



सत्यमेव जयते

Ministry of Ayush
Government of India

CELEBRATION OF 9TH AYURVEDA DAY 29TH OCTOBER, 2024



Celebration of 9th Ayurveda Day - 2024



The Government of India vide its notification published in Gazette of India, Extra ordinary Part I dated **01st June, 2017**, has resolved to celebrate “**Ayurveda Day**” every year on the auspicious day of ‘**Dhanwantari Jayanti – Dhanteras**’ since **2016** in Whole of Government approach.

This year the 9th Ayurveda day falls on **29th October, 2024**.



Ayurveda Day – Themes



Ministry of Ayush chose different themes every year for Ayurveda day, to address different health issues

2016

Ayurveda for
Prevention &
Control of
Diabetes

Ayurveda for
Pain
Management

2017

2018

Ayurveda
for Public
Health

Ayurveda
for
Longevity

2019

2020

Ayurveda
for Covid-
19

Ayurveda
for Poshan

2021

2022

Har Din
Har Ghar
Ayurved

Ayurveda
for One
Health

2023

Ayurveda Day Celebrations

- Dr. Jitendra Singh, Hon'ble MoS, PMO
- Shri Shripad Yesso Naik Hon'ble MoS (IC) for

2016
New Delhi



- Shri Narendra Modi, Hon'ble Prime Minister

2017
New Delhi



- Dr. Harsh Vardhan, Hon'ble Minister, Health and Family Welfare
- Shri Shripad Yesso Naik Hon'ble

2018
New Delhi



- Shri Om Birla, Hon'ble Speaker, Lok Sabha
- Shri Shripad Yesso Naik, Hon'ble MoS (IC) for

2019
Jaipur



- Due to Covid-19 celebrated virtually

2020
New Delhi



- Shri Sarbananda Sonowal, Hon'ble Minister of Ayush
- Dr. Munjpara Mahendrabhai Kalubhai, Hon'ble MoS Ayush
- Dr. Raghu Sharma, Hon'ble Minister for Medical Education, Health and Indian Systems of Medicine Govt

2021
New Delhi



- 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;
- Dr. Munjpara Mahendrabhai Kalubhai, Hon'ble MoS

2022
New Delhi



- Shri Sarbananda Sonowal, Hon'ble Union Minister, Ministry of Ayush
- Dr. Munjpara Mahendrabhai Hon'ble Minister of State, Ministry of Ayush
- Shri Gyan Chand Gupta

2023
Panchkula



Inter-ministerial collaboration

Ministry of Rural development
and Panchayati raj

1

Ministry of Education

2

Ministry of Information &
Broadcasting.

3

Ministry of Health & Family
Welfare

4

Ministry of Electronics &
Information Technology

5



Ministry of Ayush
Government of India

6

Ministry of Railways

7

Ministry of Civil Aviation.

8

Ministry of Women & Child
Development

9

Ministry of Tourism

10

Ministry of External Affairs

Inter-ministerial collaboration

Ministry of Labour & Employment

11

Ministry of Youth Affairs &
Sports

12

Ministry of Defence

13

Ministry of Agriculture &
Farmers Welfare

14

Ministry of Home Affairs

15

Department of Posts

21



Ministry of Ayush
Government of India

16

Ministry of Science & Technology

17

Ministry of Tribal Affairs.

18

Ministry of Commerce

19

Ministry of Ports, Shipping &
Waterways

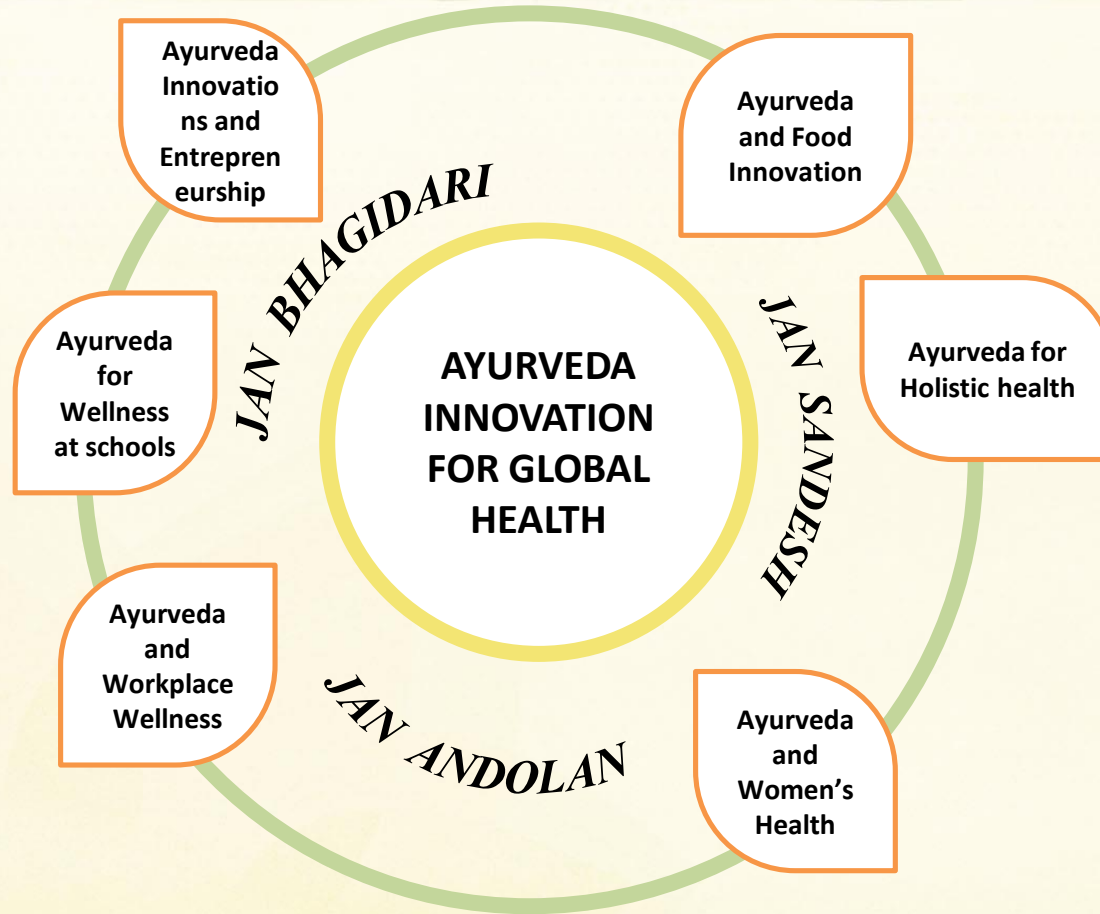
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Ministry of DoNER

22

Ministry of Panchayati Raj

Program overview




- ❖ Social Media promotion. Authentic Tweet Bank & Hashtags.
- ❖ Messages from iconic cultural personalities
- ❖ SMS campaign/Caller tunes on mobile and landline.
- ❖ Publicity material on Ayurveda.
- ❖ Radio Jingles/TV spots/ Amplification through Community Radio./ FM Channels/
Short Films / Hoardings/ LED Display/ Youtube Shots/ Print Advertisements
- ❖ E-Folder

JAN BHAGIDARI

- ❖ **Prakriti Parikshan** at community level.
- ❖ **Ayurveda Navpravartan Samvaad:**
Entrepreneurial Sensitization programs for Ayurveda Students, practitioners, academicians, and startup enthusiasts
- ❖ Organizing **Institutional Level Idea hackathons** and **Start-up expos.**
- ❖ Promoting participation in **Grand Ayurveda Startup Challenge**
- ❖ **Identifying and Promoting** women entrepreneurs, tribals, Indigenous and ethnic groups MSMEs/entrepreneurs.
- ❖ **Fostering collaborations** between Academics & industries.
- ❖ **School outreach** programs
- ❖ **Quiz/ Competition** on MyGov and Ayush Campaign Portal
- ❖ Ayurveda **food festival**
- ❖ **Cultural Events** featuring Ayurveda
- ❖ **Engaging Community** Service Centres (CSCs)/ Community Health Centres (CHCs)/ Health and Wellness Centres (HWCs)
- ❖ **Ayurvedic Health and Wellness Fair:** showcasing Ayurveda innovations and wellness solutions
- ❖ **Wellness camps.**

JAN AANDOLAN

- 
- ❖ Promotion of Innovative Ayurveda Startups
 - ❖ Promotion of Ayurveda Food Festivals
 - ❖ Lifestyle advisories
 - ❖ Selfie points

'Ayurveda Innovation for Global Health' 'वैश्विक स्वास्थ्य के लिए आयुर्वेद नवाचार'

Nodal Institution – All India Institute of Ayurveda, New Delhi.

Main event is proposed to be celebrated at AIIA, New Delhi on 29th October, 2024

Curtain Raiser: 27th September, 2024 by **Hon'ble MoS (IC) for Ayush**

NEED

Innovation in Ayurveda is Essential

To combat the global health challenges

**Non-communicable diseases,
Anti-microbial resistance,
Climate change, Geriatric health,
Mental Health, Nutritional disorders, etc.**

To focus on disease prevention and promotion of health

To achieve the vision of Sustainable Development Goals & Universal Health Coverage



Ayurveda Innovation for Global Health



Global Promotion of Ayurveda

Ayurveda as Traditional system of Medicine is legally recognized in 24 countries



Traditionally Medicine Forums have been established through multi-lateral engagements

SCO Expert Working Group on Traditional Medicine
BIMSTEC Taskforce on Traditional Medicine (BTFTM)
BRICS High Level Forum on Traditional Medicine



Ayurveda products are exported to more than 100 countries



The morbidity codes of Ayurveda, Siddha and Unani are now included in ICD-11 TM Module 2



WHO benchmarks for Practice & Training in Ayurveda



Global Traditional Medicine Centre (GTMC) at Jamnagar, Gujarat



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Micro Website: (<https://ayurvedaday.org.in/>).



All the activities pertaining to Ayurveda day have to be uploaded by various stakeholders

**National
Dhanwantary
Ayurveda
Award 2024
(RAV)**

“I Support Ayurveda”
initiative during last
year recorded around
16 Cr. Hits/votes.

aim for more than 25 Cr.
Hits/votes.

Last year
celebrated in
105 countries.

This year we will
aim for 150
countries

**Conference
will be
organized on
the Theme
(CCRAS)**

Themes to Celebrate and Weekly Events for Jan Bhagidari

- ***Ayurveda and Women's Health***
- ***Ayurveda Innovations and Entrepreneurship***
- ***Ayurveda and Workplace Wellness***
- ***Ayurveda for Wellness at schools***
- ***Ayurveda Ahara and Innovations***

Ayurveda for Women's Health

- Holistic Approach of Ayurveda towards women's health
- Benefits of Ayurveda for women's health
- Dietary and lifestyle guidelines for women
- Addressing common women's health issues through Ayurveda
- Innovative Health solutions in Ayurveda for women

Ayurveda Innovations and Entrepreneurship

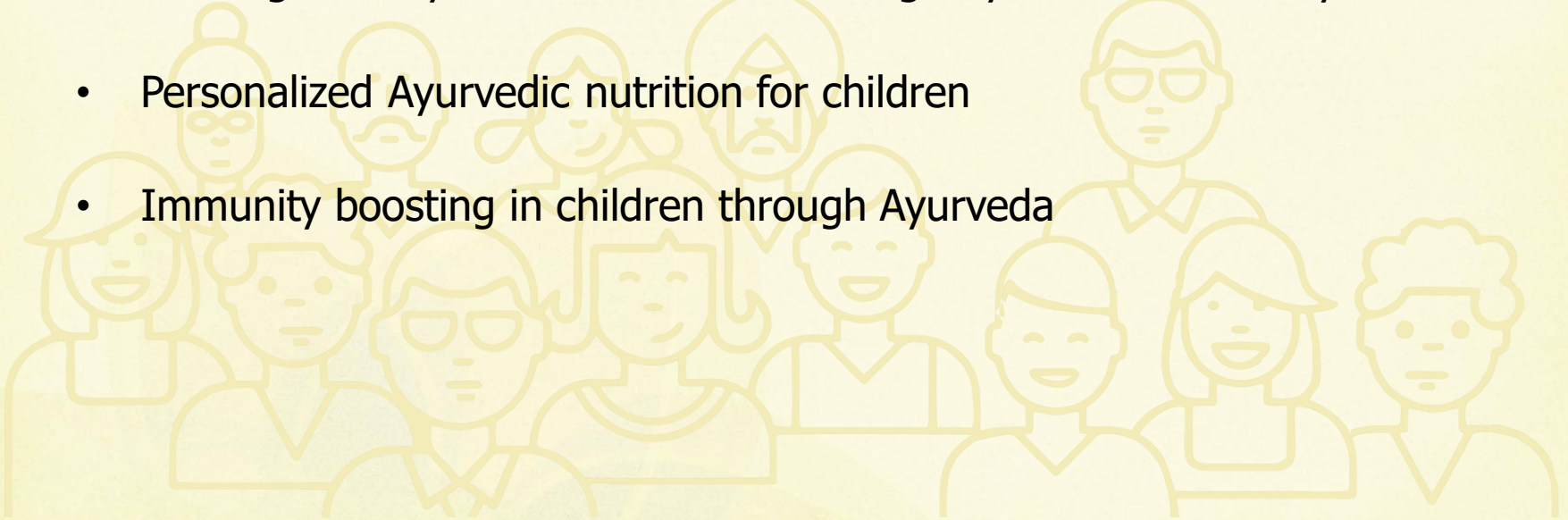
- Understanding business opportunities in Ayurveda
- Entrepreneurship and entrepreneurial mindset
- Entrepreneurship and Innovation Ecosystem in India
- Building an idea
- Stages of start-ups
- Funding opportunities
- Legal compliance

Ayurveda for Workplace Wellness

- Ayurveda principles for physical and mental health
- Most common health issues at workplaces
- Managing Fatigue, Enhancing Energy Levels, and increasing productivity through Ayurvedic techniques
- Stress management and maintaining workplace harmony through Mindfulness, Meditation, and Yoga
- Rasayanas for Workplace Wellness
- Implementation of Health innovations at Work-place

Ayurveda for Wellness at Schools

- Building Healthy habits in children through Ayurvedic dinacharya
- Personalized Ayurvedic nutrition for children
- Immunity boosting in children through Ayurveda





Ayurveda Ahara and Innovations

- Principles of Ayurveda Aahar
- Ayurveda culinary techniques
- Food innovations inspired by Ayurveda/Examples of Food Innovations in Ayurveda
- Blending Traditional Ayurvedic principles with modern culinary techniques

Grand Ayurveda Start-Up Challenge 2024-25

The Ministry of Ayush, in collaboration with All India Institute of Ayurveda, Start-up India and Invest India, shall organize Grand Ayurveda Start-Up Challenge 2024-25.

Objective:

Promote the integration of Ayurveda into mainstream healthcare through start-up innovation.

Encourage research-driven start-ups that blend ancient Ayurvedic knowledge with modern technologies.

Award and Funding Support: **Winning** start-ups will receive seed funding, incubation opportunities.

Ayurveda Navapravartana

OBJECTIVES

Building Awareness, Skill Development, Networking Opportunities & Inspiring Innovation among Ayurveda Stakeholders

TARGET

Ayurveda Students, Practitioners and Academics & Startup Enthusiasts

Activities

1. **Ayurveda Navapravartana Samvad** (Sensitization webinars)-
Approx 30,000 stakeholders
2. Ayurveda Navapravarthan Idea Hackathon

**Ayurveda Navapravarthan
Idea Hackathon**

(3 top ideas from each
Institute/College)

Top “101” Ideas
selected

Pre-incubation program
at AllIA & its partners



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Ayurveda Day Count-down Activities



Create a Countdown Calendar for Activities

Daily Update on Micro-website on www.ayurvedaday.org.in

Social Media Count down - Share daily updates about the event on social media.

Use a unique hashtag to engage

#AyurvedaDay2024

#CelebrateAyurveda

#AyurvedaForHealth

#AyurvedaInnovationsForGlobalHealth



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THANK YOU



www.ayurvedaday.org.in

