



ONE DAY ROAD SHOW/ AWARENESS CAMPAIGN PROGRAMME

DATE 15TH – November 2014

Sponsored by

DEPT. OF AYUSH
MINISTRY OF HEALTH & FAMILY WELFARE, GOVT. OF INDIA

AYUSH Awareness Programme

Uttaranchal Ayurveda College has organized “AYUSH Awareness Campaign” on 15th November 2014 at Nagar Nigam Auditorium, DEHRADUN in association with Deptt. of AYUSH, Govt. of Uttarakhand, sponsored by Ministry of Health & Family Welfare, Govt. of India.

Brief summary

Awareness campaign comprise of three main events:-

1. **Rally** – All students (UG &PG) of the college participated in rally that started from Gandhi Park and ends at town hall. 600 students participated in rally holding banners, posters, and placards.
2. **Seminar**- held at Nagar Nigam Auditorium. State Health Minister, Mayor of Dehradun city, VC- Uttarakhand Ayurveda University, Secretary-AYUSH, Govt. of India, Jt. Secretary- AYUSH, Govt. of India, Directory AYUSH Govt. of Uttarakhand, Jt. Advisor –AYUSH, Asst. Advisor Homeopathy, Adtt. Secretary –AYUSH, Chairman IMB graced the occasion. 800 Audience from different fields related to AYUSH gets benefited by seminar.
Highlights of Seminar:-
 - Presentation about major central schemes for Grant-in-aid in AYUSH.
 - a) Public Health Initiatives: Rs. 1.5 crore per project
 - b) Centre of Excellence: Rs. 10 crore per Institution.
 - c) Development of AYUSH Industry cluster: Rs. 15 crore per cluster
 - Book release of Dr. Mayaram Uniyal.
 - Exhibition stalls by various Pharmaceutical companies.
 - Poster exhibition on “Strength of Ayurveda in modern Scenario”.
 - “Yoga” Live demonstration.
 - Exhibition on Medicinal plants.
 - Display of Panchkarma Procedures.
3. **Motorbike Rally**- Inaugurated by Mayor of Dehradun. It started from Nagar Nigam Auditorium, Town hall and ends at Uttaranchal Ayurvedic Hospital. Total 79 bikes took part in rally.

It was aimed

- To create awareness about AYUSH & promote research.
- To help for up gradation of AYUSH pharmacies/industry.
- To create awareness regarding benefits of AYUSH system amongst general public & professionals.
- To help generating employment at different arena- pharmacy, nursing, etc.
- To promote cultivation of medicinal/herbal plants.
- To popularize & upgrade AYUSH health care systems.
- To create awareness regarding different health policies related to AYUSH.
- To create awareness regarding Research grant to AYUSH NGOs/Organizations.