



Ayurveda Day and Promotion of Preventive Healthcare

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The 10th Ayurveda Day was celebrated on 23rd September 2025 under the aegis of the Ministry of Ayush, with All India Institute of Ayurveda (AIIA), Goa as the nodal institute. The celebrations were held on the theme “Ayurveda for People and Planet,” emphasizing holistic health and environmental sustainability.

The main event at AIIA, Goa was held in the august presence of Shri Pusapati Ashok Gajapati Raju, Hon’ble Governor of Goa (Chief Guest), and was graced by Dr. Pramod Sawant, Hon’ble Chief Minister of Goa; Shri Prataprao Jadhav, Hon’ble Union Minister of State (Independent Charge) for Ayush & Minister of State for Health & Family Welfare; and Shri Shripad Yesso Naik, Hon’ble Union Minister of State for Power and New & Renewable Energy. The prestigious National Dhanwantari Ayurveda Awards were conferred upon eminent Vaidyas in recognition of their outstanding contributions to the field of Ayurveda. Multiple projects/initiatives were also inaugurated/launched during the event. The details of major projects/initiatives are given at **Annexure I**.

Beyond the main event at AIIA Goa, extensive activities were organised across the country and abroad as a part of Ayurveda Day 2025 including Ayurveda health camps providing free consultations, diagnostic services, and distribution of medicines; specialized camps focusing on non-communicable diseases, geriatric care, women and child health, and lifestyle disorders; and outreach services in rural and underserved areas to improve accessibility to traditional healthcare. Educational and awareness initiatives formed a major component, with the organization of seminars, national and international conferences, CME programmes, workshops, and expert lectures. Schools, colleges, and community institutions actively participated through quizzes, essay competitions, painting competitions, and awareness drives to sensitize the younger population about healthy lifestyles rooted in Ayurveda. In alignment with the theme “Ayurveda for People and Planet,” numerous activities focusing on environmental sustainability were also conducted, including plantation drives, herbal garden development, medicinal plant distribution, and cleanliness campaigns under Swachhta initiatives. Digital outreach played a significant role, with webinars, social media campaigns, online pledge drives, and interactive programmes conducted through platforms such as MyGov, significantly amplifying public engagement and awareness. The Day was observed across more than 150 countries.

A total of 32 States and Union Territories reported organization of activities in connection with Ayurveda Day 2025. The major activities included Ayurveda medical camps, medical screening and outreach programmes, awareness campaigns, seminars, workshops, webinars, Yoga sessions, medicinal plant exhibitions, plantation drives, distribution of medicinal plants, cleanliness drives, rallies, walkathons, competitions, media and Information Education and Communication (IEC) activities. The list of States and Union Territories that reported Ayurveda Day 2025 activities is placed at **Annexure II**.

To further institutionalise Ayurveda Day as a nationwide movement for preventive healthcare, and public awareness, the Government has notified 23rd September as the annual date for its observance, thereby providing a fixed date for its celebration every year. The Ministry of Ayush adopts a Whole-of-

Government approach by involving Central Ministries/Departments, States/UTs, National Institutes, Research Councils, academic institutions and other stakeholders. A dedicated theme is identified each year, and a framework of suggested activities aligned with the theme is circulated to stakeholders to facilitate coordinated nationwide implementation, with a consistent focus on preventive healthcare, health promotion, and public awareness through Ayurveda. A nodal institution under the Ministry is designated annually for overall coordination for planning, implementation, and monitoring of activities. A dedicated Ayurveda Day microsite serves as a central repository of the IEC materials, and other resources, besides enabling online reporting and documentation of activities. These measures facilitate coordinated nationwide outreach, promote preventive healthcare, and enhance public awareness of Ayurveda.

Annexure I

Details of projects/initiatives inaugurated/launched during the main event of 10th Ayurveda Day held at All India Institute of Ayurveda, Goa

1. Inauguration of facilities

- i. Integrative Oncology Unit at All India Institute of Ayurveda, Goa
- ii. Central Sterile Supply Department (CSSD) - Unit at All India Institute of Ayurveda, Goa
- iii. Blood Storage Unit at All India Institute of Ayurveda, Goa
- iv. Hospital Linen Processing & Care Unit at All India Institute of Ayurveda, Goa

2. Launches

- i. Guidelines for Examining Ayush Related Interventions by the Office of the Controller General of Patents, Designs, and Trade Marks (CGPDTM)
- ii. Launch of nationwide campaign - “Desh ka Swasthya Parikshan” - for the assessment of the health status of individuals
- iii. Launch of the website - ‘Admirable Personalities to Transform Ayurveda (APTA)’- prepared by CCRAS as a tribute to the luminaries in the field of Ayurveda.
- iv. Launch of web- based portal – ‘Digitized Retrieval Application for Versatile Yardstick of Ayush Substances (DRAVYA)’ - developed by CCRAS

Annexure II

List of States and Union Territories that reported Ayurveda Day 2025 activities

Sl. No.	State/UTs
1	Andaman & Nicobar Islands
2	Andhra Pradesh
3	Arunachal Pradesh
4	Assam

5	Bihar
6	Chandigarh
7	Chhattisgarh
8	Dadra & Nagar Haveli & Daman & Diu
9	Goa
10	Gujarat
11	Haryana
12	Himachal Pradesh
13	Jammu & Kashmir
14	Jharkhand
15	Karnataka
16	Kerala
17	Ladakh
18	Lakshadweep
19	Madhya Pradesh
20	Maharashtra
Sl. No.	State/UTs
21	Manipur
22	Mizoram
23	Meghalaya
24	Nagaland
25	Odisha

26	Puducherry
27	Rajasthan
28	Sikkim
29	Telangana
30	Uttar Pradesh
31	Uttarakhand
32	West Bengal

This information was given by Union Minister of State (I/C) for Ayush, Shri Prataprao Jadhav in a written reply in Rajya Sabha today.

SR/SV/SG

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