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(NATIONAL ACADEMY OF AYURVEDA)

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

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

धन्वन्तरि भवन, मार्ग संख्या-66, पंजाबी बाग (पश्चिम), नई दिल्ली-110 026

Dhanwantari Bhawan, Road # 66, West Punjabi Bagh, New Delhi - 110026

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

Date : 25th May, 2021

To,

**The Principals/Directors,
Ayurvedic Educational Institutions**

Subject : Promotion of AYUSH COVID-19 counselling helpline number - reg.

Sir/Madam,

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 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.

You are, therefore, requested to kindly assign the task of promotion of helpline to your social media team of priority basis as desired by the Ministry. This in turn given 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,

[Handwritten signature]
25/5/21

**(N. Ramakrishnan)
Admn. Officer**