

# 'Ayurveda for Covid-19' to be the main theme of 5th Ayurveda Day

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Potential role of Ayurveda in the management of the Covid 19 pandemic will be the focus of this year's 'Ayurveda Day' observation. The Ayurveda Day is being observed every year from 2016, on the day of Dhanwantri Jayanti. This year it falls on 13<sup>th</sup> November 2020.

The Objective of Ayurveda Day is to focus on strengths of Ayurveda and its unique treatment principles, to work towards reducing the burden of disease and related mortality by utilising the potential of Ayurveda, to tap into the potential of Ayurveda to contribute towards National Health Policy and National Health programmes, and to promote Ayurvedic principles of healing in society. Thus, Ayurveda Day is more an occasion of re-dedication to the profession and the society, than one of festivities or celebrations.

The Ministry of Ayush, has decided to organise various activities marking the 5<sup>th</sup> 'Ayurveda Day', with a special focus on concerns related to the present pandemic and how Ayurveda can help in immunity building in this context.

A webinar on the theme of 'Ayurveda for Covid-19 Pandemic' will be organised on 'Ayurveda Day.' It aims to be an occasion of virtual information dissemination about the various initiatives of the Ayurveda discipline to mitigate Covid 19 through. About 1.5 lakh participants from all over the world are expected to attend the webinar. The Ministry of Ayush has also requested embassies/missions abroad to observe the 'Ayurveda Day' with appropriate activities that would engage the public.

Apart from the Webinar, various other activities are also planned to mark the observation. Interactive webinars with BIMSTEC and IBSA countries in the second half of October, and interactive webinar for industry in association with the Ministry of External Affairs, Ministry of Commerce, Exim Bank on export of Ayurveda products have been planned.

Different State and UT Governments are also organising events like webinars, radio talk, quiz and health camps on the theme of 'Ayurveda for Covid-19 Pandemic' as a part of Ayurveda Day observation. Publicising the events widely in electronic and print media and engaging Ayurveda colleges, Ayurveda Drug Manufacturing Associations, Ayurveda Practitioners Association, State PMUs of NHM/NAM and engaging NGOs such as Rotary Club and Lions Club for various activities are also being planned.

Ayurveda, the original healthcare tradition of humanity, is not just a medical system, but a manifestation of our symbiotic relationship with nature. It is a well-documented systems of healthcare, wherein prevention of disease and promotion of health are both given due consideration.

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