

GOVERNMENT OF INDIA
MINISTRY OF AYUSH
RAJYA SABHA
UNSTARRED QUESTION NO. 174
TO BE ANSWERED ON 21.07.2026

Promotion of Ayush based medical tourism

174 Smt. Rekha Sharma:

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

- (a) whether Government has formulated any roadmap for positioning India as a global hub for traditional medicine and wellness tourism;
- (b) the steps taken to promote AYUSH-based medical value travel;
- (c) whether any AYUSH clusters have been proposed in Northern India including Haryana; and
- (d) the details thereof?

ANSWER

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

(a) and (b) 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. The following steps were taken by Government to promote Ayush-based medical value travel for positioning India as a global hub for traditional medicine and wellness tourism:-

- i. To facilitate international visitors seeking Ayush-based treatment, the Government introduced the Ayush Visa on 27 July 2023. Now, the Ayush Visa (M-3) and Ayush Attendant Visa (M-4) are distinct sub-categories under the Medical Visa, enabling foreign nationals and their attendants to avail Ayush treatment in India.

- ii. 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.
- iii. Ministry has already published and operationalised Standard Treatment Guidelines (STGs) for Ayush disciplines to support evidence-based clinical decision-making and promote uniformity in therapeutic approaches.
- iv. Ministry of Ayush offers scholarships for studying Ayush courses in recognized Ayush institutions in India under International Ayush Fellowship/Scholarship Program.
- v. Ayurveda Training Accreditation Board (ATAB) was established by the Ministry of Ayush under the administrative framework of Rashtriya Ayurveda Vidyapeeth (RAV), through a Gazette Notification issued in December 2019. ATAB was created to accredit Ayurveda training courses in India and abroad that are not regulated under existing statutory bodies.
- vi. 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.
- vii. For promotion and propagation of MVT, Ministry of Ayush 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.
- viii. Ministry of Ayush is implementing the central sector scheme for Promotion of International Cooperation for AYUSH (IC Scheme). Under this scheme the Ministry provides support to Indian AYUSH drug Manufacturers/ Ayush Service providers to give boost to the export of AYUSH products and services; facilitates the International promotion, development and recognition of AYUSH systems of medicine; foster interaction of stakeholders and market development of AYUSH at international level; promote academics and research through the establishment of AYUSH Academic Chairs in foreign countries and holding training workshop/symposiums for promoting and strengthening awareness and interest about AYUSH systems of medicine at international

level. Under the IC Scheme, 27 Country to Country MoUs, 16 Ayush Chair MoUs and 57 Institute to Institute level MoUs have been signed.

- ix. During the Second WHO Global Summit on Traditional Medicine, co-hosted by India and the WHO in New Delhi from 17–19 December 2025, Ministry of Ayush actively engaged in policy deliberations and held 16 bilateral meetings with participating countries to strengthen global collaboration, regulatory alignment and international cooperation in traditional medicine, including medical value travel.

(c) and (d) No, Ministry of Ayush has not proposed any Ayush clusters specifically for Northern India, including Haryana.
