

9/05/2024 E-44731 F.No. T-25019/38/2022-G4.
30/9/22 No. 55283(16) Minister/Ayush/2022

मंत्री
आयुष मंत्रालय
एवं पत्तन, पोत परिवहन और जलमार्ग मंत्रालय
भारत सरकार



Minister of Ayush
and
Ports, Shipping & Waterways
Government of India



सर्बानंद सोणोवाल
SARBANANDA SONOWAL



L-13011/1/2022-AS
Dated: 16, September, 2022

Respected Shri Hardeep Singh Puri ji,

It gives me immense pleasure to inform that National Implementation Committee chaired by Hon'ble Home Minister in its meeting held on 29th August, 2022 approved the events to be conducted for celebration of "Azadi Ka Amrit Mahotsav", which includes "Ayurveda @ 2047- Azadi Ka Amrit Kaal" to be celebrated by Ministry of Ayush.

2. Consequently, my Ministry has decided to organize a series of nationwide and global events to commemorate "Ayurveda @ 2047" from 12th September, 2022 to 23 October, 2022, culminating in the celebration of the 7th Ayurveda Day on the occasion of Dhanteras on 23rd October, 2022. The event theme is "हर दिन हर घर आयुर्वेद". The event details and the suggestive activities which can be organized by your Ministry are given in the **Annexure**.

3. I solicit wholehearted support and cooperation of your Ministry to carry out different activities to promote scientificity of Ayurveda with "Whole of Government Approach" through Jan Sandesh, Jan Bhagidari, Jan Aandolan for Jan Arogya of people. I also request that the PIB/ Media wing of your Ministry is sensitized for a wide spread social/ print/ electronic media campaign by your Ministry and it's all field organizations across the nation.

4. All India Institute of Ayurveda (AIIA), Ministry of Ayush has been nominated as a Nodal Agency to organize the event. In case your Ministry requires any information in the matter, the Nodal Officer of the event in AIIA may be contacted, the details of whom are given in the **Annexure**. The Ayush information e-kit and tweet bank & hashtag shall be shared by Ministry of Ayush. It is requested that the details of Nodal Officer from your Ministry may please be shared with the Nodal Officer in AIIA for organising the activities smoothly.

5. I shall be grateful if you kindly get it ensured that the activities during the whole event are celebrated with full fervour and enthusiasm throughout by having maximum Jan Bhagidari so as to make it a Jan Andolan and thus promoting "हर दिन हर घर आयुर्वेद" in every household of the Country.

With regards,

Encl: As Above



Yours sincerely,

(Sarbananda Sonowal)

Shri Hardeep Singh Puri
Minister of Housing and Urban Affairs,
Petroleum & Natural Gas,
A-Wing, Shastri Bhawan,
Dr. Rajendra Prasad Road,
New Delhi-110001

Room No. : 101, Ayush Bhawan, 'B' Block, GPO Complex, INA, New Delhi-110023
Tel: 011-24651955, 011-24651935 E-mail : minister-ayush@nic.in
Room No. : 201, Transport Bhawan, New Delhi-110001, Tel: 011-23717422, 23717424, Fax : 011-23356709



सत्यमेव जयते

**Government of India
Ministry of Ayush**

Organizing the event- “Ayurveda @ 2047” to celebrate the 7th Ayurveda Day – reg.

1	Duration of the Event	12 th September, 2022 – 23 rd October, 2022		
2	Event Theme	‘Ayurveda Everyday Ayurveda Everywhere’ ‘हर दिन हर घर आयुर्वेद’		
3	Week long Events theme	S.No	Weekly Events	Week
		1	Ayurveda for Holistic Health.	12-18 Sept, 2022
		2	Ayurveda for millennials.	19-25 Sept, 2022
		3	Ayurveda Aahar (Grains, millets/ Rules).	26 Sept- 02 Oct, 2022
		4	Ayurveda For Senior Citizens.	03-09 Oct, 2022
		5	Ayurveda for mental wellbeing.	10-16 Oct, 2022
		6	Ayurveda- sharing of experience.	17-23 Oct, 2022
4	Focus of Celebration	To promote Scientificity of Ayurveda <i>with</i> whole of Government approach <i>by</i> creating Jan Sandesh, Jan Bhagidari, Jan Aandolan <i>for</i> Jan Arogya of people.		
5	Nodal Agency	All India Institute of Ayurveda (AIIA), New Delhi Nodal Person : Prof. Dr. Anand More Mobile : 9422025732/ 8830389544 Landline : 011-26950402 (Extn. 1004) Email Id : aiia.ayurvedaday@gmail.com		
6	Support from Ministry of Ayush	Ayush Information e-Kit, tweet and # bank.		
7	Suggestive activities by Ministries/ Departments.	<ul style="list-style-type: none"> • Distribution of Ayush Information e-Kit through Stakeholders and by uploading on their websites. • Issue necessary instructions to all Stakeholders for active participation in Various Competition being conducted by Ministry of Ayush through MyGov and Ayush Campaign Portal. • Create buzz through Social Media Handles. • Organize Ayurveda Health Camps. • Promote Ayurveda Aahar. • Organize Nukkad Nataks. • Publicity Campaign through print and electronic media. • Displaying Central Theme “हर दिन हर घर आयुर्वेद” on websites and emails along with AKAM logo. 		
