

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4157
ANSWERED ON 27.03.2023**

MEDICAL VALUE TRAVEL

4157.DR. SUJAY RADHAKRISHNA VIKHE PATIL:

DR. SHRIKANT EKNATH SHINDE:

DR. KRISHNA PAL SINGH YADAV:

PROF. RITA BAHUGUNA JOSHI:

DR. HEENA VIJAYKUMAR GAVIT:

SHRI. UNMESH BHAIYYASAHEB PATIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether a Memorandum of Understanding (MoU) has been entered into between the Ministry of AYUSH (MoA) and the India Tourism Development Corporation (ITDC) and if so, the details thereof;**
- (b) whether the MoA and ITDC have planned any actions to improve Medical Value Travel (MVT) in India and if so, the details thereof;**
- (c) the budget estimated to promote the MVT in India by 9.9 per cent every year; and**
- (d) whether the Government and ITDC have shortlisted the places which will be focused upon to promote MVT and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Ministry of Ayush (MoA) and India Tourism Development Corporation (ITDC) signed a Memorandum of Understanding (MOU) on 23.01.2023 for promotion of Medical Value Travel (MVT) in Ayurveda and other traditional systems of medicine.

Whereas, ITDC has been appointed as Central Nodal Agency for promotion of Medical and Wellness Tourism in India by the Ministry of Tourism (MoT), Government of India (GoI).

Whereas, MoA is making efforts to promote MVT in Ayurveda and other traditional systems of medicine. The roles and responsibilities under this MoU are as follows:

- i. MoA will provide Information Education Communication (IEC) material in the form of videos, brochures to showcase therapeutic as well as wellness aspects of Ayurveda and other traditional systems of medicine.**
- ii. MoA will provide training to the officials of ITDC to sensitize them about the Medical value travel in Ayurveda and other traditional systems of medicine.**
- iii. MoA will also provide all the technical knowhow from time to time.**
- iv. MoA will identify tourist circuits where there is immense scope to promote Medical value travel in Ayurveda and other traditional systems of medicine.**
- V. MoA would assist ITDC in identifying such suitable organizations/service experts for setting up a wellness centre at New Delhi or any other locations across the country as decided by ITDC.**
- vi. ITDC will promote Heal in India – MVT in Ayurveda, Yoga and other Indian systems of medicine as well as to establish India as No.1 destination or Medical Value travel in consultation with Ministry of Tourism & Ministry of Ayush.**
- vii. ITDC may include historical heritage sites of Indian Systems of medicine (suggested by Ministry of Ayush) in tourist destinations under "Knowledge Tourism" and may develop films/literature etc. useful to tourists.**
- viii. ITDC will explore establishing Ayurveda and Yoga centre in the Hotels run by ITDC through such means as the ITDC may deem fit.**
- xi. ITDC will organize sensitization workshops in collaboration with Ayush information cells abroad, cost of which would be shared by both organizations**
- x. Any other activity as agreed by mutual consent in writing.**

(b): As per the MoU between MoA and ITDC, MoA will identify tourist circuits where there is immense scope to promote MVT in Ayurveda and other traditional systems of medicine. ITDC will promote Heal in India – MVT in Ayurveda, Yoga and other Indian systems of medicine as well as to establish India as Number 1 destination for Medical Value travel in consultation with Ministry of Tourism & Ministry of Ayush. Besides other

responsibilities, ITDC is also exploring establishing Ayurveda and Yoga centres in the Hotels run by ITDC.

(c): The Union Cabinet approved the Action Plan for Champion Sectors in Services on 28th February, 2018 to give focused attention to 12 identified Champion Services Sectors for promoting and realizing their potential, particularly from the point of view of promoting exports. On 6th September, 2019, the Expenditure Finance Committee (EFC) inter-alia approved the Ministry of Ayush proposal (under the Champion Services Sector Scheme) for “Medical Value Travel” scheme to promote:

- a. Establishment of Ayush Health Care Super Speciality Day Care Hospital; and**
- b. Skill Development in AYUSH Sector and Establishment of AYUSH GRID, with a financial outlay of Rupees 769 Crore for 2019-20 to 2023-24.**

(d): At present, the places have not been shortlisted. The execution of the MoU signed between Ministry of Ayush and ITDC is an ongoing activity. Hence, in the future, as and when needed, M/o Ayush and ITDC would seek collaboration from any entity then needed.
