

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:9
ANSWERED ON:25.07.2005
MEDICAL TOURISM
Owaisi Shri Asaduddin;Verma Shri Ravi Prakash

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has decided to use the cost advantage to hard sell India as a modern medical superpower;
- (b) if so, the measures taken by the Government to promote India as a leading destination for those seeking medical help;
- (c) whether the Government has prepared any ready-reckoner for foreign tourists seeking specialist help;
- (d) if so, the details thereof; and
- (e) the States which have been identified for promoting Medical Tourism?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a) to (e): Ministry of Health & Family Welfare and Ministry of Tourism have formed a Task Force, headed by Secretary (Health) and senior officials of the concerned Ministries and experts in the medical field, with a view to promoting India as a Health Destination for persons across the globe so as to gainfully utilize the health care expertise and infrastructure available in the country. It has also been decided to promote and market India as a Healthcare destination through collaterals/print/ electronic and internet media under the Ministry of Tourism's `Incredible India Campaign`.