

डा० बिजय कुमार बेहेरा, आई.ई.एस.
आर्थिक सलाहकार

Dr. Bijaya Kumar Behera, IES
ECONOMIC ADVISER
Tel. : 011-23725302
E-mail : behera.bk@nic.in



पंचायती राज मंत्रालय
भारत सरकार
टावर-II, 9वाँ तल
जीवन भारती बिल्डिंग
नई दिल्ली-110001

MINISTRY OF PANCHAYATI RAJ
GOVERNMENT OF INDIA
TOWER-II, 9th, FLOOR
JEEVAN BHARTI BUILDING
NEW DELHI-110001

D.O. No.: I-18/16/2020-General Co-ord.

Date 11th November 2020


Dear

As you are aware the National Ayurveda Day is being observed every year from 2016 on the occasion of Dhanwantri Jayanti (Dhanteras). The 5th National Ayurveda Day will be celebrated on 13th November 2020 with a special focus on potential role of Ayurveda in the management of the COVID-19 pandemic, concerns related to the present pandemic and how Ayurveda can help in immunity building in this context. Ministry of Ayush is planning to launch an initiative called "VRIKSH-AYUSH" as part of the nationwide observance of National Ayurveda Day. Under this initiative, a large scale of plantation of medicinal and native varieties of trees will be undertaken to increase the availability of raw materials for Ayurveda / Ayush medicines, to promote Ayurveda through the usage of such beneficial plants and also to boost ecological health. These plants form the major source of medicines meeting most of health needs of humanity since ages.

2. In this regard, State and UT Departments of Panchayati Raj Governments are requested to call upon all the Panchayati Raj Institutions (PRIs) to observe the National Ayurveda Day with appropriate activities on the theme of 'Ayurveda for COVID-19 Pandemic' that would engage and aware the general public about the importance of Ayurveda / Ayush medicines in Pre-and-Post COVID Management Protocols – ensuring strict adherence to COVID-19 precautionary behavioural measures. States / UTs are also requested to exhort all PRIs to team-up with the line-Department functionaries, under the ongoing People's Plan Campaign, to share the material / short films (1 – 2 Mins) in Gram Sabha meetings, especially with regard to Ayush-based remedies for mild forms of COVID-19, and the remedies for the post recovery protocol, and also to actively participate in the aforesaid initiative of Ministry of Ayush titled "VRIKSH-AYUSH" – a massive drive for plantation & cultivation of medicinal plants – in order to increase the availability of raw materials for Indian Systems of Medicines. The officials/ Ayush practitioners from the Health and Wellness Centres may also be requested to participate in the Gram Sabhas and convey the message in this regard.

3. The webcast URL will be shared with States /UTs for the target viewers in rural India, so that they can access to the live webcast of the national event to be addressed by the Prime Minister to celebrate the 5th National Ayurveda Day on 13th November, 2020. Publicity / awareness materials related to the planned activities in connection with the National Ayurveda Day as developed by the Ministry of Ayush will also be shared in due course. I would request for your kind personal intervention in the matters relating to observance of National Ayurveda Day-2020 at the grassroots level in its true letter and spirit, and achieving the objective of VRIKSH-AYUSH in an impressive manner.

with regards,

Yours sincerely,

(Bijaya Kumar Behera)

To,
Principal Secretary / Secretary,
Department of Panchayati Raj
1. All States and 2. All UTs (except NCT of Delhi).