



Govt. of India
Ministry of Commerce and Industry
DEPARTMENT OF COMMERCE

SEPC
SERVICES EXPORT PROMOTION COUNCIL



ICSI

International Chamber for Service Industry
Empowering Service Industry
(Govt. - Corporate - NRI's - International Business Interface)

CONFERENCE

Opportunities Health Care Industry for North East India Region

Focus: Manpower Exports

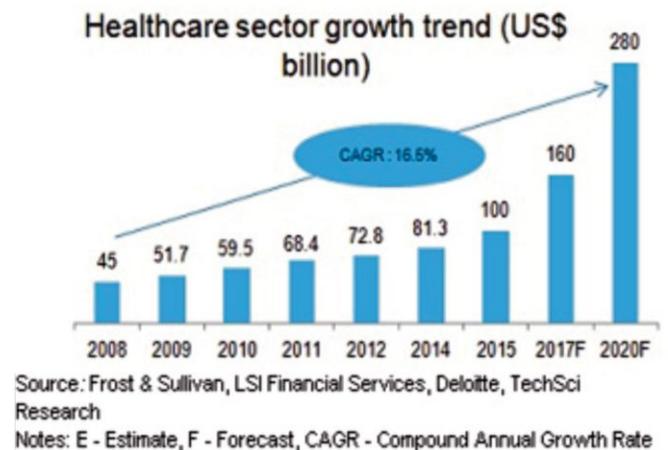
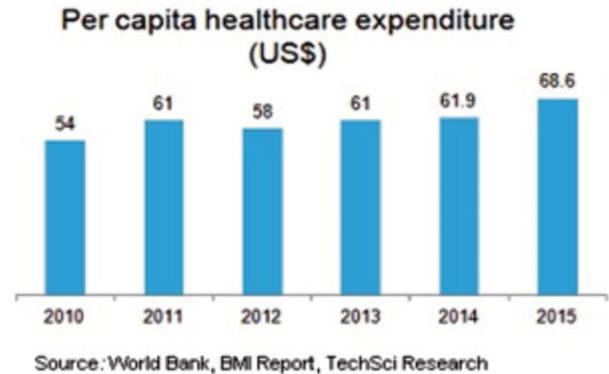
Saturday, 3rd September, 2016
Guwahati, Assam



HEALTHCARE INDUSTRY IN INDIA

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries. The cost of surgery in India is about one-tenth of that in the US or Western Europe.

- During 2008-20, the market is expected to record a CAGR of 16.5 per cent.
- The total industry size is expected to touch US\$ 160 billion by 2017 and US\$ 280 billion by 2020, a Compound Annual Growth Rate (CAGR) of 22.9 per cent.
- The Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years.
- Per capita healthcare expenditure is estimated at a CAGR of 5 per cent during FY 2008-15 to US\$ 68.6 billion by 2015.
- The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000.
- A total of 3,598 hospitals and 25,723 dispensaries across the country offer AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy) treatment, thus ensuring availability of alternative medicine and treatment to the people.
- Indian hospital and diagnostic centres attracted Foreign Direct Investment (FDI) worth US\$ 3.59 billion between April 2000 and March 2016, according to data released by the Department of Industrial Policy and Promotion (DIPP).



HUMAN RESOURCES IN HEALTHCARE

The sector is set to grow further with the growing healthcare demand owing to factors like swelling population, rising non-communicable diseases, increasing awareness levels and insurance penetration.

However, the shortage of qualified medical professionals has remained a key challenge and will be the foremost hindrance in the growth of the sector. While we carry 20% of disease burden of the world, we house only 8% of world's doctors and 1% of world's lab technicians. As per the estimates, the industry needs an additional 1.54 million doctors and 2.4 million nurses to match the global averages. It doesn't end here, bringing qualified health workers to rural, remote, and underserved areas is a mammoth task.

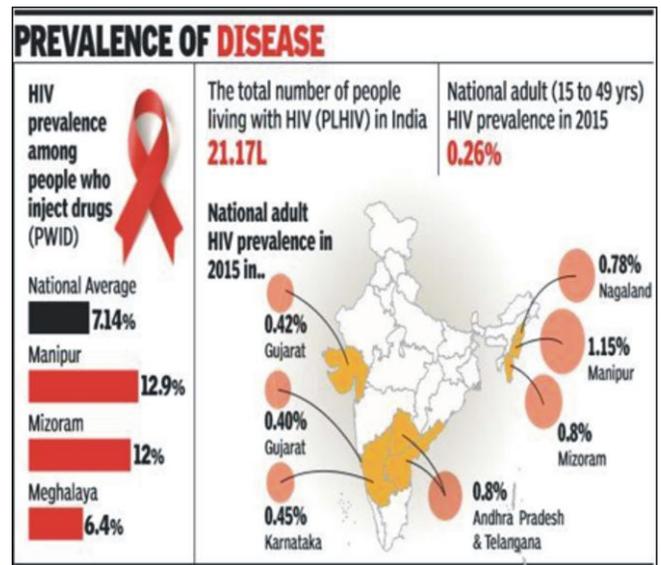
Increasing global demand for Trained Indian Nurses:

After the Japanese authority reportedly made a proposal to Manipur Government to send 15,000 trained nurses for working in Japanese hospitals, Trinidad and Tobago, a Latin American country also requested to send 100 trained nurses in their country.

ALCOHOL, SUBSTANCE ABUSE, DRUG ADDICTION & HIV/AIDS: MAJOR CHALLENGES IN INDIA ESPECIALLY NORTH-EAST REGION

North-eastern states like Manipur, Mizoram and Nagaland account for highest adult (15-49 years) HIV prevalence in the country, latest government data showed. Estimates of 2015 show Manipur tops the list with adult HIV prevalence of 1.15%, followed by Mizoram (0.80%), Nagaland (0.78%), Andhra Pradesh & Telangana (0.66%), Karnataka (0.45%), Gujarat (0.42%) and Goa (0.40%). The national average for adult HIV prevalence is estimated at 0.26% in 2015.

According to the note, the national average for prevalence of HIV among drug addicts is 7.14%, whereas in Manipur it is 12.9% and in Mizoram it is 12%.



As per the latest statement by Union Health Minister, govt. of India, injecting drug users continue to be the prime factor for the spread of HIV/AIDS in north-eastern region even as the government has increased medical facilities for testing and treatment of people living with the illness.

GOVERNMENT OF INDIA INITIATIVES:

Five Year Project Sunrise launched for prevention of AIDS in NE states

- Union Ministry of Health and Family Welfare had launched Project Sunrise on for prevention of AIDS in the 8 North-Eastern states. The funding of project is done by the Centre for Disease Control of the United States.
- The objective of this AIDS prevention project is to diagnose 90 per cent of such drug addicts with HIV and put them under treatment by 2020.
- The project will create more awareness about the disease in these N-E states. This programme will be implemented in 20 districts of the eight states including four districts of Manipur- Imphal East, Bishnupur, Ukhrul and Churachandpur.
- The project will cover one lakh people suffering with HIV/AIDS the government will provide them treatment and care facilities free of cost.

There are many other AIDS control programs run by United Nations in India in support of NACO and the State Aids Control Society (SACS) in the North East with the contribution by AusAID, DFID and SIDA.

Latest estimates by NACO estimates around 21.17 lakhs people living with HIV in India in 2015. Of this 6.54% were children below 15 years of age. Over 16% of Punjab's population is addicted to hard drugs.

MINISTRY OF AYUSH, GOVT. OF INDIA TO CERTIFY YOGA TEACHERS ACROSS THE WORLD

Under the Scheme for Voluntary Certification of Yoga Professionals, the 'Scheme for Voluntary Certification of Yoga Professionals' is launched by the Ministry of Ayush, govt. of India and owned by Quality Council of India (QCI). The government roped in the National Accreditation Board for Certification Bodies (NABCB), a part of QCI, to come up with a framework that will verify credentials of yoga teachers using international best practices. Currently there are three levels -- teacher, master and guru.

DEMAND FOR TRAINED INDIAN NURSES / CAREGIVERS ACROSS SOUTHEAST ASIAN COUNTRIES

Looking at the growing demand from Southeast Asian countries, Government of India is planning to leverage the current demand. Recently, Japanese embassy recently made a proposal to State government of Manipur, to send 15,000 trained nurses for working in Japanese hospitals. The State government has now instructed health department officials to examine the feasibility of the proposal. The similar demands have been rising from other countries as well and government of India is working on the same.

OBJECTIVES OF THE CONFERENCE:

- HRD- Manpower Export
 - 1) Health Education/Training
 - 2) Standardization of Indian medical Education as per the International norms
 - 3) Language Training: For catering to International Patients & for the Manpower Export
 - 4) To carry out continuous training programs for health workers
- Promotion of NorthEast India as the Hub of AYUSH, wellness therapies like spas, etc.
- HIV/ AIDS, Drug De-addiction & Substance Abuse: Rebuilding the health system and capacities in highly affected areas especially North East India
- International Cooperation: Joint Teaching and R&D programs, Joint fellowship programs for studying the alternative medicines of different countries, Joint Seminars, workshops and conferences.
- Attracting foreign Students to study the culture and Ayurvedic system of medicine/ healing in India
- Sharing of best practices and initiative led by Leading Hospitals in India with focus to NER(I)

WHO SHOULD ATTEND

The conclave sessions shall be delivered by the senior health care experts of repute, policymakers/ leaders in the governments and industry from India and Overseas, having vast experience and proficiency in their respective fields.

DELEGATE PROFILE

- Decision Makers
- Policy Makers
- Government Officials
- Chairman/CEO & Business Heads
- Functional HODs/ Consultants/ Clinicians
- Recruitment companies from India and overseas who specialize in sourcing manpower
- Hospital Administrators
- Hotels/Resorts, Spas, Wellness Centers
- Hospital Staff from Quality/ Facility/ Marketing. There will be separate delegate focus on students from the Medical and healthcare field, who would get rare opportunities to listen and interact with experts.

GLIMPSES OF OUR PAST EVENTS ON HEALTH - WELLNESS & MEDICAL TOURISM



International Conference on Skilling India for Health, Wellness & Medical Tourism Industry, 23rd Sept. 2013, Delhi



International Conference on Health, Wellness Medical Tourism & Spa, 4th March 2014, Chandigarh



International Conference on Spa Health, Beauty, Wellness & Medical Tourism, 23rd Feb 2013, Chandigarh

