

MINISTRY OF AYUSH COMPILED MEDIA REPORT
01 Jan, 2025 - 02 Jan, 2025

 **Total Mention 17**

 Print	Financial	Mainline	Regional	Periodical
17	1	14	2	N/A

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Hindu Business Line	Get fit	Pune + 9	4
2.	The Times of India	13 new quarantine centres to be established at int'l airports	Kochi	16
3.	The Times of India	Adopting the slow life new year	Chandigarh	1
4.	The Times of India	ICMR lists test musts at facilities	Chandigarh	1, 16
5.	Hindustan Times	AI, longevity, and beyond: A glimpse into 2025 wellness trends	Mumbai + 3	2
6.	Hindustan Times	AI, LONGGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS	Delhi	4
7.	The Morning Standard	Fit Bit	Delhi	2
8.	The Morning Standard	How can I track progress effectively without obsessing over the scale	Delhi	2
9.	The Morning Standard	Fit Bit	Delhi	2
10.	Deccan Chronicle	CEOs Need Mini Booster Breaks	Chennai	14
11.	The New Indian Express	WALL UPAVISTHA KONASANA	Chennai	2
12.	The New Indian Express	MAKING ZENSE OF LIFE	Bengaluru	3
13.	The New Indian Express	WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)	Bengaluru	2
14.	The New Indian Express	SAITHALYASANA	Chennai	1
15.	Punjab Express	138.34 cr Aadhaar numbers generated, 67 million Ayushman Bharat Health Accounts created	Chandigarh	6
16.	Dainik Bhaskar	Ayushman bima yojana ki mobile app launch	Chandigarh	2
17.	Veer Arjun	Ayurved mein upyogi vrikshon-paudhon ki buvai prakirtik padhati se ho to uski gunvata aur utpadan ja...	Delhi	12

The Hindu Business Line • 02 Jan • Ministry of Ayush

Get fit

4 • PG

77 • Sqcm

7726 • AVE

5K • Cir

Bottom Left

Pune • Chennai • Bengaluru • Ahmedabad • Kochi • Hyderabad • Chandigarh • Mumbai • Kolkata • Delhi

Get fit



The **Portl UltraGym** redefines home fitness with its compact, all-in-one design. Spanning just 2.4 sq ft, this innovative equipment offers over 150 exercises and five training modes, catering to diverse workout needs. Its resistance system, powered by Portl's proprietary Hydraulic and Electromagnetic Resistance System (H.E.R.S), allows users to digitally adjust weights between 0.5 kg and 70 kg for precision and ease. Integrated with a companion mobile app, the UltraGym enhances fitness routines through personalised plans, real-time performance tracking and guided workouts. This portability-focused solution eliminates the need for bulky traditional gym setups, making high-performance strength training accessible from the comfort of your home or while on the move. The Portl UltraGym combines technology, versatility and space efficiency and is priced ₹59,990.

The Times of India • 02 Jan • Ministry of Ayush

13 new quarantine centres to be established at int'l airports

16 • PG

1404 • Sqcm

393200 • AVE

210.4K • Cir

Middle Left

Kochi

13 new quarantine centres to be established at int'l airports

Move Part Of Preparedness For Future Pandemic Outbreaks

Durgesh Nandan Jha
@timesofindia.com

New Delhi: India is readying 13 new quarantine centres at international points of entry (airports). These centres will be used for isolating people travelling from other countries who have symptoms of a disease with the potential to cause an outbreak.

According to health ministry sources, the building of the quarantine centres is being funded by the Pradhan Mantri Ayushman Bharat Health Infrastructure Mission, (PM-ABHIM), a special programme launched by the Prime Minister in 2021. "The measures under the scheme focus on developing capacities of health systems and institutions across the continuum of care at all levels viz. primary, secondary, and tertiary and on preparing health systems in responding effectively to the current and future pandemics/disasters," a senior official of the health ministry said.



Centres will be used for isolating people travelling from other countries with symptoms of a disease having potential to cause outbreak

Quarantine is the separation and restriction of movement or activities of persons who are not ill but who are believed to have been exposed to infection, for the purpose of preventing transmission of diseases.

Experts say the Covid-19 pandemic, in which hundreds of people travelling from countries affected by the disease outbreak had to be quarantined, underscored the need for strengthening quarantine facilities and developing protocols to prevent such diseases from spreading. Senior officials in the health

ministry said the govt is also setting up 10 Biosafety Level-3 laboratories and 20 metropolitan surveillance units under PM-ABHIM. "For Bio-security preparedness and pandemic research and multi-sector, National institution and platform for One Health, 4 new BSL-3 and 2 BSL-4 laboratories are under construction," said one of the officials.

An expert group constituted by Niti Aayog to prepare a framework for future pandemic preparedness has suggested enacting separate legislation to handle public health crises.

The report titled 'Future Pandemic Preparedness and Emergency Response - A Framework for Action' said learning from the experience of Covid-19, the experts have realised that responding in the first 100 days (about 3 and a half months) of an outbreak is crucial for effective management.

"A separate Public Health Emergency Management Act (PHEMA) is proposed to facilitate the management of any public health crisis. The PHEMA can address various aspects beyond epidemics, including non-communicable diseases, disasters, and bio-terrorism, and should be in place for a developed country," it said. It will allow a comprehensive approach to health management, covering prevention, control, and disaster response, the report added.

"The Act would also provide for the creation of skilled public health cadres at national and state levels," it said.

The Times of India • 02 Jan • Ministry of Ayush
Adopting the slow life new year

1 • PG

490 • Sqcm

237610 • AVE

46.88K • Cir

Bottom Left

Chandigarh

Adopting the slow life this new year

Shourya Jha

There's been a conscious shift in Vineet Kalshetty's morning routine over the last few months. Now, the stock trader starts his day with a quiet bicycle ride through lush, palm-lined roads, a far cry from his once-hectic mornings filled with hurried coffees and early meetings. This new routine is part of adopting a slower, more intentional life. "I always thought success was tied to constant motion," Vineet reflects, adding, "But I've realised peace brings more clarity, purpose, and joy." This isn't a standalone case. Stepping away from a packed schedule for a slow life has become a trend among many young professionals.

#TalkingPoint

For years, success was tied to a paycheck and a title. But today's professionals are defining success differently with happiness, health, and a sense of balance

— Kasturi Subha, clinical psychologist



Shashank Sane

Escaping the hustle

"Many of us are stressed and burnt out due to the hectic work and hustle culture, which barely offers opportunities for self-care and personal growth. Pollution, overcrowding, and high cost of living also add to the dissatisfaction," shares Dr Aparna

Ramakrishnan, consultant psychiatrist at a Mumbai-based hospital. She adds, "A more relaxed environment, and low cost of living offer an opportunity to connect with nature and foster meaningful relationships in close-knit communities."

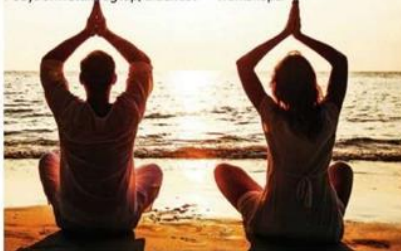
The appeal of slower living

RECLAIMING WELLNESS: Encourages practices like yoga, gardening, and mindful eating. "I now have time to enjoy a real breakfast," shares Vineet, adding, "Something as simple as a quiet meal can transform your day."

DEEPENING CONNECTIONS: A slower life allows people to cultivate deeper relationships, with family, friends, and even themselves. "For years, I hardly spent time with my children," says Shwetal Jagtap, a dentist

who shifted her work schedule to prioritise family. "Now, I schedule my work around their needs, not the other way around," she adds.

REDISCOVERING JOY: With less pressure to constantly achieve, people are rediscovering the things that make them happy - painting, playing music, or simply enjoying a quiet walk. "It's about finding joy in the little things," says Shreeraksha Vinod, who runs pottery workshops.



Decoding slow living

Slow living is not about doing less, but doing things with intention, about prioritising what truly matters. Whether it's savouring your morning coffee, investing time in hobbies, or spending meaningful moments with loved ones.

Embrace slow living

- Introduce simple habits, like taking a 15-minute walk or meditation
- Take digital breaks to reconnect with yourself
- Practice mindfulness in daily tasks
- Define your priorities

— Arjun Desai, a lifestyle coach

Challenges in slowing down

- Many feel pressure to 'keep up' with peers and overcoming guilt
- The slower rhythm can feel unfamiliar for those used to fast-paced routines
- Slowing down means redefining what success means to one

— Kasturi Subha, clinical psychologist

The Times of India • 02 Jan • Ministry of Ayush

ICMR lists test musts at facilities

1, 16 • PG

198 • Sqcm

95933 • AVE

46.88K • Cir

Bottom Center, Middle Left

Chandigarh

ICMR lists test musts at facilities

ICMR has developed a draft list of the minimum number and type of tests that should be available in a health facility, which will act as a guide for all govt-run centres. National Essential Diagnostics List has been put out in the public domain. **P16**

ICMR drafts list on tests to be available at health facilities

DurgeshNandan.Jha
@timesofindia.com

New Delhi: What are the minimum number and type of tests that should be available in a health facility?

The Indian Council for Medical Research (ICMR) has developed one such list that would soon act as a guide for all health facilities run by govt — from village-level health centres and Ayushman Arogya Mandirs (AAM) to district hospitals.

Called National Essential Diagnostics List (NEDL), the draft of which has been put out in public domain for stakeholder comments, suggests that even village-level health facilities should have at least nine types of diagnostic tests available. These include tests for diabetes, malaria, TB, HIV and syphilis. At Ayushman Arogya Mandirs, the draft guidelines suggest testing for Hepatitis B should be available in addition to the basic tests that are also available at village-level health facilities.

The draft guidelines suggest primary health centres (PHCs) should have diagnostic tests available for all common illnesses, including den-



The draft has been put out in public domain for comments

gue, Japanese Encephalitis and scrub typhus. X-ray and ECG machines should also be available at PHCs.

The proposed guidelines mandate availability of CT scan, MRI, mammography, and echocardiography at district-level health facilities. "The proposed guidelines are much needed, for timely diagnosis and treatment of illnesses. Currently, many health facilities being run in rural areas do not have even basic diagnostic facilities due to which people have to travel far to higher centres, where there is long waiting time, leading to the loss of crucial time in diagnosis and initiation of treatment. It can prove fatal in some cases," an expert said.

Hindustan Times • 02 Jan • Ministry of Ayush

AI, longevity, and beyond: A glimpse into 2025 wellness trends

2 • PG

603 • Sqcm

844150 • AVE

1.1M • Cir

Top Right

HT City

Mumbai • Noida • Gurugram • Chandigarh

LONGEVITY

A report by Global Wellness Index indicates that longevity will reach \$610 billion (over ₹5,232 lakh crore) by the end of this year. "Longevity will be huge, with breakthroughs in supplements, NAD drips, and muscle-building technologies," says cosmetologist Kiran Lohia. Anti-ageing supplements, fitness-tracking gadgets, and apps will be in high demand.



HEALTH on Thursday

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AI, LONGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS

2025 is set to bring personalised, tech-driven advancements in fitness and wellness, as predicted by experts. Here's a glimpse at the key trends to expect this year

PREVIEW
2025



VIRTUAL SESSIONS

The future of mental health care is virtual. "Therapists will deliver mental health services remotely using VR or AR," says Dr M Wali. Additionally, AI-powered chatbots will offer 24/7 instant support, solving problems like limited resources and the stigma of asking for help. These advancements will make support for mental health faster, easier to access, and more available to everyone.



ILLUSTRATIONS:
ADOBE STOCK



AGE-SPECIFIC WORKOUTS

Fitness trends will put a strong emphasis on age-specific workouts, focusing on the unique needs of individuals at different life stages. "Hormonal changes impact our body in many ways, so workouts must adapt," says wellness expert Vesna Pericevic Jacob. By tailoring exercise routines to match these changes, these workouts will help improve health, boost performance, and prevent injuries. The goal is smarter, personalised fitness that supports vitality and well-being as we age.

■ Navya Sharma

PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)



NATURAL REJUVENATION

A shift towards natural treatments stimulating the body's regenerative processes is indicated. Skin boosters and biostimulatory products, such as salmon DNA, PRF, and exosomes, will rise in popularity. "People want results that look real and are making their own collagen boosters. Plus, biostimulating injections will become increasingly popular," says Dr Geetika Mittal Gupta.



AI-DRIVEN WELLNESS

AI-driven wellness platforms are expected to revolutionise our approach to health. "Personalised wellness solutions powered by AI will become the norm," predicts Dr Manan Vora. By analysing data like genetics, lifestyle, and biomarkers, AI will provide tailored recommendations for fitness, nutrition, and mental well-being. This growing sector, with a projected market value of \$30.56 billion (₹262 lakh crore) by 2030.

Hindustan Times • 02 Jan • Ministry of Ayush

AI, LONGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS

4 • PG

641 • Sqcm

1282543 • AVE

3.43M • Cir

Top Right

HT City

Delhi

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**HT HEALTH**
on Thursday
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PREVIEW 2025 

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The Morning Standard • 02 Jan • Ministry of Ayush Fit Bit

2 • PG

602 • Sqcm

288869 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)

This is considered a restorative yoga pose. It is a great way to improve the flexibility of the leg muscles and the hips using the wall which looks difficult with the practise of the Seated Straddle Pose. This is a wide stretched leg pose on the wall, forming a V shape that helps to activate the hips and the hamstrings efficiently. It helps boost energy in the body and can be included in flow yoga sequences. This uses props to make the pose accessible and easier for people who do not have the needed strength, flexibility, or balance to do the same pose without props.

STEPS

- Start by sitting straight, facing the wall, with your buttocks close to it. Inhale, use your hands, and lie down on your back. Simultaneously, extend your legs up the wall in Viparita Karani. Slide back if you move away from the wall.
- Exhale and spread your palms on the floor near the hips. Maintain straight legs together on the wall and continue to breathe. Take a deep breath in, exhale, and allow your feet to fall to the sides, opening your legs into a wide V-shape on the wall, as in Uparivista Konasana.
- Use your hands to pull the legs down for a good stretch, without overstraining. Rest your arms on the floor, fingers together, and palms facing down. Stay here for six breaths or longer, but not more than three minutes. Feel the inner thigh stretch and the lower back firm against the mat. Keep the legs active with flexed feet.
- Keep your lower belly slightly engaged. Relax the neck, shoulders, and chest, allowing gravity to help deepen the stretch. Inhale to bring the legs together in Viparita Karani. Exhale, move your hips back, release the legs, place your

feet on the floor near the wall, and relax.

- Finish in Constructive Rest Pose as a counterpose.

BENEFITS

- Stretches and strengthens the leg muscles and improves blood circulation in the pelvic area.
- Reduces menstrual cramps and alleviates symptoms related to menopause.
- Improves flexibility of the hip adductors.
- Provides immediate relaxation to the hip and psoas muscles and calms the body and mind.
- Energises and strengthens the back.
- Relieves lower back pain by relaxing associated muscles.
- Strengthens the core, quadriceps, hips, and knees.
- Opens the pelvic joints and lengthens the spine.
- Activates the spine, chest, and abdomen, enhancing energy flow (prana).
- Stimulates the digestive and reproductive systems.
- Helps treat sexual impotency, lack of sexual arousal, and infertility.
- Regulates menstrual flow and eases menstrual cycles.
- Aids in managing Polycystic Ovary Syndrome (PCOS).

LIMITATIONS

- Avoid this pose if you are suffering from ankle, shoulder, hip, rib cage, pelvic, lower back, or knee injuries, or if you've had recent surgeries involving the hips, spine, or knees.
- Move slowly and control the legs as you place them on the wall.
- Pregnant women should elevate the lower back and hips using blankets or cushions.
- Practise under the guidance of a qualified yoga teacher.



By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

The Morning Standard • 02 Jan • Ministry of Ayush

How can I track progress effectively without obsessing over the scale

2 • PG

265 • Sqcm

127082 • AVE

300K • Cir

Middle Center

Delhi

**MISS-FIT**
Wanitha Ashok
The expert is a Fit India Movement ambassador and celebrity fitness coach

How can I track progress effectively without obsessing over the scale?

Weighing scale obsession is something that I see often among exercisers.

- Instead of focussing on the weighing scale results, focus on non-scale measurements like body measurements, progress photos, and clothing fit.
- When you start strength training, you gain lean muscle mass and bone density. This is a positive weight gain with an inch loss. Measure yourself with an inch of tape rather than a weighing scale. Track changes using tape at your waist, hip, and chest.
- Other ways to track your performance include tracking the weight lifted, reps completed, or time taken. Endurance tests include your performance in activities like walking, swimming, cycling or lifting.
- Monitor changes in your blood lipid profiles, blood sugar, blood pressure, sleep quality, duration, or consistency. Wear fitness trackers or smart watches to monitor your activity levels, sleep, and other health metrics.



The Morning Standard • 01 Jan • Ministry of Ayush Fit Bit

2 • PG

593 • Sqcm

284651 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

SAITHALYASANA

(ANIMAL RELAXATION POSE)

This pose is revered for its ability to promote physical and mental relaxation while preparing the body for deeper yoga practices. It is a gentle yoga pose that offers deep stretching and relaxation benefits through a sequence of movements designed to improve flexibility, release tension, and enhance overall well-being. Saithalyasana is suitable for practitioners of all levels and can be incorporated into a yoga routine to prepare the body and mind for meditation and other asanas. It cultivates a sense of calmness within the body and mind. As a foundational pose, it sets the stage for a deeper exploration of yoga postures and meditation techniques, making it an integral part of any yoga practice.

STEPS

- Sit in Dandasana to begin the pose.
- Fold your left knee and place the sole of the left foot against the inner right thigh.
- Bend your right knee and place the sole of the right foot outside the right buttock.
- This position resembles Bharadvaja Twist Pose II but with the right hip in external rotation.
- Inhale deeply and turn your torso to face the left thigh.
- Exhale as you stretch both arms along the sides of the left thigh, bending your body toward the bent leg.
- Stretch your arms as far as comfortable while grounding the sit bones.
- Hold the pose for six breaths, gently moving forward from the hips and shoulders with each exhalation.
- To release, inhale as you lift your head and chest, raising your arms upward.
- Return to Dandasana and relax.
- Repeat the pose with the opposite leg.
- Conclude in Staff Pose Hands Back Variation to relax and surrender.

BENEFITS

- Deeply stretches and strengthens the arms, neck, knees, and pelvis.
- Improves flexibility and tones abdominal muscles, especially

beneficial for postnatal women.

- Strengthens the lower back and spinal muscles while eliminating hunching issues.
- Enhances hip flexibility, which benefits gymnasts or aerobic practitioners.
- Activates deep breathing, engaging intercostal muscles and the diaphragm.
- Improves energy flow (prana) by clearing blocked channels.
- Encourages focus and alignment, making it easier to surrender into the pose.
- Balances body, mind, and breath, paving the way for meditation.
- Stimulates Muladhara Chakra (security and stability), Vishuddha Chakra (self-expression and confidence), and Svadhisthana and Manipura Chakras (creativity, power, and wisdom).
- Aids in efficient digestion.
- Addresses menstrual disorders such as PCOD or painful periods.
- Can help alleviate anxiety and depression when practiced with proper guidance.

LIMITATIONS

- People with the following conditions should avoid this pose: Injuries or surgeries in the arms, neck, back, hips, knees, abdominal area, or spine; severe spondylitis, hernia, or diastasis recti; pregnant women, postnatal women, or those with stomach infections or organ issues; asthma or a lack of body-breath connection.
- Supporting the hips or head with a blanket or block can be considered for additional comfort.



By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

Deccan Chronicle • 02 Jan • Ministry of Ayush

CEOs Need Mini Booster Breaks

14 • PG

1437 • Sqcm

1538043 • AVE

1.15M • Cir

Top Center

Chennai Chronicle

Chennai



“I BELIEVE THAT ANYONE IN A LEADERSHIP ROLE MUST ENGAGE IN A PASSION OR AN ACTIVITY THAT NOT ONLY KEEPS THEM FIT AND HEALTHY BUT ALSO ACTS LIKE FUEL TO THEIR DRIVE AND DETERMINATION.”

— DHIRAJ TEJWANI,
CEO, YODA

DIVERSE PURSUITS

It isn't always about the mini breaks between work that prove to do wonders but an active pursuit of some activity that helps keep the mind and body engaged. Many CEOs take mini breaks by reading books, pursuing a hobby, engaging in sports or adapting to holistic modes of therapy and meditation. Dhiraj shares his fondness for swimming and table tennis. “I truly believe that anyone in a leadership role must engage in a passion or an activity that not only keeps them fit and healthy but also acts like fuel to their drive and determination.”

Dhiraj points out that wellness retreats too are a safe haven for high-performing individuals, who otherwise may not think of taking breaks in their busy schedules.

Many wellness retreats cater specifically to CEOs, CMOs and others who work in high-pressure roles. “The most valuable lesson I took away from these retreats is the importance of discipline,” says Dhiraj, adding, “Growth and scaling are impossible without discipline.”

KEEP IT SIMPLE

The idea of CEOs taking breaks isn't to add to the already existing stress but to unwind, declutter and jump back on track. Such breaks serve as pathways and building blocks for the smoother running of body, mind, and soul. Not to forget the business part. Udit quips, “It's all about not feeling exhausted or burnt out, that's important.” After all, the CEO is the internal and external face of a company in good times and bad!

ROSEINA COUTINHO

Running a company is not easy. No wonder most chief executive officers (CEOs) of big companies work 24x7 and are reeling under tremendous pressure. However, many CEOs are now trying to strike a work-life balance by taking small breaks. Many are hitting the pause button to unwind, pursue a hobby, take a wellness break and then bounce back to work. Experts suggest that regular breaks help those working in high-pressure roles to enhance their cognitive functioning and make the office culture more conducive and work-friendly.

RESET-REWIND

Dhiraj Tejwani, Chief Executive Officer aka CEO, Youth Organisation in Defence of Animals (YODA) calls it “Reset and rejuvenate.” He claims that small breaks help him to step back and clear the clutter. Work pressure can lead to burnout, thereby affecting one's creativity, productivity, and strategic thinking. Dhiraj opines that disconnecting from such situations is as imperative as jumping back into them with the same gusto and energy. Disconnecting allows high-performing individuals to revisit the same situation with a newer perspective. “My go-to activities involve long walks, going for a

CEOs Need Mini Booster Breaks

As work gets demanding, many CEOs take a quick break to engage in activities that help them unwind, declutter and bounce back



good swim or simply spending time in solitude.” Moments of introspection often help a person to recharge.

INEVITABLE GRIND

While CEOs are the ultimate power in their companies, most of them put in 15-17 hours of heavy work. A few years ago,

car lovers and media persons were flabbergasted when Harald Krüger, former CEO of BMW fainted during a German motor show.

Udit Goenka, Founder & CEO of TinyCheque, admits that taking a break from a tedious schedule as such is not even a distant thought in the first few years of any start-up. However,

“EVERY WORKING PROFESSIONAL, CEO OR ANY SHOULD ENGAGE IN AN ACTIVITY THAT THEY ALIGN WITH, FROM HITTING THE GYM TO SWIMMING OR SIMPLY BY CYCLING OR GOING FOR LONG WALKS”

— UDIT GOENKA,
Founder CEO, TinyCheque

he believes that it is important to slow down a bit and focus on mental well-being. Udit shares how the last 12 months have been extremely exhausting for him but he had little to no choice but to get going. “I got back into music. I would spend at least an hour and a half dedicated to my health and an hour with family along with getting a minimum of eight hours of sleep.” This small change has been a positive game-changer.

The New Indian Express • 02 Jan • Ministry of Ayush WALL UPAVISTHA KONASANA

2 • PG

701 • Sqcm

925069 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

WALL UPAVISTHA KONASANA

(WALL STRADDLE POSE)

This is considered as a restorative yoga pose. It is a great way to improve the flexibility of the leg muscles and the hips using the wall which otherwise might be difficult with the practice of Seated Straddle Pose. This is a wide stretched leg pose on the wall, forming a V shape that helps to activate the hips and the hamstrings in an efficient way. It helps boost energy in the body and therefore it can be included in flow yoga sequences. This uses props to make the pose accessible and easier for students who may not have the needed strength, flexibility or balance to do the same pose without props.

STEPS

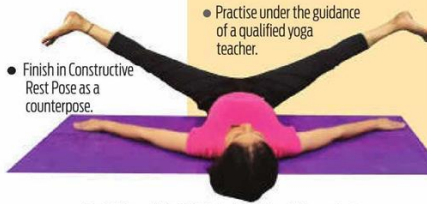
- Place your yoga mat close to the wall. Begin by sitting straight, facing the wall, with your buttocks close to it. Inhale, use your hands, and lie down on your back. Simultaneously, sweep or extend your legs up the wall in Viparita Karani (Legs Up The Wall). Slide back if you move away from the wall.
- Exhale completely, spread your palms on the floor near the hips. Maintain straight legs together on the wall, continue to breathe. Take a deep breath in, exhale, and allow your feet to fall to the sides, opening your legs into a wide V-shape on the wall, as in Uparivastha Konasana.
- Use your hands to pull the legs down for a good stretch, without overstraining. Rest your arms on the floor, fingers together, palms facing down. Stay here for about six breaths or longer, but not more than three minutes. Feel the inner thigh stretch and the lower back firm against the mat. Keep the legs active with flexed feet.
- Keep your lower belly slightly engaged. Relax the neck, shoulders, and chest, allowing gravity to help deepen the stretch. Inhale to bring the legs together in Viparita Karani. Exhale, move your hips back, release the legs, place your feet on the floor near the wall, and relax.
- Finish in Constructive Rest Pose as a counterpose.

BENEFITS

- Stretches and strengthens the leg muscles and improves blood circulation in the pelvic area.
- Promotes fresh blood supply to muscles supporting reproductive organs.
- Reduces menstrual cramps and alleviates symptoms related to menopause.
- Improves flexibility of the hip adductors.
- Provides immediate relaxation to the hip and psoas muscles and calms the body and mind.
- Energises and strengthens the back.
- Relieves lower back pain by relaxing associated muscles.
- Stretches the inner thigh and groin muscles.
- Strengthens the core, quadriceps, hips, and knees.
- Opens the pelvic joints and lengthens the spine.
- Activates the spine, chest, and abdomen, enhancing energy flow (prana).
- Stimulates the digestive and reproductive systems.
- Helps treat sexual impotency, lack of sexual arousal, and infertility.
- Regulates menstrual flow and eases menstrual cycles.
- Aids in managing Polycystic Ovary Syndrome (PCOS).
- Promotes confidence by balancing hormones.
- Pregnant women can use this pose to open the hips in the third trimester, facilitating easier delivery.

LIMITATIONS

- Avoid this pose if you have ankle, shoulder, hip, rib cage, pelvic, lower back, or knee injuries, or if you've had recent surgeries involving the hips, spine, or knees.
- Move slowly and control the legs as you place them on the wall.
- Pregnant women should elevate the lower back and hips using blankets or cushions.
- Practise under the guidance of a qualified yoga teacher.



By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

The New Indian Express • 02 Jan • Ministry of Ayush
MAKING ZENSE OF LIFE

3 • PG

1316 • Sqcm

1315516 • AVE

177.8K • Cir

Top Center

City Express

Bengaluru

APARNA NAIR

FORMER UN Secretary-General Dag Hammarskjöld was working late at night, when he felt something amiss. There was a stillness lurking, yet there was none in him and around him. The thought hit him hard, prompting him to rush to the quiet room in the UN, a space dedicated to solitude and contemplation. Inside the room, Dag felt the space not reflecting the silence that is absent on the streets and thirsting to come out and fill the room. He wanted to create an ambience, a bridge between the vastness of the space above and the limitations of the world below – a reminder of the idea of a supreme power worshipped by many in whatever form and whatever way. That was in 1957.

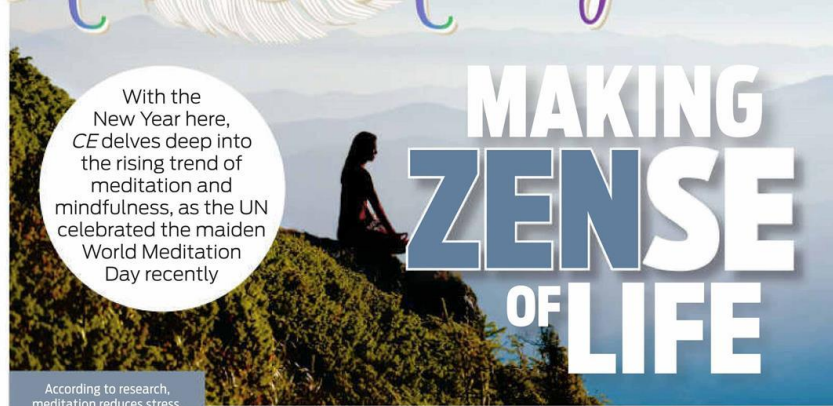
Now, 67 years later, the UN has gone a step ahead and taken this quietude beyond the spiritual to one of wellness and wellbeing. Akin to the Yoga Day it instituted on June 21, the UN has now set aside a day for what the quiet room stood for: time within one's own self, and celebrated the maiden edition of World Meditation Day recently. With a new year here, *CE* aims to motivate its readers to take on this practice, and talks to practitioners who share how meditation has helped them.

Yoga trainer Aleena Saju took up meditation, when she was going through a low phase during her college days in Mangaluru. "I had a friend who had

taken up yoga modules which gave importance to meditation. I too took up the same and life has transformed for me," she says. Ashvin K, a Chennai resident says, "I began meditating during my temple visits, spending 20-25 minutes focusing on the area between my eyebrows. It gave me a profound sense of calm. I've continued this practice for two years now, and it has been instrumental in relieving my daily stress."

Meanwhile, Simple Jain, a fashion designer and meditation practitioner, had an almost identical experience to Dag's. She, too, felt a lack in her life and surroundings. And like Ashvin, she too visited temples, offered prayers and silently sat in open spaces to find answers, but in vain. In 2015, one of her clients took her to a meditation retreat – Pyramid Spiritual Societies Movement (PSSM). "I had attended a few meditation and yoga camps earlier, but this one was different. I sat there for 45 minutes and all my suppressed emotions came out. I started crying and my body shivered. That is when I understood the power of meditation," she says.

Dr A Chandan, a dermatologist, says, "I've been meditating for years, but I started practising Sushumna Kriya Yoga for the past month, dedicating 7, 14, 21, or even 49 minutes at a time. This method has been more effective than others I've tried. The process involves closing the eyes, chanting 'Om' 21 times, breathing deeply 14 times, and then focusing on the



According to research, meditation reduces stress, improves focus, alleviates anxiety and depression, enhances sleep quality. It contributes to better physical health, including lowering blood pressure

spot between your eyebrows. It leaves me feeling relaxed and energised in the morning. My concentration has improved, and my brain fog has reduced."

There is a steady increase in those opting for meditation and yoga. While there are offline facilities offering such sessions, meditation has made a huge mark on social media too, especially after the pandemic period, with apps being launched promising guided meditation

classes and prompts for personal meditation schedules. "I had signed up for Headspace, an app for meditation. It offers guided sessions and lectures. I am now looking for such an app in Malayalam for my mother. Instagram and Facebook are also flooded with reels about meditation and its positives. Probably why my mother is interested," says Prakriti C Chandran, a techie.

However, according to Natarajan, a yoga guru, it is not a quick fix for everything. "Meditation is different for different people and is a journey of the self towards its own self. Hence, it takes time. Many do not spare time to sit in meditation; they want to experience it on a sev-

en-day camp. It doesn't work that way. Nowadays, not many can sit quietly for 10 minutes. So, more people taking it up does not mean they are into meditation," he says.

Many often don't choose meditation, despite interest, due to lack of time, says Dr Smitha Pillai of Five Points Yoga Studio in Kochi. Instead, she adds, people go for other activities for immediate results due to lack of time, but they do not have long-term benefits.

"We can make them aware how meditation helps with understanding themselves. We encourage those seeking our counsel to start with 10 minutes. Once this progress is settled, they will dive into it more.

The idea is to introduce the concept slowly," Jain explains.

Sharing her experience, Jain says, physically meditation improves sleep with a better pattern, reduces stress and tension, and enhances concentration boosting performance. Mentally, it gives a sense of inner calm and awareness. Emotionally, it helps us understand the source of our emotions and manage them. Financially, there is clarity in making sound decisions. "After practising meditation every day, I was up and about. I started my small business and made better decisions," she notes.

According to Saju, mindfulness and meditation are more about an attitude that brings a

BENEFITS OF MEDITATION

- Reduces anxiety, stress, body temperature, respiratory rate, lifestyle disorders, improves memory, general intelligence
- Enhances the functioning of the prefrontal cortex
- Reduces jerky reactions and instils calmness
- Improves awareness, reduces impact of past trauma and future concerns

total transformation. "It may appear tough but once into it, the taste of it will never let us leave it. It happened to me," she says.

Jain believes that the core of meditation is spreading oneness. "Once you get a deeper understanding of self, you want its (meditation) benefits to reach others. That is the reason for the rise in videos and guides on meditation available on the Internet," she says.

Urging the younger generation to make this practice a habit, Jain shares, "The new generation is the pillar of the world. If they inculcate this habit early in life, the fruits will be larger, wider and more beneficial. Hence, they should have two-three meditation classes as part of their course/syllabus in their institutions," she concludes.

In 2025, let's take up a new goal to sit still, and tap into our inner self for some peace and quiet.

(Inputs from Aashna Reddy, Sonu M Kothari)

The New Indian Express • 02 Jan • Ministry of Ayush WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)

2 • PG

642 • Sqcm

642237 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)

This is considered as a restorative yoga pose. It is a great way to improve the flexibility of the leg muscles and the hips using the wall which otherwise might be difficult with the practice of Seated Straddle Pose. This is a wide stretched leg pose on the wall, forming a V shape that helps to activate the hips and the hamstrings in an efficient way. It helps boost energy in the body and therefore it can be included in flow yoga sequences. This uses props to make the pose accessible and easier for students who may not have the needed strength, flexibility or balance to do the same pose without props.

STEPS

- Place your yoga mat close to the wall. Begin by sitting straight, facing the wall, with your buttocks close to it. Inhale, use your hands, and lie down on your back. Simultaneously, sweep or extend your legs up the wall in Viparita Karani (Legs Up The Wall). Slide back if you move away from the wall.
- Exhale completely, spread your palms on the floor near the hips. Maintain straight legs together on the wall, continue to breathe. Take a deep breath in, exhale, and allow your feet to fall to the sides, opening your legs into a wide V-shape on the wall, as in Uparivista Konasana.
- Use your hands to pull the legs down for a good stretch, without overstraining. Rest your arms on the floor, fingers together, palms facing down. Stay here for about six breaths or longer, but not more than three minutes. Feel the inner thigh stretch and the lower back firm against the mat. Keep the legs active with flexed feet.
- Keep your lower belly slightly engaged. Relax the neck, shoulders, and chest, allowing gravity to help deepen the stretch. Inhale to bring the legs together in Viparita Karani. Exhale, move your hips back, release the legs, place your feet on the floor near the wall, and relax.
- Finish in Constructive Rest Pose as a counterpose.

BENEFITS

- Stretches and strengthens the leg muscles and improves blood circulation in the pelvic area.
- Promotes fresh blood supply to muscles supporting reproductive organs.
- Reduces menstrual cramps and alleviates symptoms related to menopause.
- Improves flexibility of the hip adductors.
- Provides immediate relaxation to the hip and psoas muscles and calms the body and mind.
- Energises and strengthens the back.
- Relieves lower back pain by relaxing associated muscles.
- Stretches the inner thigh and groin muscles.
- Strengthens the core, quadriceps, hips, and knees.
- Opens the pelvic joints and lengthens the spine.
- Activates the spine, chest, and abdomen, enhancing energy flow (prana).
- Stimulates the digestive and reproductive systems.
- Helps treat sexual impotency, lack of sexual arousal, and infertility.
- Regulates menstrual flow and eases menstrual cycles.
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The New Indian Express • 01 Jan • Ministry of Ayush

SAITHALYASANA

1 • PG

687 • Sqcm

907454 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

SAITHALYASANA

(ANIMAL RELAXATION POSE)

This pose is revered for its ability to promote physical and mental relaxation while preparing the body for deeper yoga practices. It is a gentle yoga pose that offers deep stretching and relaxation benefits through a sequence of movements designed to improve flexibility, release tension, and enhance overall well-being. Saithalyasana is suitable for practitioners of all levels and can be incorporated into a yoga routine to prepare the body and mind for meditation and other asanas. It cultivates a sense of calmness within the body and mind. As a foundational pose, it sets the stage for a deeper exploration of yoga postures and meditation techniques, making it an integral part of any yoga practice.

STEPS

- Sit in Dandasana to begin the pose.
- Fold your left knee and place the sole of the left foot against the inner right thigh.
- Bend your right knee and place the sole of the right foot outside the right buttock.
- This position resembles Bharadvaja Twist Pose II, but with the right hip in external rotation.
- Inhale deeply and turn your torso to face the left thigh.
- Exhale as you stretch both arms along the sides of the left thigh, bending your body toward the bent leg.
- Stretch your arms as far as comfortable while grounding the sit bones.
- Hold the pose for 4-6 breaths, gently moving forward from the hips and shoulders with each exhalation.
- To release, inhale as you lift your head and chest, raising your arms upward.
- Return to Dandasana and relax.
- Repeat the pose with the opposite leg.
- Conclude in Staff Pose Hands Back Variation to relax and surrender.

BENEFITS

- Deeply stretches and strengthens the arms, neck, knees, and pelvis.
- Improves flexibility and tones abdominal muscles, especially beneficial for postnatal women.
- Strengthens the lower back and spinal muscles while eliminating hunching issues.
- Enhances hip flexibility, which benefits gymnasts or aerobic practitioners.
- Activates deep breathing, engaging intercostal muscles and the diaphragm.
- Improves energy flow (prana) by clearing blocked channels.
- Encourages focus and alignment, making it easier to surrender into the pose.
- Balances body, mind, and breath, paving the way for meditation.
- Stimulates Muladhara Chakra (security and stability), Vishuddha Chakra (self-expression and confidence), and Svadhisthana and Manipura Chakras (creativity, power, and wisdom).
- Aids in efficient digestion.
- Addresses menstrual disorders such as PCOD or painful periods.
- Can help alleviate anxiety and depression when practiced with proper guidance.

LIMITATIONS

- Students with the following conditions should avoid this pose: Injuries or surgeries in the arms, neck, back, hips, knees, abdominal area, or spine; severe spondylitis, hernia, or diastasis recti; pregnant women, postnatal women, or those with stomach infections or organ issues; asthma or a lack of body-breath connection.
- Supporting the hips or head with a blanket or block can be considered for additional comfort.



By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

Punjab Express • 01 Jan • Ministry of Ayush

138.34 cr Aadhaar numbers generated, 67 million Ayushman Bharat Health Accounts created

6 • PG

527 • Sqcm

105465 • AVE

348.98K • Cir

Bottom Right

Chandigarh

138.34 cr Aadhaar numbers generated, 67 million Ayushman Bharat Health Accounts created

At least 138.34 crore Aadhaar numbers have been generated so far, while 67 million Ayushman Bharat Health Account (ABHA) numbers have also been created, the Ministry of Electronics and IT said in its year-end review on Tuesday.

India's Digital Public Infrastructure (DPI) drives accessible and secure public services, transforming the digital economy.

Key achievements include 138.34 crore Aadhaar numbers being generated. The Unified Payments Interface (UPI) achieved 15,547 crore transactions worth Rs 223 lakh crore from January to November this year, 'showcasing its transformative impact on financial transactions' in India.

In line with the government's vision of paperless governance, Digi Locker has become a revolutionary platform for the issuance and verification of documents.

"With over 37 crore registered users, Digi Locker has transformed the way citizens access and authenticate their documents," said the ministry.

Unified Mobile Application for New-Age Governance (UMANG) is another key initiative aimed at simplifying access to government services.

With over 7.12 crore users, UMANG has streamlined the way citizens engage with government services.

UMANG is available in



Year End 2024

23 multilingual languages (for top 100 services), including English and Hindi. As of now, UMANG offers about 2,077 services from 207 departments of the Central and state governments, the ministry informed.

India's digital infrastructure has undergone a transformative evolution in recent years, positioning the country as a global leader in digital adoption.

With a rapidly expanding digital economy, driven by innovations in Cloud Computing, Artificial Intelligence (AI), Machine Learning (ML), and digital governance, India's infrastructure is continuously evolving to meet the growing demands of the public and private sectors.

According to the ministry, the National Informatics Centre (NIC) has established state-of-the-art National Data Centres (NDC) in cities like Delhi, Pune, Bhubaneswar, and Hyderabad, providing robust cloud services to government ministries, state governments, and public sector undertakings (PSUs).

At NDC, storage capacity has been expanded to approximately 100PB, including All Flash Enterprise Class Storage, Object Storage, and Unified Storage.

Additionally, around 5,000-odd servers are deployed to support various cloud workloads.

Another state-of-the-art NDC (Tier-III) of 200 Racks expandable to 400 Racks is being established at Guwahati, Assam.

Digital Infrastructure for Knowledge Sharing (DIKSHA), is the world's largest education platform. As on July 22, 2024, 556.37 crore learning sessions have been imparted using DIKSHA. It has achieved 17.95 crore course enrolments and 14.37 crore course completions.

The CSCs initiative, managed by the MeitY, has played a vital role in bringing e-services to rural India.

As of October 2024, over 5.84 lakh CSCs are operational across the country, including 4.63 lakh at the Gram Panchayat level, the initiative has facilitated the delivery of more than 800 services ranging from government schemes to education, telemedicine, and financial services.

IANs

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Dainik Bhaskar • 01 Jan • Ministry of Ayush
Ayushman bima yojana ki mobile app launch

2 • PG

90 • Sqcm

111730 • AVE

446.92K • Cir

Bottom Center

Chandigarh

आयुष्मान बीमा योजना की मोबाइल एप लॉन्च

चंडीगढ़ | सेहत मंत्री डॉ. बलबीर सिंह ने मंगलवार को एंड्रॉइड मोबाइल एप्लिकेशन स्टेट हेल्थ एजेंसी पंजाब लॉन्च की। अब सभी अपने मोबाइल के माध्यम से 'आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा' योजना के लिए अपनी पात्रता की आसानी से जांच कर सकते हैं। यह एप योजना से संबंधित सूचीबद्ध सरकारी और निजी अस्पतालों की जानकारी भी प्रदान करता है। मंत्री ने कहा कि पंजाब में आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के तहत 1.68 करोड़ लाभार्थी पंजीकृत हैं।

Veer Arjun • 01 Jan • Ministry of Ayush

Ayurved mein upyogi vrikshon-paudhon ki buvai prakirtik padhati se ho to uski gunvata aur utpadan ja...

12 • PG

385 • Sqcm

28907 • AVE

60K • Cir

Bottom Right

Delhi

आयुर्वेद में उपयोगी वृक्षों- पौधों की बुवाई प्राकृतिक पद्धति से हो तो उसकी गुणवत्ता और उत्पादन ज्यादा बेहतर होगा: राज्यपाल देवव्रत

गांधी नगर (पवन आश्री)। गुजरात के राज्यपालश्री आचार्य देवव्रतजी ने आज कहा आयुर्वेद में उपयोगी वनस्पतियों, औषधीय वृक्षों-पौधों की बुवाई और संरक्षण प्राकृतिक कृषि पद्धति से हो तो उसकी गुणवत्ता ज्यादा बेहतर होगी और उत्पादन में भी बढ़ोतरी होगी। आयुर्वेद व्यासपीठ संस्था के गुजरात राज्य के अग्रणियों के साथ हुई बैठक में राज्यपालश्री ने सुझाव दिया कि प्राकृतिक खेती करने वाले किसान औषधीय वृक्षों और पौधों की बुवाई में विशेष रूचि लें, यह समय की मांग है।

भारत में आयुर्वेद क्षेत्र में सेवा, संशोधन और शिक्षण कार्य में सक्रिय आयुर्वेद व्यासपीठ संस्था- गुजरात राज्य के अग्रणियों ने राजभवन में राज्यपालश्री आचार्य देवव्रतजी से शुभेच्छा मुलाकात की। राज्यपालश्री ने आयुर्वेद की विशेष चिकित्सा पद्धतियों के बारे में विचार-विमर्श किया। मानव निर्माण सबसे महान कार्य है। गर्भ संस्कार और स्वर्णप्राशन से इस दिशा में



योग्य कार्य हो रहा है। आयुर्वेद के आहार शास्त्र का बालकों को बचपन से शिक्षण और जानकारी देने पर राज्यपालश्री आचार्य देवव्रतजी ने बल दिया। शुद्ध, पौष्टिक और स्वास्थ्यप्रद आहार के महत्व पर मार्गदर्शन देते हुए उन्होंने कहा कि बचपन की खान-पान की अच्छी आदतें पूरा जीवन सुधार देती हैं।

आयुर्वेद की विभिन्न चिकित्सा पद्धतियों पर वैज्ञानिक संशोधन होने चाहिए। आयुर्वेद प्रेक्टिस करते वैद्य इसके लिए आवश्यक डेटाबेज तैयार करें और आयुर्वेद से होने वाली चिकित्सा का योग्य प्रचार-प्रसार हो, इसके लिए भी राज्यपालश्री आचार्य देवव्रतजी ने मार्गदर्शन दिया।