



**Consulate General of India
New York**

PRESS RELEASE

AYURVEDA DAY

The Consulate General of India in New York, in partnership with Elements hosted an event to mark Ayurveda Day on November 18, 2023 at the Consulate. The theme for this year is "Ayurveda for One Health" with the tagline "Ayurveda for everyone on every day" focusing on interface among human, animals, plant and environment. The emphasis of the day was on ways to incorporate everyday natural ingredients/ items for betterment of wellness and health and also highlight Ayurveda's adaptability to contemporary lifestyle. Prominent members of the Ayurveda and yoga fraternity, and members of the community & media, besides people from diverse backgrounds, attended the event.

In his welcome remarks, Consul General Mr. Randhir Jaiswal spoke on how Ayurvedic principles and their applications in modern life can be of immense benefit. Insightful remarks from keynote speaker Dr. Bal Ram Singh, Professor at Institute of Advanced Sciences, highlighted the profound significance and proven benefits of Ayurveda. Ayurveda experts from various fields held interactive DIY sessions on herbal remedies, and mindful living. Ms. Shadoh Punnapuzha, founder of Taila Skincare, demonstrated how Ayurvedic ingredients in skin oil can promote better skincare and blood circulation. This was followed by a session on how the right colors can boost mental health, productivity and aid with sleep and stress. Ms. Alak Vasa and Mr. Kushal Choksi of Elements, spoke on mindful eating and its health benefits. Mr. Aniket Gune and Ms. Ruchika Lal of Art of Living Foundation, led a short meditation session to focus on mental & spiritual approach of Ayurveda to health. The event was well attended and was also showcased live on social media.

November 20, 2023
New York