

F. No. A – 11019/ 17/ 2009 - NMPB
Government of India
Ministry of Health & Family Welfare
Department of AYUSH
National Medicinal Plants Board

Chandralok Building
36-Janpath, New Delhi-110001
Email: info-nmpb@nic.in
New Delhi, the 04th June, 2009

To
Principal Secretary
Incharge of SMPB,
State Governments (As per the list)

Subject: National Campaign to promote and propagate Amla (*Phyllanthus emblica*) in schools and other organizations - regarding

Dear Sir,

As you are aware Amla (*Phyllanthus emblica*) is one of the most valuable Indian medicinal plant with antioxidant properties and is a very rich source of Vitamin 'C'. It is the main ingredient of *Chyawanprash* and *Trifla* – the two most popular ayurvedic preparations. Amla is also said to be the only fruit which can cure *Tridosas* of *vatta*, *pitta* and *kapha* as per the Ayurvedic texts.

2. Amla, as a fruit can be used raw or in a processed form as a juice, candy, pickle, chatni, murabba or in dried form as powder etc. The versatility of its usage, therefore, makes it amenable to consumption in different forms.

3. In view of the aforesaid, it is now proposed to launch a campaign to promote usage and planting of Amla in schools where this can provide nutrition and promotive health care benefits to school children.

4. It is, therefore, requested that the State Government through the State Medicinal Plant Boards may consider starting a campaign for giving wide publicity to the usage of Amla and its planting in schools and other public premises and kitchen gardens for promotive and preventive health benefits. The SMPB should also give wide publicity to this through electronic and print media. The proposal for publicity and campaign work alongwith requirement of funds for the campaign as well as for distribution of plants may be submitted to NMPB for assistance. In the meantime, during the current financial year, the SMPB may be advised to initiate the campaign from the funds available to them as a part of the nucleus centre fund. On its part, the NMPB is also arranging to have campaign through electronic and print media nationally.

5. The roadmap for the campaign in your State may kindly be prepared and submitted to NMPB for immediate assistance, if any required. The SMPB may be entrusted the responsibility of organizing and coordinating the activities for this campaign.

With regards,

Yours sincerely

(B.S. Sajwan)

Copy to: All SMPBs

National Campaign on Amla

Background – Need for the campaign

Amla (*Phyllanthus emblica*) is one of the most valuable Indian medicinal plant with antioxidant properties and is a very rich source of Vitamin 'C'. It is the main ingredient of *Chyawanprash* and *Trifla* – the two most popular Ayurvedic preparations. Amla is also said to be the only fruit which can cure *Tridosas of vatta, pitta* and *kapha* as per the Ayurvedic texts.

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In view of the aforesaid, it is now proposed to launch a campaign to promote usage and planting of Amla in schools where this can provide nutrition and promotive health care benefits to school children.

Period

During the next 3 months, taking advantage of the planting season as well as the start of new Academic Session.

Organisations to be involved

1. State Medicinal Plants Boards (SMPBs)
2. State Forest Departments
3. State Social Forestry Directorates
4. Schools, Colleges
5. AYUSH colleges, Universities/Hospitals/Dispensaries
6. Allopathic medical colleges/hospitals
7. Other organizations like Jails etc.
8. Civil Society Organisations/NGOs
9. Universities

The activity will be coordinated by State Medicinal Plants Boards (SMPBs). A letter in this connection has already been sent to all the State Medicinal Plants Boards (SMPBs).

Activities

1. Media campaign at the National level (both print and electronic) to be organized by NMPB.
2. Media campaign at the State level to be organized by SMPBs.
3. Planting of Amla in schools and other public premises.
4. Distribution of Amla seedlings to public.
5. Organising functions to highlight the importance of Amla at the State level by inviting VIPs to such functions.
6. Bringing out brochures and leaflets on the benefits of Amla.

States to be initially involved

1. Andhra Pradesh
2. Chhatisgarh
3. Gujarat
4. Jammu & Kashmir
5. Kerala
6. Madhya Pradesh
7. Maharashtra
8. Tamilnadu
9. Rajasthan

The programme will thereafter be extended to other states.

Financing

State Medicinal Plants Boards (SMPBs) have been asked to submit proposal for financial assistance for the programme. The activities in most of the states, however, can be started using the funds available with the SMPBs or under the existing projects.
