

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.309
ANSWERED ON 04.02.2020

MEDICAL VALUE TRAVEL MARKET

309. SHRI SUSHIL KUMAR GUPTA:

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

- (a) whether Government is aware that as per the latest FICCI report, the country has the capacity to touch the \$9 billion mark by this year-end in terms of Medical Value Travel (MVT) market; and
- (b) if so, what measures are being taken to achieve this target?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)

(a): Yes, Sir.

As per a FICCI-IMS Knowledge Paper titled, 'Medical Value travel in India: Enhancing value in MVT', published in 2016, India is amongst the top 6 Medical Value Travel (MVT) destinations of the world which include Thailand, Singapore, India, Malaysia, Taiwan and Mexico. It is further informed that as per the above report, through adequate focus and effective execution, Indian Medical Value Travel, pegged at 3 billion USD in 2015, can be a 9 billion USD opportunity by 2020.

(b): The Ministry of Tourism has recognized Medical and Wellness Tourism as Niche Tourism Products and offers various facilities as given below to promote India as a preferred destination as well as facilitate the visit of medical tourists to the country:

- (i) The Ministry offers financial support as Marketing Development Assistance for Publicity and for organising Wellness and Medical Tourism Promotion shows as well as workshops/events/seminars to accredited Medical and Wellness Tourism Service Providers and Chambers of Commerce, etc.
- (ii) A film on Medical Tourism has been produced in association with BBC and is used at various for a for promotional purposes.
- (iii) Medical and Medical attendant visa has been introduced to streamline and ease the travel process of Medical tourists. The e-tourist visa regime has also been expanded to include medical visits as well.

A National Medical and Wellness Tourism Board has been constituted to provide a dedicated institutional framework to take forward the cause of promotion of Medical and Wellness Tourism including Ayurveda and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH).

The Department of Commerce and Services Export Promotion Council (SEPC) has launched a Healthcare Portal www.indiahealthcaretourism.com, as a single source platform providing comprehensive information to medical travellers on the top healthcare institutions in the country. This portal is available in English, Arabic, Russian and French.

Department of Commerce, Ministry of Commerce & Industry informed that, recognizing the important role that services sector plays in driving India's growth, the 'Action Plan for Champion Sectors in Services' was accorded approval by the Union Cabinet on 28th February, 2018, whereby, it was decided to give focused attention on 12 services sectors. 'Medical Value Travel Services' is identified as one of the 12 Champion Services Sectors. Ministry of Health & Family Welfare and Ministry of AYUSH have been identified as nodal Ministry to finalize sectoral schemes/action plans for 'Medical Value Travel Services' under Champion Services Sectors Scheme.
