

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
UNSTARRED QUESTION NO. 1533
TO BE ANSWERED ON 28.07.2023**

INTEGRATIVE HEALTHCARE TECHNIQUES

1533. SHRIMATI GODDETI MADHAVI:

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

- (a) whether the Government has any data regarding the success of integrative healthcare techniques, i.e. a combination of modern and traditional techniques;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) whether the Government proposes to formulate any policy regarding promotion of India as a hub for medical tourism; and
- (d) if so, the details thereof and if not, the reasons therefor?

**ANSWER
THE MINISTER OF AYUSH
(SHRI SARBANANDA SONOWAL)**

(a) & (b): Yes Sir. Ministry of Ayush is actively working through Research Councils, National Institutes, Ayurgyan, Ayurwashthya schemes to study Ayush Interventions as add-on to modern medicine and other integrative research. The research outcomes are regularly published on the Ayush Research portal (<https://ayushportal.nic.in>). Integration of Ayush with National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases & Stroke (NPCDCS) has been successfully implemented as a pilot project in six districts to demonstrate the feasibility of integration of Ayurveda in managing chronic diseases. Ayush facilities and methodologies are being integrated with NPCDCS services for prevention and management of common Non-Communicable Diseases, wherein the practice of yoga is an integral part of the intervention. Integration of Homoeopathy in the NPCDCS programme is functional at 22 identified Life Style Disorder Clinics.

(c) & (d): Ministry of Tourism, Government of India has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The National Strategy aims at providing an institutional framework, strengthening the ecosystem for medical and wellness tourism, developing a brand and ensuring quality assurance. The institutional framework will take forward the cause of promotion of Medical and Wellness Tourism including the Indian System of Medicine covered by Ayurveda, Yoga, Unani, Siddha and Homoeopathy (AYUSH).

Ministry of Ayush developed a Central Sector Scheme namely Champion Service Sector Scheme for Medical Value Travel. Under this scheme, financial assistance in the form of interest subsidy is provided to private investors for the establishment of Super Specialty Hospitals/ Day Care Centres of the systems recognized under the Indian Medicine Central Council (IMCC) Act, 1970 or Homeopathic Central Council (HCC) Act, 1973.

Heal in India is an initiative of the Government to promote the Medical Tourism in the country. Under this initiative, Ministry of Health and Family Welfare & Ministry of Ayush have been working with Centre for Development of Advanced Computing and Services Export Promotion Council for developing a 'One Step' Heal in India portal for Promotion of Medical Value Travel.

Ministry of Ayush signed a Memorandum of Understanding (MoU) with India Tourism Development Corporation (ITDC), Ministry of Tourism, Government of India to work together for the promotion of Medical Value Travel in Ayurveda and other traditional systems of medicine.

For implementation and sensitization of the Indian System of Medicine (ISM) practitioners about Heal in India, Board of Ethics & Registration, National Commission for Indian System of Medicine (NCISM) has conducted various meetings with the practitioners and stakeholders of Indian System of Medicine. Details are given under:

Sr.No.	Date	Venue of the meeting
01	28.09.2022	Board of Ayurvedic & Unani Systems of Medicine, Punjab.
02	12.10.2022	India International Centre, Lodhi Gardens, Lodhi Estate, New Delhi.
03	09.02.2023	Indian National Science Academy, Bahadur Shah Zafar Marg, New Delhi.
04	09.04.2023	Ananta Convention Centre, Asapur, Varanasi, Uttar Pradesh.
05	02.06.2023	Convocation Complex, University of Kashmir, Hazratbal, Srinagar, Jammu & Kashmir.
06	29.06.2023	Dhanwantri Bhawan, West Punjabi Bagh, New Delhi.

Information brochures were distributed among the Practitioners of the ISM to sensitize them about this scheme.
