



सत्यमेव जयते

आयुष प्रभाग  
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EMPLOYEES' STATE INSURANCE CORPORATION  
Ministry of Labour & Employment, Govt. of India  
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F. No. U-16/13/6/1/2020-AYUSH

Dated – 05/05/2021

To,  
All Dean ESIC Medical Colleges and Hospitals,  
The Medical Superintendent – All ESIC hospitals,  
The Regional Director & All SMO's Regional Offices,  
Directorate(Medical)Delhi/Noida  
DIMS -All States (through RDs)

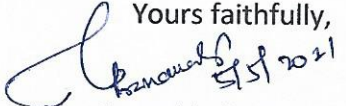
**Subject: Promotion of AYUSH Services.**

Sir/Madam,

In reference to the above subject, I am directed to inform that the following necessary actions be taken to promote AYUSH services as decided in 15<sup>th</sup> Sub-Committee Meeting on AYUSH:

1. ESI organizations to conduct regular AYUSH medical camps in order to promote the AYUSH systems.
2. Organizing awareness programmes on AYUSH by participating in Health melas, exhibitions, etc.
3. Special awareness programmes be conducted in ESI in relation to prophylactic therapies/medicines and overall health. IEC (Information Education and Communication) material should be printed in local languages and distributed to all the ESI beneficiaries time to time.
4. The AYUSH Units be established in a place where it should be visible and easily accessible to all the beneficiaries.
5. Distribution of the pamphlets/handbills of credential of AYUSH systems to all the ESI beneficiaries in local languages.
6. Generally, ESIC conducts AYUSH camps along with Allopathy medical camps. ESIC should conduct exclusive AYUSH medical camps in ESIC in larger scale for the promotion and propagation of AYUSH systems from time to time.

This issues with the approval of Competent Authority.

Yours faithfully,  
  
(Dr. G. Prabhakara Rao)  
Dy. Medical Commissioner (AYUSH)