

National Campaign on Amrita For Life (*Tinospora Cordifolia*)

Amrita (*Tinospora cordifolia*) is one of the most highly valued and common herb in Indian system of medicine. It has a rich history in the Indian Sub-continent where it has been used and written about for thousands of years. It is known universally as “Guduchi or Giloe” (one which protects the body). The Sanskrit and Hindi name Amrita is derived from ancient Hindu scripture where Amrita was used to bring the dead back to life and keep away from growing ill and old.

To promote and create awareness regarding Amrita, a campaign has been launched by National Medicinal Plant Board, Ministry of Ayush.

All India Institute of Ayurveda, New Delhi (AIIA) is an Apex Institute for Ayurveda. It aims at bringing a synergy between Traditional Wisdom of Ayurveda and Modern tools and technology. The institute offers postgraduate and doctoral courses in various disciplines of Ayurveda focuses on fundamental research of Ayurveda, drug development, standardization, quality control, safety evaluation and scientific validation of Ayurvedic medicine. Institute has a 200 bed referral hospital for facilitating clinical research.

AIIA has launched National Campaign On **Amrita For Life** (*Tinospora Cordifolia*) sponsored by NMPB, Ministry of Ayush.

Under this campaign, AIIA is creating awareness by free distribution of Giloy saplings and various IEC material (brochures, news paper inserts) related to propagating of information related to Giloy. AIIA has also developed a short film depicting the versatile nature of this herb.

Under this campaign, AIIA is conducting Slogan Writing Competition, Essay and Scientific Article Writing Competition, Selfie with Guduchi Competition, Scientific E-poster competition etc. The winners under different categories would be awarded.

The institute has also planned a workshop for local farmers and cultivators for sensitizing the cultivators to take up its cultivation and propagation and their capacity building by providing information regarding good cultivation, collection practices and preparation of Guduchi Satva.

For more updates, visit

All India Institute of Ayurveda (AIIA)
Mathura Road, Gautam Puri
Sarita Vihar, Delhi - 110076
Phone No : 011-26950401/402
Email Id : director@aiia.gov.in