Embassy of India

Yerevan

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Speech at the celebration of 10th International Ayurveda Day

"Ayurveda for People and Planet"

[University of Traditional Medicine of Armenia, Yerevan]

[23 September 2025]

Ladies and Gentlemen,

Dear Friends,

Barev Dzez, Namaskar! This year, as we celebrate the 10th International Ayurveda Day, we mark a milestone in our journey to make Ayurveda popular in the world and to ensure that more and more people across the globe benefit from this ancient body of immense wisdom. The celebration of the Ayurveda Day completes a decade. Over the years, the Ayurveda Day has evolved into a globally recognized platform, showcasing the relevance of traditional knowledge in addressing modern health and wellness challenges. Henceforth, it has been decided by the Government of India to celebrate this day on 23rd September instead of on Dhanteras which precedes Diwali. The choice of this date is because it marks the autumnal equinox when the day and night are nearly equal – symbolizing balance in nature which aligns closely with the Ayurveda philosophy that emphasizes harmony between the mind and body.

2. The theme for this year's celebration 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 which 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 combination of Ayurveda and Yoga ensures good health, longevity and a balanced life. As our Hon'ble PM Shri Narendra Modi said, it can rightly be called a holistic human science.

3. The Government of India, through the Ministry of AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy) has been promoting and popularizing Ayurveda as a system of holistic health and wellness through education, capacity building and research and development of new therapies and drugs, use of information technology to spread information on Ayurveda, international cooperation in Ayurveda and collaboration with international bodies and research centres.

4. For us, at the Embassy of India in Yerevan, we are indeed happy to inform you all that one Armenian national, Ms. Liliya Tadevosyan, was selected under ICCR's Ayush Scholarship for undergoing BAMS (Bachelor of Ayurvedic Medicine and Surgery) at the Institute of Teaching and Research in Jamnagar, Gujarat last year. This is a 5½ years' course which includes an internship. We hope to see more Armenian nationals utilizing such opportunities to study Ayurveda in India and become professional Ayurvedic doctors or research scholars here. We believe that this would lead to joint research and ultimately, recognition of Ayurveda as means to treat many ailments currently facing the humanity.

5. Today, let us celebrate the rich traditional heritage of Ayurveda, a timeless science of life that nurtures balance, harmony and holistic well-being by incorporating it as part of our daily routine. By adopting simple habits like eating fresh and seasonal foods, eating mindfully, waking up early and by spending time in nature, we can ensure good health which is affordable and climate friendly.

6. In conclusion, I would like to thank all our partners, speakers and my colleagues at the Embassy for organizing this event. A special thanks to the University of Traditional Medicine of Armenia for giving us the premises for our celebration today. I hope that our deliberations today help in spreading the good word about Ayurveda and make it increasingly popular.

Thank you!

Namaskar!