

MEDICAL TOURISM-ENTREPRENEURSHIP PROSPECTS IN INDIA'S NORTH EAST

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ABSTRACT

Medical tourism is a growing sector in India. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion. It is projected to grow to \$7–8 billion by 2020. According to the Confederation of Indian Industries (CII), the primary reason that attracts medical value travel to India is cost-effectiveness and treatment from accredited facilities at par with developed countries at much lower cost. Northeast India is well blessed by Nature. It has rich cultural heritage and exotic presence of flora and fauna. Besides having spectacular biodiversity, wildlife, snow-capped Himalayas, tropical forests, shrines of diverse religions, and prominent archaeological sites, Northeast India provides an immense opportunity for medical tourism. So, medical treatment in the Northeast means adding new life to health.

KEYWORDS: *Cost-Effectiveness and Treatment, Day-to-Day Activities and Achievements*