



AIIA Launches 'AyurVarta' Digital Dialogue Series Ahead of Ayurveda Day

First Episode Highlights Significance of 23rd September as Fixed Date for Ayurveda Day

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The All India Institute of Ayurveda (AIIA), New Delhi, an autonomous institute under the Ministry of Ayush, has launched '**AyurVarta**', a special digital dialogue series aimed at taking authentic knowledge, scientific perspectives and contemporary relevance of Ayurveda to wider audiences in India and abroad.

The initiative has been launched ahead of **Ayurveda Day**, which will be observed on **23 September**. The series will feature conversations with leading experts on Ayurveda, contemporary healthcare challenges, scientific research, education, clinical practice and the growing global relevance of Ayurveda.

The inaugural episode of 'AyurVarta' featured a discussion between **Professor (Vaidya) P. K. Prajapati, Director, AIIA**, and **Professor (Dr.) Mahesh Vyas, Dean, Ph.D., AIIA**, on the theme "Why is Ayurveda Day celebrated on 23 September?"

The discussion traced the evolution of Ayurveda Day, which was earlier observed on **Dhanvantari Jayanti (Dhanteras)**, and highlighted the Government's decision to designate **23 September as the fixed date** for its annual observance.

Speaking on the occasion, **Professor (Vaidya) P. K. Prajapati, Director, AIIA**, said that under the leadership of Prime Minister Narendra Modi, sustained efforts are being made to strengthen Ayurveda as an important knowledge and healthcare system with growing relevance in the global health landscape.

He said that the observance of Ayurveda Day on a fixed date will provide greater consistency and a stronger national and international identity to the annual celebration.

Prof. Prajapati further stated that '**AyurVarta**' is a digital extension of this vision and will provide audiences with access to authentic knowledge and expert perspectives on Ayurveda.

During the discussion, Professor (Dr.) Mahesh Vyas, highlighted the significance associated with 23 September, which falls around the **Autumnal Equinox**, when the duration of day and night is approximately equal.

He explained that the idea of **balance and equilibrium** is central to the Ayurvedic understanding of health and well-being. In this context, the date also provides a conceptual association with Ayurveda's emphasis on balance, harmony and equilibrium.

'AyurVarta' has been conceived as a continuing digital initiative to facilitate informed dialogue on various dimensions of Ayurveda. The series will bring together Ayurveda experts, physicians, academicians, scientists, researchers and policy experts from India and abroad.

Future episodes of ‘AyurVarta’ will explore a wide range of subjects, including:

- Scientific foundations of Ayurveda and contemporary research
- Ayurveda education and the role of the younger generation
- Ayurveda and public health
- Innovation and technology in Ayurveda
- Integration of Ayurveda with modern medical sciences
- Medicinal plants and natural resources
- Healthy lifestyles and preventive healthcare
- Ayurveda and global health
- International opportunities and expansion of Ayurveda
- Research, evidence generation and evidence-based Ayurveda

Episodes of ‘AyurVarta’ will be disseminated through AIIA’s official digital and social media platforms, including YouTube, Facebook, X and Instagram, enabling access for students, young people, physicians, researchers, academicians and the general public.

The first episode of ‘AyurVarta’ is available at the following YouTube link:- Watch ‘AyurVarta’ – First Episode on YouTube



Ayurवार्ता

A Conversation with

Prof. (Vd.) P K Prajapati & Prof. Mahesh Vyas



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