



# **MINISTRY OF EXTERNAL AFFAIRS**

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## **PRAVASI BHARATIYA DIVAS**

**'INDIA AS A GLOBAL HEALTH AND WELLNESS HUB'**

8 January 2017

BIEC, Bengaluru

# Panel on *“Making India the Preferred Destination for Holistic Healthcare”*

In May 2016, Panel consisting of eminent members of Indian diaspora and experts within India, held Panel Discussion on *“Making India the Preferred Destination for Holistic Healthcare”*.

Panel identified specific measures to be taken by Government of India and diaspora to popularise India as a Holistic Healthcare Destination.

Recommendations of Panel were forwarded by EAM to other Cabinet Ministers for consideration. Several Inter-Ministerial meetings held to discuss implementation.

# Recommendations of Panel

Indian Diaspora should promote AYUSH as alternative treatment overseas in a systematic manner and schemes should be developed to facilitate this.

MEA and AYUSH should facilitate greater recognition abroad by finalising G-to-G Agreements, setting up AYUSH Cells in Indian Missions, signing MoUs for cooperation in traditional medicine and setting up Chairs for Ayurveda.

MEA, AYUSH and M/o Tourism should identify accredited hospitals and put them on website. Specific web portals for health tourism should be developed.

Allopathy and Holistic Healthcare should be promoted in an integrated manner in Government and private hospitals.

There is need for more clinical research on benefits of Yoga and Ayurveda.

There is immense scope for promoting India as a “Wellness destination”. M/o Tourism should develop specific packages and also encourage our hotels to provide facilities for Yoga and Holistic Healthcare.

Ayurvedic products need to be standardised and labelled. QCI should identify qualified Yoga teachers.

AYUSH should aim at creating International Degree in Ayurveda / Yoga which is open to foreign students.

AYUSH should be the apex authority to recognise degree in Ayurveda being awarded by foreign Universities.

DIPP and AYUSH should organise Fairs and Exhibitions to market holistic healthcare products, together with Indian pharmaceutical companies.

Insurance companies should be encouraged to provide reimbursement for Ayurvedic and other forms of treatment.

There is need for entrepreneurs and corporates to promote “Brand India” in Ayurveda and Yoga.

# Action Taken by MEA and AYUSH

1. AYUSH and MEA have set up 23 AYUSH Cells in 21 countries to disseminate information about Ayurveda, Yoga and Holistic Healthcare.
2. AYUSH has signed MoUs for cooperation in Traditional Medicine with 10 countries.
3. AYUSH has signed MoUs for undertaking Collaborative Research with 7 reputed Universities in USA, UK, Germany, Canada, etc.
4. AYUSH has signed MoUs with 9 reputed Universities for setting up Ayurvedic Chairs. The Chairs are to be located in Hungary, South Africa, Russia, Slovenia, Indonesia, Thailand, etc.

# Involvement of Indian Diaspora

1. In the last two years, utilization of the Fellowship Programme for Studies in Holistic Healthcare has increased considerably, with about 40-45 students from abroad availing of the Fellowship.
2. International Day of Yoga (IDY) has been celebrated with great enthusiasm by various NRI organisations. Our diaspora and Indian Doctors are also increasingly involved in promoting Ayurveda, Siddha, Unani, etc.
3. The Ministry of AYUSH has written to our Missions abroad to give wide publicity to their Schemes providing incentives for organizing Conferences / Workshops / Seminars / Trade Fairs, etc. by registered associations promoting AYUSH, as well as organisations of NRIs / PIOs. These activities can be organised in collaboration with Ministry of AYUSH / Indian Missions in the concerned country / countries.

# Accreditation of Hospitals and Experts

1. Steps taken for NABH accreditation of AYUSH hospitals. As a result, 16 Ayurvedic hospitals and 1 Siddha hospital has been accredited by NABH. These have been put up on AYUSH website.
2. QCI has been engaged to develop standards for accreditation of AYUSH Hospitals, which is nearing completion.
3. Guidelines for *Panchkarma* have been developed by QCI. Treatment protocols in Homeopathy and Ayurveda are also being developed.
4. QCI has certified 799 Yoga professionals and uploaded list on AYUSH website. The target is to certify 1000 Yoga experts by March 2017.

# Integration of Ayurveda and Allopathy

1. Ministry of AYUSH has written to Heads of prominent modern system hospitals such as Fortis, Max Healthcare, Indraprastha Apollo, Medanta Medicity as well as other major hospitals in Metros, requesting them for setting up of dedicated AYUSH wings in their hospitals. AYUSH would provide technical support for smooth functioning of these Centres.
2. Medanta is already operating a Centre of Integrated Medicine. Apollo is using Homeopathy and Yoga in all its hospitals and has set up Life Wellness Centres. It is also doing pilot project on Ayurveda research. Other hospitals are also providing facilities for holistic healthcare.
3. CGHS has started providing consultations with Ayurveda doctors and medicines in 83 out of 225 centres.

# Promotion of Ayurveda and Yoga abroad

1. The export of AYUSH drugs as food or herbal supplements has been increasing steadily. Indian companies have been stepping up their marketing activities. The total exports of Ayurvedic and other medicines has gone up to reach US\$ 259 million in 2015-16.
2. Department of Commerce has developed a specific website to encourage medical tourism called “India Healthcare Tourism”, which was inaugurated by PM in April 2015.
3. Department of Commerce & FICCI had organised “Advantage Healthcare India” from 3-5 October, 2016 in Greater Noida. Over 50 countries had participated in the event, which is now to be held annually.

4. AYUSH organised the 7<sup>th</sup> World Ayurveda Congress from 30 Nov - 1 Dec 2016 in Kolkata. Experts from India and overseas discussed regulatory provisions for providing market access to AYUSH products overseas.
5. Ministry of AYUSH in collaboration with Pharmexcil is conducting a study on “Market Access Handbook for AYUSH products in USA, ASEAN, SAARC, Europe and China”.
6. To promote Indian-made herbal & Ayurvedic products, the 1<sup>st</sup> International Aarogya Fair is being held in New Delhi in October 2017, together with Ministry of Commerce. About 300 foreign buyers are expected to attend and take part in B-to-B meetings, which would help provide increased market access for AYUSH products.



***THANK YOU AND LET US JOINTLY WORK TO MAKE INDIA A  
GLOBAL HEALTH AND WELLNESS HUB !***