

## Govt urges need to leverage medical value travel with traditional medicine

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**Under the Champion Services sector scheme, the government is working to set up day-care centres at AYUSH hospitals, launching skilling programmes for practitioners and creating an AYUSH online portal to support the industry**



Sangeeta Saxena, Director, Department of Commerce, Ministry of Commerce & Industry, Govt of India said that India has emerged as one of the most important medical value travel destination in Asia. We have an entire ecosystem of doctors, nurses, paramedical staff coupled with our traditional systems of medicine, she added.

Addressing the inaugural session of the Global Virtual Healthcare and Hygiene Expo 2020, organised by FICCI, Saxena said, “There is a need to further leverage our strengths to provide healthcare to not just to our citizens but to the rest of the world as well.”

Highlighting the issues of quality and transparency, Saxena said that a lot of work has been done in this regard. “While cost-wise we are effective, the industry needs to send out a strong message on the quality and transparency of healthcare,” she added.

Commending FICCI on launching the Code of Ethics recently, she said that in matters of life and death, the most important thing is confidence and trust.

Saxena further stated that for creating infrastructure under the Champion Services sector scheme, the government is working to set up day-care centres at AYUSH hospitals, launching skilling programmes for practitioners and creating an AYUSH online portal to support the industry. “It is envisaged to be a one-stop portal and will further facilitate the medical value traveller to find AYUSH related information and treatments,” she said.

Dr Tanuja Nesari, Director, All India Institute of Ayurveda highlighted the role of Ayurveda in the treatment of COVID-19. “AYUSH treatment is not only effective in non-communicable diseases but it is equally effective in treating communicable diseases like COVID-19,” she added.

Dr Sangita Reddy, President, FICCI said, “We believe that India has the capability of becoming the major global manufacturer in the healthcare sector. COVID-19 has pushed us to look for possible innovative ways to communicate and connect, to serve and to transform.”

Mahendra Mehta, President, Indian Pharma Machinery Manufacturers Association (IPMMA) while stating that IPMMA is the backbone to the pharma industry, said that GLOBIZ – Global Virtual Healthcare and Hygiene Expo 2020 is aimed at reviving businesses.