



7th Ayurveda Day 2022 Campaign (12th September to 23rd October 2022)

AYURVED DAY EVENT

In order to commemorate the grand campaign of 7th Ayurveda Day, invitation have been circulated widely to invite all the esteemed personnel at the grand event of Ayurveda Day which was held on 23rd October 2022 at Vigyan Bhawan in New Delhi. The dignitaries present at the event included Shri Sarbananda Sonowal, Hon'ble Minister of Ayush, Shri Arjun Munda, Hon'ble Minister of Tribal Affairs, Smt. Meenakshi Lekhi, Hon'ble Minister of State for External Affairs & Culture; Shri Dr. Munjpara Mahendrabhai Kalubhai, Hon'ble Minister of State for Ayush, Vaidya Rajesh Kotecha, Hon'ble Secretary, Ministry of Ayush, Shri Anil Kumar Jha, Hon'ble Secretary, Ministry of Tribal Affairs, Shri Pramod Kumar Pathak, Hon'ble Special Secretary, Ministry of Ayush and Prof. (Dr.) Tanuja Manoj Nesari, Director, AIIA along with representatives of foreign embassies and WHO-SEARO.





National Ashwagandha campaign was launched at the event. The Ministry of Ayush has been working towards popularising the use of herbs and medicinal plants across the globe and recently launched the National Ashwagandha campaign to highlight the herb's benefits as a health promoter under 'Har Din Har Ghar Ayurveda'. The All India Institute of Ayurveda, which is an autonomous institution under the Ministry, is also collaborating with The London School of Hygiene and Tropical Medicine to study the effect of Ashwagandha tablets in 'Long Covid' patients.

A Memorandum of understanding was signed between the Ministry of Ayush and Ministry of Tribal Affairs to explore the areas of collaboration, convergence and synergy between both the ministries for tribal development while preserving the tribal culture heritage through evidence based planning and capacity building. The Ayush and Tribal Affairs Ministries will also be working together to address various healthcare challenges among Tribal, improving their livelihood by supporting cultivation of medicinal plants etc.



Glimpse: MoU signed between Ministry of Ayush and Ministry of Tribal Affairs

On this occasion, a book on The Ayurvedic Pharmacopeia of India, The Ayurvedic formulary of India was released. To create awareness about the health benefits of medicinal plants, a species specific national campaign on Ashwagandha - A health promoter was launched by the Ministry of Ayush.



Since 2016, Ayurveda Day has been celebrated every year on the occasion of Dhanwantari Jayanti (Dhanteras) to promote, propagate and sensitise the public towards the ancient science of Ayurveda. The National Implementation Committee meeting was held on 29th August 2022 which was chaired by Hon'ble Home Minister, wherein it was decided that the events to be conducted for celebration of "Azadi Ka Amrit Mahotsav" inter-alia "Ayurveda @ 2047" to be celebrated by Ministry of Ayush. Accordingly, Ministry of Ayush has decided to organize a series of events to commemorate "Ayurveda @ 2047" from 12th September 2022 to 23rd October 2022 to celebrate the 7th Ayurveda Day on the occasion of Dhanteras on 23rd October 2022.

All India Institute of Ayurveda (AIIA), an autonomous organisation under the Ministry of Ayush has been nominated as a Nodal Agency for successfully organizing the event across various Ministries, States and UTs and also across the globe in a befitting manner and Prof. (Dr.) Anand More, Dean (PG) & HoD (RNVV), AIIA, New Delhi has been nominated as Nodal Officer for the celebration of 7th Ayurveda Day. In order to implement and oversee the various programmes, a Core Group Committee has been constituted under the Chairmanship of Sh. Pramod Kumar Pathak, Special Secretary, M/o Ayush and Dr. Umesh Tagade, Joint Director, AIIA has been nominated as Member Secretary of the said committee.

With the aim of bringing Ayurvedic medical science to every home and bringing holistic healthcare services to the world in accordance with the principle of Vasudhaiva Kutumbakam, "Har Din Har Ghar Ayurveda - हर दिन हर घर आयुर्वेद" which means "Ayurveda Everyday, Ayurveda Everywhere" was espoused as the theme of Ayurveda Day for the year 2022. The theme was adopted with a view to propagate and disseminate the knowledge & benefits of Ayurvedic medical system in contemporary world to lead a healthy life. Keeping in view of the theme of Ayurveda Day and to achieve its objectives & vision, various activities were conducted under 3-Js i.e. *Jana Sandesh*, *Jana Bhagidari* and *Jana Aandolan* and six week long events were decided to be organised from 12th September to 23rd October 2022. These campaigns were designed with an aim of reaching and sensitising every stakeholder in the country and encouraging them to participate responsibly in the vision, resulting in a mass movement.



Logo on the Main Theme of 7th Ayurveda Day



Logo for Ayurveda Day

At the beginning of the campaign for celebration of 7th Ayurveda Day, a soft-launch of Ayurveda Day was held on 12th September 2022 in which campaign for Celebration of 7th Ayurveda Day was officially launched under the august virtual presence of Hon'ble Cabinet Minister, Shri Sarabananda Sonawal, Ministry of Ayush, Hon'ble Minister of State, Dr. Munjapara Mahendrabhai Kalubhai, Ministry of Ayush, Hon'ble Secretary, Vaidya Rajesh Kotecha, Ministry of Ayush, Hon'ble Special Secretary, Shri P.K Pathak, Ministry of Ayush, Vaidya Jayant Deopujari, Chairperson, NCSIM, Hon'ble Director, Prof. (Dr.) Tanuja Manoj Nesari, Director, AIIA and other esteemed dignitaries.



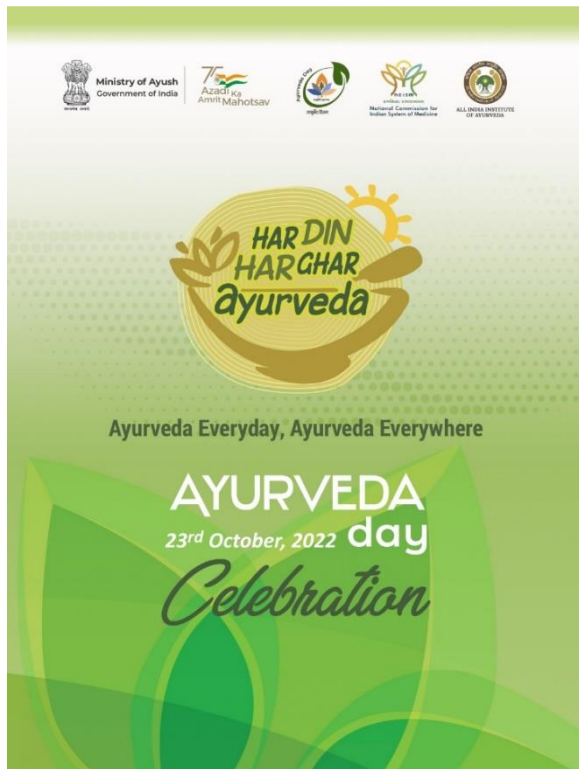
Glimpse-1: Ayurveda Day curtain raiser Launch of 7th Ayurveda Day celebrations



Glimpse-2: Soft-Launch of 7th Ayurveda Day Celebrations

A guiding document was also published and circulated globally in the form of **E-Kit** which mentions various activities to be conducted under 3-Js like *Jan Sandesh* - Social Media promotion, Authentic Tweet Bank & Hashtag, Publicity material on Ayurveda; *Jan Bhagidari* - Wellness camps, Talk Shows, Seminars/Webinars, Nukkad Natak, School Outreach Programmes, Quiz/Competitions, Music Concerts; *Jan Aandolan* – Ayurnavratna Posters, Selfie points, Backdrops etc.

E-KIT for Ayurveda Day 2022



7th Ayurveda Day Celebration (23rd October 2022)

About Ayurveda Day

Ministry of Ayush, Government of India observes Ayurveda Day every year on Dhanawantari Jayanti (Dhanteras) since 2016. Ayurveda is perceived as one of the most ancient well documented system of medicine equally relevant in modern times, wherein prevention of disease and promotion of health are both given due consideration. Its holistic approaches whether for healthy individuals or for diseased ones remains unparalleled.

Objectives of Ayurveda Day (PERFECT)

- Promote Ayurveda into mainstream, globally.
- Explore the potential of Ayurveda to contribute towards National health policy & National Health programmes.
- Reduce the burden of disease and related morbidity and mortality by utilizing the potential of Ayurveda.
- Focus on strengths of Ayurveda and its unique treatment principles.
- Enhance confidence building in public for Ayurveda.
- Create a sense of awareness in today's generation and promote Ayurvedic principles of healing in society.
- To create awareness that Ayurveda is evidence based scientific medical system'

Ayurveda Day 2022

Ayurveda Day 2022 is being observed on 23rd October 2022. The Ayurveda Day celebrations are being held under the Azadi Ka Amrit Mahotsav keeping an eye on Ayurveda @ 2047.

The theme of this year Ayurveda Day:

'हर दिन, हर घर आयुर्वेद'

'Har Din, Har Ghar Ayurveda'

'Ayurveda Everyday, Ayurveda Everywhere' (AEAE)

**Jan Sandesh
Jan Bhagidari
Jan Aandolan**

The bottom of the page features a line-art illustration of a diverse group of people of various ages and ethnicities.

Jan Sandesh

1. Social Media promotion.
2. Messages from iconic cultural personalities.
3. Campaign on mobile.
4. Publicity material on Ayurveda.
5. Radio Jingles/TV spots/ Amplification through Community Radio
6. Short Films / Hoardings/ LED Display/ Youtube Shots/ Print Advertisements.
8. Shwetapatra' on Ayurveda for Vision 2047.
9. E-folders on week long campaigns
10. Utilization of Ayush Virtual Convention Centre (AVCC) and Ayush Campaign Portal.

Jan Bhagidari

1. Programmes at ASI sites. Wellness camps.
2. Prakriti Parikashna at 75 iconic sites.
3. Nukkad Natak & LED display at Heritage Sites. Contents to be provided by MoA.
4. School outreach programmes
5. Involvement of Aanganvadi
6. NSS students & College volunteers / NYKS involvement
7. Alignment of Ayurveda Poshan with International Year of Millets
8. Quiz/ Competition on Mygov and Ayush Campaign Portal.
9. Mera ayurrehsya (recipe) - National & International Level competition.
10. Ayurveda food festival.
11. Music Concerts.
12. Engaging Community Service Centres (CSCs)/ Community Health Centres (CHCs)/ Health and Wellness Centres (HWCs)

Weekly events for Jan Bhagidari

S.No	Weekly Event	Week
1	Ayurveda for Holistic Health.	12-18 Sep 22
2	Ayurveda for millenials.	19-25 Sep 22
3	Ayurveda Aahar (Grains, millets/ Rules).	26 Sep - 02 Oct 22
4	Ayurveda for senior citizens.	03 - 09 Oct 22
5	Ayurveda for Mental wellbeing.	10 - 16 Oct 22
6	Ayurveda- sharing of experience.	17 - 23 Oct 22



Activities For General Public

1. Preparation of healthy sweets
 2. Prakriti Assessment
 3. Following Ayurveda navaratna
 4. Slow food for health
 5. Video competition through My gov on five themes:
 - Ayurveda in my day
 - Ayurveda in my kitchen
 - Ayurveda in my garden
 - Ayurveda in my farm
 - Ayurveda in my food/ diet
- (Three prizes in each category: 75K, 50K, 25K)



Jan Aandolan

1. Ayurbijam – Giving every State one Ayurveda Practice.
2. Ayurnavratna (9) posters at every village Panchayat through Indian Post.
3. Promotion of Ayurveda Food Festivals at 75 iconic sites.
4. Lifestyle advisories at 75 iconic sites
5. Selfie points

Weekly events for institutions and Ayurveda Professionals

1. Historical Legacy of Ayurveda.
2. Ayurveda research, status & future.
3. Innovations & start-up ecosystem.
4. Digitization & technology for Ayurveda.
5. Ayurveda Aahar and Poshan Abhiyan.
6. Ayurveda for millennials.
7. Road map for Ayurveda Ka Amrit Kaal 2022-2047

The concepts and practices of Ayurveda are deeply rooted in our community viz the kitchen remedies, making use of spices, rituals and traditions observed in India at various seasons and places. This is the nerve of our traditions. However, it is not merely a Folklore or Home Remedies Science, as it is scientific and provides an insight to our beliefs as truth. For instance, observing the rituals of eating Sesame seeds and jiggery on Makar Sankranti falling in the winter season will enhance the robustness of health and closely matches with the Ritucharya described for this season in Ayurveda literatures. Similarly, lighting a common fire as ritual of Holi, falling in Vasant Ritu is a reflection of Public Swedana to be advised in this season to mitigate the Kapha prakopa as is depicted in Ayurveda. Thus, as explained through customs, traditions or rituals or as a part of kitchen herbs, Ayurveda is tightly woven in Indian community, which makes it all the more acceptable to meet the health and wellness for all. Ayurveda is the binding science which advocates scientific parameters to give insight to those belief system of Indian community. In present covid situation also use of Kitchen remedies like Haldi, Ardrak, Tulasi, Marich, Jeera in the form of Ayushkwath or Haldi milk helped to prevent the disease by modulating the immunity. Thus, what is needed is to touch the roots and transform the lives of the people.

AYURVEDA
Rooted in Community & Public Health

Ayurveda:

Knowledge System of Healthy and Happy Life

Ayurveda is unique in its approach as a healing science, rather than merely a medical science. It is rightly considered as science of life and it gives due importance to all the aspects of treatment. The word Ayurved is comprised of Ayu + Ved. Ayu denotes the healthy and happy life where as Ved is derived from vid dhatu which means the knowledge. Hence Ayurveda should be considered in true sense as Knowledge system about healthy and happy life.

Moreover, it emphasizes on knowledge system, which includes physician, infrastructure, supporting staff and legislation. The COVID 19 pandemic is also a role model to prove the significance of considering all the aspects of the Chikitsa Chatushpada; wherein the whole knowledge system viz. physician, medication, para-medicals and the patient – everyone had their participatory role, hence proving the worth of the whole knowledge system depicted in Ayurveda.

In covid pandemic situation not only physical health was affected but psychological, social as well spiritual health were also affected.

The motto is to make a move from Illness to Wellness and Wellness to Happiness. It is not sufficient to just cure the disease or in other words the Wellness is not just merely one does not suffer from any ailment and is able to do the regular work. Medicine typically treats injuries, disabilities, and symptoms, to bring the individual to a "neutral point" where there is no longer any visible illness. However, the Wellness Paradigm requires moving the state of wellbeing further along the continuum towards optimal emotional and mental states that is towards happiness. This is the state of achieving your higher self. The concept assumes that wellbeing is a dynamic rather than a static process.

Strengths of Ayurveda:

Ayurveda science has certain salient characteristic features which makes it unique. First of all, it is Time tested. It has the legacy of thousands of years well documented in form of texts and practiced till today. As it has its roots in the community and as it is our genetic knowledge, it becomes Cost effective. Many of the remedies mentioned are readily available in the Kitchen and known to a common man. Since, these remedies are part and parcel of our routine life in form of spices, herbs, vegetables etc., it Quality, Safety & Efficacy assured. Further, this system has separate governing body, Ministry of AYUSH to ensure the optimal development and propagation of AYUSH systems of health care, regulating the rules pertaining to the Quality, Safety & Efficacy of the drugs and procedures.

Ayurveda has Rasayana herbs like Amla, Guduchi, Shatavari, Ashwagandha etc. which are known to the common public and can be easily grown in the kitchen garden. These drugs bring about the immune modulation, Restoration and Rejuvenation of the body tissues. For the treatment of various ailments, we have vast choices of treatment based on the condition of the patient, condition and stages of diseases, environment, time and place; in terms of Shamana (Palliation), Shodhana (Bio purification), Nidana Parivarjana (Avoiding the causes), Antah Parimarjana, Bahir Parimarjana, Shastra Pranidhana and so on. In the vast flora and fauna in the biodiversity of India, thousands of drugs are available to choose for treatment. More than 10,000 herbal & Herbo-mineral formulations are documented in the texts for the purpose. The Panchakarma in an unique modality of treatment wherein the toxin are removed from the natural orifices through Emesis (Vamana), Purgation (Virechana), Enema (Basti), Nasal Errhines (Nasya) or Blood letting (Rakta Mokshana). These modalities of detoxification is applicable in various pathological conditions as well as for the maintenance of health in terms of seasonal Panchakarma. Apart from the treatment modalities, a Holistic integrated approach is imbibed incorporating the guidelines to Ahara, Vihara & Achara. Ayurveda also makes a synergy with Yoga system and brings about Mental & Spiritual healing.

Ayurveda science tends to consider the individual as a whole: a soul /mind/senses /body thinking and interacting with its environment. It is thus a matter of adjusting a treatment according to the individual characteristics of each patient. The approach of P5 medicine as Predictive, Preventive, Promotive, Personalized & Participatory is well incorporated in Ayurveda principles and not merely curative alone.

Personalised: everyone is unique, we are interested in the personal profile of the individual (genetic, environmental, etc.).

Preventive: health education aims to reduce the risk of disease (primary prevention), promote early detection (secondary prevention) and improve the quality of life of the sick (tertiary prevention). "Wellness" is at the centre of these different processes.

Promotive: The immune modulators in form of Rasayana drugs like Amalaki, Ashwagandha, Shatavari etc. the health status is enhanced to its optimum in the desired way.

Predictive: by establishing a personalised mapping of the risk factors and protective elements of a person's health, the risk of developing a disease can be assessed and the most appropriate drug and other treatments proposed.

Participatory: patients are the actors of their own health and care. They are now considered "expert patients", with theoretical knowledge and subjective knowledge derived from experience of their disorders. Further, during COVID it is once again proved that 'health is an individual responsibility' by following the proper prophylaxis, diet and regimen.

Further, it also imparts the Universal approach of looking to the individual being as a reflection of the universe, through "Loka Purusha Samya Siddhanta" which says that whatever is present outside is present inside.

There exists a harmony and synergy between the macrocosm & microcosm.

The comprehensive definition of health as mentioned in Ayurveda is a state of balance – physically, mentally & emotionally. Health is uninterrupted physical, mental, spiritual happiness and fulfillment; a true balance of organs/systems, psyche and spirit, and balanced and creative relationships with fellow creatures and nature as a whole, family, friends, work, climate, ideals and customs. This holistic perspective is one of Ayurveda's basic principles. Swastha also means being established in one's self. Generally, we talk about mental health and physical health, but one of Ayurveda's basic principles emphasizes from the beginning that we should be established in our self. Ayurveda together with its sister science, yoga, which includes the practice of meditation, helps you to stay physically fit and spiritually on point at all times in order to lead a holistically healthy life. Ayurveda views physical health as balance and Wellness as living the dynamic expression of your own nature and body type to its full potential.

Implementation of this holistic approach in COVID situation helped the community to restrict the spread and also improved the immunity so as to keep the disease in mild to moderate grade in most of the population.



Ayurveda therefore proposes the paradigm shift from

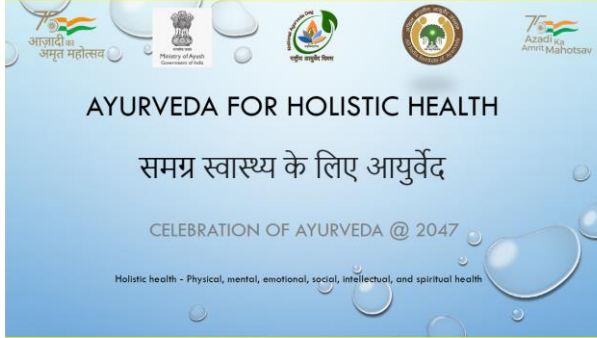
**Ayu to Deeraghayu,
Deeraghayu to Sukhayu
and
Sukhayu to Hitayu.**




ALL INDIA INSTITUTE OF AYURVEDA
An autonomous Institute
under
Ministry of AYUSH,
Government of India, New Delhi

A total of six weekly themes were espoused to build the momentum to celebrate Ayurveda Day. These were:

1. Ayurveda for Holistic Health (12th - 18th September 2022)
2. Ayurveda for Millennials (19th - 25th September 2022)
3. Ayurveda for Aahaar (26th September - 2nd October 2022)
4. Ayurveda for Senior Citizens (3rd - 9th October 2022)
5. Ayurveda for Mental Well-Being (10th - 16th October 2022)
6. Ayurveda - Sharing of Experience (17th - 23rd October 2022)



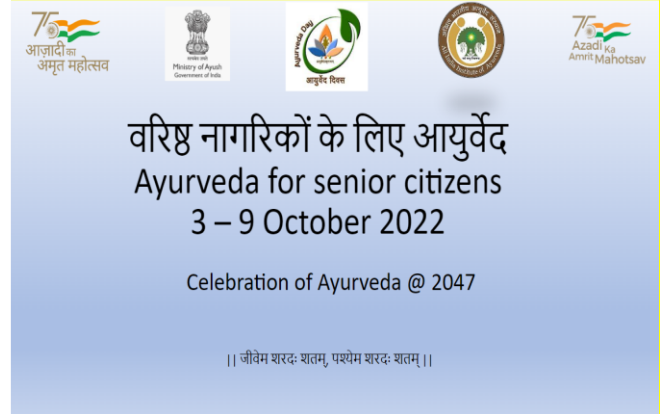
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Ayurveda for Senior Citizens (3rd - 9th Oct, 2022)



Ayurveda for Mental Wellbeing (10th- 16th Oct, 2022)

The six-week-long celebrations drew large participation and a huge support from around the world. More than 5300+ activities were organised across the nation and for the success of the campaign, 26 Central Ministries, Departments, all States / UTs, Panchayats, Ayush Organisations/ Institutions, Recognised Ayush Colleges, Schools / Colleges, NGOs, Anganwadis, Practitioners etc. and have actively participated by conducting the events. The campaign was also received support from Indian and other Embassies situated in India and various parts of the world such as Finland, Latvia, Sweden, Germany, Mauritius, Australia, Switzerland, UAE, Kuwait, USA, Bangkok,

Brazil, Belgium, El Salvador, Secretaria del Embajador Embamex, Panama, Antananarivo, Cambodia, The Hague, Tallinn, Beirut, Mexico, Romania, Austria, Yangon and others.



A dedicated micro-website namely **www.ayurvedaday.in** was made functional in order to report the activities conducted under the celebration of Ayurveda Day 2022 and all IEC materials i.e. Approved contents, E-kit, Navratna Posters, Videos, Web banner, Tweet bank etc. related to the celebration of Ayurveda Day were also made available for everyone in downloadable format. SOP was also made available for reporting the activities conducted under Ayurveda Day.

Government of India
Ministry of Ayush

75
Azadi Ka Amrit Mahotsav

Ministry of Culture
Government of India

Ministry of Education
Government of India

HAR DIN HAR GHAR Ayurveda

Ayurveda Everyday, Ayurveda Everywhere

**Standard Operating Procedure (SOP)
for Submit Your Activity In
The Ayurveda day Site**

**Standard Operating Procedure (SOP) for submit your activity in
"The Ayurveda Day Microsite."**

Step 1: Please open the Ayurveda day Microsite: <http://ayurvedaday.in>

Step 2: Click on "Submit Your Activity" Button :

1 | Page
Prepared By: IT Division, AEA

Standard Operating Procedure (SOP) for submit your activity in "The Ayurveda Day Microsite."

Step 3: For "New Registration" Please click on Add New User (If You Have User Id & Password then Login as mentioned in Step 5)

Step 4: Fill all the details given in Form and Save it :

Note:

- Password must be contains Min 8 character (Upper, Lower, Alphanumeric & Symbols) are mandatory

2 | Page Prepared By IT Division AHA

Standard Operating Procedure (SOP) for submit your activity in "The Ayurveda Day Microsite."

Step 5: Login Page (If You Have Email id & Password)

Step 6: After Login, Fill all the details given in Form and Save it, for activity submission :

3 | Page Prepared By IT Division AHA

Standard Operating Procedure (SOP) for submit your activity in "The Ayurveda Day Microsite."

Activity Title	Mention the name of your activity.
Activity Date	Mention the date when your activity perform.
Activity Theme	Choose the theme of your Activity from drop-down list
Activity Youtube Video URL	If you create any video regarding this activity then upload in youtube and after copy your youtube video link and upload it here.
Activity Type	Choose your type for activity form drop-down list
People Participated	No. of people who participate in this activity.
Activity Summary	Describe the whole process of your activity.
Activity Images	Activity related images upload here.
Organization	Select the Organization like (Central, state etc) by dropdown.
Name of Organization	Name of the organization who organize this activity.
Address	Mention the complete address where activity perform
Country	Choose the Country's Name (India Or Other)
Town/City	Mention the Town/City
State	Mention the State
District	Mention the District
Pincode	Mention the Pincode

4 | Page Prepared By IT Division AHA

Standard Operating Procedure (SOP) for submit your activity in "The Ayurveda Day Microsite."

Step 7: After Save, You can check your submitted activity under Save Button.

Step 8: In last, Please LogOut your account from upper right side.

Thank You

5 | Page Prepared By IT Division AHA



Micro-Website of Ayurveda Day

Navratna Posters have been circulated worldwide and made available for everyone as an asset to disseminate the knowledge of leading a healthy life by adopting daily routine of Ayurvedic systems of medical sciences and exercise. These nine posters have been made available widely in seven languages i.e. Hindi, English, Odia, Kannada, Marathi, Telugu and Malayalam to make people learn about leading a healthy and diseases free life. The title of the Navratna posters based on:

1. Pleasant sleep is a good source of health and please
2. Delay your Ageing by Daily Massage
3. Exercise for better health
4. Nasal application of Oil daily keeps you healthy
5. Good Dietetic Practices keeps you away from diseases
6. Never suppress your Natural Urges: Attending Natural urges appropriately will help you in preventing many diseases
7. Follow the Code of Conduct to lead a Happy and Comfortable Life
8. Promote your health by Rejuvenators
9. Follow Seasonal Regimen to Sustain Seasonal Variations

Navratna Posters in English Version

Ministry of Ayush Government of India | Azadi Ka Amrit Mahotsav | 75th Anniversary | Ayurveda | National Commission for Indian System of Medicine | ALL INDIA INSTITUTE OF AYURVEDA

ऋतुविशेषवाच्याहार विहार सेवन प्रतिपादनार्थमृतुचर्या (Arunadatta)

FOLLOW SEASONAL REGIMEN TO SUSTAIN SEASONAL VARIATIONS

- Ayurveda lays out a set of seasonal guidelines namely Ritucharya.
- Ayurveda has advised various rules and regimens (Charya), regarding diet and behaviour to acclimatize seasonal enforcement easily without altering body homeostasis.

THE 6 SEASONS AND REGIMENS (IN SHORT) ACCORDING TO AYURVEDA

<p>SHISHIRA MID-JANUARY TO MID-MARCH</p> <ul style="list-style-type: none"> Intake of cereals and pulses, wheat/gram flour products, newly harvested rice are advised. Ginger, Garlic, Hanthi (Tomarsalia chhabula), Pippali (Piper longum), sugarcane products and milk products are to be taken. Exercises: Massage with oil/ powder/ paste, bathing with lukewarm water, getting exposed to mild sunlight, wearing warm clothes are advised. 	<p>VARSHA MID-JULY TO MID-SEPTEMBER</p> <ul style="list-style-type: none"> Intake of cereals like old barley, wheat, rice and among pulses, lentil, green gram etc are preferred. Honey to be included in diet. Foods difficult to digest, viscous, cold, sweet and sour foods are not advisable. New grains, curds, cold drinks are to be avoided.
<p>VASANTA MID-MARCH TO MID-MAY</p> <ul style="list-style-type: none"> Intake of cereals like old barley, wheat, rice and among pulses, lentil, green gram etc are preferred. Honey is to be included in diet. Foods that are difficult to digest, viscous, cold, sweet and sour foods are not advisable. Moderate exercises are recommended. Medicated Powder massage (Udvartana) is preferred. 	<p>SHARAD MID-SEPT TO MID-NOVEMBER</p> <ul style="list-style-type: none"> Sweet (Madhura) and bitter (Tikta) foods in taste and light to digest foods are advised. Foods prepared from wheat, green gram, sugar candy, honey, gata (Trikashanthas diosa) are preferred. Avoid hot, pungent, sour and salty foods in taste, oils, meat of aquatic animals, curds etc.
<p>GREESHMA MID-MAY TO MID-JULY</p> <ul style="list-style-type: none"> Light to digest, sweet, unctuous, cold and liquid foods are preferred. Intake of cold water, buttermilk, fruitjuices, meat soup, mango juice, chummed curd with pepper are recommended. Salty, pungent and sour foods, alcohol are to be avoided. Excessive exercises or hard work are to be avoided. 	<p>HEMANTA MID-NOV TO MID-JANUARY</p> <ul style="list-style-type: none"> Unctuous, sweet, sour and salty foods are preferred. Newly harvested rice, wheat, flour preparations, green gram, Black gram are preferred in diet. Meats, oils, Fats, milk and milk products, sugarcane products, Speshu (Fermented preparations), Tila are advised. Avoid cold and dry foods.

Ministry of Ayush Government of India | Azadi Ka Amrit Mahotsav | 75th Anniversary | Ayurveda | National Commission for Indian System of Medicine | ALL INDIA INSTITUTE OF AYURVEDA

निद्रायत्तं सुखं दुःखं पुष्टिः कार्श्यं बलाबलम् | Pleasant sleep is a good source of health and pleasure.

1

अभ्यङ्गमाचरेत् नित्यं स जराश्रमवातहा || Delay your ageing by daily massage

2

आरोग्यं चापि परमं व्यायामादुपजायते || Exercise for better health

3

तैलमेव च नस्यार्थं नित्याभ्यासेन स्वस्थस्य नेतरे || Nasal application of Oil daily keeps you healthy

4

आहार विधि विधानं अरोगाणां || Good Dietetic Practices keeps you away from diseases.

5

न वेगितोऽन्यकार्यः स्यान्नाजित्वा साध्यममयम् || Attending Natural urges appropriately will help you in preventing many diseases

6

सुखं च न विना धर्मात्समाद्धर्मपरो भवेत् || Follow code of conduct to lead happy and comfortable life

7

लाभोपायो हि शस्तानां रसादीनां रसायनम् || Promote your health by rejuvenators

8

ऋतुविशेषवाच्याहार विहार सेवन प्रतिपादनार्थमृतुचर्या || Follow Seasonal Regimen to sustain seasonal variations.

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Ministry of Ayush Government of India | Azadi Ka Amrit Mahotsav | 75th Anniversary | Ayurveda | National Commission for Indian System of Medicine | ALL INDIA INSTITUTE OF AYURVEDA

निद्रायत्तं सुखं दुःखं पुष्टिः कार्श्यं बलाबलम् | Pleasant sleep is a good source of health and pleasure.

When mind and body are exhausted, there is loss of coordination between sense organs and objects resulting into sleep

The ideal time to wake up in the morning is Brahma Muhurta i.e. 45-90 minutes before sunrise
Ideal time to go to sleep is 2 hours after dinner
Ideal time for dinner is 8pm
One should sleep ideally for 6-8 hours/day
Day sleep should preferably be avoided

Good sleep improves memory, reduces stress, improves strength, boost immune system, helps in maintaining proper weight and improves creativity

Sleep quality can be enhanced by having Milk and Ghee in diet, practicing meditation, asanas and pranayama. Abhyanga (Massage) especially on Foot & Head.

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अभ्यङ्गमाचरेत् नित्यं स जराश्रमवातहा || (Ashtanga Hridaya)

DELAY YOUR AGEING BY DAILY MASSAGE

Daily body massage delays ageing, removes tiredness, prevents vata disorders (musculoskeletal and neurological disorders). Improves vision, nourishes the body, enhances the longevity of life, improves the quality of sleep, enhances the skin health and makes it soft and lustrous, provides strength to body, removes stress and provides pleasing effect to mind.

Ayurveda advises daily massage for 15-20 minutes with Coconut oil, sesame oil, mustard oil etc.

Abhyanga should be practiced especially on head, ears and feet on a daily basis

HEAD MASSAGE

- Prevents headache and other diseases of head region
- Prevents hair fall, premature greying of hair and strengthens the hair
- Provides luster to skin and face

EAR MASSAGE

- Instilling 2-3 drops of oil in ears
- Prevents ear disorders like reduced hearing, deafness, tinnitus
- Prevents neck and jaw stiffness

FOOT MASSAGE

- Removes dryness, stiffness and numbness of feet
- Provides strength and stability to feet
- Prevents vata disorders like pain in lower limbs

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आरोग्यं चापि परमं व्यायामादुपजायते |
Exercise for better health

Ayurveda considers Exercise as an integral part of healthy daily routine

Morning hours are considered as best time as exercises done at other times make body more exhausted

Perspiration, increase in respiratory rate, feeling of lightness of body are signs of reaching threshold of exercise and one should stop doing exercise at this point

Lightness, strength to work, stability, endurance towards distress and mitigation of Kapha dosha (and stimulation of Agni (digestive power) are the benefits of appropriate physical exercise



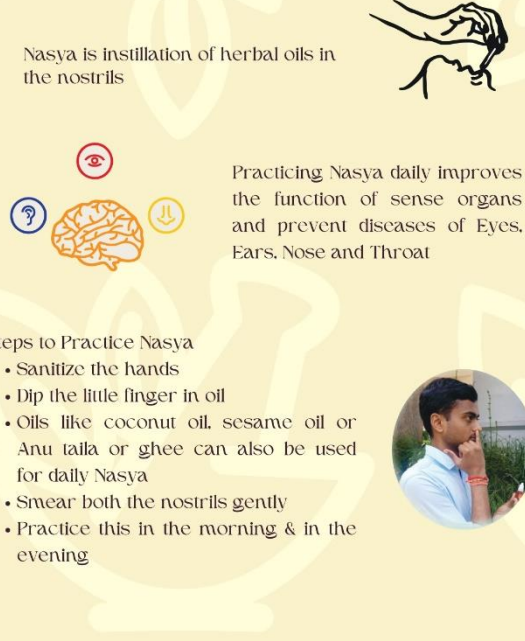
तैलमेव च नस्यार्थे नित्याभ्यासेन स्वस्थस्य नेतरे।
Nasal application of Oil daily keeps you healthy

Nasya is instillation of herbal oils in the nostrils

Practicing Nasya daily improves the function of sense organs and prevent diseases of Eyes, Ears, Nose and Throat

Steps to Practice Nasya


- Sanitize the hands
- Dip the little finger in oil
- Oils like coconut oil, sesame oil or Anu taila or ghee can also be used for daily Nasya
- Smear both the nostrils gently
- Practice this in the morning & in the evening



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आहार विधि विधानं अरोगाणां .. |
Good Dietetic Practices keeps you away from diseases.

- उष्णं भुञ्जीत - Have food served hot
- स्निग्धं भुञ्जीत - Have food that is Unctuous
- मात्रावत् भुञ्जीत - Have food in proper quantity
- जीर्णं भुञ्जीत - Have food only after digestion of previously taken food
- इष्टे देशे भुञ्जीत - Have food at comfortable and pleasant place
- इष्टसर्वोपकरणं भुञ्जीत - Have food in appropriate crockery/utensils
- नातिद्वृत्तं भुञ्जीत - Do not eat hurriedly
- नातिविलम्बितम् भुञ्जीत - Do not eat too slow
- अजल्पन् अहसन् भुञ्जीत - Do not speak or laugh while having food
- तन्मना आत्मानमभिसमीक्ष्य सम्यक् भुञ्जीत - Have food which is suitable to your body and mind



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Never Suppress Your NATURAL URGES

Attending Natural urges appropriately will help you in preventing many diseases

न वेगितोऽन्यकार्यः स्यान्नाजित्वा साध्यमामयम्।
(Ashtanga hridaya)

- 1 There are 14 natural urges of the body that should not be suppressed
- 2 They are the reflexes such as urinary, fecal, sneeze, cough, Vomit lacrimal (due to grief), hiccups, thirst, hunger etc.
- 3 Researches have proved that habitual suppression of these urges can trigger disease pathogenesis
- 4 If you are in a habit of holding these back (sometimes or frequently) then you might be risking your overall well-being.
- 5 According to Ayurveda, the first line of treatment in all diseases is "avoid the cause", so STOP suppressing them.



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सुखं च न विना धर्मात्तस्माद्धर्मपरो भवेत् ।
FOLLOW THE CODE OF CONDUCT TO LEAD A HAPPY AND COMFORTABLE LIFE

- Sadvrutta (Code of Conduct) refers to good personal and social behaviour which gives hita ayu (life beneficial to society) and sukha ayu (life which gives individual happiness).
- Acharya Vagbhata defines Sadvrutta as, compassion for all creatures, sacrificing, control of mind in physical, verbal and mental actions with aid of his wisdom and considering others feelings as one's own and acting accordingly.

CODE OF CONDUCT FOR A BETTER LIFE

- Always speak truth.
- Always speak at the proper time in limited words, pleasantly and meaningfully.
- Give respect to everyone and be respectable.
- Be courteous to the weak, children, and elders, and never make fun of them.
- Abstain from being jealous or greedy, and avoid making unwanted criticism, and enmity.
- Be patient and have control over your emotions.
- Do not feel exhilarated in success and depressed in failures, accept both confidently.
- Be enthusiastic, modest, intelligent and respect yourself
- Maintain good personal hygiene by brushing twice a day, bathing twice or once a day, and trim your hair, fingernails, beard at appropriate time.
- Always cover the mouth while coughing, sneezing, or yawning.
- Clothes and footwear should be clean and appropriate to the season
- Always have fresh and clean food in clean utensils.
- Never eat stale or food inappropriate to your body or season.



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लाभोपायो हि शस्तानां रसादीनां रसायनम्।
Promote your health by Rejuvenators



Rasayana
Rasayana are herbs/foods that help in 'obtaining the optimum nourishment to the body tissues (Dhātu)'
Rasayana promotes longevity, slows down the aging process, promotes proper physical and mental health, sharpens memory, and imparts immunity against diseases.

Amla as a Rasayana
Amla contains significant amounts of both Vitamin C and Iron. Vitamin C facilitates iron absorption by forming a chelate with ferric iron at acidic pH that remains soluble at the alkaline pH of the duodenum.

Tasty ways to improve iron absorption in your normal diet



There are many rasayanas that can be incorporated in daily routine like Milk, Ghee and Compound preparations like Cyavanaprāśa

In addition, over 83 lakh people took part in the various programmes held in conjunction with Ayurveda Day celebrations. The video competition in five themes, including Ayurveda in my day, Ayurveda in my kitchen, Ayurveda in my garden, Ayurveda in my farm, and Ayurveda in my food/ diet, received an enormous response. These themes were chosen to educate people on how we can incorporate Ayurveda into our daily lives through very simple interventions in a variety of areas.

The winners of the country prize for India in the five themes on Ayurveda Day are as follows:

Theme 1: Ayurveda in My Day

Sr. No.	Name	Prize
1.	Pankaj Vishwakarma	1st Prize
2.	Yuthiika.R	2nd Prize
3.	Sundar Raj Perumall	3rd Prize

Theme 2: Ayurveda in My Kitchen

Sr. No.	Name	Prize
1.	Ashwin Gautam	1st Prize
2.	Arti Dharmesh Vakani	2nd Prize
3.	K.A.Manasa	3rd Prize

Theme 3: Ayurveda in My Garden

Sr. No.	Name	Prize
1.	Richa Deshpande	1st Prize
2.	Chanchal kaushal	2nd Prize
3.	AnjaliTanya	3rd Prize

Theme 4: Ayurveda in My Farm

Sr. No.	Name	Prize
1.	G S UNNIKRISHNAN NAIR	1st Prize
2.	Madhav Gaikwad	2nd Prize
3.	Tejaswini V	3rd Prize

Theme 5: Ayurveda in My Food/Diet

Sr. No.	Name	Prize
1.	Riddhi Garg	1st Prize
2.	Tejas Wanjari	2nd Prize
3.	Ashika S	3rd Prize

The winners from all Five Themes of contestants were rewarded as under:

Sl. No.	Prize	Amount
1.	1st Prize	₹75,000/-
2.	2nd Prize	₹50,000/-
3.	3rd Prize	₹25,000/-

As a part of Ayurveda Day 2022 celebrations, various competitions were organised by the Ministry of Ayush through the MyGov website. A total of 15,474 people participated in the online quiz competition, while 536, 403, and 330 entries were received for categories such as poster-making, comic-making, jingle/ringtone/song composition respectively. Social media was utilized and activated for sensitizing and creating a buzz around the campaign. The campaign of 7th Ayurveda Day 2022 was made successful by promoting through various media channels i.e. E-mail, YouTube, Twitter, Facebook etc. Countdown posts were regularly posted on a daily basis, and various videos, creatives, and messages from ministers were also uploaded on all social media platforms.



Figure: Countdown posters

COMPETITIONS ORGANISED UNDER AYURVEDA DAY CAMPAIGN IN MYGOV.IN

In order to promote Ayurveda and its campaign, following five competitions were organised through Government of India Portal i.e. mygov.in to grab the attention of the nation and participation of progressive number of people.

1. Ayurveda Short Video Contest

2. Design A Poster on the theme of Har Din Har Ghar Ayurveda
3. Comic Story on use of Ayurveda
4. Compose a Jingle/Ringtone/Song on Har Din Har Ghar Ayurveda
5. Har Din Har Ghar Ayurveda Quiz



Ayurveda Short Video Contest



Design A Poster on the theme of Har Din Har Ghar Ayurveda



Compose a Jingle/Ringtone/Song on Har Din Har Ghar Ayurveda



Comic Story on use of Ayurveda



Har Din Har Ghar Ayurveda Quiz

The first prize winners of five short video competitions were felicitated by the Union minister of Ayush and other dignitaries.

The event was graced by sportspersons such as Neeraj Chopra and Deepak Punia, along with senior Cabinet Ministers and youngsters who have shown great enthusiasm in various initiatives of Ayurveda Day celebration.

Social media posting was done on the final day also with live streaming of the programme was done. The 'I Support Ayurveda' campaign on Ayurveda Day microsite received widespread support, with over 1.7 million people participating. This demonstrated the public's trust and enthusiasm for Ayurveda.

Media was invited and over 100 coverage were generated in various news channels like DD News, Sansad and Republic Bharat. Many publications like Hindustan Times, New Indian Express, NBT, Hindusthan, etc also shared the news. The detail information is shared below.

नयी दिल्ली में आयुर्वेद दिवस का हुआ आयोजन, थीम थी 'हर दिन हर घर आयुर्वेद'

आयुर्वेद को 30 से अधिक देशों में पारंपरिक चिकित्सा के रूप में मान्यता

संवाददाता, कोलकाता

आयुर्वेद को 30 से अधिक देशों में एक पारंपरिक चिकित्सा पद्धति के रूप में मान्यता मिल चुकी है. वैश्विक स्तर पर इसकी स्वीकृति तेजी से बढ़ रही है. यह कहना है केंद्रीय आयुष राज्यमंत्री डॉ. मुंजपारा महेंद्रभाई कालुभाई का. नयी दिल्ली में आयोजित आयुर्वेद दिवस 2022 कार्यक्रम में उन्होंने कहा, 'आयुष, हर्बल उत्पादों और दवाओं का निर्यात 100 से अधिक देशों में किया जा रहा है. आयुष के क्षेत्र में वैश्विक स्तर पर उत्पादों व सेवाओं को बढ़ावा देने के लिए निर्यात

प्रोत्साहन परिषद की स्थापना की गयी है. रिसर्च एंड इन्फार्मेशन सिस्टम सेंटर फॉर डेवलपिंग कंट्रीज की रिपोर्ट के अनुसार, भारतीय आयुष उद्योग का वर्तमान कारोबार 18.1 बिलियन डॉलर है. 2014 से 2020 के बीच बाजार का आकार 17% बढ़ा है. गौरतलब है कि सातवें आयुर्वेद दिवस के मौके पर भव्य समारोह आयोजित किया गया. इस साल आयुर्वेद दिवस की थीम 'हर दिन हर घर आयुर्वेद' रखी गयी थी, ताकि आयुर्वेद के लाभों को जमीनी स्तर पर ज्यादा से ज्यादा लोगों तक पहुंचाया जा सके. छह सप्ताह तक चलने वाले इस उत्सव में देशभर से बड़ी संख्या

आयुर्वेद को जन-जन तक ले जाना है : सोनोवाल



इस अवसर पर केंद्रीय आयुष मंत्री सर्बानंद सोनोवाल ने कहा, 'हर दिन हर घर आयुर्वेद' अभियान का उद्देश्य आयुर्वेद और इसकी क्षमता को जन-जन तक ले जाना है. आयुर्वेद को अब वैश्विक स्तर पर जाना जाता है और यह प्रधानमंत्री नरेंद्र मोदी के निरंतर व अक्षर प्रयासों से संभव हुआ है. आयुर्वेद रोग निवारण का विज्ञान है. यह प्राचीन ज्ञान है और हम आयुष क्षेत्र में कुछ प्रभावशाली शोध कार्य कर रहे हैं.'

में लोगों ने हिस्सा लिया. कार्यक्रम में जनजातीय कार्य मंत्री अर्जुन मुंडा, आयुष मंत्री सर्बानंद सोनोवाल, विदेश और संस्कृति राज्य मंत्री

मीनाक्षी लेखी, आयुष राज्यमंत्री डॉ. मुंजपारा महेंद्रभाई कालुभाई, आयुष विभाग के सचिव वैद्य राजेश कोटिचा, जनजातीय कार्य मंत्रालय सचिव

अनिल कुमार झा, एम.ओ. विशेष सचिव श्री प्रमोद कुमार पाठक और ए.आइ.आइए. निदेशक प्रो. (डॉ.) तनुजा मनोज ने सारी सहित विदेशी दूतावासों और डब्ल्यूएचओ-एसडिआरओ के प्रतिनिधि शामिल रहे. कार्यक्रम के मुख्य अतिथि जनजातीय मामलों के मंत्री अर्जुन मुंडा ने कहा, 'आयुर्वेद भारत की प्राचीन परंपरा और धरोहर है. जंगल में रहने वालों के सहयोग से आयुर्वेद को समृद्ध किया जा सकता है. आयुर्वेद ही एकमात्र ऐसा चिकित्सा विज्ञान है, जो बीमारी से बचाव की बात करता है, बीमार होने के बाद इलाज की नहीं.' विदेश और संस्कृति राज्य मंत्री मीनाक्षी लेखी ने

कहा, 'यह हमारे पूर्वजों के विज्ञान की सराहना का समय है. प्रधान मंत्री नरेंद्र मोदी के नेतृत्व में आयुर्वेद दिवस के अवसर पर एक ऐसे विज्ञान का उत्सव मनाया जाता है, जो 5000 वर्ष से अधिक पुराना है. पीएम मोदी ने हमेशा आयुर्वेद के विज्ञान को बढ़ावा दिया है और पिछले कुछ वर्षों में यह अपने शिखर पर पहुंच गया है. आयुर्वेद दिवस 2022 पर आर्घरित विभिन्न कार्यक्रमों में 56 लाख से अधिक लोगों ने भाग लिया. इस अवसर पर द. आयुर्वेदिक फार्माकोपिया ऑफ इंडिया, द आयुर्वेदिक फार्म्यूलरी ऑफ इंडिया पर आधारित एक पुस्तक का विमोचन भी किया गया.

7th Ayurveda Day celebrated on a grand scale across the country

The 7th Ayurveda Day was celebrated on October 26 on a magnificent scale in India and at international level. This year's Ayurveda Day was celebrated with the theme "Har Din Har Ghar Ayurveda" so as to propagate benefits of Ayurveda to larger and grass root community. The six-week long celebration saw huge participation from across the country, more than 5,000 events were organised by Ministry of Ayush institutes/councils with support of more than 26 ministries of Government of India and Ministry of External Affairs India missions and embassies.



Arjun Munda, Minister of Tribal Affairs, along with Sarbananda Sonowal, Minister of Ayush, and other dignitaries graced the celebration of The 7th Ayurveda Day, with the theme "Har Din Har Ghar Ayurveda".

Ayush organises Ayurveda Day

The Ministry of Ayush celebrated the 7th Ayurveda Day with a theme of "Har Din Har Ghar Ayurveda" to propagate benefits of ayurveda to larger human society. The Ayurveda Day 2022 celebration saw huge participation from across the country and more than 5000 events were organised by Ministry of Ayush institutes/councils, with the support of more than 26 ministries of Government of India and Ministry of External Affairs' India missions and embassies. Dr. Munjpara Mahendrabhai Kalubhai, Union Minister of State of Ayush, said: "Ayurveda is currently recognised as a traditional medicine in more than 30 countries and its acceptance is fast increasing globally." Speaking at the programme in New Delhi, he said, "Ayush, herbal products and medicines are exported to more than 100 countries."

7th Ayurveda Day 2022 celebrated on a grand scale across the country

New Delhi, Oct 26: The 7th Ayurveda Day was celebrated today on an magnificent scale in India and at international level. This year's 7th Ayurveda Day was celebrated with the theme "Har Din Har Ghar Ayurveda" so as to propagate benefits of Ayurveda to larger and grass root community. The six week long celebration saw huge participation from across the country, more than 5000 events were organized by Ministry of Ayush institutes/councils with support of more than 26 ministries of Government of India and Ministry of External Affairs India missions and embassies. The dignitaries present at the event included Shri Arjun Munda Hon'ble Minister of Tribal Affairs; Shri Sarbananda Sonowal, Hon'ble Minister of Ayush; Smt. Meenakshi Lekhi, Hon'ble Minister of State of External Affairs & Culture; Shri Dr. Munjipara Mahendrabhai Kalubhai, Hon'ble MoS Ayush;

Vaidya Rajesh Kotecha, Secretary MoA; Shri Anil Kumar Jha, Secretary, Ministry of Tribal Affairs, Shri Pramod Kumar Pathak, Special Secretary, MoA and Prof. (Dr.) Tanuja Manoj Nesari, Director, AIIA along with representative of foreign embassies and WHO-SEARO. Chief Guest of today's event Shri Arjun Munda Hon'ble Minister of Tribal Affairs said, "Ayurveda is India's ancient tradition and wealth. Ayurveda can be nurtured in association with the people living in the forests. Ayurveda is the only medical science that talks about prevention of disease, not treatment after getting sick." On the occasion Shri Sarbananda Sonowal, Union Minister of Ayush, said, "The objective of 'Har Din Har Ghar Ayurveda' campaign is to take Ayurveda and its potential to the masses. Ayurveda is now known globally and this is because of the continuous and untiring efforts of Hon'ble



tries. The current turnover of Ayush is \$18.1 billion." Smt. Meenakshi Lekhi, Hon'ble Minister of State of External Affairs & Culture said, "It's time to appreciate the science of our ancestors. A science which is more than 5000 years old is celebrated on the occasion of Ayurveda day in the supervision of our Hon'ble PM Shri Narendra Modi. He always promoted the science of Ayurveda and in last few years it has reached to its peak." Prof. (Dr.) Tanuja Manoj Nesari, Director, AIIA said, "I support Ayurveda" campaign got enormous support from development while preserving the tribal culture heritage through evidence based planning and capacity building. On this occasion a book on The Ayurvedic Pharmacopoeia of India, The Ayurvedic formulary of India was released. To create awareness about the health benefits of medicinal plants, a species specific national campaign on Ashwagandha - A health promoter was launched by the Ministry of Ayush. The first prize winners of five short video competitions were felicitated by the Union minister of Ayush and other dignitaries.

7वां आयुर्वेद दिवस 2022 पूरे देश में धूमधाम से मना

रांची : रविवार को भारत समेत विश्व के अनेक हिस्सों में 7वां आयुर्वेद दिवस बड़े पैमाने पर धूम-धाम से मनाया गया। इस साल इस आयोजन को 'हर दिन हर घर आयुर्वेद' के थीम साथ मनाया गया। इस आयोजन का उद्देश्य जन-जन तक आयुर्वेद को पहुंचाना और इसे सामान्य दैनिक जीवन का हिस्सा बनाना था। छः सप्ताह तक मनाये गये इस आयोजन में जनसमूह ने बड़े चढ़ का अपना सहयोग दिया और भागीदारी दिखाई। भारत सरकार के 26 से अधिक मंत्रालयों और विदेश मंत्रालय और दूतावासों के सहयोग से 5000 से अधिक कार्यक्रमों का आयोजन किया गया। विज्ञान भवन में आयोजित इस कार्यक्रम में जनजातीय कार्य मंत्री अर्जुन मुंडा,



आयुष मंत्री सर्वानंद सोनोवाल, विदेश और संस्कृति राज्य मंत्री मीनाक्षी लेखी, केन्द्रीय राज्य मंत्री आयुष डॉ. मुंजपारा महेंद्रभाई कालुभाई, आयुष सचिव वैद्य राजेश कोटेचा, सचिव, जनजातीय कार्य मंत्री अनिल कुमार झा, विशेष सचिव, एमओए प्रमोद कुमार पाठक और निदेशक, प्रो. (डॉ.) तनुजा मनोज नेसरी, सहित विदेशी दूतावासों और डब्ल्यूएचओ-एसईआरओ के

प्रतिनिधि शामिल हुए। इस मौके पर कार्यक्रम के मुख्य अतिथि, जनजातीय कार्य मंत्री अर्जुन मुंडा ने अपने संबोधन में कहा, आयुर्वेद, देश की प्राचीन परम्परा और धरोहर है जिसका जंगल में रहने वालों से घनिष्ठ सम्बन्ध है, आयुर्वेद अपने आप में एक ऐसा चिकित्सा विज्ञान है जिसमें उपचार पर नहीं अपितु रोगों से बचाव पर बल दिया जाता रहा है। केन्द्रीय आयुष मंत्री सर्वानंद सोनोवाल ने आयुर्वेद की महत्ता पर बल देते हुए कहा, आयुर्वेद हमारी संस्कृति की ऐसी शक्ति है जिसके आधार पर हम एक निरोग, सशक्त व आत्मनिर्भर भारत का निर्माण कर सकते हैं।

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'Ayurveda now recognised as a traditional medicine in more than 30 countries'



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New Delhi: Ayurveda is currently recognised as a traditional medicine in more than 30 countries and its acceptance is fast increasing globally, said Mahendra Munjipara, Minister of State in the Ministry of Ayush.

Speaking at the Ayurveda Day 2022 programme in New Delhi held recently, he added, "Ayush, herbal products and medicines are exported to more than 100 countries. To boost the products and services in the field of Ayush, Export Promotion Councils have been set up globally. As per the Research and Information System Centre for Developing Countries report, the current turnover of Indian Ayush industry is \$18.1 billion and the market size has grown by 17 per cent between 2014 and 2020."

The seventh Ayurveda Day was celebrated in a grand ceremony in India and at the international level. This year's, the day was celebrated with the theme 'Har Din Har Ghar Ayurveda' so as to propagate benefits of Ayurveda to larger and grassroot community. The six-week long celebration saw huge participation from across the country and more than 5,000 events were organised by the Ministry of Ayush institutes/councils, with the support of more than 26 Ministries of the Union Government and Ministry of External Affairs India missions and embassies.

The dignitaries present at the event included Arjun Munda, Union Tribal Affairs Minister; Sarbananda Sonowal, Union Ayush Minister; Meenakshi Lekhi, Union Minister of State for External Affairs and Culture; Mahendra Munjipara, Minister of State for Ayush; Vaidya Rajesh Kotecha, Secretary, Ayush Ministry; Anil Kumar Jha, Secretary, Ministry of Tribal Affairs; Pramod Kumar Pathak, Special Secretary, Ayush Ministry; and Tanuja Manoj Nesari, Director, All India Institute of Ayurveda; along with representative of foreign embassies and WHO-SEARO.

सातवां आयुर्वेद दिवस धूम-धाम से मनाया गया

जनजातीय मामलों के मंत्री अर्जुन मुंडा ने की शिरकत



विशेष संवाददाता

रांची। भारत समेत विश्व के अनेक हिस्सों में सातवां आयुर्वेद दिवस धूम-धाम से मनाया गया। इस साल इस आयोजन को 'हर दिन हर घर आयुर्वेद' के थीम साथ मनाया गया। इस आयोजन का उद्देश्य जन-जन तक आयुर्वेद को पहुंचाना और इसे सामान्य दैनिक जीवन का हिस्सा बनाना था। छः सप्ताह तक मनाए गए इस आयोजन में जनसमूह ने बड़े चढ़ का अपना सहयोग दिया और भागीदारी दिखाई। भारत सरकार के 26 से अधिक मंत्रालयों और विदेश मंत्रालय और दूतावासों के सहयोग से 5000 से अधिक कार्यक्रमों का आयोजन किया गया। विज्ञान भवन में आयोजित इस कार्यक्रम में जनजातीय कार्य मंत्री अर्जुन मुंडा, आयुष मंत्री सर्वानंद सोनोवाल, विदेश और संस्कृति राज्य मंत्री मीनाक्षी लेखी, केन्द्रीय राज्य मंत्री आयुष डॉ. मुंजपारा महेंद्रभाई कालुभाई, आयुष सचिव वैद्य राजेश कोटेचा, सचिव, जनजातीय कार्य मंत्री अनिल कुमार झा, विशेष सचिव, एमओए प्रमोद कुमार पाठक और निदेशक, प्रो. (डॉ.) तनुजा मनोज नेसरी, सहित विदेशी दूतावासों और डब्ल्यूएचओ-एसईआरओ के प्रतिनिधि शामिल हुए। इस मौके पर कार्यक्रम के मुख्य अतिथि जनजातीय कार्य मंत्री अर्जुन मुंडा ने अपने संबोधन में कहा, 'आयुर्वेद, देश की प्राचीन परम्परा और धरोहर है जिसका जंगल में रहने वालों से घनिष्ठ सम्बन्ध है, आयुर्वेद अपने आप में एक ऐसा चिकित्सा विज्ञान है, जिसमें उपचार पर नहीं अपितु रोगों से बचाव पर बल दिया जाता रहा है। केन्द्रीय आयुष मंत्री सर्वानंद सोनोवाल ने आयुर्वेद की महत्ता पर बल देते हुए कहा, 'आयुर्वेद हमारी संस्कृति की ऐसी शक्ति है जिसके आधार पर हम एक निरोग, सशक्त व आत्मनिर्भर भारत का निर्माण कर सकते हैं।

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