

**Remarks by Ambassador of India to Japan H.E. Shri Sibi George
at the Ayurveda Day, Nov 10, 2023**

Friends, Ladies and Gentlemen.

A very Good evening to you all.

It gives me immense pleasure to address you all today and welcome you all to our celebrations of the Ayurveda Day. Today's event comes on the festive and auspicious occasion of Dhanvatari Jayanti, which truly elevates the nature, spirit and the overall atmosphere of our celebrations.

Dear Friends,

As someone who has spent nearly thirty years in diplomatic service and lived and served as a diplomat in twelve countries spread across four continents, of which five countries as Ambassador I have seen personally how Yoga and Ayurveda has grown in prominence abroad and also has become one of the most important symbols of India's culture and traditions.

The knowledge that our ancestors had acquired thousands of years ago was based on a lot of efforts and inspiration for the welfare of mankind. The desire for experimentation and innovation gave birth to the miracles like yoga and Ayurveda. In the last few years, we have seen how Yoga, which has been originally the heritage of India, has spread to the entire human race as its legacy.

Today, there is no village or town where Ayurveda is not practiced. It is my endeavor to see that Ayurveda is practiced in every village and town of Japan as well. If yoga can reach every village of Japan, I am sure that Ayurveda can also reach there. Mahatma Gandhi once said about Ayurveda, and I quote: "I think highly of Ayurveda. It is one of the ancient sciences of India, which ensures the health of the millions in her thousands of villages. I advise every citizen to live life in accordance with the principles of Ayurveda. The Pharmacy, the dispensary and the Vaidyaraj, all have my blessings that they may be enabled to render the best possible service to Ayurveda. Unquote.

It is so gratifying to see the efforts being put in by Government of India to promote and support Ayurveda. India has set up a Ministry of AYUSH which is spearheading our Ayurveda campaign. India has set up the National

Ayush Mission to promote AYUSH medical systems through cost effective AYUSH services. It has also been working to strengthen educational systems and facilitating the enforcement of quality control of Ayurveda, Siddha Unani & Homoeopathy drugs. The Government has taken a series of quality control measures. Our policy on Ayurveda and other Indian systems of medicine is aligned with the Traditional Medicine Strategy 2014-2023 of World Health Organisation. Students from many countries across the globe are travelling to India to study Ayurveda and traditional medicines. In my visit to the prefectures I have come across experts who have spent considerable time in India, learning Ayurveda.

Another important element associated with Ayurveda is the wellness tourism. There are many flavours of tourism today. But, what India specially offers you is Wellness Tourism. Its strongest pillar is Ayurveda and traditional medicine. I recall the remarks by Prime Minister Shri Narendra Modi who said, "Imagine yourself getting a detox in lush green surroundings in the beautiful state of Kerala. Imagine yourself performing Yoga by a gushing river, by the mountain winds in Uttarakhand. Imagine yourself in the middle of the lush green forests of the Northeast. If your life's deadlines and timelines are stressing you out, it is time to tap into the timeless culture of India. Whether you want to treat your body, or a retreat for your mind, come to India."

Dear Friends,

No celebration of Ayurveda Day is complete unless we focus on Life Mission that Prime Minister Modi launched in 2022 with a clear goal to create an India-led global mass movement that will nudge individual and collective action to protect and preserve the environment. Restoring our Earth begins with individual actions. Each step we take, no matter how small, matters. I am happy that the Ayush Information Cell in Tokyo is taking steps to promote the Life Mission in Japan. The cell is also contributing in our efforts to Connecting Himalayas with Mount Fuji. In this period when we observe our Azadi Ka Amrit Kaal, a journey of twenty-five years, to our 100th anniversary of independence, let's take a solemn vow to work towards spreading the message of Ayurveda and Yoga all across Japan.

Let's work towards expanding our engagement with every Ayurveda practitioners and other stakeholders in Japan. Let's work closely with our tour operators to promote wellness tourism. Let's hold several events to spread the message of Ayurveda all across Japan. Let's establish Ayurveda lounges

at every event that we organize anywhere in Japan. Together let's celebrate the heritage of India in Japan.

I once again thank you all for joining us today. Happy Ayurveda Day to all.

Thank you all.
