



वैद्य राजेश कोटेचा
Vaidya Rajesh Kotecha

सचिव
भारत सरकार
आयुर्वेद, योग व प्राकृतिक चिकित्सा
यूनानी, सिद्ध, सोवा रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
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SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY
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D.O. No.L-12017/3/2021-AS

Dated: 14th January, 2021

Dear Colleagues,

In pursuance to the 5th **Ayurveda Day 2020** theme "**Ayurveda for Covid-19 Pandemic**", a campaign in the form of lecture series "**AYU SAMVAD**" to make people aware about Ayurveda Principles & about the theme will be organized from **26.01.2021 to 30.04.2021** pan India.

The main objective of the campaign is to create awareness through Lecture series to make common people aware of the theme "Ayurveda for Covid-19 Pandemic". This campaign will assist to ensure the uniformity of information delivered to approximately 01 crore target audience across India through 05 Lakh lectures. This campaign will be immensely beneficial in understanding the importance of Ayurveda & in the fight against Covid-19. This campaign will specifically focus on the Role of Preventive, Promotive, Curative and Rehabilitation in Management of Covid-19 through Ayurveda.

The Expert Group from All India Institute of Ayurveda(AIIA) will provide Standard presentation (Power point Presentation) which will guide and also enlighten the vision regarding the role of Ayurveda during this Covid-19 pandemic. It will highlight basic principles of Ayurveda, Pre-Covid, Immunity boosting, IN and Post Covid management, essential role of Diet and Yoga and general guidelines. This PPT will be uploaded on the AYUSH Ministry, AIIA, CCIM, CCRAS, RAV & State AYUSH Directors web portal for reference and will guide to organize Lectures across India. Lectures can be organized across India to give wider publicity of the theme "**Ayurveda for Covid-19 Pandemic**". Following Ayurveda fellows will actively participate and deliver minimum 5 lectures each till 30.04.2021 to the people of India:

- Faculty members of Ayurveda Colleges.
- PG Students.
- Interns.
- Medical officer's having Ayurveda qualification.
- General Practitioners. (Ayurveda degree holders)

Contd....2/-

- Research officers in CCRAS.
- Ayurveda Gurus of RAV.
- NGOs working in Ayurveda sector.

An online Training of Trainers(TOT) Programme will be organized by All India Institute of Ayurveda(AIIA), New Delhi from 18.01.2021 to 21.01.2021 to all State Directors, Principals of Ayurveda Colleges, Medical Officers and other stake holders. Detailed time table is attached in **Annexure-I**.

AIIA will frame a Power Point Presentation & informative hand booklet for your reference. You are requested to convert this PPT & Booklet into your respective regional languages and the lectures can be delivered in local languages. This converted PPT and Hand booklet should be displayed on State, Councils & Institutional website.

These Lectures can be organized for Government offices, Non-Government sector employees, Schools, Colleges, Panchayati Raj Institutions, Gram Sabhas, Industries, various Housing societies, Women's self-help group (Mahila Bachat Gat), various NGOs, Senior Citizens Group, Asha workers and Health staff, etc.

Each Programme will include following activities:

S. No.	Description	Duration
1.	Dhanvantri Stawan	02 minutes
2.	Film	05 Minutes
3.	Lecture on the theme " Ayurveda for Covid-19 Pandemic ".	35 minutes
4.	Question- Answer session	10 minutes
5.	Feedback	03 minutes
6.	Concluding Remarks	05 minutes
	Total	60 minutes

As per prevailing situation and available resources the above mentioned schedule may be flexible. The following points for conducting Lectures may be kept in view:

- Online lectures will be given topmost priority.
- Covid-19 measures should be strictly followed (maintaining Social distancing, Respiratory hygiene, wearing Mask, Hand hygiene etc.) for awareness in the masses.
- NGOs working in Ayurveda sector, General Practitioners (Ayurveda degree holders) may be encouraged to organize maximum lectures in their respective area.
- Technical inputs will be imparted by faculty of All India Institute of Ayurveda. Monitoring through State AYUSH Directors & NAM team.

Contd....3/-

- The report of the Documentation part of lectures & various activities will be submitted by state AYUSH Director to AIIA, New Delhi in the first week of May, 2021. **(Reporting format attached at Annexure-II)** Reports, Photos & Experiences regarding this campaign can also be sent via email-ayurvedaday2020@gmail.com

You are, therefore, requested to take appropriate required action and inform all the concerned to make this **"AYU SAMVAD" campaign** successful.

With regards,

Yours sincerely,

Encl. as above

(Rajesh Kotecha)

To,

1. **Principal Secretaries (Health/AYUSH) of all States/UTs.**
2. **Directors(Health/AYUSH) of all States/UTs.**
3. **Chairperson, Board of Governors, Central Council of Indian Medicine.**
4. **All Presidents/ Registrars, State Councils of Indian Medicine.**
5. **All Presidents/ Secretaries of NGOs working in Ayurveda Sector.**
6. **Director General, Central Council for Research in Ayurvedic Sciences(CCRAS), New Delhi.**
7. **Director, National Institute of Ayurveda(NIA), Jaipur.**
8. **Director, Institute of Training and Research in Ayurveda(ITRA), Jamnagar.**
9. **Director, North Eastern Institute of Ayurveda and Homoeopathy(NEIAH), Shillong.**
10. **Director, Rashtriya Ayurveda Vidyapeeth(RAV), New Delhi.**
11. **NAM PMUs of all States/UTs.**