

Government of Himachal Pradesh
Department of Ayurveda.

No. Ayur.F(1)-4/2018, Dated: Shimla-171 002, the 6th November, 2019

NOTIFICATION

The Governor, Himachal Pradesh, is pleased to notify the "State AYUSH Policy 2019" of Ayurveda Department for strengthening of the existing AYUSH System of medicine in the State of Himachal Pradesh alongwith introducing new innovations in the field of Ayurveda and to develop Himachal Pradesh as a preferred investment destination in AYUSH Sector, with immediate effect, as appended herewith.

By Order

Amitabh Avasthi
Secretary (Ayurveda) to the
Government of Himachal Pradesh.

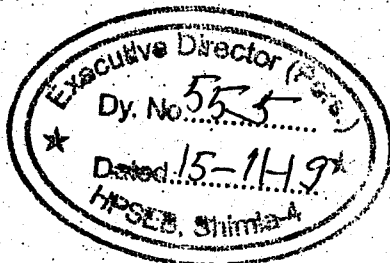
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6th November, 2019

Copy forwarded to the following for information and necessary action:-

1. The Pr. Secretary to Chief Minister, Himachal Pradesh, Shimla-2.
2. The Pr. Private Secretary to the Chief Minister, H.P., Shimla-2.
3. The Sr. Private Secretary to the Chief Secretary, Government of Himachal Pradesh, Shimla-2.
4. The Sr. Private Secretary to the Ayurveda Minister, Himachal Pradesh, Shimla-2.
5. The Secretary to the Governor, Himachal Pradesh Shimla-2.
6. All Administrative Secretaries, Government of Himachal Pradesh, Shimla-2.
7. All Divisional Commissioner, in Himachal Pradesh.
8. All Deputy Commissioner, in Himachal Pradesh.
9. All Heads of Department in Himachal Pradesh.
10. The Director of Ayurveda Himachal Pradesh, SDA Complex, Shimla-9. He is requested to upload the Policy on the official website of the Department.
11. The Controller, Printing and Stationery, H.P. Shimla for publication in the Rajpatra through E-Gazette.
12. The Under Secretary (GAD) to the Govt. of Himachal Pradesh, Shimla-2, w.r.t. Item No.09 of the Cabinet Meeting held on 25-10-2019.
13. The under Secretary (Finance Regulation) to the Govt. of H.P. Shimla-2.
14. All the Deputy Director/Distt. Ayurvedic Officer of Ayurveda Department, H.P.
15. Guard file.

N. Sharma
(Naveen Sharma)
Deputy Secretary (Ayur.) to the
Government of Himachal Pradesh.



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**HIMACHAL PRADESH STATE ELECTRICITY BOARD
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(A State Govt. Undertaking)

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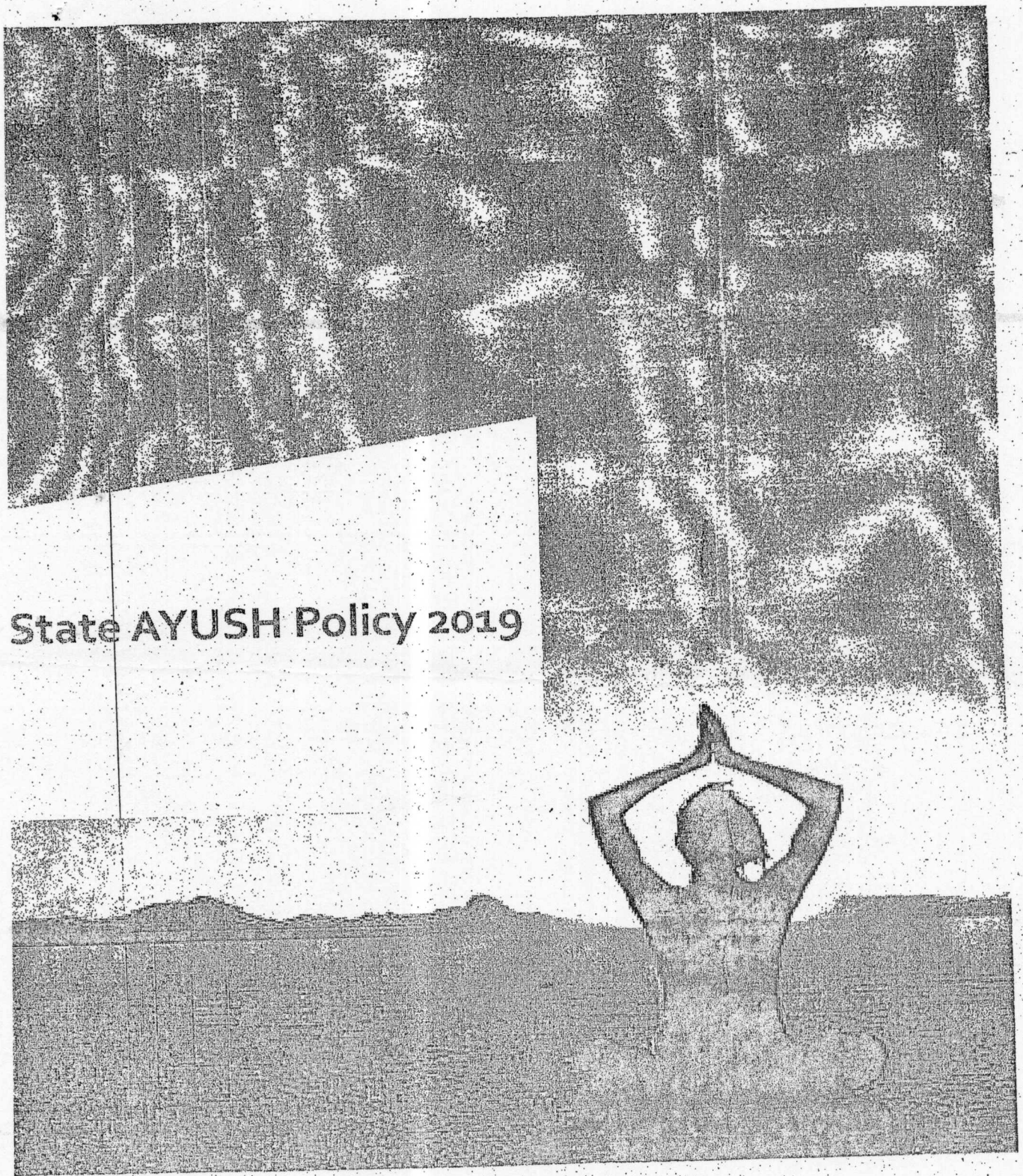
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Copy of above is forwarded to the following for information and necessary action.

1. All the Chief Engineers in HPSEB Ltd.
2. The Superintending Engineer (IT) HPSEBL, Shimla for uploading the HPSEBL website.
3. The Chief Accounts Officer, HPSEBL, Vidyut Bhawan, Shimla, -4.
4. All the Deputy Secretaries / Under Secretaries in HPSEB Ltd..
5. The Deputy Director (P) / Joint Director (PR) in HPSEB Ltd..

DA. As Above

Munir
Under Secretary (R&E),
HPSEBL, Vidyut Bhawan,
Shimla-4.



State AYUSH Policy 2019



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ORGANIZATIONAL SETUP OF DEPARTMENT

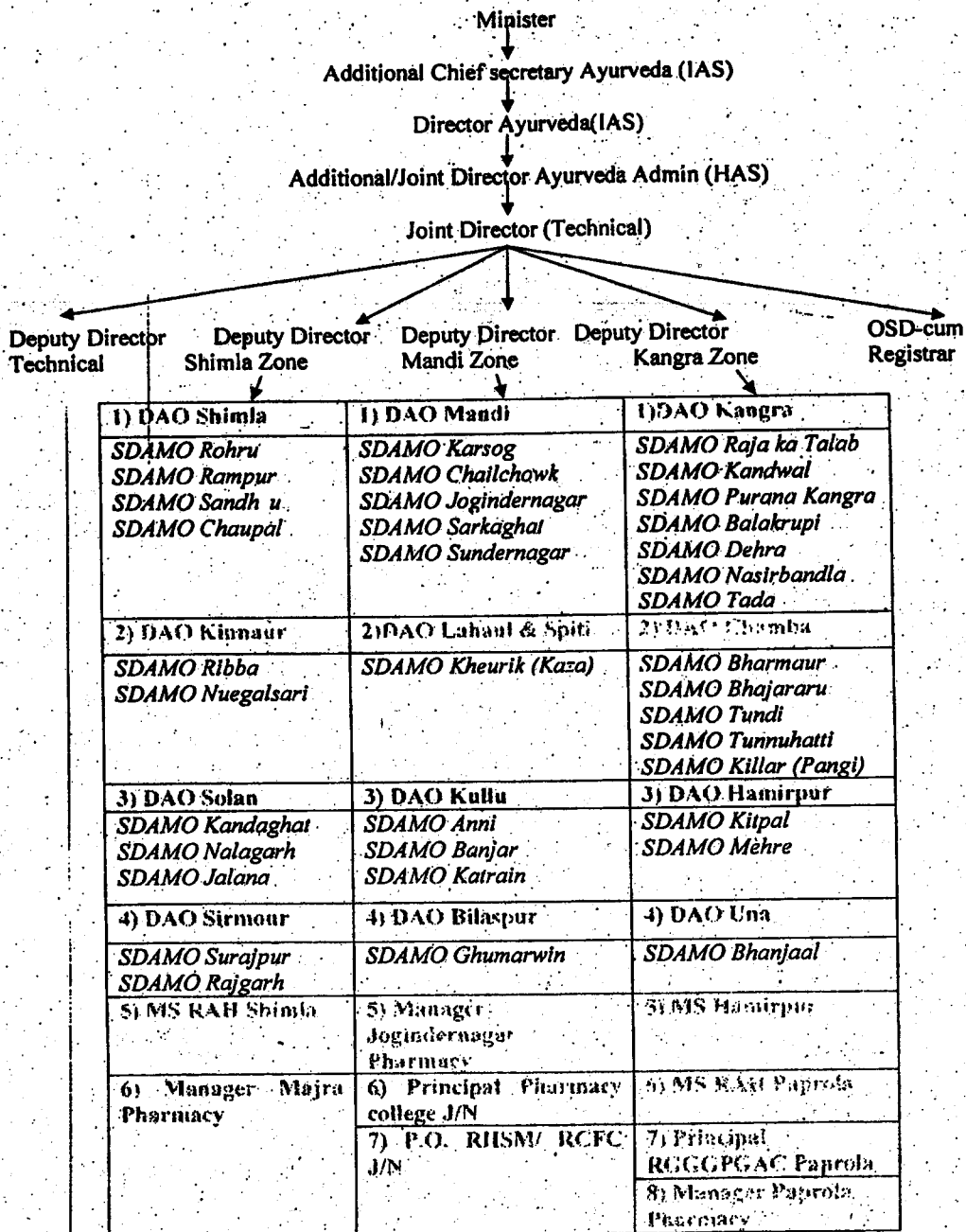


Figure 1: Organizational set up of the Department



Table 1: Comparative analysis of Institutional strength of the state with National Average

In terms of number of Ayurvedic Govt Hospitals, beds & Ayurvedic health Centres (AHC's) are concerned, Himachal Pradesh has far much higher numbers than the National Average (calculated per million of population- 2017)

ii) **Other Institutions:**

1. Rajiv Gandhi Post Graduate Ay. College, Paprola.	01
2. Govt. Ayurvedic Pharmacies	03
❖ Jogindernagar (Mandi)	
❖ Majra (Sirmaur)	
❖ Paprola (Kangra)	
3. Drug Testing Lab, Joginder Nagar	01
4. Herbal Gardens	04
❖ Jogindernagar (Mandi)	
❖ Neri (Hamirpur)	
❖ Dumreda (Shimla)	
❖ Jungle-Jhalera (Bilaspur)	
5. Regional-cum-Facilitation Centre (North India) RIISM, Joginder Nagar (Mandi)	01
6. College of Ayurvedic Pharmaceutical Sciences, Joginder Nagar (Mandi)	01



2.4) Rajeev Gandhi Government P.G. Ayurvedic College Paprola with an intake capacity of 60 students for B.A.M.S. degree and 39 seats of MD is functioning at Paprola in Kangra district. PG Classes in Kayachikitsa, ShalakyaTantra, ShalyaTantra, PrasutiTantra, Samhita and Sidhant, DravyaGuna, RogNidan, SwasthVritta, PanchkarmBalrog and RasShastra are also there. The department has started the B-Pharmacy course (Ayurveda) at Jogindernagar with intake capacity of 30 students.

2.5) The first health policy was devised in the year 1985 and since then 4 policies have been implemented with respect to health. Even though these health policies were health oriented the AYUSH system of medicine got marginalized. Keeping in view the above mentioned facts the Ministry of AYUSH launched a National AYUSH Policy in the year 2002 for strengthening of AYUSH system and services at large. A step ahead in this direction the Department of Ayurveda has devised an exclusive AYUSH policy for the state. The policy is based on mainstreaming AYUSH through nurturing the individual systems of medicines through development of infrastructural facilities, setting up of teaching institutions, improving quality control of drugs, capacity building of institutions & professionals, research and public health skills of practical utility and initiating community-based AYUSH interventions for preventive, curative & promotive healthcare.

2.6) Highlights of the Department at present:

- AYUSH sector has been identified as one of the Focus Sector for attracting investment in the state.
- Separate Department for AYUSH
- Separate Directorate for Ayurveda
- Successful Implementation of NAM
- Presence of Govt Dispensaries for Ayurveda in most of the Panchayats
- Presence of 3 Public Sector Manufacturing Units of Ayurvedic drugs
- Presence of Govt. and Private Ayurveda & Homoeopathic Medical Colleges
- Support from prestigious research institutions like CCRAS & RCFC.
- Large presence of Ayurveda Hospitals (34)
- The 4 agro-climatic zones namely Shivalik, Mid hills, High hills and Cold Dry Zone, of the state facilitate the growth of the widest range of medicinal herbs ranging from the most common to the most endangered species
- Presence of Himachal Pradesh State Medicinal Plant Boards (SMPB)
- Presence of qualified personnel in adequate number

2.7) Opportunities/ Potential areas of performance:

- Prevention and management of Communicable Diseases and Non Communicable Diseases
- Revenue and employment generation through cultivation and propagation of medicinal plants
- Establishment of more AYUSH Health Institutions providing Primary, Secondary and Tertiary level AYUSH health care.
- The Department will work in developing Wellness centres providing exclusive AYUSH services under AYUSHman Bharat Scheme.
- Involvement of AYUSH in pain and palliative care
- AYUSH Task Force for epidemic control
- Co-Location with modern Medicine in Pvt Institutions
- Formulation of patent /proprietary and value-added products
- Documentation of folk medicines and single drug remedies
- Protection of intellectual property related to AYUSH system
- Popularization of AYUSH system through IT.
- Facilitation of AYUSH services in quasigovernment / co-operative establishments.
- Skilled manpower export
- Research Potential
- Emergence of Himachal Pradesh as popular tourism destination state in AYUSH medical tourism as well as wellness tourism
- Safeguarding local health traditions and streamlining scientific practices.



- Quackery practices to be curbed. The state plans to shift towards evidence based practice of AYUSH and adopting the standardized system of AYUSH practice and education.
- Emergence of unethical & illegal advertisements can be taken care of by a strong Drug Control mechanism.
- Depletion of raw materials due to land deforestation will be checked with SMPB, RCFC working dedicatedly towards the goal

3) VISION:

"To bring about the all-round development of the society by working progressively for achieving better health outcomes by providing AYUSH facilities at their doorstep and integrating the AYUSH based life style at the grass root level and to develop Himachal Pradesh as the preferred investment destination in AYUSH sector including wellness with focus on promoting inclusive and sustainable development"

4) MISSION:

"To establish a strong and well-designed network of AYUSH services in the state providing easily accessible, affordable and equitable healthcare delivery system to the general population, and to set up a benchmark of all the best AYUSH practices in the nation by promoting highest standards of AYUSH education, research & treatment and public outreach of AYUSH interventions and endeavoring to ensure significant sector contribution to the State's economy by 2025"

5) OBJECTIVES:

- 5.1) To provide cost effective AYUSH services with universal access through upgrading AYUSH hospitals and Dispensaries, so that AYUSH system of medicine becomes the preferred choice of treatment in Primary Health Care. It is envisioned to increase penetration of Ayurveda Health care by providing one AHC for a population of 2000.
- 5.2) To strengthen and upgrade the secondary and tertiary level of healthcare in AYUSH system of medicine.
- 5.3) To carry out effective research and evaluation in the system so as to introduce evidence based medicine and standardization of treatment modalities besides providing a world class treatment facility in Ayurveda to the people of the state and the country as a whole.
- 5.4) To strengthen the various AYUSH educational institutes so as to improve the Quality of Ayurvedic education
- 5.5) To improve the quality of ASU&H drugs by introducing an effective ASU & H Drug Control Mechanism enabling an uninterrupted perennial medicine supply to all the health institutions under the system by utilizing and maximising the potential of three Government Ayurvedic Pharmacies.
- 5.6) To support cultivation of medicinal plants by adopting Good Agricultural Practices so as to provide sustained supply of quality raw materials.
- 5.7) To develop strong alliance with other Departments for the sustainable growth and development of the Department.
- 5.8) To promote E-governance by introducing complete office automation, MIS in the Directorate and all sub-offices to introduce online licensing and formulation approval system of ASU & H drugs.
- 5.9) Implementation of AYUSHmaan Bharat w.r.t. AYUSH by incorporating AYUSH system of medicine in Wellness Centres and utilising the preventive aspect of treatment as a public good.
- 5.10) To promote Himachal Pradesh as a preferred AYUSH destination with respect to investment with the following objectives and strategies identified:



1) INTRODUCTION

- 1.1) India possesses an unmatched heritage represented by its ancient systems of medicine which are a treasure house of knowledge for both preventive and curative healthcare. The positive features of the Indian Systems of Medicine, namely, their diversity and flexibility; accessibility; affordability; a broad acceptance by a section of the general public; comparatively low cost; a low level of technological input and growing economic value have great potentials to make them providers of health care that the larger section of our people need.
- 1.2) In Himachal Pradesh, the Indian System of Medicine & Homoeopathy continues to be widely used due to their accessibility and sometimes because they offer the only kind of medicine within the physical and financial reach of the patient. The Indian Medicine System is also embedded in the beliefs of a wide section of the public and continues to be an integral and important part of their lives and for some, it is also a way of life.
- 1.3) AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) is a holistic system of medicine. It has been practised and utilized by Indians at large since centuries, and is getting global at present by virtue of its qualitative strength, essential elements of health and important clues for consistent functioning of life. AYUSH system of medicine is basically more oriented toward the management of lifestyle disorders which are in prominence due to stress-related phenomena and some other reasons among certain age groups of the society. Worldwide recognition of academic courses in Ayurveda is an additional accreditation of the establishment of wellness centres in general and its therapeutics value as a system of medicine in particular.
- 1.4) Ayurveda, Yoga & Siddha originated in India whereas Naturopathy, Unani & Homoeopathy emerged in the course of time. AYUSH systems are popular in large number of states of the country and are widely accepted as a holistic, comprehensive, cost-effective, bio-friendly and safe system of medicine.
- 1.5) i) Ayurveda means science of life and is one such traditional medical system which has been integrated into the daily life of the state to yield unparalleled health benefits to the population due to its social and cultural practices
- 1.5. ii) Yoga and Naturopathy- is considered as a drugless, non-invasive, and rational evidence based system of medicine. It is a complete health care system which emphasizes on both healing and prevention through education, self-responsibilities, natural remedies and therapies to support and stimulate the immune system, self-healing processes and maintenance of health.
- 1.5. iii) Unani-it is a form of traditional medicine widely practiced in South Asia and is one of the eminent branches of alternative medical science in India. Unani is based on the Hippocratic theory of humours and on the six factors that are responsible for prevention of disease and maintenance of health - atmospheric air, food, water, physical movements and repose, mental activities and repose and evacuation and retention.
- 1.5. iv) Siddha- it is the traditional Dravidian system of medicine having a comprehensive approach on body, mind and soul. Siddha products or medicines are manufactured from herbal plants, processed metals and minerals and animal products and by-products.
- 1.5. v) Homoeopathy-It has a German origin and was founded by Dr. Samuel Hanniman. The basic principles of homeopathy include
 - Like cures like (samamsamaenasanthi)
 - Similia, Similipus, Curanter
 - Single remedy -single dose
 - Ailments are treated by minimum/minute doses of natural substances.
- 1.6) The Ministry of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy, abbreviated as AYUSH, is a governmental body in India purposed with developing, education and research in Ayurveda (Indian traditional medicine), Yoga, Naturopathy, Unani, Siddha, Homoeopathy, Sowa Rigpa (Traditional Tibetan medicine) and other Indigenous medicine systems.
- 1.7) It was created in March 1995 as the Department of Indian Systems of Medicine and Homoeopathy (ISM&H). It is operated under the Ministry of Health and Family Welfare. AYUSH received its current



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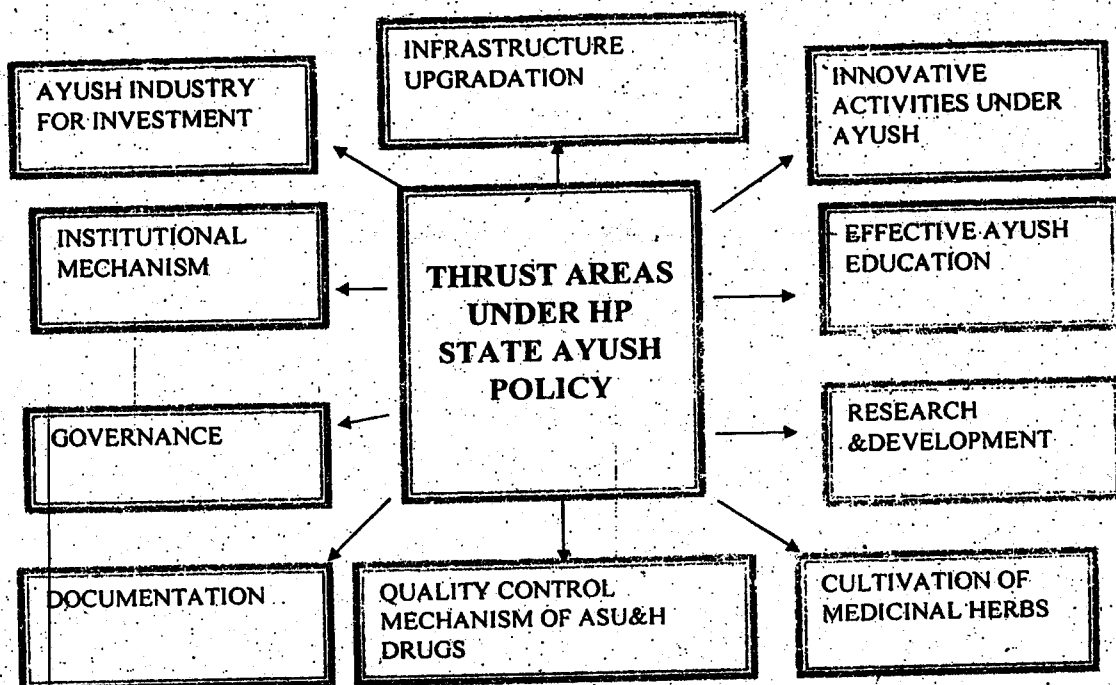
#	Objectives	Strategies
5.11.i)	To develop diverse avenues of investment in the AYUSH sector	Proposed 07 Investible Projects: AYUSH Health Resorts, AYUSH Medicity, AYUSH Yoga and Meditation Centres, Convalescence Centres, AYUSH Educational Institutes, Development of 3 Govt. Ayurvedic Pharmacies & Cultivation of Medicinal Plants through Contractual Farming
5.11.ii)	To facilitate the investors venturing in the nascent sector	- Facilitating site identification and land acquisition - Online facilitation through web portals like Him Pragati, risinghimachal.in
5.11.iii)	To encourage & regulate the emerging AYUSH sector & ensure that highest standards of quality are maintained in the existing facilities as well as new investment	- Accreditation system on voluntary basis developed by Department for AYUSH Health Resorts. - Annual Excellence awards for the encouragement of wellness sector
5.11.iv)	To capitalize on the comparative cost advantage enjoyed by domestic health facilities of the secondary and tertiary level, the policy will encourage the catering of AYUSH services to patients of foreign origin on payment so that the state can earn valuable foreign exchange.	- The rendering of such services on payment in foreign exchange will be treated as "deemed exports" and will be made eligible for all fiscal incentives extended to export earnings. - Provision of M-Visas for the patients as well as their companions for minimum 1-year validity which would be other than the normal Tourist Visa. - The matter needs to be pursued with GoI.
5.11.v)	To align existing schemes with the vision and objectives underlined in this policy to provide maximum support to prospective investors with minimal additional financial implications.	- Benefits of AYUSHMAN BHARAT SCHEME and HIMCARE SCHEME will be extended to all AYUSH Clinical Establishments empanelled under both the schemes - Empanelment of private AYUSH Hospitals: Norms will be evolved for empanelment of private hospitals for reimbursement of AYUSH treatment given to HP Govt Employees and pensioners.

6) THRUST AREAS:

1. Infrastructure Up-gradation
2. Innovative activities under AYUSH
3. Effective AYUSH education
4. Research and Development



5. Cultivation of Medicinal Herbs
6. Quality control mechanism of ASU&H Drugs
7. AYUSH Industry for Investment
8. Documentation
9. Governance
10. Institutional mechanism



6.1) INFRASTRUCTURE UPGRADATION

- 6.1.i) The Government of Himachal Pradesh will strive to work on the infrastructural development of the Department by strengthening the existing infrastructure available and develop new infrastructure as per the demand and need of the general population.
- 6.1.ii) There are only 4 Sowa-Rigpa centres in the state thus the Government will work towards developing new centres along with strengthening the existing centres by upgrading its infrastructure.
- 6.1.iii) The Government will also develop Polyclinics in the state where free medical treatment from all the five systems of medicines incorporated under AYUSH will be available for the population at large.
- 6.1.iv) The Government will also make efforts to establish new institutions and upgrade existing AYUSH institutions as per the NABH (National Accreditation Board for Hospitals) Standards.

6.2) INNOVATION UNDER AYUSH

- 6.2.i) The Department of Ayurveda is catering the health care needs of the population at large. However, the name of the department doesn't cover all the components of the Indian system of Medicine therefore; the department will be renamed as The Department of AYUSH, Himachal Pradesh.
- 6.2.ii) The Government will make consistent efforts in popularising the three cornerstones of Ayurvedic treatment regimen i.e. Panchkarma, Ksharsutra and Yoga & Naturopathy by ensuring the provision of



these three specialities at all levels of health care. The hierarchical set up for the provision of these facilities is as follows:

S.No.	Level of health Care	Institution	Facilities		
			Panchkarma	Ksharsutra & other Para-surgical procedures	Yoga and Naturopathy
1	Primary	Ayurvedic Health Centres	Basic OPD procedures like Snehan, Swedan, Basti,	Day care procedures	• Prescription slips with yoga asanas list for easy prescription • Weekly yoga & Naturopathy demonstration and session
2	Secondary	10-50 Bedded Hospitals	Panchkarma Unit	Ksharsutra & Para-surgical OT (Anushastra Karma)	• Yoga hall with meditation hall and all naturopathy treatments
3	Tertiary	Above 50 bedded hospitals	Advanced Panchkarma centre	Advanced Anushastra Karma Kendra	• Yoga hall with meditation hall and all naturopathy treatments

6.2.iii) In order to combat the burden of Non-Communicable diseases the department will design a disease specific Ayurvedic drug and diet regimen for their prevention and treatment. These regimens will be prepared in accordance to the disease prevalence of the state and will be percolated at levels of health care. The Department will make efforts to familiarise the regimen so that it reaches every individual of the state.

6.2.iv.) The hilly state of Himachal Pradesh has all the basic resources necessary for thriving tourism therefore the tourism sector in Himachal Pradesh has been recognised as one of the most important sectors of the economy with a contribution of approximately 6.6 percent to the state GDP. The Department of Ayurveda will also contribute to the developing tourism sector of the state by providing essential health and wellness services through Kayakalpa Institutes. The Department will establish Kayakalp institutes in tourism hot spots of the state to attract a large share of tourists to the state. These Kayakalp Institutes will cater to the health needs by providing them rejuvenating therapies like Aroma therapy, Spa therapy, Panchkarma therapy, Relaxation and Meditation Centres, Skin pampering treatments and clinics etc. These institutes will also provide full Panchkarma services along with the prescribed diet to be followed during Panchkarma procedures. These centres will also have special Yoga and Naturopathy centres with regular yoga and meditation sessions to bring about the holistic well-being of the individuals. Being nestled in the lap of Himalayas, such Kayakalpa institutions can become a major attraction to local and international tourists as Rejuvenation Centres by focussing on experiential health and spiritual tourism.

6.3) EFFECTIVE AYUSH EDUCATION

6.3.i) An efficient and effective education system is vital for the sustainability and overall development of the Department. The Department will take steps in refurbishing the existing education system of AYUSH.

6.3.ii) The Department will also strive to inculcate the preventive health subjects like Swasthvritta (including topics like Dinacharya, Ritucharya, Sadvritte) Yoga and Meditation in school education



curriculums so that the basic principles of healthy living through AYUSH can be made familiar to the young children who will adopt this healthy life style and propagate the same.

- 6.3.iii) The department will also work on providing Degree and Diploma courses in Panchkarma, Ksharsutra, Nursing and other specialities for strengthening the workforce under the system and generating employment at the same time. Small duration certificate courses like aroma therapy, Spa Therapy etc will also be started by the Department for providing a chance of self-employment to the population
- 6.3.iv) The Department will enforce capacity building of the existing human resources at all levels of operation by equipping them with latest diagnostic techniques and treatment regimens to deliver better health care services. The department will organise Continuous Medical Educations (CME) programmes as well as re-orientation programmes for both practitioners as well as paramedical staff.
- 6.3.v) The Department will develop Smart Classes in all the Medical/ Paramedical AYUSH Medical Colleges by equipping them with standardised and contemporary teaching aids. The institutions will be facilitated with 24 hour running libraries and providing free subscriptions for international as well as national journals of medicine and research.

6.4) RESEARCH AND DEVELOPMENT

- 6.4.i) AIIA will house facilities for advanced Research & Development in AYUSH in conformity with international standards of research.
- 6.4.ii) The Department will make endeavours in carrying out research activities with respect to all the fields of AYUSH. Currently only Academic research is being conducted by the department thus efforts will be made to conduct clinical research, drug research along with extra mural research at a larger scale. The research activities will be conducted in order to inculcate evidence based medical treatment in AYUSH. The outcomes of academic research being carried out in the AYUSH Educational Institutions will be transcended in a way that it is utilised for the general wellness of the general population at large.

6.5) CULTIVATION OF MEDICINAL HERBS

6.5.i) Policy Vision and Objectives

The Policy visualizes Himachal Pradesh to become a major herbal state in the country by 2025 with

1. Recognition of the medicinal and aromatic plant resources of the state as a valuable & important forest produces.
2. Sizeable rural and urban populations deriving their livelihoods from this sector and significant sector contribution to the State's economy.
3. Enabling legislation and institutional mechanisms to develop this sector firmly in place
4. To conserve germplasm of medicinal plants diversity of the state in its natural habitat.

The following objectives with strategy have been set to fulfill the policy vision:

#	Policy Objectives	Strategy
1	To conserve and augment the State's rich medicinal plant resource through adaptive & participatory management with linkages to the sustainable use of this resource for commercial & research purposes.	To attract investment in Cultivation of Medicinal plants, Cluster formation under National AYUSH Mission (NAM) & State Medicinal Plant Board (SMPB) as well as strengthening of existing herbal gardens
2	To develop agro-techniques of traded species and encourage organic	Constitution of Inter-departmental expert group in convergence with State Department



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	cultivation of commercially important species on private lands	of Agriculture, CSK HP Krishi University, Dr YS Parmar University of Horticulture and Forestry, Council of Scientific & Industrial Research -Institute of Himalayan Bio-Resource Technology, Palampur will be formed to identify the species with subsequent research & mechanism to share agro-techniques and other relevant research
3	To maximize yield of medicinal plants through sustainable natural & artificial regeneration and scientific exploitation.	To setup a germplasm centre & nurseries at herbal gardens in the state
4	To establish a quality certification regime.	
5	To revisit and suitably modify the existing legislation/ bring in new legislation to facilitate development of the herbal sector in the State.	The department will develop the web portal/ interface which will help in online buying/ selling of medicinal plants and organize the buyer/ seller meet at regular intervals
6	To develop linkages with existing potentially markets through APMC & co-operative sector.	The department is proposing the new nursery act for promotion of herbal sector in the state Integration of medicinal & aromatic plants in web portal of e-Mandi State Agricultural Marketing Board
8	To encourage public-private-community partnership for building capacity for cultivation, value addition and processing of raw material before export from the state.	The department of Ayurveda is planning to run the existing government run pharmacies in Public Private Partnership (PPP) mode & the purchase of the raw herbs will be done by private partner & department will encourage as well as facilitate to purchase the raw herbs within the state.
9	To put in place an integrated and sensitive institutional mechanism for development of herbal sector in the State via effective involvement of all stakeholder groups in management (conservation, cultivation, sustainable use, value addition and trade) of medicinal plant	The department will develop the web portal/ interface which will help in buying/ selling of medicinal plants & organize the buyer/ seller meet at regular intervals
10	To promote the use of commercially viable medicinal plants available in the State by the state owned and private pharmaceutical units and subsidiaries engaged in value addition.	
11	To network with other North-Western Himalayan states to push community oriented reforms in the medicinal plant sector and form alliances for better collaboration and co-ordination on policy issues, marketing and value addition operations.	NMPB has approved the establishment of RCFC-Northern Region at Research Institute in ISM, Jogindernagar, District Mandi & will promote, cultivation & conservation of Medicinal plants sector in 6 neighbouring North Indian states; Punjab, Haryana, UK, UP, including Chandigarh & Delhi.
12	To document the available knowledge on ethno-medicinal plants.	The statistics and documentation knowledge wing will be created at the directorate with one (1) Research officer, 1 statistician and 1 data entry operator Further strengthening of the existing Centre



6.5.ii) Cultivation¹

- Support cultivation of medicinal plants which is the key to integrity, quality, efficacy and safety of the AYUSH systems of medicines by integrating medicinal plants in the farming systems, offer an option of crop diversification and enhance incomes of farmers Cultivation Application Form (NAM SMPB) Annexure V
- Cultivation following the Good Agricultural and Collection Practices (GACPs) to promote standardization and quality assurance and thereby enhance acceptability of the AYUSH systems globally and increase exports of value added items like herbal extracts, phytochemicals, dietary supplements, cosmeceuticals and AYUSH products
- Support setting up processing clusters through convergence of cultivation, warehousing, value addition and marketing and development of infrastructure for entrepreneurs to set up units in such clusters
- Implement and support certification mechanism for quality standards, Good Agriculture Practices (GAP), Good Collection Practices (GCP), and Good Storage Practices (GSP)
- Promote partnership, convergence and synergy among stake holders involved in R&D, processing and marketing in the public as well as private sector at state and district level.
- To promote contractual farming for medicinal and aromatic plants: Contract farming is an agreement between a buyer and farmers, to carry out agricultural production that refers to production and supply of agricultural produce under a forward contract

6.5.iii) Development Strategy

The Department visualises to increase the cultivation of medicinal plants by introducing the concept of Contractual farming in the state. The underlying concept behind Contractual farming is to make private/government agricultural land of the residents of the state available to private investors; preferably AYUSH Pharmaceuticals; on lease for cultivation of medicinal plants. The profit generated by the cultivation will be distributed with the Investor and owners of the land at pre-determined rates.

The department will provide extensive knowledge support, subsidies & incentives along with necessary buying back mechanism of the cultivated medicinal plants.

6.5.iv) Subsidies/Incentives

1. State Medicinal Plant Board (SMPB): Technical handholding, nursery, drying yards, primary processing facilities, storage warehouse and other assistance (financial & technical) as per National AYUSH Mission (NAM) guidelines
2. Research-cum- Facilitation Centre (RCFC): National Medicinal Plants Board (NMPB), Ministry of AYUSH, Government of India has approved the establishment of RCFC-Northern Region at Research Institute in ISM, Jogindernagar, District Mandi with a grant of INR 149.60 lakh per annum for a period of five years (149.60 x 5 = INR 748.00 lakh). This Research-cum-Extension Centre will be vital for infusing an element of entrepreneurship among existing medicinal plants growers/farmers apart from inspiring youth to engage in this activity. This Centre will promote cultivation and conservation of Medicinal plants sector in 6 neighboring North Indian states; Punjab, Haryana, Uttarakhand, UP, including Chandigarh and Delhi and propagate mandate of NMPB

6.6) QUALITY CONTROL OF ASU&H DRUGS:

6.6.i) The department has an in-built system of production of medicines through 3 Government pharmacies located at Jogindernagar, Majra and Paprola. These three pharmacies will be strengthened in terms

¹National AYUSH Mission Guidelines for medicinal plants/ objectives



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of infrastructure equipments and manpower. The department will incorporate Public private partnership mode for running the existing government pharmacies to increase their financial turnover by increasing the production of the medicines, thus providing a constant perennial supply of essential drugs to the health institutions. This model will be beneficial in maintaining the pharmacies under GMP norms.

- 6.6.ii) The state has one Drug testing laboratory which is checking the quality of drugs that are being manufactured in the government pharmacies. The department will develop separate drug testing laboratories in the existing pharmacies which will be equipped with all the necessary equipments and manpower for checking the quality of drugs manufactured.
- 6.6.iii) The private firms who are registered under the Department for producing drugs will also be evaluated on a regular basis for GMP standards and the formulations of drugs. The Drug Inspectors of the state will regularly inspect these pharmacies in order to check the quality of drugs produced. This will in turn help in curbing the incidences of misbranding and false branding of the drugs.

6.6) AYUSH AS AN INDUSTRY

6.7.i) The Department will work towards developing a strong foothold in small as well as large scale industries as the state offers vibrant entrepreneurial culture.

6.7.ii) The Department of Ayurveda has been identified as one of the focus sectors by the state for attracting investment. The list of Investible projects is as follows:

1. AYUSH Health Resort)
2. AYUSH Medicity.
3. AYUSH Hospitals
 - AYUSH Standalone Hospital
 - AYUSH Wing in Multi-speciality Hospitals
4. AYUSH Centre (Yoga and Meditation centre)
5. Convalescence Centre
6. AYUSH Pharmaceuticals
 - Development of 3 existing Government Pharmacies on PPP Mode
7. Educational institutions
 - Infrastructural Up-gradation of All India Institute of Ayurveda, Distt. Kangra
 - All India Institute of Homeopathy
 - Setting up of New Ayurvedic Colleges
8. Cultivation of Medicinal Plants
 - Contractual Farming

6.7. iii) The department proposes various incentives/ concessions to be offered to prospective investors. The definitions, eligible enterprises incentives are attached in Annexure I

6.7) DOCUMENTATION

6.8.i) The Department will establish a strong Health Management Information System (HMIS) with respect to AYUSH. The monthly, quarterly, half-yearly and annual reports of all the AYUSH institutions will be updated regularly and would be made easily accessible for planning the further developmental activities.

6.8.ii) The Department will also shift from the former obsolete methods of drug licensing to a more technology orientated and eco-friendly paperless licensing where all the licenses to the firms will be provided online.

6.8.iii) The various activities of the Department will also be documented from time to time and published and made available to the general population and intellectual alike.



6.8) GOVERNANCE

- 6.9.i) The Government of Himachal Pradesh would make consistent efforts in providing uninterrupted AYUSH services at all levels by strengthening the existing Institutions with adequate manpower, perennial uninterrupted medicine supply and required equipments.
- 6.9.ii) The State Government will try to implement equal status and parity among doctors of different systems in the state.
- 6.9.iii) The Government will work meticulously for providing the statutory requirements conducive for the AYUSH system of medicine to flourish well in the Society.
- 6.9.iv) The department will develop strong referral linkages between all the three tiers of health care delivery system. The department will also develop strong inter-departmental referral linkage with the department of health and Family Welfare, facilitating the general population for better health care services.
- 6.9.v) The Department will make efforts to enhance the budget allocation from the State Government as well as from the Central Government. The budget would be enhanced up to at least 50% of the budget allocated to the Department of Health and Family Welfare.
- 6.9.vi) The Government will encourage active participation of the population in the beneficial schemes of the department which will not only enable generation of employment and income but also strengthen the existing departmental activities to promote the overall development of the state synergistically.
- 6.9.vii) The AYUSH treatment modalities would be included in Rashtriya Swasthya Bima Yojana (RSBY) and AYUSHman Bharat schemes and other health related schemes for re-imburement. (The Yojna (PMJAY) and HIMCARE)
- 6.9.viii) The wellness centres visualized under AYUSHman Bharat would incorporate AYUSH component in a major way to promote good health. Well established AYUSH practices in the field of public health would be made propagated through these wellness centres.

6.9) INSTITUTIONAL MECHANISM

- 6.10.i) The institutional strength of the department would be enhanced for the better functioning of the centre and state programmes.
- 6.10.ii) The National AYUSH Mission is being implemented in the state since the financial year 2015- 2016. The department will make continuous efforts to improve its outreach in terms of planning, supervision and monitoring of schemes through National AYUSH Mission.

7) VALIDITY

The policy is valid for 5 years from the Appointed Date. All Eligible Enterprises, as defined in the policy will qualify for fiscal and non fiscal benefits under the provision of this policy during the period of validity i.e. 5 years from the appointed date.

End of Policy



ANNEXURE I

Definitions:

- i. "Appointed Date" means the date on which this Policy comes into force.
- ii. "Bonafide Himachali" means a resident of the State of Himachal Pradesh as certified by competent authority from time to time.
- iii. "Commencement of Commercial Operations / Production" means the date on which the AYUSH based enterprise actually commences commercial operations / production as certified by the concerned department.
- iv. "Department" means Department of Ayurveda, Government of Himachal Pradesh.
- v. "Electricity Duty" means the electricity duty levied by the Government from time to time.
- vi. "Eligible Enterprise" means an enterprise fulfilling the eligibility criteria as per the provisions made under Clause 1 of this Annexure (I) of this Policy.
- vii. "Existing Enterprise" means enterprises engaged in AYUSH based services / manufacturing and registered / acknowledged / taken on record by the Department and has Commenced Commercial Operations / Production before the Appointed Date.
- viii. "Fixed Capital Investment (FCI)"
 - a. For New Enterprise, FCI means the actual investment made in Technical civil works, Plant and Machinery / Equipments directly related to various AYUSH Therapies in case of service enterprise and production, processing and storage facilities in case of manufacturing enterprise both reckoned as on date of Commencement of Commercial Operations / Production.
 - b. For Existing Enterprise, FCI means additional investment made in Technical civil works, Plant and Machinery / Equipments directly related to various AYUSH Therapies in case of service enterprise and production, processing and storage facilities in case of manufacturing enterprise for undertaking Substantial Expansion after the Appointed Date.
- ix. "Government" means the Government of Himachal Pradesh.
- x. "Investment in Plant and Machinery"
 - a. Investment in Plant and Machinery will include the cost of construction of building and all other durable physical assets basic to the running of that service industry or manufacturing enterprise but exclude cost of land and consumables, disposables or any other item charged to revenue as specified by the Ministry of Commerce and Industries (Department for Promotion of Industry and Internal Trade) under notification No. F.No.2 (2)/2018-SPS dated 23rd April 2018. Here plant & Machinery, building & physical assets strictly refer to those installed or built for the purpose of AYUSH based therapy & production, processing and storage facilities and excludes (i) Compound wall (ii) Approach Road (iii) Administrative Office Building (iv) Toilets (v) Labour Rest Room and quarters for workers. (vi) Sanitation Room (vii) Security/ Guard Room or enclosure as certified by a Chartered Engineer (Civil) (viii) residential & guest rooms/ suites/ cottages/ resorts/ tents (ix) Parking area development (x) open space development
- xi. "AYUSH Based Enterprise": As per Annexure II
- xii. "Net SGST Reimbursement" means HPSGST paid to the State Government after having adjusted ITC on input and input services by the Eligible Enterprises.
- xiii. "New Enterprise" means an AYUSH based enterprise within the State, Commences Commercial Operations / Production on or after the Appointed Date
- xiv. "Policy" means the Himachal Pradesh AYUSH Policy - 2019.
- xv. "Power Tariff" means only the basic rate of electricity per unit charged for the consumption of power and shall not include electricity duty, surcharge, and peak load exemption charge, winter charge, fuel adjustment charge, service charge, GST or any other charge under any name in the Tariff Schedule.
- xvi. "Substantial Expansion" means an increase by not less than 25% in the value of Plant and Machinery/ Equipment by Existing Enterprise for the purpose of expansion of capacity or modernization or diversification and taken on record by the Department.
- xvii. "Technical Civil Works" means expenditure incurred on account of civil works for setting up of an enterprise which are related to production, processing, storage in case of many enterprise and rendering of service in case of Service Enterprise except expenditure incurred on (i) Compound



wall (ii) Approach Road (iii) Administrative Office Building (iv) Toilets (v) Labour Rest Room and quarters for workers. (vi) Sanitation Room (vii) Security/ Guard Room or enclosure as certified by a Chartered Engineer (Civil) (viii) residential & guest rooms/ suites/ cottages/ resorts/ tents (ix) Parking area development (x) open space development

1. Eligibility for AYUSH based Enterprises

A) New Enterprises setting up its operations in Himachal Pradesh during the operative period of this Policy will be eligible for availing incentives, concessions and facilities under this Policy subject to:

- i. Fulfillment of such requirements as specified under this Policy.
- ii. Adherence to procedures as specified by the concerned department from time to time for availing the incentives, concessions and facilities under this Policy.
- iii. Employment of minimum 80% Himachali Bonafide, at levels where requisite education qualification is bachelors or below, in case it employs 5 persons directly on regular, contractual, daily basis etc. or through contractor or outsourcing agencies at the time of Commencement of Commercial Operation / Production as well as for the time period it remains in Commercial Operation / Production in the State.

B) Condition that incentive provided under this Policy will be admissible from the date of Commencement of Commercial Operations / Production or from the date on which respective administrative department issues enabling notification under the relevant statute / law to operationalize incentives notified under this Rules, whichever is later. Existing Enterprises undertaking Substantial Expansion will be eligible for availing incentives, concessions and facilities under this Policy subject to:

- i. Fulfillment of such requirements as specified under.
- ii. Condition that incentive provided under this Policy will be admissible from the date of undertaking Substantial Expansion or from the date on which respective administrative department issues enabling notification under the relevant statute / law to operationalize incentives announced under this Rules, whichever is later.
- iii. Condition that in case employment is generated due to Substantial Expansion, it will employ 80% Bonafide Himachali at levels where requisite education qualification is bachelors or below, directly on regular, contractual, daily basis etc. or through contractor or outsourcing agencies. Other conditions of clause 1A(iii) will also be applicable.

C) Incentives which are not mentioned in this Policy but are part of Himachal Pradesh Industrial Investment Policy - 2019 will be applicable for all Eligible Enterprises depending upon the eligibility as mentioned in the Himachal Pradesh Industrial Investment Policy - 2019.

D) AYUSH Health Resort and Convalescence Centres shall attain eligibility for fiscal benefits under the provision of this policy only if the Annual Turnover of AYUSH based therapy unit, after at least one year of commencement of operations, is found to be not less than 25% and 50% of the total turnover respectively.

2.1) Lease Rental Subsidy

Eligible enterprises taking space on lease for their operations in any government/ private area/ location will be provided lease rental subsidy @ 50% for the first year, @ 40% for the second year and @ 25% for the third, fourth and fifth year from the date of Commencement of Commercial Operations/ Production, subject to a maximum ceiling of INR 2 lakhs for first year, INR 1 lakhs for second year and INR 0.5 lakhs for third, fourth and fifth year for a maximum period of 5 years. This subsidy is Applicable to Yoga & Meditation Centres and individual AYUSH Rejuvenative Centres (not associated with residential facilities) subject to monthly participation of min. 500 people in defined activities (no repetitive entry by the same individual in a single day).

2.2) Capital Subsidy

Eligible enterprises will be provided capital subsidy @ 25% of Fixed Capital Investment, excluding the cost of land, subject to a ceiling of INR 1 crores after the commencement of commercial production. This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence



Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.3) Rebate on Stamp Duty & Registration Fee

Eligible enterprises will be given 90% rebate of Stamp Duty & Registration Fee paid on sale / lease / transfer of land upto maximum of 0.5 Hectare (5000 sq. m), except Contractual farming/herbal garden, Educational Institutes, AYUSH wing in Multi-speciality Hospital. This subsidy is applicable to AYUSH Health Resort, Convalescence centre, AYUSH Yoga & Meditation Centre, AYUSH medicity.

2.4) Rebate for Change in Land Use

Eligible Enterprises will be given rebate of 80% of the change in land use fee paid under the Town and Country Planning Act - 1977, upto maximum of 0.5 Hectare (5000 sq. m), except Contractual farming, Educational Institutes, AYUSH wing in Multi-speciality Hospital. This subsidy is applicable to AYUSH Health Resort, Convalescence centre, AYUSH Yoga & Meditation Centre, AYUSH medicity.

2.5) Interest Subvention

This will be applicable to FCI & Technical Civil works as defined in this policy. Eligible enterprises will be given interest subvention @ 4% on term loan with a maximum ceiling of INR 15 lakhs per annum for a maximum period of 3 years, subject to the following conditions:

- Time-period of Interest Subvention would be counted from the date of disbursement of first instalment of term loan.
- Interest Subvention would be calculated on simple rate of interest.
- Interest Subvention will be paid directly to the Financial Institution.
- Claim would be considered on half yearly basis after Commencement of Commercial Operations / Production.
- Interest Subvention shall be admissible to enterprise for the period for which it has not defaulted its loan repayment and the period of default would be included in the admissible time period
- This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.6) Net SGST Reimbursement

Net SGST revenue earned on AYUSH based therapies as well as processing units will be reimbursed to the extent of 75% for a period of 7 years after commencement of production/services.

This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.7) Power Incentives

Eligible Enterprises will be eligible for

- Assistance will be extended to eligible AYUSH based enterprises up to 75 % of the cost of carrying out Energy Audit by a recognized Bureau of Energy Efficiency (BEE) certified Energy Auditor for BEE Star scheme for commercial building of max. INR 1 Lakh as % depending upon star certification:

Star Rating	1 Star	2 Star	3 Star	4 Star	5 Star
Max Assistance	40%	50%	60%	70%	75%

Eligible Enterprises above or equal to 1-starrating having annual BEE certification (according to new/revised standards for the current year) and valid BEE certificates submitted to Ayurveda without fail will get incentives related to electricity duty and power tariff concessions as per provisions of Industrial Investment Policy 2019.



This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.8) Assistance to encourage Environment conservation; compliances of Environment, Health and Safety Standards to Eligible Enterprises

Eligible AYUSH Based Enterprises will be reimbursed

25% of expenditure incurred for the purchase of Plant & Machinery / Equipments for setting up of Effluent Treatment Plant (ETP) in processing and value addition units or Solid Liquid Waste Management Plant (SLWM) or rain water harvesting system in all other AYUSH Based Enterprises excluding expenditure incurred on construction, subject to maximum of INR 1 lakh for each of the facility namely ETP, SLWM or Rain Water Harvesting subject to maximum ceiling of INR 3 Lakh per enterprise (AYUSH Medicity is considered as single enterprise)

50% of Power Tariff paid for running of ETP, SLWM for a period of 3 years, subject to maximum of INR 1 lakh per annum. This incentive would be disbursed subject to installation of separate electricity meter/sub-meter exclusively for running of ETP.

This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.9) Assistance to encourage women entrepreneurs

One-time assistance of INR 5 Lakh (subject to maximum of 5% of revenue in first year of operation) after 3 years of start of commercial operation with 100% equity registered in the name of women entrepreneurs.

This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.10) Reimbursement for quality certification for standalone AYUSH hospitals

One-time reimbursement of expenditure incurred on obtaining international/ National quality certification like NABH applicable to AYUSH based enterprises registered under Clinical Establishment Act, 2011 subject to maximum ceiling of INR 5 lakh

2.11) Recruitment Assistance

All enterprises recruiting Himachali Bonafide certified AYUSH professionals registered with the HP Board of ISM, Homeopathy & HP paramedical will be given one-time recruitment assistance @ INR 10,000 per employee recruited with upper ceiling of INR 0.5 Lakh per unit, subject to recruitment of minimum five (5) employees per annum after completion of 1 year in job by minimum 5 no. of the so recruited employees

This subsidy is applicable to AYUSH Health Resort, AYUSH Hospitals, Convalescence Centres, AYUSH Yoga and Meditation Centre, Setting up of Private AYUSH colleges, AYUSH Medicity, Herbal Garden.

2.12) Time bound Clearances

The Government will provide all the clearances in a time bound manner under the Himachal Pradesh Public Service Guarantee Act, 2011.

2.13) Assistance for Setting up of Private Herbal Parks

The private enterprises that intend to set up private Herbal parks will be eligible for incentives, facilities and concessions as provided to Sector Specific / Theme Parks under the Himachal Pradesh Industrial Investment Policy - 2019



2.14) Annual excellence awards

Annual AYUSH Awards of INR 1 Lakh for each category will be instituted for recognition of excellence in AYUSH based projects and also for contribution to the growth of AYUSH sector in the State. The various categories are mentioned below:

- (a) AYUSH Health Resort
- (b) AYUSH Centres
- (c) Convalescence Centres
- (d) Standalone AYUSH Hospital
- (f) Herbal Garden

Detailed guidelines in this regard will be issued separately.

3. Exclusivity

The fiscal and non fiscal incentives prescribed under this policy will be exclusive which means that if any AYUSH Enterprise has availed incentives from any other Department for the same purpose it shall not be eligible for incentives under this scheme.



ANNEXURE II

AYUSH Based Enterprises

1. **AYUSH Health Resort:** A Health Resort which amalgamates the various preventive, curative and rehabilitative treatments AYUSH services along with state of the art hospitality services. It would include services like Panchakarma, Acupuncture & Rasayan centres, Spa and Aroma therapy Centres, Body wraps, Massage Wellness Centre, Beauty Treatments special skin care clinic, AYUSH Polyclinics, Special Outdoor sessions like mountain hiking and trekking and Cultural display etc. This list of activities is suggestive and not exhaustive.

It will be subject to voluntary accreditation by the Department of Ayurveda, Himachal Pradesh and the Annual Turnover of AYUSH related therapy units should not be less than 25% of the total turnover.

Incentive applicable

- 1) Lease rental subsidy for individual Rehabilitative centres
- 2) Capital subsidy
- 3) Rebate on stamp duty
- 4) Rebate for Change in Land use
- 5) Interest Subvention
- 6) Power Incentives
- 7) Assistance to Encourage environment Conservation
- 8) Assistance for Women Entrepreneurs
- 9) Recruitment Assistance
- 10) Excellence Awards
- 11) Non fiscal incentives

2. PANCHKARMA

It is a treatment modality under the AYUSH system of medicine. It is a process of detoxifying and purifying the body. The term is derived from the root words, *panchā*, meaning "five," and *karma*, meaning "action," which refers here to the five. The five therapies of panchakarma that detoxify the body are divided into three stages. These are *purva karma*, *pradhana karma* and *pashchatya karma*. *Purva karma* includes *paachana* (digestion), *snehana* (internal and external use of oils) and *swedana* (steam therapy). *Pradhana karma* includes *vamana* (induced vomiting), *virechana* (induced purgation), *nasya* (nasal medicine), *basti* (enema using medicated oil) and *rakta moksha* (bloodletting to purify the blood). The final stage is *pashchat karma* and is comprised of *sansarjan karma* (post-cleansing). Apart from the above-mentioned procedures Panchakarma also includes allied services like keraliya panchakarma etc.

Panchakarma has been indicated for the healthy as well as diseased and it is gaining prominence as a modality of treatment in AYUSH hospitals as well as rejuvenative procedure in wellness resorts



3. AYUSH Hospital

A standalone hospital, incorporating all or some of the 5 systems of medicine under AYUSH, providing exclusive AYUSH services and complying with the standards prescribed by the Clinical Establishment Act 2011.

4. AYUSH Wing in a multi-speciality hospital

A hospital having all the modern medicine facilities and incorporating a special wing of AYUSH Medicine in it which is compliant with the minimum standards prescribed under the National AYUSH Mission framework for implementation and operational guidelines.

Incentives applicable

- 1) Capital subsidy
- 2) Interest Subvention
- 3) Power Incentives
- 4) Assistance to Encourage environment Conservation
- 5) Assistance for Women Entrepreneurs
- 6) Recruitment Assistance
- 7) Excellence Awards
- 8) Non-fiscal Incentives
- 9) Assistance to encourage Quality Certification to standalone AYUSH Hospital

5. AYUSH centre (Yoga and Meditation centre):

A centre where Yoga and Meditation along with Naturopathy services will be delivered to the common people at fixed membership fees. These centres will be functional during daytime with no boarding and lodging facilities. These centres will be managed under the guidance of trained and authorized manpower of AYUSH. These centre will be compliant with the standards prescribed by the Department of Ayurveda HP

Physical Infrastructure Requirements (Minimum):

1. Space: 200 sq. ft. hall with audio visual means for conducting yoga sessions along with
2. 1 preparatory room 100 sq. ft.
3. 1 procedure room 100 sq. ft.
4. 1 Office space 100 sq. ft.
5. Separate Washroom facility for males & females

Manpower Requirements:

1. Qualified Yoga Practitioner 1
2. Ayurvedic Physician (BAMS) 1
3. Helper/ Attendant 1
4. Cook 1



Incentives applicable

- 1) Capital subsidy
- 2) Rebate on stamp duty
- 3) Rebate for Change in Land use
- 4) Interest Subvention
- 5) Power Incentives
- 6) Assistance to Encourage environment Conservation
- 7) Assistance for Women Entrepreneurs
- 8) Recruitment Assistance
- 9) Excellence Awards
- 10) Non fiscal incentives
- 11) Lease rental Subsidy

6. Convalescence Centre

A centre catering to palliative and rehabilitative care required for optimal restoration of health after major medical and surgical treatments. This centre will be situated in the vicinity of the both Ayurvedic as well as allopathic hospitals. It will include Panchakarma and special dietetic section, Yoga and meditation centre along with physiotherapy and lifestyle education centre. Dwelling units for families will also be incorporated. These centres will be compliant with the standards prescribed by the Department of Ayurveda HP and shall have annual turnover of AYUSH related therapy unit not less than 50% of the total turnover.

Below are the minimum services that will be provided on the convalescence centres:

- a. Dietetic Centre
- b. Education Centre
- c. Naturopathy Centre
- d. Physiotherapy centre
- e. Yoga and Meditation Centre (requirements mentioned as per 5)
- f. Panchakarma Centre (requirements mentioned as per 3.2)
- g. Herbal Garden (optional)
- h. Dwellings for the family

Minimum Manpower Requirement:

- | | |
|--|------|
| 1. Qualified Yoga Practitioner | 1 |
| 2. Dietician (Qualified) | 1 |
| 3. Specialist Physician (Panchakarma/ MD/ Karyachikitsa/ Yoga) | 1 |
| 4. Physician | 1 |
| 5. Physiotherapist | 1 |
| 6. Patient: Nurses Ratio | 10:1 |
| 7. Patient: Attendant Ratio | 10:1 |



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Incentives applicable	
1)	Capital subsidy
2)	Rebate on stamp duty
3)	Rebate for Change in Land use
4)	Interest Subvention
5)	Power Incentives
6)	Assistance to Encourage environment Conservation
7)	Assistance for Women Entrepreneurs
8)	Recruitment Assistance
9)	Excellence Awards
10)	Non fiscal incentives

7. Herbal Garden

A garden with medicinal herbs and aromatic plants with a land area of minimum 5 Acres including common facilities, nursery, germplasm centre, drying shed, primary processing & production facilities, warehousing and other storage facilities, Administrative block, related research unit and cultivated area with the species of medicinal plants as approved under cluster formation scheme.

Minimum trained manpower required at herbal garden:

1.	Doctor (Garden In charge)	1
2.	Scientist (Herb-technical)	1
3.	Botanist	1
4.	Herbal Garden Manager	1
5.	Nursery Manager	1
6.	Extension Officer	1
7.	Class IV staff	1
8.	Gardeners	2

Incentives applicable	
a)	For Cluster Formation
1)	Assistance as per NAM guidelines only
b)	For Herbal Garden:
1)	Capital subsidy
2)	Power Incentives
3)	Assistance to Encourage environment Conservation
4)	Assistance for Women Entrepreneurs
5)	Recruitment Assistance
6)	Non fiscal incentives

8. AYUSH Medicity

An extensive AYUSH Healthcare Facility which would cater to the mandatory services like

1. AYUSH Wellness Centre With Guest Houses
2. Affiliated Ayurvedic Multi-Specialty Hospital
3. Ayurvedic College (BAMS, MD)

And minimum 2 of the following 3 facilities:

1. Herbal Parks (Production, collection, and processing centre for aromatic plants & herbs)



2. In-House Pharmacy and
3. AYUSH Mart (Retail outlets of AYUSH products)

Incentives applicable
1) Capital subsidy
2) Rebate on stamp duty
3) Rebate for Change in Land use
4) Interest Subvention
5) Power Incentives
6) Assistance to Encourage environment Conservation (AYUSH Medicity will be considered as a single unit)
7) Assistance for Women Entrepreneurs
8) Recruitment Assistance
9) Non fiscal incentives



ANNEXURE III

Accreditation System (On Voluntary basis)

1. ACCREDITATION SYSTEM

Department of Ayurveda, Government of Himachal Pradesh has framed a scheme for the classification of the Ayurveda wellness centre in Himachal. The wellness centre will be classified into two categories based on quality standards maintained by the Ayurveda wellness centre as prescribed below.

1. REJUVENATIVE WELLNESS CENTRE

A rejuvenative Wellness Centre is one that is an Ayurvedic, Naturopathic, or an institution by whatever name called that offers services, facilities, treatment (whole range of ayurvedic and naturopathic treatments) or rejuvenative care in Indian/ Holistic system of medicine established and administered or maintained by any person or body of persons, whether incorporated or not. To have a clear demarcation of rejuvenative Wellness Centre with basic and high end, luxury facilities for different categories of clientele (May or may not be associated with/ part of residential facility/ Resort)

There are two types of leaf certification for rejuvenative wellness Centre as follows:

A. GOLD LEAF

B. SILVER LEAF

2. CURATIVE WELLNESS CENTRE

A Curative Wellness Centre is one that is an Ayurvedic, Naturopathic, Clinical Establishment - hospital, or an institution by whatever name called that offers services, facilities with beds requiring diagnosis, treatment (whole range of ayurvedic and naturopathic treatments) or care for illness, injury, deformity or abnormality in Indian/ Holistic system of medicine established and administered or maintained by any person or body of persons, whether incorporated or not.

For hospitalized management of patients/ tourists, provision of a Resident Medical Officer and inpatient ward with adequate number of beds is necessary.

To have a clear demarcation of Curative Wellness Centre with basic and high end, luxury facilities for different categories of clientele (Associated with/ part of residential facility/ Resort)

There are two types of Platinum leaf certification for curative wellness Centre as follows:

A. PLATINUM LEAF

I. STANDARD

II. PREMIUM

I. REJUVENATIVE WELLNESS CENTRE CRITERIA FOR SILVER LEAF

For obtaining Silver Leaf, Wellness centre should observe the following criteria:

I. Technical Personnel: -

- I. The treatments/ therapies should be done only under the supervision of a qualified physician with a recognized degree & diploma or certificate course of min. 1 year in AYUSH approved by the State Government or Government of India



II. There should be at least one number of masseur (one male) and one number of masseuse (one female) having sufficient training from recognized Ayurveda institutions approved by the Government and expert in minimum two of the following treatments:

- Abhyanga (Ayurvedic oil massage)
- Padabhyanga (Feet massage)
- Shiroabhyanga (Head massage)
- Katiabhyanga (Back massage)
- Nasyam
- Elakhizi (Leaf khizi)
- Podikhizi (Powder khizi)
- Nadiswedan
- Tapa sweda
- Ushnasweda

III. Following the Indian tradition & customs, male will be massaged only by male masseurs and female by female masseuse.

IV. Uniforms for therapists, masseurs, masseuse & therapy centre staffs are required

V. Annual Medical checkup as well as medical fitness at the time of recruitment of all technical personnel. The immunization status of all personnel shall be recorded & updated in organization records.

#	Technical Personnel	Physician	Masseur	Masseuse
1	Spa (Minimum)		1	1
2	Panchakarma (Min.)	1	1	1
3	Massage Centre (Min.)		1	1

2. Quality of Medicine and Health service:

- The centre will offer only those services, which are approved by the Department of Ayurveda, Himachal Pradesh.
- The Health programmes offered at the centre should be clearly exhibited at the facility along with the chargeable rates and different packages. Same should be formally intimated to the department and displayed on website/ digital media, if maintained. The centre should also exhibit the time taken for normal massage and other treatments. The generally approved time limit for a massage is 45 minutes.
- The medicine used should be from a licensed, registered and reputed firm. These medicines should be labelled and exhibited at the centre.

3. Equipment's: - The Centre should have must maintain following equipment's in the Wellness centre:

#	Equipment's	Massage Table	Tub
1	Spa (Minimum)		1



2	Panchakarma (Min.)	1	
3	Massage Centre (Min.)	1	

- I. One massage table of minimum size 7 feet x 3 feet in each treatment room, made up of good quality wood/ fiber glass.
- II. Tub can hold min. 1 people and minimum dimension of Length X Width X Height – 5'4" X 2'6" X 1'2.5". Male and Female should be treated separately following the Indian Tradition.
- III. Gas or electric stove
- IV. Medicated hot water facility for bathing and other purposes.
- V. Facilities for sterilization.

Every equipment's and apparatus should be clean, hygienic and of highest quality standards.

4. Facilities:- The Centre should have must maintain following facilities in the Wellness centre

#	Facilities	Treatment Room #	Consultation Room	Rest Room*
1	Spa (Minimum)	2		1
2	Panchakarma (Min.)	2	1	1
3	Massage Centre (Min.)	2		1

* if the wellness centre is not attached with a hotel/ wellness resort/ hospital

* Treatment room should be separate for male / female

- I. Minimum two numbers of treatment rooms (one exclusively for males only and one exclusively for females only) having minimum size of 120 sq. feet with width not less than 10 feet. The rooms should have sufficient ventilation and it should be with attached bathroom of size not less than 20 sq. feet. The attached toilets should have standard sanitary fittings, floor area and walls should be finished with proper tiles.
- II. One consultation room having minimum size of 120 sq. feet with width not less than 10 feet. The room should be equipped with equipment's such as BP apparatus, stethoscope, examination couch, weighing machine etc.
- III. There should be a separate resting room of minimum size 100 sq. feet with width not less than 8 feet, if the wellness centre is not attached with a hotel/ wellness resort/ hospital.
- IV. The general construction of the building should be good. Locality and ambience, including accessibility, should be suitable. Furnishing of rooms should be of good quality. The entire building, including the surrounding premises, should be kept clean and hygienic.

II. REJUNEVATIVE WELLNESS CENTRE CRITERIA FOR GOLD LEAF

The basic facilities required for Gold Leaf is the same as Silver Leaf. In addition to the requirements for Silver Leaf, the following additional facilities also are essential to get Gold Leaf.



1. The general construction, architectural features of the building should at par with global standards along with earthquake resistance, 24 X 7 Water supply, self-sufficient electrical power back-up or in captive generation, Lift facility beyond 3 floors, Emergency exit and assembly point, fire hydrant system. Comfort accessories like furnishing curtains, linen, furniture, cutlery should be of high standards. Use of eco-friendly materials in construction should be used as much as practically possible.
2. There should be minimum entitled parking space of 5 mid-sized cars & 1 mini bus (10+ seater) inside the premises.
3. The green cover of the premises should be minimum 30 % of total premises
4. Upkeep of the Wellness centre to excellent standards of hygiene should be maintained (Immediate action to be done for broken tiles, leaking taps, loose fittings, scratches/ oil stains on massage table, HVAC not working, stained linens & towels)
5. Heating, Ventilation & Air Conditioning as applicable depending on location of the centre

The following are additional desirable conditions to get Gold Certificate.

- I. There should be separate hall for meditation/ yoga with min 200 sq. feet area with adequate space for minimum 6 persons
- II. The centre should be at picturesque locations with greenery in abundance and quiet atmosphere and
- III. There should be herbal garden/ aroma park attached to the centre and the therapies should utilize the herbs from the garden.
- IV. Specialized services of AYUSH e.g.; Mud therapy, Aroma Therapy, Skin Care, Light, Color Therapy.

III. CURATIVE WELLNESS CENTRE CRITERIA FOR STANDARD PLATINUM CERTIFICATE

The following minimum facilities and services should be made available to qualify for a Standard Platinum certification under Platinum certification:

1. Minimum number of beds should be 20 and maximum 30 (Separate treatment units for Male & female of minimum 10 beds up to 15 beds with ideal ratio of 1:1)
2. The entire facility should be a No smoking, Nonalcoholic zone
3. Consultation rooms: should be equipped with BP apparatus, Stethoscope, torch, examination couch/table, weighing machine, Height & Weight chart, screen...
4. Pharmacy: for out patients
5. Waiting area of 100 sq. feet area
6. In-patient rooms: should be spacious enough to accommodate a patient and a by-stander; furniture and all utensils should be comfortable for the patient; should be properly ventilated but without chances for direct wind blow; there should be an attached bath-cum-toilet; all accesses should be disable-friendly
7. Treatment rooms: either attached or as proximal as possible to the in-patient facility to minimize physical exertion for patients and their exposure to external environment; should be equipped with all necessary items to offer classical ayurvedic, Naturopathic treatments; there should be one treatment room for every 5 — 6 patients; should have bath and toilet, with hot and cold-water supply.
8. Doctor's and nurse's station in each wing/floor
9. Therapists station with facility to display schedules and duties for the therapists



10. Medicine kitchen: to prepare instant medicines, and treatment necessities like poultice, vastidrava, potala for svedana etc.
11. Dispensary: to mix and dispense medicines as per doctor's prescription to patients/tourists
12. Laundry: separate for patients/ tourists and others
13. Dietetics: preparation, handling, storage and distribution of prescribed food separately for patients/ tourists and others
14. Recreation area, reading, library e-mail facilities
15. Lab services should be available directly or outsourced.

Personnel

1. Doctors: minimum of 1 male and 1 lady doctor registered in Himachal Pradesh and should have a qualification recognized by the CCIM/ CCH/ CCUM with a minimum of 3 years' experience at a reputed institution or under a reputed expert; the responsibilities will include consultation, diagnosis, treatment planning and implementation, in-patient rounds, patient education programs etc.; there should be a resident medical officer;
2. Therapists: minimum of 3 therapists (2 male & 1 female) should possess a course completion certificate/ experience certificate from a reputed institute; preferably having experience to prepare basic essentials for treatments at the medicine kitchen and to dispense medicines; male therapists for male patients and female therapists for female patients; they should be able to perform ayurvedic treatments under the supervision of a physician; they should have training in handling vulnerable patients; ideal patient-therapists ratio to be 7 : 1.
3. Nurses: Minimum of 4 nurses & should have training/ experience/ certificate in basic nursing course recognized by PMC; should have the expertise in administering simple ayurvedic, naturopathic treatments/ medicines in the room of the patients

Maintenance of records

1. Documentation: all cases treated at the hospital should be properly documented to meet accepted standards
2. All patients/ tourists should have a daily observation sheet to record vitals and other routine observations
3. Discharge summary: all patients should be provided with a discharge summary which will have the details of the condition treated, medicines and treatments given etc.

IV. CURATIVE WELLNESS CENTRE CRITERIA FOR PREMIUM PLATINUM CERTIFICATE

Those Wellness Centre under that satisfy all requisites mentioned for Standard Platinum certification under Curative Treatment Centre, and in addition, abide by the following conditions, will be accorded Premium Platinum certification.

1. Minimum number of beds should be 30 (Separate treatment units for Male & female of minimum 15 beds each with ratio of 1:1)
2. Medicinal gardens should be a part of such facilities
3. Doctor: one doctor for every 10 beds subject to a minimum of 3 doctors with the following qualification as specified by the regional medical council (DAM/BAMS/MD-Ayurveda) with minimum of 3 years' experience at a reputed institution or under a reputed expert; the responsibilities will include consultation, diagnosis, treatment planning and implementation, in-patient rounds, patient education programs etc.; there should be a resident medical officer;



4. **Therapist: minimum of 4 therapists (2 male & 2 female)**

Maintenance of records:

5. **All procedures undertaken at the Curative Wellness Centre should be properly documented**



Accreditation Procedure

The Owner of the AYUSH Health Resort shall apply to the Director of Ayurveda as per enclosed application format along with prescribed fee to seek accreditation.

The Department of Ayurveda, Himachal Pradesh, will consider the applications for approval of Wellness Centre (Ayurvedic/ Panchakarma, Holistic, Naturopathic) and after verification of the application by a site visit etc. may issue the accreditation certificate. The accreditation will be for 3 years, renewable with assessment of the infrastructure and facilities as satisfactory.

A fee of INR 15000.00 (Indian Rupees Fifteen thousand only) shall be payable by bank demand draft in the name of "Department of Ayurveda, Himachal Pradesh" along with the application.

For verification of infrastructure and facilities mentioned in the application, a team consisting of

1. Director, Ayurveda or his/ her representative
2. Concerned DAO
3. Principal, Govt. Ayurvedic College of Himachal Pradesh or his/ her representative

will visit the Centre and submit the report with recommendations to the State Director of Ayurveda.

The State Director of Ayurveda shall accord/reject accreditation based on recommendations of inspection team within 45 days after receipt of application.

Certificate of accreditation shall be issued on receipt of an undertaking from the applicant that the centre would comply with the guidelines & conditions therein and all such conditions as are laid down from time to time by the Central Government or State Ayurveda Department.

State Director of Ayurveda or their representatives should visit the centre at least once a year and will have the power to cancel the accreditation in case of non-compliance of the guidelines.

Mode of classification/ registration/ regulation based on:

1. The minimum standards of facilities and services as prescribed
2. The minimum qualifications for the personnel as prescribed
3. Provisions for maintenance of records and reporting as prescribed
4. Other conditions as prescribed.

Powers to deal with complaints

The Director of Ayurveda, Govt. of Himachal shall have Suo motto powers to listen to complaints, to receive appeals and to inspect premises of accredited centre. The Committee shall have the powers to recommend cancellation of accreditation, if the complaint against a centre is found to be true.



Proforma of Accreditation Certificate

Proforma of Accreditation Certificate of Wellness Centre:

Name, address, Email, mobile number of the Institution

_____ as per their
application dated _____ and subsequent physical verification conducted by the competent
authority on _____

_____ and of being satisfied with the compliance of the conditions
laid down under the guidelines, is hereby accorded / renewed Gold Leaf / Silver leaf accreditation during this
maximum period of three years. The accredited Centre shall comply with the guidelines during this period
and apply for renewal of accreditation one month before lapse of accreditation validity

Place:

Date:

Signature with official Seal (Authorized officer of the State Ayurveda Department)



Application of Accreditation Certificate

Application for Accreditation of Wellness Centre

1. Name of the Applicant: _____

2. Complete Address of the centre (including Pin code):

_____ District _____ Himachal Pradesh. PIN _____

Mob: +91- _____ Fax No: +91- _____

E-mail: _____@_____.com Website URL: _____
www. _____

3. Status of owners/promoters, whether

(a) Company

(If yes, copy of memorandum & Articles of Association may be submitted):

(b) Partnership firm

(If yes, copy of partnership deed, certificate of registration under the Partnership Act may be Furnished):

(c) Proprietary Concern (If yes, given name & address of promoters):

4. Is the centre attached to a hotel/resort/hospital:

5. Whether Centre is accommodated in own rented building:

6. Infrastructure Setup:

Building with covered area

Details of constructed area

Details of building license (attach a copy):

Entitled space for parking:

Indoor facilities available:

7. Available Manpower

(a). No. of Ayurvedic Physicians with qualifications:

(b). No. of Ayurvedic Pharmacists with qualification:

(c). No. of Panchakarma Technicians with qualifications:



- (d). No. of Masseurs with qualifications:
- (e). No. of Nurses with qualifications
- (f). Other staff/workers

8. List of equipment available:

9. Other additional amenities available:

10. No. of beds (for hospitals):

11. Specialties available in the Centre:

12. Medicines available in the Centre (please attach complete list):

13. Number of persons visited the centre during last year:

14. Names & addresses of the major suppliers of medicines:

15. Details of health promotion packages offered from the Centre including length of each therapy:

16. Details of tariff:

17. Details of application fee remitted:

Signature with official Seal

(Authorized officer of the Department of Ayurveda, Himachal)

Place:

Date: