



**NATIONAL AYUSH MISSION KERALA**

# **NAM ACHIEVEMENTS 2025**



**NATIONAL AYUSH MISSION KERALA**

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[www.nam.kerala.gov.in](http://www.nam.kerala.gov.in)

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NATIONAL AYUSH MISSION KERALA

# Our Guiding Visionaries

Leaders & mentors who shaped our Journey



**Sri. Pinarayi Vijayan**

Hon. Chief Minister  
Kerala



**Smt. Veena George**

Hon. Minister  
Minister for Health,  
Woman & Child Development, AYUSH



**Dr. Rajan N Khobragade I.A.S**

Hon. Additional Chief Secretary  
Health & Family Welfare, AYUSH

## PREFACE



It is with immense pride and satisfaction that we present this Achievement Booklet, highlighting the significant strides made under the National AYUSH Mission (NAM) in Kerala. Since the mission's inception, our concerted efforts have not only strengthened Ayush systems of medicine but contributed meaningfully in enhancing the overall healthcare landscape of our State.

The National AYUSH Mission, Kerala has successfully submitted need-based proposals to the Government of India, securing substantial funding to implement various initiatives. From 2021-22 to 2024-25, there has been a notable increase in budget allocation for NAM in Kerala. This growth reflects the Government of India's recognition of Kerala's impactful and sustained progress in public healthcare activities, particularly through the integration of AYUSH systems. The strategic innovations introduced in service delivery, preventive healthcare, and health promotion have led to measurable improvements in community health outcomes, earning acknowledgment at both State and National levels.

Our efforts to expand healthcare delivery, strengthen documentation and research, and foster partnerships with academic institutions, Local Self-Government Departments, healthcare providers, and local communities have been instrumental in achieving these milestones. With the increased budget allocation, we have implemented more comprehensive programs, upgraded facilities, and provided enhanced services to the people of Kerala.

This booklet offers a snapshot of the achievements made possible through the hard work, dedication, and vision of the whole NAM team. For a detailed account of our initiatives, progress, and impact, we encourage you to visit our website: [www.namkerala.gov.in](http://www.namkerala.gov.in), where one can explore the wide range of activities and achievements in greater detail.

As we move forward, we remain steadfast in our commitment to further strengthening healthcare infrastructure, expanding access to AYUSH services, and promoting health and wellness for all individuals in our State. With continued support, we aim to build on our achievements and position Kerala at the forefront of AYUSH healthcare, innovation, and research, to achieve our objective to create a "Swasthya" society.



Warm regards,

**Dr. D. Sajith Babu IAS**  
State Mission Director  
National AYUSH Mission Kerala



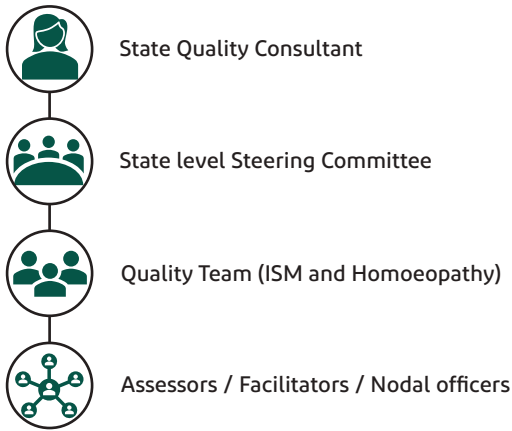
## INDEX

1. Quality Accreditations in Kerala AYUSH .....	10
2. AYUSH Public Health Programmes .....	12
3. IEC Wing .....	13
4. Learning Management System .....	18
5. Training Initiatives .....	20
6. AYUSH Research Wing .....	24
7. AYUSH Civil Engineering Wing .....	26
8. AYUSH Geriatric Medical Camps .....	28
9. AYUSH Medical Camps as a part of Social Solidarity Pakshacharanam 2024 .....	32
10. 10,000 AYUSH Yoga Clubs formation .....	35
11. Procurement Software .....	37
12. Future Priorities & Innovations .....	38
13. National Institute for Training in AYUSH ( NITIA) .....	39
14. Medical Value Tourism in Kerala through AYUSH systems .....	40



# QUALITY ACCREDITATIONS IN KERALA AYUSH

## ORGANIZED APPROACH WITH EQUIPPED IN HOUSE TEAM



### 1. NABH Entry-Level Certification

#### AYUSH Health and Wellness Centres (AHWCs)

- Total 700 AHWCs selected
- 150 institutions certified in the 1st phase
- 100 institutions certified in the 2nd phase
- 250 institutions selected in the 3rd phase

#### AYUSH Hospitals

- 6 AYUSH hospitals selected (3 ISM and 3 Homeopathy)
- Gap analysis conducted by state and district quality teams
- Centralized approach for purchasing biomedical equipment and furniture

### 2. Kayakalp Award Programme

- Kerala AYUSH Kayakalp Award Programme – 2nd state in India to launch the AYUSH Kayakalp programme.
- Score sheets and checklists developed for assessments
- State and district-level trainings conducted
- Assessor training completed
- Kerala AYUSH kayakalp award frame work and AYUSH kayakalp guidelines for implementation books prepared
- Kayakalp state level assessment completed

### 3. Strategic Approach in Quality Process

- **Formulated committees:** Quality Steering Committee, Assessment Management Committee, and Documentation Committee
- Developed time-bound action plans for effective implementation
- Upgraded infrastructure and facilities
- Centralized procurement for biomedical equipment and furniture
- **Monitoring compliance through assessments:** institutional, district, and state levels
- Created policies and protocols for effective implementation of quality management system
- Conducted trainings at institutional, district, and state levels
- Prepared and released the NABH Implementation Handbook
- Organized ToT (Training of Trainers) for master trainers and assessors for NABH and Kayakalp programme
- Conducted a 3-day Programme on Implementation (POI) of NABH Standards





NABH ELC and Kayakalp Assessor training conducted at KSIHFW,Thycaud, Trivandrum on 3<sup>rd</sup> and 4<sup>th</sup> January 2025



# AYUSH PUBLIC HEALTH PROGRAMMES



## STANDARDISATION OF AYUSH PUBLIC HEALTH PROGRAMMES

### Prepared Standardised Project Documents

- Guidelines
- Standard Operating Procedures
- Case Record Formats
- Data Reporting Formats

### Capacity Building

- Conducted Training Need Analysis
- Prepared Training Modules
- TOT for Master Trainers
- Conducted Palliative Care Foundation course for all AYUSH primary and secondary level Medical Officers
- Training of Medical Officers initiated

### Recruitment of HR

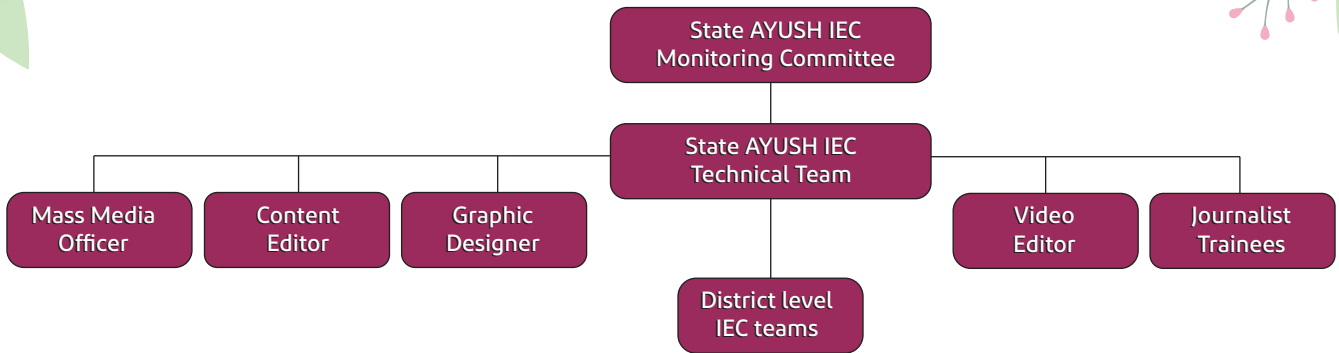
- Centralised recruitment of Medical Officers and MPW completed

## AYUSH NATIONAL PUBLIC HEALTH PROGRAMMES Approved Units

Prevention and Management of Osteoarthritis and Other Musculoskeletal Disorders	50
SUPRAJA	3
AYUR VIDYA	42
AYUSH MOBILE MEDICAL UNIT	24
KARUNYA	72
VAYOMITRA	30
MMDP OF LYMPHATIC FILARIASIS	1



# IEC WING



## IEC INITIATIVES



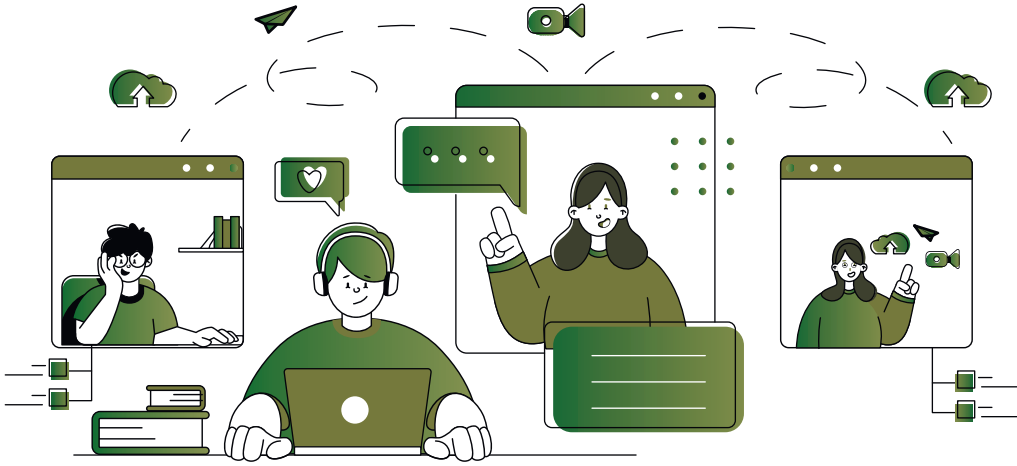
### In-house mechanism for generating High Quality Technical & Promotional contents

- Creation, production, and distribution of original content for mass and social media, reaching target audiences
- Mass media contents created for various AYUSH initiatives - Janani, Sports Ayurveda, Drishti, Arunima, Chetana etc
- NAM Social media handles provide quality contents daily – Facebook, Instagram, Youtube
- AYUSH E- Newsletter 'SWASTHYA' - monthly edition featuring major AYUSH activities and health related articles
- Ensuring regular media coverages across print, online, and television platforms
- LMS video production
- Branding and advertising through Train, Buses etc
- Best performers in various National level Expos

### Web & Social media QRs

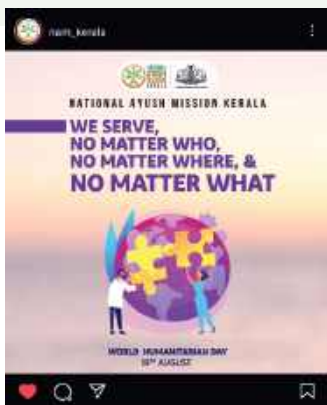


# IEC ACTIVITIES



## IMPACT IN ONE YEAR

- ▶ News in Print Media : 340
- ▶ E-Newsletters : 17
- ▶ Reels Posted on Social Media : 115
- ▶ Posts on Social Media : 650
- ▶ Total Social Media Content : 1600
- ▶ Mass Media Videos Released : 49
- ▶ LMS Videos : 35
- ▶ Kerala AYUSH Talks Videos : 16



Promoting Sports Ayurveda and Asthma Allergy Homoeopathy Special Clinics projects through Train exterior and interior branding



Promoting Yoga, Drishti & Asthma Allergy Homoeopathy Special Clinics projects through KSRTC Bus exterior branding



- Fifteen-second free commercial time videos broadcasted on prominent Malayalam news channels during prime time.
- L-band advertisements aired on major Malayalam news channels during prime-time slots.
- The first-ever exclusive AYUSH podcast is set to launch, addressing major topics related to AYUSH.
- Theatre branding for mass media videos on significant NAM projects is being carried out during the release of high-budget movies.
- Branding initiatives are also being executed through FM radio channels and leading vernacular newspapers.
- Produced 1-minute and 10-15 second awareness videos highlighting the Swasthya project and AYUSH Health & Wellness Centers. The focus areas include adolescent, maternal, and geriatric care. These videos, featuring celebrity Cine Actress Mahima Nambiar aims to raise public awareness and will be disseminated through television FCT slots and theatre branding.

Mass Media Videos focussing on Swasthya Components  
 - Palliative Care, Geriatric Care and Maternal Care  
 featuring celebrity endorsement



Kerala AYUSH Talks, a series of public talks given by Clinical & Administrative experts of AYUSH on relevant health topics targeting the nationwide public.

AYUSH Podcast series that showcases AYUSH's holistic approach to health and wellness, driving awareness and engagement across digital platforms



# LEARNING MANAGEMENT SYSTEM

**National AYUSH Mission LMS**

Embark on a transformative educational journey with AYUSH Mission LMS. As part of NAM Kerala's SAAR 2023-2024, Our Learning Management System (LMS) introduces a suite of Massive Open Online Courses (MOOCs) dedicated to AYUSH professionals and common public. Offering cost-effective, standardised training programs, we aim to enhance expertise in Ayurveda, Yoga, Unani, Siddha, and Homoeopathy. Join us to elevate your career with our comprehensive online certification courses, designed to produce industry-ready experts in holistic healthcare.

### Online Learning

Enroll in the AYUSH course through the relevant online platform. Complete all the required modules, assignments, and assessments as outlined in the course curriculum.

### Online Certifications

Verify that you have successfully completed all the requirements of the course. This may include attending lectures, participating in discussions, submitting assignments, and passing assessments.

### Precision Learning

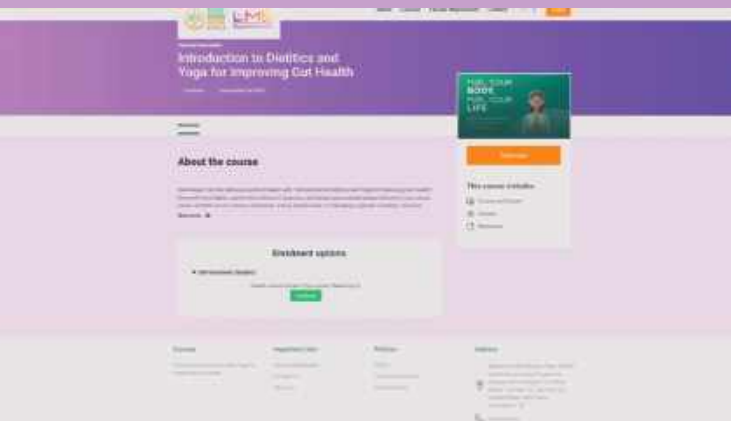
AYUSH LMS excels with effective MCQ exams, enhancing understanding for self-learning web developers. Crafted for precision, these assessments elevate your learning journey. Experience immersive insights on AYUSH LMS.

### Video Tutorials

Discover AYUSH LMS for insightful lectures and classes, perfect for self-learners. The platform provides quality resources to enhance your learning journey, offering a wealth of educational content.

## KEY INITIATIVES

- Constituted Academic committee with experts for monitoring the content
- Developed quality LMS platform through State Start-Up Mission
- Equipped In-house content creation team
- In-house studio with ample technical requirements



## IMPACT

- Prepared courses for Yoga, Ayurveda & Homoeopathy
- Improved access to learning content & learner engagement
- Consistent and standardized training
- Enhanced learning analytics through Cost effective training

LMS

## USTRASANA

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As part of our efforts to standardize training for AYUSH human resources, we have created a comprehensive range of certified modules.

Currently 6 modules are available on our Learning Management system covering essential topics such as Yoga and Dietetics for a healthy life, Maternal care, Palliative care in both English & Hindi, Eye Care in Ayurveda, Infertility Management through Ayurveda

LMS

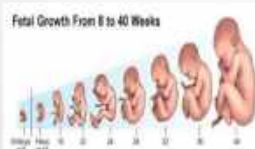
NATIONAL AYUSH MISSION KERALA

### Introduction

- Palliative Project introduced statewide in Department of Homoeopathy in 2016-2017, in accordance with State Palliative policy, Kerala being the first state to implement it.
- Primary Palliative Level activities with Local self Governments.
- Secondary Palliative Level activities in all 14 District hospitals statewide.
- Tertiary level activities through training centres.
- To highlight the role of homoeopathy in catering to the needs of all sections of Palliative patients.

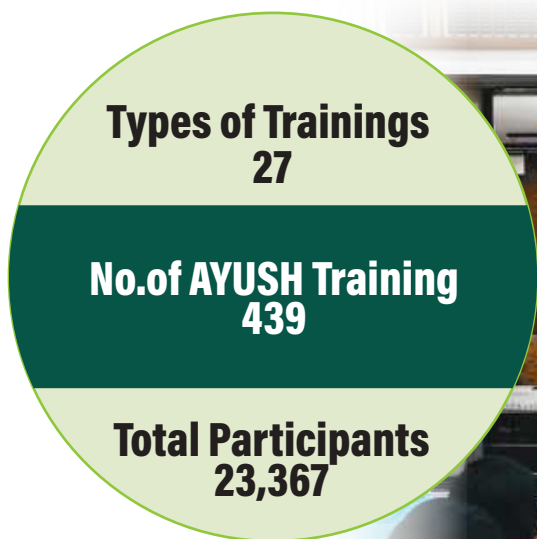
### Benefits of Garbhini charya

- Garbha —no abnormality, proper growth & development
- Garbhini —remains healthy, physiology favors normal labour
- Delivery at term
- Child —healthy, strong, good voice and superior qualities



These modules aim to provide AYUSH personnel with the knowledge and skills necessary to deliver high-quality care.

# TRAINING INITIATIVES



## OFFLINE



- Induction
- Hands on ToTs
- Workshops
- TNAs

## ONLINE



- Open Lectures
- Interactive through ZOOM

## AHWC



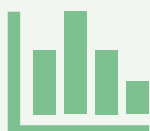
- CHO
- Induction/Orientation
- Refresher
- Yoga Instructor
- MPH/W
- ASHA

## ADMINISTRATIVE



- Leadership
- Programme Management
- Departmental administration
- Financial
- Data management

## RESEARCH



- Quantitative & Qualitative Research Methodology
- Ethics related
- Documentation/Standardisation

## CLINICAL



- General
- Speciality
- Technical

## QUALITY ACCREDITATIONS



- AHWC NABH ELC
- NABH Hospitals



### TARGET GROUPS

- Managerial Staff
- Administrative Staff
- Teaching Staff
- Medical Officers
- Paramedical Staff

### WORKSHOPS

- Module Preparations for ASHA, MPH, and Yoga
- Sensitisation on SAAP
- Proposal Preparation
- Public health research for project coordinators

### STATE LEVEL TRAINING

- ToT for Yoga, Mental Health, Legal Aspects in Mental health services, Posch act for ICC members of AYUSH Institutions
- Foundation Course & ToT in Palliative Care for Doctors
- State level Training on Accounts, PFMS & Office Procedures
- State level orientation Training to Project Coordinators
- State level one day Orientation program on state annual action plan
- Orientation for Public Health Programs of ISM & Homoeopathy
- NABH TOT on NABH entry level certification on AYUSH hospitals
- Orientation Training program for Medical officers of ISM & Homoeopathy Flexipool Projects
- Agada Tantra Specialists under ISM & DAME on "Modern approach to Agada Tantra" focusing on Snakebite Management.

### HIGH-LEVEL TRAINING

- Optimal Resource Utilization - High-Level AYUSH Govt Medical Education Officials on Public Infrastructure Development

### ADMINISTRATIVE AND FINANCIAL TRAINING

- Programme Management Staff
- Consultant Engineers of NAM
- TA Rules for SPMSU Office Staff

### SPECIALIZED WORKSHOPS AND ANALYSES - Training Need Analysis

- NAM Projects with IMG
- For Various Categories of HR in ISM and Homoeopathy

### TRAINING PROGRAMS

- **ARUNIMA Program (Anaemia Eradication through Ayurveda)**  
All Districts - 1100 MOs Trained
- **ASHA Training**  
Completed in All Districts | 3500 ASHAs trained
- **Yoga Instructor Training**  
Completed in All Districts & 730 Instructors trained

10 days foundation course in palliative care for AYUSH Doctors and Nurses from Chhattisgarh



Orientation Training program for Medical Officer on National program for prevention and management of Osteoarthritis & other Musculoskeletal Disorders



Training Program for Medical Officers Of Ayushmanbha Project - Homoeopathy



Orientation Training program for Medical Officers on Ayurvedya Project



Orientation Training program for Medical Officers on AYUSH mobile medical unit





Intensive training on Administrative matters related to optimal resource utilization in public infrastructure development for High- level officials of AYUSH



CHO Training (Homoeopathy & ISM)



Training program for Medical officers of Karunya Public Health Program



Training program for Medical officers in Sports Ayurveda Speciality Clinics



Training program for medical officers of Allergy and asthma special clinic Project - Homoeopathy








Training for Medical Officers of Thyroid Speciality Clinics

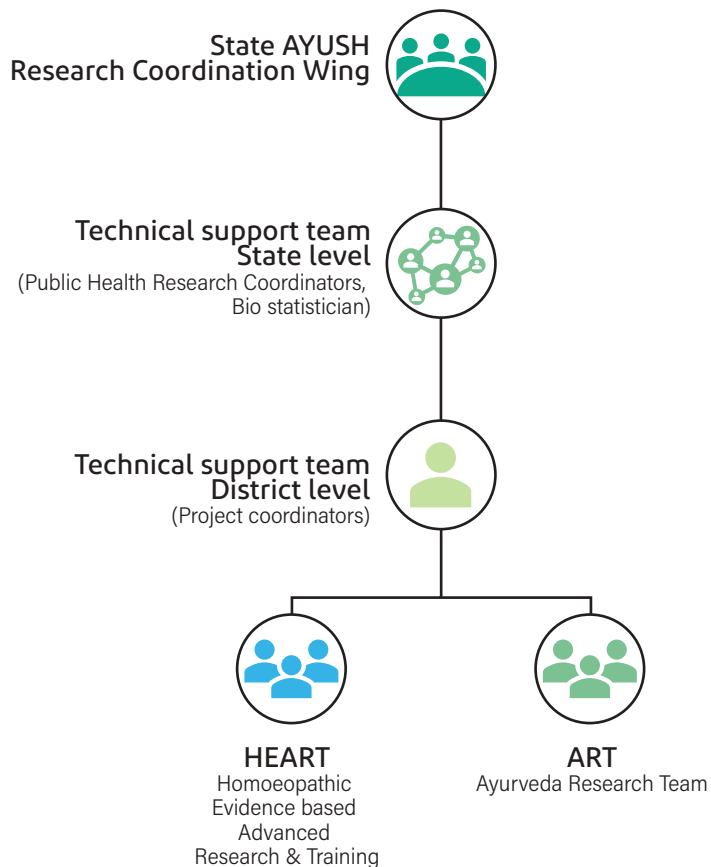
# AYUSH RESEARCH WING



*To promote evidence-based research and to enhance the quality of healthcare delivery through AYUSH specifically within the framework of AYUSH projects.*

## Focus Areas

-  Standardization of documents for projects and programs
-  Monthly monitoring of project data
-  Impact analysis of projects and programs
-  Report generation and Publication
-  Research in AYUSH
-  Capacity Building on Research



## Research Governance

- Institutional Ethics Committee National AYUSH Mission Kerala (IECNAMK)
- Scientific Advisory Board



Guidance on Research by Reasearch Team, VPSV Ayurveda College Kottakal



## Developed SOPs for Public Health Programs and Flexipool Projects

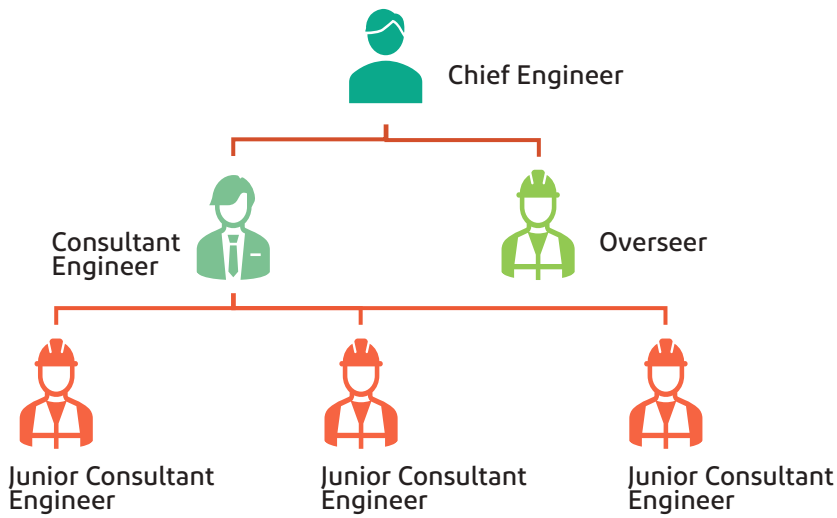


## Reports and Publications

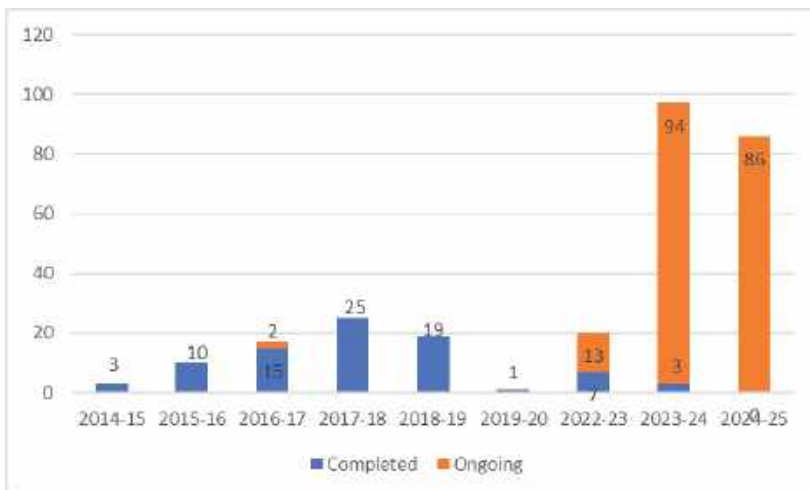
- Impact Assessment Report 2023-24
- Impact Assessment Report 2024-25
- 1000 Yoga Club Report
- AYUSH Yoga Club Handbook
- AYUSH Geriatric Camp Report
- SC/ST Social Solidarity Week AYUSH Medical Camps Report
- Chooralmala, Mundakai Disaster Preparedness Report
- Article on AYUSH Geriatric Medical Camp
- Article on 10000 AYUSH Yoga Clubs



# AYUSH CIVIL ENGINEERING WING



## NAM CIVIL WORKS



## Civil Works Approved

- Hospitals - 112
- Integrated Hospitals - 10
- Educational Institutions-16
- Dispensaries-140
- Yoga Centres-6

## OUTCOME

### Total number of civil works

- Total works approved - 278
- Completed – 83
- Ongoing – 195





## AYUSH GERIATRIC MEDICAL CAMPS



Kerala, with 16.5% of its population aged 60 and above, faces increasing pressure on its healthcare system. In response, the Ministry of AYUSH and the National AYUSH Mission (NAM) launched a state-wide initiative to support the elderly by organizing Geriatric Medical Camps across 2,408 AYUSH Health and Wellness Centres (AHWCs). The program aimed to promote healthy aging through services offered by Ayurveda, Homeopathy, Unani, Siddha, and Yoga, with a focus on early screenings, chronic condition detection, health consultations, and education. The initiative engaged local communities, Panchayat members, NGOs, and healthcare professionals to ensure its success.

The program reached 1,76,386 elderly individuals, providing diagnostic services, customized treatment plans, and follow-up care. A total of 2,408 camps were held across 14 districts, with distribution based on population and AYUSH institution availability. These camps focused on detecting prevalent chronic conditions such as musculoskeletal disorders, hypertension, diabetes, and gastrointestinal issues. Screening results revealed a high incidence of musculoskeletal disorders (84,305 cases), hypertension (45,830 cases), diabetes mellitus

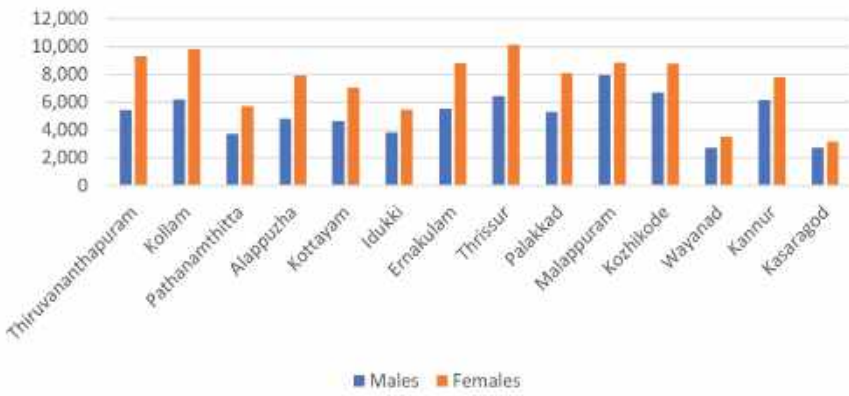
(42,231 cases), and gastrointestinal problems (40,031 cases), emphasizing the need for targeted healthcare interventions.

The program had a notable impact on elderly women, with 1,04,319 female participants compared to 72,067 men. Each of the five AYUSH systems made unique contributions: Ayurveda restored balance, Homeopathy provided gentle remedies, Unani focused on natural healing,

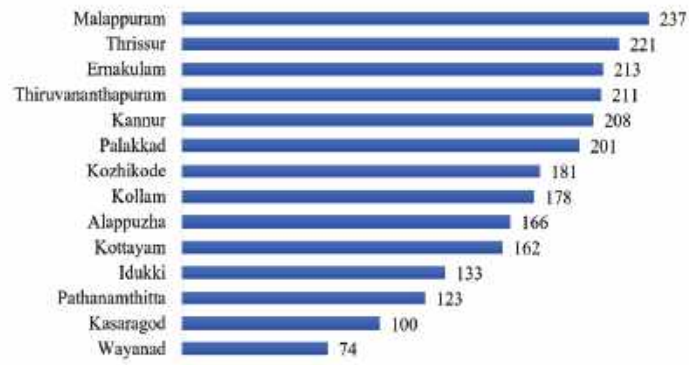
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The initiative's success was highlighted by over 38,694 referrals to specialized care and strong community involvement. With extensive media coverage and impactful results, the program significantly improved healthcare access and the quality of life for Kerala's elderly, laying the foundation for a sustainable healthcare model.

### AYUSH Geriatric Medical Camp - Beneficiaries



### AYUSH Geriatric Medical Camps conducted in 14 districts of Kerala



### AYUSH Geriatric Medical Camps







## Organizing AYUSH Medical Camps as a part of SC/ST Social Solidarity Pakshacharanam 2024



As part of the SC/ST Social Solidarity Pakshacharanam 2024 initiative, National AYUSH Mission & AYUSH department in association with the SC, ST & backward classes development departments is conducting a series of medical camps. These outreach camps will be organized in deserving SC/ST areas across the State, aiming to provide essential AYUSH healthcare services to the marginalized communities.

This initiative focuses on ensuring access to AYUSH medical care, health education, and awareness programs. Through comprehensive district-level and block level planning and coordination, the campaign aims to improve the overall health and well-being of these communities.

With the active involvement of all stakeholders, this initiative will serve as a model for future healthcare outreach programs with inter departmental collaboration.

A total of 608 AYUSH Medical camps will be conducted covering all 152 blocks in the State.

- Total four camps will be conducted in a block which will be covered by both ISM & Homoeopathy Department.
- The camps will be conducted in SC & ST areas, ensuring priority for underserved and deserving population.
- The site of the camps will be decided in consultation with District nodal officers of SC/ST department.
- Special attention is being given to PVTG areas when identifying ST communities.

- Camps will offer general health screenings, NCD screenings (Duplication of resources will be avoided. NCD screening data of the patients already updated in SHAILY app will be cross verified wherever possible), and cost-free AYUSH medical interventions.
- Awareness classes focusing on Mother & Child Health, Healthy food habits, Health seeking behavior, Exercise including Yoga, lifestyle, Cleanliness & Hygiene will be conducted.
- Participation from Local Government Bodies, Peoples Representatives, and community health workers such as ASHAs and MLSPs will be coordinated.
- Funds for the organization of the camps will be met from NAM, LSGI and other available resources.
- Lab facility will be provided for basic tests (In association with Health Dept institutions/ agencies at subsidized rate)
- Socio economic aspects including APL/BPL category, UHID/Ration ID of beneficiaries will be tracked.
- Referral to AYUSH institutions & Health dept institutions will be facilitated for continuum of care.
- State level analysis of the data received will be done and comprehensive report will be submitted to Govt on completion of the camps.





# 10,000 AYUSH YOGA CLUBS FORMATION



Ten thousand AYUSH yoga clubs are started in the state to propagate the age-old fitness system. A total of 1,000 yoga clubs and 600 clubs exclusively for women were started last year. A good portion of the proposed 10,000 clubs would be for women.

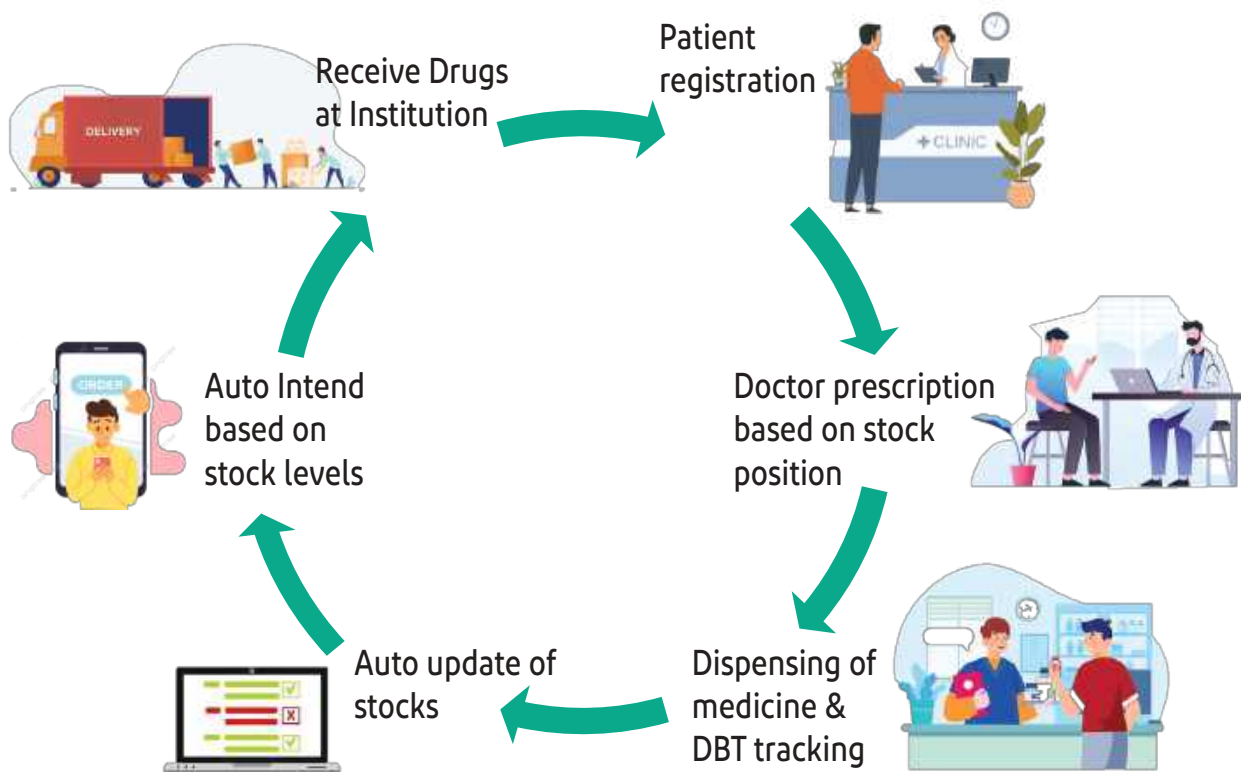
As many as 2.50 lakh people can be trained through the proposed clubs. It will bring in a healthy change in the society. The international popularity of yoga is a matter of pride for the country. Yoga can help in physical, mental and emotional goodness.

By offering regular classes, workshops, and community events, the club fosters a supportive environment that promotes physical, mental, and spiritual well-being, tailored to meet the diverse needs of its members. In an era marked by sedentary lifestyles and increased stress, the AYUSH Yoga Club serves as a sanctuary for individuals seeking to combat the adverse effects of modern living.










# PROCUREMENT SOFTWARE



## ADVANTAGES

-  **Timely Procurement:** Ensures medicines are ordered before stocks are depleted.
-  **Rational Allocation & Re allocation :** Facilitates the efficient distribution and reallocation of medicines to the locations most in need.
-  **Stock Verification:** Allows online verification of stock levels and fund utilization, accessible anytime and anywhere.
-  **Real-time Monitoring:** Enables real-time tracking of medicine dispensation.
-  **Prevent wastage of public funds:** Ensure the optimal use of procured medicines through the application of advanced information technology.

# FUTURE PRIORITIES & INNOVATIONS



**LAB INTEGRATION**

- **Establishing Hub & Spoke model ( Pilot in Alappuzha )**



**NATIONAL INSTITUTE OF TRAINING IN AYUSH (NITIA)**

- **Self-sustainable model**
- **Resource for strengthening AYUSH sector**



**SCALING UP OF E- SANJEEVANI**

- **Extending the service of medicine delivery to the doorsteps of most deserved patients/community.**



**INTEGRATED BIO MEDICAL WASTE MANAGEMENT IN HUB & SPOKE MODEL**

- **Involving AYUSH Hospitals & AHWCs in Hub & Spoke model**

# NATIONAL INSTITUTE FOR TRAINING IN AYUSH (NITIA)



## OBJECTIVES

- Establish an exclusive Training Center under NAM.
- Provide state-of-the-art capacity building for AYUSH professionals.
- Aim for a long-term, self-sustainable model.

## SCOPE OF SERVICE

- Enhance organizational efficiency & skill development.
- Establish partnerships with international bodies for knowledge exchange.
- Operate the Institute in self-sustainable model, generating consistent revenue for the State.

## INFRASTRUCTURE

- State-of-the-Art Facilities - Lecture halls, conference rooms, IT infrastructure.
- AYUSH e-Learning Platform - Virtual classrooms and self-paced modules.
- Resourceful Library/e-Library.



## STRATEGY

- Offer high-quality training to AYUSH professionals at State, National, and International levels.
- Utilize funds from State AYUSH departments and NAM effectively.
- Leverage existing infrastructure within State AYUSH institutions.
- Develop specific training programs based on demand and expertise.

## LOCATION SUGGESTED

- Unutilized new block for Pharmacy College under Government Homoeopathic Medical College, Trivandrum.

## GOVERNING BODY

**Chairperson** - Hon'ble Minister of Health & AYUSH, Kerala.

**Vice-Chairperson** - Additional Chief Secretary  
Health & AYUSH Department, Kerala

**Convener** - State Mission Director, National AYUSH Mission Kerala

**Members** - Director, ISM

Director, Homoeopathy

Director, Ayurveda Medical Education

Principal & Controlling Officer, Homoeopathy Medical Education

**Member Secretary** - Nominated by the Chairperson from among senior officials of the Health and AYUSH Departments.

## CONCLUSION

- Establishing the Training Institute strengthens HR and governance in the AYUSH sector.
- Professional development of AYUSH officials will promote integration into mainstream healthcare.
- The Institute will be a vital step in the growth of the AYUSH sector.

# MEDICAL VALUE TOURISM IN KERALA THROUGH AYUSH SYSTEMS



The State of Kerala is one of the most sought-after tourist destinations of the world since the emergence of tourism as an industry in India. The annual inflow of international tourists to the State has increased over the last few years. The domestic travelers to the tune of 1,33,80,000 have visited Kerala 2022 alone which shows the tourism potential of the State in the post pandemic period. Over and above the scenic beauty of State, the medical tourism has evolved far and beyond just visiting the State for enjoying either its hill or beach tourism locations. India also happens to be the 3rd amongst the top 10 wellness countries in Asia Pacific. Consequently, it has a leap ahead from medical tourism to medical value tourism (MVT).

In line with the above policies of Government, the National AYUSH Mission in the State is trying to bring in Medical Value Tourism ventures in the State, to tap the inherent potential of the State. The basic factors of production the land, labor, capital, and entrepreneurship were the key aspects taken in to consideration while deciding the project, which is unique in the socio-political set up of the State.

## **Strategy**

The tourists who visit Kerala, usually travel to

more than 500 identified tourism locations in the State. Developing additional facilities like Panchakarma therapy centres in selected locations would enhance the value of such sites in the tourism point of view. With minimum investment the same can be achieved.

Medical Tourism in AYUSH sector has been experiencing a steep rise in past few years. AYUSH has resulted in increased medical tourist arrivals in last few years and the trend is expected to grow even more in the post Covid-19 years.

As far the State of Kerala is concerned, the strategy which is adaptable from the above given strategies is to develop the existing health care facilities in AYUSH sector to a different level with more attractive features. Like in any other production the basic factors like Land, Labor, Capital, and Entrepreneurship were analyzed in detail to devise the strategy for developing the facility. A critical analysis of the factors considered is given hereunder.

As part of the project, locations which are close to famous tourism destinations have been identified in the first phase. The selection of sites was made after studying the inflow of tourists

to such locations, ownership of the land where the existing facilities are located and the geographical and aesthetic positioning of the site. Another most important factor which was also considered is the existing lodging facilities available in and around such locations. As one can observe most of the Five/Seven Star hotels do possess their own Spa/Panchakarma facilities for the tourists in their own premises which may be the only limiting factor for the surrounding two/three/four-star hotels for their business to flourish.

It may not be feasible for them to set up such own facilities as well. Providing an easily accessible Government owned, NABH certified and BIS/ISO standard facility near to their locations will not only boost their accessibility but help in enhanced tourist flow to such sites.

Since, land is owned by the Government the sustainability is assured and the cost on account of rent, capital etc, can be a good saving for the project in the long run. The details of land so identified are as follows,

Sl. No.	District	Tourist location	Name of Institution	Current HR		Current Built up area in Sq. Ft.
1.	THIRUVANANTHAPURAM	KOVALAM	GAD KOVALAM	4	Dispensary	1200
2.	KOLLAM	KOLLAM	DAH KOLLAM	15	Hospital	4000
3.	ALAPPUZHA	ALAPPUZHA	GAD KARUMADI	4	Hospital	3000
4.	IDUKKI	CHITHIRAPURAM				
5.	IDUKKI	CHITHIRAPURAM	GAD PALLIVASAL	4	Dispensary	1500
6.	KOTTAYAM	KOTTAYAM	GAD KUMARAKOM	4		1200
7.	ERNAKULAM	FORT KOCHI	GAH MATTANCHERI	9	Hospital	3000
8.	ERNAKULAM	ALUVA	GAH ALUVA	10	Hospital	3000
9.	THRISSUR	ATHIRAPPALLY	GAD VETILAPPARA, ATHIRAPPALLI	4		1200
10.	PALAKKAD	PALAKKAD	GAD PERUVEMBU	4		1200
11.	KOZHIKKODE	THUSHARAGIRI	GAD KANNOM	4		1200
12.	WAYANAD	MOOPPAINAD	GAD MOOPPAINAD	4		1500
13.	KASARGOD	THRIKARIPPUR	GAD VALIYAPARAMBA	4		1500

The State Project Management Unit [SPMU] and District Project Management Units [DPMU] are manned by quality managers who can be given the task of managing the daily activities of the project sites. There may be a comprehensive State-run mechanism for taking up the future challenges of the project like Oushadhi to manage this project.

### Conclusion

Global Wellness Institute states that the world wellness tourism market was estimated to be USD 639 billion in 2017 with secondary wellness International travelers accounting for 89% of the trips and 86% of the expenditure and domestic wellness travel contributing 82% of total trips and 65% of expenditure. In the same year, as per the estimates by Global Wellness Tourism, India ranked 7th amongst the leading 20 wellness tourism markets, with 560 lakh trips in wellness tourism generating a total revenue of USD 16.3 billion. The situation has changed a lot positively in the post Covid -19 scenario as far the wellness

sector in India is considered. The States like Kerala with its geographical advantages and already developed AYUSH systems can flourish a lot in the coming decades provided there are projects and programmes to attract FDI.

The background features a series of concentric, light green circles that create a subtle ripple effect. In the four corners, there are stylized floral illustrations. The top-left and bottom-right corners show green leaves with small red berries. The top-right and bottom-left corners show green leaves with small yellow berries. The text "THANK YOU" is centered in a dark green, serif font.

**THANK YOU**



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