

## **PM calls for taking advantage of Ayurveda's opportunities**

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### **PM addresses fourth Global Ayurveda Festival, taking place from 12-19 March 2021**

The Prime Minister, Narendra Modi today addressed the fourth Global Ayurveda Festival through virtual mode, taking place from 12 to 19 March.

There are live sessions including plenaries, symposiums, parallel sessions, paper presentations, virtual exhibition and virtual networking. Centre for Innovation in Science and Social Action (CISSA), in association with the Governmental and Non-Governmental bodies, is organizing this Global Ayurveda Festival.

Speaking on the occasion, the Prime Minister noted the growing global interest in Ayurveda and appreciated the efforts of all those working on Ayurveda across the world. He said "Ayurveda could rightly be described as a holistic human science. From the plants to your plate, from matters of physical strength to mental well-being, the impact and influence of Ayurveda and traditional medicine is immense."

In the context of COVID-19 pandemic, the Prime Minister said that the demand for ayurvedic products is steadily rising. "The current situation presents a right time for Ayurveda and traditional medicines to become even more popular globally. There is growing interest towards them. The world is seeing how modern and traditional medicines both are important to further wellness. People are realising the benefits of Ayurveda and its role in boosting immunity," said the Prime Minister.

Talking about the potential for wellness tourism in India, he said that at the core of wellness tourism is the principle of - treat

illness, further wellness. Therefore, the strongest pillar of the wellness tourism is Ayurveda and traditional medicine. He called upon the audience to tap into the timeless culture of India to de-stress and healing. "Whether you want to treat your body, or a retreat for your mind, come to India", The Prime Minister invited.

The Prime Minister called for taking advantage of Ayurveda's popularity and opportunities arising out of combining traditional with the modern.