SEVEN PILLARS OF NITI AAYOG AND INDIAN ECONOMY

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ABSTRACT

The purpose of this essay is to investigate the inclusive approach of MSMEs (Micro, Small, and Medium Enterprises) and the seven pillars in order to boost health care in India and achieve the Sustainable Development Goals. A new wave ecosystem and the entrepreneurial spirit of the next generation are driving factors behind the social and economic transformation of both rural and urban regions. Micro, small, and medium-sized firms (MSMEs) and small and medium-sized companies (SMEs) are at the vanguard of this trend. Their products and services include a wide variety of medical gadgets and cutting-edge medications, in addition to items that are associated with COVID-19. One-third of India's gross domestic product (GDP) is contributed by micro, small, and medium-sized companies (MSME), which are responsible for providing opportunities, employment, and a boost to the empowerment of women. ICT-Artificial Intelligence, the Internet of Things, blockchain technology, and manufacturing in India are all areas that Digital India is working to promote in order to meet the needs of society as well as the demand of the global market. This is accomplished through the implementation of government programs and policies, the Partnership and Collaboration Model, the support of unicorn startups, and indigenization efforts in the healthcare sector. The National Health Policy also draws together the business sector and non-governmental organizations (NGOs) in order to develop infrastructural facilities for healthcare that are cheap. Ayushman Bharat PM-JAY, the Budget, and Niti Aayog have all shown their commitment to provide more resources and promoting health care respectively.

***KEYWORDS**: Seven Pillars, Niti Aayog, Indian Economy, Health Care Sectors.*

Introduction

Micro, small, and medium-sized businesses, or MSME for short, are a very important and active industry. Micro, small, and medium-sized businesses (MSMEs) are the tools of inclusive development because they expand their operations across a range of economic sectors, including the health care industry. It is one of the major contributors to the country's GDP. During the pandemic, the government has made steps to support micro, small, and medium-sized businesses (MSMEs) in creating and producing more reasonably priced medical items. India has the second-largest population in the world, and the growth of a nation's economy is closely correlated with the development of its healthcare system. In order to promote the country's self-sufficiency, the updated Micro, Small, and Medium-Sized Enterprises Act (MSMEs Act) promotes MSMEs to participate in local manufacturing. The investment cap has also been increased, and additional turnover criteria have been added. In addition, the distinction between the manufacturing and service sectors has been eliminated. In order to create a sufficient healthcare system that can service the vast majority of the population, this makes it possible to include private micro, small, and medium-sized businesses (MSME) multispecialty hospitals, nursing homes, and diagnostic centers. In tier II and tier III cities, these MSME firms may also register to receive Fund of Fund and emergency working capital to increase their size and capabilities.

Micro, small, and medium-sized businesses (MSME) in the healthcare sector will be eligible for loan products from the SIDBI. The healthcare industry, which encompasses both the public and commercial sectors, comprises medical tourism, hospitals, health insurance, medical devices, medical equipment, and outsourcing. By introducing "healthcare products include medical equipment, instruments, and services as well as for biotechnology, diagnostic laboratories," Indian startups speed up technical innovation and offer

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healthcare products and services as a means of fending off global competition. The creation and manufacturing of a wide range of medical products and technologies is the main focus of the discipline of medical technology. The health infrastructure includes advanced medical technology, hospitals, specialist doctors, nurses, paramedical staff, clinical labs, laboratory technicians, X-ray technicians, and phlebotomists. Released in 2017, the National Health Policy sought to improve the Pradhan mantra and the health care system. The policy was created because pharmaceutical companies are essential to improving healthcare. The Bharat Swaraj Ayushman. In addition to the medical education system, which is in charge of teaching health care service professionals, the health infrastructure aims to address the public health infrastructure in both urban and rural areas of the country. The government created Bulk Drug and Medical Device Parks and production-linked incentives to encourage the development of pharmaceutical products.

These parks are intended to support the domestic manufacturing of medications, surgical tools, diagnostics, and medical gadgets at costs that the general population can afford. According to the MSME Development Act of 2006, all medical service providers—including clinics, hospitals, and nursing homes—are qualified to register as micro, small, and medium-sized enterprises (MSME). These businesses can then use the space to build infrastructure in the health care industry that will enhance people's health and well-being. A health system must have a hospital, paramedical health infrastructure, and a staff that is evenly dispersed. This infrastructure consists of medical equipment, drugs, and hospital structures. Both people development and economic progress depend on the laboratory. Examples of digital health care technologies that might improve quality, accessibility, and affordability include the Internet of Things (IoT), artificial intelligence (AI), 3D printing, and robots in the fields of telemedicine, health, medical records, remote diagnostics, and health apps. A healthcare ecosystem centered on patient care is made possible by this technology. Health is a measure of human well-being that includes a person's mental and physical well-being. The many elements that together comprise the Indian health care industry include hospitals, insurance, medicines, diagnostics, medical tourism, and medical devices and equipment.

Objectives

- To study Seven Pillars of Niti Aayog.
- To Examine the Impact of Seven pillars of Health care sectors.

Research Methodology

The research is based on secondary data, which includes both quantitative and qualitative information. These secondary data were collected from a broad variety of sources, such as official government websites, papers, and academic publications.

Seven Pillars of Health Care

All good health care rests on the following seven pillars:

Fig. 1: Seven Pillars of Health Care

The Effectiveness of Healthtech MSMES and SMES in the Medical Field
Indian Healthcare Sectors

Healthcare in India has become an important economic engine in recent years, making a sizeable contribution to the country's gross domestic product (GDP) and generating a large number of new employment opportunities. Healthcare facilities, medical tourism, health insurance, telemedicine, clinical trials, and medical technology and equipment are all included in this category. The development of India's economy requires the establishment of a multifaceted healthcare system that incorporates digital technologies, data analytics, artificial intelligence, 3D printing, public-private partnerships, and healthcare infrastructure in both rural and urban areas. This system must also be supported by non-governmental organizations, small and medium-sized enterprises, as well as micro and small businesses. The influence of the health care industry in terms of its size, employment, and investment is shown in Table 1. In addition to businesses that specialize in health technology. According to the findings of the study, the health care sectors of the nation have seen a massive transformation in the last few years. Two methods to quantify this are the establishment of new job opportunities and the growth of health technology companies.

Table 1: The Health Care Sector's Impact

Years	Healthcare Sectors	Contributions
2022	Size among the healthcare sector	$372 billion
2017-2022	Number of New Jobs Generated	2.7 million
2017-2022	To enhance healthcare.	$1.7 Billion
2017-2021	Health Tech Startups	1,200 Numbers
2020	GDP	1.6%
2025	GDP	2.5% Expected

Developments of Health Sectors

It is possible that a successful and healthy society might be achieved via the promotion of entrepreneurship, innovation, teamwork, and health care. The establishment of long-term health enterprises, the promotion of international and inter-industry collaboration, and the investment in health care reform are all important focuses. In India, the provision of health care in rural areas is divided into three categories: Sub-Centres (SCs), Primary Health Centres (PHCs), and Community Health Centres (CHCs). Primary health centers are responsible for providing primary care, district hospitals are responsible for providing secondary care, and tertiary care institutions are specialized hospitals such as the All India Institutes of Medical Sciences (AIIMS). When it comes to improving health outcomes, having a staff that is well educated is of the utmost importance. The Healthcare Sector Skill Council (HSSC) is an excellent method to guarantee that the healthcare business has the individuals it needs to make a positive contribution to economic growth.

Health care startups in India that are produced in this nation have the potential to give opportunities, inexpensive health care, and accessibility to the general public with regard to health care. India and the rest of the globe are reaping the benefits of the cutting-edge medical innovations that have been produced by entrepreneurs in the field of medical technology. COVID-19 has been shown to have a positive impact on the advancement of healthcare innovation, as stated by the World Health Organization. The Apthamitra hotline was created by the government of Karnataka with the intention of providing its inhabitants with information on hospital beds, doctors on call, and other health-related issues. Through the assistance of Niti Aayog and several other government initiatives, the government of India is attempting to develop solutions for healthcare that are sustainable over the long term.

In order to encourage the production of reasonably priced medical equipment in India, a number of different schemes have been established. These include the reproduction-linked incentive (PIL) programs, Startup India, the National Digital Health Mission, and Make-In-India. Additionally, there are five parks that collaborate with the National Medical Devices Promotion Council, the Department of Rural Development and Economic Affairs (DRDO), and the governments of five states to develop an ecosystem for medical devices. It is possible for those living in rural areas as well as those living in metropolitan areas to get healthcare that is not only affordable but also easily accessible. This may be accomplished via the production and provision of medical equipment, medications, insurance, research institutions, and diagnostics.

Health Infrastructure

Increasing output requires not only the establishment of physical infrastructure but also the guaranteeing of the health and well-being of every individual in the community. The health infrastructure includes a wide range of products and services, including medical professionals, nursing homes,

paramedical personnel, beds, a variety of pieces of equipment, and drugs. There are several different types of healthcare systems, including primary health centers, district hospitals, and tertiary care facilities such as the All India Institute of Medical Sciences (AIIMS) in New Delhi, the Post Graduate Institute in Pondicherry, the National Institute of Mental Health and Neuro Sciences in Bangalore, and the All India Institute of Hygiene and Public Health in Kolkata. The three main parts of the basic health infrastructure in rural regions are community health centers (CHCs), primary health centers (PHCs), and education. This system is organized in a three-tiered structure. The government renamed the health facilities inside the city as health wellness centers (HWCs) in all of the city's tiers, beginning with the first and going all the way up to the third, as well as in the rural regions.

Table 2: Health Infrastructure 2021: Physician and Medical College Count

Doctors	No
Number of Physicians	1.27 Million
The number of medical schools	558

Source: India Brand Equity Foundation

According to the findings of the study conducted by the Indian Brand Equity Foundation, which reveals a strong growth of the health infrastructure, there are around 1.27 million doctors and 558 medical schools that are delivering services related to health care (table 2).

The Ayushman Bharat Health Infrastructure Mission Scheme is a project that was launched by the government of India with the purpose of enhancing the efficiency of healthcare delivery throughout the whole of the nation, from local villages to entire states. Additionally, the initiative will create employment opportunities for medical professionals, laboratory technicians, and pharmacists. It will also provide funding for public health infrastructure projects that are in dire need of funding in both urban and rural regions. Wellness centers will also be established in both urban and rural locations. Participation of community and non-profit organizations in the provision of fundamental medical care, the promotion of health awareness, and the facilitation of patient care is an essential component in the process of bridging the gap in access to medical care that exists between urban and rural areas.

Table 3: Hospital, Intensive Care Unit, and Allopathic Physician Numbers

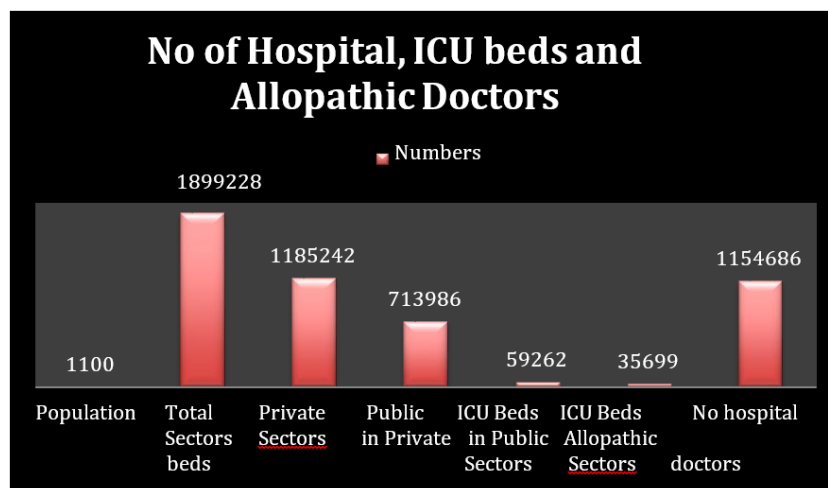| Particulars	Numbers
The populace	1100
Total number of hospital beds	1899228
The Private Sector	1185242
Governmental Sectors	713986
Private Sector ICU Beds	59262
Public Sector ICU Beds	35699
No allopathic physicians	1154686

Fig. 2: Hospital Beds, Intensive Care Unit Beds, and Allopathic Physicians

As seen in table 3 and graph 4, the different government health systems are able to fulfill the requirements of both the public and private sectors with regard to the number of hospital and critical care unit beds. There are 189,228 hospital beds available, including beds in critical care units, for every 1100 persons in the population. This includes both general and specialized hospital beds.

A Few Healthcare Programs of the India Government

With the implementation of the new National Health Policy (NHP), the Indian government is demonstrating its dedication to Universal Health Coverage (UHC), which will assist the nation in accomplishing Sustainable Development Goal 3 and will also make medical treatment more accessible to a greater number of individuals. a some of the plans include the following:

Ayushman Bharat is the third program, followed by the Senior Citizen Health Insurance Scheme, the Pradhan Mantri Swasthya Suraksha Yojana, and the senior citizen health insurance scheme. "A shocking 85.9 percent of rural Indian households do not have access to any health care insurance," the 71st round of the National Sample Survey found. "This is a shocking proportion." Manjula Wadhwa makes her appearance on October 20th, 2021.

The Aatmanirbhar Swasth Bharat Yojana was implemented at airports in an attempt to improve the flow of medicines across India and other regions of the world. This was done in an effort to increase the amount of goods that India exports.

Policies such as the Janai Suraksha Yojana, which encourages women to use public health facilities, and the Jan Aushadhi, which aims to establish pharmacies and provide high-quality generic drugs and surgical products in rural and urban areas, are examples of efforts to improve and expand access to health care. Both of these policies are examples of initiatives that are being taken to improve and expand access to health care. The two components that make up the Ayushman Bharat Program are the Health and Wellness Centers (HWCs) and the Pradhan Mantri Jan Arogya Yojana.

In order to promote healthy lives and economic development, it is essential to provide training to medical professionals via healthcare institutions. These professionals include physicians, nurses, allied health professionals, lab technicians, X-ray technicians, and phlebotomists. In addition to attracting patients from other countries who are looking for high-quality dentistry, cardiology, liver transplant, surgery, and other medical operations, this will assist to reduce the overall cost of medical care inside the country.

Digital Technology

By using digital technology, it is possible to construct health care that is not only resilient but also accessible and affordable for the people of India.

The healthcare sector, which is one of the most rapidly expanding sectors of the economy, is drawing investment from all over the globe as a result of efforts such as the Atmanirbhar Bharat Abhiyaan, the Make in India initiative, and the government's policy of allowing every single foreign direct investment. Small and medium-sized enterprises (SMEs) and micro, small, and medium-sized enterprises (MSMEs) have made significant contributions to India's economic and social development. These digital transformation and e-commerce services have helped small and medium-sized businesses (SMEs) in the retail and wholesale trade provide better medical devices to people in both urban and rural areas. As a result, hospitals, pharmaceutical factories, and other health care providers have seen their futures brighten as a result of these developments. The supply of medical equipment and supplies is one way in which small and medium-sized businesses (SMEs) contribute to the growth of the economy. These products and services include, but are not limited to, dental products, hearing aids, pacemakers, blood pressure monitors, wheelchairs, telemedicine, and surgical and non-surgical instruments. The following table provides a complete list of health technology businesses that are located in India.

Table 4: List of Indian Health Technology Startups

Name of the Start Ups	Healthcare Products/Service
Analytix Niramai	Portable cancer screening devices and other medical supplies
Qure.ai	pictures from radiology and chest X-rays
HealthifyMe	Quickness and dietary intake
PharmEasy	Phamatles
Technologies by SigTuple	Retinal picture, urine, and blood sample
The Niramai	Cancer of the Breast
Purple Does	Security of Health Data

Euor Medical	Telemedicine
Docplexus	Doctors' Network
The Artelus	Screening for retinopathy and diabetes
Tricug	Instagram Echo, Instagram ECG
Netmeds	Drugstore
Plum	Health coverage
Happy, Trustworthy Surgery	CT/MRI 3D model

The Indian Health Technology Industry is responsible for the creation of forty million employment in the health sector. Additionally, the investment for their three thousand new generation health technology companies and venture capital is estimated to be four and a half billion dollars till the year 2021.

Table 5: An Overview of the Health Technology Sector in India

Health Tech Startups	3000
VC Investment	4th Rank
VC Funding (Till2021)	$4.4 billion
Job created	40 million

Table 6: Indian Health Care Market Size

Year	2017	2020	2021	2027
Percentage	91.1	125.6	125.5	275.5Excepetion

A significant amount of growth is being seen in the health care sector in India. This rise from 91.1% in 2017 to 125.6% in 2020 is being driven by the use of digital technologies, as well as regulations regarding foreign direct investment (FDI), a large number of micro, small, and medium-sized enterprises (MSMEs), and startups in the SMEs sector. An research by PWC and the National Health Accounts predicts a 275.5% increase in the size of the Indian health care industry by 2027. Compare this to the financial year of 2021 and you'll see a CAGR of 14%.
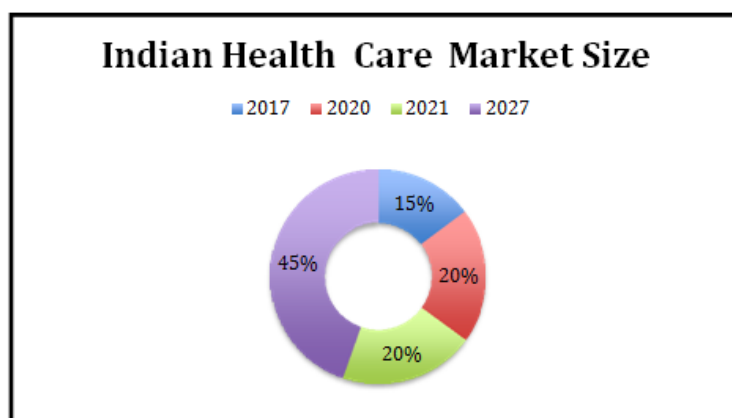

Fig. 3: Size of the Indian Health Care Market

The Indian health care market size is expanding, rising from 15% to 45%, as shown in the graph above (figure 3). Table 8 indicates that during the last five years, the health care industry has been expanding. The health care sector's market size was around 140.00 US dollars in 2016, 194.00 US dollars in 2020, and is projected to reach 372.00 US dollars by 2022.

Table 7: Health Care Growth Trend (US Dollars Billion) CAGR16.28 or Market Size

Year	2016	2017	2020	2022 Forecast
US $ billion	140.00	160.00	194.00	372.00

Table: 8 Health Care Market Size or Growth Trend (US$ Billion) CAGR16.28

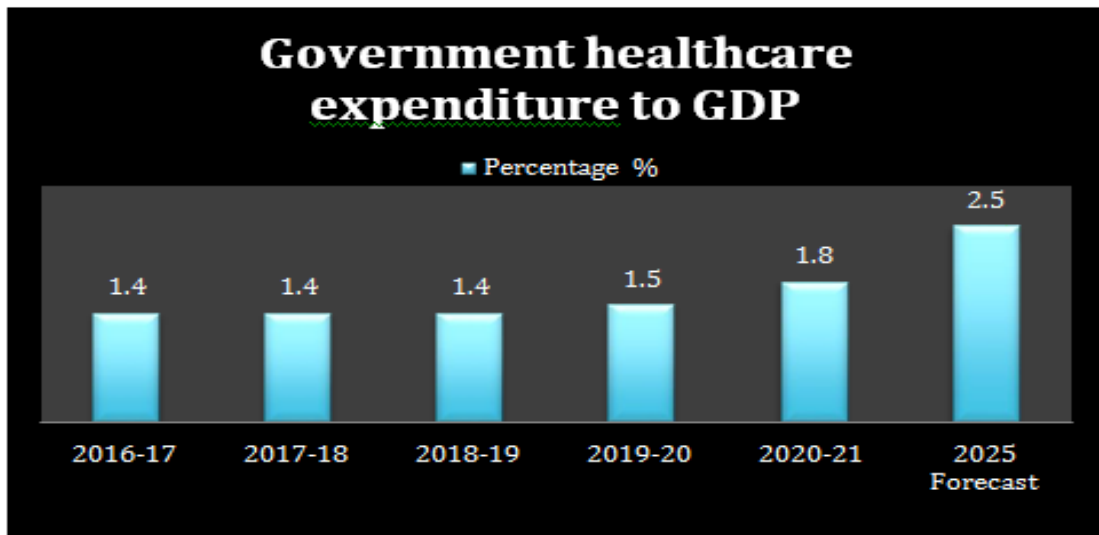| Year	2016-17	2017-18	2018-19	2019-20	2020-21	2025 Forecast
Percentage	1.4	1.4	1.4	1.5	1.8	2.5

Fig. 4: Government Spending on Healthcare Relative to GDP

According to the findings of the study, the proportion of the government's expenditure on healthcare to the GDP has been fluctuating over the course of the last five years, which is beneficial for the growing economy of the nation.

Table 9: Collection of Health Insurance Premiums

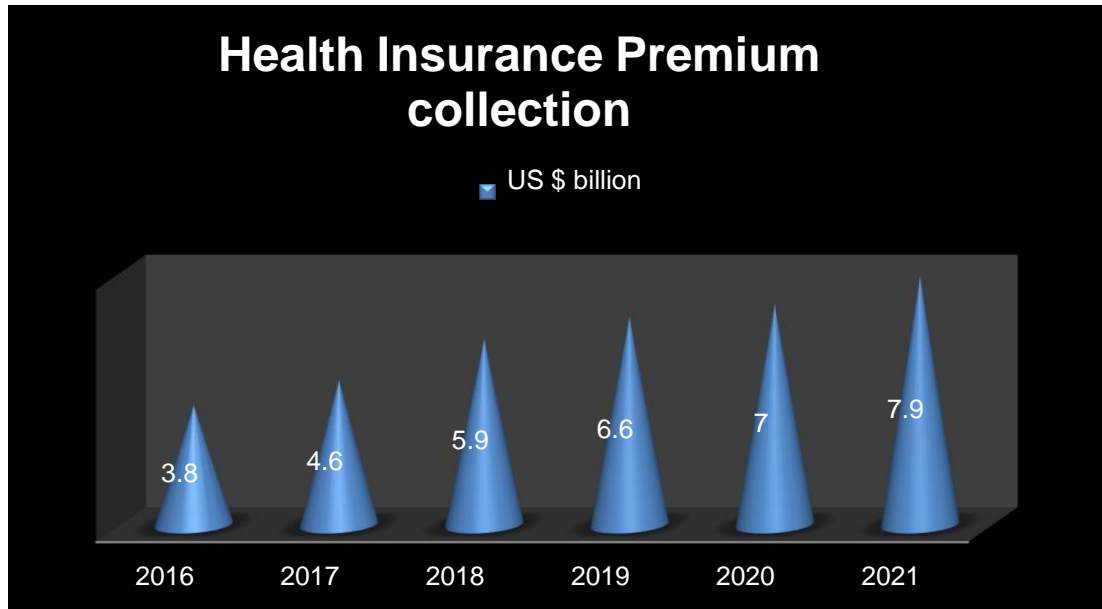| Year	2016	2017	2018	2019	2020	2021
US $ billion	3.8	4.6	5.9	6.6	7.0	7.9

Fig. 5: Health Insurance Premiums Collected Annually

As can be seen in table 9 and the accompanying graph, the amount of money collected from various health insurance premiums in India has been steadily increasing for some time now. There are a number of factors that contribute to this phenomenon, including broad awareness of health insurance, simple access to various plans, and affordable rates in both urban and rural areas.

Data Analysis

Taking a look at the seven components of an inclusive ecosystem with the intention of bringing about a revolution in health care by analyzing their advantages, disadvantages, and potential benefits When the MSME and SME sectors are mentioned, the receivers are provided with a short idea of what is going on. The findings of the research are derived from a variety of publications, some of which come from the World Health Organization (WHO), some from Niti Ayoga, and yet others from the Indian government.

Advantages

- A program that was initiated by the government with the purpose of putting an end to chromic growths and establishing a strong health care ecosystem aimed at reforming health care.

- A program that is managed by the state The availability of social and community insurance has made it possible to reduce the cost of medical treatment.

- The business and finance sector NGOs from the business sector have been successful in meeting the health standards.

- Through the creation of new opportunities for financial investment in medical care, COVID-19 has brought about a change in the country's healthcare economic structure.

- The expansion of the Indian healthcare business in terms of employment, professional competence, startups, and unicorns has created tremendous investment opportunities in the healthcare sector. These opportunities are fueled by the fact that the healthcare industry is growing.

Benefits

- The health care system and patients' quality of life have been enhanced by health technology initiatives such as mobile apps, electronic health records, and telemedicine.

- Second, in times of medical emergency, physicians may benefit from the use of IoT, AI, 3D, and ML to better offer health care services and goods to patients, which in turn can increase their life expectancy.

- The Rashtriya swastika Bhima Yojana (RSBY) is being promoted by private health insurance companies and the government's public health insurance program. This initiative aims to enhance the quality of health care insurance services for the unorganized and BPL sectors of society.

- The Ayushman Bharat Yojana's primary objective is to ensure that low-income individuals have free access to health insurance. People can benefit from this program in two ways: first, by having easy access to primary care services from family doctors; and second, by having secondary health care services provided by the PMJAY scheme for those who need specialist treatment at a reasonable cost.

- In order to innovate novel treatments, such as virtual constructions with a doctor, startups and SMEs are offering surgical centers. They have also made improvements in the sphere of public health care.

- Health care collaboration An egalitarian and long-term health care system benefits from the PPT model's increased access, improved quality, and decreased costs. Two or three entrepreneurs may launch a startup with a novel goal: to make a positive impact on society while simultaneously achieving scalable profitability.

Conclusion

The health care business dominates India's gross domestic product (GDP), making it one of the country's most important industries. Putting public health at the forefront of our priorities is absolutely necessary if we want to see any form of progress in our country.

Therefore, health entrepreneurs who are starting small and medium-sized enterprises (SME) have the ability to provide reasonably priced medical devices, products, and services that contribute to improved infrastructure, higher-quality treatment, and access to world-class medical facilities in India. This is true regardless of whether one lives in a rural village or an urban center. Niti Aayog, Aayushman Bharat, and National Healthcare are just few of the numerous initiatives that the Indian government has initiated in this sector in order to advance the cause of national development.

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