



सत्यमेव जयते

वैद्य राजेश कोटेचा

Vaidya Rajesh Kotecha

सचिव

भारत सरकार

आयुर्वेद, योग व प्राकृतिक चिकित्सा  
यूनानी, सिद्ध, सोवा रिग्पा एवं होम्योपैथी (आयुष) मंत्रालय  
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,  
आई.एन.ए. नई दिल्ली-110023

SECRETARY

GOVERNMENT OF INDIA

MINISTRY OF AYURVEDA, YOGA & NATUROPATHY  
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D.O. No.W.11030/7/2020-IEC

7<sup>th</sup> August, 2020

Dear Vaidya Jananiji,

You may be aware that the online outreach of the Ministry of AYUSH has grown many fold in the post-lock down phase. Particularly, the series of virtual talks, competitions and conferences organized in connection with the International Day of Yoga 2020 succeeded in reaching out to millions of people across the world. Celebrities and revered figures like Swami Ramdev, Gurudev Sri Sri Ravi Shankar, Sadguru, Dr. H.R. Nagendra and others were kind enough to come on the Ministry's digital platform and address the public. These events were widely noticed and appreciated, and relayed across different platforms.

In the current scenario, such virtual talk and conferences are rapidly gaining popularity in the field of education and business alike. Keeping this trend in view, the Ministry of AYUSH has decided to consolidate the aforesaid initiatives into a sustained series of digital activities. To enable this, the Ministry will set up an online platform under the brand "**AYUSH Virtual Convention Centre (AVCC)**". As you would agree, the AVCC has the potential to emerge as a significant and valuable resource for the entire Ayush Sector, particularly the student community.

The launch of AYUSH Virtual Convention Centre is scheduled to be held on 14<sup>th</sup> August, 2020 through a webinar on the subject "**Ayush for Immunity**". The Webinar will be of interest to the academic community and the public alike. Details of the event will be shared with you shortly.

AVCC presents a momentous opportunity to the Academic Community to access high-quality digital content in terms of opportunity to listen to and interact with the leaders and renowned personalities. This would indeed help to prepare AYUSH professionals to meet the challenges of the post-Covid 19 world that awaits us. The colleges conducting UG and PG courses are an important link towards achieving this goal as they can effectively disseminate information and knowledge. I would request your esteemed Council to support this effort of the Ministry and to advice all educational institutions that you oversee to participate in the AVCC events. (Details of the events will be adequately publicized in advance). The logo of AVCC is also attached for perusal.

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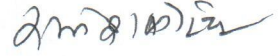
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The action plan for AVCC is under preparation. I have asked Shri P N Ranjit Kumar, Joint Secretary to inform you about the support required in the matter.

With regards,

Yours sincerely,

Encl. As above



**(Rajesh Kotecha)**

**Vaidya Jayant Deopujari,**  
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