



BACKGROUNDEERS

Press Information Bureau

Government of India

Ayurveda Day

Ayurveda for People & Planet

September 22, 2025

"Ayurveda says: हिता-हितम्सुखम्दुःखम्, आयुःतस्यहिता-हितम्।मानम्चतच्चयत्रउक्तम्, आयुर्वेदसउच्यते॥

i.e., Ayurveda takes care of many aspects. It ensures good health and a long life."

– Prime Minister Narendra Modi

Key Takeaways

- Theme for Ayurveda Day 2025 is '**Ayurveda for People & Planet.**'
- The **World Ayurveda Congress (WAC)**, established by World Ayurveda Foundation, is held biennially to promote Ayurveda globally and also integrate it in current global healthcare systems.
- The **Ministry of AYUSH** provided healthcare services to over 8 lakhs pilgrims during **Maha Kumbh, 2025**.

Introduction

The Indian civilization has ancient roots with rich knowledge traditions. These include multiple indigenous medical systems, one of which is "**Ayurveda**". The word Ayurveda is derived from the Sanskrit language where "Ayuh" means life and "Veda" means science or knowledge. Therefore, Ayurveda literally translates into the "Science of Life".

Ayurveda Day was earlier celebrated on Dhanteras every year, in honour of Lord Dhanwantari, the physician of gods. The date, based on lunar calendar, used to vary every year. Hence, the Government of India decided to observe it on a fixed day, i.e. September 23 every year starting 2025. It was notified through a Gazette Notification issued in March 2025.¹










Source: PIB

¹<https://www.pib.gov.in/PressReleaseDetailm.aspx?PRID=2128442>

The theme for this year is “**Ayurveda for People & Planet**” and emphasises that Ayurveda is not just a healthcare system but a science rooted in the principle of harmony between the individual and the environment.

Objectives of Ayurveda Day



-  Promote and position Ayurveda to the global forefront of healthcare.
-  Explore the potential of Ayurveda to contribute towards national health policy and shaping national health programs.
-  Reduce the disease burden and associated morbidity and mortality by harnessing the untapped potential of Ayurveda.
-  Focus on the unique strengths of Ayurveda and its holistic principles in preserving the health and well-being of humans as well as plants, animals, and the environment.
-  Enhance trust and credibility in Ayurveda and promote awareness of Ayurveda through community engagement among the general public, students, farmers, etc.
-  Cultivate a culture of "illness to wellness" through Ayurveda for its holistic benefits.
-  To create awareness that Ayurveda is an evidence-based scientific medical system.

Source: Ayurvedaday.Org.In

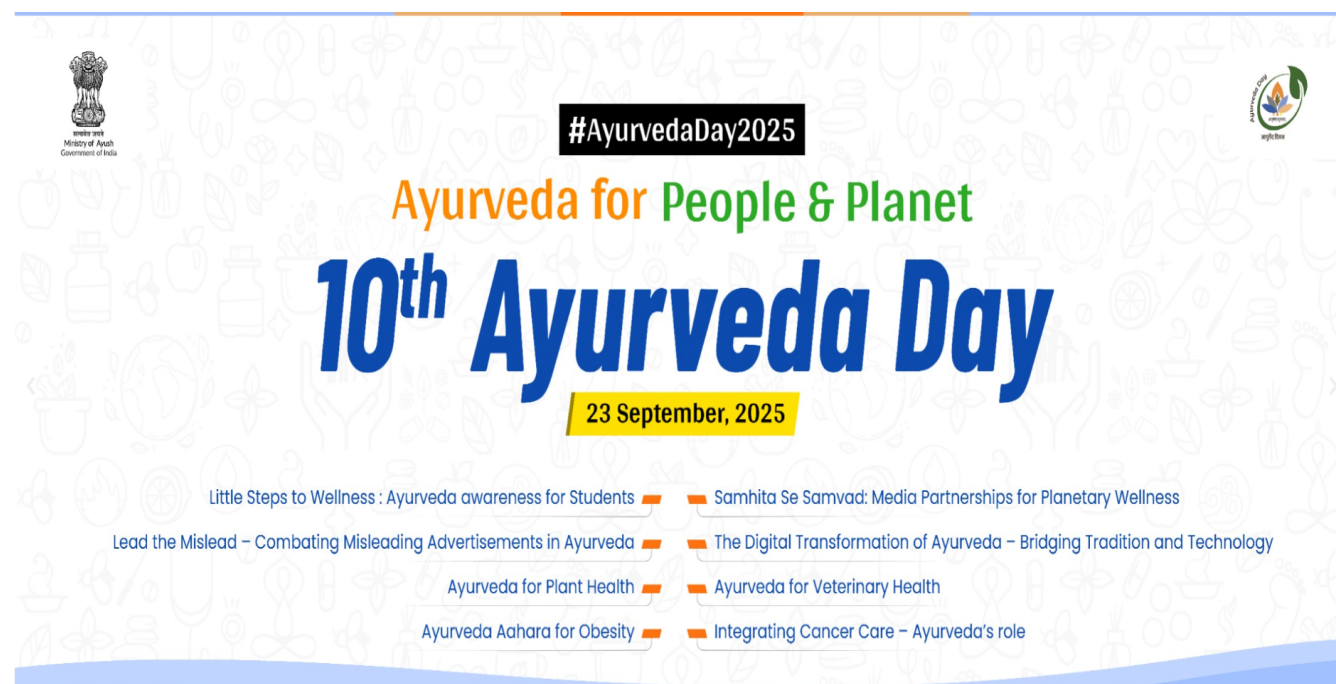
Yoga and Ayurveda

Yoga and Ayurveda are two interrelated systems of health and well-being. While each is a complete science on its own, they are traditionally practiced together as **complementary disciplines** aimed at promoting physical health, mental clarity, and spiritual growth.

The United Nations General Assembly declared June 21st as the **International Yoga Day** on 11th December, 2014. Every year the Prime Minister of India, leads the nation in celebration of International Day of Yoga.

Ayurveda Day 2025: Ayurveda for People & Planet

This year marks the 10th edition of Ayurveda Day celebrations, and the main event will be celebrated at the All-India Institute of Ayurveda (AIIA) in Goa.



#AyurvedaDay2025

Ayurveda for People & Planet

10th Ayurveda Day

23 September, 2025

Little Steps to Wellness : Ayurveda awareness for Students

Lead the Mislead – Combating Misleading Advertisements in Ayurveda

Ayurveda for Plant Health

Ayurveda Aahara for Obesity

Samhita Se Samvad: Media Partnerships for Planetary Wellness

The Digital Transformation of Ayurveda – Bridging Tradition and Technology

Ayurveda for Veterinary Health

Integrating Cancer Care – Ayurveda's role

In line with previous years, the **Ministry of AYUSH** (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy), has planned nationwide events across all states and union territories, along with a robust global outreach through Indian Missions abroad, international universities, wellness organizations, and diasporas networks. Building on last year's global participation across 150+ countries, Ayurveda Day 2025 aims to reach even wider international audiences, reaffirming India's leadership in traditional and holistic health systems.

To commemorate this milestone edition and advance the global Ayurveda movement, several key initiatives and facilities will be launched or highlighted during the celebrations:

- **“Desh ka Swasthya Parikshan”**, a nationwide health checkup campaign, through the Central Council for Research in Ayurvedic Sciences (CCRAS), a certified health assessment tool.
- **DRAVYA Portal** (Digitized Retrieval Application for Versatile Yardstick of AYUSH Substances): It is the largest collection of data on Ayurvedic Ingredients and Products made easily available to



everyone. It is an ever growing, ever evolving database that covers classical Ayurveda textbooks as well as contemporary scientific literature and field studies.

- **APTA Portal** (Admirable Personalities to Transform Ayurveda): It is an initiative by the Central Council for Research in Ayurvedic Sciences (CCRAS) under India's Ministry of AYUSH to document the life and contributions of prominent Ayurveda practitioners and luminaries who have preserved, practiced, and promoted Ayurveda.
- **Integrated Oncology Unit** to be run by the Goa Government, All India Institute of Ayurveda and Tata Memorial Center
- **Ran-Bhaji Utsav** to be organised under the joint aegis of All India Institute of Ayurveda and Goa State Biodiversity Board to promote healthy lifestyle.
- **Central Sterile Supply Department, Hospital Linen Processing & Care Unit and Blood Supply Unit**, will be inaugurated at the **All India Institute of Ayurveda, Goa**.

Ayurveda Awards

National Dhanwantari Ayurveda Awards will be given on September 23, 2025, to motivate Ayurveda experts to adopt best practices and also to encourage excellence through competition. Ayurveda professionals who have significantly contributed to the field in terms of promotion and propagation of Ayurveda at the national or international level, or in teaching/research, development/policy planning, or in the integration of Ayurveda at various National Health Programs, will be awarded.

National AYUSH Mission (NAM)

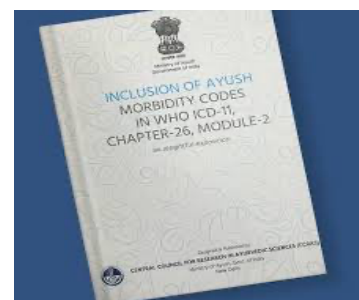
The Ministry of AYUSH was created on November 9, 2014 to support the promotion and development of AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) systems in India, which is also one of the primary goals of the National AYUSH Mission, also launched in 2014. The mission advances AYUSH systems through:

- Strengthening healthcare services,
- Upgrading AYUSH Hospitals & Dispensaries,
- Co-locating AYUSH facilities at Primary Health Centres (PHCs), Community Health Centres (CHCs), District Hospitals (DHs)
- Setting up of 10 bedded/ 30 bedded/ 50 bedded Integrated AYUSH Hospitals

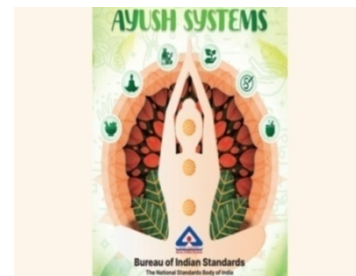


Government Initiatives to Promote Ayurveda

1. The Ministry of AYUSH, in collaboration with the World Health Organization, has integrated traditional medicine systems like Ayurveda, Siddha, and Unani into the ICD-11 classification series under the TM-2 module – traditional Indian healing practices are now officially recognised in the world's standard medical reference system. This initiative aims to strengthen and expand the AYUSH healthcare delivery system, enhance insurance coverage, promote research & development, and use standardised codes to develop effective disease control in society.
2. The **Bureau of Indian Standards (BIS)** has established a dedicated department for **standardisation in the AYUSH sector**, publishing **91 standards** across areas like Ayurvedic



herbs, Yoga terminology, Panchakarma equipment, and testing methods. Notably, 80 indigenous standards for traditional herbs support their safe and effective use, while the **first national standards for Panchakarma equipment** ensure consistency in care. This initiative is a major step toward **enhancing the quality of AYUSH practices** and **promoting global acceptance** of the sector.



3. In June 2023, the **International Organisation for Standardisation (ISO)** introduced dedicated standards for Ayurveda, marking a significant step toward ensuring the **quality, safety, and international credibility** of Ayurvedic products and practices. This technical report offers a comprehensive overview of the Ayurvedic system of medicine, paving the way for its **wider global recognition and integration** into healthcare systems worldwide.



4. The Ministry of AYUSH has signed multiple **MoUs with WHO** for the Global Centre for Traditional Medicine in Gujarat. The ministry has also signed agreements with countries like Germany, Mauritius, Japan, and Nepal for education, research, and recognition of Ayurveda.
5. **AYUSH Information Cells** have been established in over 30 countries.
6. Establishment of **Ayurveda Chairs** in foreign universities, such as in the Western Sydney University, Australia, have further legitimised Ayurveda as a globally viable health system².
7. **World Ayurveda Congress**³: The World Ayurveda Congress (WAC) is a biennial event last held in 2024. Last year's congress was the 10th edition and was held at Dehradun, Uttarakhand. It was 4-day event from 12-14 December 2024. The event was organized by the World Ayurveda Foundation (WAF), and the central theme for this event was "Digital Health: An Ayurveda Perspective". Discussions were held on leveraging digital tools and innovations for enhancing healthcare delivery and integrating Ayurveda in current global healthcare.



²<https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1878058>

³<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2083942>

The first World Ayurveda Congress was held in 2002 at Kochi as an outreach program, to create greater awareness and opportunities in the practice, science and trade of Ayurveda. The subsequent Congress organized at Pune, Jaipur, Bangalore, Bhopal, Delhi, Kolkata and Ahmedabad not only helped in promoting Ayurveda within the country but also had a huge impact in propagating it globally.



Ayurveda Day 2024⁴: Vaishvik Swasthya Ke Liye

On the 9th Ayurveda Day, Prime Minister Modi inaugurated several key initiatives under the Ministry of AYUSH, including **Phase II of the All-India Institute of Ayurveda, a Rs. 258.73 crore project** featuring a 150-bed Panchakarma hospital, Ayurvedic pharmacy, sports medicine unit, central library, start-up centres, and international guest facilities.

He also launched four **AYUSH Centres of Excellence** to promote research and innovation:

- IISc Bengaluru – Focused on diabetes and metabolic disorders.
- IIT Delhi – Dedicated to sustainable AYUSH technologies and start-up support.
- CDR Lucknow – Specialising in Ayurvedic botanicals like Ashwagandha.
- JNU New Delhi – Researching molecular mechanisms in Ayurveda through systems medicine.

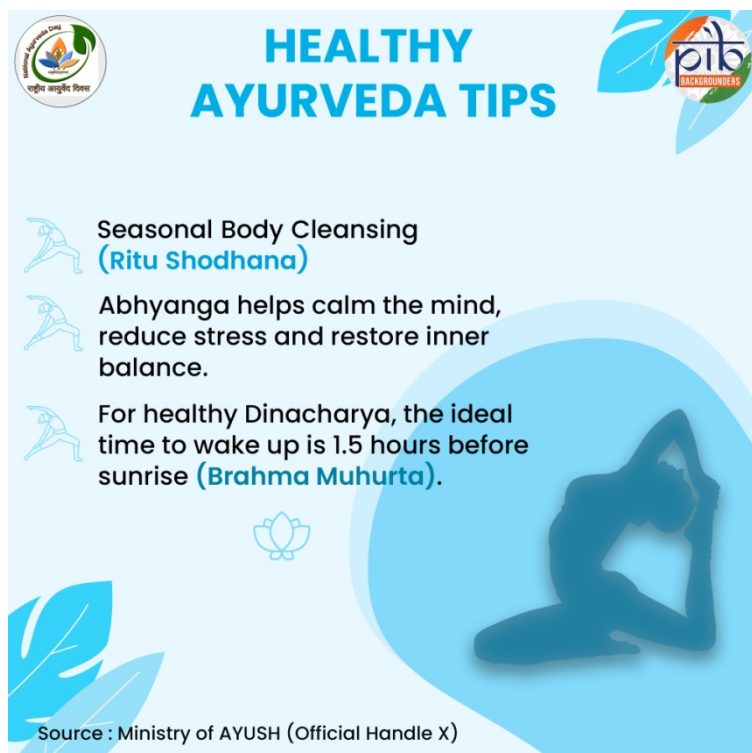
Notably, activities were organised in **around 150 countries** on Ayurveda Day 2024, reaffirming Ayurveda's growing global reach.



⁴<https://www.pib.gov.in/PressReleasePage.aspx?PRID=2069378>

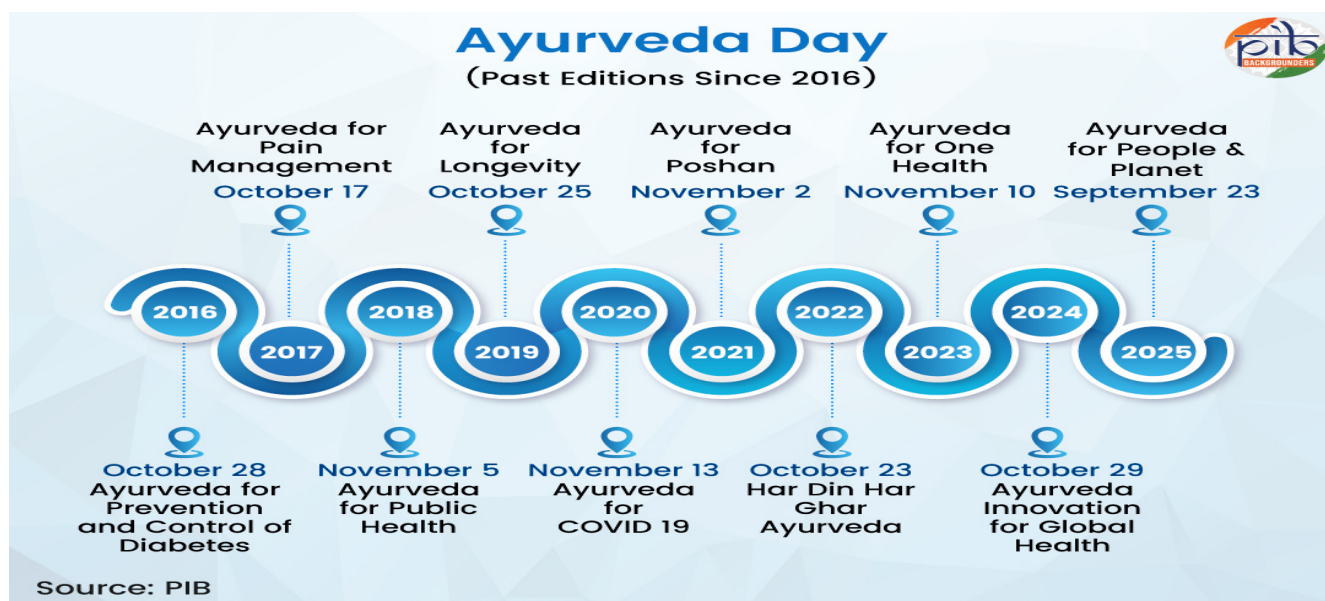
Ayurveda Day: Past Editions Since 2016

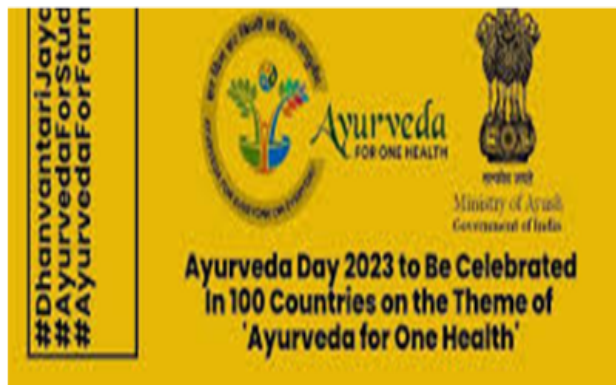
The world of Ayurveda has evolved manifold over the last decade. The Government of India is taking multiple steps to demonstrate its commitment toward achieving global recognition and acceptance for Ayurveda. It started with the establishment of Ayurveda Day, which was **first celebrated across the country in 2016**. A seminar on "Prevention and Control of Diabetes through Ayurveda" was held in New Delhi. The Ayurveda Day logo and an Ayurveda compendium on diabetes research titled "**Ayurveda for Diabetes Care**" were also released on the occasion.



Every year, Ayurveda Day is celebrated with a different theme. Some of the recent themes have included pain management, COVID-19, etc. For the 7th Ayurveda Day, the theme was crafted under the broader vision of Azadi Ka Amrit Mahotsav, keeping an eye on **Ayurveda @ 2047**. The Ayurveda Day 2022 celebration was executed as a whole-of-government approach with active support from the Ministry of Home Affairs, Ministry of Defense, Ministry of External Affairs, Ministry of Education, Ministry of Culture, Ministry of Women and Child Development, Ministry of Consumer Affairs, Food & Public Distribution, and others. The Ministry of External Affairs, with support from its missions/embassies, conducted events on a global stage.

The 8th Ayurveda Day in 2023 was celebrated with the theme '**Ayurveda for One Health**'. The theme emphasized the interconnected wellbeing of humans, animals, plants, and the environment. Aligned with India's G20 Presidency theme 'Vasudhaiva Kutumbakam', the Ministry of AYUSH organized nationwide activities targeting farmers, students, and the public. The initiative aimed to promote Agro-Ayurveda, sustainable agriculture, and holistic health awareness across various sectors.

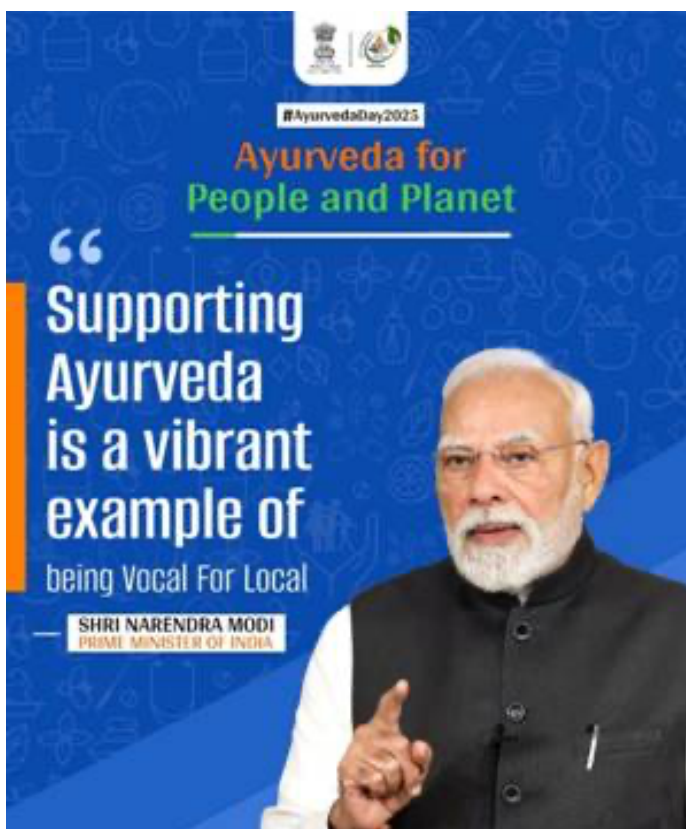




Conclusion

By designating September 23 as Ayurveda Day, India has given Ayurveda a global calendar identity. The 2025 theme, 'Ayurveda for People & Planet', reflects our collective resolve to harness the full potential of Ayurveda for global wellbeing and a healthier planet and to showcase it as a viable solution to modern global challenges such as lifestyle disorders, climate-related illnesses, and stress.

With activities ranging from awareness campaigns and youth engagement to wellness consultations and international collaborations, the event reflects a coordinated national effort led by the Ministry of AYUSH. As a billion-dollar industry with immense growth potential, Ayurveda continues to gain momentum both locally and globally. By championing holistic health, preventive care, and sustainable living, Ayurveda Day reaffirms India's vision of positioning this ancient science as a global beacon of wellness and resilience.



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