



Ministry of Ayush
Government of India



Ayurveda Everyday, Ayurveda Everywhere

AYURVEDA
23rd October, 2022 **day**
Celebration



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)

- **P**romote Ayurveda into mainstream, globally.
- **E**xplore the potential of Ayurveda to contribute towards National health policy & National Health programmes.
- **R**educe the burden of disease and related morbidity and mortality by utilizing the potential of Ayurveda.
- **F**ocus on strengths of Ayurveda and its unique treatment principles.
- **E**nhance confidence building in public for Ayurveda.
- **C**reate a sense of awareness in today's generation and promote Ayurvedic principles of healing in society.
- **T**o 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:

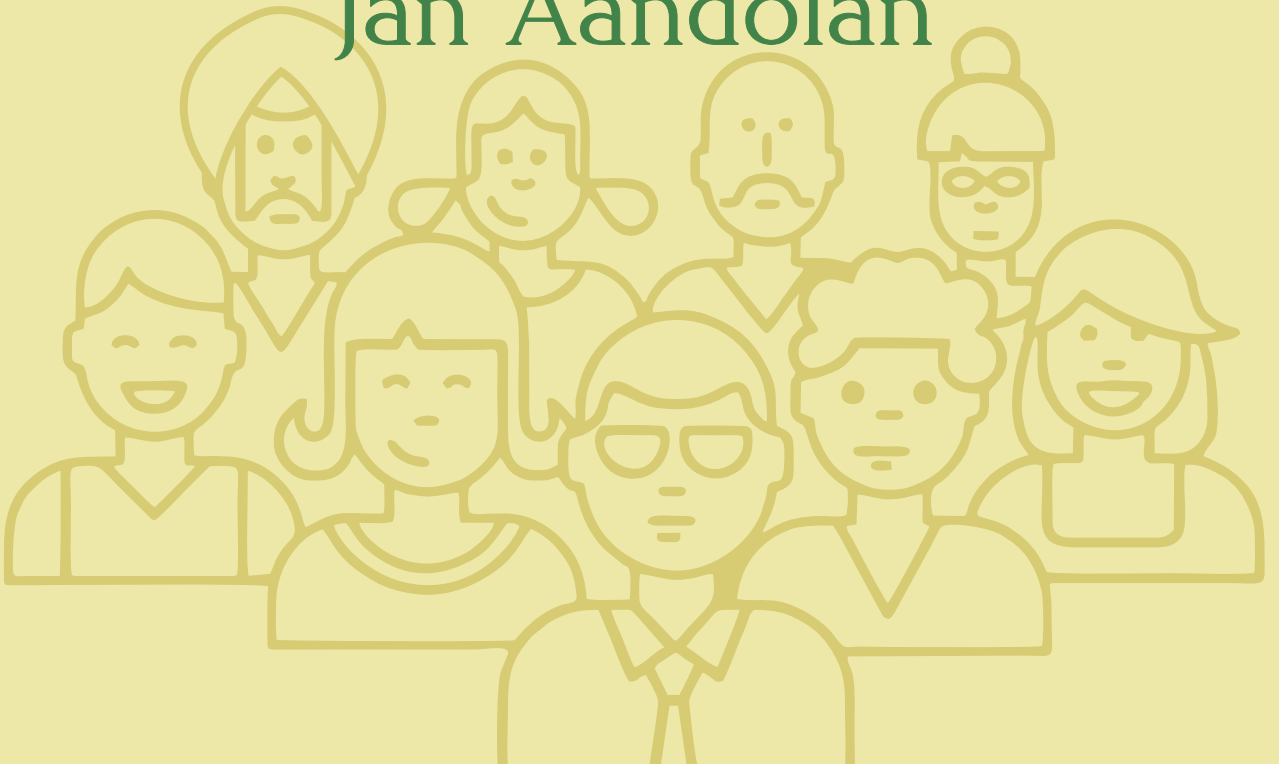
‘हर दिन, हर घर आयुर्वेद’

‘Har Din, Har Ghar Ayurveda’

‘Ayurveda Everyday, Ayurveda Everywhere’ (AEAE)



Jan Sandesh
Jan Bhagidari
Jan Aandolan



Jan Sandesh

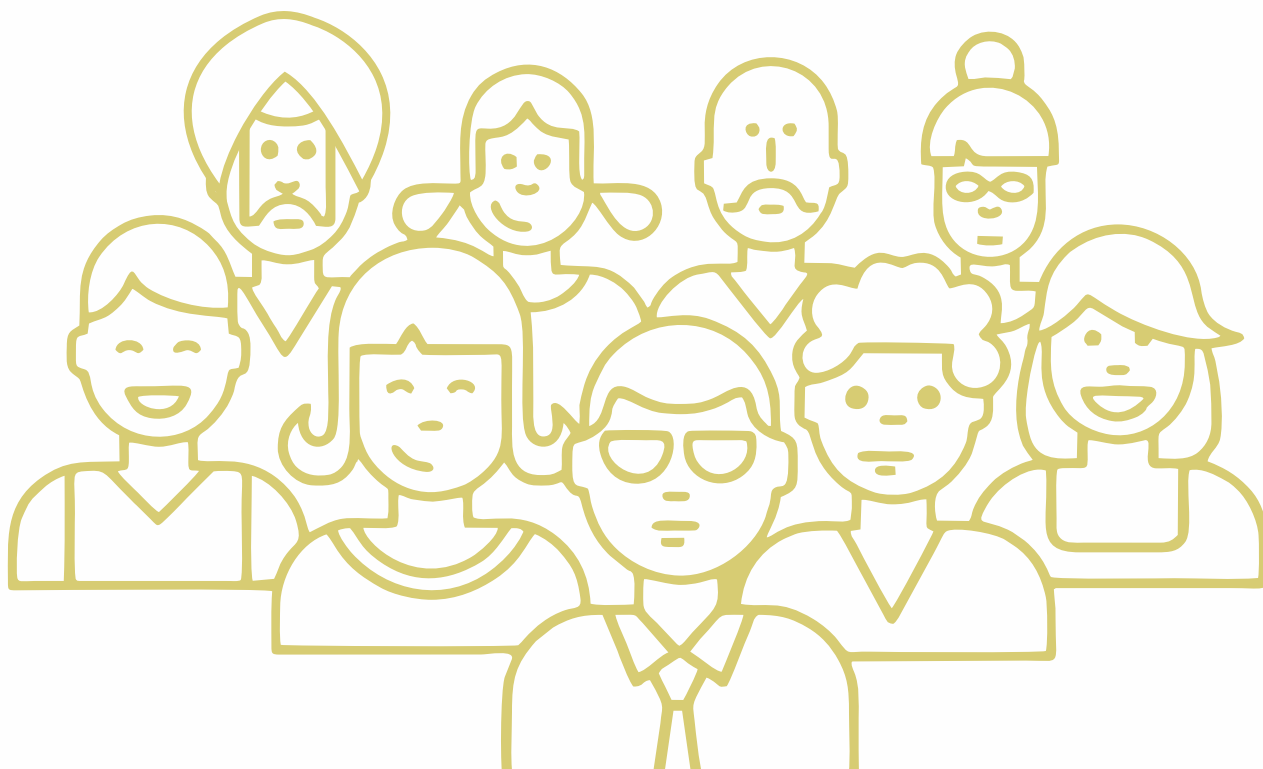
1. Social Media promotion.
2. Messages from iconic cultural personalities.
3. Campaign on mobile.
4. Publicity material on Ayurveda.
5. Radio Jingles/TV spots/ Amplification through Community Radio
6. Short Films / Hoardings/ LED Display/ Youtube Shots/
Print Advertisements.
8. Shwetapatra' on Ayurveda 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

Ayurveda:

Knowledge System of Healthy and Happy Life

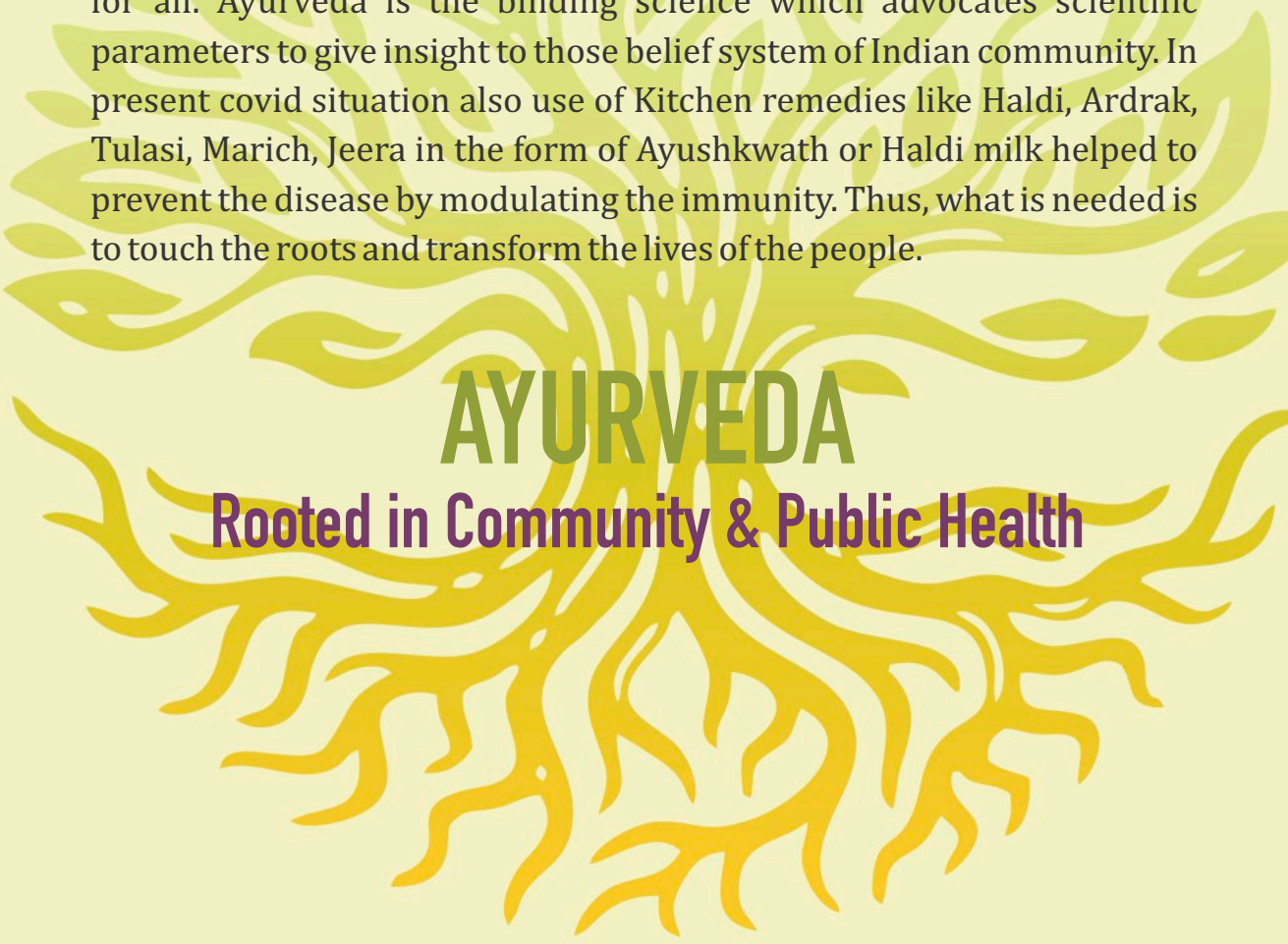
Ayurveda is unique in its approach as a healing science, rather than merely a medical science. It is rightly considered as science of life and it gives due importance to all the aspects of treatment. The word Ayurved is comprised of Ayu + Ved. Ayu denotes the healthy and happy life where as Ved is derived 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 Chatuspada; 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.

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

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., its 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, Ashwagnadha 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 a unique modality of treatment wherein the toxin is removed from the natural orifices through Emesis (Vamana), Purgation (Virechana), Enema (Basti), Nasal Errhines (Nasya) or Blood letting (RaktaMokshana). These modalities of detoxification are 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