

## Consulate General of India

Jeddah

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(PIC Wing)

October 30, 2024

### Press Release

Consulate General of India, Jeddah celebrates Ayurveda Day: Honoring Ancient Wisdom for Modern Wellness.

The Consulate General of India in Jeddah celebrated Ayurveda Day on October 29, 2024, under the theme Innovation for Global Health, showcasing the timeless benefits of Ayurveda in modern wellness practices.

2. The event, held at the Consulate, was attended by 60 distinguished guests, including university faculty, students from Saudi Universities, Ayurveda practitioners, and members of the Indian community.

3. The program included a variety of activities, such as a Yoga Natyam performance by Indian students, live yoga demonstrations, lectures on Ayurvedic principles, a Q&A session, and an exhibition of Ayurvedic products and practices. Guests also enjoyed Ayur Ahar – a meal prepared according to Ayurvedic dietary principles promoting a healthy lifestyle.

4. In his opening remarks, Consul General Shri Fahad Ahmed Khan Suri emphasized the holistic nature of Ayurveda, explaining, “Ayurveda, which translates to ‘the science of life,’ is not merely a system of medicine; it is a way of life. It embodies a philosophy that recognizes the interconnectedness of body, mind, and spirit and emphasizes harmony with nature.” His words underscored the relevance of Ayurveda in today’s world and its potential to enhance modern lifestyles.

5. A highlight of the event was the captivating Yoga Natyam performance by Indian Students, skillfully blending yoga and dance. Renowned Ayurveda experts Dr. Jitesh MK, Dr. Nishant Narayan from Kottakkal Arya Vaidya Sala,

and Dr. Murshid KV contributed with insightful online lectures, providing the audience with guidance for achieving optimal health. DISHA's National Joint Secretary extended a warm welcome to attendees, and Dr. Jemshith Ahmed offered a thoughtful vote of thanks, concluding the program.

6. In addition to this a traditional Satvic meal provided by the Jain Kitchen and displays of Ayurvedic products offered guests an immersive experience in to the principles and practices of Ayurveda.