



स्वातंत्र्याचा अमृत महोत्सव



प्रो. (डॉ.) सदानंद भोसले
एम्.ए., पीएच्.डी.
संचालक (अतिरिक्त कार्यभार)

सावित्रीबाई फुले पुणे विद्यापीठ

(पूर्वीचे पुणे विद्यापीठ)

राष्ट्रीय सेवा योजना

गणेशखिंड, पुणे - ४११ ००७



कार्यालय क्र. : ०२०-२५६२२६८८/८९
: ०२०-२५६२२६९०/९१
: ०२०-२५६२२६९२
: ०२०-२५६९७३४९

संदर्भ : रासेयो/२०२५-२६/२७२

दि. १५/०९/२०२५

प्रति,
मा.प्राचार्य/संचालक,
रासेयो संलग्नित सर्व महाविद्यालये परिसंस्था,
पुणे, अहिल्यानगर व नाशिक जिल्हा,
सावित्रीबाई फुले पुणे विद्यापीठ.

विषय : दि. २३ सप्टेंबर, २०२५ रोजी १० वा आयुर्वेद दिन साजरा करण्याबाबत...
संदर्भ : मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार,
पुणे यांचा दि. १३ सप्टेंबर २०२५ रोजीचा मेल

महोदय,

मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांच्या पत्रानुसार दि. २३ सप्टेंबर २०२५ रोजी, १० वा आयुर्वेद दिन असून त्यानिमित्त उपक्रमांचे आयोजन करून साजरा करण्यात यावा, असे सुचित केले आहे.

त्यानुसार आपल्या महाविद्यालयामध्ये रासेयो स्वयंसेवकांमार्फत दि. २३ सप्टेंबर २०२५ रोजी, १० वा आयुर्वेद दिन साजरा करण्याबाबतचे सविस्तर पत्र आपल्या माहिती व उचित कार्यवाहीकरिता सोबत जोडले आहे. त्यानुसार आपण आपल्या स्तरावर उचित कार्यवाही करावी. कळावे, ही विनंती.

संचालक (अतिरिक्त कार्यभार)
राष्ट्रीय सेवा योजना

सोबत: मा. क्षेत्रीय संचालक, रासेयो क्षेत्रीय संचालनालय, युवा व खेल मंत्रालय, भारत सरकार, पुणे यांचे पत्र

To

**NSS Program Coordinators/ NSS Directors
of all Universities / Plus Two Councils in Maharashtra & Goa**

Sir/ Madam,

Please find the D. O. Letter No. L -13011/3/2025-AS dated 08th September, 2025 (attached) from Secretary, Ministry of Ayush regarding celebration of 10th Ayurveda Day on 23rd September, 2025. In this regard, all Universities & plus two councils in Maharashtra & Goa are requested to celebrate the 10th Ayurveda Day on 23rd September, 2025 in your respective jurisdictions. The list of suggested activities is also attached for circulation among NSS units for necessary action please.

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**AJAY B SHINDE
Regional Director (Maharashtra & Goa)
Regional Directorate of N.S.S.
Government of India, Ministry of Youth Affairs & Sports
A Block, College of Agriculture Campus,
Shivaji Nagar, Pune- 411005**

वैद्य राजेश कोटेचा

सचिव

Vaidya Rajesh Kotecha

Secretary



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार

आयुष मंत्रालय

आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,

आई.एन.ए, नई दिल्ली-110023

Government of India

Ministry of Ayush

Ayush Bhawan, B-Block, GPO Complex,

INA, New Delhi-110023

Tel. : 011-24651950, Fax : 011-24651937

E-mail : secy-ayush@nic.in

D.O.No.L-13011/3/2025-AS

08th September, 2025

Dear Colleague,

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* every year on *Dhanwantari Jayanti (Dhanteras)*. This initiative was undertaken with the objective of promoting, propagating, and popularizing Ayurveda as a system of holistic health and wellness.

However, as Dhanteras is observed 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 impacted 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 23rd September as *Ayurveda Day* from this year onwards. This change has been notified on 27.03.2025. The decision is guided by both practical and symbolic considerations. 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.

It gives me immense pleasure to inform that this year marks the 10th Anniversary of Ayurveda Day since its inception in 2016. Over these years, Ayurveda Day has evolved into a globally recognized platform, showcasing the relevance of traditional knowledge in addressing modern health and wellness challenges.

The theme for the 10th Ayurveda Day is **"Ayurveda for People and Planet"**. This theme emphasizes Ayurveda's enduring relevance in promoting individual well-being while ensuring ecological balance and sustainability. Ayurveda is rooted in harmony with nature, and it advocates preventive, promotive, curative, and rehabilitative health approaches that are people-centric and environmentally responsible. It calls for sustainable use of natural resources, conservation of medicinal plants and biodiversity, and responsible consumption practices. A series of activities is proposed to be held both in India and abroad.

All India Institute of Ayurveda (AIIA), Goa has been designated as the Nodal unit for celebration of 10th Ayurveda Day. Details of the event are attached as **Annexure I**.

A list of suggested activities that can be undertaken by your Ministry/Department is enclosed at **Annexure II**. 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...2/-

In this noble cause, your invaluable support and esteemed cooperation is kindly solicited. You are requested to issue necessary directions for conducting the 10th Ayurveda Day celebrations in a befitting manner and to upload all the activities organized by your Ministry/ Department in connection with 10th Ayurveda Day on the said microsite

The details of Nodal Officer from this Ministry in case of any queries or further coordination are as follows:

Ms. Vijayalakshmi Bharadwaj
Director, Ministry of Ayush
Phone: 011-24651658/ 9811999340
Email: vijayalakshmi.bharadwaj40@gov.in

With regards,

Yours sincerely,

Encl: As above

Rajesh Kotecha

(Rajesh Kotecha)

To,

Secretaries to the Government of India (Ministries/Departments as per list attached)

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

1.	Date	23 rd September, 2025
2.	Theme	Ayurveda for People and Planet
3.	Sub-themes	i. Ayurveda Aahara for Obesity ii. The Digital Transformation of Ayurveda – Bridging Tradition and Technology iii. Facts first, No false claims – Combating Misleading Advertisements in Ayurveda iv. Integrating Cancer Care – Ayurveda's role v. Little Steps to Wellness: Ayurveda awareness for Students vi. Ayurveda for Veterinary Health vii. Ayurveda for Plant Health viii. 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@aiia.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 #IHealthForAll #Traditionalmedicine #Naturalhealing #HealthyLiving

Name of Ministry	Proposed activity
Ministry of Youth Affairs & Sports	<ol style="list-style-type: none"> 1. Promotion of Ayurveda through various sports bodies. 2. Issue necessary instructions to all the stake-holders including NSS for active participation in Various Competition being conducted by Ministry of Ayush through MyGov, My Bharat Portal and microsite of 10th Ayurveda Day 3. Distribution of Ayurveda Information e-Kit through Stakeholders. 4. Uploading Ayurveda e-Kit on their website. 5. Endorsements from famous Sports personalities about benefits of Ayurveda in their lifestyle. 6. Disseminating Ayurveda Day information/themes through <ul style="list-style-type: none"> • Announcements, displays, hoardings etc. at various places. • Creating buzz through their Social Media Handles. 7. Conducting webinars. 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, social media etc. 9. Uploading activities on Ayurveda Day microsite (https://ayurvedaday.org.in/).