

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 2084
TO BE ANSWERED ON 08/08/2023**

PROMOTION OF MVT

2084. SMT. GEETA ALIAS CHANDRAPRABHA:

Will the Minister of **AYUSH** be pleased to state:

- (a) whether the Ministry of AYUSH has proposed to promote Medical Value Travel (MVT) in Ayurveda and other systems of medicine with India tourism development corporation of the Ministry of Tourism;
- (b) if so, the features of the this scheme;
- (c) the overall percentage increase in MVT in the country in the last five years;
- (d) whether any rise in MVT of AYUSH based medicine system is anticipated in future; and
- (e) if so, the manner in which the Tourism and AYUSH departments are working collectively to implement this scheme, the details thereof?

ANSWER

**THE MINISTER OF AYUSH
(SHRI SARBANANDA SONOWAL)**

- (a) to (e)** Ministry of Ayush has signed a Memorandum of Understanding (MoU) with India Tourism Development Corporation (ITDC), Ministry of Tourism Government of India for promotion of 'Heal in India' – Medical Value Travel in Ayurveda, Yoga and other Indian traditional systems of medicine.

India Tourism Development Corporation Limited (ITDC) has been designated as the Central Nodal Agency by Ministry of Tourism to support for promotion and development of Medical and Wellness Tourism in the country.

The Ministry of Ayush and Ministry of Tourism does not maintain data on MVT in the country. However, as per information provided by Ministry of Tourism the details of foreign tourist arriving in India during year 2017 to 2021 for medical purpose are given at below:

Year	Foreign Tourist Arrivals (FTA) for Medical purpose (in lakhs)
2017	4.95
2018	6.44
2019	6.97

2020	1.83
2021	3.04
(Source: Bureau of immigration)	

In order to boost Medical Tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism by involving Ministry of Ayush, Ministry of Health and Family Welfare, Ministry of Commerce, Ministry of External Affairs, Ministry of Civil Aviation etc.. The Strategy has identified the following key pillars:

- (i) Develop a brand for India as a wellness destination
- (ii) Strengthen the ecosystem for medical and wellness tourism
- (iii) Enable digitalization by setting up Online Medical Value Travel Portal
- (iv) Enhancement of accessibility for Medical Value Travel
- (v) Promoting Wellness Tourism
- (vi) Governance and Institutional Framework
