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Department of Commerce  
Ministry of Commerce and Industry  
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Government of India



# SANJEEVANI 2024

## HEALTHCARE AND WELLNESS EXPO

28th - 30th March, 2024

Chennai Trade Centre, Nandambakkam, Chennai, Tamil Nadu



# POST SHOW REPORT



## ABOUT THE

# “SANJEEVANI” 2024

## An International Event on Medical Tourism

*The Services Export Promotion Council (SEPC), in association with The Ministry of Commerce and Industry, organized the first edition of the Reverse Buyer Seller Meet under the brand name "Sanjeevani - An International Event on Medical Tourism" from March 28th to 30th, 2024, in Chennai, Tamil Nadu. The event aimed to enhance strategic cooperation and develop synergies between players in the Indian Healthcare Services sector and their global counterparts.*

*Sanjeevani 2024 is a Health and Wellness Initiative launched by SEPC to showcase India's capabilities as a destination for Healing and Wellness Services. It is a global B2B marketplace created under the Market Access Initiative (MAI) of the Department of Commerce to promote the Indian Healthcare and Wellness Industry to international markets.*

### **The three-day event featured five major programs:**

1. Exhibition - Showcasing the latest advancements and services in the healthcare and wellness sector.
2. B2B Meetings - Facilitating business interactions between Indian and international stakeholders.
3. Facility Visits - Offering tours to healthcare and wellness facilities to demonstrate India's capabilities.
4. Award Show - Recognizing excellence and innovation in the healthcare and wellness industry.
5. Pitching Sessions and Knowledge Sharing - Providing a platform for sharing insights and pitching new ideas and solutions.

## Programme Schedule

### Sanjeevani 2024

Chennai Trade Centre , Chennai | 28 - 30 March 2024

#### Day - 1 ( 28.03.2024 )

Date	Time	Description
28.03.2024	10.00 am to 11.00 am	Inauguration (Keynote Speech on MVT, Knowledge Paper on MVT and Portal Launch)
	11.00 am to 1.00 pm	Patient Case Studies (Seminar Area)
	1.00 pm to 2.00 pm	Lunch Break
	2.00 pm to 4.30 pm	Patient Case Studies (Seminar Area)

#### Patient Case Studies Presented by:

Time	Hospital	Topic	Speaker	Department
11:00 am to 11:50 am	Yashoda Super Speciality Hospitals	<ul style="list-style-type: none"> <li>Robotic Radical Nephrectomy, Robotic Nephrectomyopic</li> <li>Open reduction &amp; fixation of Acetabular fracture, Regenerative therapy in form of Curettage &amp; stem cell insertion</li> </ul>	Dr. Vaibhav Saxena Dr. Amit Sharma	Urologist Orthopedic Surgeon
12:00 pm to 12:50 pm	HCG Hospitals	<ul style="list-style-type: none"> <li>Carcinoma Lung Adenocarcinoma Stage IV Disease</li> <li>Acute Promyelocytic Leukemia</li> </ul>	Dr. Sridhar P. S. Dr. Nataraj K. S.	Radiation Oncology Hemato Oncology & BMT
02:15 pm to 03:00 pm	Sri Ramachandra Medical Centre	Advanced Surgical Oncology Procedures	Dr. Balasubramanian V	Surgical Oncology
04:00 pm to 04:45 pm	Nethradhama Super Speciality Eye Hospital	Quality Excellence using the Advanced technology in Eye Surgeries/Treatment and Paediatric Cataract Surgery	Mr. Mehrr Nath Choppra	Chief Business Officer

<b>B2B (Session - 1)</b>	2.30 pm to 5.00 pm	Structured B2B Meetings (B2B Lounge)
	5.00 pm to 6.00 pm	Healthcare Excellence Awards for Indian Healthcare Service Provider (Seminar Area)
	6.00 pm to 7.00 pm	Felicitation to overseas delegates (Seminar Area)
	7.00 pm onwards	Networking Dinner and Music

#### Day - 2 ( 29.03.2024 )

<b>B2B (Session - 2)</b>	10.30 am to 1.00 pm	Structured B2B Meetings (B2B Lounge)
	11.30 am to 12.20 pm	Panel Discussion - 1 : ( Heal in India and Heal by India-- Envisioning One Earth, One Health )
	12.30 noon to 1.20 pm	Panel Discussion - 2 : ( Digitization-- A key enabler of modern healthcare delivery mechanism )
	1.00 pm to 2.00 pm	Lunch Break
	2.30 pm to 3.20 pm	Panel Discussion - 3 : ( Role of Insurance in the growth of MVT )
<b>B2B (Session - 3)</b>	2.00 pm to 4.30 pm	Structured B2B Meetings (B2B Lounge)

#### Day - 3 ( 30.03.2024 )

**HOSPITAL VISITS IN CHENNAI :** • Apollo Hospital • SRMC Hospital • SIMS Hospital • Parvathi Hospital





# SANJEEVANI 2024

## HEALTHCARE AND WELLNESS EXPO

Organised by Services Export Promotion Council

### An International Event on Medical Tourism

Services Export Promotion Council with the support of the **Ministry of Commerce and Industry, Government of India**, has been taking the steps to expand the horizon of healthcare services to attract medical value tourists from across the world, the global landscape of MVT being so dynamic in nature has thrown up new challenges. The competitive environment has completely taken a new dimension. Many countries have emerged as strong competitors to India in terms of cost advantage and India needs to reorient its positioning in the global market. Having the largest pool of doctors in the world, world class hospitals, post treatment care centres, wellness centres for post and preventive healthcare measures and all related infrastructure, India is well poised to aptly position itself as a destination for "Responsible and Credible Healthcare."

In order to give impetus to this new initiative of repositioning, **Services Export Promotion Council**, with the support of **Ministry of Commerce and Industry, Government of India**, organized "SANJEEVANI" 2024 – An International Event on Medical Tourism from 28th - 30th March 2024 at Chennai Trade Centre, Nandambakkam, Tamil Nadu. The event was strategically designed to reposition India as the top destination for medical value tourism (MVT). This edition of Sanjeevani showcased India's vast pool of medical professionals, world-class hospitals, and comprehensive healthcare services, firmly establishing India's reputation as a global leader in healthcare and wellness.





# “SANJEEVANI” 2024

Was jointly inaugurated by:

- Dr. Abhay Sinha, DG, SEPC
- Ms. Manisha Kumar, COO, Healthcare Global Enterprises Limited & CGC Member of Healthcare Services in SEPC
- Mr. Navneet Malhotra, Sr. Vice-President, Medanta Hospital
- Mr. Dalip Kumar Chopra, President, FHWP
- Ms. Jyoti Kaur, President, International Marketing & MVT, Yashoda Super Speciality Hospitals, Kaushambi
- Ms. Dimpi, Proprietor, Dimpi - The Astro Decoder





**75+**

**Exhibitors**



**150+**

**Foreign Buyers**



**5000+**

**B2B Meetings**



**350+**

**Conferences**



**30+**

**Speakers**



# “SANJEEVANI” 2024

## An International Event on Medical Tourism

Was organized by the Services Export Promotion Council (SEPC) and with the support of the Ministry of Commerce and Industry, Government of India, held from 28th to 30th March 2024 at Nandambakkam, Chennai, Tamil Nadu. The event attracted a diverse group of participants, including healthcare professionals, policymakers, and international delegates, highlighting India's prominent role in global medical tourism. The event featured three key sessions, each focusing on different aspects of India's healthcare capabilities and advancements.

### **Session 1: Heal in India and Heal by India—Envisioning One Earth, One Health (29.3.2024)**

The first session of Sanjeevani 2024, titled "Heal in India and Heal by India—Envisioning One Earth, One Health," brought together healthcare professionals, policymakers, and industry leaders to discuss and promote India's dual healthcare initiatives.

Heal in India focuses on positioning India as a premier destination for medical value travel by leveraging its strengths in affordable, high-quality healthcare, world-class infrastructure, and skilled professionals. The session explored how India's advanced medical facilities and cost-effective treatments attract international patients, enhancing its reputation as a global healthcare hub.

Heal by India aims to export India's healthcare expertise and services to the global market. This initiative emphasizes sending Indian healthcare professionals, technologies, and medical knowledge to other countries, contributing to global health improvements. The discussion highlighted India's potential to share its healthcare advancements and play a significant role in addressing international health challenges.

Aligned with the vision of "One Earth, One Health," the session emphasized the importance of international cooperation in healthcare. It advocated for a holistic approach to global health, promoting the idea that shared resources and expertise can effectively tackle worldwide health issues. The event underscored India's commitment to enhancing global health and wellness.







## Session 2: Digitization—A Key Enabler of Modern Healthcare Delivery Mechanism (29.3.2024)

The second session focused on the transformative impact of technology on the healthcare industry. With rapid technological advancements, the potential benefits include cost-effectiveness, increased accessibility, and enhanced efficiency in healthcare delivery. The creation of a digital health ecosystem can significantly impact society by facilitating effective, timely, cost-efficient, inclusive, and secure universal health care in India. Healthcare digitalization promises total ecosystem integration, ensuring health record interoperability across the sector. This seamless exchange and sharing of health information are expected to reduce paperwork and alleviate the workload of healthcare professionals. The session aimed to provide a roadmap for stakeholders in the health ecosystem to leverage digitalization for achieving revolutionary healthcare objectives.

The conference on "Digitization—A Key Enabler of Modern Healthcare Delivery Mechanism" convened healthcare professionals, technology experts, and policymakers to discuss the transformative impact of digital technologies on healthcare delivery. The event emphasized how digitization is revolutionizing the healthcare sector by enhancing efficiency, improving patient outcomes, and expanding access to medical services.

## Key topics covered during the conference included:

- **Electronic Health Records (EHRs):** Streamlining patient data management, enabling seamless information sharing, and improving care coordination.
- **Telemedicine:** Expanding access to healthcare services, especially in remote and underserved areas, by facilitating virtual consultations and remote monitoring.
- **Artificial Intelligence (AI) and Machine Learning (ML):** Enhancing diagnostic accuracy, personalizing treatment plans, and predicting patient outcomes through data-driven insights.
- **Internet of Medical Things (IoMT):** Connecting medical devices and wearables to monitor patient health in real time and provide timely interventions.
- **Cybersecurity:** Ensuring the protection of sensitive patient information and maintaining the integrity of digital healthcare systems.

The conference highlighted the critical role of digitization in creating a more efficient, accessible, and patient-centered healthcare system. It underscored the need for continued investment in digital health technologies and collaboration among stakeholders to harness the full potential of digitization in modern healthcare delivery.





### Session 3: AYUSH—India’s Age-Old Formula for Holistic Well-Being

The final session of Sanjeevani 2024 focused on "AYUSH—India’s Age-Old Formula for Holistic Well-Being," highlighting the significance of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) in promoting comprehensive health and wellness. This session brought together practitioners, researchers, and policymakers to discuss the integration and benefits of traditional Indian systems of medicine in contemporary healthcare.

Key topics discussed included:

- **Holistic Health Approaches:** Emphasizing the importance of AYUSH practices in addressing physical, mental, and spiritual well-being.
- **Integration with Modern Medicine:** Exploring ways to incorporate AYUSH practices with conventional medical treatments to enhance overall patient care.
- **Global Reach:** Discussing the increasing global interest in AYUSH and strategies to promote these practices worldwide.
- **Research and Evidence-Based Practice:** Highlighting ongoing research and the need for scientific validation to support the efficacy of AYUSH treatments.
- **Policy and Support:** Addressing government initiatives and policies to promote AYUSH systems within India and internationally.

The session underscored AYUSH's potential in contributing to global health and well-being by offering alternative and complementary healthcare solutions. It reinforced India's commitment to promoting holistic health practices and integrating traditional wisdom with modern healthcare to achieve the vision of "One Earth, One Health."



*Sanjeevani 2024 provided a comprehensive platform to showcase India's strengths in medical tourism and healthcare. The sessions underscored India's commitment to advancing healthcare through state-of-the-art medical facilities, digitization, and traditional AYUSH systems. The event reinforced India's position as a global healthcare destination and highlighted the nation's potential to contribute significantly to global health and well-being.*



## Image Highlights from “SANJEEVANI” 2024





## Image Highlights from “SANJEEVANI” 2024



SEPC proudly organized a prestigious award function for healthcare sectors at Sanjeevani 2024 in Tamil Nadu, celebrating excellence and innovation, and honoring the remarkable contributions and achievements within the industry.



Healthcare  
Excellence  
Awards  
for  
Indian Healthcare  
Service Providers

## AWARD CATEGORIES

- **CARDIOLOGY**

- a. Interventional Cardiology
- b. Cardiac Surgery
- c. Paediatric Cardiology

- **ORGAN TRANSPLANT**

- a. Kidney Transplant
- b. Liver Transplant
- c. Heart Transplant
- d. Lung Transplant
- e. Limb Transplant
- f. Pancreas Transplant

- **ONCOLOGY**

- a. Medical Oncology
- b. Surgical Oncology
- c. Radiation Oncology
- d. Bone Marrow Transplant

- **NEUROSCIENCES**

- a. Neurology
- b. Neurosurgery
- c. Neurorehabilitation

- **ORTHOPAEDICS**

- a. Hip And Knee Joint Replacement
- b. Orthopaedic Rehabilitation

- **IVF**

- **BIGGEST MEDICAL VALUE TRAVEL COMPANY**

- **FAST GROWING HOSPITAL IN MVT**

- **MOTHER & CHILD SERVICES**

- **AYURVEDIC WELLNESS HOSPITAL**

- **MINIMAL INVASIVE SURGERY**

- **OPHTHALMOLOGY SERVICES**

- **AYURVEDIC HOSPITAL**

- **HEALTHTECH MVT COMPANY**

- **CHILDREN'S DISEASE SERVICES**

- **UPCOMING & FAST GROWING HOSPITAL CHAIN BEYOND BORDERS**

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# ABOUT SEPC

TRADE  
INTELLIGENCE

EXPORT  
DEVELOPMENT

EXPORT  
PROMOTION

ENABLING  
BUSINESS ENVIRONMENT

Services Export Promotion Council set up in 2006 by Ministry of Commerce & Industry, Government of India is an apex trade body to promote exports of services from India.

- To create business opportunities for the services exporters aspiring ones and the existing ones.
- To facilitate exports by formulating business enablers like incentives and designing suitable market oriented promotional events and activities.
- To enable members avail various grants and incentive schemes under Ministry of Commerce, related line Ministries and State Governments.
- To act as a platform between Government and Industry in order to provide policy inputs, take up issues of industry, provide insight on global markets (existing and emerging) in terms of opportunities, challenges and regulatory frameworks.

ROLES & RESPONSIBILITIES

FOCUS SECTORS:



## SERVICES EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce and Industry, Government of India)

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