

**GOVERNMENT OF INDIA**  
**MINISTRY OF AYUSH**  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 976**  
**TO BE ANSWERED ON 09.12.2025**

**Promotion of Ayush based tourism in the country**

**976 Shri Ratanjit Pratap Narain Singh:**

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

- (a) whether Government's strategy to promote Ayush-based tourism in the country, especially at sites of cultural and spiritual significance;
- (b) the specific initiatives to develop and promote wellness and Ayurveda centres in Uttar Pradesh under the 'Heal in India' initiative;
- (c) whether any special package or plan has been formulated to develop integrated Ayush wellness centres in Kushinagar to cater to international Buddhist pilgrims;
- (d) the status of any proposal submitted by the State Government for establishing such a centre near the Mahaparinirvana Temple; and
- (e) the steps to ensure quality standards and accreditation for private Ayush clinics in the region?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH**  
**(SHRI PRATAPRAO JADHAV)**

(a) Yes, the Government has adopted a comprehensive strategy to promote Ayush-based tourism in the country. The Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism in consultation with other Ministries including Ministry of Ayush (MoA).

To facilitate international visitors seeking Ayush-based treatments, the Government introduced a separate category of Ayush Visa on 27 July 2023. MoA has also signed a

Memorandum of Understanding (MoU) with India Tourism Development Corporation (ITDC), Ministry of Tourism to work together for the promotion of Medical Value Travel (MVT) in Ayurveda and other traditional systems of medicine.

Further, the Medical and Ayush Visa Portal, governed by Ministry of Home Affairs is designed to streamline and regulate the entry of legitimate foreign patients, ensuring that only authorized hospitals invite genuine patients for treatment through pre-validated Medical Visas.

For promotion and propagation of MVT, MoA has successfully organized two Ayush-based Medical Value Travel Summits one for the West Zone on 30 September 2024 in Mumbai and another for the South Zone on 26 May 2025 in Chennai.

(b) to (d) As reported by the state Government of Uttar Pradesh, with the objective of keeping the public healthy through Yoga in the State, currently 225 Yoga Wellness Centers are being operated. In addition to this, facilities for Yoga and Panchakarma, etc. are being provided to the common people through 1034 Ayushman Arogya Mandirs (Ayush).

Further, to cater to international Buddhist pilgrims, State Ayurvedic Hospital operating in the wellness centres in Kushinagar Mahaparinirvana temple complex has been converted into an Ayushman Arogya Mandir (Ayush), where facilities like Yoga, Panchakarma, and Pathology testing are being provided.

(e) Quality Council of India (QCI) has set up National Accreditation Board for Hospitals and Healthcare Providers (NABH) to establish and operate accreditation programmes for hospitals, health care organizations with the objective of enhancing overall healthcare quality, strengthen systems, and promote patient safety.

Further, the State Government also informed that the Hospitals and Clinics under State undergo a physical verification followed by regular and time to time inspection.

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