



ITRA Jamnagar Organises Public Awareness, Healthcare and Scientific Activities to Mark 11th Ayurveda Day

Over 2,500 Beneficiaries Reached Through Health, Nutrition and Awareness Activities

Posted On: 23 SEP 2026 5:06PM by PIB Delhi

The Institute of Teaching and Research in Ayurveda (ITRA), Jamnagar, is organising a month-long series of public awareness, healthcare, research and scientific activities to mark the 11th Ayurveda Day, focusing on Ayurveda, healthy lifestyles, nutrition, preventive healthcare and scientific research.

The activities are being organised under the guidance of Union Minister of State (Independent Charge), Ministry of Ayush, Shri Prataprao Jadhav, and Secretary, Ministry of Ayush, Padma Shri Vaidya Rajesh Kotecha, with the efforts of Prof. Dr. Tanuja Nesari, Director, ITRA.

The outreach includes health check-up camps, nutrition awareness programmes, medical camps, senior citizen healthcare, school and Anganwadi programmes, medicinal plant plantation, scientific training, research presentations and workshops. Activities have covered schools, Anganwadis, old-age homes, girls' homes, educational institutions, Armed Forces establishments and industrial areas.

At least **2,577 beneficiaries** have participated directly in the activities so far. Health awareness programmes conducted from 7 to 22 September across Army, Air Force, Navy and CISF establishments, educational and women's institutions and industrial establishments, along with Ayurveda diet awareness street plays at 11 public places, have further expanded the outreach.

ITRA has also organised scientific and academic activities, including research presentations, laboratory quality-control training, Qiaxcel Connect demonstration and training, a Microbiome workshop and Kayaprabodhini Webinar.

Youth-focused activities include the "Ancient Staple, Modern Plate" reel competition, Yuva Sansad, Student Ambassador Programme, National Essay and E-Poster competitions, Run for Ayurveda, Master Chef Cooking Competition and a seminar on New Media and Digital Communication in Ayurveda.

Prof. Dr. Tanuja Nesari, Director, ITRA, said the Ayurveda Day campaign is bringing together health, nutrition, research, education, environment and youth participation, while promoting Ayurveda as a holistic and preventive approach to health.



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(Release ID: 2313965) Visitor Counter : 227

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