

# AYU SAMVAD Campaign

January 26, 2021

**In news :** As part of AYU SAMVAD Campaign All India Institute of Ayurveda organized online **Training of Trainers program** on AYUSH Ministry AVCC platform from 18 to 21 Jan, 2021

## **What is AYU SAMVAD Campaign?**

“AYU SAMVAD”(My Health My Responsibility) is one of the largest public awareness campaign program on AYURVEDA and COVID 19 pademic

## **Who organized it?**

It is organized by All India Institute of Ayurveda New Delhi, as envisioned & supported by Ministry of AYUSH

## **More about the campaign**

- All India Institute of Ayurveda organized online Training of Trainers program on AYUSH Ministry AVCC platform from 18 to 21 Jan, 2021 to Directors, principals of Ayurveda Colleges, Medical Officers, PG & Ph.D scholars, Practitioners and other stake holders all over India
- The trained personnel will further organize lectures for Government Offices, Non-Government sector employees, schools, colleges, panchayati raj institutions, gram sabhas, industries, various housing societies, NGOs, Mahila udyogs, Asha workers and health staff etc across India.
- Each trained person is expected to actively participate and deliver minimum 5 lectures each from 26th Jan 2021 to 30th March 2021 to people of India.

## **Objective of the Campaign:**

The main objective of the campaign is to create awareness

through Lecture series to make common people aware about the theme "Ayurveda for COVID 19 Pandemic". This campaign ensures the uniformity of information through a structured PPT 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 & also for Post Covid Management. This campaign will specifically focus on the Role of Preventive, Promotive, Curative and Rehabilitation in Management of COVID 19 through Ayurveda.

Campaign will monitor through State AYUSH Directors & NAM team. The report of the Documentation part of lectures & various activities will be submitted by state AYUSH Director in first week of May 2021.