



आचार्य मनिष र. जोशी
सचिव

Prof. Manish R. Joshi
Secretary



विश्वविद्यालय अनुदान आयोग
University Grants Commission
(शिक्षा मंत्रालय, भारत सरकार)
(Ministry of Education, Govt. of India)

D.O.No. 2-42/2025(CPP-II)(C.171012)

1 अश्विन, 1947/23rd September, 2025

Subject: Observance of 10th Ayurveda Day-Ayurveda for People and Planet-reg.

आदरणीय महोदया/महोदय,

As you are aware, Government of India, through a notification published in the Gazette of India (Extraordinary, Part I) dated 1st June, 2017 resolved to celebrate Ayurveda Day annually on the occasion of Dhanwantari Jayanti (Dhanteras). This initiative aims to promote, propagate, and popularize Ayurveda as a system of holistic health and wellness.

Since Dhanteras is celebrated according to the Hindu calendar (in the month of Kartik), its date generally varies between mid-October and mid-November often coinciding with Diwali festivities. This variability has affected the visibility and participation in Ayurveda Day activities. To address these challenges and to facilitate global observance on a uniform date, it has been decided to celebrate Ayurveda Day on 23rd September from this year onwards. This change has been notified on 27.03.2025. Notably, 23rd September marks the autumnal equinox, when day and night are nearly equal-symbolizing balance in nature, which aligns closely with Ayurveda philosophy that emphasizes harmony between the mind and body.

This year marks the **10th Anniversary** of Ayurveda Day since its inception in 2016. The theme for the 10th Ayurveda Day is "**Ayurveda for People and Planet**," highlighting Ayurveda's role in promoting individual well-being alongside ecological balance and sustainability.

The All India Institute of Ayurveda (AIIA), Goa has been designated as the nodal unit for celebration of 10th Ayurveda Day. Various activities are planned to be conducted across India and internationally.

The details of the events and list of suggested activities are enclosed for reference.

All relevant information pertaining to the 10th Ayurveda Day including IEC materials and links to all creatives & templates are available in the Ayurveda Day microsite: <https://ayurvedaday.org.in>.

Contd.

All Higher Education Institutions (HEIs) are requested to disseminate the information among students encourage their participation and upload all the activities in connection with 10th Ayurveda Day on the said microsite.

For any queries or further coordination, please contact the nodal officer:

Ms. Vijayalakshmi Bharadwaj

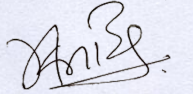
Director, Ministry of Ayush

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सादर,

भवदीय,



(मनिष जोशी)

संलग्नक: उपरोक्तानुसार

सेवा में,

सभी विश्वविद्यालयों के कुलपति।

सभी महाविद्यालयों के प्राचार्य।

Annexure I**10th AYURVEDA DAY****Ministry of Ayush, Govt. of India**

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| 1. | Date | 23 rd September, 2025 |
| 2. | Theme | Ayurveda for People and Planet |
| 3. | Sub-themes | <ul style="list-style-type: none">i. Ayurveda Aahara for Obesityii. The Digital Transformation of Ayurveda – Bridging Tradition and Technologyiii. Facts first, No false claims – Combating Misleading Advertisements in Ayurvedaiv. Integrating Cancer Care – Ayurveda's rolev. Little Steps to Wellness: Ayurveda awareness for Studentsvi. Ayurveda for Veterinary Healthvii. Ayurveda for Plant Healthviii. Samhita Se Samvad: Media Partnerships for Planetary Wellness |
| 4. | Central Nodal Agency | All India Institute of Ayurveda, Goa |
| | Detail of Nodal Officer from AIIA | Prof. Sujata Kadam, Dean AIIA, Goa Email: dean-goa@aiaa.gov.in |
| 5. | Link for IEC materials/ other related information/formats | Ayurveda Day microsite: https://ayurvedaday.org.in . |
| 6. | Suggestive activities (Specific activities attached as Annexure II) | <ul style="list-style-type: none">• Distribution of Ayush information e Kit through Stakeholders for uploading on their websites.• Create buzz through Social Media Handles.• Individuals may post their pictures with Ayurveda Day Backdrop and Profile Picture Frames and mention the Ministry of Ayush and Ayurveda Day Hashtags on different Social Media Platforms. #AyurvedaDay2025 #AyurvedaForPeopleAndPlanet #AyurvedaDay #PublicHealth #TraditionalMedicine #HealthForAll #Traditionalmedicine #Naturalhealing #HealthyLiving |

| Name of Ministry | Proposed activity |
|-----------------------|--|
| Ministry of Education | <ol style="list-style-type: none"> 1. Creating awareness related to Ayurveda Diet & lifestyle principles (Dinacharya & Ritucharya) in various platforms. 2. Distribution of Ayurveda Information e-Kit through Stakeholders. 3. Uploading Ayurveda e-Kit on website. 4. Encouraging Universities, Colleges, Institutions, Schools and others for active participation in competitions conducted by Ministry of Ayush through MyGov, My Bharat Portal and microsite of 10th Ayurveda Day. 5. Create buzz through their Social Media Handles. 6. Mera Ayur Vriksha: Planting a tree and uploading the pictures on the Ayurveda Day microsite. 7. Conducting webinars on Ayurveda. 8. The microsite for 10th Ayurveda Day may be accessed on the URL https://ayurvedaday.org.in/. A campaign on "I support Ayurveda" has been launched through the said microsite wherein the microsite visitor has to click on the icon given. The said campaign may be propagated to masses through communication channels including website and social media. 9. Uploading activities on Ayurveda Day microsite (https://ayurvedaday.org.in/) |