

Ministry of Ayush signed MoU with ITDC for Promotion of Medical Value travel in India

MoA and ITDC will explore establishment of Ayurveda and Yoga centre in the Hotels run by ITDC

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Ministry of Ayush has 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.

Dr. Shashi Ranjan Vidyarthi, Director, Ministry of Ayush and Shri Piyush Tiwari, Director (Commercial and Marketing), ITDC signed the MoU in presence of Shri Pramod Kumar Pathak, special secretary, MoA and other senior officials of Ministry of Ayush and ITDC.

According to the MoU, Ministry of Ayush will provide training to the officials of ITDC to sensitize them about the Medical value travel in Ayurveda and other traditional systems of medicine. It will identify tourist circuits, where there is immense scope to promote Medical value travel in Ayurveda and other traditional systems of medicine and provide all the technical knowhow from time to time to ITDC.

ITDC on suggestion of Ministry of Ayush will include historical heritage sites of Indian systems of medicine in tourist destinations under "Knowledge Tourism and may develop films/literature useful to tourists. It will explore establishing Ayurveda and Yoga centre in the Hotels run by ITDC and will organize sensitization workshops in collaboration.

The implementation and progress of the MoU will be monitored by a Joint Working Group (JWG) co-chaired by representatives from MoA and ITDC. The JWG will also identify the best practices adopted by Malaysia, Singapore and Thailand etc. to promote themselves as a preferred destination for Medical value travel.

In the recently concluded First Health Working Group meeting of G20 India presidency at Thiruvananthapuram, Kerala G20 delegates deliberated on opportunities and challenges to promote MVT in India.

Medical Value Travel has seen significant growth in India in recent years. According to the report 'The Global Wellness Economy: Looking beyond COVID' by the Global Wellness Institute (GWI), the Global Wellness economy will grow at 9.9% annually. Ayush based healthcare & Wellness economy is estimated to grow to \$70 billion by 2025.



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