

वैद्य राजेश कोटेचा
सचिव

Vaidya Rajesh Kotecha
Secretary



सत्यमेव जयते



भारत सरकार
आयुष मंत्रालय

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Government of India

Ministry of Ayush

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Dear colleague,

D.O No L-13011/1/2023-AS
25th September, 2023

Ayurveda Day, vide Resolution published in Gazette of India, Extra ordinary Part I dated 01st June, 2017 is officially celebrated every year on the auspicious day of 'Dhanwantari Jayanti - *Dhanteras*' since 2016. This year, it falls on 10th November, 2023. Since last three years, with the initiatives taken by PMO, it is being celebrated as the program of Government of India with a whole of Government approach.

In the recently concluded G20 Summit, all the Member States unanimously adopted the G20 declaration which recognized and acknowledged the potential of evidence based Traditional Medicine Practices in Public Health Delivery Systems. The Declaration emphasized on 'One Health' approach while addressing various health aspects including nutrition.

In alignment with the cognizance of G20 on Traditional Medicine and the theme of India's G20 Presidency, '**Vasudhaiva Kutumbakam**' the focal theme for Ayurveda Day-2023 has been decided as '**Ayurveda for One Health**' with Tag line '**Ayurveda for every one on every day**' i.e. 'हर दिन हर किसी के लिए आयुर्वेद' - focusing on human-animal-plant-environment interface.

The notion of '*One Health*' is not new, it refers to the ancient times when *Acharya Charaka* had proclaimed the phenomena of "**universe-individual continuum**" i.e., '**universe within oneself and individual within universe**' and the influence it has on balancing the *people-planet ecosystem*. Ayurveda is not just the traditional system of medicine, it is the way of life, which addresses wellbeing of non living things like environment, rivers, soil, weather etc., as well as all living beings including Human, Animals, Aquatic life and plants. The Ayurveda advocacy has included thousands of edible herbs, which are easily accessible in forests or in rural area depending on the Geo-climatic variation. Many of the dietary practices followed in tribal pockets have high nutritional value and are cost effective but are not known to urban population. Ayurveda in the form of ethno- medicine is commonly used in veterinary practices in rural India. The National Medicinal Plants Board under Ministry of Ayush has developed cultivation techniques of more than 110 plant varieties which have high market demand.

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By capitalizing the potential of Ayurveda, the science of holistic healing and healthy living, a revolution can be brought in the field of healthcare to address the concerns of One Health.

The theme has been selected with focus on promoting Agro-Ayurveda, promoting health by empowering and encouraging people for self participation, and enthusing professionals for harnessing potential of Ayurveda. It involves a spectrum of areas focusing on sustainable agriculture, human, animal, plant, forest, and aquaculture health, food safety, etc.

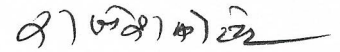
Various stakeholders under the theme, will be accessed with the esteemed cooperation of various Ministries of Government of India as well as other various Ministries and Departments of Central and State Governments, Academia, NGOs, Associations, professional bodies, etc.

In this noble cause your invaluable support is solicited by creating Jan Sandesh, Jan Bhagidari and Jan Aandolan for Jan Arogya and Bhumi Aarogya. The event details including nodal agency for organizing various activities are given in **Annexure**.

I shall be grateful if the activities during the whole events are celebrated in a befitting manner.

With regards,

Yours Sincerely,



(Rajesh Kotecha)

Encl: As above

To,

All Secretaries to the Government of India

The following activities are planned to celebrate the Ayurveda day – 2023:

1.	Duration of the Event	29 th September, 2023 – 10 th November, 2023	
2.	Event theme	'Ayurveda for One Health'	
3.	Tag line	'हर दिन हर किसी के लिए आयुर्वेद' 'Ayurveda for every one on every day'	
4.	Focused events	<p>छात्रों के लिए आयुर्वेद (Ayurveda for Students) The nodal agency for students is National Commission for Indian System of Medicine (NCISM) in consultation with Institute of Training and Research in Ayurveda (ITRA) to coordinate with Ministry of Education (School Education and Higher Education), Ministry of Women and Child Development and affiliated ASU&H colleges for conducting various activities under the event theme.</p> <p>किसानों के लिए आयुर्वेद (Ayurveda for Farmers) The nodal agency for farmers is National Medicinal Plant Board (NMPB) in consultation with National Institute of Ayurveda (NIA) to coordinate with Ministry of Agriculture and Farmers' Welfare, Ministry of environment forest and climate change, Ministry of Tribal Affairs, Department of Animal Husbandry & Dairying for conducting various activities under the event theme.</p> <p>जनस्वास्थ्य के लिए आयुर्वेद (Ayurveda for Public Health) The nodal agency for public is Central Council for Research in Ayurvedic Sciences (CCRAS) in consultation with All India Institute of Ayurveda (AIIA) and National Ayush Mission (NAM) and to coordinate with Ministry of Culture, Ministry of Panchayati Raj, Ministry of Rural Development, Ministry of Information & Broadcasting, Ministry of External Affairs and Department of Posts for conducting various activities under the event theme.</p>	
5.	Central Nodal Agency:	Central Council for Research in Ayurvedic Sciences	
	Chief Nodal Person:	Prof. Vaidya Rabinarayan Acharya, Director General, CCRAS	
	Nodal Officers:	Dr. Pratap Makhija Assistant Director (Ay.) 9990317836 011-28522767 pratapmakhija.ccras@gmail.com	Dr. Avinash K. Jain Research Officer (Ay.) 7425063398 vaidyaakjain@gmail.com
6.	Suggestive activities	<ul style="list-style-type: none"> • Distribution of Ayush information e-Kit through Stakeholders and by uploading on their websites • Issue necessary instructions to all Stakeholders for active participation in various competitions being conducted by Ministry of Ayush through MyGov and Ayush Campaign Portal. • Create buzz through their Social Media Handles. 	