Ministry of Ayush
Government of India

Ayurveda Day
आयुर्वेद दिवस

ALL INDIA INSTITUTE OF AYURVEDA

9th Ayurveda Day Celebration

29th Oct., 2024



वैश्विक स्वास्थ्य के लिए आयुर्वेद नवाचार

Ayurveda Innovation for
Global Health



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About Ayurveda Day

Ministry of Ayush, Government of India observes Ayurveda Day every year on Dhanawantari Jayanti (Dhanteras) since 2016. Ayurveda is perceived as one of the most ancient well documented system of medicine equally relevant in modern times ,wherein prevention of disease and promotion of health are both given due consideration. Its holistic approaches whether for healthy individuals or for diseased ones remains unparalleled.

This year the 9th Ayurveda day falls on 29th October, 2024.

Objectives of Ayurveda Day

- **To combat the global health challenges like: Non-communicable diseases, Anti-microbial resistance, Mental Health, Nutritional disorders, etc.**
- **To focus on disease prevention and promotion of health**
- **To achieve the vision of Sustainable Development Goals & Universal Health Coverage**
- **To encourage innovation among the Scientists of Ayurveda and contemporary sciences**
- **To position Ayurveda Globally as the leader of Traditional Medicine**

Ayurveda Day 2024

Ayurveda Day 2024 is being observed on 29th October 2024. Nodal Institution- **All India Institute of Ayurveda, New Delhi.** Main event is proposed to be celebrated at AIIA, New Delhi on **29th October, 2024**

Curtain Raiser: 27th September, 2024 by Hon'ble MoS (IC) for Ayush

The theme of this year Ayurveda Day 2024:

वैश्विक स्वास्थ्य के लिए आयुर्वेद नवाचार

Ayurveda Innovation for Global Health

Ayurveda Day

आयुर्वेदोऽमृतानाम्

आयुर्वेद दिवस

Jan Sandesh
Jan Bhagidari
Jan Aandolan

Jan Sandesh

1. Social Media promotion.
2. Messages from iconic cultural personalities.
3. Campaign on mobile.
4. Publicity material on Ayurveda.
5. Radio Jingles/TV spots/ Amplification through Community Radio
6. Short Films / Hoardings/ LED Display/ Youtube Shots/ Print Advertisements.
8. Shwetapatra' on Ayurveda for Vision 2047.
9. E-folders on week long campaigns
10. Utilization of Ayush Virtual Convention Centre (AVCC) and Ayush Campaign Portal.



Jan Bhagidari

1. Prakriti Parikshan at community level.
2. Ayurveda Navapravartan Samvaad: Entrepreneurial Sensitization programs for Ayurveda Students, practitioners, academicians, and startup enthusiasts
3. Organizing Institutional Level Idea hackathons and Start-up expos.
4. Promoting participation in Grand Ayurveda Startup Challenge
5. Identifying and Promoting women entrepreneurs, tribals, Indigenous and ethnic groups MSMEs/entrepreneurs.
6. Fostering collaborations between Academics & industries.
7. School outreach programs
8. Quiz/ Competition on MyGov and Ayush Campaign Portal
9. Ayurveda food festival
10. Cultural Events featuring Ayurveda
11. Engaging Community Service Centres (CSCs)/ Community Health Centres (CHCs)/ Health and Wellness Centres (HWCs)
12. Ayurvedic Health and Wellness Fair: showcasing Ayurveda innovations and wellness solutions
13. Wellness camps.



Program overview

S.No	Weekly Events
1	Ayurveda and Women's Health
2	Ayurveda Innovations and Entrepreneurship
3	Ayurveda and Workplace Wellness
4	Ayurveda for Wellness at schools
5	Ayurveda Ahara and Innovations



9th Ayurveda Day 2024 Celebration Activities

Date	Activity Name	Purpose of Activity
21 October Monday	**"I Support Ayurveda" & Selfy Campaign**	Encourage public participation by clicking on the "I Support Ayurveda" button on **ayurvedaday.in**, promoting global awareness.
22 October Tuesday	**Patient Awareness Lectures on Ayurveda**	Educate patients on the benefits of Ayurveda in managing lifestyle diseases and maintaining health.
23 October Wednesday	**Lectures on Ayurveda for Workplace Wellness**	Promote Ayurvedic solutions for stress management and wellness in workplace settings, enhancing productivity.
24 October Thursday	**Lectures on Ayurveda for Women's Wellness**	Address women's health issues through Ayurveda, focusing on hormonal balance, fertility, and menstrual care.
25 October Friday	**Lecture on Prakruti Parikshan Concept in Ayurveda**	Explain the Ayurvedic concept of Prakruti (body constitution) analysis and its role in personalized health solutions.
26 October Saturday	**Rally/Run for Ayurveda**	Organize a public rally or run to promote the significance of Ayurveda in preventive health and holistic care.
27 October Sunday	**Ayurveda Diagnostic & Treatment Camps**	Conduct free diagnostic and treatment camps to showcase the efficacy of Ayurveda for various health conditions.
28 October Monday	**"I Support Ayurveda" & Selfy Campaign (Second Round)**	Encourage more participation by revisiting **ayurvedaday.in** and spreading the message of Ayurveda.
29 October Tuesday	**9th Ayurveda Day Celebration & Dhanvantari Pujan**	Conclude the celebrations with Dhanvantari Pujan, invoking the blessings of the god of Ayurveda for health and well-being.

Ayurveda and Women's Health

- Holistic Approach of Ayurveda towards women's health
- Benefits of Ayurveda for women's health
- Dietary and lifestyle guidelines for women
- Addressing common women's health issues through Ayurveda
- Innovative Health solutions in Ayurveda for women

Ayurveda Innovations and Entrepreneurship

- Understanding business opportunities in Ayurveda
- Entrepreneurship and entrepreneurial mindset
- Entrepreneurship and Innovation Ecosystem in India
- Building an idea
- Stages of start-ups
- Funding opportunities
- Legal compliance



Ayurveda and Workplace Wellness

- Ayurveda principles for physical and mental health
- Most common health issues at workplaces
- Managing Fatigue, Enhancing Energy Levels, and increasing productivity through Ayurvedic techniques
- Stress management and maintaining workplace harmony through Mindfulness, Meditation, and Yoga
- Rasayanas for Workplace Wellness
- Implementation of Health innovations at Work-place

Ayurveda for Wellness at schools

- Building Healthy habits in children through Ayurvedic dinacharya
- Personalized Ayurvedic nutrition for children
- Immunity boosting in children through Ayurveda

Ayurveda Ahara and Innovations

- Principles of Ayurveda Aahar
- Ayurveda culinary techniques
- Food innovations inspired by Ayurveda/Examples of Food Innovations in Ayurveda
- Blending Traditional Ayurvedic principles with modern culinary techniques

Global Promotion of Ayurveda

- Ayurveda as Traditional system of Medicine is legally recognized in 24 countries
- Traditionally Medicine Forums have been established through multi-lateral engagements
- SCO Expert Working Group on Traditional Medicine
- BIMSTEC Taskforce on Traditional Medicine (BTFTM)
- BRICS High Level Forum on Traditional Medicine
- Ayurveda products are exported to more than 100 countries
- The morbidity codes of Ayurveda, Siddha and Unani are now included in ICD-11 TM Module 2
- WHO benchmarks for Practice & Training in Ayurveda
- Global Traditional Medicine Centre (GTMC) at Jamnagar, Gujarat

Micro Website:

https://ayurvedaday.org.in/

- All the activities pertaining to Ayurveda day have to be uploaded by various stakeholders

- "I Support Ayurveda" initiative during last year recorded around 16 Cr. Hits/votes.
- This year aim for more than 25 Cr. Hits/votes.

- Last year celebrated in 105 countries.
- This year we will aim for 150 countries



Ayurveda:
Knowledge System of Healthy and Happy Life

Ayurveda is unique in its approach as a healing science, rather than merely a medical science. It is rightly considered as science of life and it gives due importance to all the aspects of treatment. The word Ayurved is comprised of Ayu + Ved. Ayu denotes the healthy and happy life where as Ved is derived from vid dhatu which means the knowledge. Hence Ayurveda should be considered in true sense as Knowledge system about healthy and happy life.

Moreover, it emphasizes on knowledge system, which includes physician, infrastructure, supporting staff and legislation. The COVID 19 pandemic is also a role model to prove the significance of considering all the aspects of the Chikitsa Chatushpada; wherein the whole knowledge system viz. physician, medication, para-medicals and the patient – everyone had their participatory role, hence proving the worth of the whole knowledge system depicted in Ayurveda.

In covid pandemic situation not only physical health was affected but psychological, social as well spiritual health were also affected.

The motto is to make a move from Illness to Wellness and Wellness to Happiness. It is not sufficient to just cure the disease or in other words the Wellness is not just merely one does not suffer from any ailment and is able to do the regular work. Medicine typically treats injuries, disabilities, and symptoms, to bring the individual to a "neutral point" where there is no longer any visible illness. However, the Wellness Paradigm requires moving the state of wellbeing further along the continuum towards optimal emotional and mental states that is towards happiness. This is the state of achieving your higher self. The concept assumes that wellbeing is a dynamic rather than a static process.

The concepts and practices of Ayurveda are deeply rooted in our community viz the kitchen remedies, making use of spices, rituals and traditions observed in India at various seasons and places. This is the nerve of our traditions. However, it is not merely a Folklore or Home Remedies Science, as it is scientific and provides an insight to our beliefs as truth. For instance, observing the rituals of eating Sesame seeds and jiggery on Makar Sankranti falling in the winter season will enhance the robustness of health and closely matches with the Ritucharya described for this season in Ayurveda literatures. Similarly, lighting a common fire as ritual of Holi, falling in Vasant Ritu is a reflection of Public Swedana to be advised in this season to mitigate the Kapha prakopa as is depicted in Ayurveda. Thus, as explained through customs, traditions or rituals or as a part of kitchen herbs, Ayurveda is tightly woven in Indian community, which makes it all the more acceptable to meet the health and wellness for all. Ayurveda is the binding science which advocates scientific parameters to give insight to those belief system of Indian community. In present covid situation also use of Kitchen remedies like Haldi, Ardrak, Tulasi, Marich, Jeera in the form of Ayushkwath or Haldi milk helped to prevent the disease by modulating the immunity. Thus, what is needed is to touch the roots and transform the lives of the people.

AYURVEDA

Rooted in Community & Public Health

Strengths of Ayurveda:

Ayurveda science has certain salient characteristic features which makes it unique. First of all, it is Time tested. It has the legacy of thousands of years well documented in form of texts and practiced till today. As it has its roots in the community and as it is our genetic knowledge, it becomes Cost effective. Many of the remedies mentioned are readily available in the Kitchen and known to a common man. Since, these remedies are part and parcel of our routine life in form of spices, herbs, vegetables etc., it Quality, Safety & Efficacy assured. Further, this system has separate governing body, Ministry of AYUSH to ensure the optimal development and propagation of AYUSH systems of health care, regulating the rules pertaining to the Quality, Safety & Efficacy of the drugs and procedures.

Ayurveda has Rasayana herbs like Amla, Guduchi, Shatavari, Ashwagnadha etc. which are known to the common public and can be easily grown in the kitchen garden. These drugs bring about the immune modulation, Restoration and Rejuvenation of the body tissues. For the treatment of various ailments, we have vast choices of treatment based on the condition of the patient, condition and stages of diseases, environment, time and place; in terms of Shamana (Palliation), Shodhana (Bio purification), Nidana Parivarjana (Avoiding the causes), Antah Parimarjana, Bahir Parimarjana, Shastra Pranidhana and so on. In the vast flora and fauna in the biodiversity of India, thousands of drugs are available to choose for treatment. More than 10,000 herbal & Herbo-mineral formulations are documented in the texts for the purpose. The Panchakarma in an unique modality of treatment wherein the toxin are removed from the natural orifices through Emesis (Vamana), Purgation (Virechana), Enema (Basti), Nasal Errhines(Nasya) or Blood letting (RaktaMokshana). These modalities of detoxification is applicable in various pathological conditions as well as for the maintenance of health in terms of seasonal Panchakarma. Apart from the treatment modalities, a Holistic integrated approach is imbibed incorporating the guidelines to Ahara, Vihara & Achara. Ayurveda also makes a synergy with Yoga system and brings about Mental & Spiritual healing.

Ayurveda science tends to consider the individual as a whole: a soul /mind/senses /body thinking and interacting with its environment. It is thus a matter of adjusting a treatment according to the individual characteristics of each patient. The approach of P5 medicine as Predictive, Preventive, Promotive, Personalized & Participatory is well incorporated in Ayurveda principles and not merely curative alone.

Personalised: ***everyone is unique, we are interested in the personal profile of the individual (genetic, environmental, etc.).***

Preventive: ***health education aims to reduce the risk of disease (primary prevention), promote early detection (secondary prevention) and improve the quality of life of the sick (tertiary prevention). "Wellness" is at the centre of these different processes.***

Promotive: ***The immune modulators in form of Rasayana drugs like Amalaki, Ashwagandha, Shatavari etc. the health status is enhanced to its optimum in the desired way.***

Predictive: ***by establishing a personalised mapping of the risk factors and protective elements of a person's health, the risk of developing a disease can be assessed and the most appropriate drug and other treatments proposed.***

Participatory: ***patients are the actors of their own health and care. They are now considered "expert patients", with theoretical knowledge and subjective knowledge derived from experience of their disorders. Further, during COVID it is once again proved that 'health is an individual responsibility" by following the proper prophylaxis, diet and regimen.***

Further, it also imparts the Universal approach of looking to the individual being as a reflection of the universe, through "Loka Purusha Samya Siddhanta" which says that whatever is present outside is present inside.

There exists a harmony and synergy between the macrocosm & microcosm.

The comprehensive definition of health as mentioned in Ayurveda is a state of balance – physically, mentally & emotionally. Health is uninterrupted physical, mental, spiritual happiness and fulfillment; a true balance of organs/systems, psyche and spirit, and balanced and creative relationships with fellow creatures and nature as a whole, family, friends, work, climate, ideals and customs. This holistic perspective is one of Ayurveda's basic principles. Swastha also means being established in one's self. Generally, we talk about mental health and physical health, but one of Ayurveda's basic principles emphasizes from the beginning that we should be established in our self. Ayurveda together with its sister science, yoga, which includes the practice of meditation, helps you to stay physically fit and spiritually on point at all times in order to lead a holistically healthy life. Ayurveda views physical health as balance and Wellness as living the dynamic expression of your own nature and body type to its full potential.

Implementation of this holistic approach in COVID situation helped the community to restrict the spread and also improved the immunity so as to keep the disease in mild to moderate grade in most of the population.



Ayurveda proposes
the paradigm shift from

Ayu to Deeraghayu,
Deeraghayu to Sukhayu
and
Sukhayu to Hitayu.

Ministry of Rural development and Panchayati raj

Ministry of Education

Ministry of Information & Broadcasting.

Ministry of Health & Family Welfare

Ministry of Electronics & Information Technology

Ministry of Railways

Ministry of Civil Aviation.

Ministry of Women & Child Development

Ministry of Tourism

Ministry of External Affairs

Ministry of Labour & Employment

Ministry of Youth Affairs & Sports

Ministry of Defence

Ministry of Agriculture & Farmers Welfare

Ministry of Home Affairs

Department of Posts

Ministry of Science & Technology

Ministry of Tribal Affairs.

Ministry of Commerce

Ministry of Ports, Shipping & Waterways

Ministry of DoNER

Ministry of Panchayati Raj

ALL INDIA INSTITUTE OF AYURVEDA

An autonomous Institute

under

Ministry of Ayush,

Government of India, New Delhi