

Ayush Portal

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Abstract. Ayush Portal is a digital platform designed to support entrepreneurship in the Ayurveda, Yoga, Unani, Siddha, and Homeopathy (AYUSH) sectors. It offers mentorship, funding opportunities, regulatory guidance, and multilingual support to help startups succeed. The platform features a robust verification system using GST, CIN, and PAN numbers for secure services, along with tools like React-Pptx for creating pitch decks and a real-time dashboard for updates. Adhering to WCAG standards, Ayush Portal aims to empower entrepreneurs, investors, and mentors while driving innovation in traditional medicine sectors.

Keywords. AYUSH, entrepreneurship, innovation, traditional medicine, verification system, multilingual support

INTRODUCTION

Ayush Portal is a comprehensive platform designed to transform India's entrepreneurial landscape, specifically focusing on the Ayurveda, Yoga, Unani, Siddha, and Homeopathy (AYUSH) sectors. With the growing demand for traditional medicine solutions, entrepreneurs in this space often face challenges such as limited resources, a lack of mentorship, and difficulties in securing funding. These challenges hinder innovation and the growth of the AYUSH industry. Ayush Portal aims to address these issues by providing a secure and inclusive environment for entrepreneurs, mentors, and investors.

The need for a specialized platform like Ayush Portal stems from the rapid rise of the AYUSH sector in response to the global demand for sustainable health solutions. Existing platforms often do not cater to the unique regulatory and operational requirements of AYUSH startups. The lack of an integrated solution to facilitate secure verification processes, multilingual communication, and efficient investor relations has been a major hurdle for entrepreneurs in this sector.

The platform offers key features such as a robust user verification system using government-issued identifiers like GST, CIN, and PAN, ensuring a high level of security and trust. Entrepreneurs are also provided with tools to create professional pitch decks and access real-time updates, enabling better decision-making. By supporting all Indian languages and adhering to accessibility standards such as WCAG through WAI-ARIA protocols, Ayush Portal ensures inclusivity and ease of use.

Given the current challenges faced by AYUSH startups and the critical need for innovation in the sector, Ayush Portal offers a timely solution to support entrepreneurs in achieving their goals. This research contributes by detailing the development and implementation of the platform, highlighting its features, and discussing its impact on the AYUSH entrepreneurial ecosystem. The objectives include fostering economic growth, enhancing startup visibility, and promoting sustainable practices in traditional medicine entrepreneurship.

Recent studies and global institutions like the United Nations have emphasized the role of entrepreneurs in driving economic and social transformation [1]. By providing tools that bridge gaps in communication, investment, and regulation, Ayush Portal is poised to become a key player in nurturing innovation in India's traditional medicine sectors. This work builds on previous research into sustainable entrepreneurship and adds value by focusing on the unique needs of the AYUSH sector [2, 3].

RESEARCH METHODOLOGY

Ayush Portal is developed using the MERN stack (MongoDB, Express.js, React.js, Node.js) to provide scalability and flexibility. Socket.IO is integrated for real-time communication between mentors, investors, and startups. To create a responsive and accessible user interface, the platform employs Tailwind and Chakra UI. Data management and storage are handled securely through MongoDB. The development process began by gathering user requirements, followed by designing user flows to ensure an intuitive experience. Key features include multilingual support and real-time communication. Additionally, the platform integrates the Userway plugin, ensuring compliance with WCAG guidelines and providing an accessible experience for users with disabilities.

By combining robust technologies and user-centric design, Ayush Portal offers a flexible, secure, and inclusive environment for entrepreneurs in the AYUSH sector.

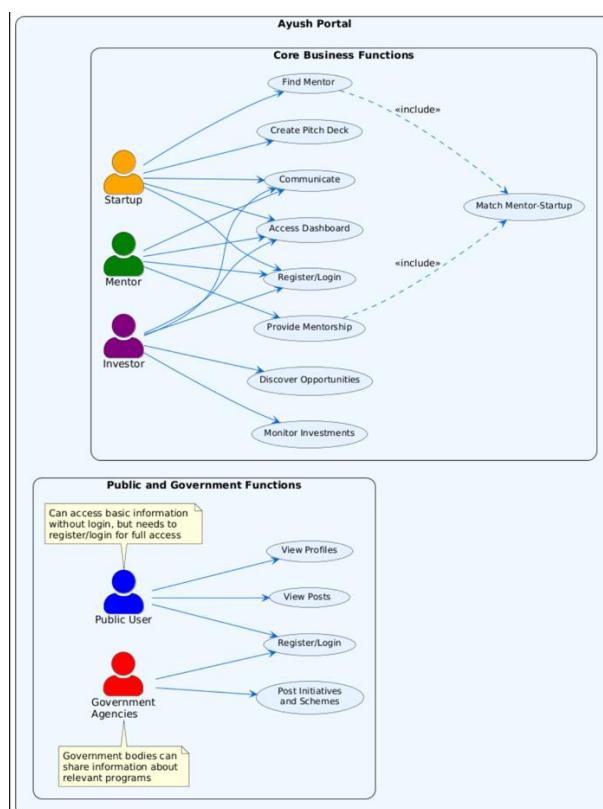


FIGURE 1: Use Case diagram for Ayush Portal

RESULTS AND DISCUSSION

The Ayush Portal effectively supports entrepreneurship in the AYUSH sector by providing a secure verification system with multiple levels, ensuring user trust and credibility. The platform's communication tools, including calls and chat rooms, enhance collaboration among entrepreneurs, mentors, and investors, fostering productive partnerships.

Startups benefit from professional pitch deck creation, helping them attract funding. Multilingual support and WCAG-compliant accessibility features ensure inclusivity, while the comprehensive dashboard offers real-time updates and visual data for informed decision-making. Investors can monitor investments, connect with startups, and explore new opportunities, making Ayush Portal a valuable tool for fostering growth in the sector.

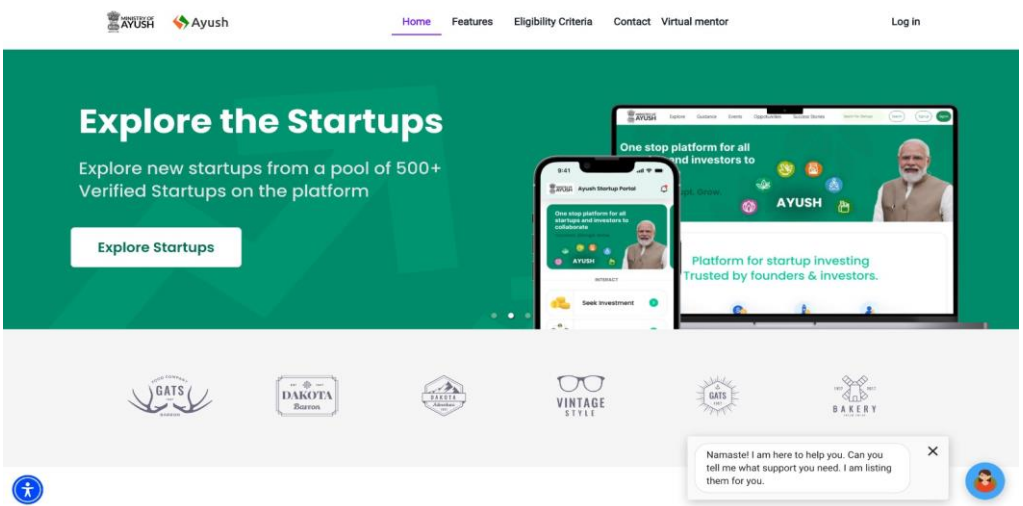


FIGURE 2: Landing Page of Ayush Portal

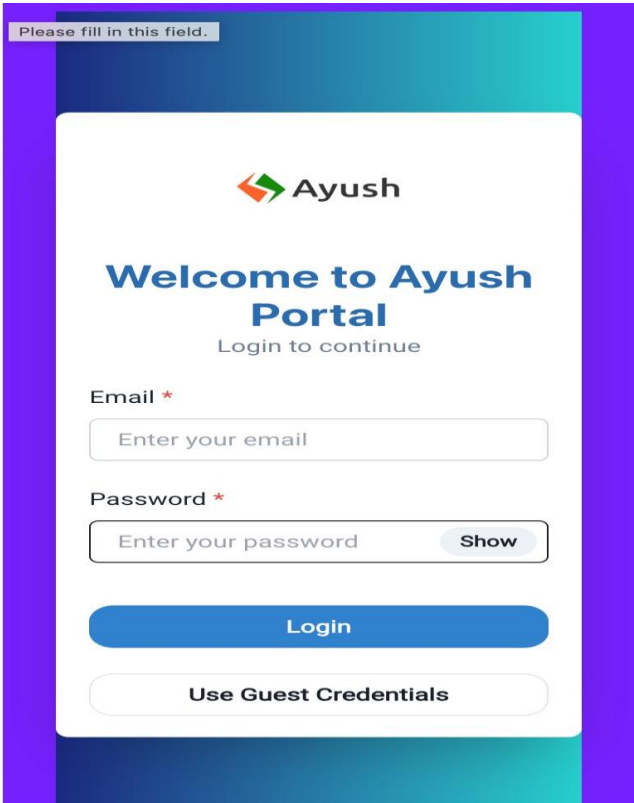


FIGURE 3: Login Page of Ayush Portal

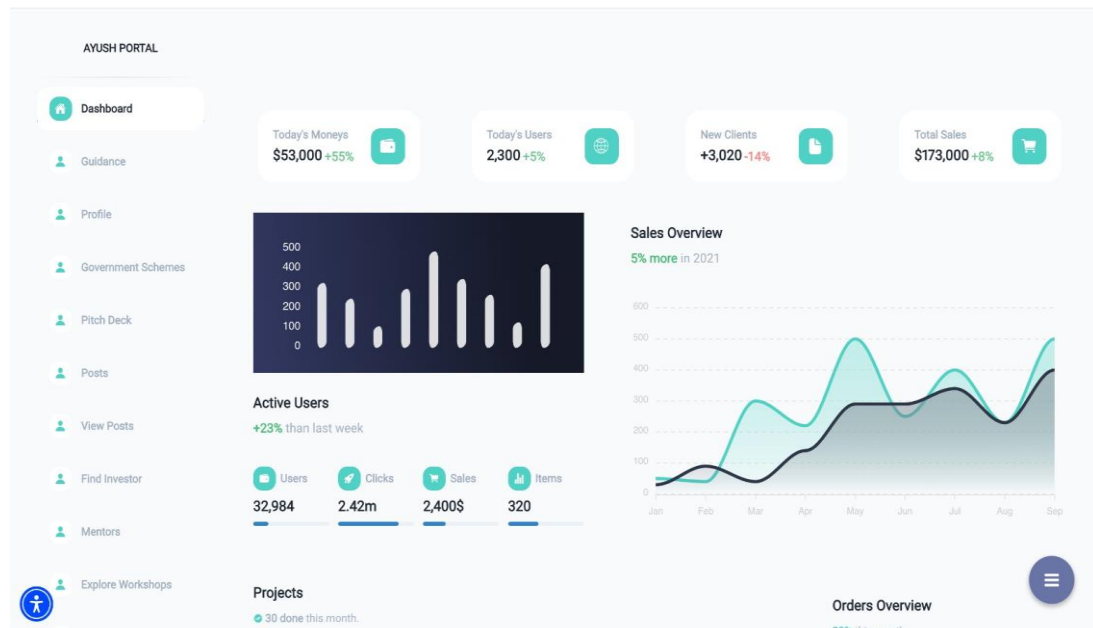


FIGURE 4: Startup Dashboard

Pitch Deck Details

Info :
 Name of Company :
 Description :

Reasons you want the funding :
 Problem Name :
 Problem Description :

Add

Solutions you offer :
 Solution Description :
 Solution Name :

Add

Market Validation :

FIGURE 5: Pitch Deck

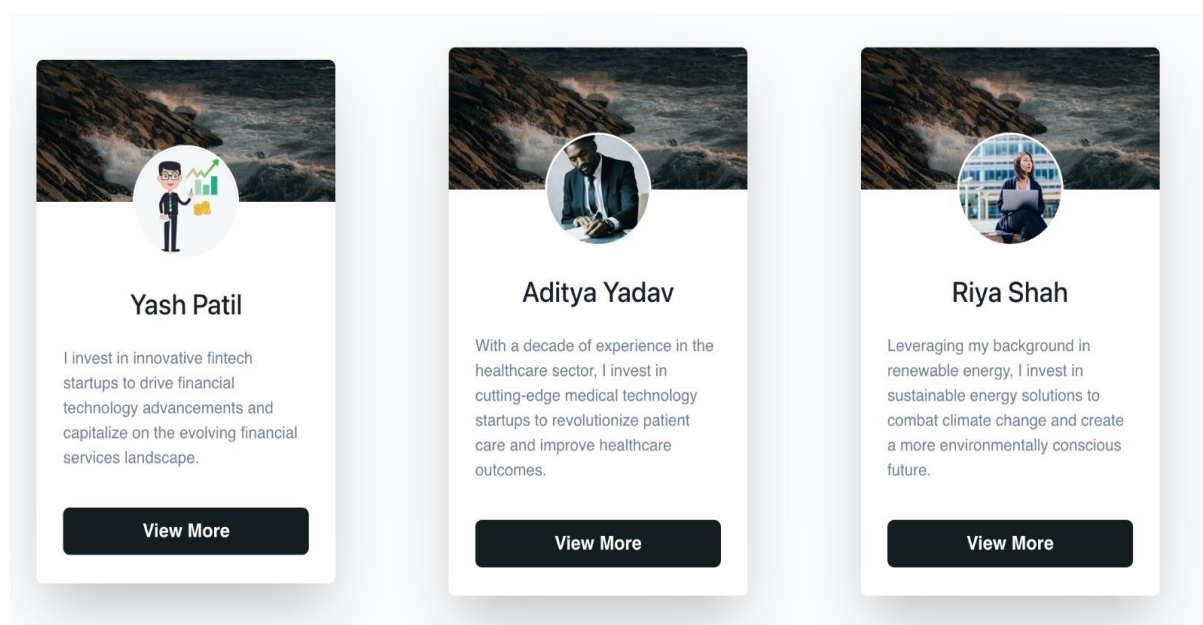


FIGURE 6: Available Investors in Startup Dashboard

CONCLUSIONS

The development of Ayush Portal addresses key challenges in the AYUSH sector by providing a scalable platform that fosters innovation, collaboration, and growth. With features like secure verification, real-time communication, multilingual support, and the platform creates an inclusive environment for entrepreneurs, mentors, and investors. Tools such as pitch deck creation and interactive dashboards further empower startups to connect with investors. While the platform enhances user experience and accessibility, improvements in AI matching algorithms and scalability are needed to handle growing user traffic. Future updates should focus on increasing user engagement and offering personalised recommendations.

In conclusion, Ayush Portal has demonstrated its potential to transform the AYUSH entrepreneurial landscape, receiving positive feedback from early users and confirming its relevance for broader adoption.

DECLARATIONS

1.1 Study Limitations

None

1.2 Acknowledgements

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1.3 Funding source

None

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