

**GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY,
UNANI, SIDDHA AND HOMOEOPATHY
(AYUSH)**

**LOK SABHA
UNSTARRED QUESTION NO.2937
TO BE ANSWERED ON 12TH March, 2021**

AYUSH WELLNESS SERVICES

2937. SHRI A. NARAYANA SWAMY:

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

- (a) whether any concrete measures are under the consideration of the Government to tap the potential travellers who are looking for destinations offering AYUSH based wellness services;
- (b) if so, the details thereof;
- (c) the corrective measure being taken to ensure quality and authenticity of such wellness services based on AYUSH;
- (d) whether any measures to support Micro, Small and Medium Enterprises (MSMEs) in Ayurveda medicine production is under consideration; and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF YOUTH AFFAIRS AND
SPORTS AND ADDITIONAL CHARGE OF MINISTER OF STATE (IC) OF THE
MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI KIREN RIJJU)**

(a) Yes,

(b) & (c): Ministry has developed a scheme for establishment of Ayush Super Specialty Hospitals/ Day Care Centers under Champion Service Sector Scheme for Medical Value Travel to promote Ayush based Medical tourism. Financial assistance in the form of interest subsidy will be provided to the private investors to encourage them to establish Ayush Super Specialty Hospitals/ Day care centers. These Hospitals and Day Care centers would be offering quality healthcare services through AYUSH systems of medicine to all visitors including International patient/tourist. These hospitals/ Day Care Centers will be established as per Indian Public Health Standard (IPSH) and will require obtaining NABH accreditation within one year to ensure quality and authenticity.

(d): Yes,

(e): Ministry of MSME and Ministry of AYUSH signed a MoU for the promotion of AYUSH enterprises. Ministry of AYUSH has written to the Ayurveda, Siddha, Unani, and Homoeopathy (ASU&H) Drug manufacturing association to register themselves on Udyam Registration Portal of MSME to avail the benefits of various schemes of Ministry of MSME. Under the MoU both the Ministries have also conducted entrepreneurship development programmes in various parts of the country.