

वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद
Council of Scientific and Industrial Research
अनुसंधान भवन, 2, रफी मार्ग, नई दिल्ली-110001
Anusandhan Bhawan, 2, Rafi Marg, New Delhi-110001

No. : 5-1(17)/2008-PD

दिनांक/Dated : 22.09.2025

कार्यालय ज्ञापन / OFFICE MEMORANDUM

विषय : 10वें आयुर्वेद दिवस को मनाने - के संबंध में।


Sub : Celebration of 10th Ayurveda Day - reg.

अधोहस्ताक्षरी को यह कहने का निदेश हुआ है कि सक्षम प्राधिकारी ने सचिव, आयुष मंत्रालय, भारत सरकार द्वारा उपरोक्त विषय पर जारी अर्धशासकीय पत्र संख्या L-13011/3/2025-AS दिनांक 11 सितम्बर, 2025 को सभी सीएसआईआर प्रयोगशालाओं/संस्थानों/इकाइयों को सूचना, मार्गदर्शन और अनुपालन के लिए अग्रेषित करने की स्वीकृति प्रदान की है।

इसके अतिरिक्त, सक्षम प्राधिकारी, सीएसआईआर ने श्री आलोक शर्मा, डीएस/एचआर-II अनुभाग अथवा उनके नामिती जो अनुभाग अधिकारी के स्तर पर हो, को नोडल अधिकारी के रूप में नामित किया है, जो 10वें आयुर्वेद दिवस के अवसर पर सीएसआईआर प्रयोगशालाओं/संस्थानों/मुख्यालय द्वारा आयोजित सभी गतिविधियों को अपलोड करने और डीएसआईआर के साथ गतिविधियों का समन्वय करने के लिए उत्तरदायी होंगे।

The undersigned is directed to state that the Competent Authority has accorded approval to forward the D.O letter No. L-13011/3/2025-AS dated 11.09.2025 dated 11th September, 2025 on the above subject issued by Secretary, Ministry of Ayush, Government of India to all CSIR Labs./Instts./Units for information, guidance and compliance.

Further, the Competent Authority, CSIR has nominated Shri Alok Sharma, DS/HR-II or his nominee at the level of Section Officer as the Nodal Officer to upload all the activities organized by CSIR Labs/Instts/Hqrs on the occasion of 10th Ayurveda Day and also coordinate the activities with DSIR.


(अमरेन्द्र कुमार/Amrendra Kumar)
अवर सचिव (नीति प्रभाग)/Under Secretary (PD)

संलग्न/Encl. : यथोपरि/As above

प्रतिलिपि/Copy to:

- 1) सी.एस.आई.आर. की सभी राष्ट्रीय प्रयोगशालाओं/संस्थानों/मुख्यालय/एककों के निदेशक/प्रधान
The Directors/Heads of all CSIR National Labs./Instts./Hqrs./Units
- 2) श्री आलोक शर्मा, उप सचिव/एचआर-II अनुभाग, सीएसआईआर मुख्यालय एवं नोडल अधिकारी, 10वें आयुर्वेद दिवस/ Shri Alok Sharma, DS/HR-II Section, CSIR-Hqrs & Nodal Officer, 10th Ayurveda Day
- 3) सी.एस.आई.आर. वेबसाइट/ CSIR Website
- 4) कार्यालय प्रति/Office copy

वैद्य राजेश कोटेचा
सचिव
Vaidya Rajesh Kotecha
Secretary



भारत सरकार
आयुष मंत्रालय
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D.O.No.L-13011/3/2025-AS
11th 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 edition 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"** ("आयुर्वेद जन जन के लिए, पृथ्वी के कल्याण के लिए"). 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.

All India Institute of Ayurveda (AIIA), Goa has been designated as the Nodal unit for celebration of the 10th Ayurveda Day. The main National Level event will be held at All India Institute of Ayurveda (AIIA), Goa on 23.09.2025. Details of celebration of 10th Ayurveda Day are attached as **Annexure**.

A series of activities is proposed to be held both in India and abroad to celebrate the occasion. 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 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

राजेश कोटेचा

(Rajesh Kotecha)

To,

Secretaries of all 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	<ul style="list-style-type: none"> 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 Agency	All India Institute of Ayurveda, Goa
	Detail of Nodal Officer from AIIA	Prof. Sujata Kadam, Dean AIIA, Goa Email: dean-go@aiia.gov.in
5.	Link for IEC materials/ other related information/formats	Ayurveda Day microsite: https://ayurvedaday.org.in .
6.	Suggestive activities	<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