

Session Name:	Session on Investments and Medical Value Travel for Ayurveda in India
Speaker/Panelists:	<ol style="list-style-type: none"> 1. Shri Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Government of India 2) Shri Sudhanshu Pandey, Joint Secretary, Ministry of Commerce, Gol 3) Mr. Rajiv Vasudevan, Chairman CII Core Group on Ayurveda & CEO and MD AyurVAID Hospitals 4) Dr S SajiKumar, Chairman, CII Kerala State Council & Managing Director, Dhatri Ayurveda Pvt Ltd 5) Dr. Abhik Moitra, President and Founder Director, HBG Medical Assistance 6) Mr Abhishek Ramesh, Executive Director, Kairali Ayurvedic Group
Key Data Shared:	<ul style="list-style-type: none"> • 3500+ Ayurveda Hospitals in Oman • 80% wellness market is (European + US)- 20% is medical treatment (Africa + Middle East) • There are 3000 hospitals, 23000 dispensaries with respect to Ayurveda treatment in India • Increase of 10% foreign patients for Ayurvedic treatment per year in India. In 2017 there was a total increase of 15.6% for medical value tourism • 2.4 million Foreigners visiting India for Yoga every year. • 600 thousand tourist with Medical Visa for Ayurveda treatment under medical value tourism • 3 companies recognized and started reimbursing Ayurvedic treatment in India- Bupa, Cigna, Magma • Ayurmanbharat scheme covers the AYUSH treatment now. • 60% of African patients come lone to Indian for treatment.

Topics Covered:	Investment opportunities, International Collaborations for setting up Ayurvedic facilities in foreign countries like Africa, Kenya, Export Promotion, Facilitating Visas and other Services in Medical Value Travel in India, what India has to offer in Ayurveda, Healthcare & Tourism, Investments required to make the sector grow.
Issues Highlighted Including during Q&A	<ol style="list-style-type: none"> 1. Establishing a G2G in Ayurveda to have better collaborations and partnerships related to healthcare and better patient care. 2. Ayurvedic drugs are marketed as nutraceuticals globally at present, provision should be made that they could be considered as medicaments. 3. In exports external Ayurvedic drugs are being marketed globally but the Ayurvedic drugs of Indian origin are still being preferred by foreign patients because of the trust-factor. 4. With services Ayurvedic products should also be considered mandatory for providing holistic approach of Ayurveda. 5. How Ayurveda and Yoga can be helpful in structuring the diet and fitness chart personalized keeping in mind the DNA and Genomic structure of any sportsman to enhance their performance and physique (solution shared in point no2 below) 6. How can we reach out to the latest reports and research published relating to the new studies in Ayurveda and other traditional medicines
Recommendations	<ol style="list-style-type: none"> 1. A meeting with India PSUs and SEPC with Ministry of AYUSH should be organized to develop new policies for promoting Ayurveda 2. Ayurgenomics have the studies that can support this kind of activity of framing a diet and fitness chart for anyone depending on their body structure and their prakriti of vatta/pitta/kappa.

3. In order to make Ayurveda a brand it needs to be differentiated from other systems of medicine so that it gets a unique identity
4. Knowledge sharing is another important aspect with respect to Ayurveda
5. Need effective strategies that would not only drive export of Ayurveda abroad but also need to popularize Ayurveda within the country
6. There needs to be **Government to Government meetings/interactions** and **regulator to regulator interactions**, to understand the value of Ayurveda and efficacy and the knowledge it is based on
7. Insurance issue also needs to be taken into consideration so that there is no problem for patients in seeking medical reimbursement in their own country after taking ayurvedic treatment in India
8. Ayurveda is based on science and people need to be made aware of that. One will get a lot more leads after the science of Ayurveda healing is known. Thus, dissemination of knowledge is required
9. Ayurveda can be a huge success especially among the elderly who prefer natural solution rather than going for a quick fix such as surgical intervention
10. There needs to be good quality HR and skilling
11. Ayurvedic rehabilitation is a potential area for business
12. Allow collaboration between educational institutions and Ayurveda companies to facilitate research in the field