

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. 5080  
ANSWERED ON 04.04.2022**

**MEDICAL TOURISM**

**5080. SHRI ASADUDDIN OWAISI:**

**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**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (e): Yes, Sir. In order to boost Medical Tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The Strategy has identified the following key pillars:**

- (i) Develop a brand for India as a wellness destination**
- (ii) Strengthen the ecosystem for medical and wellness tourism**
- (iii) Enable digitalization by setting up Online Medical Value Travel (MVT) Portal**
- (iv) Enhancement of accessibility for Medical Value Travel**
- (v) Promoting Wellness Tourism**
- (vi) Governance and Institutional Framework**

**The strategy document envisions marketing India as a medical and wellness tourism destination under “Heal in India” brand. Under “Heal in India” campaign, an integrated communication strategy to promote brand India will be prepared and executed in partnership with the industry. This will be promoted as sub brand of Incredible India on all the digital platforms and global media campaign of the Ministry.**

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