



आयुष प्रभाग
Headquarters Office
EMPLOYEES' STATE INSURANCE CORPORATION
Ministry of Labour & Employment, Govt. of India
Panchdeep Bhawan: C.I.G. Road, New Delhi – 02
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File No. U-16013/169/2023-AYUSH
To

Dated: 22/10/2024

Deans- All ESIC Medical College
The Director (Medical) Delhi/Director (Medical)Noida
DIMSS-All States
Medical Superintendent-All ESIC hospitals

Sub: Celebrations of 9th Ayurveda day regarding.

Sir/Madam,

You may be aware that Ayurveda day is being celebrated every year on the auspicious occasion of Dhanwantari Jayanti since 2016. This year it falls on 29th October, 2024. The celebrations will be in the form of Jan Bhagidari, Jan Sandesh and Jan Andolan. The theme of 9th Ayurveda Day is marked as 'Ayurveda Innovation for Global Health'

In this connection, I am directed to inform you that the competent authority has advised to engage in the following activities on the occasion of Ayurveda day at your own level in your institution, as per convenience.

1. Display /publicity by means of banners, the design of which is attached/posted on the website esic.gov.in.
2. Celebration of Ayurveda Day at ESI medical colleges, Hospitals and Dispensaries.
3. Organizing Ayurveda Health Camps in all ESI Hospitals.
4. Issue necessary instructions to all the stake-holders for active participation in Various Competition being conducted by Ministry of Ayush through My Gov and Ayush Campaign Portal.
5. Distribution of Ayurveda Day e-Kit available on website <https://ayurvedaday.in/>.
6. Uploading this Ayurveda Day e-Kit on website of all field units.
7. Disseminating Ayurveda day information/themes through Announcements, displays, hoardings etc. at various places. Creating buzz through your Social Media Handles.
8. Conducting webinars
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 in the Medical Institutions.
11. Uploading details of activities on Ayurveda Day micro website <https://ayurvedaday.in/>.

A comprehensive report of the activities carried out in the respective institution must be submitted by 06/11/2024 to the undersigned by e-mail.

Yours sincerely,

Dr. Pawan Kumar
Dy. Medical Commissioner (Ayush)