

**MINUTES OF THE MEETING OF THE SUB COMMITTEE III OF THE NATIONAL MEDICAL AND WELLNESS TOURISM BOARD ON MARKETING AND PROMOTION HELD ON 13<sup>TH</sup> JANUARY 2017, NEW DELHI**

The Sub Committee III meeting of the National Medical and Wellness Tourism Board on Marketing and Promotion was held under the chairmanship of Joint Secretary (Tourism) in New Delhi on 13<sup>th</sup> January 2017. The list of those attended is given at **Annexure**. The members were welcomed by Smt. Neela Lad, DDG (NT) and briefed about the recommendations of the Sub Committee in its first meeting on 27<sup>th</sup> April 2016 and the status of the recommendations so far. The recommendations and the deliberations that took place with each as follows.

**Recommendation 1:** There is a need to popularize the products and back end services related to Yoga and Ayurveda in selected markets.

**Deliberation:** The Committee accepted the same.

**Recommendation 2:** The website [www.indianhealthcaretourism.com](http://www.indianhealthcaretourism.com) launched by the Services Export Promotion Council be improved with linkages provided to websites of accredited service providers as well as websites of Ministry of Tourism (MoT) and Ministry of External Affairs (MEA) through well publicized criteria.

**Deliberation:** The members would review the website and send the comments to the SEPC for improvements on the same. The Committee was also informed that the [indianhealthcaretourism.com](http://indianhealthcaretourism.com) website has a price band for various procedures for both Allopathic and Ayurvedic treatments. When the members would review the website and the costs mentioned would also be reviewed. It was decided that Indian Medical Association (IMA) would give a report after reviewing the website.

**Recommendation 3:** Identify popular destinations other than metros and encourage tour operators and travel agents by offering packages to these destinations with active support from State Governments.

**Deliberation:** FHRAI and IATO would identify such destinations and also allied facilities. MoT would also write to State Tourism Organizations for conducting such an exercise at the state level.

**Recommendation 3:** Ministry of Tourism to come up with creatives for promotion of Ayurveda and wellness to be followed by an advertising plan based on country specific market strategies.

**Deliberation:** Chairman informed that MoT is working on these issues and added that BBC is making a film on Medical Tourism and could be shared with the stakeholders. It was also informed that films on Yoga and Ayurveda are also being produced. Chairman requested the members to provide list of subject specific media that could be provided to the media planning agency of the Ministry. It was also decided that country specific marketing study should be done for Medical Tourism and if needed, a consultant should be engaged for the same. The various studies/recommendations done by the Chambers of Commerce (CII, FICCI, PHDCCI) would be shared with the Ministry by email ([ramkumarv@nic.in](mailto:ramkumarv@nic.in)) for compilation. The PR agencies appointed by the overseas India Tourism.

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**Recommendation 4:** Consider hosting of conferences involving stakeholders, PR agencies etc. on PPP model under the initiative of FICCI and PHD CCI.

**Deliberation:** The Chambers of Commerce are keen to do the conferences. However, it was felt that there should be separate fund/guidelines for support to such organizations for organizing the conferences for Medical Tourism and that it should be delinked from the general tourism events by the Trade Industry Associations. Views of Ministry of Commerce should also be taken in this regard.

**Recommendation 5:** MEA to take up in bilateral for a of identified markets issue of acceptance of NABH certification at par with that of JCI.

**Deliberation:** MEA would be provided a list of identified markets which could be used for bilateral acceptance. NABH would provide the documents comparing and contrasting the accreditation process of NABH and JCI so that the Missions could pitch to the respective governments in identified markets which have potential for development of Medical Tourism to India.

**Recommendation 6:** Publicize the MDA scheme of Ministry of Tourism for participation in medical conferences abroad.

**Deliberation:** NABH and IMA be provided the guidelines for publicizing them amongst members and accredited institutions.

**Recommendation 7:** Provide indicative cost of medical procedures on National Health Portal.

**Deliberation:** Committee was informed that [www.indianhealthcaretourism.com](http://www.indianhealthcaretourism.com) has provided the indicative cost of the procedures.

2. The recommendations of the Sub Committee following the deliberations are therefore summarized as follows:

- a. IMA would review the site [www.indianhealthcaretourism.com](http://www.indianhealthcaretourism.com) and provide inputs on improving the site.
- b. FHRAI and IATO would submit a report on facilities and packages for promoting medical tourism to secondary destinations. State Governments would also be requested to undertake such an exercise at their end.
- c. The members of Commerce Association would provide marketing studies/recommendations regarding Medical Tourism conducted so far to Ministry of Tourism by email to [ramkumarv@nic.in](mailto:ramkumarv@nic.in) for compilation. Ministry could also consider engaging a consultant to study the major markets for Medical Tourism to India.
- d. NABH would provide a dossier comparing and contrasting their accreditation process with that of JCI and this would be taken up by MEA during bilateral with identified countries to make the NABH accreditation accepted in those countries.
- e. Ministry of Tourism would provide the guidelines of the MDA scheme to IMA and NABH who can circulate it amongst its members and accredited institutions.

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**ANNEXURE**

**MINISTRY OF TOURISM**  
**MEETING OF THE SUB COMMITTEE III OF NATIONAL MEDICAL AND**  
**WELLNESS TOURISM BOARD**  
**13<sup>TH</sup> JANUARY 2017, TRANSPORT BHAWAN, NEW DELHI**  
**ATTENDANCE LIST**

<b>Sl. No.</b>	<b>Name of Organisation</b>	<b>Name of Representative</b>	<b>Contact Tel. No.</b>	<b>Contact E-Mail ID</b>
1.	FICCI	Shri Praveen Mittal	9810401125	<a href="mailto:praveen.mittal@ficci.com">praveen.mittal@ficci.com</a>
2.	IMA	Shri Vinay Aggarwal	9811050403	<a href="mailto:vinayagggar@yahoo.com">vinayagggar@yahoo.com</a>
3.	PHD Chamber of Commerce & Industry	Shri Yogesh Srivastav	9971998934	<a href="mailto:yogesh@phdcci.in">yogesh@phdcci.in</a>
4.	FHRAI	Shri Amitabh Devendra	9818389727	<a href="mailto:sg@fhrai.com">sg@fhrai.com</a>
5.	MEA	Ms. Alka Sarkar	7042408020	<a href="mailto:used3@mea.gov.in">used3@mea.gov.in</a>
6.	CII	Ms. Swati Thakre	8130493994	<a href="mailto:swati.thakre@cii.in">swati.thakre@cii.in</a>
7.	NABH	Ms. Deepti Mohan	9899786417	<a href="mailto:deepti@nabh.co">deepti@nabh.co</a>