

GOVERNMENT OF INDIA  
MINISTRY OF AYUSH

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2567**  
ANSWERED ON 11/08/2026

**STUDY ON MEDICAL TOURISM IN AYUSH SECTOR**

2567 SHRI VIJAY CHINTAKAYALA:

Will the Minister of AYUSH be pleased to state:

- (a) whether Government has undertaken any survey/study regarding medical tourism for AYUSH in the country over the last five years;
- (b) if so, the details regarding the steps undertaken to boost medical tourism in AYUSH sector across the country over the last five years, especially in Andhra Pradesh;
- (c) the details regarding total amount of funds allocated, released and utilised over the last five years for the purposes of boosting medical tourism in AYUSH Sector across the country, State-wise including Andhra Pradesh; and
- (d) whether Government has undertaken any program to raise awareness of AYUSH Sector amongst foreign countries, if so, the details thereof?

**ANSWER**

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

(a) to (c) The Government has undertaken several initiatives for promotion of Ayush and wellness tourism through various Ministries/Departments. However, no dedicated nationwide study/survey exclusively on Ayush medical tourism has been conducted by the Ministry of Ayush during the last five years.

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 Ministry of Tourism promotes tourist destinations and products in a holistic manner, has produced thematic promotional films on Medical and Wellness Tourism, and promotes Yoga, Ayurveda and Wellness tourism products through the electronic, digital and social media & international platforms such as World Travel Market, London, ITB, Berlin, Arabian Travel Mart, World Expo etc.

To facilitate international visitors seeking Ayush-based treatments, the Government introduced a separate category of Ayush Visa on 27 July 2023. The 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. So far, Ministry of Ayush has organized two Medical Value Travel Summits, one for Western zone on 30.09.2024 at Mumbai with participation of States/UTs of Maharashtra, Gujarat, Rajasthan, Goa, and Dadra & Nagar Haveli and Daman & Diu, and the other for the Southern Zone on 26.05.2025 at Chennai with participation of States/UTs like Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telangana, and Puducherry, with the aim of strengthening India's position in Medical Value Travel.

Further, Ministry of Ayush is implementing the Centrally Sponsored Scheme of National Ayush Mission (NAM) through State/UT Governments and supporting their efforts in overall development of Ayush system. The State/UT Governments may avail financial assistance by submitting suitable proposals through their State Annual Action Plans as per the provisions of NAM Guidelines. However, there is no dedicated funds for medical tourism in Ayush Sector under Ministry of Ayush.

(d) Ministry of Ayush is implementing the Central Sector Scheme for promotion of International Cooperation for Ayush including Ayurveda, Yoga, Unani, Siddha, and Homoeopathy. 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; fosters interaction of stakeholders and market development of Ayush at international level; promotes 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. Ministry of Ayush has signed 27 Country to Country MoUs, 16 Ayush Chair MoUs and 57 Institute to Institute level MoUs for the international promotion and propagation of Ayush systems.

Further, Ayush Export Promotion Council (AYUSHEXCIL) notified by the Directorate General of Foreign Trade (DGFT), Ministry of Commerce and supported by Ministry of Ayush oversees exports of products of Ayurveda, Homoeopathy, Siddha, Sowa-Rigpa and Unani systems and address trade issues pertaining to these sectors. Council facilitates capacity building of its members on export procedures; organises business to business (B2B) meetings, international events, roadshows, seminars and workshops on the export of Ayush products.

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