

“Azadi ka Amrit Mahotsav” Campaign to Strengthen Ayurveda

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The “Azadi ka Amrit Mahotsav,” a nationwide celebration of India's 75 years of independence, is not only a time to reflect on the country's rich cultural heritage and historic achievements but also an opportunity to revisit and strengthen traditional systems of knowledge that have contributed to India's wellness and resilience. One such system is Ayurveda—an ancient medical tradition that has been practiced in India for over 5,000 years. In the spirit of this monumental occasion, the Indian government's initiatives aim to rejuvenate Ayurveda, ensuring its integration into the modern healthcare landscape, while celebrating its role in fostering wellness for all.

Ayurveda: A Treasure of India's Heritage

Ayurveda, with its holistic approach to health, emphasizes balance in body, mind, and spirit. It is based on the concept of five elements and three doshas—Vata, Pitta, and Kapha—that influence an individual's constitution and health. Over centuries, Ayurveda has been a pillar of India's medical tradition, offering solutions not only for physical ailments but also for mental and emotional well-being. It has a rich history of utilizing natural ingredients, herbal remedies, and lifestyle practices to treat a variety of conditions, from common colds to chronic diseases.

The Indian government's decision to celebrate Ayurveda during the *Azadi ka Amrit Mahotsav* is a powerful reminder of its global significance. Ayurveda is not only a treasure of India's heritage but also a vital part of its soft power on the global stage, with its potential to offer sustainable, natural solutions to modern health challenges.

Government Initiatives and Policy Support

The government of India has long recognized the value of Ayurveda in contributing to national health. As part of the *Azadi ka Amrit Mahotsav* campaign, various initiatives have been launched to strengthen and modernize Ayurveda, bringing it into alignment with contemporary healthcare needs. One of the most notable measures has been the establishment of the *National Ayush Mission* (NAM), which aims to promote Ayurveda, Yoga, Unani, Siddha, and Homoeopathy systems of medicine in both rural and urban areas.

Through the *Azadi ka Amrit Mahotsav* celebrations, there has been an increased focus on research and development within

Ayurveda. The Ministry of AYUSH has been working tirelessly to promote evidence-based research, to improve the quality and accessibility of Ayurvedic treatments, and to integrate traditional knowledge with modern scientific advancements⁽¹⁾. This initiative is not only aimed at improving healthcare delivery within India but also at boosting the global recognition of Ayurveda as an effective and holistic system of medicine.

Ayurveda's Role in Addressing Modern Health Challenges

India, like the rest of the world, is grappling with a host of modern health challenges, including lifestyle-related diseases such as diabetes, heart disease, and mental health disorders. Ayurveda's personalized approach to health, which focuses on prevention, personalized care, and immune system strengthening, can provide much-needed solutions to these problems. The global rise in chronic diseases, compounded by increasing stress and mental health concerns, necessitates a system of medicine that addresses root causes, not just symptoms.

Herbs such as *Ashwagandha* (*Withania somnifera*), *Tulsi* (*Ocimum sanctum*), *Triphala*, and *Guduchi* (*Tinospora cordifolia*) have been extensively studied for their immune-boosting, anti-inflammatory, and adaptogenic properties⁽²⁾. These herbs, which are integral to Ayurvedic treatments, offer natural solutions for boosting immunity, managing stress, and preventing chronic diseases. The *Azadi ka Amrit Mahotsav* campaign thus provides a platform to reintroduce these ancient healing practices to the public and to promote their scientific validation and use in modern healthcare systems.

Promoting Ayurveda Through Global Partnerships

As part of the *Azadi ka Amrit Mahotsav*, Ayurveda is also being promoted globally through partnerships and collaborations with international health bodies. The Ministry of AYUSH has been working with organizations such as the World Health Organization (WHO) to integrate traditional medicine into the global healthcare framework. This is a critical step toward achieving the United Nations' Sustainable Development Goal of Universal Health Coverage (UHC), which emphasizes the importance of integrating both traditional and modern health practices to ensure better health outcomes for all⁽³⁾.

Ayurveda's growing global influence is evidenced by its increasing presence in international markets, with Ayurvedic products and treatments becoming popular in countries across Europe, the Americas, and Asia. The *Azadi ka Amrit Mahotsav* campaign has bolstered these efforts, showcasing Ayurveda at international forums, conferences, and through digital platforms, reaching a broader audience than ever before. By promoting Ayurveda in the global arena, India is setting an example of how traditional medicine can harmoniously coexist with modern healthcare, providing more accessible and sustainable solutions to health problems.

The Role of Ayurveda in Mental Health

In a world where mental health issues are becoming increasingly prevalent, Ayurveda offers profound insights into the mind-body connection. Mental health conditions such as stress, anxiety, depression, and insomnia have become widespread, impacting millions globally. Ayurveda provides a holistic framework for treating these conditions through a combination of lifestyle interventions, dietary recommendations, and the use of medicinal herbs.

Herbs like *Brahmi* (*Bacopa monnieri*), *Ashwagandha*, and *Jatamansi* (*Nardostachys jatamansi*) are recognized for their calming and rejuvenating effects on the nervous system. Moreover, practices like *Pranayama* (breathing exercises) and *Yoga* have long been used in Ayurveda to promote mental clarity, reduce stress, and improve overall emotional well-being. These practices are increasingly being incorporated into mainstream healthcare, as mental wellness is recognized as an essential part of overall health⁽⁴⁾.

Strengthening Ayurveda for Future Generations

The *Azadi ka Amrit Mahotsav* offers a unique opportunity to revitalize Ayurveda, ensuring that future generations continue to benefit from its wisdom. The initiative calls for the inclusion of Ayurveda in medical curricula, research programs, and public health campaigns. This not only ensures the preservation of ancient knowledge but also paves the way for Ayurveda to evolve and adapt to contemporary health needs.

Furthermore, the government's focus on establishing Ayurvedic wellness centers and promoting traditional

healing practices at the grassroots level ensures that the benefits of Ayurveda reach even the most remote parts of the country. By combining government policy, scientific research, and public awareness, the *Azadi ka Amrit Mahotsav* campaign is set to strengthen Ayurveda's role in India's health system and its global reach.

Conclusion

As India celebrates 75 years of independence through the *Azadi ka Amrit Mahotsav* campaign, it is the perfect time to reflect on the nation's rich heritage and the role Ayurveda has played in shaping the country's health and wellness. This campaign serves as a catalyst for strengthening Ayurveda, promoting its integration into modern healthcare, and ensuring its recognition on the global stage. Ayurveda's focus on prevention, natural remedies, and holistic healing offers a path to achieving better health for all, making it a key contributor to the vision of a healthier, more sustainable future.

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