

Ministry of Ayush inks MoU with ITDC for promotion of medical value travel in India

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Ayush based healthcare & wellness economy is estimated to grow to \$70 billion by 2025



Ministry of Ayush has signed a Memorandum of Understanding (MoU) with India Tourism Development Corporation (ITDC), Ministry of Tourism, Government of India to work together for the promotion of Medical Value Travel in Ayurveda and other traditional systems of medicine.

Dr Shashi Ranjan Vidyarthi, Director, Ministry of Ayush and Piyush Tiwari, Director (Commercial and Marketing), ITDC signed the MoU in presence of Pramod Kumar Pathak, Special Secretary, Ministry of Ayush and other senior officials of Ministry of Ayush and ITDC.

According to the MoU, Ministry of Ayush will provide training to the officials of ITDC to sensitise them about the medical value travel in Ayurveda and other traditional systems of medicine. It will identify tourist circuits, where there is immense scope to promote medical value travel in Ayurveda and other traditional systems of medicine and provide all the technical knowhow from time to time to ITDC.

The implementation and progress of the MoU will be monitored by a Joint Working Group (JWG) co-chaired by representatives from Ayush Ministry and ITDC. The JWG will also identify the best practices adopted by Malaysia, Singapore and Thailand etc. to promote themselves as a preferred destination for medical value travel.