



राष्ट्रीय आयुर्वेद विद्यापीठ
RASHTRIYA AYURVEDA VIDYAPEETH

(NATIONAL ACADEMY OF AYURVEDA)

(भारत सरकार, आयुष मंत्रालय के अधीन एक स्वायत्त संगठन)

(An autonomous organisation under Ministry of AYUSH, Govt. of India)

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F.No.34-1/2021-22/admn.

Date : 25th May, 2021

To,

1. The DGs of Research Councils under Ministry of AYUSH
2. Directors of National Institutes under Ministry of AYUSH

Subject: Promotion of AYUSH COVID-19 Counselling Helpline number – reg.

Sir,

I am directed to inform you that in order to enhance the visibility of promotion campaign of AYUSH COVID-19 Counselling Helpline Number i.e. 14443 among the common people, Ministry of AYUSH has emphasized that the details of the campaign should be placed on the websites AYUSH institutions and to be promoted through all social media platform. I am confident that the institution under your leadership would be actively participating in the promotion of AYUSH COVID-19 Counselling Helpline Number i.e. 14443 among the masses. The logo of this campaign is attached with this mail.

Further, Ministry has also appreciated the institutions that have already complied and expects the same with others too.

You are, therefore, requested to kindly assign the task of promotion of helpline to your social media team on priority basis as desired by the Ministry. This in turn give more publicity to this ingenuity which would gear up the work to better respond the initiative.

This issues with the approval of Competent Authority.

Yours faithfully,


(Dr. Anupam)
Director