

Union Minister Shri Prataprao Jadhav Addresses Curtain Raiser Press Conference for Ayurveda Day 2025

Ayurveda Day 2025 Theme “Ayurveda for People & Planet” Reflects India’s Commitment to Sustainable Healthcare

“10th Ayurveda Day to be Celebrated on 23rd
September 2025 at AIIA, Goa, Highlighting the
State’s Emergence as a Global Wellness Hub”: Shri
Prataprao Jadhav

“Ayurveda is a sustainable, integrative global
healthcare solution for both human health and
environmental well-being”: Shri Jadhav

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The Ministry of Ayush today organized the Curtain Raiser for Ayurveda Day 2025 at the National Media Centre (NMC), New Delhi. Union Minister of State (IC) for Ayush and Union Minister of State for Health & Family Welfare, Shri Prataprao Jadhav, addressed the media and highlighted key initiatives planned for the 10th Ayurveda Day, which will be celebrated on 23rd September 2025 at the All India Institute of Ayurveda (AIIA), Goa.

In his address, the Minister underlined Ayurveda’s potential as a holistic, evidence-based, and environmentally sustainable healthcare system. He noted that Ayurveda is more than a medical science—it is a way of life that harmonizes individuals with their environment. Referring to the first all-India NSSO survey on Ayush, Shri Jadhav emphasized Ayurveda’s widespread acceptance across both rural and urban India, where it remains the most practiced system of treatment.

Shri Jadhav informed that the Government of India has taken a historic step by notifying 23rd September as the fixed annual date for Ayurveda Day, thereby giving it a universal calendar identity. He added that the theme for this year—“Ayurveda for People & Planet”—reflects India’s commitment to advancing Ayurveda as a sustainable, integrative solution for global health and environmental well-being.

The Minister also announced a series of people-centric initiatives by the Ministry of Ayush to mark Ayurveda

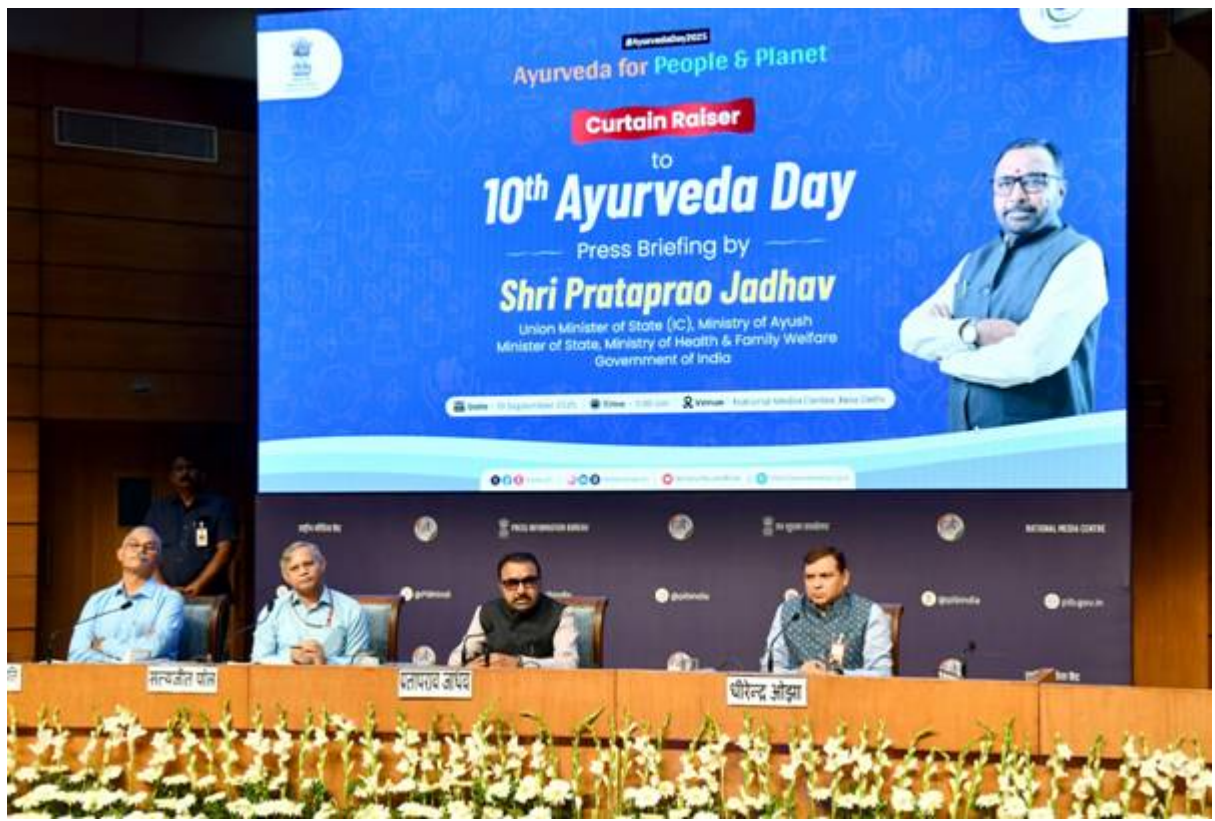
Day 2025. These include awareness campaigns such as “Little Steps to Wellness” for students, “Lead the Mislead” to counter false advertisements, “Ayurveda Aahara for Obesity,” along with programs on Ayurveda for plant and veterinary health. Special focus will also be given to “Integrating Cancer Care,” “The Digital Transformation of Ayurveda,” and “Samhita Se Samvad” – a media partnership for promoting planetary wellness.

Tracing the journey of Ayurveda Day since its inception in 2016, Shri Jadhav recalled that the 2024 edition witnessed participation from more than 150 countries. He highlighted significant achievements of the 9th Ayurveda Day, including the inauguration of Phase II of AIIA, establishment of four Centres of Excellence in Ayurveda, and the launch of “Desh Ka Prakriti Parikshan Abhiyan” by the Hon’ble Prime Minister. He further informed that investments worth ₹12,850 crore have strengthened Ayurveda’s role in holistic healthcare.

On the occasion, Dr. Pradeep Kumar Prajapati, Director, AIIA, presented details of the upcoming celebration. He informed that the 10th Ayurveda Day will feature awareness programmes, digital campaigns, inter-ministerial collaborations, National Dhanvantari Ayurveda Awards 2025, and sub-themes covering obesity prevention, cancer awareness, student outreach, animal and plant health, and digital integration. Public participation will also be encouraged through initiatives such as “I Support Ayurveda” on MyGov and MyBharat platforms.

The Curtain Raiser was attended by senior dignitaries including Shri Satyajit Paul, DDG, Ministry of Ayush; Shri Dharendra Ojha, Principal DG, PIB; and Dr. P.K. Prajapati, Director, AIIA. Representatives from media and press were also present.





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