

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 558
ANSWERED ON 06.02.2023**

HEAL IN INDIA PROGRAMME

558. SHRI ACHYUTANANDA SAMANTA:

Will the Minister of TOURISM be pleased to state:

- (a) whether, in a move to give a major boost to medical tourism in the country, the Government proposes to rollout a “Heal In India” programme to build India’s global image in the medical tourism;**
- (b) if so, the details thereof;**
- (c) whether the Government proposes to develop a digital platform to provide all information about hospitals, treatment, procedures, accommodation, prices of treatment etc.;**
- (d) if so, the details thereof; and**
- (e) the extent to which this step of the Government is likely to attract foreigners for medical tourism?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (e): Yes, Sir. Government of India is working on creating an enabling framework for providing health services to world at large by institutionalizing medical tourism through a Heal in India initiative. The aim of this initiative is to harness this untapped potential and showcase India as a global hub for Medical and Wellness tourism.

As conveyed by Ministry of Health and Family Welfare, the “Heal in India” initiative aims to provide impetus to the growth of medical value travel in India and promote India’s competitive strengths & advantages in terms of world-class care and treatment, wide network of traditional and modern medicine infrastructure across the country, largest pool of health professionals across the

spectrum of modern and traditional medicine, and unique offerings of Ayush.

The initiative seeks to invite the world for “integrated and holistic treatment” in India by promoting India as a “Destination of Choice” for quality healthcare services. “Heal in India” will perform the two-fold objective of providing a much-needed boost to Indian Tourism and Hospitality Industry and generating additional revenues for Indian Health sector.

Also in this initiative, Ministry of Health and Family Welfare (MoHFW) is working on creating a one-stop digital portal for medical value travel, integrating all the relevant stakeholders in the ecosystem.
