Remarks of Ambassador of India on the occasion of the 9th Ayurveda Day

Namaskar ! Good afternoon!

I thank all of you who have joined us today to celebrate the 9th Ayurveda Day. The theme of this year's Ayurveda Day – 'Ayurveda Innovation for Global Health' is a very apt one. This is in consonance with the vision of Prime Minister Shri Narendra Modi who believes that generating quality evidence through innovation in Ayush is of prime importance for positioning Ayurveda as a leader in holistic and sustainable healthcare solutions for global health.

2. Ayurveda, which means "the science of life," is an ancient Indian tradition that began in India over 3000 years ago. It is based on the idea that each person has certain life forces (doshas) and everything in the universe is connected. An imbalance in one area can affect another. When the imbalance is not fixed, disease and illness can occur. Ayurveda mostly uses nutrition, lifestyle changes, and natural treatments. These are used to support balance and a return to health. Ayurveda is very focused on overall health. But it may use specific treatments for some diseases. I think we will hear all these aspects of Ayurveda from experts who are going to speak after me.

Friends,

3. The focus of Government of India on promotion of Ayurveda is evident from the fact that a new Ministry of Ayush was created in 2014. Ayurveda is not only gaining greater traction in India but overseas as well. The persistent efforts of Ministry of Ayush and our Missions abroad have resulted in legal recognition of Ayurveda, export of Ayurveda products, and signing of bilateral MoUs in the field of Traditional Medicines (TM) with many countries. 13 MoUs have been signed for setting up AYUSH Academic Chairs in foreign Universities/ institutes. 33 AYUSH Information Cells have been set up in different countries to disseminate authentic information about AYUSH systems. Ayurveda is increasingly becoming a part of our multilateral engagements such as the SCO Expert Working Group on Traditional medicine, BIMSTEC Taskforce on Traditional medicines, BRICS High-level forum on Traditional medicines, etc. The Ministry of Ayush has also collaborated with WHO which has resulted in publishing WHO benchmarks for Training in Ayurveda and benchmarks for practice of Ayurveda. In a significant development, WHO has established the Global Traditional Medicine Centre (WHO-GTMC) at Jamnagar, Gujarat with the support of Ministry of Ayush.

4. The GCC region including Kuwait with its openness to diverse traditions has embraced Ayurveda with enthusiasm, in particular, external therapies. In recent years, we have witnessed an increasing demand for Ayurvedic treatments, wellness centers, and health retreats of India. In Kuwait, you will find a good number of ayurvedic centres, more commonly known as ayurvedic wellness centres or spas. Some Indian Ayurvedic medicines and cosmetics are also available in Kuwait, some of which are displayed in the exhibition area. This reflects a broader trend — a growing recognition of Ayurveda's role in holistic health, not only for individuals but for communities.

Friends,

5. On the occasion of 9th Ayurveda Day, I wish you all a Healthy and Happy life. Together, let's embrace the spirit of Ayurveda and make wellness a shared journey. I look forward to some interesting presentations on Ayurveda, its outreach in Kuwait and experience of going through Ayurvedic way of life by none other than one of our Kuwaiti friends. The Embassy would be happy to facilitate any idea or proposal for promotion of Ayurveda in Kuwait.

Thank you

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