

“Together, Let Us Strengthen India’s Leadership in Ayush-Based Medical Value Travel and Contribute to Global Health and Economic Growth: Union Minister Shri Prataprao Jadhav

South Regional Summit on Ayush Medical Value Travel Advances India’s Vision as Global Wellness Leader

over 1,600 Ayush Visas issued to citizens from 75+ countries, India is emerging as a trusted destination for holistic, evidence-based wellness

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The South Regional Summit on Ayush Medical Value Travel, held today in Chennai, marks a significant step towards fulfilling Prime Minister Shri Narendra Modi’s vision of establishing the country as a global centre for holistic and integrative healthcare.

Under the theme ‘Ayush Medical Value Travel – Promoting Wellness, Strengthening Global Ties’, the summit highlights India’s expanding role in meeting the rising global demand for natural, preventive, and patient-centered health solutions. Southern India, with its rich heritage of Panchakarma centres in Kerala, Siddha and naturopathy institutions in Tamil Nadu and Karnataka, alongside growing research and wellness infrastructure in Andhra Pradesh, Telangana, and Puducherry, stands as a model for holistic care across the nation.

Shri Prataprao Jadhav, Union Minister of State (IC) Ministry of Ayush, the Chief guest of the event, emphasised the importance of India’s traditional systems—Ayurveda, Siddha, Yoga & Naturopathy, Unani, Sowa Rigpa and Homeopathy—in a post-pandemic world that increasingly values safe, scientifically backed, and sustainable health approaches. He urged all states to develop wellness models that are both culturally rooted and globally relevant, strengthening India’s leadership in Ayush-based Medical Value Travel and contributing to global health and economic growth.

Delivering the keynote address, Sri Satya Kumar Yadav, Hon’ble Minister of Health, Family Welfare and Medical Education, Government of Andhra Pradesh, highlighted the transformative potential of these initiatives in strengthening India’s position as a global wellness hub.

Speaking at the event, Ms Monalisa Dash, Joint Secretary, Ministry of Ayush, remarked: “Ayush-based Medical Value Travel is a key pillar of India’s strategy to promote integrative, patient-centric healthcare globally. We are enabling easier access for international patients seeking traditional treatments. Focusing on quality assurance, clinical standardization, and digital integration, the

Southern States provide a strong foundation with their rich Ayush heritage.

The summit fosters collaboration between state governments, industry leaders, and healthcare providers to expand Ayush-based Medical Value Travel. This initiative not only aims to attract international patients but also to create a sustainable and integrative healthcare ecosystem that blends India's traditional healing wisdom with modern delivery systems.

The South Regional Summit saw enthusiastic participation from 325 delegates, including representatives from Ayush healthcare centers, Ayush colleges and research institutes, health tech startups, medical tourism professionals, wellness travel facilitators, media and wellness influencers, as well as delegates from retreats, spas, wellness resorts, and other related sectors.

The inaugural session featured key addresses by Shri Prataprao Jadhav, Minister of State (IC), Ministry of Ayush; Ms. Monalisa Dash, Joint Secretary, and Mr. Arvind Varchaswi, Co-Chair, FICCI Ayush Committee.

The summit's sessions explored "Empowering Ayush & Wellness Travel: National & State Government Strategies to Promote Ayush-Based Medical Value Travel", focusing on the role of government leadership in scaling India's traditional healthcare offerings globally. The session includes the activities of the State Govt delivered through the Governments of Kerala, Karnataka, Tamil Nadu, and Puducherry which highlighted key initiatives aimed at promoting Ayush-based medical value travel, strengthening wellness infrastructure, and enhancing India's appeal as a holistic health destination.

The second session of industry perspectives, with participation from leaders from reputed organisations including Kairali Ayurvedic Group, Dr. JRK's Pharmaceuticals, Apollo AyurVAID Hospitals, Arya Vaidya Pharmacy, SKM Siddha & Ayurveda, Niraamaya Retreats, and Meitra & Viia. These discussions underscored the collaborative momentum required to position India as a premier global destination for traditional healing and holistic wellness.

The event concluded with a call to action to further focus on quality, safety, and patient satisfaction, ensuring that the healing touch of Ayush reaches the global community by exploring the potential of Ayush sector in offering medical healthcare services.

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