

वैद्य राजेश कोटेचा

सचिव

Vaidya Rajesh Kotecha
Secretary



भारत सरकार

आयुष मंत्रालय

आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,
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Government of India

Ministry of Ayush

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D.O.No.L-13011/1/2024-AS

21st October, 2024

Dear Ms. N. Kalaiselvi,

Kindly refer to my earlier DO letter of even No dated 01.10.2024 regarding the celebration of 9th Ayurveda day, to be organized by Ministry of Ayush in coordination with Central Government Ministries and State Governments, in a whole of Government approach.

With a view to guide the stakeholders about various activities to be undertaken with focus on the theme chosen, a microsite for **9th Ayurveda day** has been developed, which may be accessed on the URL <https://ayurvedaday.in/>. A campaign on "**I support Ayurveda**" has also been launched in which the microsite visitor has to click on the icon given and it is requested to propagate the campaign to masses through your communication channels including website, social media handles, etc.

Further, I would also like to share herewith the documents related to activities for the celebration of Ayurveda day specific to your Ministry and an e-Kit, developed by the nodal institution, All India Institute of Ayurveda, New Delhi which contains all the information related to the Ayurveda day.

Your active participation in grand celebration of 9th Ayurveda day is highly appreciated.

With regards,

Yours sincerely,

Encl: As above

(Rajesh Kotecha)

(Rajesh Kotecha)

Ms. N. Kalaiselvi

Secretary,

Department of Scientific & Industrial Research

Ministry of Science & Technology

Technology Bhavan, New Mehrauli Road,

New Delhi - 110 016

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Proposed Activities for the celebration of Ayurveda

17	Ministry of Science & Technology	<ol style="list-style-type: none"> 1. Conducting national level competition on AI solutions in Ayurveda healthcare delivery 2. Showcasing promising Researches of Ayurveda. 3. Issue necessary instructions to all the stakeholders for active participation in Various Competition being conducted by Ministry of Ayush through My Gov and Ayush Campaign Portal. 4. Distribution of Ayush Information e-Kit through Stakeholders. 5. Uploading Ayush e-Kit on their website. 6. Disseminating Ayurveda day information/themes through <ul style="list-style-type: none"> • Announcements, displays, hoardings etc. at various places. • Creating buzz through their Social Media Handles. 7. Conducting webinars 8. Conference/ seminar/ workshop on Ayurveda based themes. 9. Amplification through My Bharat portal 10. The Microsite for 9th Ayurveda day may be accessed on the URL https://ayurvedaday.in/ A campaign on "I support Ayurveda" has been launched through the said microsite wherein the microsite visitor has to click on the icon given. The said campaign may be propagated to masses through communication channels including website, social media, and display of banner/standee at the registration counters of hospitals/public places and such other means 11. Uploading activities on Ayurveda day micro website (www.ayurvedaday.in)
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