

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM
(NICHE TOURISM DIVISION)**

C-1 Hutments,
Dalhousie Road,
New Delhi – 110 011

No.7-1 (4)/2014- NT -Part 1

Dated: 6th December 2016

**REVISED GUIDELINES FOR THE PROMOTION OF WELLNESS AND MEDICAL
AS NICHE TOURISM PRODUCTS**

1. Preamble:

1.1. 'Wellness' is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. 'Wellness Tourism' can, therefore, be defined as travel that involves to experience an active process of becoming aware of and making choices toward a more successful existence. In other words, 'Wellness' is a view of health that emphasizes the state of the entire being and its ongoing development.

1.2. India has always been known for its rich heritage of 'Wellness' traditions and has enormous possibilities to offer to 'Wellness' seekers. The Indian 'Wellness' industry is one of the fastest growing segments of the travel and leisure industry. India has the potential to become a leading 'Wellness' destination for the global travellers. Therefore, there is a need to position India as preferred destination for Wellness Tourism, wellness being an integral part of the Indian way of life.

1.3. 'Medical' Tourism (also called Medical Travel, Health Tourism or Global Health Care) is a term used to describe the rapidly growing practice of travelling across international borders to seek Medical services. Services typically sought by travellers include elective and essential procedures as well as complex surgeries etc.

1.4. India holds an advantage as a Medical Tourism destination due to the following factors:

- i. Most of the medical practitioners and surgeons at Indian Hospitals are well trained or have worked at some or other time in the leading medical institutions of the world.
- ii. Most of medical practitioners and nurses are fluent in English.
- iii. Top of the line medical and diagnostic equipments from global

- international conglomerates are available at many Indian hospitals.
- iv. The cost of quality of medical procedures and services are low in India when compared to other competitors in the field.

1.5. Realizing the potential to develop and promote Wellness and Medical Tourism as the niche tourism products among international tourists, the Ministry of Tourism, Government of India, has formulated following guidelines.

2. Mission:

2.1. To promote India as a holistic tourism destination for 365 days offering varied niche tourism products.

3. Association:

3.1. All stakeholders engaged in Wellness and /or Medical Tourism activities would endeavour to form either Wellness Tourism Association of India or Medical Tourism Association of India or Wellness and Medical Tourism Association of India, which will have open all India membership, is committed for holding elections at regular intervals & hold annual Audit of Accounts and is registered as a non profitable society.

4. Support under the Marketing Development Assistance (MDA) scheme for Wellness Tourism Service Providers (WTSPs) and Medical Tourism Service Providers (MTSPs):

4.1. The Wellness Tourism Service Providers including Wellness Centres, SPAs and Wellness Tourism Facilitators (WTFs) i.e., Travel Agents and Tour Operators engaged in Wellness Tourism and Medical Tourism Service Providers (including Hospital and Medical Tourism Facilitators (MTFs) i.e., Travel Agents and Tour Operators engaged in Medical Tourism as per eligibility in para 4.2 below will be provided financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme administered by the Ministry of Tourism, Government of India for the Fairs/ Events/ Road Shows approved by the Ministry of Tourism, Niche Tourism Division.

4.2. Financial assistance as per the provisions of the Marketing Development Assistance (MDA) scheme would be provided to the

- i. WTSPs i.e., Representatives of Wellness Centres including SPAs accredited by the National Accreditation Board of Hospitals (NABH) and / or AYUSH or State / UT Governments.

- ii. MTSPs i.e., Representatives of Hospitals accredited by the Joint Commission for International Accredited Hospitals (JCI) and / or the National Accreditation Board of Hospitals (NABH) and / or State Governments.
- iii. Wellness Tourism Facilitators and Medical Tourism Facilitators i.e., Representatives of Travel Agents/Tour Operators approved by the Ministry of Tourism, Government of India and who are engaged in Wellness and Medical Tourism.

4.3. Procedure for submission of Application:

- (i) The eligible WTSPs/MTSPs/WTFs/MTFs shall obtain prior approval of the Ministry of Tourism, Government of India, before proceeding abroad to participate in any trade fair/exhibition. The **application** shall be submitted directly to the office of **Assistant Director General, Niche Tourism**, Ministry of Tourism, Government of India, C-1 Hutments, Dalhousie Road, New Delhi – 110 011, in the prescribed format (Annexure-I and Annexure III for WTSPs & MTSPs and WTFs & MTFs, respectively) at least 90 days in advance, along with following documents:
 - (a) Proof of accreditation of WTSPs by the AYUSH or NABH and or State / UT Governments; and
 - (b) Proof of accreditation of Hospital by JCI or NABH in case of MTSPs.
- (ii) After participating in Wellness and Medical Tourism Fairs / Wellness and Medical Shows / Wellness and Medical Promotional Events abroad for which prior approval had been accorded by the Ministry of Tourism, the WTSPs & MTSPs and WTFs & MTFs, respectively, would submit the Application form for **MDA Claim**, in the prescribed format (Annexure II & Annexure IV for WTSPs & MTSPs and WTFs & MTFs, respectively), directly to the office of **Assistant Director General, Niche Tourism**, Ministry of Tourism, Government of India, C-1 Hutments, Dalhousie, Road, New Delhi – 110 011, immediately on return to India but positively within one month of his / her return to India.

4.4. Besides, above provision, all other provisions of MDA scheme administered by the Ministry of Tourism, Government of India shall be applicable for release of MDA to WTSPs, MTSPs, WTFs and MTFs.

5. Wellness and Medical Tourism Promotion Committee (WMTPC) constituted for considering all financial assistance except MDA:

- (i) Tier I Committee to consider cases for support upto Rs 15.00 Lakh
 - a. Joint Secretary, MoT dealing with Niche Tourism- in the chair
 - b. Director/ Dy Secy (Finance), MoT
 - c. Representative of Ministry of Health and Family Welfare
 - d. Representative of Ministry of AYUSH
 - e. Director, NABH
 - f. Representative from IATO, FHRAI, HAI and ADTOI
 - g. DDG/DySecy/Director Niche Tourism-Member Secretary

- (ii) Tier II Committee to consider cases for support for amounts between Rs 15.00 lakh to Rs 25.00 lakh
 - a. Secretary (Tourism) in the chair
 - b. Addl Secretary & Financial Adviser, MoT
 - c. Joint Secretary, MoT dealing with Niche Tourism
 - d. Representative of Ministry of Health and Family Welfare (JS level)
 - e. Representative of Ministry of AYUSH (JS Level)
 - f. Director, NABH
 - g. Representative from IATO, FHRAI, HAI and ADTOI
 - h. DDG/DySecy/Director Niche Tourism-Member Secretary

6. Publicity:

6.1. There are a number of marketing and promotional measures available to reach the Wellness & Medical Tourism market. The Ministry of Tourism would consider providing financial support in the ratio of 50:50 for making publicity and promotional material subject to the condition that the Ministry of Tourism would provide a maximum of Rs.10.00 lakh under the category for each stakeholder in a financial year. This support would not be given for airing time on television / radio. This support will be given only on open EOI basis.

7. Promotion through workshops / events / meets / seminars:

7.1. The Ministry of Tourism would provide financial assistance for organizing workshops/events/meets/seminars having focus on promotion of Wellness and Medical Tourism subject to the conditions;

- (i) A maximum amount of Rs.10.00 lakh will be provided for each workshop/event/meet/seminar on 50:50 cost sharing basis.
- (ii) Each workshop/event/meet/seminar will have at least 100 participants of which at least 50 percent would be foreign passport holders not living in India.
- (iii) This support will be also be given on open EOI basis.

8. For organizing Wellness and Medical Tourism Promotion Shows:

8.1. Shows with exhibits, suppliers and buyers participation for promotion of Wellness & Medical Tourism on the lines of other tourism product shows will be supported financially by the Ministry of Tourism subject to the condition that a minimum of 75 participants will participate in the show and there will be at least 40 percent foreign buyers. The maximum financial assistance that can be provided will be up to a maximum of Rs.25.00 lakh on 50:50 sharing basis. Such assistance would be given only to the State Governments / Chambers of Commerce / National Wellness & Medical Associations. In case, the Ministry of Tourism wants to set up its own Wellness and / or Medical Show that will be done on the basis of an open EOI.

9. Use of Incredible India logo:

9.1. The Incredible India brand is one of the most recognized brands internationally. The Ministry of Tourism would give permission for the use of Incredible India logo for the wellness and medical tourism promotion events, films, literature etc., as per the prescribed procedure from time to time.

10. Capacity building:

10.1. Trained human resource is an important component of any tourism product, including Wellness & Medical Tourism. A large number of tourism service providers in the organized/unorganized sector require basic and advanced training in related areas to provide better service standards and consumer satisfaction. The Ministry of Tourism would provide financial support for training courses focussed on skill providing, skill up-gradation and skill certification courses for the persons engaged in Wellness & Medical Tourism sector as per the Capacity Building for Service Providers (CBSP) scheme guidelines of the Ministry of Tourism. The training could be at various levels, i.e., basic level, higher level, advanced level and specialized. (CBSP guidelines are available on the Ministry of Tourism website titled www.tourism.gov.in).

11. Participation in fairs and events:

11.1. The Ministry of Tourism would provide space up to 4 Square Metres to Wellness and / or Medical Tourism Associations at major international fairs for promoting Wellness and Medical Tourism at cost.

12. Disclaimer:

12.1. The Ministry of Tourism, Government of India reserves the right to issue clarifications, modify or amend the guidelines from time to time, without assigning any reasons, thereof.

.....
File No. 7-1(4)/2014-NT-Part 1 dated: 06.12.2016

Annexure I

Application form for Wellness Tourism Service Providers (WTSPs) / Medical Tourism Service Providers (MTSPs), Wellness Centres Service Providers (WNCSP) for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs / Medical Tourism Fairs, Wellness Conferences / Medical Conferences sand Allied Road Shows:

1	Name of the Hospital with full Address/ Name of the Wellness Centre with full address	
2.	Name and designation of the person going abroad	
3.	Certificate regarding accreditation by JCI/NABH/State Governments/AYUSH/NABH	No. & Date: Valid up to:
4.	Name of Wellness and Medical Tourism Fairs /Wellness and Medical Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit	
5.	Date of departure from India	
6.	Date of arrival in India	
7.	Details of the financial assistance availed earlier under the MDA scheme: a) Name of countries visited/ exhibitions participated b) Name of the Persons c) Dates d) MDA amount received	

Place:

Signature

&

Date:

Designation with stamp

Annexure II

Claim form for Wellness Tourism Service Providers (WTSPs) / Medical Tourism Service Providers (MTSPs), Wellness Centres Service Providers (WNCSP) for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs and Medical Tourism Fairs / Wellness and Medical Conferences and Allied Road Shows:

1.	Name of the Hospital with full Address / Name of the Wellness Centre with full address	
2.	Name and designation of the Person who participated in Approved Wellness and Medical Tourism Fairs / Wellness and Medical Conferences and Allied Road Shows abroad	
3.	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional activity abroad. (Please attach a copy of the approval later.)	
4.	Certificate regarding accreditation by JCI/NABH/State Governments/AYUSH / NABH	No. & Date: Valid up to:
5.	Name of Wellness and Medical Tourism Fairs /Wellness and Medical Conferences and Road Shows / Exhibitions and the countries along with the dates/duration of the visit	
6.	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
7.	Actual date of arrival in India (Please attach self certified photocopy of passport highlighting date of arrival)	
8.	Details of Number of proposal(s) already submitted in the same financial year	
9.	Details of the financial assistance availed earlier under the MDA scheme: a) Name of countries visited/ exhibitions participated b) Name of the Persons	

	c) Dates d) MDA amount received (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
10.	Expenditure incurred on:	
(a)	Actual expenditure incurred on return airfare by economy excursion class (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
(b)	Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in Wellness Tourism Fairs and Medical Tourism Fairs / Wellness and Medical Conferences and allied Road Shows) (Please attach original voucher/bank advice/receipt etc., evidencing payment made, along with three self certified photocopies thereof). (Also furnish a Statement of Expenditure)	
	Total expenditure incurred (a + b)	
11.	Amount being claimed	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the Hospital accountable/Wellness Centres and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date:

Annexure III

Application form for Wellness Tourism facilitators / Medical Tourism facilitators for obtaining prior approval under MDA scheme for participation in approved Wellness Tourism Fairs/ Medical Tourism Fairs, Wellness Conferences / Medical Conferences and allied Road Shows

1.	Name of the firm with full address/Name of the Wellness Centre with full address	
2.	Name and designation of the person going abroad	
3.	Proof regarding recognition of the Ministry of Tourism as approved Tour Operators.	No. & Date: Valid up to:
4.	Proof regarding Foreign Exchange Earnings (FEE) from Medical Tourism (year wise turnover and commission to be shown separately)	
5.	Name of approved Wellness Tourism Fairs / Medical Tourism Fairs / Wellness Conferences and Medical Conferences and allied Road Shows and the countries along with dates/duration of visit	
6.	Date of departure from India	
7.	Date of arrival in India	
8.	Details of the financial assistance availed earlier under the MDA scheme: a) Name of countries visited/ exhibitions participated b) Name of the Person(s) c) Dates d) MDA amount received	

Place:

Signature

&

Date:

Designation with stamp

Annexure IV

Claim Form for Wellness Tourism Facilitators / Medical Tourism Facilitators under MDA scheme for participation in approved Wellness Tourism Fairs and Medical Tourism Fairs, Wellness Conferences / Medical Conferences and allied Road Shows

1.	Name of the firm with full address/Name of the Wellness Centre with full address	
2.	Name and designation of the Person who attended the Wellness Tourism Fair / Medical Tourism Fair / Exhibition abroad	
3.	Whether prior approval of the Ministry of Tourism obtained for undertaking promotional tour abroad. (Please attach a copy of the approval letter.)	
4.	Proof regarding recognition of the Ministry of Tourism as approved Tour Operators.	No. & Date: Valid up to:
5.	Proof regarding Foreign Exchange Earnings (FEE) from Wellness Tourism and Medical Tourism	
6.	Name of approved Wellness Tourism Fairs /Wellness Tourism Fair/Medical Conferences/Wellness Conferences and allied Road Shows and the countries along with dates/duration of visit	
7.	Actual date of departure from India. (Please attach a self certified photocopy of passport highlighting date of departure)	
8.	Actual date of arrival in India (Please attach a self certified photocopy of passport highlighting date of arrival)	
9.	Details of Number of proposal(s) already submitted in the same financial year	
10.	Details of the financial assistance availed earlier under the MDA scheme for participation in approved Wellness Tourism Fairs / Medical Tourism Fairs / Wellness Conferences / Medical Conferences/ and allied Road Shows (Please furnish details of countries/fairs and exhibitions, name of the persons who	

	went abroad and the amount of financial assistance received in each case)	
11.	Expenditure incurred on:	
a)	Actual expenditure incurred on return airfare by economy excursion class (Please attach original air ticket/jacket used during the journey along with three self certified Photostat copies)	
b)	Actual expenditure incurred on stall, decoration, water and electricity (in case of participation in approved Wellness Tourism Fairs/Medical Tourism Fairs / Wellness Conferences / Medical Conferences and allied Road Shows) (Please furnish details of countries/fairs and exhibitions, name of the persons who went abroad and the amount of financial assistance received in each case)	
	Total expenditure incurred (a+b)	
12.	Amount being claimed	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I bound myself and the Hospital accountable/Wellness Centres and responsible for any incorrect information given in the above statement and shall immediately refund amount received on the basis of wrong information provided in the above statement.

Signature _____

Name _____

Designation _____

Office Seal:

Place:

Date:

