

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2100  
ANSWERED ON 02.08.2021**

**PROMOTION OF MEDICAL TOURISM**

**2100. SHRI VISHNU DAYAL RAM:**

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

- (a) whether it is true that there has been an increased interest in India's ancient medical and wellness therapies;**
- (b) if so, whether the Ministry plans to roll out schemes or initiatives to promote medical tourism in India; and**
- (c) if so, the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (c): Yes, Sir. The interest in India's ancient medical and wellness therapies is growing rapidly worldwide.**

**In order to create a robust framework and synergy amongst the Central Government Ministries, State Governments and Private Sector for promoting India as a Medical and Wellness tourism destination, a draft National Strategy and Roadmap for Medical and Wellness Tourism has been formulated by Ministry of Tourism. In order to make the document more comprehensive, Ministry of Tourism has invited feedback/ comments/ suggestions on the draft National Strategy and Roadmap from identified Central Ministries, all the State Governments/ UT Administrations and industry stakeholders.**

**Apart from the above, Ministry of Tourism has taken several steps to promote India as a Medical and Health Tourism Destination, which are as follows:**

- i. In order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism,**

**Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Ministry has constituted a National Medical & Wellness Tourism Board with the Hon'ble Minister (Tourism) as its Chairman. The Board works as an umbrella organization that promotes this segment of tourism in an organized manner.**

- ii. Brochure, CDs and other publicity material to promote Medical and health tourism have been produced by the Ministry and the same are widely distributed and circulated for publicity in target markets.**
- iii. Medical and health tourism have been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin, Arabian Travel Mart etc.**
- iv. 'Medical Visa' has been introduced, which can be given for specific purpose to foreign travelers coming to India for medical treatment. 'E- Medical Visa' has also been introduced for 171 countries.**
- v. Ministry of Tourism provides financial assistance under Market Development Assistance (MDA) Scheme to Medical/Wellness Tourism Service Providers and Wellness Centres accredited by NABH for participation in Medical/Tourism Fairs, Medical Conferences, Wellness Conferences, Wellness Fairs and allied Road Shows.**

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