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भारत सरकार
आयुष मंत्रालय
Government of India
Ministry of Ayush

D.O. No. V-17020/9/2024-ADS-Part(2)
Dated 2nd September, 2024

Dear Sir/ Ma'am

The Govt. of India has identified the 'Ayush-based Medical Value and Wellness Travel' as one of the priority areas having immense commercial potential. The Ministry of Ayush will be organizing a series of events throughout the country to promote the sector.

2. The Ministry of Ayush under the dynamic leadership of Sh. Prataprao Jadhav, Hon'ble Union Minister of State (Independent Charge) is organizing the first event of this series for the States of West Zone on **11th Sept. 2024** at Hotel **Trident, Nariman Point, Mumbai**. The stakeholders such as Ayush Hospitals, Wellness Centres, Yoga Centres, Tour operators, Insurance companies, manufacturers etc. from Goa, Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Daman & Diu and Dadra-Nagar Haveli will be participating in the event. FICCI, Ayushexcil (Ayush Export Promotion Council) and Invest India are working on behalf of the Ministry to organize the event.

3. Sh. Prataprao Jadhav, Hon'ble Union Minister of State (Independent Charge) for Ayush has invited the Hon'ble Chief Minister of Maharashtra as the Chief Guest for the Inaugural function of the event. Sh. Prataprao Jadhav, Union Minister of State (Independent Charge) for Ayush will be the Guest of Honour. The State Ministers for Ayush/Health/Tourism from the States of West Zone are invited as special guests for the inaugural function.

4. As you are aware, the Govt. of India has taken many steps including the Notification of "Ayush Visa" as a separate category of Visa to facilitate foreign travellers from different countries to come to India to avail Ayush services in various Ayush as well as Integrated facilities across the country. Senior officers of the Ministry of Ayush, Ministry of Tourism and State officers of the Ayush/Health/Tourism Department will share the initiatives taken by Central and State Govts with stakeholders, to promote the Ayush Medical Value Travel and Wellness Sector.

5. It's my pleasure to invite you as a delegate to the event. Also, you may share this information with all the members of your organization and other stakeholders. Kindly register on the [Registration Link](https://forms/gle/3ssyKy8YA8qoXaA) <https://forms/gle/3ssyKy8YA8qoXaA> .

6. You may also like to display the details and achievements of your organization in the exhibition arranged on the sidelines of the event.

7. I am sure that the event will benefit you greatly in shaping your aspirations in the field of Ayush Medical value and Wellness Travel sector and realizing the global opportunities.

8. The details of the event can be seen at www.ayush-mvtsummit.com. For any queries, you may write to any of the following email IDs:

- i. ADS - develop-ayush@gov.in
- ii. Ayushexcil - info@ayushexcil.in
- iii. Invest India - ayush@investindia.org.in
- iv. FICCI - ayush.ficci@ficci.com
- v. [SEPC- mohit.arora@servicesepc.org](mailto:SEPC-mohit.arora@servicesepc.org)

Yours sincerely,



(Dr. Manoj Nesari)