NIL
4.	**VAT Concession** *(With the advent of GST, the current provision of reimbursement of VAT now stands discontinued.* *However, reimbursement of net State's share after adjustment of ITC on sale (B2C) is under consideration by State Government)*	1. Large Project 30% VAT concession 2. Mega Projects/Ultra Mega Project: 50 % VAT concession.	Category A - 100% for the first 5 yr and 90% thereafter Category B - 100% for the first 5 yr and 75% thereafter Category B+ - 100% for the first 5 yr and 75% thereafter Category C - NIL Category D - NIL
5.	**Power Assistance/ Power Bill Rebate:**	Rebate of 1/- per unit on the power bill and 100% rebate shall be offered on electric duty for 7 years.	Category A - If Sanctioned Load is upto 100 KVA then 100% for the first 5 yr and 75% thereafter. If Sanctioned Load is above 100 KVA then 60% Category B - If Sanctioned Load is upto 100 KVA then 100% for the first 5 yr and 60% thereafter. If Sanctioned Load is above 100 KVA then 50% Category B+ - If Sanctioned Load is upto 100 KVA then 100% for the first 5 yr and 60% thereafter. If Sanctioned Load is above 100 KVA then 50% Category C - NIL Category D - NIL Note: This facility will not be applicable to Hotel/ Motel, Resort, Guest House, Steel Rolling Mill, Electric Furnace and other heavy Power consumption enterprises.
6.	**Rebate of Stamp Duty:**	50% exemption on stamp duty	Category A - 100% Concession Category B - 100% Concession Category B+ - 100% Concession Category C - 100% Concession Category D - 50% Concession

7.	**Rebate on Mandi Tax**	75% rebate in Mandi tax.	
8.	**Land Rates Rebate**	Rebate of 15%, 25% and 30% on SIIDCUL prevailing land rate for Large Projects, Mega Projects and Ultra Mega Projects respectively.	
9.	**Payment Mode**	20% of the land value is to be paid at the time of allotment remaining in equal annual instalment of 7 years along with prevailing interest.	
10.	**State Capital Subsidy**		Category A - 40% to a maximum limit of 40 lacs Category B - 35% to a maximum limit of 35 lacs Category B+ - 35% to a maximum limit of 35 lacs Category C - 30% to a maximum limit of 30 lacs Category D - 15% to a maximum limit of 15 lacs
11.	**Concession in Land Registration Fees:**	Land registration fee as INR 1/- per INR 1000/-.	
12.	**Subsidy on ETP**	30% Capital Subsidy to a maximum limit of 50 lacs	
13.	**Incentive for Extra Employment**	Provision of subsidy @ Rs 500 per month per Male employee & Rs 700 per month per Female employee.(In case of employment is more than double to specified threshold of direct employees)	
14.	**Special State Transport Subsidy**		Category A - 7% of Annual Turnover (Maximum up to INR 7 lacs/yr/unit) or Inbound/ Outbound Logistics Cost whichever is less Category B - 5% of Annual Turnover (Maximum up to INR 5 lacs/yr/unit) or Inbound/ Outbound Logistics Cost whichever is less Category B+ - 5% of Annual Turnover (Maximum up to INR 5 lacs/yr/unit) or Inbound/ Outbound Logistics Cost whichever is less Category C - NILCategory D - NIL



Resource Profile of Uttarakhand Relevant to Wellness & AYUSH Sector

Details of hospitals operated to provide medical facilities for Ayurvedic and Greek systems in the state of Uttarakhand.

- There are 546 (541 Ayurvedic and 05 Greek) State Ayurvedic and Unani Clinics and also the state houses two Government Medical Ayurvedic College Rishikul and Gurukul Kangdi in Haridwar.
- Also 206 Allopathic hospitals are established in the AYUSH Wing, out of which 26 AYUSH Wing are from the District Hospitals, and rest 180 AYUSH wings are operated from the State Allopathic Hospitals.
- Under the National Rural Health Mission (NRHM), AYUSH Wing is being operated in 29 Community Health Centers and 154 Primary Health Centers, in which the amount of medicine and decoration is provided by the National Rural Health Mission of the Department of AYUSH, Government of India.

The Department of AYUSH is planning to promote the concept of AYUSH Gram (village) in a big way to expand the healthcare interventions with the help of Indian streams of medicines. AYUSH gram is a concept of a place where a patient can live peacefully taking holistic treatment like Ayurveda, Panchkarma, Yoga and Naturopathy. Besides, the patient will get organic food products produced in nearby fields without chemical fertilizers and herbal medicines in crude form grown in AYUSH gram herbal garden. These AYUSH gram in each district can be developed in PPP mode wherein the land required will be provided by state Government and the concerned Private agency will develop the AYUSH Gram and operate it.

[2] *Ayurved and Unani Services Department, Uttarakhand*

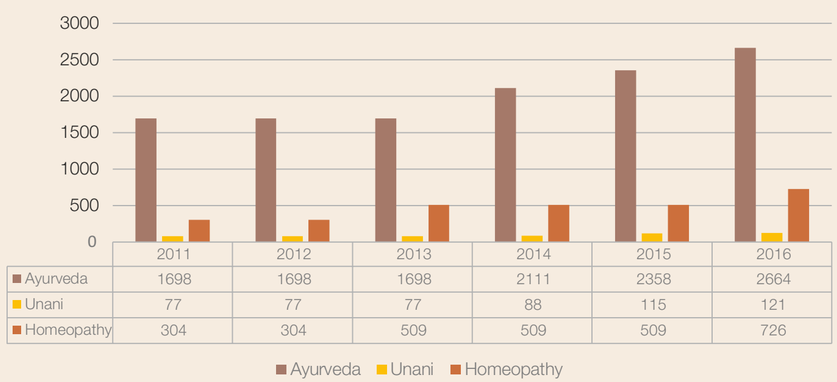
List of Selected Yog Grams in the State:

S. No	District	Yog Gram
1	Chamoli	Gersain
2	Dehradun	Hanol
3	Dehradun	Devwan
4	Uttarakashi	Sarnol
5	Uttarakashi	Harshil
6	Pithoragarh	Munsyari

S. No	District	Yog Gram
7	Pithoragarh	Chaukauri
8	Chapawat	Mayawati Ashram
9	Almora	Jageshwar
10	Chamoli	Gwaldam
11	Pauri	Khirshu
12	Tehri	Madannegi

2 Ayurved and Unani Services Department, Uttarakhand

Number of AYUSH registered practitioners (Doctors) in Uttarakhand:



	2011	2012	2013	2014	2015	2016
Ayurveda	1698	1698	1698	2111	2358	2664
Unani	77	77	77	88	115	121
Homeopathy	304	304	509	509	509	726

Source: Ministry of Medical Health and Family Welfare

Educational Institutes in the field of AYUSH

Sr. No.	Name	Location	Courses Offered	Seats	Website / E-mail
1.	Uttarakhand Ayurved University	Railway Road, Harrawala, Dehradun, Uttarakhand 248001	**Ph.D Programme in subjects:** Shalya Tantra, Panchakarma, Rasa Shashtra, Dravyaguna, Kayachikitsa, Shalakya Tantra, Prasuti evam Stri Roga, Rog Nidan, Bal Roga, Maulik Siddhant, Rachana Sharira, Kriya Sharira, Agadatantra, Swasthavritta, Biotechnology and Phytochemistry.	-	http://www.uau.ac.in/index.php
			Doctor of Medicine/Master of Surgery (MD/MS)(AY)		
			Bachelor of Ayurvedic Medicine and Surgery (B.A.M.S.)		
			Bachelors in Homeopathy Medicine and Surgery (B.H.M.S.)		
			Bachelor of Unani Medicine and Surgery (B.U.M.S)		
2.	Rishikul Govt. P.G. Ayurvedic College & Hospital	Haridwar, Uttarakhand 249401	B.A.M.S (Bachelor of Ayurvedic Medicine & Surgery-Ayurvedacharya)4.5 yrs study program with 1 yr compulsory rotating internship	60	http://www.rishikulayurveda.com/
			M.D. (Ay.)Rashshartra & Bhaishajya Kalpana-Post Graduate in Ras Shastra & Bhaishajya Kalpana-03 yrs program	6 / 7	
			M.D. (Ay.) Panchkarma-Post Graduation in pachkarma-03 yrs program	5	
			M.S. (Ay.) Shalya Tantra-Post Graduation in Shalya Tantra -03 yrs program	5	
			M.S. (Ay.) Shalakya Tantra-Post Graduation in Shalakya Tantra -03 yrs program	4	
			M.S. (Ay.) Prasuti & Stri Roga-Post Graduation in Prasuti & Stri Roga 03 yrs program	4	
			M.D. (Ay.) Kaya Chikitsa-Post Graduation in Kaya chikitsa-03 yrs program	4	
			M.D. (Ay.) Dravyaguna-Post Graduation in Dravyaguna-03 yrs program	4	
			G.N.M (Ayurveda)-Diploma in General Nursing & Midwifery-03 yrs 9 months study program including 9 months internship in Gynaec & Obstetrics.	-	

S. No	Name	Location	Courses Offered	Seats	Website / E-mail
3.	Gurukul Ayurvedic College, Haridwar		B.A.M.S(Bachelor of Ayurvedic Medicine & Surgery-Ayurvedacharya)4.5 yrs study program with 1 yr compulsory rotating internship	60	stateayurvediccollege haridwar@gmail.com
			M.D. (Ay.) Kaya Chikitsa, Shalya, Shalakya, Komarya Bhratya, Panchkarma	12	
4.	Uttaranchal Ayurvedic College Dehradun	Dehradun – 248001, Uttarakhand	P.G. Programme in Uttaranchal Ayurvedic College (MD Ayurveda)		http:// www.dooneducation. com/blog/uac
			(a)Maulik Siddhanta (Basic Principles)	5	
			(b)Swasthvritta (Hygiene)	5	
			(c)Dravyaguna (Pharmacology)	5	
			(c)Agadtantra (Toxicology)	5	
			BAMS (Bachelor of Ayurvedic Medicine & Surgery)	100	
			Bachelor of Naturopathy and Yoga	As per rules of Indian Medicine Board	
			Ayurved Pharmacist (Bhaisajya Kalpak)		
			Diploma in Panchkarma Therapist		
			Ayurvedic Nursing		
			M.A in Yoga	40	
			P.G Diploma in Yogic Science	40	
			Diploma in Panchkarma	50	
			Diploma in Yoga & Naturopathy	50	
			Diploma in Public Health & Community Nutrition	50	
			Certificate in Ayurvedic Food & Nutrition	50	
			Certificate in Ayurved Beauty Care	50	
			Certificate in Ayurved Masseur	50	
			Certificate in Ayurvedic Herb Cultivation	50	
			Certificate in Yogic Science Certificate in Naturopathy	50	
5.	Himalaya Ayurvedic Medical College & Hospital, Dehradun	Doiwala, dehradun-248140	BAMS (Ayurvedacharya) 5½ Yrs. Full Time Degree Course	100	http://hamc.org.in/ contact-us/
			MD Ay. (Ayurveda-vachaspati) PG Course 3 yrs Full Time Degree Course in the following Specialty-	-	
			1. Rachna Sharir	6	

S. No	Name	Location	Courses Offered	Seats	Website / E-mail
			2.Kriya Sharir	6	
			3.Dravyaguna	6	
			4.Panchkarma	6	
			Ayurvedic Bhaisjya Kalpak (D.Pharma Ay.) 2 Yrs. Full Time Diploma Course -	-	
			Ayurvedic Paricharika (Nursing-Ay.)3 ½ Yrs. Full Time Course	-	
			Panchkarma Technician1 Yr. Full Time Training Course - MA	-	
			Yogic Science : 2 Yrs. Full Time Degree Course - PG Diploma- Yogic Science	-	
6.	Patanjali Ayurvedic College and Hospital, Haridwar	Bahadarbad, Haridwar, Uttarakhand 249405	Five and half year (4 & 1/2 year regular + 1 year Internship) degree course of Ayurvedic Medicine and Surgery (B.A.M.S.)	100	http://pac.divyayoga. com/
			M.D./M.S.(AY.): Three year (3 year regular) post-graduation degree course of Doctor of Medicine & Master of Surgery	40	
7.	Quadra Institute of Ayurveda, Roorkee, Haridwar	Roorkee, Uttarakhand 247667	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	http://quadracampus. com/contact-us/
8.	Om Ayurvedic College and Hospital	Panchayanpur, Daulatpur, Roorkee, Haridwar	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	100	-
9.	Motherhood Ayurveda Medical College	Vill. Karoundi Post Bhagwanpur, Tehsil Roorkee, Distt Haridwar 247661	Bachelor of Ayurvedic Medicine and Surgery (B.A.M.S.)	100	http://www. motherhoodayurveda. com/about-the-course. php
10.	Haridwar Ayurveda Medical College & Research Centre	HAMRC , Mustafabad (Padartha), Laksar Road, Haridwar-249404	Diploma in Ayurveda Pharmacy	30	http://www.hamrc.org/ courses.html
			Diploma in Panchkarma	20	
			Ayurveda Nursing	20	
			Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	

S. No	Name	Location	Courses Offered	Seats	Website / E-mail
11.	Doon Institute of Ayurved Faculty Medical Sciences	Shankarpur, Shahaspur, Dehradun	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	
			Diploma in Panchkarma	20	
12.	Dev Bhoomi Medical College of Ayurveda and Hospital	Navgaon, Manduwala, Dehradun	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	
13.	Beehive Ayurvedic Medical College and Hospital	Central Hopetown, Selaqui, Dehradun	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	
14.	Shivalik Institute of Ayurveda and Research	Near Bansiwala Bridge, Janhjra, Chakrata Road, Dehradun	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	
15.	Bhisamber Sahai Ayurvedic Medical College and Research Centre	Roorkee	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	
16.	Smt. Manjera Devi Ayurvedic and Medical Hospital	Hitanu, Dhanari, Uttarkashi	Bachelor of Ayurvedic Medicine & Surgery (B.A.M.S)	60	

DEPARTMENTAL CONTACT DETAILS

	Investment Facilitation Centre Directorate of Industries	SIIDCUL	Uttarakhand Tourism Development Board
Address	Investment Facilitation Centre C/o Directorate of Industries Industrial Area, Patel Nagar Dehradun	State Infrastructure and Industrial Development Corporation of Uttarakhand Ltd. (SIIDCUL) IT Park, Sahastradhara Road, Dehradun	Directorate of Ayurved & Unani Services Sahastradhara Road, Dehradun
Phone	+91-135-2728227	+91-135-2708100	+91-135-2608742
Email	ifc.uttarakhand@gmail.com	contactus@siidcul.com	ayurved83@gmail.com
Single Window Clearance System – www.investuttarakhand.com Toll Free: 18002701213			

LIST OF LEADING PLAYERS IN AYUSH

S. No	Existing Investors	Location
1	Patanjali Ayurved Pvt. Ltd.	Haridwar
2	Divya Pharmacy	Haridwar
3	Multani Pharmaceutical Ltd.	Haridwar
4	Emami Ltd.	Udham Singh Nagar
5	Shantikunj Pharmacy	Dehradun
6	Himalaya Drug Company	Dehradun
7	Nagarjun Pharmaceuticals	Dehradun
8	Ranbaxy Laboratory	Dehradun
9	Vedhnath Ayu Bhavan	Kashipur
10	Dabur India Lmt.	Kashipur
11	Shivalik Herbals	Almora
12	Shri Shri Ayurveda	Pauri
13	Arogya Herbal Remedies	Tehri
14	Uttarakhand Vidhyapeeth Ayurvedic Pharmacy	Rudraprayag
15	SBL Industries Pvt. Ltd.	Haridwar

Wellness & Ayush