

AYURVED JANAJAGRUTI ABHIYAN- 16 to 30 September 2023

‘Ayurved Janajagruti Abhiyan’ is a program that creates awareness amongst the local people about Ayurved and practices followed in Ayurved in order to achieve a healthier lifestyle through various activities. Under this program, Bharati Vidyapeeth (Deemed to be University), College of Ayurved, Pune organized a number of health camps, health talks, rallies and also street plays between the span of **16th September to 30th September, 2023**.

1. On **18th September, 2023** the first health camp was organized at Rahatwade. Dr. Rahul Gajare addressed the women on the topic of ‘Garbhini Paricharya’ (Regimen for the pregnant woman) and Dr. Durga Satav addressed the villagers regarding ‘Madhumeha and Sthaulya’ (Diabetes and Obesity). Total Number of patients attended were 75 in number, PG students and the support staff from different departments took part in the health checkup camp as well.



2. On **23rd September 2023**, BVDUCOA, Pune conducted a street play and a rally in their campus to increase awareness about Ayurved. Subjects such as importance of following Dinacharya and Rutucharya (Daily and Seasonal regimen), Garbhini Paricharya (Regimen for a Pregnant women), Madhumeha (Diabetes), Sthulata (Obesity) and Guda vikar (Anorectal diseases) were highlighted during these activities. The students performed the street play in the presence of approximately 200-250 people. The public seemed intrigued by their act, asked questions and congratulated students on their will to raise awareness in the society.



- On **25th September, 2023** another health camp was conducted at Velhe taluka followed by a few health talks. Dr. Bharat Rokade delivered a speech on ‘Guda Vikaras’ (Anorectal diseases) to the local residents followed by Dr. Anuja Patil who delivered a lecture on the importance of ‘Dinacharya and Rutucharya’ (Daily regimen and Seasonal regimen). Around 280 patients were advised treatment with respect to their health ailments at the camp and were provided with free medications.



- The next health camp was conducted at Warje Ganpati Matha Mandal on **27th September, 2023**. Dr. Kirti Bhati educated the local community about the importance of following ‘Dinacharya and Rutucharya’ according to Ayurveda (Daily regimen and Seasonal regimen). The health camp was unquestionably successful, as multiple patients were given advise on treatment related to their diseases and awareness about Ayurved was generated amongst the public. A total number of 79 patients attended the Health Camp.



5. On **30th September, 2023**, BVDUCOA, Pune also organised a nutrition awareness program at Bharati Vidyapeeth Ayurved Hospital, along with Ekatmik Bala Vikas Yojana under the campaign of ‘Ayurved Janajagruti Abhiyan’. This was a concluding ceremony to the ‘Poshan Abhiyan’ that was being carried out from **15th September to 30th September 2023**. The dignitaries present were Mr. Dilip Hiwrale: Child Development Project Officer, Dr. Shubhangi Katkar: Medical director BVDUCOAH, Dr. Swati Mohite: HOD of Stree Roga evum Prasuti Tantra Department, Dr. Rahul Gajare: Nodal Officer, Dr. Satish Khatal and Dr. Shilpa A.K: Urban Medical Healthcare incharge.
- Around 119 participants along with Anganwadi workers, staff, students and support staff of BVDUCOA were also in attendance. Dr. Gajare delivered an introductory speech about the program ‘Ayurved Janajagruti Abhiyan’. This was followed by Dr. Swati Mohite who addressed the dietary and nutrition issues along with the importance of incorporating healthy options in our daily diets. Dr. Shubhangi Katkar also addressed the audience along with other dignitaries regarding similar issues. The program was concluded with a prize distribution ceremony for ‘Sudhrud Balak Spardha’ and a scrumptious tasting session later!



These social activities took place under the guidance and support of respected dignitaries- Principal Dr. Abhijit Patil Sir, Vice Principals Dr. Rahul Kadam Sir, and Dr Manasi Deshpande Madam, Nodal Officer Dr. Rahul Gajare Sir, and the staff from various departments. All in all, it was a successful camp which surely helped raise cognition about Ayurved amongst the locals!