

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:134
ANSWERED ON:30.11.2006
REPORT OF TASK FORCE ON HEALTH TOURISM
Ravindran Shri Pannian;Reddy Shri Karunakara G.

Will the Minister of TOURISM be pleased to state:

- (a) Whether the Task Force constituted to assess the opportunities for promoting India as a health tourism destination has submitted its report to the Government ;
- (b) If so, the salient features thereof ;
- (c) The follow-up action taken by the Government thereon; and
- (d) The steps taken to promote and publicise health tourism through its India tourism offices abroad ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b), (c) & (d): A Statement is laid on the table of the House.

STATEMENT IN REPLY TO PART (a), (b), (c) & (d) OF LOK SABHA STARRED QUESTION NO.134 ANSWERED ON 30.11.2006 REGARDING REPORT OF TASK FORCE ON HEALTH TOURISM.

(a)&(b) : A Task Force, headed by Secretary (Health) with Senior Officials of Ministry of health & Family Welfare, Ministry of Tourism and experts in the medical field has brought out the opportunities available both for the Government and private industry for promoting India as a health tourism destination.

The Sub-Committee on accreditation and price banding constituted by Ministry of Tourism has submitted its reports with the accreditation norms and price banding worked out for identified hospitals and identified specialized medical services. Indian Healthcare Federation, a Non-Governmental Organization affiliated to the Confederation of Indian Industry, on advice by Government, has prepared a guide on select Indian hospitals of the country, which could be used for health tourism purposes.

(c)&(d) : To attract more foreign tourist to the country Ministry of Tourism has already taken the following measures to promote Medical and health Tourism:

i)The Guide prepared by the Indian Healthcare Federation has been placed on Ministry's website, www.incredibleindia.org for wider publicity.

ii)Brochure, CDs and other publicity materials to promote Medical and health tourism have been produced by the Ministry of Tourism and widely circulated through its India tourism offices abroad for publicity in target markets.

iii)Medical and health tourism has been specifically promoted at various international platforms such as World Travel Mart, London, ITB, Berlin.

iv)A new category of 'Medical Visa' has been introduced for patients and their attendants coming to India for medical treatment

v)Guidelines prepared by the Department of AYUSH for accreditation of Ayurvedic and Panchkarma Centres have been circulated to all State Governments for implementation. The same has been placed on Ministry of Tourism's website www.incredibleindia.org for wider publicity.

vi)Yoga/Ayurveda/Wellness has been promoted over the last two years in the print, electronic, internet and outdoor medium under the Ministry of Tourism's "Incredible India Campaign".

vii)Brochures & CDs on Body, Mind and Soul covering the traditional system of medicine have been produced and circulated extensively by Ministry of Tourism through its India tourism offices abroad.