

Ayush expansion, wellness tourism key to UP@2047 vision

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LUCKNOW: A stakeholder consultation meeting on the roadmap for a 'Developed UP@2047' was held on Friday.

Principal secretary (Ayush) Ranjan Kumar said that expanding Ayush facilities and standardising treatment protocols would help deliver better services. "Services can be expanded with the mandatory deployment of doctors in rural areas. Ayush facilities can also be developed for wellness tourism," he said.

Principal secretary (planning) Alok Kumar said wellness tourism should be promoted alongside spiritual tourism in destinations such as Ayodhya, Varanasi and Mathura, which attract large numbers of visitors. He emphasised the need to strategise short-term and long-term goals to achieve the 2047 vision.

Suggestions were also made to work on cultivating medicinal herbs and increasing the number of registered qualified professionals in the Ayush sector.

Principal secretary (tourism) Amrit Abhijat said tourists visiting the ghats and staying for treatment and health benefits should be the primary focus.

They said UP must prioritise challenges such as ensuring quality standards, certifying centres, building strong branding and developing a trained therapist workforce to emerge as a global wellness destination. They added that nearly \$15 trillion is being spent on healthcare globally.

State Transformation Commission CEO MK Singh said Ayush should highlight its positive contribution to the Human Development Index and take concrete steps to reduce maternal and infant mortality.