



वैद्य राजेश कोटेचा

सचिव

Vaidya Rajesh Kotecha

Secretary



सत्यमेव जयते



भारत सरकार

आयुष मंत्रालय

आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,

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Government of India

Ministry of Ayush

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Dear colleague,

D.O No L-13011/1/2023-AS

25<sup>th</sup> September, 2023

Ayurveda Day, vide Resolution published in Gazette of India, Extra ordinary Part I dated 01<sup>st</sup> June, 2017 is officially celebrated every year on the auspicious day of 'Dhanwantari Jayanti - *Dhanteras*' since 2016. This year, it falls on 10<sup>th</sup> November, 2023. Since last three years, with the initiatives taken by PMO, it is being celebrated as the program of Government of India with a whole of Government approach.

In the recently concluded G20 Summit, all the Member States unanimously adopted the G20 declaration which recognized and acknowledged the potential of evidence based Traditional Medicine Practices in Public Health Delivery Systems. The Declaration emphasized on 'One Health' approach while addressing various health aspects including nutrition.

In alignment with the cognizance of G20 on Traditional Medicine and the theme of India's G20 Presidency, '**Vasudhaiva Kutumbakam**' the focal theme for Ayurveda Day-2023 has been decided as '**Ayurveda for One Health**' with Tag line '**Ayurveda for every one on every day**' i.e. 'हर दिन हर किसी के लिए आयुर्वेद' - focusing on human-animal-plant-environment interface.

The notion of '*One Health*' is not new, it refers to the ancient times when *Acharya Charaka* had proclaimed the phenomena of "**universe-individual continuum**" i.e., '**universe within oneself and individual within universe**' and the influence it has on balancing the *people-planet ecosystem*. Ayurveda is not just the traditional system of medicine, it is the way of life, which addresses wellbeing of non living things like environment, rivers, soil, weather etc., as well as all living beings including Human, Animals, Aquatic life and plants. The Ayurveda advocacy has included thousands of edible herbs, which are easily accessible in forests or in rural area depending on the Geo-climatic variation. Many of the dietary practices followed in tribal pockets have high nutritional value and are cost effective but are not known to urban population. Ayurveda in the form of ethno- medicine is commonly used in veterinary practices in rural India. The National Medicinal Plants Board under Ministry of Ayush has developed cultivation techniques of more than 110 plant varieties which have high market demand.

Contd...2/-

By capitalizing the potential of Ayurveda, the science of holistic healing and healthy living, a revolution can be brought in the field of healthcare to address the concerns of One Health.

The theme has been selected with focus on promoting Agro-Ayurveda, promoting health by empowering and encouraging people for self participation, and enthusing professionals for harnessing potential of Ayurveda. It involves a spectrum of areas focusing on sustainable agriculture, human, animal, plant, forest, and aquaculture health, food safety, etc.

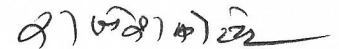
Various stakeholders under the theme, will be accessed with the esteemed cooperation of various Ministries of Government of India as well as other various Ministries and Departments of Central and State Governments, Academia, NGOs, Associations, professional bodies, etc.

In this noble cause your invaluable support is solicited by creating Jan Sandesh, Jan Bhagidari and Jan Aandolan for Jan Arogya and Bhumi Aarogya. The event details including nodal agency for organizing various activities are given in **Annexure**.

I shall be grateful if the activities during the whole events are celebrated in a befitting manner.

With regards,

Yours Sincerely,



**(Rajesh Kotecha)**

Encl: As above

To,

All Secretaries to the Government of India



The following activities are planned to celebrate the Ayurveda day – 2023:

1.	Duration of the Event	29 <sup>th</sup> September, 2023 – 10 <sup>th</sup> November, 2023	
2.	Event theme	<b>'Ayurveda for One Health'</b>	
3.	Tag line	<b>'हर दिन हर किसी के लिए आयुर्वेद'</b> <b>'Ayurveda for every one on every day'</b>	
4.	Focused events	<p><b>छात्रों के लिए आयुर्वेद (Ayurveda for Students)</b> The nodal agency for students is National Commission for Indian System of Medicine (NCISM) in consultation with Institute of Training and Research in Ayurveda (ITRA) to coordinate with Ministry of Education (School Education and Higher Education), Ministry of Women and Child Development and affiliated ASU&amp;H colleges for conducting various activities under the event theme.</p> <p><b>किसानों के लिए आयुर्वेद (Ayurveda for Farmers)</b> The nodal agency for farmers is National Medicinal Plant Board (NMPB) in consultation with National Institute of Ayurveda (NIA) to coordinate with Ministry of Agriculture and Farmers' Welfare, Ministry of environment forest and climate change, Ministry of Tribal Affairs, Department of Animal Husbandry &amp; Dairying for conducting various activities under the event theme.</p> <p><b>जनस्वास्थ्य के लिए आयुर्वेद (Ayurveda for Public Health)</b> The nodal agency for public is Central Council for Research in Ayurvedic Sciences (CCRAS) in consultation with All India Institute of Ayurveda (AIIA) and National Ayush Mission (NAM) and to coordinate with Ministry of Culture, Ministry of Panchayati Raj, Ministry of Rural Development, Ministry of Information &amp; Broadcasting, Ministry of External Affairs and Department of Posts for conducting various activities under the event theme.</p>	
5.	Central Nodal Agency:	Central Council for Research in Ayurvedic Sciences	
	Chief Nodal Person:	Prof. Vaidya Rabinarayan Acharya, Director General, CCRAS	
	Nodal Officers:	Dr. Pratap Makhija	Dr. Avinash K. Jain
	Designation	Assistant Director (Ay.)	Research Officer (Ay.)
	Mobile:	9990317836	7425063398
	Landline:	011-28522767	
	Email id:	pratapmakhija.ccras@gmail.com	vaidyaakjain@gmail.com
6.	Suggestive activities	<ul style="list-style-type: none"> <li>• Distribution of Ayush information e-Kit through Stakeholders and by uploading on their websites</li> <li>• Issue necessary instructions to all Stakeholders for active participation in various competitions being conducted by Ministry of Ayush through MyGov and Ayush Campaign Portal.</li> <li>• Create buzz through their Social Media Handles.</li> </ul>	





Ministry of Ayush  
Government of India



ONE EARTH • ONE FAMILY • ONE FUTURE



**Ayurveda**  
FOR ONE HEALTH



**8<sup>th</sup> AYURVEDA DAY**

**10<sup>th</sup> November, 2023**





# 8<sup>th</sup> Ayurveda Day Celebration

## (10th November 2023)

### About Ayurveda Day

The Ministry of Ayush, Government of India has been celebrating Ayurveda Day every year on Dhanwantari Jayanti (Dhanteras) since 2016. Since the last three years, with the dynamic initiatives taken by PMO, it has been embraced as the program of the Government of India being implemented with a Whole of Government Approach. Ayurveda, one of the oldest known medical systems is not just ancient wisdom, it is a living legacy that champions the promotion of health and the prevention of disease.

### Objectives of Ayurveda Day (PERFECT)

- Promote and position Ayurveda to the global forefront of healthcare.
- Explore the potential of Ayurveda to contribute towards national health policy and shaping national health programs.
- Reduce the disease burden and associated morbidity and mortality by harnessing the untapped potential of Ayurveda.
- Focus on the unique strengths of Ayurveda and its holistic principles in preserving the health and well-being of humans as well as plants, animals, and the environment.
- Enhance trust and credibility in Ayurveda and promote awareness of Ayurveda through community engagement among the general public, students, farmers, etc.
- Cultivate a culture of "illness to wellness" through Ayurveda for its holistic benefits.
- To create awareness that Ayurveda is an evidence-based scientific medical system.

# AYURVEDA

## Holistic medical system dedicated to one health

Ayurveda, the science of life is one of the ancient and comprehensive systems of health care that addresses holistic health. The quest for good health and long life is probably as old as human existence. According to Indian philosophy, health is a prerequisite to pursuing the materialistic, social, and spiritual upliftment of human beings. The compendia like Charaka Samhita and Susruta Samhita stand as the epitome of Ayurveda and were written in a systematic manner, and comprehensively elaborate the eight specialties in practice during that time. In these treatises, the basic tenets and therapeutic aspects of Ayurveda were meticulously organized, and elucidated. These treatises stressed the importance of the preservation of health and also broadened the perspective on Ayurveda pharmaco-therapeutics. The therapeutic properties of plants, animal products, and minerals were extensively described in these compendia, which has made Ayurveda a comprehensive system of health care. There were two main schools of thought in Ayurveda: Punarvasu Atreya - the school of physicians and Divodasa Dhanvantari- the school of surgeons. Punarvasu Atreya is mentioned as a pioneer in medicine, and Divodasa Dhanvantari in surgery.

An analysis of Ayurvedic treatises signifies that the different aspects of Ayurveda were evolved and documented from time to time in the form of texts or compendia. For instance, the Charaka Samhita an authentic source of internal medicine emphasizes on philosophy of life and line of treatment for different diseases. Susruta Samhita provided a complete systematic approach to surgery and diseases of the eyes, ear, throat, nose, head, and dentistry.



Subsequently, more texts of Ayurveda were methodically written by many authors, commented upon, and updated from time to time. A look into commentaries on the treatises by the scholars indicates that while the theoretical framework of Ayurveda remained the same, the knowledge about Ayurveda interventions and procedures was augmented. The Ayurveda concepts and descriptions were reviewed and updated in the light of contemporary understanding by the commentators, thus reviving Ayurveda in its practical applied form. The present form of Ayurveda is the outcome of persistent endeavors and the ongoing integration of scientific principles.

Presently Ayurveda has well-regulated undergraduate and postgraduate education in India. A commendable network of Ayurveda practitioners and manufacturers exists in the country. Infrastructure development in private and public sectors has improved the outreach of Ayurveda to the community in a commendable way.

## Eight Specialities of Ayurveda

- **Kayachikitsa (Internal medicine)** - This specialty focuses on the prevention, diagnosis, and treatment of different diseases not requiring surgery
- **Shalya Tantra (Surgery)** - This specialty deals with various surgical operations required in the management of different disease conditions along with medical management of surgical diseases.
- **Shalakya (speciality for diseases of supra-clavicular origin)** - This specialty deals with dentistry, diseases of the ear, nose, throat, oral cavity, head, and their treatment by using special procedures.
- **Kaumarabhrtya (Pediatrics, obstetrics, and gynecology)** - This specialty deals with childcare as well as the antenatal and postnatal care of females along with the management of various diseases of women and children.

- **Bhootavidya (psychiatry)** - This specialty deals with the diagnosis, and management of different psychiatric diseases. Treatment methods include medicines, diet regulation, psycho-behavioral therapy, and spiritual therapy.
- **AgadaTantra (toxicology)** - This specialty deals with the treatment of different clinical conditions that occur due to toxins of various origins.
- **Rasayana Tantra (rejuvenation and geriatrics)** - This specialty is unique to Ayurveda and deals with the prevention of diseases and the promotion of a long and healthy life along with medical management of geriatric conditions.
- **Vajikarana (Aphrodisiology and eugenics)** - This specialty deals with the means of enhancing sexual vitality and efficiency for producing healthy and ideal progeny.





# STRENGTH OF AYURVEDA

## Nurturing Body, Mind, and Spirit

**A comprehensive definition of health:** Ayurveda defines health as a state of equilibrium of Dosha (regulatory and functional entities of the body), Dhātu (structural entities), Mala (excretory entities), and Agni (digestive and metabolic factors) along with healthy state of sensory and motor organs and mind with their harmonious relationship with the soul. The state of disease is defined in Ayurveda as a loss of equilibrium or disharmony of essential body constituents. The objective of disease management is to maintain equilibrium or revert to its state of harmony, through a holistic system including diet, lifestyle, medicine, and therapies. The strength of Ayurveda lies in its three-fold holistic approach to the prevention of disease, promotion of health, and cure of disease. This is achieved through comprehensive care of body, mind, and soul where physical, mental, and spiritual aspects of health are considered.

**Acceptance by the community:** A significant proportion of the population in India is reported to use Ayurveda and other traditional systems of medicine to meet their primary healthcare needs. The safety of this system is attributed to time-tested use substantiated by scientific evidence generated through clinical and experimental research. Besides, the synergy of ingredients in conjunction with individual need-based treatment plans forms the basis of the efficacy and safety of Ayurvedic formulations.

**Emphasis on promotion of health and prevention of diseases:** Considering the health of an individual as a dynamic integration of environment, body, mind, and soul, Ayurveda lays great emphasis on the preservation and promotion of health and preventing the occurrence of

diseases. The treatment modalities of Ayurveda are based on the inherent ability of the living body to rejuvenate, regenerate, and restore the natural equilibrium. While treating the patient, Ayurvedic treatment helps to enhance the natural healing process in the body. The prevention of disease and promotion of health is achieved by judicious practice of *Dinacharya* (daily regimen), *Ritucharya* (seasonal regimen), and *Sadvritta* (ethical code of conduct) in accordance with Prakriti (psychosomatic constitution). In this way, the significance of a healthy lifestyle for the maintenance of health is emphasized by Ayurveda. Do's and don'ts on personal and social behavior are elaborated for attaining total health. Great emphasis is given on *Nidana Parivarjana* i.e., keeping away from factors that cause or precipitate the disease, whereas therapeutic procedures like Panchakarma help in eradicating the disease.

**Importance of diet and lifestyle:** The ultimate aim of Ayurveda is the preservation of health, and it can be attained in two ways, i.e., observation of lifestyle recommendations to prevent diseases and eradication of already afflicted diseases. The prerequisites to attain the prevention include a wholesome diet, conservation of the environment, congenial social and cultural atmosphere. Diet is an essential factor for the maintenance of health. Ayurveda emphasizes on diversified aspects of dietetics and nutrition viz. quality, quantity, processing methods, the rationale of a combination of food articles, emotional aspects, nature of the consumer, geographical and environmental conditions, etc. Advocacy of proper diet and lifestyle, which is congenial to the individual maintains normal body functions and thus prevents diseases.

**The holistic concept of health:** Ayurveda considers a living being as a combination of body, mind, and soul. All health management approaches are intended to maintain the harmony and homeostasis of these entities.



**Individualized approach:** Ayurveda considers that everyone has a distinct psychosomatic constitution and health status. This is considered while advocating preventive, promotive, and curative measures.

**Universe-individual continuum:** According to Ayurveda, the individual (microcosm) is a miniature replica of the universe (macrocosm). Every aspect of the universe is represented in the individual. Any change in the environment affects human beings. Therefore, emphasis is laid on social and environmental factors which are interlinked with health.

**Emphasis on public health and eugenics:** The activities of the individual through his deeds have their good or bad effects on the environment. Ayurveda emphasizes upon healthy body, sound mind, benevolent speech, and spiritual practices to create a healthy and happy environment. The pivotal role of eugenics mentioned in Ayurveda is to produce strong, healthy, and ideal progeny.


**Use of natural products:** Ayurvedic products are derived mainly from plants and other natural resources. Identification of active principles of medicinal plants has also led to the discovery of many allopathic drugs. Some pharmacologically proven constituents of Ayurvedic plants like Aloe vera, Curcuma longa, Withania somnifera, Bacopa monnieri, etc. are used globally. Further, scientific evidence regarding the safety and efficacy of Ayurvedic interventions is also available in the public domain.

**Areas of clinical strength:** Ayurveda interventions are commonly prescribed for chronic intractable diseases. Ayurvedic treatment is effective in chronic disease conditions such as diabetes mellitus, hypertension, and obesity; psychosomatic disorders like depression, and insomnia; digestive disorders like irritable bowel syndrome (IBS), peptic ulcer, inflammatory bowel disease; respiratory disorders like bronchial asthma and chronic

obstructive pulmonary disease; musculoskeletal disorders like osteoarthritis, rheumatoid arthritis, osteoporosis; neurological and neurodegenerative disorders. Some of the Ayurvedic medicinal plants are also widely used as home remedies in India for a wide range of common ailments.

**Unique therapeutic approach:** Ayurveda advocates certain bio-cleansing and rejuvenating therapeutic measures such as Panchakarma and Rasayana for the maintenance of a healthy state as well as in the management of chronic diseases. Ksharasutra, a minimally invasive para-surgical procedure using medicated thread, widely cited in ancient medical literature for its safety and efficacy is being successfully practiced as a promising therapy for anorectal disorders. Such unique specialties of Ayurveda either as stand-alone or add-on therapies are proven to have an edge over conventional medical approaches in disease management and improving quality of life.

**Effectiveness in infective diseases such as COVID-19:** Ayurveda interventions showed their mettle as standalone or adjunct to the standard of care/treatment as usual in asymptomatic, mild, and moderate COVID-19. The clinical studies on Ayurveda interventions demonstrated early clinical recovery, achieving early negative RT-PCR assay for COVID-19, reduction in the duration of hospital stay, prevention in disease progression and complications, and improvement in quality of life with minimal adverse events observed. The clinical studies on Ayush interventions with prophylactic potential were conducted in high-risk populations either residing in containment zones or frontline workers such as those in health care or public service and demonstrated promising outcomes in reducing the incidence of COVID-19.





## Ayurveda Practices rooted in Community & Public Health

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. For instance, eating sesame seeds and jaggery on Makar Sankranti falling in the winter season closely matches the *Ritucharya* described for this season in Ayurveda literature. Similarly, lighting a common fire as a 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 mentioned in Ayurveda. Thus, as explained through customs, traditions, or rituals or as a part of kitchen herbs, Ayurveda is tightly woven into the Indian community, which makes it all the more acceptable to meet the health and wellness for all. Ayurveda advocates scientific parameters to give insight into the belief systems of the Indian community. During the COVID-19 pandemic, the use of Ayush *Kwatha* (containing *Tulasi*, *Dalchini*, *Sunthi*, and *Maricha*) or turmeric milk helped to modulate immunity, intain the harmony and homeostasis of these entities.



# Ayurveda Day 2023

## Celebration of Ayurveda Day 2023 on 10th November 2023

In the recent G20 Summit, all the member states unanimously adopted the G20 declaration which recognized and acknowledged the potential of evidence-based Traditional Medicine Practices in Public Health Delivery Systems. The Declaration emphasized on 'One Health' approach while addressing various health aspects including nutrition. In alignment with the cognizance of G20 on Traditional Medicine and the theme of India's G20 Presidency, 'Vasudhaiva Kutumbakam', the theme of this Ayurveda day focuses on human-animal-plant-environment interface.

The focal theme for Ayurveda Day 2023

***'Ayurveda for One Health'***

***“हर दिन हर किसी के लिए आयुर्वेद”***

***'Ayurveda for everyone on everyday'***



## Jan Sandesh

### Jan Bhagidari

### Jan Aandolan

## For Jan Arogya & Bhumi Arogya

## Ayurveda for One Health

WHO defines the concept of 'One Health' as an integrated, unifying approach to balance and optimize the health of people, animals, and the environment. It is particularly important to prevent, predict, detect, and respond to global health threats such as the COVID-19 pandemic. In the recently concluded G20 summit, all the member states unanimously recognized and acknowledged the potential of evidence-based Traditional Medicine practices in public health delivery systems. One of the summit declarations emphasized on 'One Health' approach while addressing various health aspects including nutrition. In alignment with the cognizance of G20 on Traditional Medicine and the theme of India's G20 Presidency, '*Vasudhaiva Kutumbakam*', the focal theme for Ayurveda Day 2023 has been decided as 'Ayurveda for One Health' with tag line 'Ayurveda for everyone on everyday' (हर दिन हर किसी के लिए आयुर्वेद) focusing on the human-animal-plant-environment interface. The notion of 'One Health' is not new. Ayurveda believes in the fundamental unity and complementarity of man and the universe. Ayurveda had proclaimed the phenomena of “यथा पिण्डे तथा ब्रह्माण्डे” (universe-individual continuum) i.e., universe within oneself and individual within universe and the influence it has on balancing the people-planet ecosystem. Acharya Sushruta also states that the balance of the body is dependent of the balance of the three dosha – *Kapha*, *Pitta*, and *Vata* just as the balance of the world is dependent on the balance of the Sun, Moon, and the Air. Ayurveda being a holistic medicine science addresses the well-being of living beings including humans, animals, aquatic life, and plants as well as the environment, rivers, soil, weather, etc.

Achievement of One Health is dependent on a multitude of factors such as creating awareness amongst the general public on the Ayurveda principles of holistic health as well as disease prevention & health promotion through



Ayurveda; generating awareness amongst students, who are the hope for the future generations on holistic health through Ayurveda; and creation of awareness amongst farmers, who are the custodians of food security and soil health on the principles of *Vrikshayurveda* and farming techniques which do not hamper soil fertility. Based on this, the focal theme of this Ayurveda day is further divided into three focused areas:

- Ayurveda for Public Health
- Ayurveda for Students
- Ayurveda for Farmers

#### Ayurveda for Public Health

Public Health is used as an indicator of the development of a nation. Public Health is defined as the science of promotion of health and prevention of disease through the organized efforts of society. Ayurveda being one of the oldest medical systems has significantly contributed towards public health and also bears the potential to contribute to the maximum in the current times. “Ayurveda for Public Health” has been included as one of the focused areas for Ayurveda Day 2023 celebrations. The theme has been selected with a focus on promoting health by empowering and encouraging people to self-participation, and enthusing professionals for harnessing the potential of Ayurveda. Central Council for Research in Ayurvedic Sciences (CCRAS) has been designated as the nodal agency for the activities related to this focussed area along with All India Institute of Ayurveda (AIIA), New Delhi and National Ayush Mission (NAM) in coordination with the Ministry of Culture, Ministry of Panchayati Raj, Ministry of Rural Development, Ministry of Information & Broadcasting, Ministry of External Affairs and Department of Posts.

## Ayurveda for Students

The future of a nation depends on the well-being of the future generations. Improvement in the skillsets and performance of students are directly linked to their general health and well-being. *Balachikitsa* is one of the eight specialties of Ayurveda, which focuses on the holistic well-being of children and adolescents. Proper utilization and promotion of the beneficial effects of Ayurveda such as immunity enhancement interventions, inculcating Ayurveda principles of healthy lifestyle, and medicines for improving memory and performance through *Rasayana* can be helpful in the upbringing of a generation of healthy future citizens. In addition, generating awareness about the Ayurveda principles of health promotion among the students will be not only beneficial for themselves, but for their family also. Ayurveda principles such as '*Achara Rasayana*', and '*Sadvritta*' will educate the students about the moral code of conduct and their responsibility towards society. It is in view of this, that "Ayurveda for Students" has been identified as one of the three focus areas of the 8<sup>th</sup> Ayurveda day activities. The National Commission for Indian System of Medicine (NCISM) has been designated as the nodal agency for these activities along with the Institute of Training and Research in Ayurveda (ITRA), Jamnagar, which will undertake these activities in coordination with the Ministry of Education (School Education and Higher Education), Ministry of Women and Child Development and affiliated ASU&H colleges under the event theme.

## Ayurveda for Farmers

India is home to a diverse range of medicinal plants that have been used for centuries by the local people to meet not only their own primary health care needs but also to address ailments of domesticated animals (*Pashuayurveda*) & crops (*Vrikshayurveda*). Ayurveda utilizes more than 95% of interventions having herbal origin for the promotion of health and management of various

disease conditions. A significant part of medicinal plant requirements continued to be met from wild sources, leading to their decreased availability in recent times. Although the cultivation of medicinal plants has gained momentum among the farming community, however, in order to meet the increasing demand for medicinal plants both domestically and from overseas markets, there is a need to educate farmers and focus on large-scale cultivation of medicinal plants. One of the focused areas for this year's Ayurveda Day celebrations is "Ayurveda for farmers". National Medicinal Plant Board (NMPB) is the nodal agency for this activity along with the National Institute of Ayurveda (NIA). The proposed activities will be organized in coordination with the Ministry of Agriculture and Farmers' Welfare, Ministry of Environment, Forest and Climate Change, Ministry of Tribal Affairs, and Department of Animal Husbandry & Dairying under the event theme.





## Jan Sandesh

- Social media promotion
- Shot video messages from eminent personalities
- Dissemination of IEC material on Ayurveda
- Radio jingles/TV spots
- Short films/ Hoardings/ LED Display/ Youtube videos/ Print Advertisements
- Radio and TV Talk Shows on Ayurveda
- E-Kit on Ayurveda Day
- Dissemination of list of Medicinal plants suitable for cultivation (State-wise) including medicinal plants suitable for dry land
- Dissemination of Agro-techniques developed by NMPB
- Awareness of the marketing of medicinal plants/ e-Charak with various stakeholders, FPO, etc.
- Awareness about the concept of Good Agricultural Practices (GAP) and Good Field Collection Practices (GFCP) among farmers

## Jan Bhagidari

- Exhibition cum Mini-Expo
- Medical and wellness camps across the country
- Public awareness lectures
- Distribution of common medicinal plants
- LED display at heritage sites (contents to be provided by MoA)
- School outreach programmes
- Involvement of Aanganvadi
- Alignment of Ayurveda Poshan with International Year of Millets
- Quiz / Competition on MyGov and Ayush Campaign Portal
- Engaging Community Service Centres (CSCs)/ Community Health Centres (CHCs)/ Health and Wellness Centres (HWCs)
- Oath on MyGov platform concerning to the use of Ayurveda
- Prakriti assessment and Swasthya Assessment through online portals developed by CCRAS.
- Awareness programs/events on the medicinal and economic value of the plants through RCFC/SMPB & other implementing agencies including Agricultural universities, ICAR, etc.
- Awareness programs about the role of Ayurveda in veterinary science and Vrikashayurveda (Science of longevity and the health of plants).

## Activities for Jan Bhagidari

Following competitions will be organized across the country:

- a. Drawing competition
- b. Rangoli competition
- c. Non-flame cooking competition of Ayurveda recipes
- d. Jingle competition
- e. Slogan competition
- f. Poster competition
- g. Short video film competition
- h. Essay competition
- i. Medicinal plant related competition
- j. Debate and Quiz competition



## Jan Aandolan

- Selfie points
- Run for Ayurveda across the country
- Riders Rally (through professional bikers across the country)
- Aligning Public Health research activities
- Short exposure visits to different Ayurveda institutes for students of schools and colleges to spread awareness about Ayurveda
- Development of Herbal gardens at various schools and institutions across the country.
- Buyer Seller meet coordinated by National Medicinal Plant Board

## Ayurveda Day Micro-website

Introducing [www.ayurvedaday.org.in](http://www.ayurvedaday.org.in), your go-to platform for 8th Ayurveda Day celebrations. Explore the objectives, history, and activities surrounding Ayurveda Day. Dive into success stories from across India, showcasing Ayurveda's impact, and discover its applications in public health, education, farming, etc. Get ready for 8th Ayurveda Day celebrations with e-Kits and stay updated on upcoming events and competitions. Join us in celebrating the essence of Ayurveda on this special day.

Ayurveda proposes  
the paradigm shift from

**Ayu to Deeraghayu  
Deeraghayu to Sukhayu  
and  
Sukhayu to Hitayu**



**Ministry of Ayush  
Government of India, New Delhi**

