

Q3) Assess the Challenges ~~in the~~ present in the wellness segment of the country and suggest relevant measures to overcome it. 30-7-2020

Answer :-

Today India attracts largest one tourists hub in the Health sectors, in the the world. India is one of the pioneers in the alternative system of medicine and has an unparalleled heritage represented by its ancient and age-old traditional treatment methods, such as "Yoga, Ayurveda, Unani, Siddha + Homoeopathy".

However, there are many challenges faced by the wellness sector of the country such as:

- ① Lack of expenditure in percentage of GDP on the health sector compare to other countries such as USA, Australia, etc. (only 1.3 of GDP spends by India).
- ② Cybersecurity is the biggest challenge.
- ③ Pressure on pharmaceutical prices
- ④ Healthcare staffing challenges
Shortages (only 1.3 doctors per 1000 people)
- ⑤ Inadequate focus on the "Primary Health Care sector"

There are some measures suggested and needs to taken to overcome

these challenges:

- ① The govt set up the Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha and Homoeopathy). In 2015, the National Medical and Wellness Tourism Promotion Board was established to provide a dedicated framework for the promotion of medical and wellness tourism (including AYUSH).
- ② The "e-tourist visa" regime has been expanded to include medical visits as well.
- ③ Govt of India has signed MoUs with the various countries such as Malaysia, Trinidad & Tobago, Hungary, Bangladesh, Nepal, Iran, etc. for cooperation in traditional medicine.
- ④ 100% FDI is permitted in the AYUSH Sector.
- ⑤ India should focus on creating awareness on health and wellness with Ministry of AYUSH, especially during challenging times like the Coronavirus Pandemic.
- ⑥ Also, emphasis on initiatives like "Make in India" and "Start-ups India" is going to give further boost to the sector in coming few years.
- ⑦ ASSOCHAM has been making

Continuous effort to support the Govt. on several health and wellness initiatives.

- ⑧ Need to focus on basic hygiene practices, regular exercises through yoga, healthy diet.
- ⑨ Encourage, the private institutions to make more innovations in the health sector.

India has strength of becoming a health and wellness hub attracting investments and creating additional jobs. Only we need to support Govt. Policies & better implementations of it.