AYURVEDA DAY
November 13, 2020

GUIDELINES FOR THE VIRTUAL TALK: 'AYURVEDA IN 2030'

- Ayurveda is the ultimate, personalised health framework for maximising longevity with good health in physical, mental, spiritual dimensions (wellbeing)

- Ayurveda as a Chikitsa sampradaya, i.e.a personalised prescription that includes one or more of diet, lifestyle, medicine, therapy (and not just herbal medicine or reduced to massages)

- Good health according to Ayurveda, Sushruta Sutrasthana 15/10:
  - Sama Dosha, Sama Agnishcha, Sama Dhatu, Mala Kriya, Prasanna Aatma, Indriya, Manaha, Swastha Iti Abhidheeyate, precedes and subsumes the WHO definition of good health made in 1976

- Ayurveda's 2-fold purpose, Charaka Sutrasthana 30/26:
  - Ayurveda for root cause disease reversal (roga samprapti vighatana or reversal of aetiopathogenesis) and for symptom alleviation (roga shamana),
  - Ayurveda for promoting health and wellbeing of an already healthy person

- Ayurveda and Life Purpose, Astanga Samgraha Sutrasthana 1/3:
  - Persons who are desirous of a life which is the means to obtain Dharma (religious merit, righteousness), Artha (wealth) and Sukha (happiness), should bestow utmost faith in the teachings of Ayurveda.

- Ayurveda preserves and enhances the wellness of the healthy

AYURVEDA AS CONTEMPORARY HEALTH SCIENCE

- Ayurveda is one amongst the two oldest systems of Traditional Medicine in the world encompassing

- Besides managing physical diseases and discomforts, Ayurveda also caters to emotional, mental and spiritual wellbeing of an individual.

- Embryology, Anatomy, and Physiology (Sarira Vicaya), Examination of patient and disease (Rogi-Roga Pariksha), Disease pathogenesis / progression (Roga Samprapti), Prognosis (Sadhyasadhyata)

- Structured, rational, comprehensive patient assessment followed by equally rigorous, protocol driven health management with prognosis and clinical outcomes clearly defined

- First line management of chronic, non-communicable diseases and several communicable diseases

- First line management for primal, primary, secondary diseases as well as prevention measures at the level of tertiary care:
    - Great scope for integrating Ayurvedic treatment with modern healthcare.

- Applicable to all geographies, ethnicities, nations of the world

- Ayurveda enjoins us to live in harmony with nature without degrading it. In that sense, it is the most environment-sensitive healing science in the world.

- Healthy or successful ageing is an important societal goal with increasing population of aged people. Ayurveda offers comprehensive and specialized health care approaches to facilitate successful ageing at preventive and promotive health levels.

AYURVEDA TODAY

- Government of India's thrust to mainstream Ayurveda

- Imminent inclusion of Ayurveda in Ayushman Bharat, the GoI's Universal Health Coverage scheme that covers an estimated 500 million Indians
    - Inpatient care approved by medical insurance companies

- Approximately 20,000+ graduate doctors and 2000+ post-graduates pass out each year after a rigorous 5.5-year and 3-year program respectively, similar to modern medicine doctors.

- Over 400,000+ licensed Ayurveda doctors have graduated to date.

- An estimated 200,000 paramedical staff / caregivers and other indirect labour are associated with the Ayurveda sector. Ayurveda is poised to be one of the strongest employment generators for the Indian economy.

- An estimated 2m foreigners each year visit India for healthcare and revitalisation services constituting a significant source of foreign exchange for the nation.

- Ayurveda is today actively present in virtually every country of the world.

AYURVEDA IN MY COUNTRY

- Ayurveda Day gives us the good opportunity to survey the status of Ayurveda in our countries and formulate a 10-year vision going forward therefore we encourage a SWOT(Strength, Weaknesses, Opportunities and Threat) analysis of Ayurveda in our respective countries

- Vision (next 10 years) and broad activity plan for the coming year.

- Acknowledging key organisations, key individuals who have made and are making a contribution to Ayurveda's growth

SUGGESTED GOALS: AYURVEDA IN 2030

- Robust, globally accepted, evidence of Ayurveda as treatment of choice for 5 select medical conditions at least.

- Technology as an enabler for managing health of individuals, community by leveraging health data

- 10% of the Indian population would come to Ayurveda as first line of treatment for serious health conditions

- Accepted as a medical system in 10 countries, and at least one country in each continent

- A vibrant global community of practitioners/ organizations who adhere to the science of Ayurveda and represent it as clinical protocols and outcomes driven health science o Impact on global public health issues to an extent that Ayurveda is included in main stream public health policy making by the UN-WHO

AYURVEDA DAY: FREQUENTLY ASKED QUESTIONS (FAQS)

What is Ayurveda Day?

Ayurveda Day is a global initiative to promote and preserve the health science of Ayurveda. 2019 saw the first ever global celebration of Ayurveda Day with enthusiastic participation from over 32 countries around the world. In 2020, Ayurveda Day will be celebrated on November 13.

Ayurveda embodies the principles of natural and sustainable living and this day is aimed to promote the UN-WHO Sustainable Development Goal 3 (Ensure healthy lives and promote well being for all at all ages) by raising awareness about the strong role that Ayurvedacan play in the realisation of SDG3. This day also coincides with Dhanvantari Day, which this year falls on Friday, November 13.

Who is spearheading the initiative of Ayurveda Day?

Ayurveda Day is being anchored by India Foundation's Center for Public Diplomacy and Soft Power. India Foundation's Center Public Diplomacy and Soft Power (CPDSP) represents the first center in India that specifically focuses on the field of public diplomacy and soft power research, initiatives, and leadership.

Based in Chennai, the Center continues to take initiatives that bring together stake holders, individuals and organizations to discuss and study the prospects and challenges of India's role in public diplomacy and soft power through various verticals such as Yoga, Ayurveda, Cuisine, Arts, Crafts and Design, Cinema, Digital Diplomacy, Cultural organizations& think tanks, Museums and more.

The Ayurveda Day initiative is taken underthe guidance of internationally renowned stalwarts in the field of Ayurveda. The knowledge partners for the Ayurveda Day are AyurVAID Hospitals, JIVA Ayurveda and Amrita School of Ayurveda.

Ayurveda Day is supported by the Ministry of AYUSH, Government of India and the Indian Council for Cultural Relations (ICCR).

In addition, Ayurveda doctors, students, enthusiasts, and supporters, from over 75 countries have confirmed their participation and support for the event in 2020.

In the times of COVID-19, what should the event entail?

2019 saw the first ever global celebration of Ayurveda Day with over 150 organizations and thousands of individuals participating in physical events in their respective countries.

In 2020, due to the ensuing COVID-19 pandemic and uncertainty around it, we encourage you to choose a virtual format for the Ayurveda Day celebration through a webinar, virtual conference and or a Facebook, twitter, Instagram live session.

The online event can be a 90-120 minute affair with the following common minimum program in each country:

- Talk on "**Ayurveda in 2030**". The speaker(s) for this talk can be chosen by you.

- **Optional**: Common Pledge to be taken during the event to enhance awareness towards the cause of Ayurveda. Contents of the pledge will be shared with every country coordinator / representative.

In addition to the above pillars, you are free to decide the rest of the details of the program.

How many people are expected to attend the event?
We want to raise global awareness around Ayurveda, therefore the more the merrier. On an average we are expecting to see atleast 50 people present virtually. We request you to ensure maximum reach and impact.

How many countries are expected to participate in Ayurveda Day 2020?
As on date, 75 plus countries have committed to host this event including USA, France, Italy, UK, Finland, Poland, Spain, Russia, Ukraine, Netherlands, Croatia, Latvia, Romania, Germany, Australia, NewZealand, Japan, Canada, Argentina, Brazil, Chile, Peru, Uruguay, Malaysia, Singapore, Indonesia, Bahrain and India. We expect some more to join in the coming weeks.

Will I get any financial support for the event?
The event is being organised on a voluntary basis by those committed to the cause of Ayurveda. There is no financial support for this event from the India Foundation.

Is there any common material / logo etc. that we can use to market the event?
You will be sent all Ayurveda Day material in an email from the Ayurveda Day team together with a social media policy with broad guidelines on how to promote and cover the event on social media. You can use this material for promotion of the event.

Ayurveda is not formally recognised in my country? Can I celebrate Ayurveda Day?
Ayurveda is not merely a traditional and complementary system of medicine. It is poised in the ensuing decades to serve the global community as treatment of choice for serious

chronic, non-communicable diseases, and select communicable diseasesas well. With natural medicines and its whole person positive-health approach Ayurveda is poised to complement Yoga as a system that together enables physical-mental-spiritual well being. Further, it is an embodiment of the principles of natural and sustainable living. Sustainability is a growing need of the world today and World Ayurveda Day is a celebration of this important principle which has benefits for humans, animals and the wider environment everywhere. We therefore do not for eseeany issues in your celebration of Ayurveda Day.

I am not an Ayurvedic practitioner / doctor. Can I still participate?
The gift of Ayurveda is for all to share and benefit from. Ayurveda Day is for everyone who believes in a natural and sustainable living and recognizes the relevance of this ancient wisdom for the modernage.

I have some more questions. Who can I speak to?
Please visit the official Ayurveda Day Website: **www.ayurvedaday.world** for further details about Ayurveda Day. If you have any more queries, please contact at **ayurveda.day.world@gmail.com**

—— AYURVEDA DAY: PLEDGE ——

"I pledge to make Ayurveda an integral part of my daily life and thereby enable good health and wellbeing for myself, my family, and my community, in harmony with nature."

—— CONTEXT ——

UN-WHO SDG 3: Ensure healthy lives and promote wellbeing for all at all ages (https://www.who.int/sdg/targets/en/) · Pledge to be taken by lay persons (in future) as well as stakeholders / practitioners and consumers

AYURVEDA DAY: SOCIAL MEDIA GUIDELINES

The Ayurveda Day Social Media Guidelines contains guidelines on the use of social media, which should be broadly understood for purposes of this document to include blogs, microblogs, message boards, electronic newsletters, online forums, social networking sites such as Facebook, Instagram and Twitter, in relation to Ayurveda Day 2020 **virtual / digital celebrations** across the globe.

PHOTOS AND VIDEOS

Please take screen shots of photos and videos of the virtual event and feel free to share online on your personal or business social media accounts on Facebook, Instagram and Twitter.

f FACEBOOK

- The Official Ayurveda Day Facebook Page is called "Ayurveda Day" and is accessible on the following link:
  https://www.facebook.com/Ayurveda-Day-103876614361928/

- Please **like** and **share the official Facebook page** of Ayurveda Day **@ayurvedaday** and **send it** to fellow practitioners, supporters and friends for them to like and share too. The more the number of likes and shares we have the greater is our visibility on Facebook and greater is the buzz around the global celebration of Ayurveda Day, like in 2019.

- Please **share posts** from the Official Facebook Page of Ayurveda Day **@ayurvedaday** on your personal and / or business Facebook page.

- Please also share details of this in any Ayurveda groups you know on Facebook so that the word spreads.

- Please **post photos, videos and content** (including the Ayurveda Day creatives shared with you by the nodal team) on your personal and / or business Facebook Page about your plans for the virtual event to celebrate Ayurveda Day in the days leading to November 13, 2020.

- On the day of the event or within 3 days afterwards, **please post screen shots of photos, videos and content of the actual event and celebration** on your personal / business Facebook Page.

  While posting anything related to Ayurveda Day on Facebook, please do not forget to:

- **Tag** the official Ayurveda Day Facebook Page and Instagram handle@ayurvedaday
- **Use hashtags** from the Hashtag Policy below.

This will allow us to share your posts on the official Facebook page of Ayurveda Day.

◉ INSTAGRAM

- Please **follow the official Instagram** handle of Ayurveda Day **@ayurvedaday** and share it with fellow practitioners, supporters and friends for them to follow too.

- Please **like** and repost posts from the official Instagram handle of Ayurveda Day **@ayurvedaday.**

- Please **post** the official Ayurveda Day creatives shared with you by the nodal team on your personal and / or business Instagram handles.

- Please **post photos, videos, and content** as often as possible (preferably daily) on your personal / business Instagram handles about your plans to mark and celebrate Ayurveda Day in the days leading to **November 13, 2020.**

- On the day of the event or within 3 days afterwards, please post screen shots of photos, videos and content relating to the actual event and celebrationson your personal / business Instagram Handle.

  While posting anything relating to Ayurveda Day on Instagram, please do not forget to:

  - **Tag** the official Ayurveda Day Instagram handle **@ayurvedaday**
  - **Use hashtags** from the Hashtag Policy below.

This will allow us to share your posts on the official Instagram handle of Ayurveda Day.

◉ TWITTER

- Please **follow** Ayurveda Day handle **@ayurveda_day** and retweet the Ayurveda Day posts as and when they post.

- Please **tweet** about Ayurveda Day using your Twitter account from now until the day of the event.

- Please put out at least one **tweet** within 3 days after the event with pictures and videos of the actual event and celebration.

While tweetinganything relating to Ayurveda Day on Twitter, please do not forget to:

- Tag the Ayurveda Day twitter handle **@ayurveda_day**
- Tag Ministry of AYUSH Twitter Handle **@moayush**
- Tag Indian Council of Cultural Relations Handle **@ICCR_Delhi**

Hashtag Policy for Facebook, Instagram and Twitter

Do not forget to usethe following hashtags (in addition to any other hashtags you may want to use) in your posts relating to Ayurveda Day on Social Media Accounts such as Facebook, Instagram and Twitter:

#ayurveda #Ayurveda #ayurvedaday #AyurvedaDay#ayurvedaday2020 #AyurvedaDay2020 #AD2020 #IndiaFoundation #MinistryofAyush #ICCR

Please always observe the four principles given below for any social media activity relating to Ayurveda Day.

DIGITAL CAMPAIGN

Proclamation of World Ayurveda Day

You are requested to participate in the Digital Campaign to support proclamation of World Ayurveda Day. Our aim is to collect 5 million+ digital signatures through this initiative to present it to relevant stakeholders to achieve recognition of a World Ayurveda Day through an international proclamation. Please sign the campaign and share with your network of Ayurveda practitioners, doctors and enthusiasts. Further details of the campaign are available on the official website of Ayurveda Day: www.ayurvedaday.world

Don't forget to use the Hashtag #ISupportWolrdAyurvedaDay to share this on your personal or business social media handles.

Ayurveda Day Pledge

You are requested to visit the official website of Ayurveda Day: www.ayurvedaday.world and click on the Get involved > Take the Ayurveda Day Pledge page. Take the Ayurveda Day pledge, share it on social media and then nominate 5 friends to take the Ayurveda Day Pledge by tagging them on Facebook, Instagram, Twitter or Whatsapp. Show your commitment to a healthy life centred around the principles of Ayurveda and motivate those around you to do the same.

Content

Please be responsible and use your best judgment in not posting material that is inappropriate in any way to not cause any embarrassment to yourself or anyone else associated with this initiative.

Intellectual Property

If you use a third party's copyrights, copyrighted material, trademarks, or other intellectual property, please ensure you have appropriate permission.

Integrity

Principles of integrity and professionalism should be observed at all times when posting online.

Liability

You are allowed to associate yourself with the global initiative when posting but any liability for any repercussions the content may generate will only be your own.

An Global Initiative
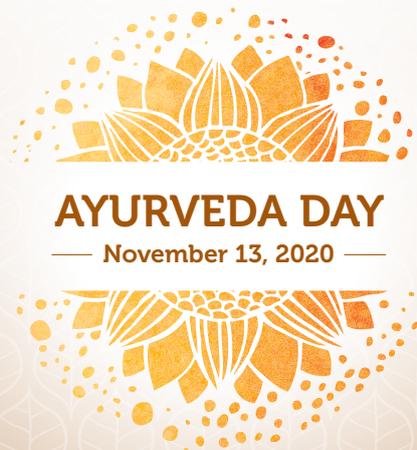
Center for
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INDIAN COUNCIL FOR CULTURAL RELATIONS

AYURVEDA DAY
— November 13, 2020 —

A global initiative to promote and preserve
the health science of Ayurveda in alignment with
UN-WHO Sustainable Development Goal 3
(Ensure healthy lives and promote wellbeing for all at all ages)

Knowledge Partners:

JIVA AYURVEDA   AyurVAID: AMRITA VISHWA VIDYAPEETHAM SCHOOL OF AYURVEDA

Host Organisation:

Your Logo   Your Logo

STAY IN TOUCH: #AyurvedaDay2020   #AyurvedaDay   #AD2020

Stay in touch
#AyurvedaDay2020
#AyurvedaDay
#AD2020

Knowledge Partners:

JIVA AYURVEDA   AyurVAID: AMRITA VISHWA VIDYAPEETHAM SCHOOL OF AYURVEDA