



ISO 9001-2015 CERTIFIED  
Chhatrapati Shahu Maharaj Shikshan Sanstha's

# AYURVED MAHAVIDYALAYA

KANCHANWADI, PAITHAN ROAD, AURANGABAD-431011.(M.S.)  
Tel: (0240)2379248,2379053, Fax : (0240) 2379355,2646222.  
Email : principalcsmssayu@gmail.com, principal@csmssayurved.com  
(Recognized by Central Council of Indian Medicine, New Delhi &  
Affiliated to Maharashtra University of Health Sciences, Nashik.)

AMA/

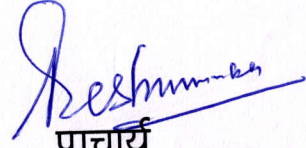
Date: 21/10/2020

## सुचना क्र. 104

सर्व अध्यापक, कर्मचारी व विद्यार्थ्यांना सुचित करण्यात येते की, Jan Andolan Campaign on COVID-19 अंतर्गत आयुष मंत्रालय, भारत सरकार, नवी दिल्ली व आयुष संचालनालय, महाराष्ट्र शासन, मुंबई यांचे निर्देशानुसार सर्वांनी Online प्रतिज्ञा घ्यायची असून, त्याचे प्रमाणपत्र Online मिळणार आहे.

तरी सर्वांनी खालील लिंकवर जाऊन प्रतिज्ञा घ्यावी व प्रमाणपत्राची सॉफ्ट कॉपी [nss.csmssayucollege@gmail.com](mailto:nss.csmssayucollege@gmail.com) ह्या ईमेलवर आज दि.21.10.2020 रोजी सायंकाळी 5.00 वाजेपर्यंत पाठवावी.

प्रतिज्ञा घेण्यासाठीची लिंक:- <https://pledge.mygov.in/janandolan-covid/>  
याची सर्वांनी नोंद घ्यावी.

  
प्राचार्य

छ.शा.म.शि.संस्था आयुर्वेद महाविद्यालय  
कांचनवाडी, औरंगाबाद.

प्रत:-

1. शैक्षणिक विभागप्रमुख
2. रुग्णालय अधीक्षक



महाराष्ट्र शासन  
आयुष संचालनालय, महाराष्ट्र राज्य, मुंबई.

DIRECTORATE OF AYUSH, MAHARASHTRA STATE, MUMBAI

शासकीय दंत महाविद्यालय आणि रुग्णालय इमारत, ४ था मजला, सेंट जॉर्जस रुग्णालय आवार, पी. डी. मेलो रोड, फोर्ट, मुंबई ४०० ००९.  
Government Dental College & Hospital Building, 4<sup>th</sup> Floor, St. George's Hospital Compound, P.D' mello Road, Fort, Mumbai - 400009.

कार्यालय: दुरध्वनी व फॅक्स ०२२ २२६२६००७

संचालक ०२२ २२६२२२४७

Email :directorayurvedmaha@gmail.com

Website : www.mahayush.gov.in

क्र आसंमु/ कोविड १९/जन आंदोलन/आयुष/ आयू २/२०२०/11685 दिनांक

19 OCT 2020

प्रति,  
अधिष्ठाता / प्राचार्य,  
शासकीय / शासन अनुदानित / विनाअनुदानित,  
आयुर्वेद / होमिओपॅथी / युनानी महाविद्यालये.

विषय : Jan Andolan Campaign on COVID १९  
Public Health Response to COVID १९ : Campaign for COVID -  
Appropriate Behaviour.  
संदर्भ : सह सचिव, आयुष मंत्रालय, नवी दिल्ली यांचे अर्ध शासकीय पत्र क्रं W-  
११०३०/७/२०२० - IEC - Part(३) दि. १२.१०.२०२०

उपरोक्त विषयानुसार संदर्भित पत्रान्वये माहितीस्तव नमुद करण्यात येते की, मा. पंतप्रधान, भारत सरकार यांनी, दि. ०८.१०.२०२० रोजी Jan Andolan Campaign on COVID १९ ची घोषणा केली आहे. या अभियानांतर्गत कोविड १९ च्या पार्श्वभूमीवर Unlock with Precaution या मुख्य संकल्पनेच्या आधारावर सर्व सामान्य जनतेला, विविध प्रसार माध्यमाद्वारे तीन महत्वपूर्ण संदेश- "Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene" हे संदेश पोहचविणे आवश्यक आहे.

त्यानुषंगाने आपणास सुचित करण्यात येते की, सर्व आयुष महाविद्यालयांमार्फत दर्शनिय व महत्वपूर्ण स्थळी पोस्टर्स, बॅनर्स, होर्डिंग उभारून / प्रदर्शित करून तसेच, इतर उपक्रमांद्वारे उपरोक्त संदेश प्रभावीपणे सर्व सामान्य जनतेपर्यंत पोहचविणे. तसेच, आपल्या महाविद्यालयीन व रुग्णालयीन कार्यालयातील अधिकारी / कर्मचारी यांनी कोविड १९ संबधीतील सोबत जोडलेली प्रतिज्ञा घेण्यात यावी. तसेच, केलेल्या कार्यवाहीचा कार्यपुर्ती अहवाल सोबतचे तक्त्यामध्ये भरून प्रत्येक आठवड्यात चे दि. २२.१०.२०२०, दि. २८.१०.२०२०, दि. ०४.११.२०२०, दि. ११.११.२०२०, दि. १८.११.२०२०, दि. २५.११.२०२० व दि. ०२.१२.२०२० या तारखेला ईमेलद्वारे, न चुकता या संचालनालयास सादर करावा.

20/10/2020  
copy to all concern  
Rushman  
20/10/2020

(वैद्य कुलदीप राज कोहली)  
संचालक, आयुष

आयुष संचालनालय, महाराष्ट्र राज्य, मुंबई.

20/10/2020

Received

20/10/2020



No.W-11030/7/2020-IEC  
Government of India  
Ministry of AYUSH  
IEC Division

NBCC complex  
Kidwai Nagar, New Delhi  
Dated 12/10/2020

Office Memorandum

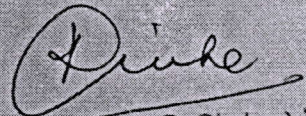
Subject: Jan Aandolan to fight COVID-19-implementation under various parameters-regarding

The Undersigned is directed to enclose herewith a copy of DO letter No. P-11017/31/2020-PPC dated 9/10/2020 received from Ministry of Information and Broadcasting on the above mentioned subject and to state that a tabular chart has been enclosed therein by Ministry of I&B for monitoring the implementation of campaign under the various parameters suggested by Ministry of AYUSH.

2. Further, JS(PNRK) Ministry of AYUSH has addressed various stakeholders in the matter with a request to taken action on priority. A copy of the said DO letter is also attached.

3 As may be seen from the prescribed format, the activities include Outdoor(sign boards, LED displays, hoardings, posters, banners and wall paintings. The organizations who are targeted are dispensaries, AYUSH colleges, hospitals, Research Councils and National Institutes. Provision has also been made for other activities which the organization may desire to take up suo-moto. These can include conducting workshops, webinars, distribution of pamphlets, distribution of medicines(Quantifiable and wherever applicable) etc..

4. M/o I&B has also requested that the information in the prescribed format, be provided periodically on weekly basis. It is therefore requested that the information may please be provided to the IEC Division of the Ministry latest by the following Monday of the week in which the activities have been undertaken to the email IDs namely, njoshiccryn@gmail.com and iec-ayush@nic.in.

  
(Kundan B Sinha)

Under Secretary to the Government of India

To

(i) NAM Division/ Dr. Raghu, (Joint Advisor, US(AB): in respect of dispensaries(PHCs/CHCs etc), and further to JS(PNRK)'s DO letter attached.

(ii) All Research Councils

(iii) All National Institutes

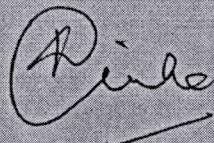
PTO  
→



(iv) CEO, NMPB  
(v) AEP-I,II,III: Dir(SRKV), (Dr. Ghosh Mondal(Jt.Advisor),  
US(ST)

Copy also to: for Information:

PPS to Secretary(AYUSH)/ PPS to AS/PPS to JS(RJ)/PPS to JS(PN)

A handwritten signature in dark ink, appearing to be "R. Ghosh", with a horizontal line underneath.



पी. एन. रणजीत कुमार  
P. N. Ranjit Kumar

संयुक्त सचिव  
Joint Secretary

Tel. : 011-24651938  
Fax : 011-24651952  
E-mail : jspnrk-ayush@gov.in



सत्यमेव जयते

भारत सरकार  
आयुष मंत्रालय  
आयुष भवन, 'बी' ब्लॉक, जी.पी.ओ. कॉम्प्लेक्स,  
आई.एन.ए., नई दिल्ली-110023  
GOVERNMENT OF INDIA  
MINISTRY OF AYUSH  
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX  
INA, NEW DELHI-110023

D.O. No. W-11030/7/2020-IEC-Part (3)  
October 12<sup>th</sup>, 2020

Dear Madam/Sir,

This relates to the Jan Andolan regarding "Public Health Response to COVID-19 : Campaign for COVID-Appropriate Behaviour" which is launched in view of the upcoming festivals and winter season as also the opening up of the economy. As you are probably aware, the Hon'ble Prime Minister Shri Narendra Modi launched the Jan Andolan Campaign on COVID-19 on 08.10.2020 by a tweet.

2. The Jan Andolan Campaign is a Low Cost, High Intensity campaign driven by people's participation, for dissemination throughout the country using all media platforms. The campaign emphasizes on "Unlock With Precautions" i.e. COVID-19 Appropriate Behaviour in the New Normal. The three key messages being highlighted are - "Wear Mask, Follow Physical Distancing, Maintain Hand Hygiene".

3. The highlight of the campaign is the partnership and concerted effort of Central Government Ministries and Departments and the State Governments, along with their attached and subordinate offices, PSUs, private sector industry and business etc. In this way, the campaign seeks to reach each and every citizen of India. From the Ministry of AYUSH, the following categories of stake-holding institutions are identified to participate in this effort :

(i) Ayush Directorates in States and UTs :

Gholap | With 25000 dispensaries supported by the National Ayush Mission of Ministry of AYUSH under them, the States and UTs Ayush Directorates are important stakeholders, and will be the main network for this Ministry for spreading the instant behavioural change communication. The Health Secretaries of States/UTs are hereby requested to kindly issue necessary directions for this early

(ii) Ayush Colleges – About 750 :

DA | The network of Ayush Medical Colleges communities of students and teachers can play an important role in this effort. The Chairmen of the Board of CCIM and CCH respectively are requested to kindly activate these colleges accordingly.

Contd...



- (iii) Hospitals/Research Councils of the National Institutes and Research Councils – About 150 in number :

These units are directly linked to Ministry of AYUSH and can serve as hubs for communication and other related preventive activities. The Heads of these institutions are requested to take up this national responsibility by deploying necessary resources.

- (iv) PSUs (Manufacturer of Ayush medicines) – IMPCL

Products like Ayush Immunity Kit will be integrated with the campaign. CEO, IMPCL is requested to plan and implement appropriate activities for this.

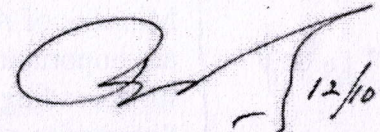
4. Two Creatives (in Hindi and English) for the campaign are attached for wide dissemination. You may request all the institutions and individuals of your domain including grassroot organisations to disseminate the messages by way of Posters, Banners, Billboards etc. at prominent locations for spreading the message far and wide. This may please be personally ensured in the case of the institutions directly controlled by you.

5. For States where the Model Code of Conduct is in operation, the alternative creatives are also attached. All concerned may please ensure that provisions of Model Code of Conduct for Elections are followed.

6. I am also enclosing a COVID-19 Pledge which may be taken tomorrow or any subsequent suitable days by all employees of the Government, attached/subordinate offices, grassroot organisations and frontline workers.

7. An Action Taken Report on the above lines may be forwarded to the undersigned at the earliest.

*Warm regards,*



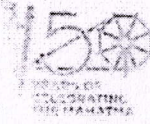
(P N Ranjit Kumar)

To,

- (i) Health Secretaries of States/UTs
- (ii) Chairman, Board of Governors of CCIM and CCH : With a request to convey the instant message to all Ayush Medical Colleges
- (iii) Heads of All Autonomous Bodies of M/o AYUSH
- (iv) All Advisers/Directors/DS in M/o AYUSH



विक्रम सहाय, (मा.रा.से.)  
संयुक्त सचिव (नीति एवं प्रशासन)  
VIKRAM SAHAY, IRS  
Joint Secretary (Policy & Admin)



#Unite2FightCorona

भारत सरकार  
सूचना एवं प्रसारण मंत्रालय  
शास्त्री भवन, नई दिल्ली - 110115  
GOVERNMENT OF INDIA  
MINISTRY OF  
INFORMATION & BROADCASTING  
SHASTRI BHAWAN, NEW DELHI - 110115  
October 9, 2020

D.O.No.P-11017/31/2020-PPC

Dear *Shri Ranjit Kumar,*

I refer to the meeting convened on 8<sup>th</sup> October, 2020 by Secretary, Ministry of Information and Broadcasting with the Nodal Officers of the various Ministries/Departments of the Central Government to discuss the progress of launch of the Jan Andolan Campaign to fight COVID-19. As mentioned in the meeting, I am enclosing herewith a suggested tabular chart which can be used for monitoring the progress of the implementation of the campaign under the various parameters suggested by your Ministry on a weekly basis. You may like to consider the same for monitoring at your end and also for providing to this Ministry the details of progress made, after every week. In case you feel that the parameters or the format be changed, you may do the same at your end and indicate it to this Ministry.

2. Further, as was discussed in the meeting yesterday, I am requesting the PIB officer attached with your Ministry to share with you the creatives and the COVID pledge in the various regional languages, for utilization by the Ministry and its various offices and institutions in different parts of the country.
3. All correspondence may be made at the email [covidjanandolan@gmail.com](mailto:covidjanandolan@gmail.com) which has been specially created for this campaign.
4. I look forward to your cooperation in this regard.

With regards

Yours sincerely,  
*Vikram Sahay*  
(Vikram Sahay)

Shri P.M. Ranjit Kumar,  
Joint Secretary,  
Ministry of Ayush  
New Delhi - 1.

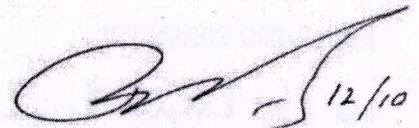
Copy to: Ms Manisha Verma, ADG, PIB for necessary coordination on the subject.

Copy for information to: Principal DG, PIB





Copy to :- (i) AS (AYUSH)  
(ii) JS (RJ)  
(iii) PPS to Secretary (AYUSH)

  
( P N Ranjit Kumar)

12/10



Activities	Overall Target/Parameter	Achievement at the end of							
		16.10.2020 (Week 1)	23.10.2020 (Week 2)	30.10.2020 (Week 3)	06.11.2020 (Week 4)	13.11.2020 (Week 5)	20.11.2020 (Week 6)	27.11.2020 (Week 7)	04.12.2020 (Week 8)
Outdoor (Sign boards, LED displays, boardings, posters banners and Wall paintings)	25,000 Dispensaries								
	750 Ayush Colleges								
Other Activities	150 hospitals/ Research Councils of National Institutes and Research Councils								



## प्रतिज्ञा

मैं ----- संकल्प लेता/लेती हूँ कि मैं कोविड-19 के बारे में सतर्क रहूँगा/रहूँगी और मुझे और मेरे साथियों को इससे जुड़े खतरे को हमेशा ध्यान में रखूँगा/रखूँगी।

मैं इस घातक विषाणु के प्रसार को रोकने संबंधी सभी आवश्यक सावधानियाँ बरतने का वचन देता/देती हूँ। मैं कोविड से जुड़े आचार-व्यवहार का अनुसरण करने और दूसरों को भी इसके लिए प्रोत्साहित करने का भी वचन देता/देती हूँ।

मैं सदैव माँस्क/फेस कवर पहनूँगा/पहनूँगी, विशेषकर सार्वजनिक स्थलों पर।

मैं दूसरों से कम-से-कम 2 गज की दूरी बनाकर रखूँगा/रखूँगी।

मैं अपने हाथों को नियमित रूप से और अच्छी तरह साबुन और पानी से धोऊँगा/धोऊँगी।

हम एक साथ मिलकर कोविड-19 के खिलाफ इस लड़ाई को जीतेंगे।

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## Pledge

I \_\_\_\_\_ commit to be vigilant and bear in mind at all times,  
the risk to myself and my colleagues from COVID-19.

I promise to take all necessary precautions that prevent the spread  
of this deadly virus. I promise to follow and encourage others to  
follow the key COVID Appropriate Behaviours.

To always wear a mask / face cover, especially when in public places.

To maintain a minimum distance of 6 feet from others

To wash my hands, frequently and thoroughly with soap and water.

Together we will win this fight against COVID-19.



## COVID-19 Jan Andolan Activity Report (Weekly)

S.No	Name of Institution / College	Social Media	Print Media (incl Commissioned Articles etc.) (Sign Boards , LED displays, boardings, posters, banners and wall paintings)	Electronics Media (TV, Radio, Community Radio)	Other Activities (Including Webinars, etc.)	Total Activities
1						

टिप - सदरहू माहीती आयूष मंत्रालय, नवी दिल्ली यांना सादर करावयाची असल्याने, माहीतीचा तपशील इंग्रजी