

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO. 171
TO BE ANSWERED ON 21.07.2026

Promotion of medical and wellness tourism through AYUSH

171 Shri Sanjay Seth:

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

- (a) the framework developed to promote medical and wellness tourism through AYUSH centers in cultural hubs like Varanasi and Ayodhya;
- (b) whether Government has accredited new wellness centers and hospitals in Uttar Pradesh to attract international tourists;
- (c) the details of employment generated in the hospitality and wellness sectors through this initiative;
- (d) the coordination mechanisms established with the Ministry of Tourism to integrate AYUSH offerings into State tourism packages; and
- (e) the steps taken to ensure standardized quality of care and services for international patients?

ANSWER

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

(a) The Government promotes Medical Value Travel (MVT) through Ayush under a pan-India framework, which includes the National Strategy and Roadmap for Medical and Wellness Tourism, introduction of the Ayush Visa (M-3) and Ayush Attendant Visa (M-4), implementation of the Central Sector Scheme for Promotion of International Cooperation for Ayush, promotion of National Accreditation Board for Hospitals and Healthcare Providers (NABH)-accredited Ayush hospitals and wellness centres, launch of the Ayush Quality Mark,

operationalisation of Standard Treatment Guidelines (STGs), international academic collaborations and scholarships, establishment of the Ayurveda Training Accreditation Board (ATAB) and Yoga Certification Board (YCB), collaboration with the India Tourism Development Corporation (ITDC), and organization of Ayush-based Medical Value Travel Summits to promote India as a preferred destination for Ayush-based healthcare and wellness services.

Further, as reported by State Government of Uttar Pradesh, 10 Ayushman Arogya Mandirs (Ayush) in Ayodhya and 12 in Varanasi, located near major cultural and pilgrimage sites, are providing Ayush healthcare services, including Yoga consultations and Panchakarma/day-care procedures. The New State Ayurvedic College at Ayodhya has also been inaugurated to strengthen Ayush healthcare infrastructure. A 50 bedded Integrated Ayush Hospital is already operational in Bhadrasi, Varanasi delivering OPD, IPD, day care, Yoga, Panchkarma, Kshar-Sootra and other services. 03 Yoga Wellness Centres in Varanasi and 02 Yoga Wellness Centres in Ayodhya are functional.

(b) In the State of Uttar Pradesh, NABH has accredited a total 52 Ayush healthcare organizations so far. This includes 34 Ayush hospitals and 18 Panchkarma clinics/day care centres.

As reported by State Government of Uttar Pradesh, to promote Wellness Tourism in State, "Health and Wellness Policy 2026 of Uttar Pradesh" has been formulated to introduce innovative Public-Private Partnership (PPP) models, capital subsidies, and interest incentives, designed to catalyse private sector investment in Ayush infrastructure.

(c) Under Centrally Sponsored Scheme of the National Ayush Mission (NAM), Ministry of Ayush inter-alia supported the States/UTs for operationalization of Ayushman Arogya Mandirs (AAM) (Ayush) upgradation and infrastructure strengthening of Government Ayush hospitals, establishment of integrated Ayush hospitals, wherein there are provisions for deployment of necessary technical manpower as per the schematic guidelines. However, no such data is maintained by the Central Government in the hospitality and wellness sectors.

(d) Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism in consultation with other Ministries including Ministry of Ayush. Further, Ministry of Ayush 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.

(e) The launch of the Ayush Quality Mark at the Second Global Traditional Medicine Summit in December 2025 is an important step towards harmonization of quality standards with global markets. This is intended to ensure internationally accepted standards of quality, safety and efficacy with respect to specific categories of Ayush products and services.

The Bureau of Indian Standards (BIS) has also notified standards relating to Ayush products, therapies and wellness service delivery. Further, Indian Public Health Standards (IPHS) for Ayush facilities and National Accreditation Board for Hospitals and Healthcare Providers (NABH) accreditation frameworks provide structured benchmarks for service quality, patient safety, infrastructure, documentation and clinical governance in Ayush institutions.

Ministry of Ayush has established the Yoga Certification Board (YCB) which is functioning for certifying Yoga professionals and accrediting Yoga institutions.
