

Startup-AYUSH Portal

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ABSTRACT

The Startup AYUSH Portal is a pioneering initiative to transform the AYUSH ecosystem. It acts as a key hub and brings together startups, investors, incubators, accelerators, government agencies and the public. This innovative platform fosters collaboration, knowledge sharing, and growth in integrated healthcare. With the growing global interest in holistic medical and wellness practices, this platform serves as a dynamic and comprehensive hub for all stakeholders in the AYUSH ecosystem. The core of the portal is to facilitate seamless interaction and collaboration between startups, investors, incubators, accelerators, government agencies and the public. It provides a user-friendly interface that allows startups to showcase innovative AYUSH-related products and services, while investors explore investment opportunities in growing sectors. AYUSH Startup Portal is a key solution that will revolutionize the AYUSH startup industry. Startups can benefit from shared workspaces where they can showcase their AYUSH-related products and services. Investors have access to a rich pool of investment opportunities. Mentorship programs empower startups under the guidance of seasoned professionals. Our extensive resource center provides important information, regulatory updates and financing options. Key to our success are a variety of features, including collaborative workspaces, mentoring opportunities, abundant resources, and a global networking environment. Users can access the latest regulatory information, participate in virtual events and webinars, and engage with expert mentors. Government agencies can disseminate important policy updates by creating a regulatory environment conducive to AYUSH innovation. In a world where holistic health and wellness is gaining momentum, the AYUSH Startup Portal is a catalyst for advancement, unity and knowledge sharing within the AYUSH startup community, ultimately contributing to the growth of this important sector.

Keywords: Startup AYUSH portal, holistic healthcare, AYUSH ecosystem, Collaboration, Growth, Innovation, Investment Opportunities, Mentorship, Funding Options, Virtual Events, Global Networking.

I. INTRODUCTION

Globally, in the medical field, there has been a shift in traditional medicine with emphasis on Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH). In response to this growing interest, there has been a rise in AYUSH initiatives that seek to harness the potential of ancient wisdom to solve modern healthcare problems. However, the journey of an AYUSH entrepreneur is often fraught with challenges, from funding, training, to management processes and practices. Understanding the need for an integrated ecosystem that supports collaboration, innovation and growth, AYUSH Startup Portal is a startup. The main objective of this portal is to provide a single platform to all stakeholders in the AYUSH system including startups, investors, manufacturers, accelerators, government agencies and general users for joint efforts in the AYUSH sector.

AYUSH Startup Portal is inherently designed to provide a dynamic, interactive environment for stakeholders to collaborate, interact and collaborate. The portal aims to foster the growth and development of holistic healthcare solutions by developing a network of AYUSH initiatives by providing a platform for collaboration. The portal aims to connect the global AYUSH business community, transcend regional boundaries and promote transformational leadership through virtual networking, training sessions and outreach activities.

The concept of Startup AYUSH Portal is based on the desire to democratize access to resources and information. With a wealth of resources and helpful guidance designed to support entrepreneurs every step of the way, the portal helps people navigate the

complexities of the corporate environment with confidence and clarity. Be it guidance on regulatory compliance, understanding market trends or accessing financing options, the portal acts as a beacon of support to both aspiring and existing AYUSH entrepreneurs. In this research article, we will explore the multifaceted role of AYUSH startup portals in transforming the AYUSH startup ecosystem.

Through a comprehensive analysis of their purposes, functions, implications, challenges and opportunities, we aim to leverage the transformative potential of digital platforms to promote innovation and collaboration in traditional medicine systems. By exploring the experiences and perspectives of AYUSH ecosystem stakeholders, we aim to explore the importance of initiatives such as the AYUSH Startup Portal in shaping the future of holistic healthcare entrepreneurship.

II. Literature Survey

The development of the Startup AYUSH portal is situated within the broader context of fostering innovation and collaboration in the AYUSH sector. A comprehensive literature survey reveals the diverse array of initiatives, research, and ongoing projects that have paved the way for our endeavour. This survey not only contextualizes the significance of our portal but also underscores the existing gaps and opportunities for improvement within the AYUSH startup ecosystem.

2.1. Global Trends in AYUSH Entrepreneurship

A notable body of literature emphasizes the rising global interest in traditional and alternative medicine. Studies by researchers like Kaushik Chattopadhyay delve into the international acceptance of AYUSH practices and the growing demand for innovative

solutions within this domain. These works highlight the need for platforms that facilitate global collaboration, acting as catalysts for the burgeoning AYUSH startup community.

2.2. Entrepreneurship in Traditional Medicine

The intersection of entrepreneurship and traditional medicine has been explored by scholars such as Harilal Madhavan. Their research sheds light on the challenges and opportunities inherent in establishing startups in the AYUSH sector. The literature underscores the pivotal role that support networks, mentorship, and collaborative platforms play in the success of entrepreneurial ventures within traditional medicine.

2.3. Existing Collaborative Platforms

Several ongoing projects and platforms globally mirror the objectives of the Startup AYUSH portal. Noteworthy examples include the AYUSH Wellness Clusters in India and the Traditional and Complementary Medicine Network in Southeast Asia. These platforms aim to bring together stakeholders, fostering collaboration and knowledge exchange. Our literature survey indicates a universal recognition of the importance of interconnected ecosystems in propelling the AYUSH sector forward.

2.4. Challenges and Opportunities

Research provide insights into the challenges faced by AYUSH startups, including regulatory hurdles, access to funding, and market penetration. Understanding these challenges is crucial for the Startup AYUSH portal to tailor its resources and support mechanisms effectively. Conversely, opportunities abound, and literature highlights emerging markets, technological advancements, and changing consumer preferences as potential avenues for AYUSH entrepreneurs.

2.5. Emerging Technologies in AYUSH

In the realm of technology, the integration of artificial intelligence, blockchain, and telemedicine in

AYUSH practices has been explored. This literature emphasizes the transformative potential of technology in enhancing the reach and impact of AYUSH startups, providing valuable insights for the development of our portal.

In conclusion, the literature survey reveals a rich tapestry of research and initiatives that underscore the timeliness and relevance of the Startup AYUSH portal. By building upon the foundations laid by previous scholars and ongoing projects, our portal aims to not only fill existing gaps but also contribute to the ongoing evolution of the AYUSH startup ecosystem, fostering a global community dedicated to the advancement of traditional and alternative medicine.

III. Innovation Utilized

3.1. MongoDB

A NoSQL database, enables the Startup AYUSH entrance with unparalleled capacity and adaptability. Its document-oriented demonstrate permits for effective capacity and recovery of information, giving a energetic establishment for the differing and advancing needs of the AYUSH startup community.

3.2. Express.js

A web application system for Node.js, serves as the vigorous backend of the entry. Its moderate plan and capable highlights streamline the advancement handle, empowering proficient steering, middleware integration, and the creation of versatile, high performance APIs that control the portal's usefulness.

3.3. Respond JS

A JavaScript library for building client interfacing, hoists the client involvement on the Startup AYUSH entrance. Its secluded and revelatory approach empowers the creation of intelligently and responsive UI components, guaranteeing a consistent and locks in interface for clients exploring the assorted highlights of the stage.

3.4. Node.js

the runtime environment for executing JavaScript on the server side, supports the backend of the Startup AYUSH entrance. Its event-driven, non-blocking engineering upgrades the portal's effectiveness, encouraging real-time intelligent and guaranteeing quick information preparing to meet the requests of a energetic AYUSH startup environment.

3.5. NPM (Hub Bundle Chief)

the Hub Bundle Chief, serves as the project's spine, overseeing conditions and streamlining advancement. Its productivity in bundle establishment and upgrades guarantees the Startup AYUSH entry remains at the cutting edge of innovative progressions, giving a vigorous and well-maintained stage for the AYUSH startup biological system. audit.

3.6. Tailwind CSS (CSS System)

A utility-first system, lifts the portal's plan by streamlining styling and giving a responsive network framework. Its effortlessness and consistency guarantee a cleaned and outwardly engaging interface, upgrading the client encounter over different gadgets and screen sizes within the AYUSH startup environment..

3.7. Socket.io

The Integration of Socket.io library within the extend for dealing with real-time bidirectional communication between clients and the server, a basic component for intuitively highlights on the Startup AYUSH entry.

IV. Use Case

The startup investigates the collaboration center, finds coach, interfaces with speculators, and shapes associations with other new businesses.

The speculator can inquire about and waitlist new businesses, surveys their profiles, checks their financing necessities, and starts discussions.

The govt. authorities can direct changes, finds modern new companies for bolster, interatomic with partners for criticism and usage.

- The coach offers direction to new companies looking for offer assistance, takes an interest in webinars, and makes a difference new businesses explore challenges.
- The startup investigates the asset center for trade plans, and gets to a financing direct to kickstart their extend.
- New businesses take an interest in virtual conferences, go to webinars, and leverages organizing openings for organizations and collaborations.
- The startup exhibits their item at AYUSH presentation recorded on entrance, plans a pitch, and gets solicitations to pitch to financial specialists.
- The startup employments the entry to distinguish potential accomplices and merchants in remote markets, gets to assets on worldwide directions and the below figure shows the use case diagram.

Use Case Diagram

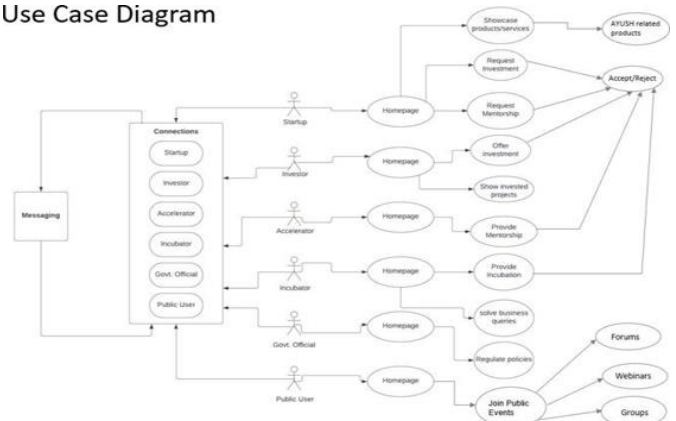


Figure 4.1 Use case Diagram

V. Key Highlights

5.1. Client Enlistment and Profiles

Clients can make profiles. New companies can grandstand their items or administrations. Speculators highlight their speculation inclinations.

5.2. Collaboration Center

New companies can pitch their thoughts, look for collaborations. Financial specialists can browse new businesses, express intrigued. Hatcheries and quickening agents can offer mentorship and direction.

5.3. Asset Middle

Assets like articles, recordings. Rules on direction and compliance in the AYUSH division. Financing openings for AYUSH new businesses.

5.4. Worldwide Organizing

Virtual occasions, webinars, and organizing sessions for AYUSH community. Gatherings for dialogs, information sharing and problem- solving.

5.5. Mentorship and Counseling

AYUSH experts can offer mentorship. Startup originators can ask mentorship. Counseling boards for commerce related inquiries.

5.6. Exhibit Openings

Upgraded list of AYUSH competitions and grandstands. New businesses can pitch at these occasions. Openings for new companies to pick up perceivability and draw in financial specialists.

5.7. Government Contact

Coordinate get to to government organizations and assets. Upgrades on approach changes, gifts, and bolster for AYUSH new businesses.

VI. Proposed Methodology

The methodology section of the research paper outlines the approach to investigate the role and impact of the Startup AYUSH portal in the AYUSH business ecosystem. Methods include the research design, data collection procedures, sample design, and analytical procedures used to achieve the research objectives. In this section, we describe the steps taken to investigate and develop a theoretical understanding of the phenomenon in the study. The flowchart of the user login interface used in this work for the proposed application has been shown in figure 3.

6.1. Research Design

Research design describes the overall plan or strategy of the study. This study used a qualitative approach to provide a deeper understanding of what was happening in the research.

Use a variety of methods, such as surveys, interviews, and surveys, to collect rich and detailed information from multiple ecosystem perspectives..

6.2. Data Collection and Procedures

Data collection methods describe the specific techniques and methods used to collect research data. A combination of qualitative data collection techniques was used in this study:

- Case Studies : Various case studies were conducted to examine real-life interactions and collaboration with the startup AYUSH portal. Data analysis involves in-depth personal analysis to uncover patterns, themes, and insights.
- The interviews provided the opportunity to collect detailed information, insights and experiences regarding the portal. Surveys can collect a lot of information about usage patterns, interests, and endorsements.
- Stratified Sampling: The survey sample was stratified for representation from various stakeholder groups, including startups, investors, manufacturers, accelerators, appropriate government agencies, and public users. This allows meaningful comparisons between different user groups.

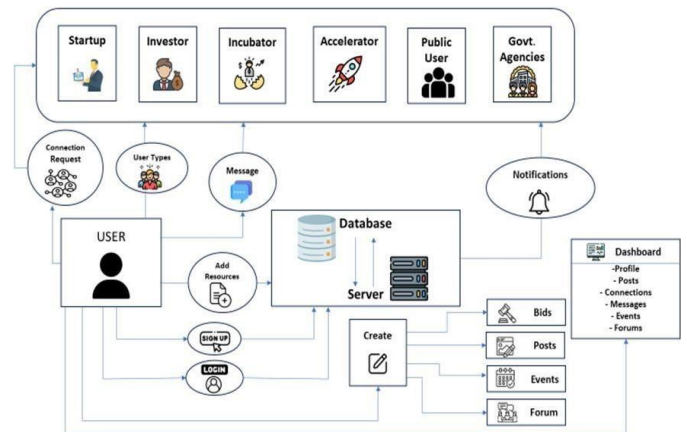


Fig. 6.1 : Flowchart of the user login interface of the proposed Application

6.3. Sample Design

Sample design describes the process of selecting participants or conditions of participation in the study. Purposive sampling method was used in this research:

Sample design describes the process of selecting participants or conditions of participation in the study.

Purposive

Case study, interviews and surveys were selected based on their experience and participation in the Startup AYUSH portal. This ensures that the model represents a variety of perspectives and experiences within the ecosystem.

6.4. Analytical Procedures

Analytical methods refer to the methods and techniques used to analyze collected data and draw conclusions. The following measures were used in this study:

Thematic Analysis: Data from case studies, interviews, and open-ended responses were analyzed to identify patterns, themes, and insights related to the research objectives.

Using Comparative Analysis: Cross-case comparisons are conducted to discern similarities and differences in the experiences and outcomes of stakeholders interacting with the Startup AYUSH portal.

Quantitative Analysis: Descriptive and inferential statistical analyses are performed on survey data to quantify usage patterns, satisfaction levels, and perceived impact among different user segments.

Using a multidisciplinary approach combining qualitative and quantitative methods, this study aims to better understand the role and impact of the Startup AYUSH portal in the AYUSH business ecosystem. Research and analysis of data from various sources can provide unique insights and recommendations for stakeholders involved in the holistic healthcare industry.

VII. CONCLUSION

The study found that there is a lack of understanding of the AYUSH business ecosystem due to various academic activities and ongoing initiatives. Our research explores global trends in AYUSH market, current pharma market, existing partnerships,

challenges and opportunities for new AYUSH startups and provides insights into various innovation areas in AYUSH emerging technologies, medicine and other healthcare sectors. Through the lens of data mining, we can see the evolution of the AYUSH startup portal within a general narrative that encourages innovation and participation in AYUSH response. The emergence of this portal is not just an exploration, but a beacon of hope and progress to bridge the existing gap and promote the development of the AYUSH startup ecosystem. Our efforts are driven by growing global awareness and demand for AYUSH practices. The AYUSH Portal initiative aims to transform and empower global collaboration, knowledge sharing and entrepreneurial exchange in the AYUSH community by leveraging insights from academic research and ongoing initiatives. Our study demonstrates the timing and importance of the Startup AYUSH portal, which is expected to contribute to the continued advancement of traditional and alternative medicine globally. As we embark on this transformation, informed by the wisdom and innovation of scientists, we envision a future where the boundaries between tradition and modernity disappear, creating a thriving ecosystem that supports the health and well-being of those around us. Global community.

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