I am happy to bring to your notice that there has been tremendous public interest in AYUSH based practices for prophylaxis and immunity-boosting during COVID-19 outbreak. The Govt. of India is keen for promotion and dissemination of AYUSH practices as prophylaxis to address this pandemic. To take this forward, the Ministry of AYUSH has started several initiatives and the public has welcomed the Ministry’s advisories on health promotion and immunity enhancement with enthusiasm. Hon’ble Prime Minister had also recommended the public to follow advisories of Ministry of AYUSH for immunity promotion.

The Ministry has now embarked upon an ambitious study of the impact of the said advisories on the health seeking behaviour of the public. At the centre of this study is “Ayush Sanjivani”, a mobile app developed by the Ministry to capture relevant information from population in order to assess the impact of the said AYUSH based advisories and their benefits during this pandemic.

In order to involve more population to participate in the study as respondents, it is imperative to involve various colleges and academic institutions for participation, facilitation and dissemination of the study. Colleges and Universities can also help in mobilizing wider publicity among the population through sensitization measures. Participation of the faculty and student community would certainly enhance the number of respondents for the study and thereby facilitate significant public health outcomes based on the findings.

With this background I would like to request your good offices to sensitize the Colleges and Universities of the country to actively participate and support to this novel cause. (You may get the app on Google Play Store or, at https://play.google.com/store/apps/details?id=com.negd.ayushfeedback). The application on iOS platform will also be available soon.

Your support and cooperation in this regard is solicited.

Yours sincerely,

(Sd/-
Rajesh Kotecha)

Prof D. P. Singh,
Chairman,
University Grants Commission,
New Delhi.

Copy to:
1. Prof. Bhushan Patwardhan, Chairman, Interdisciplinary AYUSH R&D Task Force & Vice Chairman, University Grants Commission.
2. Dr. Abhay Jere, Chief Innovation Officer, Ministry of Human Resource Development.