



Sanjeevani Multipurpose Foundation's
Dr. Deepak Patil Ayurvedic Medical College & Research Center
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10th Ayurveda Day **Public Awareness Rally**

Theme: Ayurveda for People and Planet -आयुर्वेद जन जन के लिए, पृथ्वी के कल्याण के लिए

Organizing Institute: Dr. Deepak Patil Ayurvedic Medical College & Research Centre

Place: Borpadale, Tal. Panhala, Dist. Kolhapur, Maharashtra

Participants: Second Year BAMS Students

Faculty In-Charge: Department Heads & Faculty Members

Supporting Staff: Non-Teaching and Administrative Staff

Day: Tuesday **Date:** 16th September 2025

Introduction:

Ayurveda Day is celebrated every year on 23rd September as per the Gazette Notification dated 27.03.2025. The year 2025 marks a special milestone as it is the 10th Anniversary of Ayurveda Day, with the central theme “Ayurveda for People and Planet” (आयुर्वेद जन जन के लिए, पृथ्वी के कल्याण के लिए).

This theme emphasizes Ayurveda's holistic approach to health while safeguarding ecological balance and sustainability. In connection with this, Dr. Deepak Patil Ayurvedic Medical College & Research Centre organized a Public Awareness Rally by second-year BAMS students to propagate Ayurveda's message to the general public and create awareness regarding multiple health and social issues.

Aims and Objectives:

Promotion of Ayurveda – To educate the public about Ayurveda's contribution to healthy living and sustainable ecology.

Awareness on Plastic Hazards – To discourage single-use plastic and promote eco-friendly alternatives.

Yoga Awareness – To promote daily yoga practice for physical, mental, and emotional well-being.

Addiction-Free Society – To create awareness about the hazards of tobacco, alcohol, and substance abuse.

Healthy Food & Lifestyle Promotion – To propagate the principles of Aahar (diet), Vihar (daily routine), Dincharya, and Ritucharya as per Ayurveda.

Community Engagement – To inspire community participation in adopting holistic health practices and sustainable habits.

Student Participation – To develop leadership, communication, and organizational skills among students.

Proceedings of the Event:

Inaugural Session:

The event began with a formal inauguration at 11:00 AM at the college campus.

Principal, respected Dr. Nitin Tatpuje, addressed the students, emphasizing the importance of Ayurveda Day and its role in achieving sustainable health.

Dr. sayali Sankpal, Assistant Professor, Departments of Swasthavritta & Yoga briefed students on rally discipline, slogans, and key messages to be delivered.

Rally Formation and Route:

Students formed a disciplined rally with banners, posters, and placards carrying messages on:

Ayurveda for healthy living

Say NO to plastic – Go Green

Practice Yoga daily

Quit Addiction – Save Life

Eat Healthy, Live Healthy

Rally route was planned from the College campus → Borpadale Main Road → Gram Panchayat Office → Central Market Area → back to campus.

Slogans were raised in Marathi, Hindi, and English to engage a larger audience.

Awareness Activities During Rally:

Students distributed pamphlets containing Ayurveda health tips, yoga postures, and information on healthy seasonal diets.

Small street talks were delivered at key locations by selected students and faculty members.

Short demonstrations of simple yoga postures were given at two major halts during the rally.

Community interaction focused on discouraging plastic use, encouraging kitchen gardening, and adopting Ayurvedic home remedies.

Community Participation:

Local villagers, shopkeepers, and school children joined in parts of the rally.

Gram Panchayat representatives expressed appreciation and promised to adopt plastic-free initiatives.

Conclusion of Rally:

Rally ended at college premises with a short concluding ceremony.

Students shared their experiences and reflections on public participation.

Principal and faculty congratulated students for their enthusiastic involvement.

Outcome of the Event:

Public Reach: Around 300+ villagers and shopkeepers directly interacted with the rally participants.

Awareness Impact:

Increased knowledge about Ayurveda-based health practices.
Sensitization towards yoga, addiction-free life, and plastic-free environment.
Dissemination of practical tips on healthy diet and daily routine as per Ayurveda.

Student Learning:

Enhanced communication and public speaking skills.
Developed sense of responsibility and leadership qualities.
Practical experience in community outreach and health promotion.

Conclusion:

The Public Awareness Rally successfully fulfilled its objective of spreading Ayurveda's message for both people and the planet. The enthusiastic participation of students, faculty, and local community members ensured the event's success. The rally created a ripple effect of awareness that is expected to inspire sustainable lifestyle changes in the community.

Future Path Ahead:**Follow-up Activities:**

Monthly health awareness talks and yoga sessions in nearby villages.
Collaboration with local schools for Ayurveda and yoga awareness programs.
Setting up a "Plastic-Free Campus" initiative.
Organizing seasonal Aahar-Vihar camps for community members.

Long-term Goal:

To make Ayurveda Day a flagship annual event for the college with increasing public participation year after year, strengthening the bond between Ayurveda and society.

