



NIWS–IITTM Goa observes 11th Ayurveda Day

Programme highlights role of Ayurveda in healthy living and wellness tourism

Posted On: 23 SEP 2026 5:16PM by PIB Mumbai

Panaji: 23 September 2026

The National Institute of Watersports–Indian Institute of Tourism & Travel Management (NIWS–IITTM), Goa, under the Ministry of Tourism, Government of India, in collaboration with the India Tourism Office, Goa, organised a special awareness and knowledge-sharing programme to mark the 11th Ayurveda Day.

The programme was held on the theme “Ayurveda for a Healthier Tomorrow” and focused on the relevance of Ayurveda in healthy living, preventive healthcare, holistic wellness and the growing field of wellness and medical tourism.

Speaking on the occasion, Vaidya Aesha Nanal, Senior Ayurveda Consultant and Director, Nanal Ayucare, Pune, explained the basic principles of Ayurveda and their relevance in modern-day life. She stressed the importance of healthy lifestyle practices and highlighted Ayurveda’s holistic approach towards maintaining physical and mental well-being.

Martin Joseph, CMD, Freedom Holidays, Goa, shared his views on the increasing demand among domestic and international tourists for authentic wellness experiences. He encouraged students and aspiring tourism professionals to understand and promote India’s traditional systems of healthcare as an important part of the country’s tourism offering.

The programme provided students, faculty members and other participants an opportunity to understand the link between traditional Indian healthcare practices and the tourism sector. Discussions also highlighted the potential of Ayurveda and wellness experiences in strengthening India’s position as a destination for wellness tourism.

The programme concluded with a vote of thanks proposed by Dr Charu Sheela Yadav, Senior Faculty, NIWS–IITTM Goa. Faculty members, staff and students of NIWS–IITTM Goa were present at the programme.



Source- NIWS–IITTM Goa/PIB Panaji | Ambadas Yadav / Priti Malandkar

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