Ministry of Ayush

565 Mentions

Date Range : 01 Jan, 2025 - 31 Jan, 2025

Overview



Total Mention

Print Article	565



Total Reach

Print Reach	306.44M

S.No	News_Paper	Date	Keyword	Title	Medium	Reach
1	Biospectrum	Jan 31, 2025	Ministry of Ayush	Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027	PRINT	399.99K
2	Biospectrum	Jan 31, 2025	Ministry of Ayush	RSSDI study lays focus on Yoga and Diabetes Prevention	PRINT	399.99K
3	The Indian Express	Jan 31, 2025	Ministry of Ayush	International Ayurveda Congress in Pune on Feb 1-2	PRINT	89.5K
4	The Morning Standard	Jan 31, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
5	The Times of India	Jan 31, 2025	Ministry of Ayush	In a 1st, state to offer ayurveda & yogic science degree	PRINT	3.52M
6	Business Standard	Jan 31, 2025	Ministry of Ayush	Dabur to hike prices of toothpaste, fruit juices	PRINT	89.49K
7	Business Standard	Jan 31, 2025	Ministry of Ayush	Dabur to hike prices of toothpaste, fruit juices	PRINT	89.49K
8	The New Indian Express	Jan 31, 2025	Ministry of Ayush	Free health camp tomorrow	PRINT	177.8K
9	The Times of India	Jan 31, 2025	Ministry of Ayush	In a first, state to offer yogic science & ayurveda degree	PRINT	1.05M
10	Business Standard	Jan 31, 2025	Ministry of Ayush	Dabur to hike prices of toothpaste, fruit juices	PRINT	19.8K
11	The Hindu Tamil	Jan 31, 2025	Ministry of Ayush	Siddha Medicine Exhibition in Tambaram	PRINT	416.52K
12	The Pioneer	Jan 31, 2025	Ministry of Ayush	Freebies could push Delhi to fiscal. disaster	PRINT	275K
13	The Pioneer	Jan 31, 2025	Ministry of Ayush	Vote for BJP in Delhi irrespective of candidates: Rajnath	PRINT	275K
14	Nav Rashtra	Jan 31, 2025	Ministry of Ayush	The trickery of bogus doctors	PRINT	500.5K
15	Mumbai Tarun Bharat	Jan 31, 2025	Ministry of Ayush	Ayushman Bharat' health scheme became lifeline	PRINT	17.73K
16	Maharashtra Times	Jan 31, 2025	Ministry of Ayush	Circular about Surya Namaskar taken back	PRINT	1.3M
17	The Times of India	Jan 31, 2025	Ministry of Ayush	In a first, state to offer yogic science & ayurveda degree	PRINT	1.05M
18	Hindustan Times	Jan 30, 2025	Ministry of Ayush	#thatshot	PRINT	1.1M
19	The Morning Standard	Jan 30, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
20	The Morning Standard	Jan 30, 2025	Ministry of Ayush	Suggest some exercises to prevent fatigue and pain in my fingers caused by hours of typing	PRINT	300K
21	The New Indian Express	Jan 30, 2025	Ministry of Ayush	TADASANA TWIST ARMS SHOULDER LEVEL	PRINT	246.4K
22	Mint	Jan 30, 2025	Ministry of Ayush	Budget 2025: Shaping India's tech future	PRINT	45K
23	Business Standard	Jan 30, 2025	Ministry of Ayush	Struggles, adaptations & hope for India's small biz	PRINT	89.49K
24	Business Standard	Jan 30, 2025	Ministry of Ayush	5 YRS SINCE INDIA'S 1ST COVID CASE: STRUGGLES, ADAPTATIONS, & HOPE FOR SMALL BUSINESSES	PRINT	89.49K
25	Business Standard	Jan 30, 2025	Ministry of Ayush	5 YRS SINCE INDIA'S 1ST COVID CASE: STRUGGLES, ADAPTATIONS, & HOPE FOR SMALL BUSINESSES	PRINT	33.2K
26	The New Indian Express	Jan 30, 2025	Ministry of Ayush	TADASANA TWIST ARMS SHOULDER LEVEL (MOUNTAIN POSE TWIST ARMS SHOULDER LEVEL)	PRINT	177.8K
27	Business Standard	Jan 30, 2025	Ministry of Ayush	5 YRS SINCE INDIA'S 1ST COVID CASE : STRUGGLES, ADAPTATIONS, &HOPE FOR SMALL BUSINESSES	PRINT	27.82K
28	Amar Ujala	Jan 30, 2025	Ministry of Ayush	Ayushman card ka farzeewada pakadane ke liye pure punjab mein hoga audit	PRINT	368.8K
29	Pudhari	Jan 30, 2025	Ministry of Ayush	Dhootpapeshwar 'Swamala' now available in four variants	PRINT	347.1K

30	Business Standard	Jan 30, 2025	Ministry of Ayush	Struggles, adaptations & hope for India's small biz	PRINT	19.8K
31	Divya Bhaskar	Jan 30, 2025	Ministry of Ayush	This yogasana reduces hair breakage and fall	PRINT	316.29K
32	Bizz Buzz	Jan 30, 2025	Ministry of Ayush	85.97 mn people avail Rs 1.2L-cr treatment under PM-JAY	PRINT	N/A
33	The New Indian Express	Jan 29, 2025	Ministry of Ayush	ARDHA PASCHIMOTTANSANA CHAIR	PRINT	246.4K
34	Bizz Buzz	Jan 29, 2025	Ministry of Ayush	Rise of Ayush driving India turn a health tourism hub	PRINT	N/A
35	The Morning Standard	Jan 29, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
36	Free Press Journal	Jan 29, 2025	Ministry of Ayush	AYUSH drawing foreigners	PRINT	251.68K
37	The Morning Standard	Jan 29, 2025	Ministry of Ayush	Nurses have not been given their rightful place in India: Preetha Reddy	PRINT	300K
38	Free Press Journal	Jan 29, 2025	Ministry of Ayush	Following SOPs essential to prevent spread of GBS	PRINT	251.68K
39	Mid Day	Jan 29, 2025	Ministry of Ayush	Mukhya dwar se baahar... Now what	PRINT	1.5M
40	Dainik Bhaskar	Jan 29, 2025	Ministry of Ayush	Ayushman card mein farziwada SAFU ne 145 farzi card pakade 32 private hospitals ko showcose notice	PRINT	446.92K
41	The New Indian Express	Jan 29, 2025	Ministry of Ayush	ARDHA PASCHIMOTTANASANA CHAIR (HALF SEATED FORWARD BEND POSE CHAIR)	PRINT	177.8K
42	The New Indian Express	Jan 28, 2025	Ministry of Ayush	DHANURASANA BOLSTER UNDER HIPS	PRINT	246.4K
43	Loksatta	Jan 28, 2025	Ministry of Ayush	Complaints about misleading claims in advertisements of Ayurvedic medicines	PRINT	272.51K
44	The Morning Standard	Jan 28, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
45	The Daily Guardian	Jan 28, 2025	Ministry of Ayush	Ayushman Bharat: 600 Haryana hospitals threaten to stop services	PRINT	N/A
46	The Hindu	Jan 28, 2025	Ministry of Ayush	Will the FY26 Budget reverse the decline in social sector spending	PRINT	956.08K
47	The Indian Express	Jan 28, 2025	Ministry of Ayush	Will stop treatment if dues not cleared': 600 private hospitals warn Haryana govt	PRINT	175.5K
48	Hindustan Times	Jan 28, 2025	Ministry of Ayush	Why details of spending on ads, schemes not filed, HC asks Punjab	PRINT	267.13K
49	Punjab Kesari	Jan 28, 2025	Ministry of Ayush	IMT kharkonda ki taraj par pradesh mein banege 10 ati aadhunik udhyogik sehar :Naib saini	PRINT	867.98K
50	Dainik Jagran	Jan 28, 2025	Ministry of Ayush	Niji hospitals ko do din mein milegi ayushman yojana ka bakaya rashi	PRINT	107.62K
51	The Hindu	Jan 28, 2025	Ministry of Ayush	Getting drunk, on homoeopathy	PRINT	245K
52	The Hindu	Jan 28, 2025	Ministry of Ayush	Getting drunk, on homoeopathy	PRINT	682.81K
53	The New Indian Express	Jan 28, 2025	Ministry of Ayush	DHANURASANA BOLSTER UNDER HIPS (BOW POSE BOLSTER UNDER HIPS)	PRINT	177.8K
54	Dainik Tribune	Jan 28, 2025	Ministry of Ayush	3 February se ayushman yojana ke tehat ilaaz nahi karege hospital	PRINT	58.7K
55	Dainik Tribune	Jan 28, 2025	Ministry of Ayush	Niji hospitals ka 400 crore bakaya ilaaz band karne ki chetavani	PRINT	58.7K
56	Amar Ujala	Jan 28, 2025	Ministry of Ayush	Yoga Tips	PRINT	564.4K
57	Dina Karan	Jan 28, 2025	Ministry of Ayush	MARINA BEACH YOGA TRAINING	PRINT	1.45M
58	Prahar	Jan 28, 2025	Ministry of Ayush	Homeopathy is the need of the hour for a healthy life	PRINT	215K
59	Dainik Tribune	Jan 28, 2025	Ministry of Ayush	Private Bank dues 400ce.	PRINT	39.91K

60	Prahar	Jan 28, 2025	Ministry of Ayush	Vaidya Sane Ayurveda Laboratories Limited aka 'Madhavbagh' Founder, Chairman Dr. Rohit Sane	PRINT	215K
61	Dainik Tribune	Jan 28, 2025	Ministry of Ayush	from 3rd Feb Ayushman Card not aplicable in hospitals	PRINT	39.91K
62	Mumbai Tarun Bharat	Jan 28, 2025	Ministry of Ayush	Inconceivable physical speed	PRINT	17.73K
63	The Hans India	Jan 27, 2025	Ministry of Ayush	Backbone of Maoists broken in C'garh	PRINT	390.49K
64	Mayapuri	Jan 27, 2025	Ministry of Ayush	Know 5 special things about Krishna Shroff on his birthday	PRINT	375K
65	The New Indian Express	Jan 27, 2025	Ministry of Ayush	TADASANA HINDOLASANA	PRINT	246.4K
66	The Morning Standard	Jan 27, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
67	The Pioneer	Jan 27, 2025	Ministry of Ayush	A UNION WITH THE SELF	PRINT	634.42K
68	The Pioneer	Jan 27, 2025	Ministry of Ayush	Spiritual Health and Architecture	PRINT	634.42K
69	The New Indian Express	Jan 27, 2025	Ministry of Ayush	TADASANA HINDOLASANA (STANDING CRADLE POSE)	PRINT	177.8K
70	Dainik Tribune	Jan 26, 2025	Ministry of Ayush	Thekedaro ke 500 crore bakaya kaam band karne ki chetawani	PRINT	58.7K
71	Nav Rashtra	Jan 26, 2025	Ministry of Ayush	Chitampalli, Ashok Saraf awarded 'Padma Shri	PRINT	500.5K
72	Maharashtra Times	Jan 26, 2025	Ministry of Ayush	Padma' award for achievement	PRINT	1.3M
73	Aaple Mahanagar	Jan 26, 2025	Ministry of Ayush	Padma Bhushan to Manohar Joshi, Pankaj Udas	PRINT	375K
74	Navshakti	Jan 26, 2025	Ministry of Ayush	Padma Vibhushan to Manohar Joshi, Pankaj Udhas	PRINT	419.55K
75	Dainik Savera	Jan 26, 2025	Ministry of Ayush	Ayushman card yojana sanjeevni Tarun chugh	PRINT	40.03K
76	The New Indian Express	Jan 25, 2025	Ministry of Ayush	TADA BADDHA MALASANA	PRINT	246.4K
77	Bizz Buzz	Jan 25, 2025	Ministry of Ayush	How India can achieve 'insurance for all' by 2047	PRINT	N/A
78	Bizz Buzz	Jan 25, 2025	Ministry of Ayush	Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone	PRINT	N/A
79	The Pioneer	Jan 25, 2025	Ministry of Ayush	AIMTC urges government to address challenges faced by transport sector	PRINT	268.96K
80	The Pioneer	Jan 25, 2025	Ministry of Ayush	Insurers expect tax benefits, concessions for healthcare sector in Union Budget	PRINT	268.96K
81	The Daily Guardian	Jan 25, 2025	Ministry of Ayush	NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER	PRINT	N/A
82	The Morning Standard	Jan 25, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
83	The Pioneer	Jan 25, 2025	Ministry of Ayush	More than 1.21 lakh devotees availed Ayush services	PRINT	275.94K
84	The Pioneer	Jan 25, 2025	Ministry of Ayush	AIMTC urges government to address challenges faced by transport sector	PRINT	634.42K
85	Mid Day	Jan 25, 2025	Ministry of Ayush	Celebrating life at Kala Ghoda	PRINT	1.5M
86	The Pioneer	Jan 25, 2025	Ministry of Ayush	More than 1.21 lakh devotees availed Ayush services	PRINT	634.42K
87	Deshbandhu	Jan 25, 2025	Ministry of Ayush	Savein launch welness platform	PRINT	325.52K
88	The Economic Times	Jan 25, 2025	Ministry of Ayush	Patanjali Recalls Chilli Powder, Offers Refund	PRINT	1.1M
89	The Week	Jan 25, 2025	Ministry of Ayush	Letters	PRINT	1.03M

90	Nav Rashtra	Jan 25, 2025	Ministry of Ayush	Yoga asanas organized on the occasion of Republic Day	PRINT	500.5K
91	The Morning Standard	Jan 24, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
92	Ajit Samachar	Jan 24, 2025	Ministry of Ayush	Ayushman aarogya kender main mamta divas manaya	PRINT	177.4K
93	The Asian Age	Jan 24, 2025	Ministry of Ayush	Snack Size Health Bites	PRINT	389.96K
94	The Daily Guardian	Jan 24, 2025	Ministry of Ayush	Haryana first state to include Yoga in curriculum for classes 1-10: Governor	PRINT	N/A
95	Pune Mirror	Jan 24, 2025	Ministry of Ayush	Patient alleges deceit by ayurveda doctor	PRINT	340.74K
96	The Pioneer	Jan 24, 2025	Ministry of Ayush	Ayushman Bharat best of all schemes, says Amit Shah	PRINT	275K
97	Punjab Express	Jan 24, 2025	Ministry of Ayush	Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh	PRINT	348.98K
98	The New Indian Express	Jan 23, 2025	Ministry of Ayush	6% hike in raw jute MSP approved	PRINT	134.51K
99	The New Indian Express	Jan 23, 2025	Ministry of Ayush	UTTHITA TRIKONASANA	PRINT	246.4K
100	The Hans India	Jan 23, 2025	Ministry of Ayush	BJP vs AAP: A Political Showdown in Delhi Elections	PRINT	390.49K
101	The Hans India	Jan 23, 2025	Ministry of Ayush	India on track to meet SDG health targets well ahead of 2030: Govt	PRINT	390.49K
102	The Morning Standard	Jan 23, 2025	Ministry of Ayush	I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What ...	PRINT	300K
103	The Morning Standard	Jan 23, 2025	Ministry of Ayush	6% hike in raw jute MSP approved	PRINT	300K
104	The Hindu	Jan 23, 2025	Ministry of Ayush	Is the government encouraging 'crosspathy	PRINT	956.08K
105	The Hindu	Jan 23, 2025	Ministry of Ayush	National Health Mission has curbed several public health concerns, says Centre's report	PRINT	956.08K
106	The Morning Standard	Jan 23, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
107	The Hindu	Jan 23, 2025	Ministry of Ayush	Is the government encouraging 'crpsspathy	PRINT	1.4M
108	The New Indian Express	Jan 23, 2025	Ministry of Ayush	Utthita Trikonasana	PRINT	177.8K
109	Mid Day	Jan 23, 2025	Ministry of Ayush	Run for the environment	PRINT	1.5M
110	The Hindu	Jan 23, 2025	Ministry of Ayush	Is the government encouraging 'crosspathy	PRINT	682.81K
111	The Tribune	Jan 23, 2025	Ministry of Ayush	Cabinet extends NHM for 5 years	PRINT	92.25K
112	The Hindu	Jan 23, 2025	Ministry of Ayush	National Health Mission has curbed several public health concerns, says Centre's report	PRINT	682.81K
113	Business Standard (Hindi)	Jan 23, 2025	Ministry of Ayush	Rashtriye health mission ko 5 saal bhadaya	PRINT	15.51K
114	The Times of India	Jan 23, 2025	Ministry of Ayush	24x7 health centres across country on anvil	PRINT	4.69M
115	The Tribune	Jan 23, 2025	Ministry of Ayush	Listen to your body	PRINT	92.25K
116	The New Indian Express	Jan 23, 2025	Ministry of Ayush	Vajrasana on toes	PRINT	177.8K
117	Business Standard (Hindi)	Jan 23, 2025	Ministry of Ayush	Nationak Health Mission will contiue for 5 years	PRINT	26.42K
118	Deccan Chronicle	Jan 23, 2025	Ministry of Ayush	Cabinet extends NHM by 5 years	PRINT	2.55M
119	The Tribune	Jan 23, 2025	Ministry of Ayush	Cabinet extends NHM for 5 years	PRINT	893.04K

120	Amar Ujala	Jan 23, 2025	Ministry of Ayush	5 saal aur bada rastriye swasth mission	PRINT	368.8K
121	The New Indian Express	Jan 22, 2025	Ministry of Ayush	TRIKONASANA PREP ARMS UP	PRINT	246.4K
122	Bizz Buzz	Jan 22, 2025	Ministry of Ayush	Are we pushing rural India into debt trap with loans against properties	PRINT	N/A
123	The Morning Standard	Jan 22, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
124	The Hindu	Jan 22, 2025	Ministry of Ayush	In second manifesto, BJP promises free education	PRINT	956.08K
125	The New Indian Express	Jan 22, 2025	Ministry of Ayush	Trikonasana Prep arms	PRINT	177.8K
126	The Hindu Tamil	Jan 22, 2025	Ministry of Ayush	T.N. politicians will eat beef but mock cow urine: Tamilisai	PRINT	416.52K
127	Daily Thanti	Jan 22, 2025	Ministry of Ayush	INDIAN MEDICAL COUNCIL HEOMEOPATHY COURES HEAVY COMPATIONS	PRINT	2M
128	Aaj Samaj	Jan 22, 2025	Ministry of Ayush	Haryana mein yog ayog av ayush vibhag ki aor se schools mein karvaya jaa raha surya namaskar ka pras...	PRINT	898.28K
129	Morning News	Jan 22, 2025	Ministry of Ayush	Alumni meet on 7th on the 50th anniversary of Ayurveda Institute	PRINT	188.32K
130	Kalakaumudi	Jan 21, 2025	Ministry of Ayush	Kerala achieved historical advantage	PRINT	600K
131	The New Indian Express	Jan 21, 2025	Ministry of Ayush	SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)	PRINT	246.4K
132	The Hindu	Jan 21, 2025	Ministry of Ayush	How does welfare politics translate into votes	PRINT	956.08K
133	The Morning Standard	Jan 21, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
134	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	45K
135	The Daily Guardian	Jan 21, 2025	Ministry of Ayush	Yoga to reduce stress and anxiety	PRINT	N/A
136	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	55K
137	The New Indian Express	Jan 21, 2025	Ministry of Ayush	SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER	PRINT	177.8K
138	Virat Vaibhav	Jan 21, 2025	Ministry of Ayush	Ayu ki pretyek awastha mein behtar jivan jine ka pramanik marg hai ayurved: CM Mohan Yadav	PRINT	625K
139	Deshabhimani	Jan 21, 2025	Ministry of Ayush	Ayush treatment: Kerala is above national average	PRINT	303.15K
140	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	465K
141	Mint	Jan 21, 2025	Ministry of Ayush	Women, skip the bro-split and try the flow-split	PRINT	465K
142	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	355K
143	The Times of India	Jan 21, 2025	Ministry of Ayush	Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses	PRINT	1.27M
144	The Hindu	Jan 21, 2025	Ministry of Ayush	Court gives 24-year-old woman death sentence in murder case	PRINT	682.81K
145	The Daily Guardian	Jan 21, 2025	Ministry of Ayush	Yoga to reduce stress and anxiety	PRINT	N/A
146	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	465K
147	Mint	Jan 21, 2025	Ministry of Ayush	High on hype: Is it still the rise of CBD products in India	PRINT	75K
148	The Economic Times	Jan 21, 2025	Ministry of Ayush	PM Internship Phase 2: Offers Sought from 220 More Companies	PRINT	102.04K
149	Navshakti	Jan 21, 2025	Ministry of Ayush	Anytime Fitness office opened in Mumbai	PRINT	419.55K

150	The Pioneer	Jan 21, 2025	Ministry of Ayush	J-K LG Sinha registers himself for organ donation	PRINT	275K
151	Maharashtra Times	Jan 21, 2025	Ministry of Ayush	Ayurvedic doctors also have rights	PRINT	1.3M
152	Janayugam	Jan 21, 2025	Ministry of Ayush	Historical advantage for Kerala	PRINT	235K
153	The Indian Express	Jan 21, 2025	Ministry of Ayush	Jalandhar Civil Hospital to get state-of-the-art upgrade	PRINT	175.5K
154	Amar Ujala	Jan 21, 2025	Ministry of Ayush	Daily health capsule	PRINT	564.4K
155	Dainik Bhaskar	Jan 21, 2025	Ministry of Ayush	Pradesh mein panchkarma padhti se upchar ki aor badh raha logo ka rujhaan	PRINT	92.28K
156	Navbharat	Jan 21, 2025	Ministry of Ayush	Warrant issued against pharmaceutical company	PRINT	85K
157	Pudhari	Jan 21, 2025	Ministry of Ayush	Ayurveda Mahatsav to be held in Pune	PRINT	893.13K
158	Aaj Ka Anand	Jan 20, 2025	Ministry of Ayush	Diabetes Management in Ayurveda: It is important to follow the diet	PRINT	1.21M
159	Pioneer Hindi	Jan 20, 2025	Ministry of Ayush	Scientific research on Ayurvedic medicines is a commendable work: Dayashankar Mishra	PRINT	375K
160	Deccan Chronicle	Jan 20, 2025	Ministry of Ayush	HORMONE HEALERS	PRINT	1.15M
161	The New Indian Express	Jan 20, 2025	Ministry of Ayush	VAJRASANA ON TOES	PRINT	246.4K
162	The Asian Age	Jan 20, 2025	Ministry of Ayush	Hormone Healers	PRINT	389.96K
163	Mint	Jan 20, 2025	Ministry of Ayush	Why early stage consumer brands are foraying abroad	PRINT	465K
164	Mint	Jan 20, 2025	Ministry of Ayush	Why early stage consumer brands are foraying abroad	PRINT	75K
165	Business Standard	Jan 20, 2025	Ministry of Ayush	Number of schools in Delhi falls, e-buses soars	PRINT	89.49K
166	Mint	Jan 20, 2025	Ministry of Ayush	ABHA ID sign-up sought for all patients	PRINT	45K
167	The Hindu	Jan 20, 2025	Ministry of Ayush	Bailable arrest warrant issued against Ramdev, aide Balkrishna	PRINT	682.81K
168	The Pioneer	Jan 20, 2025	Ministry of Ayush	Insurance industry pivotal, says GIC Chairman	PRINT	634.42K
169	The Pioneer	Jan 20, 2025	Ministry of Ayush	OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES	PRINT	634.42K
170	The Morning Standard	Jan 20, 2025	Ministry of Ayush	VAJRASANA ON TOES	PRINT	300K
171	The Economic Times	Jan 20, 2025	Ministry of Ayush	Is a heated workout more effective	PRINT	420.14K
172	Business Standard	Jan 20, 2025	Ministry of Ayush	Number of schools in Delhi falls, e-buses soars	PRINT	89.49K
173	Mint	Jan 20, 2025	Ministry of Ayush	Why early stage consumer brands are foraying abroad	PRINT	465K
174	The Daily Guardian	Jan 20, 2025	Ministry of Ayush	Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral	PRINT	N/A
175	The Pioneer	Jan 20, 2025	Ministry of Ayush	Insurance industry pivotal, says GIC Chairman	PRINT	268.96K
176	The Tribune	Jan 20, 2025	Ministry of Ayush	Health Dept plans to relocate critical caremit out of Muktsar	PRINT	893.04K
177	Mint	Jan 20, 2025	Ministry of Ayush	Why early-stage consumer brands are foraying abroad	PRINT	125K
178	Mint	Jan 20, 2025	Ministry of Ayush	Why early-stage consumer brands are foraying abroad	PRINT	45K
179	The Economic Times	Jan 20, 2025	Ministry of Ayush	Is a heated workout more effective	PRINT	215.44K

180	Business Standard	Jan 20, 2025	Ministry of Ayush	Number of schools in Delhi falls, e-buses soars	PRINT	19.8K
181	The Hindu Tamil	Jan 20, 2025	Ministry of Ayush	IMA's new president Dileep warns against Ayurvedic homeopathy	PRINT	416.52K
182	Mumbai Chauffer	Jan 20, 2025	Ministry of Ayush	Clinical trial of Amrut Noni Ortho Plus successful	PRINT	510.65K
183	Dainik Bhaskar	Jan 20, 2025	Ministry of Ayush	Ab chatbot batayega nazdeeki ayushman se sambandh hospital, waha tak pahuchne ka rasta bhi bata dega	PRINT	92.28K
184	Dainik Bhaskar	Jan 20, 2025	Ministry of Ayush	Ayurvedic sugar powder, Mila metamorphin,Pharma company per Karravai ka Adesh.	PRINT	92.28K
185	The Times of India	Jan 19, 2025	Ministry of Ayush	New IMA head says mixopathy 'menace	PRINT	4.69M
186	The Times of India	Jan 19, 2025	Ministry of Ayush	IMA against integration of modern med system with alternative meds	PRINT	1.05M
187	The Pioneer	Jan 19, 2025	Ministry of Ayush	45% of population covered under Ayushman Bharat: Nadda	PRINT	275K
188	The Hans India	Jan 19, 2025	Ministry of Ayush	Delhi polls: Women voters top agenda of all 3 parties	PRINT	390.49K
189	The Hans India	Jan 19, 2025	Ministry of Ayush	Samsung's new initiative	PRINT	390.49K
190	Navbharat Times	Jan 19, 2025	Ministry of Ayush	Harmon	PRINT	2.68M
191	Amar Ujala	Jan 19, 2025	Ministry of Ayush	Daily health capsule	PRINT	564.4K
192	Dainik Jagran	Jan 19, 2025	Ministry of Ayush	Inqilab achievers aur hakeem Abdul Hameed excellence award samaroh mein hastiya sammanit	PRINT	1.14M
193	Mumbai Chauffer	Jan 19, 2025	Ministry of Ayush	Swamala' now available in 4 variants	PRINT	510.65K
194	Deccan Chronicle	Jan 18, 2025	Ministry of Ayush	Delhi: BJP vows Rs 2.5K for women, LPG Rs 500	PRINT	2.55M
195	Deccan Chronicle	Jan 18, 2025	Ministry of Ayush	SC STAYS ORDER ON AYUSHMAN BHARAT SCHEME	PRINT	2.55M
196	The New Indian Express	Jan 18, 2025	Ministry of Ayush	CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE	PRINT	246.4K
197	Yugmarg	Jan 18, 2025	Ministry of Ayush	Samsung introduces personal Health Records feature on Samsung Health app in India	PRINT	185K
198	Free Press Journal	Jan 18, 2025	Ministry of Ayush	Regulatory framework for AYUSH	PRINT	251.68K
199	Business Standard	Jan 18, 2025	Ministry of Ayush	Nykaa, Unilever moves may spur M&As in beauty market	PRINT	89.49K
200	Business Standard	Jan 18, 2025	Ministry of Ayush	Nykaa, Unilever moves may spur M&As in beauty market	PRINT	89.49K
201	Hindustan Times	Jan 18, 2025	Ministry of Ayush	SC stays Ayushman order for Delhi	PRINT	3.43M
202	The New Indian Express	Jan 18, 2025	Ministry of Ayush	CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE	PRINT	177.8K
203	The Tribune	Jan 18, 2025	Ministry of Ayush	Yoga leads to mental clarity	PRINT	92.25K
204	The Financial Express	Jan 18, 2025	Ministry of Ayush	BJP Delhi manifesto: Rs 2,500 for women, pension for elderly	PRINT	76.62K
205	The Times of India	Jan 18, 2025	Ministry of Ayush	The Closing Of The Indian Mind	PRINT	4.69M
206	The Hindu	Jan 18, 2025	Ministry of Ayush	BJP releases first part of manifesto for Delhi polls	PRINT	956.08K
207	Hindustan Times	Jan 18, 2025	Ministry of Ayush	SC stays HC directive for scheme in Capital	PRINT	267.13K
208	The Tribune	Jan 18, 2025	Ministry of Ayush	Yoga leads to mental clarity	PRINT	893.04K
209	Loksatta	Jan 18, 2025	Ministry of Ayush	Swamala Chyawanprash comes in four forms	PRINT	784.32K

210	Navshakti	Jan 18, 2025	Ministry of Ayush	Swamala is now available in 4 variants	PRINT	419.55K
211	Ajit Samachar	Jan 18, 2025	Ministry of Ayush	Ayushman bharat yojana desh ka sabse bada ghotala :Kejariwal	PRINT	177.4K
212	Punjab Kesari	Jan 18, 2025	Ministry of Ayush	Delhi mein philhaal lagu nahi ho sakegi Ayushman bharat yojana	PRINT	867.98K
213	Ajit Samachar	Jan 18, 2025	Ministry of Ayush	Delhi mein philhaal lagu nahi hogi ayushman bharat yojana	PRINT	177.4K
214	Telangana Today	Jan 18, 2025	Ministry of Ayush	BJP goes all out to woo woman voters	PRINT	440K
215	The Pioneer	Jan 18, 2025	Ministry of Ayush	Rs 2,500 monthly aid to women, Rs 21 K to expecting mothers	PRINT	275K
216	The Hans India	Jan 18, 2025	Ministry of Ayush	SC puts on hold Delhi HC order on Ayushman Bharat Scheme	PRINT	390.49K
217	Punjabi Jagran	Jan 18, 2025	Ministry of Ayush	Delhi ch ayushman yojana te hastakhsar karan te rok	PRINT	585.34K
218	Hindustan	Jan 18, 2025	Ministry of Ayush	Delhi mein ayushman yojana nahi	PRINT	1.53M
219	The Daily Guardian	Jan 18, 2025	Ministry of Ayush	Haryana government simplifies Ayushman Bharat Golden Card process	PRINT	N/A
220	Aaj Samaj	Jan 18, 2025	Ministry of Ayush	Delhi mein ayushman bharat swashthya yojna filhaal lagu nahi hogi	PRINT	898.28K
221	The Times of India	Jan 18, 2025	Ministry of Ayush	Try fun ways to get back in shape	PRINT	2.27M
222	The Statesman	Jan 18, 2025	Ministry of Ayush	SC stays HC order asking AAP govt to implement Ayushman Bharat scheme	PRINT	225K
223	Business Standard	Jan 18, 2025	Ministry of Ayush	Nykaa, Unilever moves may spur M&As in beauty market	PRINT	19.8K
224	Ajit	Jan 17, 2025	Ministry of Ayush	Zile ch 1,15,492 loka ne ayushman sehat bima yojana tehat 72.43 crore di cashless ilaaz suvida da li...	PRINT	1.06M
225	Free Press Journal	Jan 17, 2025	Ministry of Ayush	Swamala now available in 4 variants	PRINT	251.68K
226	The Morning Standard	Jan 17, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
227	The Pioneer	Jan 17, 2025	Ministry of Ayush	Centre keeps NEET-UG in pen-paper format	PRINT	268.96K
228	The Indian Express	Jan 17, 2025	Ministry of Ayush	Health department expedites generation of e-cards under health insurance scheme	PRINT	175.5K
229	The Daily Guardian	Jan 17, 2025	Ministry of Ayush	Winter skincare tips	PRINT	N/A
230	The Times of India	Jan 17, 2025	Ministry of Ayush	Rs72 crore cashless treatment provided to over 1L in Mohali	PRINT	46.88K
231	Jag Bani	Jan 17, 2025	Ministry of Ayush	Ayushman bima yojana 1 lakh 15 hazaar loka nu cashless ilaaz da labh	PRINT	124.76K
232	The Times of India	Jan 17, 2025	Ministry of Ayush	How to beget good progeny IIT-B to host event, stirs row	PRINT	4.69M
233	The Times of India	Jan 17, 2025	Ministry of Ayush	NEET-UG 2025 to continue in pen-paper mode: NTA	PRINT	1.27M
234	Punjab Kesari	Jan 17, 2025	Ministry of Ayush	Zile mein logo ko mila 72,43 crore ke cashless upchar ka labh	PRINT	867.98K
235	Navshakti	Jan 17, 2025	Ministry of Ayush	Government Homeopathy College to Pimpalgaon Khurd instead of Sangaon	PRINT	419.55K
236	Mumbai Chauffer	Jan 17, 2025	Ministry of Ayush	Government Homeopathy College in Kagal taluka will be established at Pimpalgaon Khurd instead of San...	PRINT	510.65K
237	Amar Ujala	Jan 17, 2025	Ministry of Ayush	Daily Health Capsul	PRINT	564.4K
238	Navbharat Times	Jan 17, 2025	Ministry of Ayush	iCAINE promote innovation start up in Ayurved	PRINT	2.68M
239	Sakal	Jan 17, 2025	Ministry of Ayush	Let us witness the 'Ayush Mahakumbh'!	PRINT	2.89M

240	Deccan Chronicle	Jan 16, 2025	Ministry of Ayush	SUPERFIT WEEKEND WARRIORS	PRINT	1.15M
241	Ajit	Jan 16, 2025	Ministry of Ayush	Camp doran ayushmann te aabha ayushmann card banaye	PRINT	1.06M
242	The New Indian Express	Jan 16, 2025	Ministry of Ayush	VASISTHASANA (SIDE PLANK POSE)	PRINT	246.4K
243	Millenniumpost	Jan 16, 2025	Ministry of Ayush	May initiate contempt action if states, UTs non compliant against misleading ads: SC	PRINT	750K
244	Mint	Jan 16, 2025	Ministry of Ayush	CORPORATE BUZZ	PRINT	45K
245	Hindustan Times	Jan 16, 2025	Ministry of Ayush	SWEAT SMARTR NOT LONGER: ALL ABOUT MICRO WORKOUTS	PRINT	3.43M
246	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	44.5K
247	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	12.4K
248	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	131.35K
249	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	32.08K
250	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	195.42K
251	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	40.13K
252	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	63.5K
253	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	57.88K
254	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	53.22K
255	The Hindu Business Line	Jan 16, 2025	Ministry of Ayush	To boost exports to $1 billion by 2030, Centre launches National Turmeric Board	PRINT	5K
256	The Hindu	Jan 16, 2025	Ministry of Ayush	Misleading ads: SC warns States, U.T.s against laxity	PRINT	682.81K
257	Mint	Jan 16, 2025	Ministry of Ayush	To commemorate Makar Sankranti...	PRINT	465K
258	Mint	Jan 16, 2025	Ministry of Ayush	To commemorate Makar Sankranti MDNIY.....	PRINT	465K
259	Mint	Jan 16, 2025	Ministry of Ayush	To commemorate Makar Sankranti MDNIY,	PRINT	75K
260	The Morning Standard	Jan 16, 2025	Ministry of Ayush	FIT BIT	PRINT	300K
261	The Morning Standard	Jan 16, 2025	Ministry of Ayush	Recently, a woman drank too much water and was hospitalised, what is the optimum water intake	PRINT	300K
262	The New Indian Express	Jan 16, 2025	Ministry of Ayush	VASISTHASANA (SIDE PLANK POSE)	PRINT	177.8K
263	Hindustan Times	Jan 16, 2025	Ministry of Ayush	SWEAT SMARTER NOT LONGER: ALL ABOUT MICRO WORKOUTS	PRINT	267.13K
264	Hindustan Times	Jan 16, 2025	Ministry of Ayush	SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS	PRINT	4.88M
265	Hindustan Times	Jan 16, 2025	Ministry of Ayush	SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS	PRINT	650K
266	Hindustan Times	Jan 16, 2025	Ministry of Ayush	SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS	PRINT	60K
267	Millenniumpost	Jan 16, 2025	Ministry of Ayush	May initiate contempt action if states, UTs non compliant against misleading ads: SC	PRINT	350K
268	The Pioneer	Jan 16, 2025	Ministry of Ayush	SC warns states, UTs of contempt proceedings	PRINT	275K
269	Amar Ujala	Jan 16, 2025	Ministry of Ayush	Dawa ne doctor ayush mission mein marijo ko kaise milega ilaaz	PRINT	368.8K

270	Mans World	Jan 15, 2025	Ministry of Ayush	Ace The Mane Game	PRINT	460K
271	The Morning Standard	Jan 15, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
272	Hindustan Times	Jan 15, 2025	Ministry of Ayush	AAP blocked Centre's Ayushman Bharat: BJP	PRINT	3.43M
273	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	130K
274	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	90K
275	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	40K
276	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	76.62K
277	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	147.14K
278	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	175K
279	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	49.87K
280	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	147.14K
281	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	79.18K
282	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	176.59K
283	The Financial Express	Jan 15, 2025	Ministry of Ayush	Sat Kartar IPO subscribed 316.02 times on final day	PRINT	50.96K
284	The Pioneer	Jan 15, 2025	Ministry of Ayush	Kumbh to boost UP's revenue by RS2 Lakh Crore	PRINT	268.96K
285	The Tribune	Jan 15, 2025	Ministry of Ayush	Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis	PRINT	92.25K
286	Pioneer Hindi	Jan 15, 2025	Ministry of Ayush	India has the potential to double turmeric production to 20 lakh tonnes in five years: Goyal	PRINT	375K
287	The New Indian Express	Jan 15, 2025	Ministry of Ayush	NAVASANA VARIATION 1 (BOAT POSE VARIATION 1)	PRINT	177.8K
288	The Daily Guardian	Jan 15, 2025	Ministry of Ayush	J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES	PRINT	N/A
289	Jag Bani	Jan 15, 2025	Ministry of Ayush	Ayushmann bharat pradhan mantri jan arogya tehat dita jave sehat bime da labh :Agarwal	PRINT	124.76K
290	Dainik Savera	Jan 15, 2025	Ministry of Ayush	Ayushmann bharat pradhan mantri jan arogya yojana ko punjab mein sucharu dhang se chalane ke liye cm...	PRINT	40.03K
291	Punjabi Jagran	Jan 15, 2025	Ministry of Ayush	Ayushmann card banaun layi camp laya	PRINT	585.34K
292	Amar Ujala	Jan 15, 2025	Ministry of Ayush	500 people done Surya Namaskar together	PRINT	564.4K
293	The Morning Standard	Jan 14, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
294	Business Standard	Jan 14, 2025	Ministry of Ayush	Krav Maga Packs A Punch For Self-Defence In India	PRINT	89.49K
295	Hindustan Times	Jan 14, 2025	Ministry of Ayush	Under BJP govt, Odisha joins Ayushman Bharat	PRINT	3.43M
296	Business Standard	Jan 14, 2025	Ministry of Ayush	KRAV MAGA PACKS A PUNCH FOR SELF-DEFENCE IN INDIA	PRINT	89.49K
297	Yugmarg	Jan 14, 2025	Ministry of Ayush	Beneficiaries getting free treatment facility under Ayushman, Chirayu Yojana: Uttam Singh	PRINT	185K
298	Hindustan Times	Jan 14, 2025	Ministry of Ayush	Under BJP govt, Odisha joins Ayushman Bharat	PRINT	267.13K
299	Business Standard	Jan 14, 2025	Ministry of Ayush	KRAV MAGA PACKS A PUNCH FOR SELF-DEFENCE IN INDIA	PRINT	19.8K

300	The New Indian Express	Jan 14, 2025	Ministry of Ayush	GUPTA PADMASANA	PRINT	246.4K
301	Maharashtra Times	Jan 14, 2025	Ministry of Ayush	It is important to be healthy overall	PRINT	1.3M
302	Nav Rashtra	Jan 14, 2025	Ministry of Ayush	Central government takes note of hair loss in Buldhana	PRINT	860K
303	The New Indian Express	Jan 14, 2025	Ministry of Ayush	GUPTA PADMASANA (HIDDEN LOTUS POSE)	PRINT	177.8K
304	Virat Vaibhav	Jan 14, 2025	Ministry of Ayush	Jeevan ko lekar ayurved, yog aur nathpanth ki manyata ek: Yogi	PRINT	625K
305	The Pioneer	Jan 13, 2025	Ministry of Ayush	MANAGE PAIN WITH YOGA	PRINT	268.96K
306	The Morning Standard	Jan 13, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
307	The New Indian Express	Jan 13, 2025	Ministry of Ayush	SIMHASANA HANDS UNDER LEGS	PRINT	246.4K
308	The New Indian Express	Jan 13, 2025	Ministry of Ayush	Diplomatic benefits of Yoga	PRINT	246.4K
309	The Indian Express	Jan 13, 2025	Ministry of Ayush	Adopt villages to help solve issue of migration, Dhami tells diaspora	PRINT	175.5K
310	The Morning Standard	Jan 13, 2025	Ministry of Ayush	Insider Track	PRINT	300K
311	The Hans India	Jan 13, 2025	Ministry of Ayush	WHAT HMPV INCIDENCE TELLS US	PRINT	390.49K
312	Business Standard	Jan 13, 2025	Ministry of Ayush	Hail the freelance economy!	PRINT	89.49K
313	Business Standard	Jan 13, 2025	Ministry of Ayush	Hail the freelance economy!	PRINT	89.49K
314	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	47.5K
315	The Pioneer	Jan 13, 2025	Ministry of Ayush	MANAGE PAIN WITH YOGA	PRINT	634.42K
316	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	125K
317	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	40.13K
318	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	195.42K
319	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	57.88K
320	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	32.08K
321	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	5K
322	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	44.5K
323	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	53.22K
324	The Hindu Business Line	Jan 13, 2025	Ministry of Ayush	My five	PRINT	63.5K
325	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	355K
326	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	45K
327	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	465K
328	Hindustan Times	Jan 13, 2025	Ministry of Ayush	Pending payments from Hry, UT set to add to patients pain at GMCH-32	PRINT	267.13K
329	The Times of India	Jan 13, 2025	Ministry of Ayush	NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off	PRINT	4.69M

330	Mint	Jan 13, 2025	Ministry of Ayush	The lessons in long walks and reading	PRINT	465K
331	The Indian Express	Jan 13, 2025	Ministry of Ayush	Adopt villages to help solve issue of migration, Dhami tells diaspora	PRINT	388.5K
332	The New Indian Express	Jan 13, 2025	Ministry of Ayush	Diplomatic benefits of Yoga	PRINT	177.8K
333	The New Indian Express	Jan 13, 2025	Ministry of Ayush	SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)	PRINT	177.8K
334	Mint	Jan 13, 2025	Ministry of Ayush	The Lessons in long walks and reading	PRINT	75K
335	Business Standard	Jan 13, 2025	Ministry of Ayush	Hail the freelance economy!	PRINT	19.8K
336	Amar Ujala	Jan 13, 2025	Ministry of Ayush	Bjp ke satta main aate hi Odisha ne apnaya Ayushman, ab Delhi Bangal bache	PRINT	368.8K
337	Mumbai Tarun Bharat	Jan 13, 2025	Ministry of Ayush	Electro committed to homeopathy	PRINT	17.73K
338	Hindustan Times	Jan 12, 2025	Ministry of Ayush	Buldhana's 'bald virus' not fungal: Prelim reports	PRINT	1.1M
339	The New Indian Express	Jan 12, 2025	Ministry of Ayush	A Traditional Guide to Healing	PRINT	246.4K
340	Navbharat Times	Jan 12, 2025	Ministry of Ayush	When Lung get week	PRINT	2.68M
341	The New Indian Express	Jan 11, 2025	Ministry of Ayush	TADASANA GOOLF CHAKRA	PRINT	246.4K
342	The Morning Standard	Jan 11, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
343	The Morning Standard	Jan 11, 2025	Ministry of Ayush	Transformative Health Trends 2025	PRINT	300K
344	The Daily Guardian	Jan 11, 2025	Ministry of Ayush	Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chya...	PRINT	N/A
345	The New Indian Express	Jan 11, 2025	Ministry of Ayush	TADASANA GOOLF CHAKRA (STANDING ANKLE ROTATION)	PRINT	177.8K
346	The Times of India	Jan 11, 2025	Ministry of Ayush	Maintain a fitness calendar, set goals: Make your resolutions last	PRINT	2.27M
347	Dina Malar	Jan 11, 2025	Ministry of Ayush	New High to Organic Items	PRINT	882.2K
348	Dainik Bhaskar	Jan 11, 2025	Ministry of Ayush	Ayurved-Homeopathy ke doctor alopathy se karte the ilaaj	PRINT	92.28K
349	The Morning Standard	Jan 10, 2025	Ministry of Ayush	FIT BIT	PRINT	300K
350	The Pioneer	Jan 10, 2025	Ministry of Ayush	How India's healthcare sector is accelerating towards Viksit Bharat 2047	PRINT	268.96K
351	The Pioneer	Jan 10, 2025	Ministry of Ayush	How India's healthcare sector is accelerating towards Viksit Bharat 2047	PRINT	634.42K
352	The Pioneer	Jan 10, 2025	Ministry of Ayush	How India's healthcare sector is accelerating towards Viksit Bharat 2047	PRINT	275K
353	Dainik Savera	Jan 10, 2025	Ministry of Ayush	Ayushman card par chikatsha na milane ki shikayat	PRINT	40.03K
354	Dainik Bhaskar	Jan 10, 2025	Ministry of Ayush	Cm se mile doctor Ayushman ke Rs 200 crore manjur	PRINT	446.92K
355	Amar Ujala	Jan 10, 2025	Ministry of Ayush	Ayushmann yojana ke 400 crore bakaya .Cm se mulakat ke baad 200 crore jaari karne ke aadesh	PRINT	368.8K
356	Deccan Herald	Jan 10, 2025	Ministry of Ayush	Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz	PRINT	1.4M
357	Eastern Chronicle	Jan 10, 2025	Ministry of Ayush	JISIASR signs 8 MoUs with Ministry of AYUSH	PRINT	182.88K
358	Investors India	Jan 09, 2025	Ministry of Ayush	Add Health to Your Wealth	PRINT	N/A
359	The Morning Standard	Jan 09, 2025	Ministry of Ayush	Fit Bit	PRINT	300K

360	The New Indian Express	Jan 09, 2025	Ministry of Ayush	PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)	PRINT	246.4K
361	The Morning Standard	Jan 09, 2025	Ministry of Ayush	How can I avoid injuries during workouts, especially with strength training	PRINT	300K
362	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	175K
363	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	176.59K
364	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	76.62K
365	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	50.96K
366	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	90K
367	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	130K
368	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	147.14K
369	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	40K
370	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	49.87K
371	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	147.14K
372	The Financial Express	Jan 09, 2025	Ministry of Ayush	Tech Bytes	PRINT	79.18K
373	The New Indian Express	Jan 09, 2025	Ministry of Ayush	PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)	PRINT	177.8K
374	The New Indian Express	Jan 09, 2025	Ministry of Ayush	Top 5 Mental Health Treatments for 2025	PRINT	177.8K
375	Rashtriya Sahara	Jan 09, 2025	Ministry of Ayush	Ayurved gastrology certiicate course tayar	PRINT	390K
376	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	12.4K
377	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	5K
378	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	131.35K
379	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	57.88K
380	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	195.42K
381	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	40.13K
382	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	63.5K
383	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	53.22K
384	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	32.08K
385	The Hindu Business Line	Jan 09, 2025	Ministry of Ayush	ITC smells an opportunity in aromatic, medicinal herbal market	PRINT	44.5K
386	The Tribune	Jan 09, 2025	Ministry of Ayush	Farmers, ayurvedic manufacturers join hands to eliminate middlemen	PRINT	92.25K
387	Naya India	Jan 09, 2025	Ministry of Ayush	Pilgrims will have access to AYUSH health services in Maha Kumbh	PRINT	89.78K
388	Navshakti	Jan 09, 2025	Ministry of Ayush	Sedentary work and health problems	PRINT	419.55K
389	Mint	Jan 09, 2025	Ministry of Ayush	We should let clarity prevail over nonsense: Here's a handy guide	PRINT	45K

390	The Hindu Tamil	Jan 09, 2025	Ministry of Ayush	Inter-university yoga competition held at Kalinga Institute of Education in Bhubaneswar, Odisha	PRINT	416.52K
391	Divya Bhaskar	Jan 09, 2025	Ministry of Ayush	It is necessary to know four beliefs related to diet, you will be healthy, your weight will be balan...	PRINT	316.29K
392	Pudhari	Jan 09, 2025	Ministry of Ayush	Obesity and Ayurveda	PRINT	893.13K
393	Outlook	Jan 08, 2025	Ministry of Ayush	Inspiring future medical luminaries	PRINT	1.75M
394	Biospectrum	Jan 08, 2025	Ministry of Ayush	RSSDI study lays focus on Yoga and Diabetes Prevention	PRINT	399.99K
395	The Morning Standard	Jan 08, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
396	The New Indian Express	Jan 08, 2025	Ministry of Ayush	ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)	PRINT	246.4K
397	Hindustan Times	Jan 08, 2025	Ministry of Ayush	PM lays foundation stone for an Ayurveda Research Institute	PRINT	3.43M
398	The New Indian Express	Jan 08, 2025	Ministry of Ayush	ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)	PRINT	177.8K
399	Punjab Express	Jan 08, 2025	Ministry of Ayush	Pune-based startup develops AI-based pulse diagnostic tool for Ayurveda practitioners	PRINT	348.98K
400	Mid Day	Jan 08, 2025	Ministry of Ayush	Fitness tip that works for	PRINT	1.5M
401	Mid Day	Jan 08, 2025	Ministry of Ayush	On Mouni Roy's gym playlist	PRINT	1.5M
402	Mid Day	Jan 08, 2025	Ministry of Ayush	Know yourself	PRINT	1.5M
403	Mid Day	Jan 08, 2025	Ministry of Ayush	The 22-hour day	PRINT	1.5M
404	Mid Day	Jan 08, 2025	Ministry of Ayush	The cheats	PRINT	1.5M
405	The Times of India	Jan 08, 2025	Ministry of Ayush	Medicinal plant growers' meet	PRINT	46.88K
406	The Economic Times	Jan 08, 2025	Ministry of Ayush	5 fitness resolutions to try out this year	PRINT	1.1M
407	Hindustan Times	Jan 08, 2025	Ministry of Ayush	AYUSH dept mulls ways to ensure remunerative prices to herbal growers	PRINT	267.13K
408	Deccan Chronicle	Jan 08, 2025	Ministry of Ayush	AIIMS Delhi embraces AI, robotics	PRINT	2.55M
409	Dina Malar	Jan 08, 2025	Ministry of Ayush	Central government issues rules for export of organic products	PRINT	882.2K
410	Dina Malar	Jan 08, 2025	Ministry of Ayush	If you know the five principles of food, you can understand the nutrition of Ayurveda.	PRINT	882.2K
411	Aaj Samaj	Jan 08, 2025	Ministry of Ayush	Jan aushdhi kendra se november tak biki 1,255 cr se adhik ki sasti davaiya: PMO	PRINT	898.28K
412	The New Indian Express	Jan 07, 2025	Ministry of Ayush	TRIKONASANA CHAIR	PRINT	246.4K
413	The Morning Standard	Jan 07, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
414	Mint	Jan 07, 2025	Ministry of Ayush	For a balanced life, take the heroine's journey	PRINT	47.5K
415	The Morning Standard	Jan 07, 2025	Ministry of Ayush	What When Why Where	PRINT	300K
416	Mint	Jan 07, 2025	Ministry of Ayush	For a balanced life, take the heroine's journey	PRINT	125K
417	The Hindu	Jan 07, 2025	Ministry of Ayush	Highest hospital registrations under Ayushman in U.P.	PRINT	245K
418	Veer Arjun	Jan 07, 2025	Ministry of Ayush	Canadian Company will open Ayurvedic clinic	PRINT	60K
419	The Tribune	Jan 07, 2025	Ministry of Ayush	Ayurvedic doctors cry foul in HPSC hiring, seek probe	PRINT	92.25K

420	The Daily Guardian	Jan 07, 2025	Ministry of Ayush	Boost Your Eye Health With Nutraceuticals: Preventing Cataracts And Diabetic Complications	PRINT	N/A
421	The New Indian Express	Jan 07, 2025	Ministry of Ayush	TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)	PRINT	177.8K
422	The Pioneer	Jan 07, 2025	Ministry of Ayush	THE TRANSFORMATIVE POWER OF YOGA	PRINT	268.96K
423	Loksatta	Jan 07, 2025	Ministry of Ayush	14 independent AYUSH district hospitals in the state	PRINT	784.32K
424	Deccan Chronicle	Jan 07, 2025	Ministry of Ayush	HC suspends sentence on SI	PRINT	2.55M
425	The Times of India	Jan 07, 2025	Ministry of Ayush	Health min issues advisory, to hold meeting today	PRINT	1.05M
426	The Times of India	Jan 07, 2025	Ministry of Ayush	Nadi Tarangani to bring credibility to ayurveda: JB Joshi	PRINT	1.05M
427	The Hindu Tamil	Jan 07, 2025	Ministry of Ayush	Five revolutions announced on Patanjali's 30th anniversary	PRINT	416.52K
428	Aaj Samaj	Jan 07, 2025	Ministry of Ayush	Ayurvedic treatment officer bharti mein Haryana lok sewa ayog par lage arop	PRINT	898.28K
429	Arthik Lipi	Jan 07, 2025	Ministry of Ayush	Central Ayurveda Research Institute in New Delhi	PRINT	100.5K
430	Yugmarg	Jan 06, 2025	Ministry of Ayush	Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC	PRINT	185K
431	The New Indian Express	Jan 06, 2025	Ministry of Ayush	FITBIT	PRINT	246.4K
432	Free Press Journal	Jan 06, 2025	Ministry of Ayush	World will soon adopt 'Heal in India	PRINT	251.68K
433	The Pioneer	Jan 06, 2025	Ministry of Ayush	BREATHE IN AND BREATHE OUT	PRINT	268.96K
434	The Pioneer	Jan 06, 2025	Ministry of Ayush	The Bhagvad Gita: A blueprint for resilience, holistic health and leadership	PRINT	268.96K
435	The Statesman	Jan 06, 2025	Ministry of Ayush	PM lays stone for new building of Central Ayurveda Research Institute in Rohini	PRINT	225K
436	The Morning Standard	Jan 06, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
437	The Pioneer	Jan 06, 2025	Ministry of Ayush	Breathe In And Breathe Out	PRINT	634.42K
438	The Pioneer	Jan 06, 2025	Ministry of Ayush	The Bhagavad Gita: A blueprint for resilience, holistic health and leadership	PRINT	634.42K
439	Rashtradoot	Jan 06, 2025	Ministry of Ayush	After yoga revolution, now the call for five revolutions: Swami Ramdev	PRINT	999.38K
440	The New Indian Express	Jan 06, 2025	Ministry of Ayush	BHADRASANA (GRACIOUS POSE)	PRINT	177.8K
441	Punjab Kesari	Jan 06, 2025	Ministry of Ayush	DPI mein bharat bana duniya ka bada khiladi	PRINT	867.98K
442	Jag Bani	Jan 06, 2025	Ministry of Ayush	DPI mein bharat bana duniya ka bada khiladi	PRINT	124.76K
443	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	63.5K
444	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	131.35K
445	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	12.4K
446	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	5K
447	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	195.42K
448	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	53.22K
449	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	40.13K

450	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	57.88K
451	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	32.08K
452	The Hindu Business Line	Jan 06, 2025	Ministry of Ayush	Blending startup agility with expertise	PRINT	44.5K
453	The Economic Times	Jan 06, 2025	Ministry of Ayush	Health, Fitness Products Fly Off the Shelves at D2C, QuickComm	PRINT	215.44K
454	The Economic Times	Jan 06, 2025	Ministry of Ayush	Health, fitness products fly off the shelves at D2C,quickcomm	PRINT	1.1M
455	The Morning Standard	Jan 06, 2025	Ministry of Ayush	PM raises Delhi Dangal pitch with projects, AAP sees red	PRINT	300K
456	Navbharat Times	Jan 06, 2025	Ministry of Ayush	Ayurved sansthan mein chalengi aur special OPD	PRINT	2.68M
457	Veer Arjun	Jan 06, 2025	Ministry of Ayush	Modi ne ayurved anusandhan sanstha ki adharshila rakhi	PRINT	60K
458	The Tribune	Jan 06, 2025	Ministry of Ayush	Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train	PRINT	92.25K
459	Prahar	Jan 06, 2025	Ministry of Ayush	Research paper on brain cancer published in Ayurveda conference	PRINT	215K
460	The Hindu	Jan 06, 2025	Ministry of Ayush	Health insurance	PRINT	956.08K
461	The Hindu	Jan 06, 2025	Ministry of Ayush	India needs to prioritise preventive care	PRINT	956.08K
462	The Pioneer	Jan 06, 2025	Ministry of Ayush	The Bhagavad Gita: A blueprint for resilience, holistic health and leadership	PRINT	275K
463	The Pioneer	Jan 06, 2025	Ministry of Ayush	Vision for rural India	PRINT	275K
464	The Pioneer	Jan 06, 2025	Ministry of Ayush	World will soon adopt 'Heal in India	PRINT	275K
465	The Times of India	Jan 06, 2025	Ministry of Ayush	Adopting the slow life this new year	PRINT	1.27M
466	Mumbai Tarun Bharat	Jan 06, 2025	Ministry of Ayush	From resolution to accomplishment	PRINT	17.73K
467	The Times of India	Jan 06, 2025	Ministry of Ayush	Pilates, tai chi: Fitness faves for '25	PRINT	2.27M
468	Punjab Express	Jan 05, 2025	Ministry of Ayush	No plans of inclusion of Primary Healthcare Cost Coverage under Ayushman Bharat Insurance Scheme: Na...	PRINT	348.98K
469	Mumbai Samachar	Jan 05, 2025	Ministry of Ayush	Where did Ayurveda come from	PRINT	271.15K
470	The Sunday Standard	Jan 05, 2025	Ministry of Ayush	Making Her Blush Permanently	PRINT	215K
471	The Hans India	Jan 05, 2025	Ministry of Ayush	Some people trying to spread venom in society in name of caste: Modi	PRINT	390.49K
472	Yugmarg	Jan 05, 2025	Ministry of Ayush	Free dialysis facility will be available with Ayushman card	PRINT	185K
473	The Hindu	Jan 05, 2025	Ministry of Ayush	A vision for healthcare in India	PRINT	956.08K
474	The Sunday Guardian	Jan 05, 2025	Ministry of Ayush	CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP	PRINT	380K
475	The Indian Express	Jan 05, 2025	Ministry of Ayush	LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems	PRINT	388.5K
476	The Statesman	Jan 05, 2025	Ministry of Ayush	PM to launch multiple development projects worth over Rs 12,000 crore in Delhi today	PRINT	225K
477	The Hindu	Jan 05, 2025	Ministry of Ayush	Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister	PRINT	956.08K
478	Navbharat Times	Jan 05, 2025	Ministry of Ayush	Ayuved Sanshtan ki adharshila rakhnge	PRINT	2.68M
479	Femina	Jan 04, 2025	Ministry of Ayush	Jackie Oh!	PRINT	890K

480	Deccan Chronicle	Jan 04, 2025	Ministry of Ayush	Free 4 - week yoga classes in city	PRINT	1.15M
481	The New Indian Express	Jan 04, 2025	Ministry of Ayush	MATSYASANA WHEEL	PRINT	246.4K
482	The Hindu	Jan 04, 2025	Ministry of Ayush	Healing inside out	PRINT	1.99M
483	The Hans India	Jan 04, 2025	Ministry of Ayush	PM likens AAP to 'aapda' for Delhi	PRINT	390.49K
484	Bizz Buzz	Jan 04, 2025	Ministry of Ayush	PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls	PRINT	N/A
485	The Morning Standard	Jan 04, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
486	Business Standard	Jan 04, 2025	Ministry of Ayush	A global outreach beyond business	PRINT	89.49K
487	Business Standard	Jan 04, 2025	Ministry of Ayush	A global outreach beyond business	PRINT	89.49K
488	The Hindu	Jan 04, 2025	Ministry of Ayush	Healing inside out	PRINT	956.08K
489	The Hindu	Jan 04, 2025	Ministry of Ayush	Healing inside out	PRINT	1.4M
490	The Hindu Business Line	Jan 04, 2025	Ministry of Ayush	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	PRINT	195.42K
491	The Hindu	Jan 04, 2025	Ministry of Ayush	Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back	PRINT	956.08K
492	Business Standard	Jan 04, 2025	Ministry of Ayush	A global outreach beyond business	PRINT	101.93K
493	The Hindu	Jan 04, 2025	Ministry of Ayush	103 pacts signed to expand ayurveda	PRINT	1.4M
494	The New Indian Express	Jan 04, 2025	Ministry of Ayush	MATSYASANA WHEEL (FISH POSE WHEEL)	PRINT	177.8K
495	The New Indian Express	Jan 04, 2025	Ministry of Ayush	Nadda: Integrated health policy soon	PRINT	177.8K
496	Punjab Kesari	Jan 04, 2025	Ministry of Ayush	Nahane se pehle ya baad mein oil lagane ka sahi waqt	PRINT	1.81M
497	The Hindu Business Line	Jan 04, 2025	Ministry of Ayush	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	PRINT	44.5K
498	The Daily Guardian	Jan 04, 2025	Ministry of Ayush	How to balance spirituality and everyday life for inner joy	PRINT	N/A
499	The Business Guardian	Jan 04, 2025	Ministry of Ayush	How to balance spirituality and everyday life for inner joy	PRINT	N/A
500	The Hindu	Jan 04, 2025	Ministry of Ayush	Healing inside out	PRINT	682.81K
501	Telangana Today	Jan 04, 2025	Ministry of Ayush	AAP is aapda for Delhi: Modi	PRINT	440K
502	The Hindu Business Line	Jan 04, 2025	Ministry of Ayush	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	PRINT	63.5K
503	Business Standard	Jan 04, 2025	Ministry of Ayush	A global outreach beyond business	PRINT	19.8K
504	Deccan Chronicle	Jan 04, 2025	Ministry of Ayush	Modi asks voters to end 'Aapda' in Delhi	PRINT	2.55M
505	Deccan Chronicle	Jan 04, 2025	Ministry of Ayush	Rural India's health in focus: Dr Jayalal	PRINT	2.55M
506	Pune Mirror	Jan 04, 2025	Ministry of Ayush	Toxic Ayurveda medicines sold by firm: Doctor	PRINT	340.74K
507	Amar Ujala	Jan 04, 2025	Ministry of Ayush	Ayushman bharat yojana mein gade jhande ...Kidney transplant mein PGI desh mein number one	PRINT	368.8K
508	Daily Thanti	Jan 04, 2025	Ministry of Ayush	4 yoga poses to reduce belly fat fast	PRINT	2M
509	Maharashtra Times	Jan 04, 2025	Ministry of Ayush	Credit to Hrithik for fitness!	PRINT	1.3M

510	Manifest Life	Jan 04, 2025	Ministry of Ayush	FIT to WED	PRINT	N/A
511	Divya Bhaskar	Jan 04, 2025	Ministry of Ayush	India's Share In Ayurvedic Beauty Care Products In The World Is 50%, The Market Will Touch 1.2 Lakh ...	PRINT	1.54M
512	The New Indian Express	Jan 03, 2025	Ministry of Ayush	RESOLUTIONS FOR LASTING CHANGE	PRINT	246.4K
513	The Morning Standard	Jan 03, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
514	Free Press Journal	Jan 03, 2025	Ministry of Ayush	Hibiscus: Ayurvedic beauty and skin care	PRINT	251.68K
515	The Morning Standard	Jan 03, 2025	Ministry of Ayush	Police probe cyber fraud targeting Ayurveda firms	PRINT	300K
516	The Asian Age	Jan 03, 2025	Ministry of Ayush	Exercise, be happy, have fun	PRINT	389.96K
517	Jansatta	Jan 03, 2025	Ministry of Ayush	Farzi vigyapan ke jariye Ayurvedik utpadan bechne ke mamle ki jaanch shuru	PRINT	223.14K
518	Virat Vaibhav	Jan 03, 2025	Ministry of Ayush	Farzi Vigyapan ke jariye Ayurvedic utpadan bechne ke mamle ki jaanch shuru	PRINT	625K
519	Sandhya Times	Jan 03, 2025	Ministry of Ayush	Online bech rhe nakli ayurvedic dawaiyaan	PRINT	106.19K
520	The Tribune	Jan 03, 2025	Ministry of Ayush	CISF tweaks HR policy in bid to prevent suicides	PRINT	92.25K
521	The Times of India	Jan 03, 2025	Ministry of Ayush	PM To Hand Over 1,675 Flats To City Slum-Dwellers Today	PRINT	4.69M
522	The Tribune	Jan 03, 2025	Ministry of Ayush	CISF tweaks HR policy in bid to prevent suicides	PRINT	893.04K
523	Dainik Bhaskar	Jan 03, 2025	Ministry of Ayush	Ayurvedic utpado ke nakli vigyapano se dhokadhadi, Jaanch	PRINT	92.28K
524	Punjab Kesari	Jan 03, 2025	Ministry of Ayush	Online bech raha tha nakli ayurvedic davayen	PRINT	1.81M
525	Punjab Express	Jan 03, 2025	Ministry of Ayush	Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC	PRINT	348.98K
526	Mumbai Tarun Bharat	Jan 03, 2025	Ministry of Ayush	Dose of 'Unani Healing Therapy' for Rheumatoid Arthritis	PRINT	17.73K
527	Dainik Bhaskar	Jan 03, 2025	Ministry of Ayush	Duniya mein 5 saal mein Ayurvedik beauty product mein bharat ki hissedari 50% hui, Hair care segment...	PRINT	92.28K
528	The Morning Standard	Jan 02, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
529	Deccan Chronicle	Jan 02, 2025	Ministry of Ayush	CEOs Need Mini Booster Breaks	PRINT	1.15M
530	The New Indian Express	Jan 02, 2025	Ministry of Ayush	WALL UPAVISTHA KONASANA	PRINT	246.4K
531	Hindustan Times	Jan 02, 2025	Ministry of Ayush	AI, longevity, and beyond: A glimpse into 2025 wellness trends	PRINT	1.1M
532	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	5K
533	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	57.88K
534	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	53.22K
535	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	12.4K
536	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	32.08K
537	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	44.5K
538	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	131.35K
539	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	63.5K

540	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	40.13K
541	The Hindu Business Line	Jan 02, 2025	Ministry of Ayush	Get fit	PRINT	195.42K
542	Hindustan Times	Jan 02, 2025	Ministry of Ayush	AI, LONGGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS	PRINT	3.43M
543	The Morning Standard	Jan 02, 2025	Ministry of Ayush	How can I track progress effectively without obsessing over the scale	PRINT	300K
544	Hindustan Times	Jan 02, 2025	Ministry of Ayush	AI, Longevity, And Beyond: A Glimpse Into 2025 Wellness Trends	PRINT	4.88M
545	The New Indian Express	Jan 02, 2025	Ministry of Ayush	MAKING ZENSE OF LIFE	PRINT	177.8K
546	The New Indian Express	Jan 02, 2025	Ministry of Ayush	WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)	PRINT	177.8K
547	Hindustan Times	Jan 02, 2025	Ministry of Ayush	AI, LONGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS	PRINT	650K
548	Hindustan Times	Jan 02, 2025	Ministry of Ayush	AI, LONGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS	PRINT	267.13K
549	The Times of India	Jan 02, 2025	Ministry of Ayush	13 new quarantine centres to be established at int'l airports	PRINT	210.4K
550	The Times of India	Jan 02, 2025	Ministry of Ayush	Adopting the slow life new year	PRINT	46.88K
551	The Times of India	Jan 02, 2025	Ministry of Ayush	ICMR lists test musts at facilities	PRINT	46.88K
552	Bartaman	Jan 02, 2025	Ministry of Ayush	Why eat Amla everyday	PRINT	1.3M
553	WOMENS FITNESS	Jan 02, 2025	Ministry of Ayush	How Yoga Helps Parents	PRINT	N/A
554	Dainik Jagran	Jan 01, 2025	Ministry of Ayush	Ayurved mein arogya ke avashyak niyam	PRINT	1.14M
555	Dainik Jagran (Rashtriya)	Jan 01, 2025	Ministry of Ayush	Ayurved mein arogya ke avashyak niyam	PRINT	1.54M
556	Hindustan	Jan 01, 2025	Ministry of Ayush	Naye saal mein majbut irado ke sath chhote kadmon se khud ko rakhein fit	PRINT	1.29M
557	Punjab Express	Jan 01, 2025	Ministry of Ayush	138.34 cr Aadhaar numbers generated, 67 million Ayushman Bharat Health Accounts created	PRINT	348.98K
558	Dainik Bhaskar	Jan 01, 2025	Ministry of Ayush	Ayushman bima yojana ki mobile app launch	PRINT	446.92K
559	The New Indian Express	Jan 01, 2025	Ministry of Ayush	SAITHALYASANA	PRINT	246.4K
560	The Morning Standard	Jan 01, 2025	Ministry of Ayush	Fit Bit	PRINT	300K
561	Veer Arjun	Jan 01, 2025	Ministry of Ayush	Ayurved mein upyogi vrikshon-paudhon ki buvai prakirtik padhati se ho to uski gunvata aur utpadan ja...	PRINT	60K
562	Dainik Jagran	Jan 01, 2025	Ministry of Ayush	State health agency punjab mobile app launch milegi ayushman yojana ki jaankari	PRINT	107.62K
563	Hindustan	Jan 01, 2025	Ministry of Ayush	Naye saal mein majboot irado ke sath chote se khud ko rakhe fit	PRINT	1.53M
564	Amar Ujala	Jan 01, 2025	Ministry of Ayush	Ayushman yojana ke liye yogey hai ya nahi aashani se kar sakege check	PRINT	368.8K
565	The New Indian Express	Jan 01, 2025	Ministry of Ayush	SAITHALYASANA (ANIMAL RELAXATION POSE)	PRINT	177.8K

Biospectrum • National • 31 Jan, 2025

Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	196	N/A	Inside Page (Magazine only)	59831	399.99K



Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027

Jagat Pharma, a trusted name in Ayurvedic wellness, is poised for remarkable growth as it targets revenue exceeding Rs 250 crore by the financial year 2027. Renowned for its expertise in Ayurvedic eye care and wellness products, the company has steadily expanded its reach across India and beyond, combining a legacy of over 42 years with innovative strategies. The company has an impressive reach in the offline space also, with over 200 distributors across 17+ states. This includes a strong presence in South India with 50+ distributors for a territory that is embracing Ayurvedic solutions in increasing folds. With yearly 200 per cent growth its online space dominance gives it a 60 per cent market share in the Ayurvedic eye care segment as well. Jagat Pharma's ambitious expansion plans extend far beyond Indian borders. The company is actively preparing to enter the lucrative markets of the Middle East and African countries, tapping into regions with a rising demand for holistic healthcare solutions.

Biospectrum • National • 31 Jan, 2025

RSSDI study lays focus on Yoga and Diabetes Prevention

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
46	English	177	N/A	Inside Page (Magazine only)	54057	399.99K

RSSDI study lays focus on Yoga and Diabetes Prevention

Dr Jitendra Singh, Union Minister of State (Independent Charge) for Science and Technology, recently released the landmark study by Research Society for Study of Diabetes in India (RSSDI) on 'Yoga and Diabetes Prevention'. The study was conducted by a group of eminent RSSDI members including Prof. S.V. Madhu, Head of Centre for Diabetes, Endocrinology and Metabolism, University College of Medical Sciences, New Delhi; Prof. H.B. Chandalia, Former Head at Grant Medical College, Mumbai and presently Head Diabetes Endocrine Nutrition Management and Research Centre, Mumbai; Dr Arvind Gupta, Manilek Research Centre, Jaipur and others. Conducted over three years across five centres in India and involving nearly 1,000 prediabetic individuals, the study highlights that a 40-minute daily Yoga routine, incorporating select asanas and pranayama, along with standard lifestyle interventions, can reduce the risk of developing diabetes by approximately 40 per cent. These results surpass the outcomes of existing diabetes prevention strategies in the country.



The Indian Express • Pune • 31 Jan, 2025

International Ayurveda Congress in Pune on Feb 1-2

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	113	N/A	Middle Left	170287	89.5K

International Ayurveda Congress in Pune on Feb 1-2

EXPRESS NEWS SERVICE
PUNE, JANUARY 30

DR D Y Patil College of Ayurveda and Research Centre, Pune, in collaboration with the All India Ayurveda Congress (New Delhi), the International Maharishi Ayurveda Foundation, Netherlands, and the International Academy of Ayurveda, is organising the 8th International Ayurveda Congress.

This two-day event will be held on February 1 and 2 at the university's auditorium in Pimpri. The conference will bring together Ayurveda experts, researchers, educators, and students from across the world for lectures, paper presentations, and discussions on various topics in Ayurveda, said Dr Smita Jadhav, Pro Vice Chancellor of Dr D Y Patil (Deemed) University in a press conference which saw the likes of Brazilian Ayurveda expert Dr Jose Rugue.

Around 16 Ayurveda students from Brazil have already arrived to participate in the conference.

Dr Smita Jadhav stated that this two-day conference has been recognized by the Ministry of AYUSH, the Government of India, and the National Commission for Indian System of Medicine (NCISM). It aims to foster discussions on Ayurveda research, innovations, future scope, challenges, solutions, and treatments for various disorders.

Additionally, it will promote collaboration with international organisations and align with initiatives like the 'Integrated Health Scheme' and 'Heal in India' launched by Prime Minister Narendra Modi.

Principal of the college, Dr. Gunvant Yevle said, "The first day of the conference will feature a special convocation ceremony where notable contributions to Ayurveda will be recognised."

Neuroscientist Dr Tony Nader, Head of the Global Transcendental Meditation in the U.S.; IPS Mahesh Bhagwat, Additional Director General of Police, Telangana; and Prof. Dr. Sadanand Sardeshmukh, President of the Indian Culture and Vision Trust, Wagholi, will be conferred with 'Honorary Doctor of Science' degrees at the event.

The Morning Standard • Delhi • 31 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	613	N/A	Middle Right	294398	300K

FITBIT

ARDHA CHAKRASANA

(HALF WHEEL POSE)

This Half Wheel Pose is a standing beginner-level backbend. It acts as a foundation for many other levels of backbend yoga poses, like one in the Surya Namaskar (Sun Salutation) where the hands are straight backbend asana. Here, the hands are placed on the hips giving better support for the back in the backbend. This technique of doing backbends is used in yoga practice to strengthen the muscles that support the spine, give a nice stretch to the abdomen, and open the chest to create some space for the heart and lungs to allow for deep and full breaths.

STEPS

- To begin with, stand straight in Tadasana (Mountain Pose).
- After that, inhale and come up straightening the knees and raising the upper body.
- You can again inhale and take the neck, shoulders, and chest backward, placing the hands on the hip for better support.
- Then, exhale completely at the pose and begin slow breathing watching the chest and the abdomen expand with the breathing.
- This pose will protect the back from any stiffness that may arise while running and also keeps digestion under control.
- You can remain in the position for six breaths.
- Then, release from the pose and remain standing straight closing your eyes and bringing your breath to normal.
- Finally, you can bring your body to relax while standing with deep breathing and stay calm and focussed on easing the body.
- You should avoid practising Savasana after the above sequences and before running. It is better to go into Kapalbhati Pranayama if one feels a bit tired to relax the brain.

BENEFITS

- This backbend pose helps with toning and flexibility of the muscles around the hips and the lower back.
- It slowly helps in stimulating the internal organs leading to improved digestion.
- This pose stimulates the pancreas and controls high blood sugar.
- It helps to open the heart and also regulates blood pressure.
- The stretching in this pose improves the functioning of the lungs reducing any respiratory disorders.
- This pose also improves balance with both the body and the mind.
- It helps to create awareness of the body which is essential for balance.
- It creates a foundation for challenging backbends like Ustrasana (Camel Pose), Viparita Virabhadrasana (Reverse Warrior Pose), and many others.
- This pose is more effective in reducing stomach and thigh fat.
- This asana helps to improve lung capacity.
- It helps bring flexibility to the spine and back muscles.
- This pose tones arms, thighs, waist, and shoulders.
- It is more helpful to relieve the pain in the neck and shoulders.



LIMITATIONS

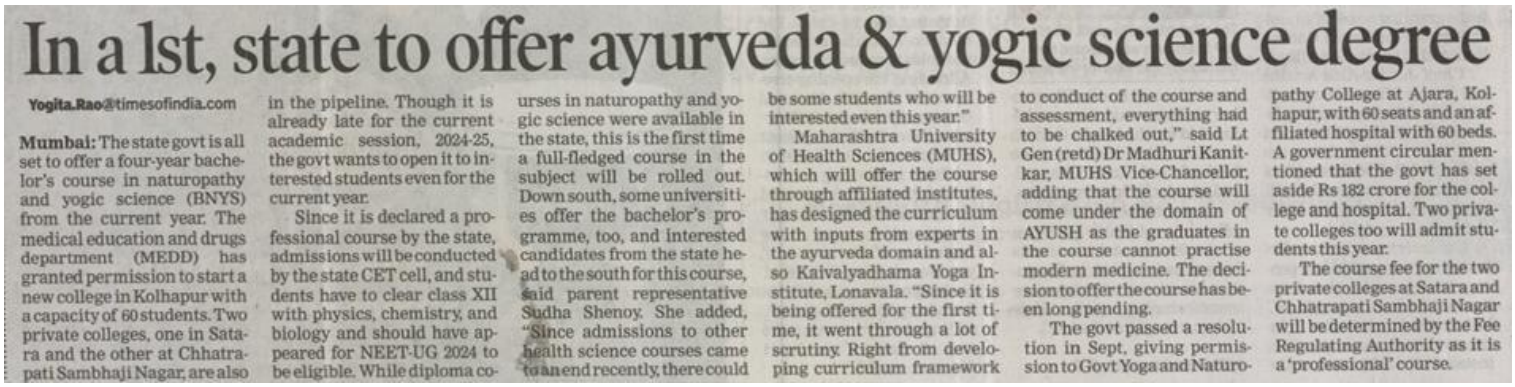
- People with recent or chronic injuries to hips, lower back, or neck, and heart issues such as high blood pressure and vertigo, should not practise this asana.
- Women during pregnancy should consult with a yoga expert before practising this asana.
- Patients with serious spine, hips, ulcers, and hernia problems should not practise this asana.

— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

The Times of India • Mumbai • 31 Jan, 2025

In a 1st, state to offer ayurveda & yogic science degree

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	159	N/A	Bottom Center	894728	3.52M



In a 1st, state to offer ayurveda & yogic science degree

Yogita.Rao@timesofindia.com

Mumbai: The state govt is all set to offer a four-year bachelor's course in naturopathy and yogic science (BNYS) from the current year. The medical education and drugs department (MEDD) has granted permission to start a new college in Kolhapur with a capacity of 60 students. Two private colleges, one in Satara and the other at Chhatrapati Sambhaji Nagar, are also in the pipeline. Though it is already late for the current academic session, 2024-25, the govt wants to open it to interested students even for the current year.

Since it is declared a professional course by the state, admissions will be conducted by the state CET cell, and students have to clear class XII with physics, chemistry, and biology and should have appeared for NEET-UG 2024 to be eligible. While diploma courses in naturopathy and yogic science were available in the state, this is the first time a full-fledged course in the subject will be rolled out. Down south, some universities offer the bachelor's programme, too, and interested candidates from the state head to the south for this course, said parent representative Sudha Shenoy. She added, "Since admissions to other health science courses came to an end recently, there could be some students who will be interested even this year."

Maharashtra University of Health Sciences (MUHS), which will offer the course through affiliated institutes, has designed the curriculum with inputs from experts in the ayurveda domain and also Kaivalyadhama Yoga Institute, Lonavala. "Since it is being offered for the first time, it went through a lot of scrutiny. Right from developing curriculum framework to conduct of the course and assessment, everything had to be chalked out," said Lt Gen (retd) Dr Madhuri Kanitkar, MUHS Vice-Chancellor, adding that the course will come under the domain of AYUSH as the graduates in the course cannot practise modern medicine. The decision to offer the course has been long pending.

The govt passed a resolution in Sept, giving permission to Govt Yoga and Naturopathy College at Ajara, Kolhapur, with 60 seats and an affiliated hospital with 60 beds. A government circular mentioned that the govt has set aside Rs 182 crore for the college and hospital. Two private colleges too will admit students this year.

The course fee for the two private colleges at Satara and Chhatrapati Sambhaji Nagar will be determined by the Fee Regulating Authority as it is a 'professional' course.

Business Standard • Jaipur • 31 Jan, 2025

Dabur to hike prices of toothpaste, fruit juices

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	126	N/A	Middle Right	40753	89.49K

Dabur to hike prices of toothpaste, fruit juices

Net up 1.6% at ₹522 crore

AKSHARA SRIVASTAVA
New Delhi, 30 January



SCORECARD

Consolidated figures of Dabur India (₹ cr)

	Q3FY25	Change % Q-o-Q	Y-o-Y
Revenues	3,355	10.8	3.1
Other income	128	-15.5	0.5
Net profit*	522	22.9	1.6

*Attributable to owners of the company
Compiled by BS research Bureau Source: Company

Home-grown Ayurvedic fast-moving consumer goods (FMCG) major Dabur India said on Thursday it will increase prices of products in the oral care and fruit juice categories in the coming few quarters, amid high food inflation and a continued moderation in urban demand.

The company's net profit attributable to the owners for the third quarter rose 1.6 per cent to ₹522 crore against ₹514 crore in the year-ago period. It reported a 3.1 per cent year-on-year (Y-o-Y) increase in consolidated revenue to ₹3,355 crore.

The maker of Hajmola candy and Real fruit juice noted that the December quarter was marked by high food inflation and continued moderation in urban demand. The company's rural demand outpaced urban by 140 basis points. It posted a 2 per cent growth, while the urban demand registered a growth of 0.6 per cent.

"We focused on strengthening our competitive edge in the marketplace to gain market share in 95 per cent of our portfolio and enhancing brand superiority to strengthen and consolidate our position in the categories where we operate," Mohit Malhotra, chief executive officer at Dabur India, said in a release.

Price increases will happen in both the toothpaste and fruit juices categories, but will have to be very calibrated increases after observing the competitive intensity in the market, he told investors in a post-results call.

Business Standard • Delhi • 31 Jan, 2025

Dabur to hike prices of toothpaste, fruit juices

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	126	N/A	Middle Right	62454	89.49K

Dabur to hike prices of toothpaste, fruit juices

Net up 1.6% at ₹522 crore

AKSHARA SRIVASTAVA
New Delhi, 30 January



SCORECARD

Consolidated figures of Dabur India (₹ cr)

	Q3FY25	Change % Q-o-Q	Y-o-Y
Revenues	3,355	10.8	3.1
Other income	128	-15.5	0.5
Net profit*	522	22.9	1.6

*Attributable to owners of the company
Compiled by BS research Bureau Source: Company

Home-grown Ayurvedic fast-moving consumer goods (FMCG) major Dabur India said on Thursday it will increase prices of products in the oral care and fruit juice categories in the coming few quarters, amid high food inflation and a continued moderation in urban demand.

The company's net profit attributable to the owners for the third quarter rose 1.6 per cent to ₹522 crore against ₹514 crore in the year-ago period. It reported a 3.1 per cent year-on-year (Y-o-Y) increase in consolidated revenue to ₹3,355 crore.

The maker of Hajmola candy and Real fruit juice noted that the December quarter was marked by high food inflation and continued moderation in urban demand. The company's rural demand outpaced urban by 140 basis points. It posted a 2 per cent growth, while the urban demand registered a growth of 0.6 per cent.

"We focused on strengthening our competitive edge in the marketplace to gain market share in 95 per cent of our portfolio and enhancing brand superiority to strengthen and consolidate our position in the categories where we operate," Mohit Malhotra, chief executive officer at Dabur India, said in a release.

Price increases will happen in both the toothpaste and fruit juices categories, but will have to be very calibrated increases after observing the competitive intensity in the market, he told investors in a post-results call.

The New Indian Express • Bengaluru • 31 Jan, 2025

Free health camp tomorrow

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	52	N/A	Middle Right	44243	177.8K

Free health camp tomorrow

Bengaluru: Shree Dhanvantari Ayurveda Hospital will organise a free health check-up camp for patients with piles, fistula and fissure on its premises in Rajajinagar from 10.30 am to 2 pm on Saturday. The camp will offer free consultation and checkups by Ayurveda specialists. For registration, contact Dr Shambhulingaiah Hiremath at 9353077772 / 23505777. **ENS**

The Times of India • Pune • 31 Jan, 2025

In a first, state to offer yogic science & ayurveda degree

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	132	N/A	Top Center	319827	1.05M



In a first, state to offer yogic science & ayurveda degree

Yogita.Rao@timesofindia.com

Mumbai: The state govt is all set to offer a four-year bachelor's course in naturopathy and yogic science (BNYS) from the current year.

The medical education and drugs department (MEDD) has granted permission to start a new college in Kolhapur with a capacity of 60 students. Two private colleges, one in Satara and the other at Chhatrapati Sambhaji Nagar, are also in the pipeline. Though it is already late for the current academic session, 2024-25, the govt wants to open it to interested students even for the current year.

Since it is declared a professional course by the state, admissions will be conducted by the state CET cell, and students have to clear class XII with physics, chemistry, and biology and should have appeared for NEET-UG 2024 to be eligible.

4-YEAR COURSE

While diploma courses in naturopathy and yogic science were available in the state, this is the first time a full-fledged course in the subject will be rolled out.

Down south, some universities offer the bachelor's programme, too, and interested candidates from the state head to the south for this course, said parent representative Sudha Shenoy. She added, "Since admissions to other health science courses came to an end recently, there could be some students who will be interested even this year."

Maharashtra University of Health Sciences (MUHS), which will offer the course through affiliated institutes, has designed the curriculum with inputs from experts in the ayurveda domain and also Kaivalyadhama Yoga Institute, Lonavala.

"Since it is being offered for the first time, it went through a lot of scrutiny. Right from developing curriculum to conduct of the course and assessment, everything had to be chalked out," said Lt Gen Dr Madhuri Kanitkar (retd), MUHS Vice-Chancellor.

Business Standard • Chandigarh • 31 Jan, 2025

Dabur to hike prices of toothpaste, fruit juices

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	126	N/A	Middle Right	19556	19.8K

Dabur to hike prices of toothpaste, fruit juices

Net up 1.6% at ₹522 crore

AKSHARA SRIVASTAVA
New Delhi, 30 January



SCORECARD

Consolidated figures of Dabur India (₹ cr)

	Q3FY25	Change % Q-o-Q	Y-o-Y
Revenues	3,355	10.8	3.1
Other income	128	-15.5	0.5
Net profit*	522	22.9	1.6

*Attributable to owners of the company
Compiled by BS research Bureau Source: Company

Home-grown Ayurvedic fast-moving consumer goods (FMCG) major Dabur India said on Thursday it will increase prices of products in the oral care and fruit juice categories in the coming few quarters, amid high food inflation and a continued moderation in urban demand.

The company's net profit attributable to the owners for the third quarter rose 1.6 per cent to ₹522 crore against ₹514 crore in the year-ago period. It reported a 3.1 per cent year-on-year (Y-o-Y) increase in consolidated revenue to ₹3,355 crore.

The maker of Hajmola candy and Real fruit juice noted that the December quarter was marked by high food inflation and continued moderation in urban demand. The company's rural demand outpaced urban by 140 basis points. It posted a 2 per cent growth, while the urban demand registered a growth of 0.6 per cent.

"We focused on strengthening our competitive edge in the marketplace to gain market share in 95 per cent of our portfolio and enhancing brand superiority to strengthen and consolidate our position in the categories where we operate," Mohit Malhotra, chief executive officer at Dabur India, said in a release.

Price increases will happen in both the toothpaste and fruit juices categories, but will have to be very calibrated increases after observing the competitive intensity in the market, he told investors in a post-results call.

The Hindu Tamil • Chennai • 31 Jan, 2025

Siddha Medicine Exhibition in Tambaram

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	83	N/A	Bottom Center	245145	416.52K

தாம்பரத்தில் சித்த மருத்துவ கண்காட்சி

தாம்பரம்

தாம்பரத்தை தலைமையிடமாக கொண்டு செயல்படும் மத்திய சித்த மருத்துவ ஆராய்ச்சி குழுமம் சார்பில் பிப். 1-ம் தேதி முதல் 9-ம் தேதி வரை காலை 10 மணி முதல் மாலை 6 மணி வரை சித்த மருத்துவ கண்காட்சி சென்னை கோட்டூர்புரத்தில் உள்ள பிர்லா கோளரங்க வளாகத்தில் நடைபெறுகிறது.

இந்த கண்காட்சியில் சித்த மருத்துவ ஆலோசனைகள், ஆய்வக பரிசோதனைகள், சித்த மருந்துகள் மூலிகை கன்றுகள் ஆகியவை இலவசமாக வழங்கப்பட உள்ளன. மேலும் 400-க்கும் மேற்பட்ட மூலிகை கண்காட்சி, பாரம்பரிய உணவு கண்காட்சியும் நடக்கிறது.

இந்நிலையில் இந்த கண்காட்சி குறித்து பொதுமக்களுக்கு விளக்கும் வகையில் நேற்று தாம்பரத்தில் உள்ள மத்திய சித்த மருத்துவ ஆராய்ச்சி குழுமம் சார்பில் விழிப்புணர்வு வாகனம் ஏற்பாடு செய்யப்பட்டது. இதனை நிறுவனத்தின் இயக்குநர் மருத்துவர் என்.ஜே முத்துக்குமார் கொடியசைத்து தொடங்கி வைத்தார். இந்த வாகனத்தின் மூலம் சென்னை, காஞ்சி, திருவள்ளூர், செங்கல்பட்டில் பொதுமக்கள் கூடும் முக்கிய இடங்களில் கண்காட்சி குறித்து விளக்கப்படும்.

The Pioneer • Hyderabad • 31 Jan, 2025

Freebies could push Delhi to fiscal. disaster

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	847	N/A	Top Center	287900	275K

Freebies could push Delhi to fiscal disaster



UTTAM GUPTA

Despite repeated warnings from the Supreme Court about the detrimental impact of freebies on free and fair elections, political parties continue to offer them



In the din of blistering campaign in Delhi with the central theme of major political parties being on "freebies" - an acronym for 'something given free of charge' – it may be worthwhile to remind them about two observations made by the Supreme Court (SC). In an order in S Subramaniam Balaji vs the Government of Tamil Nadu & Ors given in July 2013, the SC had observed that the distribution of freebies of any kind influences all people. "It shakes the root of free and fair elections to a large degree." A decade later, hearing a PIL on 'freebies', on January 25, 2022, it observed "This is no doubt a serious issue, budget for freebies is going above the regular Budget".

But, all this seems to have fallen on deaf ears. The state elections held since 2022 have witnessed political parties intensely competing with each other to mesmerise voters with a deadly combination of free goods and services and cash assistance. These have played a domineering role in winning elections. In Delhi, the offers have reached their 'NADIR'. The starting point was an announcement by the finance minister Atishi in the budget for 2024-25 reg. The Mukhyamantri Mahila Samman Yojana (MMSY) under which, the Aam Aadmi Party (AAP) government will give Rs 1000 per month to all the women above the age of 18 in the national capital. Meanwhile, the ex-Chief Minister and convener of AAP Arvind Kejriwal promised an increase in income support under the MMSY to Rs 2,100 a month for every woman.

AAP has also promised free medical services to all above 60 at all hospitals; financing foreign education for Dalit students; free bus travel for all students; 50 per cent concession on metro fares; life insurance cover of Rs 10 lakh, accident insurance of Rs 5 lakh for all auto-rickshaw drivers and e-rickshaw pullers; wedding aid of Rs 1 lakh for their daughters and free coaching for their children; Rs 18,000 per month for all pujaris and granthis etc.

Not to be left behind, the BJP has come up with a package that is far more lucrative. It has promised Rs 2,500 a month to women under Mahila Samridhi Yojana (MSY); Rs 21,000 to pregnant women; LPG cylinders for Rs 500 and free cylinder on Holi and Diwali; a stipend of Rs 1000 a month to SC students pursuing technical and vocational courses; free education for needy students from KG to PG; free travel for students on Delhi Metro; Atal Canteens in Jhuggi Basti clusters providing nutritional meals for Rs 5 only; implementation of Ayushman Bharat scheme and additional cover of Rs 5 lakh for senior citizens. BJP has vowed to continue all existing schemes.

> THE RECKLESS SPENDING OF THE TAXPAYER'S MONEY ON FREEBIES IS NEITHER A RECOGNISED POLICY NOR IS SANCTIONED IN A COURT OF LAW. IT IS BLATANT FINANCIAL IRREGULARITY THAT AMOUNTS TO BRIBING VOTERS USING PUBLIC MONEY SOLELY FOR GAINING ADVANTAGE IN ELECTORAL POLITICS

The Union Government's standards of financial propriety lay down inter alia that "no authority shall exercise its powers of sanctioning expenditure to pass an order which will be directly or indirectly, to its advantage; and the expenditure from public moneys should not be incurred for the benefit of a particular person or a section of the people unless a claim for the amount could be enforced in a court of law or the expenditure is in pursuance of a recognised policy or custom".

The reckless spending of the taxpayer's money on freebies is neither a recognised policy nor is sanctioned in a court of law. It is blatant financial irregularity that amounts to bribing voters using public money solely for gaining advantage in electoral politics. Yet, the parties continue with it. What about the impact on the budget? Look at the BJP offer.

The number of women above the age of 18 years in Delhi is around 67 lakh. @Rs 2500 per month under MSY or Rs 30,000 annually to each woman, giving assistance to them all will require Rs 20,100 crore per annum. According to an estimate, there are about 15 lakh pregnant women. @Rs 21,000 per woman, the total outgo comes to Rs 3150 crore annually. As for subsidy on LPG, take consumption of 4 cylinders per household (HH). The cost supply is around Rs 1000 per cylinder, for two cylinders (Holi and Diwali), the subsidy will be Rs 2000 whereas for the other two @ Rs 500 each, the outgo will be Rs 1000 or Rs 3000 per HH. Taking a total of over 82.5 lakh HHs (current Delhi population of 330 lakh divided by 4 being the average HH size), the annual impact would be Rs 2500 crore.

Look at free education for needy students from KG to PG. According to the latest data available, around 9.91 per cent of Delhi's population was considered below the poverty line in 2011-12. The current population is 330 lakh, and the poor are 33 lakh. Of this, takes one-third or 11 lakh to be persons in the studying age 4 – 25 years. Taking the average expense of educating a child in India at the bare minimum of Rs. 20,000 per annum, the total expense on "needy students" in the city would be about Rs 2200 crore annually.The additional burden of these four guarantees alone on the Delhi government's budget is Rs 27,950 crore (20,100+3150+2500+2200).

Other freebies would bloat this figure by several thousand crore. Already, the finances of the Delhi government are in a precarious state. Against the total expenditure of Rs 76,000 crore during FY 2024-25, the total revenue is estimated at around Rs 58,000 crore.

This leads to a fiscal deficit (FD) of Rs 18,000 crore which is 80 per cent higher than the FD for FY 2023-24 at Rs 10,000 crore. The surge in FD is despite a steep reduction of over 30 per cent in capital expenditure from the budget estimate (BE) of Rs 22,000 crore for FY 2023-24 to Rs 15,000 crore for FY 2024-25.

The government's current debt is about Rs 40,000 crore. But, this is not all. We also need to add the loans taken by its departments such as Delhi Jal Board (DJB): Rs 70,000 crore and Delhi Transport Corporation (DTC): Rs 10,000 crore as the liability for servicing those debts is vested entirely in the NCT government. This takes the total debt of Delhi to Rs 120,000 crore.

The situation has come to such a pass that CM Atishi has approached the Centre seeking a loan of Rs 10,000 crore from the National Small Savings Fund (NSSF). The precariousness of the state's finances has a lot to do with the freebies which are estimated to cost about Rs 11,000 crore during 2024-25. Add to this at least Rs 30,000 crore being the impact of guarantees given during this election, freebies alone would dent the exchequer by Rs 41,000 crore annually.

Delhi government could be starting at an FD of close to Rs 50,000 crore. And, its debt would balloon to Rs 150,000 crore. The ball won't stop here.When used to doles, people will want more and more and parties can't say no. When, even a die-hard reformist and fiscal disciplinarian like Modi is forced to give way to freebies (courtesy, of Kejriwal's brand of politics), things will only worsen. What if people stop working (very likely when they get money sitting at home) and tax-payers stop paying taxes (likely when they see their earnings being frittered away in distributing doles to those who don't work)? The National Capital could be staring at fiscal disaster.

(The writer is a policy analyst; views expressed are personal)

The Pioneer • Hyderabad • 31 Jan, 2025

Vote for BJP in Delhi irrespective of candidates: Rajnath

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	126	N/A	Bottom Center	43009	275K

Vote for BJP in Delhi irrespective of candidates: Rajnath

PNS ■ NEW DELHI

Launching an attack on AAP for "breaking" its promises like that of a Jan Lokpal, Defence Minister Rajnath Singh on Thursday appealed to people in Delhi to vote for the BJP irrespective of the candidates.

"The BJP is the only party which has fulfilled all promises it had made in its manifesto... I would urge you to forget everything and vote for the BJP," Singh said, addressing a poll rally at Delhi Cantonment. "Vote for the BJP in Delhi and don't see who the candidate is. Your vote will be for Prime Minister Narendra Modi," Singh said.

He assured that all the schemes in Delhi will continue if the BJP comes to power. The residents will also be able to get the benefit of central schemes like Ayushman Bharat Yojana which, he said, will be implemented within 10 days of the formation of government. Singh also said Atal Canteens will be established in all slums which will provide meals at Rs 5.



Targeting the Aam Aadmi Party (AAP), Singh used the term 'AAPDA', which translates to disaster in Hindi, for the party, and accused it of not keeping its poll promises, especially to establish a Jan Lokpal.

"During the Anna Hazare movement, Arvind Kejriwal had said he would not form any political party. The trust that people bestowed on Anna Hazare's movement was used by him to form the government in Delhi... But did he fulfil his promises?" Singh said.

"He (Kejriwal) said they will establish a Jan Lokpal... but today, there are so many scams in Delhi," he said. Singh said it was the BJP that gave statehood to Delhi and also regularised several colonies.

"But the AAP government could not provide them with water or drainage facilities," he alleged. "AAP has fooled the people of Delhi to get their support.

Nav Rashtra • Mumbai • 31 Jan, 2025

The trickery of bogus doctors

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Marathi	155	N/A	Bottom Left	255345	500.5K

बोगस डॉक्टरांचा सुळसुळाट

ॲलोपॅथी डॉक्टरांपैकी ५७ टक्के डॉक्टर बोगस

ठाणे, नवराष्ट्र न्यूज नेटवर्क. राज्यात ग्रामीण भागात बोगस डॉक्टरांची संख्या दिवसेंदिवस झपाट्याने वाढत आहे. बोगस डॉक्टरांचे हे लोण आता शहरी भागातही पसरू लागले आहे. वर्ल्ड हेल्थ ऑर्गनायझेशनच्या रिपोर्टनुसार भारतात एकूण ॲलोपॅथी उपचार करणाऱ्या डॉक्टरांपैकी ५७.३ टक्के डॉक्टर हे बोगस असल्याचे नमूद करण्यात आले आहे तर सेंट्रल ब्यूरो ऑफ हेल्थ इंटेलिजेंसच्या रिपोर्टमध्ये महाराष्ट्रात नऊ हजारांहून अधिक बोगस डॉक्टरांकडे कोणतीही प्रमाणित वैद्यकीय पदवी नसताना ते रुग्णांना उपचार देत असल्याचे म्हटले आहे. या आकडेवारी पेक्षा कितीतरी जास्त संख्येने बोगस डॉक्टर आज राज्यात सर्रास रुग्णांच्या जीवाशी खेळत आहेत. इंडियन मेडिकल असोसिएशनने देखील राज्यातील प्रत्येक गाव बोगस डॉक्टरांच्या विळख्यात अडकला असून, कारवाई करण्यासाठी पुरेशी यंत्रणा कार्यरत नसल्याचे शासनाच्या निदर्शनास आणून दिले आहे.

भिवंडीत आरोग्य विभागाच्या पथकाने काही दिवसांपूर्वीच एका महिला बोगस डॉक्टरचा भांडाफोड करीत तिच्या विरोधात नारपोली पोलिस ठाण्यात गुन्हा दाखल केला होता.

Mumbai Tarun Bharat • Mumbai • 31 Jan, 2025

Ayushman Bharat' health scheme became lifeline

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	43	N/A	Middle Right	5387	17.73K

'आयुष्मान भारत' आरोग्य योजना ठरली संजीवनी

मुंबई, दि. ३० : प्रतिनिधी

देशातील ज्येष्ठ नागरिकांसाठी 'आयुष्मान भारत आरोग्य वय वंदना योजना' संजीवनी ठरत आहे. पंतप्रधान नरेंद्र मोदी यांनी ७० वर्षांवरील ज्येष्ठ नागरिकांसाठी 'आरोग्य कवच' उपलब्ध करून दिले आहे.

या अनुषंगाने भांडुप पश्चिम विधानसभा प्रभाग क्रमांक १९२ मधील नगरसेवक साक्षी दळवी यांच्या वतीने व आ. मिहीर कोटेचा यांच्या सहकार्याने विभागात 'आयुष्मान भारत आरोग्य वय वंदना योजने'चे शिबीर भरविण्यात येत आहे. आजपर्यंत नगरसेवक जनसंपर्क कार्यालय, द्वारका बाग, ज्येष्ठ नागरिक कट्टा खंडोबामंदीर, ज्येष्ठ नागरिक कट्टा हिलेज रोड, साईबाबा मंदिर द्वारका बाग, जैन मंदिर सभागृह भट्टीपाडा मार्केट रोड, ड्रीम्स कॉम्प्लेक्स सोसायटी, कुबेरजा कॉम्प्लेक्स सोसायटी, महेंद्रा



स्प्लेंडर सोसायटी, रुनवाल फॉरेस्ट सोसायटी, ड्रेट इस्टर्न गार्डन सोसायटी, समृद्धी गार्डन सोसायटी, जॉय होम्स सोसायटी, उषानगर सोसायटी, उषा कॉम्प्लेक्स सोसायटी आदी ठिकाणी शिबिरांचे आयोजन करण्यात आले आहे. या शिबिरांमध्ये ज्येष्ठ नागरिकांचा उत्स्फूर्त प्रतिसाद लाभत आहे.

Maharashtra Times • Mumbai • 31 Jan, 2025

Circular about Surya Namaskar taken back

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	163	N/A	Middle Right	371745	1.3M

सूर्यनमस्काराबाबतचे परिपत्रक मागे

म. टा. खास प्रतिनिधी, मुंबई

- 'चुकीच्या माहिती'चा समावेश असल्याची कबुली
- शालेय शिक्षण मंत्री अनभिज्ञ



परिवहन विभागाने घेतलेला भाडेवाढीचा निर्णय परिवहनमंत्र्यांना माहीतच नसल्याची घटना घडल्यानंतर आता शालेय शिक्षण आणि क्रीडा विभागातही असा प्रकार समोर आला आहे. राज्य शैक्षणिक संशोधन आणि प्रशिक्षण परिषदेने २४ जानेवारी रोजी काढलेले सूर्यनमस्कार उपक्रमाचे परिपत्रक ३० जानेवारीला अचानक मागे घेतले. विशेष म्हणजे याबाबत शालेय शिक्षणमंत्री दादा भुसे यांना विचारले असता, आपल्याला याबाबत काही माहीत नसून, माहिती करून घेतो, असे त्यांनी सांगितले.

आणखी महत्त्वाची बाब म्हणजे सूर्यनमस्कार राबवण्याचा उपक्रम चुकीच्या माहितीच्या आधारे जाहीर केल्याची कबुली पत्रकात दिली आहे.

राज्य शैक्षणिक संशोधन आणि प्रशिक्षण परिषदेने (एससीईआरटी) २४ जानेवारी रोजी काढलेल्या पत्रकात राज्यातील सर्व शाळांमध्ये ४ फेब्रुवारी रोजी रथसप्तमीच्या दिनी सूर्यनमस्कार उपक्रम राबवण्याचे जाहीर केले होते. त्यानुसार सर्व शिक्षकांनी तयारी करून या उपक्रमाचे फोटो, अहवाल आदी पाठवण्याबाबतच्या सूचनाही देण्यात आल्या होत्या. या निर्णयावर अनेक शिक्षकांकडून टीकाही होत होती.

आता ३० जानेवारी रोजी एससीईआरटीने आणखी एक परिपत्रक काढत आधीचे आदेश रद्द करण्याचा निर्णय जाहीर केला. २४ जानेवारी रोजी काढलेले पत्र चुकीच्या माहितीचा समावेश असल्याने रद्द करण्यात येत असल्याचे या पत्रकात म्हटले आहे. त्यावरूनही शिक्षक संघटनांनी याविरोधात झोड घेतली आहे. उत्तम शरीरसाधनेसाठी सूर्यनमस्कार हा वर्षभर चालणारा उपक्रम आहे. त्याला रथसप्तमीच्या दिनाशी जोडून काय साध्य होणार आहे, असा प्रतिवाद राज्य मुख्याध्यापक महामंडळाचे माजी उपाध्यक्ष महेंद्र गणपुले यांनी केला. याबाबत शालेय शिक्षणमंत्री दादाजी भुसे यांना विचारले असता याबाबत निश्चित माहिती नसून माहिती करून मग सांगतो, असे ते म्हणाले.

The Times of India • Pune • 31 Jan, 2025

In a first, state to offer yogic science & ayurveda degree

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	132	N/A	Top Center	319827	1.05M



In a first, state to offer yogic science & ayurveda degree

Yogita.Rao@timesofindia.com

Mumbai: The state govt is all set to offer a four-year bachelor's course in naturopathy and yogic science (BNYS) from the current year.

The medical education and drugs department (MEDD) has granted permission to start a new college in Kolhapur with a capacity of 60 students. Two private colleges, one in Satara and the other at Chhatrapati Sambhaji Nagar, are also in the pipeline. Though it is already late for the current academic session, 2024-25, the govt wants to open it to interested students even for the current year.

Since it is declared a professional course by the state, admissions will be conducted by the state CET cell, and students have to clear class XII with physics, chemistry, and biology and should have appeared for NEET-UG 2024 to be eligible.

4-YEAR COURSE

While diploma courses in naturopathy and yogic science were available in the state, this is the first time a full-fledged course in the subject will be rolled out.

Down south, some universities offer the bachelor's programme, too, and interested candidates from the state head to the south for this course, said parent representative Sudha Shenoy. She added, "Since admissions to other health science courses came to an end recently, there could be some students who will be interested even this year."

Maharashtra University of Health Sciences (MUHS), which will offer the course through affiliated institutes, has designed the curriculum with inputs from experts in the ayurveda domain and also Kaivalyadhama Yoga Institute, Lonavala.

"Since it is being offered for the first time, it went through a lot of scrutiny. Right from developing curriculum to conduct of the course and assessment, everything had to be chalked out," said Lt Gen Dr Madhuri Kanitkar (retd), MUHS Vice-Chancellor.

Hindustan Times • Mumbai • 30 Jan, 2025

#thatshot

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	172	HT City	Top Left	240331	1.1M

#thatshot

RUNNING DAILY CAN ADD NINE YEARS TO YOUR LIFE: STUDY

A study by Brigham Young University reveals that running for 30 minutes a day, five times a week can slow cellular aging and extend lifespan by nine years. According to this research, while women are recommended to jog for 30 minutes, men are advised to jog for 40 minutes on a regular basis.





A HUG FOR YOUR SKIN

Skinvest Face Hug Barrier Repair Moisturizer claims to provide deep hydration and nourishment with 70% rice water extract, replacing the traditional water base. The formula is said to strengthen the skin barrier and improve overall skin health. It is suitable for all skin types, including acne-prone skin.
Available at: skinvest.care
Price: ₹1,400

WHO RECOMMENDS LOWER-SODIUM SALT SUBSTITUTES

The World Health Organization (WHO) has issued new guidelines, encouraging adults to replace regular table salt with lower-sodium salt substitutes. This step aims to combat the health risks associated with high sodium intake, which contributes to nearly 1.9 million deaths annually. The recommendation excludes pregnant women, children and others with kidney issues.





SHIELD UP, GLOW ON

Looking for a sunscreen that does it all? Soulflower Hyaluronic Invisible Sunscreen Gel is your new skincare BFF! With SPF 50+ and broad-spectrum UVA & UVB protection, it fights tanning, dark spots, fine lines and even redness. Packed with natural vitamins, minerals and antioxidants, this lightweight gel glides on smoothly without any greasy mess — just flawless finish.
Available at: soulflower.in
Price: ₹400

The Morning Standard • Delhi • 30 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	607	N/A	Middle Right	291146	300K

FITBIT

TADASANA TWIST ARMS SHOULDER LEVEL (MOUNTAIN POSE TWIST ARMS SHOULDER LEVEL)

This is a beautiful head-shoulders-hips twisting practice performed standing. The stretching and twisting of this pose help strengthen the arms and shoulders along the neck. Included in warm-up yoga sequences, this pose helps wake up the spine and stretch the muscles while building strength, gaining awareness, and getting unstuck. This is also a perfect practice after a long day or post-workout/yoga flow. It can be included in cool-down yoga practices.

STEPS

- Stand in Tadasana with legs together, and hands by the sides.
- Being aware of the breath, lengthen your spine, draw your shoulders behind, and keep your feet firmly grounded. Stay here for five breaths and be fully aware of body-breath coordination.
- First twist on the right, inhale, and extend your arms to the sides at shoulder level. The palms face the front, and the arms parallel the ground. Exhale completely here.
- Inhale, lengthen your spine, and engage your core.
- Exhale, twist the waist-shoulders-head along your arms to the right in Mountain Pose Twist Arms Shoulder Level Spread Out. Simultaneously, place the left hand on the right shoulder. The elbow points to the front. Arms are at shoulder level.
- Here, the torso, neck, arms, and shoulders are twisted, keeping the feet grounded and the trunk nice and tall. Look behind or at the shoulder. Keep your chest open and shoulders relaxed.
- Stay here for six breaths. Focus on steady, deep breaths. Inhale to lengthen your spine. Exhale to deepen the twist. Maintain a smooth and rhythmic breath throughout.
- To release, inhale and come back to a neutral position with your hands extended out to the sides. Counter the stretch on the other side.
- Finally, relax in Three Part Breath Tadasana, connecting back to breathing.

BENEFITS

- Safe and gentle practice for seniors and prenatal-postnatal women.
- Stimulates the lymphatic system, which plays a crucial role in detoxifying the body.
- Being a therapeutic yoga sequence, it alleviates tension and tightness of the cervical spine.
- Relieves stiffness and pain associated with rheumatoid arthritis.
- A good pose for asthma, cold, allergies, or other respiratory disorders as the arm extended at the back opens the chest.
- Forms part of the mobilisation-and-activation routine before pranayama.
- Stimulates the digestive system, massaging reproductive organs.
- Strengthens and lengthens the arms, shoulders, spine, and neck muscles.
- Prepares the body for next-level poses, including back and forward bends.
- Avoids cramps in the rib cage.
- Increases the flow of energy (prana).
- Stimulates the thyroid gland, boosting metabolism. Enhances stability.
- Stimulates circulatory organs including the heart and lungs.
- Best for the nervous system and balances emotions. Improves immunity system.
- Helpful in burning away toxins.
- Strengthens and stretches the sides of the lumbar region.
- Ideal for issues related to long hours of sitting.



LIMITATIONS

- People who have undergone abdominal or spinal surgeries or injuries in arms, hips, spine, and shoulders, suffering from high blood pressure, dizziness, headaches, nausea, migraine, vertigo issues, or fibromyalgia, arthritis, low iron, or bone density, or any condition that brings discomfort while standing and twisting, should avoid this.

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

The Morning Standard • Delhi • 30 Jan, 2025

Suggest some exercises to prevent fatigue and pain in my fingers caused by hours of typing

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	277	N/A	Middle Center	133067	300K



MISS-FIT

Wanitha Ashok

The expert is a Fit India Movement ambassador and celebrity fitness coach

Suggest some exercises to prevent fatigue and pain in my fingers caused by hours of typing?

This is a common issue for people who spend long hours at their desks and mobile phones. Chronic fatigue can snowball to other joints. Have it evaluated by an orthopedic doctor. Use a wrist rest for your keyboard and mouse. It's advisable to take a break every 30-60 minutes — stand up, walk around, stretch your arms over your head, and shake out your hands. Try these exercises:

Finger bend: Place your hands flat on a surface, fingers extended. Slowly bend your fingers toward your palm, and straighten them again. Repeat 10-15 times.

Finger spread: Place your hands flat on a surface with fingers together. Slowly spread your fingers as far apart as you can. Bring them back. Repeat 10-15 times.

Wrist extensions: Hold your arm straight out in front with palm facing down. With the other hand, gently pull your hand back, stretching your wrist. Hold for 10-15 seconds, repeat five times.

Finger circles: Holding your arms straight out in front with palms facing down. Make small circular motions with your fingers, first clockwise and then counter-clockwise. Repeat ten times.

ASK AN XPERT

The New Indian Express • Chennai • 30 Jan, 2025

TADASANA TWIST ARMS SHOULDER LEVEL

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	674	N/A	Top Right	890246	246.4K

FITBIT

TADASANA TWIST ARMS SHOULDER LEVEL (MOUNTAIN POSE TWIST ARMS SHOULDER LEVEL)

This is a beautiful head-shoulders-hips twisting practice performed standing. The stretching and twisting of this pose help strengthen the arms and shoulders along the neck. Included in warm-up yoga sequences, this pose helps wake up the spine and stretch the muscles while building strength, gaining awareness, and getting unstuck. This is also a perfect practice after a long day or post-workout/yoga flow. It can be included in cool-down yoga practices.

STEPS

- Stand in Tadasana with legs together, hands by the sides.
- Being aware of the breath, lengthen your spine, draw your shoulders behind, and keep your feet firmly grounded. Stay here for 4-5 breaths and be fully aware of body-breath coordination.
- First twist on the right, inhale, and extend your arms out to the sides at shoulder level. The palms face the front, and arms parallel the ground. Exhale completely here.
- Inhale, lengthen your spine, and engage your core.
- Exhale, twist the waist-shoulders-head along your arms to the right in Mountain Pose Twist Arms Shoulder Level Spread Out. Simultaneously, place the left hand on the right shoulder. The elbow points to the front. Arms are at shoulder level.
- Here, the torso, neck, arms, and shoulders are twisted, keeping the feet grounded and the trunk nice and tall. Look behind or at the shoulder. Keep your chest open and shoulders relaxed.
- Stay here for about six breaths. Focus on steady, deep breaths. Inhale to lengthen your spine. Exhale to deepen the twist. Maintain a smooth, rhythmic breath throughout.
- To release, inhale, come back to a neutral position with your hands extended out to the sides. Counter the stretch on the other side.
- Finally, relax in Three Part Breath Tadasana, connecting back to breathing.

BENEFITS

- Safe and gentle practice for seniors, and prenatal-postnatal mothers.
- Stimulates the lymphatic system, which plays a crucial role in detoxifying the body.
- Being a therapeutic yoga sequence, it alleviates tension and tightness of the cervical spine.
- Relieves stiffness and pain associated with rheumatoid arthritis.
- Excellent pose for asthma, cold, allergies, or any other respiratory disorders as the arm extended at the back opens the chest.
- Forms part of the mobilisation-and-activation routine before pranayama.
- Stimulates the digestive system, massaging reproductive organs.
- Strengthens and lengthens the arms, shoulders, spine; and neck muscles.
- Prepares the body for next level poses, including back and forward bends.
- Avoids cramps in the rib cage.
- Increases the flow of energy (prana).
- Stimulates the thyroid gland, boosting metabolism. Enhances stability.
- Stimulates circulatory organs including heart and lungs.
- Best for the nervous system and balances emotions. Improves immunity system.
- Helpful in burning away toxins.
- Strengthens and stretches the sides of the lumbar region.
- Ideal for those with issues due to long hours of sitting or travelling.



LIMITATIONS

- Students who have undergone abdominal or spinal surgeries or injuries in arms, hips, spine and shoulders, have high blood pressure, dizziness, headaches, nausea, migraine, vertigo issues, or fibromyalgia, arthritis, low iron or bone density or any other condition that brings discomfort while standing and twisting, and are unable to stand, should avoid this.

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

Mint • Hyderabad • 30 Jan, 2025

Budget 2025: Shaping India's tech future

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	312	N/A	Middle Center	77986	45K

This is the thirteenth part in a series about what various sectors are expecting from the upcoming Budget.

Budget 2025: Shaping India's tech future

By Leslie D'Monte
leslie.d@livemint.com

mint POWERING PROGRESS BUDGET 2025

As India accelerates its digital transformation, the tech industry expects Budget 2025-26 to introduce concrete steps that boost innovation, local manufacturing, and workforce readiness, while advancing artificial intelligence (AI), semiconductors, 5G, quantum computing, robotics, and blockchain to position India as a global tech leader and self-reliant nation.



Key announcements in past budgets

2020-21: Machine learning/AI in Ayushman Bharat; $6 bn for manufacturing, and attract investments, and exports; digital connectivity for public institutions

2021-22: Implementation of e-courts; launch of data analytics, AI- and ML-driven MCA21 version; National Faceless Income Tax Appellate Tribunal Centre established

2022-23: Release of 'digital rupee'; infra status for data centres; rolling out National Digital Health Ecosystem platform; focus on drones

2023-24: Digital public infrastructure for agriculture

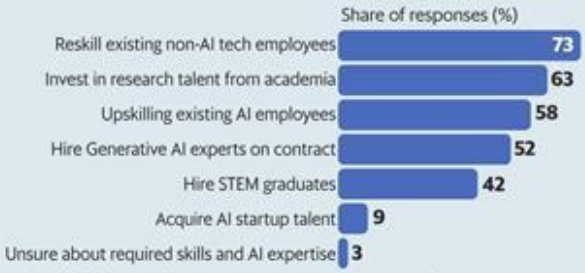
2024-25: **₹10,371.92 crore** IndiaAI mission approved
- Govt announced plans to encourage private sector develop DPI apps
- **₹1 tn** fund for innovation and R&D

Industry expectations



- Sharpening focus on areas such as AI, semiconductors, 5G, quantum, blockchain, robotics and green tech.
- Need policies that support startups and MSMEs, and encourage R&D and local manufacturing through refined PLI schemes and targeted subsidies.
- More emphasis on emerging areas such as unmanned aerial vehicles (UAVs), advanced materials, cybersecurity and space technology to attract more private capital.
- Urgent need for skilling for AI, reducing GST for edtech firms, establishing robust training frameworks to empower employees with future-ready capabilities.
- Strengthening public-private partnerships to accelerate these efforts, bridging the digital divide and fostering a thriving tech ecosystem.

What surveyed companies say about their approach to developing AI talent, 2024



A total of 500 companies across seven sectors were surveyed.

Source: Nasscom and EY AI Adoption Index 2.0

CXO SPEAK



"The budget should also consider the necessity of high-performance computing resources, data centres and specialized AI hardware to support innovation. Government support through shared infrastructure models could democratize access to these essential resources and facilitate the growth of AI capabilities across the nation. With the manufacturing sector being a critical driver of economic growth, we also hope for expanded production-linked incentive schemes that could create millions of jobs while enhancing India's manufacturing exports."

RAJEEV SINGH, managing director, BenQ India and South Asia

Business Standard • Delhi • 30 Jan, 2025

Struggles, adaptations & hope for India's small biz

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	424	N/A	Top Center,Top Left	209643	89.49K



FIVE YEARS SINCE FIRST COVID CASE IN INDIA

Struggles, adaptations & hope for India's small biz

From closures to online pivots, how small enterprises weathered the pandemic storm

SARTHAK CHOUDHURY
New Delhi, 29 January

Chand, 39, and his friend Ajay are two of the thousands of labourers gathered at Manesar's Labour Chowk, hoping for a day's work. Despite their adversity, they share a laugh about their situation. Originally from Dhorra Mafi (Uttar Pradesh), known as Asia's most literate village, their journey to New Delhi was unexpected.

"We used to run a small business dyeing jeans," Chand recalls. "The pandemic and lockdown shut us down." They tried borrowing money to restart, "but no one wanted to lend with everything so uncertain. So, here we are, looking for daily work."

Their story mirrors the struggles of countless small business owners across India who were severely impacted by the pandemic.

Five years after the first Covid case in India on January 30, 2020, many small businesses are still recovering. While some have managed to bounce back, others, like Chand and Ajay, remain on the edge.

In Mumbai, Manohar Wagle, the owner of Wagle Sports, one of India's oldest sports shops, reflects: "My great-grandfather started this in 1865. I'm the fourth generation to run it." He notes that while his ancestors faced two World Wars, the Independence struggle, and wars with China and Pakistan, "the pandemic was probably my biggest test".

Ripple effect

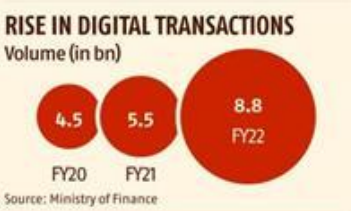
Even before Covid, businesses were dealing with GST and demonetisation. The pandemic proved to be a final blow for many, while others barely survived.

"Before Covid, we had a steady flow of customers," Chand says. "We weren't thriving, but we managed." They had loans they were repaying. "By June, things got so bad that we had to dip into our savings just to pay rent."

For Wagle, the recovery has been slow. "Business hasn't fully bounced back. We closed our shop in Khar Gymkhana, and overall business is down by 40 per cent."

Unsold inventory was a significant issue. As sales plunged, shops were stuck with piles of products they couldn't move, resulting in substantial losses. Alok Ubgade, who runs a pharmacy in Nagpur (Maharashtra), says: "Our inventory built up after the second wave, and some stock expired. But now we're back to pre-Covid levels."





Wagle notes that ordering stock has become more calculated. "We used to keep large inventories because it made sense to buy in bulk from manufacturers in North India. But now, with credit cuts, we have to pay upfront."

Rent also became a challenge. Rajesh Agrawal, who runs Prince Opticals in Patna , explains: "Sales halved, but we still had to pay rent and salaries. There were no concessions."

For PK Quimicaa, a proprietor in Chennai, balancing quality and affordability became crucial. "We had to carefully choose suppliers. Raw material costs increased, and keeping prices affordable while maintaining margins was tough." The pandemic's scale of devastation is apparent in data from the Annual Survey of Unincorporated Sector Enterprises (ASUSE). During the second lockdown in April-July 2021, the number of unincorporated enterprises fell to 5.03 million. While they reached 65 million in 2022-23, that was barely an improvement from 63.3 million in 2015-16. In 2023-24, the number went up to 73.4 million.

Adapting to the new normal

Strict lockdowns and social distancing pushed small businesses to adapt quickly. Many turned to technology, using online payments and home deliveries.

Agrawal says, "Retail is down, but online sales have picked up." Most transactions are now digital, with only 10 per cent of customers paying in cash. Wagle adds, "We get orders over the phone and WhatsApp. People don't want to come out to shop, so we've tied up with delivery services."

Digital transactions surged from 4.57 billion in FY20 to 8.84 billion in FY22, according to the finance ministry.

Some businesses also had to change their product range. Wagle pivoted to focus on indoor games like carrom and ludo when sales of outdoor equipment dropped.

For Ratikanta Biswal, who runs a grocery shop in Balasore (Odisha), the timing was particularly unfortunate. He was about to launch his business before the first lockdown. He survived by selling essential items. "Businesses classified as essential services survived, while others pivoted or closed."

Not all gloom

While many struggled, some businesses thrived. Ubgade saw a rise in demand for ayurvedic products. "People became more aware of ayurvedic remedies. Business boomed during Covid."

For Biswal, business was actually better during the pandemic, as customers remained loyal to their regular shops, something he described as "unique sales". This was in contrast to the past scenario, where people shop more freely and have many options.

A garment shop owner in New Delhi's Chandni Chowk found an opportunity in designer masks. "We were struggling, and then a pharmacist asked us to stitch masks. They were a hit," he said. Now, designer masks make up 15 per cent of their business.

For Quimicaa, resilience was key. "Business is a cycle of ups and downs. The pandemic was tough, but it's about taking the positives and moving ahead."

Business Standard • Jaipur • 30 Jan, 2025

5 YRS SINCE INDIA'S 1ST COVID CASE: STRUGGLES, ADAPTATIONS, & HOPE FOR SMALL BUSINESSES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	424	N/A	Top Center,Top Left	136797	89.49K



FIVE YEARS SINCE FIRST COVID CASE IN INDIA

Struggles, adaptations & hope for India's small biz

From closures to online pivots, how small enterprises weathered the pandemic storm

SARTHAK CHOUDHURY
New Delhi, 29 January

Chand, 39, and his friend Ajay are two of the thousands of labourers gathered at Manesar's Labour Chowk, hoping for a day's work. Despite their adversity, they share a laugh about their situation. Originally from Dhorra Mafi (Uttar Pradesh), known as Asia's most literate village, their journey to New Delhi was unexpected.

"We used to run a small business dyeing jeans," Chand recalls. "The pandemic and lockdown shut us down." They tried borrowing money to restart, "but no one wanted to lend with everything so uncertain. So, here we are, looking for daily work."

Their story mirrors the struggles of countless small business owners across India who were severely impacted by the pandemic.

Five years after the first Covid case in India on January 30, 2020, many small businesses are still recovering. While some have managed to bounce back, others, like Chand and Ajay, remain on the edge.

In Mumbai, Manohar Wagle, the owner of Wagle Sports, one of India's oldest sports shops, reflects: "My great-grandfather started this in 1865. I'm the fourth generation to run it." He notes that while his ancestors faced two World Wars, the Independence struggle, and wars with China and Pakistan, "the pandemic was probably my biggest test".

Ripple effect

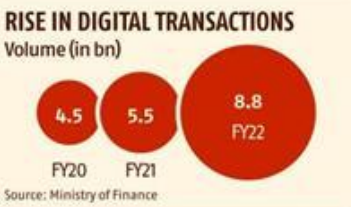
Even before Covid, businesses were dealing with GST and demonetisation. The pandemic proved to be a final blow for many, while others barely survived.

"Before Covid, we had a steady flow of customers," Chand says. "We weren't thriving, but we managed." They had loans they were repaying. "By June, things got so bad that we had to dip into our savings just to pay rent."

For Wagle, the recovery has been slow. "Business hasn't fully bounced back. We closed our shop in Khar Gymkhana, and overall business is down by 40 per cent."

Unsold inventory was a significant issue. As sales plunged, shops were stuck with piles of products they couldn't move, resulting in substantial losses. Alok Ubgade, who runs a pharmacy in Nagpur (Maharashtra), says: "Our inventory built up after the second wave, and some stock expired. But now we're back to pre-Covid levels."





Wagle notes that ordering stock has become more calculated. "We used to keep large inventories because it made sense to buy in bulk from manufacturers in North India. But now, with credit cuts, we have to pay upfront."

Rent also became a challenge. Rajesh Agrawal, who runs Prince Opticals in Patna , explains: "Sales halved, but we still had to pay rent and salaries. There were no concessions."

For PK Quimicaa, a proprietor in Chennai, balancing quality and affordability became crucial. "We had to carefully choose suppliers. Raw material costs increased, and keeping prices affordable while maintaining margins was tough." The pandemic's scale of devastation is apparent in data from the Annual Survey of Unincorporated Sector Enterprises (ASUSE). During the second lockdown in April-July 2021, the number of unincorporated enterprises fell to 5.03 million. While they reached 65 million in 2022-23, that was barely an improvement from 63.3 million in 2015-16. In 2023-24, the number went up to 73.4 million.

Adapting to the new normal

Strict lockdowns and social distancing pushed small businesses to adapt quickly. Many turned to technology, using online payments and home deliveries.

Agrawal says, "Retail is down, but online sales have picked up." Most transactions are now digital, with only 10 per cent of customers paying in cash. Wagle adds, "We get orders over the phone and WhatsApp. People don't want to come out to shop, so we've tied up with delivery services."

Digital transactions surged from 4.57 billion in FY20 to 8.84 billion in FY22, according to the finance ministry.

Some businesses also had to change their product range. Wagle pivoted to focus on indoor games like carrom and ludo when sales of outdoor equipment dropped.

For Ratikanta Biswal, who runs a grocery shop in Balasore (Odisha), the timing was particularly unfortunate. He was about to launch his business before the first lockdown. He survived by selling essential items. "Businesses classified as essential services survived, while others pivoted or closed."

Not all gloom

While many struggled, some businesses thrived. Ubgade saw a rise in demand for ayurvedic products. "People became more aware of ayurvedic remedies. Business boomed during Covid."

For Biswal, business was actually better during the pandemic, as customers remained loyal to their regular shops, something he described as "unique sales". This was in contrast to the past scenario, where people shop more freely and have many options.

A garment shop owner in New Delhi's Chandni Chowk found an opportunity in designer masks. "We were struggling, and then a pharmacist asked us to stitch masks. They were a hit," he said. Now, designer masks make up 15 per cent of their business.

For Quimicaa, resilience was key. "Business is a cycle of ups and downs. The pandemic was tough, but it's about taking the positives and moving ahead."

Business Standard • Bengaluru • 30 Jan, 2025

5 YRS SINCE INDIA'S 1ST COVID CASE: STRUGGLES, ADAPTATIONS, & HOPE FOR SMALL BUSINESSES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	479	N/A	Top Center	98101	33.2K



FIVE YEARS SINCE FIRST COVID CASE IN INDIA

Struggles, adaptations & hope for India's small biz

From closures to online pivots, how small enterprises weathered the pandemic storm

SARTHAK CHOUDHURY
New Delhi, 29 January

Chand, 39, and his friend Ajay are two of the thousands of labourers gathered at Manesar's Labour Chowk, hoping for a day's work. Despite their adversity, they share a laugh about their situation. Originally from Dhorra Mafi (Uttar Pradesh), known as Asia's most literate village, their journey to New Delhi was unexpected.

"We used to run a small business dyeing jeans," Chand recalls. "The pandemic and lockdown shut us down." They tried borrowing money to restart, "but no one wanted to lend with everything so uncertain. So, here we are, looking for daily work."

Their story mirrors the struggles of countless small business owners across India who were severely impacted by the pandemic.

Five years after the first Covid case in India on January 30, 2020, many small businesses are still recovering. While some have managed to bounce back, others, like Chand and Ajay, remain on the edge.

In Mumbai, Manohar Wagle, the owner of Wagle Sports, one of India's oldest sports shops, reflects: "My great-grandfather started this in 1865. I'm the fourth generation to run it." He notes that while his ancestors faced two World Wars, the Independence struggle, and wars with China and Pakistan, "the pandemic was probably my biggest test".

Ripple effect

Even before Covid, businesses were dealing with GST and demonetisation. The pandemic proved to be a final blow for many, while others barely survived.

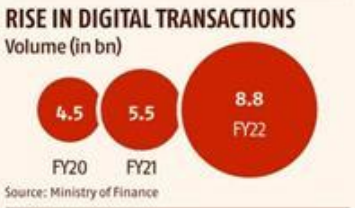
"Before Covid, we had a steady flow of customers," Chand says. "We weren't thriving, but we managed." They had loans they were repaying. "By June, things got so bad that we had to dip into our savings just to pay rent."

For Wagle, the recovery has been slow. "Business hasn't fully bounced back. We closed our shop in Khar Gymkhana, and overall business is down by 40 per cent."

Unsold inventory was a significant issue. As sales plunged, shops were stuck with piles of products they couldn't move, resulting in substantial losses. Alok Ubgade, who runs a pharmacy in Nagpur (Maharashtra), says: "Our inventory built up after the second wave, and some stock expired. But now we're back to pre-Covid levels."



Source: ASUSE by Mospi



Source: Ministry of Finance

Wagle notes that ordering stock has become more calculated. "We used to keep large inventories because it made sense to buy in bulk from manufacturers in North India. But now, with credit cuts, we have to pay upfront."

Rent also became a challenge. Rajesh Agrawal, who runs Prince Opticals in Patna, explains: "Sales halved, but we still had to pay rent and salaries. There were no concessions."

For PK Quimicaa, a proprietor in Chennai, balancing quality and affordability became crucial. "We had to carefully choose suppliers. Raw material costs increased, and keeping prices affordable while maintaining margins was tough." The pandemic's scale of devastation is apparent in data from the Annual Survey of Unincorporated Sector Enterprises (ASUSE). During the second lockdown in April-July 2021, the number of unincorporated enterprises fell to 5.03 million. While they reached 65 million in 2022-23, that was barely an improvement from 63.3 million in 2015-16. In 2023-24, the number went up to 73.4 million.

Adapting to the new normal

Strict lockdowns and social distancing pushed small businesses to adapt quickly. Many turned to technology, using online payments and home deliveries.

Agrawal says, "Retail is down, but online sales have picked up." Most transactions are now digital, with only 10 per cent of customers paying in cash. Wagle adds, "We get orders over the phone and WhatsApp. People don't want to come out to shop, so we've tied up with delivery services."

Digital transactions surged from 4.57 billion in FY20 to 8.84 billion in FY22, according to the finance ministry.

Some businesses also had to change their product range. Wagle pivoted to focus on indoor games like carrom and ludo when sales of outdoor equipment dropped.

For Ratikanta Biswal, who runs a grocery shop in Balasore (Odisha), the timing was particularly unfortunate. He was about to launch his business before the first lockdown. He survived by selling essential items. "Businesses classified as essential services survived, while others pivoted or closed."

Not all gloom

While many struggled, some businesses thrived. Ubgade saw a rise in demand for ayurvedic products. "People became more aware of ayurvedic remedies. Business boomed during Covid."

For Biswal, business was actually better during the pandemic, as customers remained loyal to their regular shops, something he described as "unique sales". This was in contrast to the past scenario, where people shop more freely and have many options.

A garment shop owner in New Delhi's Chandni Chowk found an opportunity in designer masks. "We were struggling, and then a pharmacist asked us to stitch masks. They were a hit," he said. Now, designer masks make up 15 per cent of their business.

For Quimicaa, resilience was key. "Business is a cycle of ups and downs. The pandemic was tough, but it's about taking the positives and moving ahead."



The New Indian Express • Bengaluru • 30 Jan, 2025

TADASANA TWIST ARMS SHOULDER LEVEL (MOUNTAIN POSE TWIST ARMS SHOULDER LEVEL)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	616	City Express	Top Right	616135	177.8K

FITBIT

TADASANA TWIST ARMS SHOULDER LEVEL (MOUNTAIN POSE TWIST ARMS SHOULDER LEVEL)

This is a beautiful head-shoulders-hips twisting practice performed standing. The stretching and twisting of this pose help strengthen the arms and shoulders along the neck. Included in warm-up yoga sequences, this pose helps wake up the spine and stretch the muscles while building strength, gaining awareness, and getting unstuck. This is also a perfect practice after a long day or post-workout/yoga flow. It can be included in cool-down yoga practices.

STEPS

- Stand in Tadasana with legs together, hands by the sides.
- Being aware of the breath, lengthen your spine, draw your shoulders behind, and keep your feet firmly grounded. Stay here for 4-5 breaths and be fully aware of body-breath coordination.
- First twist on the right, inhale, and extend your arms out to the sides at shoulder level. The palms face the front, and arms parallel the ground. Exhale completely here.
- Inhale, lengthen your spine, and engage your core.
- Exhale, twist the waist-shoulders-head along your arms to the right in Mountain Pose Twist Arms Shoulder Level Spread Out. Simultaneously, place the left hand on the right shoulder. The elbow points to the front. Arms are at shoulder level.
- Here, the torso, neck, arms, and shoulders are twisted, keeping the feet grounded and the trunk nice and tall. Look behind or at the shoulder. Keep your chest open and shoulders relaxed.
- Stay here for about six breaths. Focus on steady, deep breaths. Inhale to lengthen your spine. Exhale to deepen the twist. Maintain a smooth, rhythmic breath throughout.
- To release, inhale, come back to a neutral position with your hands extended out to the sides. Counter the stretch on the other side.
- Finally, relax in Three Part Breath Tadasana, connecting back to breathing.

BENEFITS

- Safe and gentle practice for seniors, and prenatal-postnatal mothers.
- Stimulates the lymphatic system, which plays a crucial role in detoxifying the body.
- Being a therapeutic yoga sequence, it alleviates tension and tightness of the cervical spine.
- Relieves stiffness and pain associated with rheumatoid arthritis.
- Excellent pose for asthma, cold, allergies, or any other respiratory disorders as the arm extended at the back opens the chest.
- Forms part of the mobilisation-and-activation routine before pranayama.
- Stimulates the digestive system, massaging reproductive organs.
- Strengthens and lengthens the arms, shoulders, spine; and neck muscles.
- Prepares the body for next level poses, including back and forward bends.
- Avoids cramps in the rib cage.
- Increases the flow of energy (prana).
- Stimulates the thyroid gland, boosting metabolism. Enhances stability.
- Stimulates circulatory organs including heart and lungs.
- Best for the nervous system and balances emotions. Improves immunity system.
- Helpful in burning away toxins.
- Strengthens and stretches the sides of the lumbar region.
- Ideal for those with issues due to long hours of sitting or travelling.



LIMITATIONS

- Students who have undergone abdominal or spinal surgeries or injuries in arms, hips, spine and shoulders, have high blood pressure, dizziness, headaches, nausea, migraine, vertigo issues, or fibromyalgia, arthritis, low iron or bone density or any other condition that brings discomfort while standing and twisting, and are unable to stand, should avoid this.

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

Business Standard • Chennai • 30 Jan, 2025

5 YRS SINCE INDIA'S 1ST COVID CASE : STRUGGLES, ADAPTATIONS, &HOPE FOR SMALL BUSINESSES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	479	N/A	Top Center	47854	27.82K



FIVE YEARS SINCE FIRST COVID CASE IN INDIA

Struggles, adaptations & hope for India's small biz

From closures to online pivots, how small enterprises weathered the pandemic storm

SARTHAK CHOUDHURY
New Delhi, 29 January

Chand, 39, and his friend Ajay are two of the thousands of labourers gathered at Manesar's Labour Chowk, hoping for a day's work. Despite their adversity, they share a laugh about their situation. Originally from Dhorra Mafi (Uttar Pradesh), known as Asia's most literate village, their journey to New Delhi was unexpected.

"We used to run a small business dyeing jeans," Chand recalls. "The pandemic and lockdown shut us down." They tried borrowing money to restart, "but no one wanted to lend with everything so uncertain. So, here we are, looking for daily work."

Their story mirrors the struggles of countless small business owners across India who were severely impacted by the pandemic.

Five years after the first Covid case in India on January 30, 2020, many small businesses are still recovering. While some have managed to bounce back, others, like Chand and Ajay, remain on the edge.

In Mumbai, Manohar Wagle, the owner of Wagle Sports, one of India's oldest sports shops, reflects: "My great-grandfather started this in 1865. I'm the fourth generation to run it." He notes that while his ancestors faced two World Wars, the Independence struggle, and wars with China and Pakistan, "the pandemic was probably my biggest test".

Ripple effect

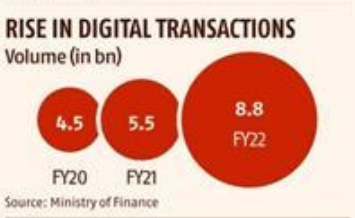
Even before Covid, businesses were dealing with GST and demonetisation. The pandemic proved to be a final blow for many, while others barely survived.

"Before Covid, we had a steady flow of customers," Chand says. "We weren't thriving, but we managed." They had loans they were repaying. "By June, things got so bad that we had to dip into our savings just to pay rent."

For Wagle, the recovery has been slow. "Business hasn't fully bounced back. We closed our shop in Khar Gymkhana, and overall business is down by 40 per cent."

Unsold inventory was a significant issue. As sales plunged, shops were stuck with piles of products they couldn't move, resulting in substantial losses. Alok Ubgade, who runs a pharmacy in Nagpur (Maharashtra), says: "Our inventory built up after the second wave, and some stock expired. But now we're back to pre-Covid levels."





Wagle notes that ordering stock has become more calculated. "We used to keep large inventories because it made sense to buy in bulk from manufacturers in North India. But now, with credit cuts, we have to pay upfront."

Rent also became a challenge. Rajesh Agrawal, who runs Prince Opticals in Patna, explains: "Sales halved, but we still had to pay rent and salaries. There were no concessions."

For PK Quimicaa, a proprietor in Chennai, balancing quality and affordability became crucial. "We had to carefully choose suppliers. Raw material costs increased, and keeping prices affordable while maintaining margins was tough." The pandemic's scale of devastation is apparent in data from the Annual Survey of Unincorporated Sector Enterprises (ASUSE). During the second lockdown in April-July 2021, the number of unincorporated enterprises fell to 5.03 million. While they reached 65 million in 2022-23, that was barely an improvement from 63.3 million in 2015-16. In 2023-24, the number went up to 73.4 million.

Adapting to the new normal

Strict lockdowns and social distancing pushed small businesses to adapt quickly. Many turned to technology, using online payments and home deliveries.

Agrawal says, "Retail is down, but online sales have picked up." Most transactions are now digital, with only 10 per cent of customers paying in cash. Wagle adds, "We get orders over the phone and WhatsApp. People don't want to come out to shop, so we've tied up with delivery services."

Digital transactions surged from 4.57 billion in FY20 to 8.84 billion in FY22, according to the finance ministry.

Some businesses also had to change their product range. Wagle pivoted to focus on indoor games like carrom and ludo when sales of outdoor equipment dropped.

For Ratikanta Biswal, who runs a grocery shop in Balasore (Odisha), the timing was particularly unfortunate. He was about to launch his business before the first lockdown. He survived by selling essential items. "Businesses classified as essential services survived, while others pivoted or closed."

Not all gloom

While many struggled, some businesses thrived. Ubgade saw a rise in demand for ayurvedic products. "People became more aware of ayurvedic remedies. Business boomed during Covid."

For Biswal, business was actually better during the pandemic, as customers remained loyal to their regular shops, something he described as "unique sales". This was in contrast to the past scenario, where people shop more freely and have many options.

A garment shop owner in New Delhi's Chandni Chowk found an opportunity in designer masks. "We were struggling, and then a pharmacist asked us to stitch masks. They were a hit," he said. Now, designer masks make up 15 per cent of their business.

For Quimicaa, resilience was key. "Business is a cycle of ups and downs. The pandemic was tough, but it's about taking the positives and moving ahead."



Amar Ujala • Chandigarh • 30 Jan, 2025

Ayushman card ka farzeewada pakadane ke liye pure punjab mein hoga audit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	744	N/A	Middle Center	548188	368.8K

आयुष्मान कार्ड का फर्जीवाड़ा पकड़ने के लिए पूरे पंजाब में होगा ऑडिट

फर्जी कार्ड के मामले सामने आने के बाद स्वास्थ्य विभाग ने लिया फैसला, चलाई जाएगी विशेष ड्राइव

चंडीगढ़। पंजाब में फर्जी आयुष्मान कार्ड के मामले सामने आने के बाद स्वास्थ्य विभाग ने पूरे पंजाब में आयुष्मान कार्ड का ऑडिट करवाने का फैसला लिया है। विभाग की तरफ से इस काम के लिए विशेष ड्राइव चलाई जाएगी, ताकि यह पूरा फर्जीवाड़ा पकड़ा जा सके। हाल ही में जांच के दौरान 145 आयुष्मान कार्ड फर्जी पकड़े गए थे, जिसकी बाद ही विभाग ने अपनी जांच तेज करने का फैसला लिया है।

बताया जा रहा है कि प्रदेश में फर्जी कार्ड बनवा कर लोग आयुष्मान योजना के तहत इलाज करवा रहे हैं, जिससे विभाग के साथ ही अस्पतालों को भी चपत लग रही है। अस्पतालों की तरफ से इलाज से इन्कार करने का मामला सामने आने के बाद ही यह फर्जीवाड़ा उजागर हुआ है। कुछ अस्पतालों द्वारा इलाज, जांच व दवा की सुविधा के लिए पैसे वसूलने का मामला भी सामना आया है। योजना के तहत लाभार्थियों का पांच लाख रुपये तक का मुफ्त इलाज होता है। बीमाधारक न्यूरो, जनरल सर्जरी, वेस्कुलर सर्जरी और कैंसर समेत 1579 बीमारियों का मुफ्त इलाज करवा सकते हैं। ब्यूरो

आयुष्मान योजना के फर्जी कार्ड का पता लगाने के लिए स्वास्थ्य विभाग की तरफ से ऑडिट कराया जाएगा। इसके लिए विभाग की तरफ से विशेष ड्राइव शुरू की जाएगी।

-कुमार राहुल, सचिव, स्वास्थ्य एवं परिवार कल्याण, पंजाब

निजी अस्पताल ने गलत रिपोर्ट तैयार कर लिया क्लेम, अस्पताल पर लगाया था तीन लाख जुर्माना

अमृतसर। आयुष्मान भारत सेहत बीमा योजना के तहत 2021 में फर्जीवाड़ा करने वाले निजी अस्पताल को पंजाब सरकार ने तीन लाख का जुर्माना लगाया था। एयरपोर्ट रोड स्थित निजी अस्पताल में एक मरीज की गलत रिपोर्ट तैयार कर बीमा कंपनी से क्लेम लिया गया था। बीमा कंपनी की ऑडिट टीम ने रिकॉर्ड की जांच और मरीज से बातचीत की तो फर्जीवाड़े का पता चला। दरअसल, अस्पताल की मेडिकल रिपोर्ट में अंतर था। मरीज को जो बीमारी थी, उसके बजाय कुछ ऐसे टेस्ट रिपोर्ट में दर्ज किए गए जो हुए ही नहीं थे। इन टेस्टों की कीमत ज्यादा थी। पूर्व सिविल सर्जन डॉ. चरणजीत सिंह ने इस मामले में कार्रवाई करते हुए अस्पताल को तीन लाख का जुर्माना किया था।

आयुष्मान बीमा योजना से 4 अस्पतालों को किया था अलग : सिविल सर्जन

सिविल सर्जन डॉ. किरणदीप कौर ने कहा कि इससे पूर्व 2021 में अमृतसर में आयुष्मान योजना में बड़ा घोटाला सामने आया था। योजना से जोड़े गए कुछ निजी अस्पताल फर्जी मरीज दिखाकर सरकारी खजाने को चपत लगा रहे थे। स्वास्थ्य विभाग ने चार निजी अस्पतालों को बीमा योजना से अलग कर दिया था। इनमें एक अस्पताल में मरीज नहीं था, पर रिकॉर्ड में उसका उपचार चल रहा था। एक अस्पताल में सर्जन नहीं था, पर रिकार्ड में मरीज का ऑपरेशन किया गया था। इसी प्रकार एक अस्पताल में मर चुके मरीज को आईसीयू में रखकर उपचार दिखाया गया था। उन्होंने बताया कि सेहत विभाग की टीमें आयुष्मान योजना से जुड़ी सभी 105 अस्पतालों का समय-समय पर निरीक्षण व ऑडिट करती हैं। संवाद

आयुष्मान योजना में हुआ था 22 हजार के फर्जी बिल का खुलासा

जालंधर। आयुष्मान भारत सरबत सेहत बीमा योजना में निजी अस्पतालों में मरीजों के इलाज को लेकर कुछ घोटाले सामने आए थे। इनमें एक घोटाला यह सामने आया था कि जालंधर के एक निजी अस्पताल ने एक मरीज के नाम पर 22 हजार रुपये के फर्जी मेडिकल बिल का दावा किया। इस मरीज को पित्ताशय की पथरी के लिए अस्पताल में भर्ती करवाया गया था, लेकिन किसी कारण सर्जरी नहीं हो सकी। अस्पताल ने इस बिल का दावा कर दिया था व इसकी पोल खुलने के बाद इसकी जांच करवाई गई थी। जांच के बाद अस्पताल प्रबंधन ने इसे एक गलती करार दिया था व माफी मांग ली थी। संवाद

Pudhari • Mumbai • 30 Jan, 2025

Dhootpapeshwar 'Swamala' now available in four variants

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Marathi	93	N/A	Middle Left	83706	347.1K

धूतपापेश्वर 'स्वामला' आता चार प्रकारांमध्ये उपलब्ध



मुंबई : आयुर्वेदात रसायन चिकित्सा ही संपूर्ण आरोग्यप्राप्तीसाठी महत्त्वाची मानली जाते. च्यवनप्राश हे त्यातील एक प्रभावी औषध असून, त्याची निर्मिती आयुर्वेदाच्या सर्व सिद्धांतांनुसार झाली पाहिजे. श्री धूतपापेश्वरनिर्मित 'स्वामला' हे असेच एक संपूर्ण आरोग्यवर्धक च्यवनप्राश असून, आता चार प्रकारांमध्ये उपलब्ध आहे.

श्री धूतपापेश्वर कंपनी आयुर्वेदिक उत्पादन क्षेत्रात १५० वर्षांहून अधिक काळ कार्यरत असून, या अनुभवाच्या आधारावर त्यांनी स्वामला कंपाऊंड, स्वामला क्लासिक, स्वामला कंपाऊंड एसएफ (शर्कराविरहित) आणि स्वामला क्लासिक एसएफ ही उत्पादने बाजारात आणली आहेत. या उत्पादकांमध्ये कृत्रिम रंग, स्टॅबिलायझर्स अथवा कृत्रिम स्वाद वापरलेले नाहीत.

हल्ली अनेकजण साखरेचे सेवन टाळतात. त्यामुळे शर्कराविरहित स्वामला कंपाऊंड एसएफ आणि स्वामला क्लासिक एसएफ हे उत्तम पर्याय आहेत. यामध्ये खजुरापासून नैसर्गिक शर्करा वापरली असून, त्यामुळे हे हृदयासाठी लाभदायक आणि शरीरासाठी बलदायी आहे. कोणत्याही ऋतूत संपूर्ण कुटुंबासाठी आरोग्यदायी व शक्तिवर्धक असलेल्या 'स्वामला'चे चार प्रकार बाजारात उपलब्ध आहेत, असे कंपनीच्या वतीने सांगण्यात आले आहे.

Business Standard • Chandigarh • 30 Jan, 2025

Struggles, adaptations & hope for India's small biz

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	424	N/A	Top Center,Top Left	65646	19.8K



FIVE YEARS SINCE FIRST COVID CASE IN INDIA

Struggles, adaptations & hope for India's small biz

From closures to online pivots, how small enterprises weathered the pandemic storm

SARTHAK CHOUDHURY
New Delhi, 29 January

Chand, 39, and his friend Ajay are two of the thousands of labourers gathered at Manesar's Labour Chowk, hoping for a day's work. Despite their adversity, they share a laugh about their situation. Originally from Dhorra Mafi (Uttar Pradesh), known as Asia's most literate village, their journey to New Delhi was unexpected.

"We used to run a small business dyeing jeans," Chand recalls. "The pandemic and lockdown shut us down." They tried borrowing money to restart, "but no one wanted to lend with everything so uncertain. So, here we are, looking for daily work."

Their story mirrors the struggles of countless small business owners across India who were severely impacted by the pandemic.

Five years after the first Covid case in India on January 30, 2020, many small businesses are still recovering. While some have managed to bounce back, others, like Chand and Ajay, remain on the edge.

In Mumbai, Manohar Wagle, the owner of Wagle Sports, one of India's oldest sports shops, reflects: "My great-grandfather started this in 1865. I'm the fourth generation to run it." He notes that while his ancestors faced two World Wars, the Independence struggle, and wars with China and Pakistan, "the pandemic was probably my biggest test".

Ripple effect

Even before Covid, businesses were dealing with GST and demonetisation. The pandemic proved to be a final blow for many, while others barely survived.

"Before Covid, we had a steady flow of customers," Chand says. "We weren't thriving, but we managed." They had loans they were repaying. "By June, things got so bad that we had to dip into our savings just to pay rent."

For Wagle, the recovery has been slow. "Business hasn't fully bounced back. We closed our shop in Khar Gymkhana, and overall business is down by 40 per cent."

Unsold inventory was a significant issue. As sales plunged, shops were stuck with piles of products they couldn't move, resulting in substantial losses. Alok Ubgade, who runs a pharmacy in Nagpur (Maharashtra), says: "Our inventory built up after the second wave, and some stock expired. But now we're back to pre-Covid levels."



Source: ASUSE by Mospi



Source: Ministry of Finance

Wagle notes that ordering stock has become more calculated. "We used to keep large inventories because it made sense to buy in bulk from manufacturers in North India. But now, with credit cuts, we have to pay upfront."

Rent also became a challenge. Rajesh Agrawal, who runs Prince Opticals in Patna , explains: "Sales halved, but we still had to pay rent and salaries. There were no concessions."

For PK Quimicaa, a proprietor in Chennai, balancing quality and affordability became crucial. "We had to carefully choose suppliers. Raw material costs increased, and keeping prices affordable while maintaining margins was tough." The pandemic's scale of devastation is apparent in data from the Annual Survey of Unincorporated Sector Enterprises (ASUSE). During the second lockdown in April-July 2021, the number of unincorporated enterprises fell to 5.03 million. While they reached 65 million in 2022-23, that was barely an improvement from 63.3 million in 2015-16. In 2023-24, the number went up to 73.4 million.

Adapting to the new normal

Strict lockdowns and social distancing pushed small businesses to adapt quickly. Many turned to technology, using online payments and home deliveries.

Agrawal says, "Retail is down, but online sales have picked up." Most transactions are now digital, with only 10 per cent of customers paying in cash. Wagle adds, "We get orders over the phone and WhatsApp. People don't want to come out to shop, so we've tied up with delivery services."

Digital transactions surged from 4.57 billion in FY20 to 8.84 billion in FY22, according to the finance ministry.

Some businesses also had to change their product range. Wagle pivoted to focus on indoor games like carrom and ludo when sales of outdoor equipment dropped.

For Ratikanta Biswal, who runs a grocery shop in Balasore (Odisha), the timing was particularly unfortunate. He was about to launch his business before the first lockdown. He survived by selling essential items. "Businesses classified as essential services survived, while others pivoted or closed."

Not all gloom

While many struggled, some businesses thrived. Ubgade saw a rise in demand for ayurvedic products. "People became more aware of ayurvedic remedies. Business boomed during Covid."

For Biswal, business was actually better during the pandemic, as customers remained loyal to their regular shops, something he described as "unique sales". This was in contrast to the past scenario, where people shop more freely and have many options.

A garment shop owner in New Delhi's Chandni Chowk found an opportunity in designer masks. "We were struggling, and then a pharmacist asked us to stitch masks. They were a hit," he said. Now, designer masks make up 15 per cent of their business.

For Quimicaa, resilience was key. "Business is a cycle of ups and downs. The pandemic was tough, but it's about taking the positives and moving ahead."

Divya Bhaskar • Mumbai • 30 Jan, 2025

This yogasana reduces hair breakage and fall

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Gujarati	1266	N/A	Middle Left	189971	316.29K

વાળ ખરવા • 24 સપ્તાહ સુધી તેલ વડે સ્કેલ્પમાં મસાજ કરવાથી વાળ 20 ટકા સુધી જાડા થઈ શકે છે

આ યોગાસન વાળને તૂટતા અને ખરતા ઘટાડે છે

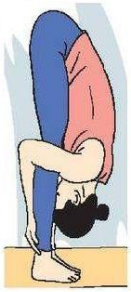


ડો. હંસાજી યોગેન્દ્ર
ડાયરેક્ટર, ધ યોગા ઈન્સ્ટીટ્યુટ, મુંબઈ

હવામાનમાં પરિવર્તનની સાથે જ સામાન્ય રીતે વાળ તૂટવા અને ખરવાની સમસ્યા વધી જાય છે. ક્યારેક સિઝનલ એલર્જી પણ કારણભૂત હોય છે. હકીકતમાં એલર્જી થાય ત્યારે શરીરમાં ઈન્ફ્લેમેશન વધે છે, જેને લીધે આપણા વાળના મૂળ સુધી રક્તપ્રવાહ અવરોધાય છે. જેના લીધે તેમનું પોષણ ઘટે છે. પરિણામે વાલ તૂટવા અને ખરવા લાગે છે. આ ઉપરાંત પોષણની ઉણપ, હોર્મોનલ પરિવર્તન અને તણાવ પણ વાળ ખરવાનું એક મોટું કારણ છે. યોગ તેમાંથી અનેક સમસ્યાઓ ઘટાડવામાં મદદરૂપ હોઈ શકે છે. અમેરિકાની નેશનલ ઈન્સ્ટીટ્યુટ ઓફ હેલ્થના એક અભ્યાસમાં જોવા મળ્યું છે કે, યોગ સીરમ કાર્ટિસોલના સ્તરને ઝડપથી ઘટાડે છે. વિવિધ હોર્મોન્સને સંતુલિત કરવામાં મદદ કરે છે. વાળ તૂટવા અને ખરવામાં તેમની મહત્ત્વની ભૂમિકા છે. આથી સંતુલિત ખાણી-પીણીની સાથે જો કેટલાક યોગને દિનચર્યાનો ભાગ બનાવાય તો વાળમાં થતી આ સમસ્યાથી રાહત મેળવી શકાય છે.

માથા સુધી ઓક્સિજનનો પુરવઠો સુધારી વાળોને મજબૂત કરે છે

હસ્તપાદાસન : મગજમાં રક્તપ્રવાહને સુધારે છે



પદ્ધતિ: સીધા ઊભા રહી શ્વાસ લેતા રહીને બંને હાથ ઊભર કરો. શ્વાસ છોડતા જઈ હાથને નીચે લાવો અને અંગૂઠાને સ્પર્શ કરવાનો પ્રયાસ કરો. શ્વાસ રોકો અને માથા વડે ઘૂંટણને સ્પર્શવાનો પ્રયાસ કરો. આ દરમિયાન ઘૂંટણ સીધા રાખો. 6 સેકન્ડ થોભો. હવે શ્વાસ લેતા જઈને ઊભા થાઓ. હાથ ઉપર રાખો. હવે હાથને ફેરવતા નીચે લાવો. આવું 2થી 3વાર કરો.

ફાયદો: *આ આસન રક્તપ્રવાહ વધારીને વાળના મૂળિયા મજબૂત કરે છે.*

પશ્ચિમોત્તાસન : તણાવ હોર્મોનના સ્તરને ઝડપથી ઘટાડે છે

પદ્ધતિ: પગને લાંબા કરી મેટ પર બેસી જાઓ. શરીર સીધું અને સ્થિર રાખો. હથેળીઓ શરીરની પાસે નીચેની તરફ હોય. હાથને છાતીની નજીક લાવી વાંકા વાળો, હથેળીઓ નીચેની તરફ રાખો. શ્વાસ લેતા રહી પાછળ ઝુકી પંજા સામેની દિશામાં ખેંચો. શ્વાસ છોડીને આગળ વાંકા વળીને પંજાને પકડો. શ્વાસ લેતા જઈ સીધા થાઓ.



ફાયદો: *આ તમાવ હોર્મોન કાર્ટિસોલના સ્તરને ઘટાડે છે, જે વાળ ખરવાનું મોટું કારણ છે.*

વિપરીત કર્ણી આસન : છાતી અને માથા તરફ બ્લડફ્લો વધારે છે



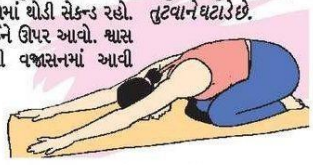
પદ્ધતિ: પીઠના બળે સુઈ જાઓ. હાથને શરીર સાથે સ્પર્શ કરાવો. હવે શ્વાસ લઈને પગ ઊંચા કરો. હિપ્સને હાથનો ટેકો આપો. સામાન્ય રીતે શ્વાસ લેતા રહીને થોડી સેકન્ડથી 2 મિનિટ સુધી થોભો. શ્વાસ છોડતા જઈને સામાન્ય સ્થિતિમાં પરત ફરો.

ફાયદો: *આ આસનમાં પગને ઊંચા રાખવાથી લોહી સ્કેલ્પ સુધી વહે છે, જેના કારણે ઓક્સિજનનો પ્રવાહ સુધરે છે.*

શ શાંકાસન : હોર્મોન્સ સંતુલિત કરે છે, વાળ મજબૂત થાય છે

પદ્ધતિ: વજ્રાસનમાં બેસો. હવે શ્વાસ છોડીને હથેળીઓને આગળની તરફ ખેંચીને શરીરને ઝુકાવો. ખભા સમાંતર રહે. માથું જમીનને સ્પર્શવા દો. આ સ્થિતિમાં થોડી સેકન્ડ રહો. હવે શ્વાસ લઈને ઉપર આવો. શ્વાસ છોડતા ફરીથી વજ્રાસનમાં આવી જાઓ.

ફાયદો: *આ યોગ તણાવ ઘટાડે છે. માનસિક શાંતિ વધારે છે. હોર્મોનલ સંતુલનને સુધારી વાળને તૂટવાને ઘટાડે છે.*



નોંધ: જો આરોગ્ય સંબંધિત કોઈ સમસ્યા છે તો વિશેષજ્ઞની સલાહ બાદ જ આ યોગાસન કરો.

આ ત્રણ પગલાં પણ જરૂરી

ડાયટ | નટ્સ, પાલક ખાઓ

ડર્મેટોલોજી અને થેરપી જર્નલમાં પ્રકાશિત રિસર્ચ મુજબ શરીરમાં આયરન, ઝિન્ક અને વિટામિન-ડીની ઉણપથી વાળોનું વિકાસચક્ર પ્રભાવિત થાય છે. જેના કારણે વાળ ખરવા લાગે છે. જેને ટેલોજન એફ્લુવિયમ કહે છે. આથી, ડાયટમાં પાલક, ઈંડા, નટ્સ, ચુકંદર, દાડમ અને આખું અનાજ સામેલ કરો. વધુ ઘટાડો હોય તો ડોક્ટરની સલાહથી સપ્લીમેન્ટ પણ લઈ શકાય છે.

મસાજ | સ્કેલ્પનો મસાજ કરો

સ્કેલ્પનો મસાજ વાળોના મૂળિયાને સક્રિય કરે છે. આથી સપ્તાહમાં બે વાર હુંફાળા નારિયેળ કે આંબલાના તેલથી માથામાં મસાજ કરો. તેલ લગાવ્યા પછી ટુવાલ લપેટી લો. તેનાથી સ્કેલ્પમાં ઊંડે સુધી પોષણ મળશે. અમેરિકાની નેશનલ ઈન્સ્ટીટ્યુટ ઓફ હેલ્થ કહે છે કે, 24 સપ્તાહ સુધી માથાનો મસાજ કરવાથી વાળની જાડાઈ 20 ટકા સુધી વધી શકે છે.

ટેસ્ટ | થાઈરોઈડનો ટેસ્ટ કરાવો

થાઈરોઈડ, પોલીસિસ્ટિક ઓવરી સિન્ડ્રોમ (પીસીઓએસ) અને હોર્મોન સંબંધિત અન્ય વિકારોથી પણ વાળ ઝડપથી ખરે છે. જો વધુ વાળ ખરતા હોય તો હોર્મોનની તપાસ કરાવો. આ ઉપરાંત તણાવ મેનેજ કરવા માટે નિયમિત ધ્યાન, ડીપ બ્રિધીંગ કરો. તણાવથી કાર્ટિસોલ હોર્મોન વધે છે. તે પણ વાળના ખરવા માટે જવાબદાર છે.

Bizz Buzz • Hyderabad • 30 Jan, 2025

85.97 mn people avail Rs 1.2L-cr treatment under PM-JAY

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	218	N/A	Bottom Right	21754	N/A

85.97 mn people avail ₹1.2L-cr treatment under PM-JAY

Scheme provides financial protection to deprived rural families

SOUTH SURGE

- Tamil Nadu tops beneficiaries under the scheme (90,49,496)
- Karnataka (66,04,849)
- Rajasthan (57,41,363)
- Kerala (54,64,674)
- Andhra Pradesh (49,67,217)
- Gujarat (45,46,832)

NEW DELHI

MORE than 85.97 million people have so far benefited from free treatments worth Rs1.2 lakh crore under the Pradhan Mantri Jan Arogya Yojana (PM-JAY), according to the latest government data on Wednesday.

Launched in 2018, PMJAY provides financial protection to deprived rural families. It also identifies occupational categories of urban workers' families. It is the world's largest health assurance scheme, extending comprehensive secondary and tertiary care hospitalisation benefits of up to Rs5 lakh per family annually. As per the PMJAY dashboard, as of January 29, Tamil Nadu tops the list of beneficiaries under the scheme with a whopping 90,49,496 people availing of the benefits. The state was followed by Karnataka (66,04,849), Rajasthan (57,41,363), Kerala (54,64,674), Andhra Pradesh (49,67,217) and Gujarat (45,46,832). Lakshadweep showed the least number of beneficiaries (780). Importantly, PM-JAY has no cap on family size or age. It also ensures that pre-existing diseases are covered from day one, allowing patients to receive treatment immediately upon enrolment. The services include a range of procedures covering all the costs related to treatment, including drugs, supplies, diagnostic services, physician's fees, room charges, surgeon charges, OT and ICU charges, etc.



It also covers a broad range of services that include medical examinations, treatment, and consultations; pre-hospitalisation expenses, medicine, and medical consumables; non-intensive and intensive care services; diagnostic and laboratory investigations; medical implantation services; accommodation and food services; treatment complications and post-hospitalisation follow-up care up to 15 days.

Further, the dashboard also showed over 365.4 million Ayushman Cards have been issued to beneficiaries so far. As many as 31,077 public and private hospitals are empanelled under PM-JAY. Uttar Pradesh had the highest number of Ayushman Cards (5,19,78,317), while Lakshadweep had the lowest (35,343).

Prime Minister Narendra Modi on October 29, rolled out the Ayushman Vay Vandana scheme -- an extension of the flagship Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY). The new scheme aims to provide senior citizens with free healthcare benefits, in addition to the existing AB PM-JAY family scheme. Under the new scheme, the elderly will have a separate cover of Rs5 lakh per year.

The New Indian Express • Chennai • 29 Jan, 2025

ARDHA PASCHIMOTTANSANA CHAIR

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	742	N/A	Top Right	979367	246.4K

FITBIT

ARDHA PASCHIMOTTANASANA CHAIR (HALF SEATED FORWARD BEND POSE CHAIR)

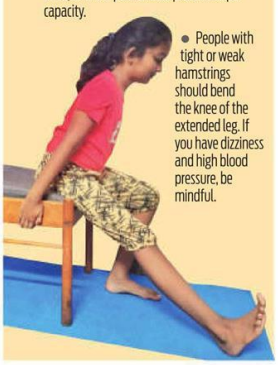
The pose sitting on a chair offers a delicate balance of stretch and relaxation. This helps to lengthen the hamstrings, relieving stiffness and tension, supporting the alignment of the spine. Better blood circulation is encouraged in the legs, aiding in faster muscle recovery and preventing post-exercise stiffness and discomfort. It helps to reset the spine, elongating and decompressing the vertebrae and reminding the body of proper alignment.

STEPS

- Keep a chair handy as per your height. Start aligning to Chair Tadasana, sitting upright with the arms at the sides of the chair, spine erect, feet together and flat on the ground.
- Keep the chin parallel to the floor and shoulders rolled back. Lengthen your spine by grounding your sit bones into the chair and reaching the crown of your head toward the ceiling. Take a few deep breaths here.
- Take a big breath in. Exhale, gently lean forward to about 60 degrees and stretch the right leg in front, resting it on the heel, toes pointing up, stretching the back of the leg. Place your left foot on the ground. The torso is leaned forward, bringing towards the extended leg.
- Hold this pose for about six breaths. Breathe slowly and deeply, focusing on maintaining balance and stability.
- Keep the hips squared toward the front. Focus on maintaining a long spine, extending through the crown of your head.
- Extend the quads, hamstrings, and calves along with the soles. This is a great way to work on the tendons and tissues around the plantar fascia (ligament).
- Inhale, release the pose slowly and back into Chair Tadasana. Stay here for a breath or two.
- Counter the stretch on the other side. Finally, release, relax and rest in Three Part Breath Chair.
- If the feet are not reaching the ground, you can use pillows, folded blankets, bolster, block(s) or rolled mat to support the feet.

LIMITATIONS

- Students with a history of lower back injury, hamstring or calf strain, tear, or injury, recovering from surgeries in the lower back, legs or abdominal region, should take it slow.
- Students with chronic lower back, hips, feet, knee, or ankle pain should practise as per capacity.
- People with tight or weak hamstrings should bend the knee of the extended leg. If you have dizziness and high blood pressure, be mindful.



BENEFITS

- Alleviates back pain and discomfort associated with prolonged sitting.
- Gentle and safe way to do a forward bend while seated on a chair.
- Can be practised by pregnant women and senior citizens.
- Strengthens the lower body, targeting quadriceps, hamstrings, feet and ankles.
- Reduces pain and discomfort from the lower back and legs.
- Enhances joint health and mobility in the hips, knees and ankles.
- Gives relief from conditions like mild sciatica, arthritis, joint degeneration, fibromyalgia, nocturnal leg syndrome, osteoporosis, Achilles tendonitis, plantar fasciitis.
- Opens the tight hips and hamstrings, relaxing the entire body.
- Beneficial for those recovering from lower body injuries, surgeries, or sprains, strains, or fractures, reducing pressure off the lower back and hips.
- Alleviates stress and anxiety stored in the mind and body.
- Good for sports people, improving balance and stability.
- Stimulates the three Chakras – Muladhara, Swadisthana and Manipura, boosting confidence and personal power.

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

Bizz Buzz • Hyderabad • 29 Jan, 2025

Rise of Ayush driving India turn a health tourism hub

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	156	N/A	Middle Left	15642	N/A

Rise of Ayush driving India turn a health tourism hub

India currently has more than 755,780 registered Ayush practitioners, 886 undergraduate and 251 postgraduate colleges with an annual intake of 59,643 UG students and 7,450 PG students

NEW DELHI

WITH the rise of the Ayush system (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) India has emerged as a premier destination for medical tourism over the years.

The Ministry of Ayush has been instrumental in promoting traditional medicines. As a result in 2024, Ayurveda, Yoga, Unani, Siddha, and Homeopathy were integrated into mainstream health systems worldwide.

In 2023, the government implemented medical visa provisions to facilitate the entry of international tourists seeking health and wellness treatments in the country.

It has led to significant growth in medical tourism resulting in about 123 regular



Ayush visas and 221 e-Ayush visas issued to foreigners seeking treatment in India, between July 2023 and December 2024, according to the Ministry.

During the same period, 17 e-Ayush attendant visas have also been issued.

Ayush Visa is available under four sub-categories namely: Ayush visa; Ayush attendant visa; e-Ayush visa and e-Ayush attendant visa. An Ayush Visa is granted to a foreigner whose sole purpose is to seek treatment through Ayush systems.

India currently has more than 755,780 registered Ayush practitioners, 886 undergraduate and 251 postgraduate colleges with an annual intake of 59,643 UG students and 7,450 PG students.

About 3,844 Ayush hospitals and 36,848 dispensaries have also been set up, while over 43,000 studies are hosted on the Ayush Research Portal, emphasising evidence-based healthcare.

Ayush has also seen digital transformation through initiatives like Ayush Grid, e-Sanjeevani telemedicine, and AI integration. Further, Ayush Telemedicine has brought quality healthcare to remote regions.

Outside India, Ayush Information Cells are currently operational in 39 locations across 35 countries. These serve as vital hubs for disseminating knowledge and building global awareness.

The Morning Standard • Delhi • 29 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	606	N/A	Middle Right	290837	300K

FITBIT

ARDHA PASCHIMOTTANASANA CHAIR (HALF SEATED FORWARD BEND POSE CHAIR)

The pose sitting on a chair offers a delicate balance of stretch and relaxation. This helps lengthen the hamstrings, relieving stiffness, and tension, and supporting the spine's alignment. Better blood circulation is encouraged in the legs, aiding in faster muscle recovery and preventing post-exercise stiffness and discomfort. It helps to reset the spine, elongating and decompressing the vertebrae and reminding the body of proper alignment.

STEPS

- Keep a chair handy as per your height. Start aligning to Chair Tadasana, sitting upright with the arms at the sides of the chair, spine erect, feet together, and flat on the ground.
- Keep the chin parallel to the floor and shoulders rolled back. Lengthen your spine by grounding your sit bones into the chair and reaching the crown of your head toward the ceiling. Take a few deep breaths here.
- Take a big breath in. Exhale, gently lean forward to about 60 degrees, and stretch the right leg in front, resting it on the heel, toes pointing up, and stretching the back of the leg. Place your left foot on the ground. The torso is leaned forward, bringing towards the extended leg.
- Hold this pose for six breaths. Breathe slowly and deeply, focussing on maintaining balance and stability.
- Keep the hips squared toward the front. Focus on maintaining a long spine, extending through the crown of your head.
- Extend the quads, hamstrings, and calves along with the soles. This is a great way to work on the tendons and tissues around the plantar fascia (ligament).
- Inhale, release the pose slowly, and back into Chair Tadasana. Stay here for a breath or two.
- Counter the stretch on the other side. Finally, release, relax, and rest in the Three Part Breath Chair.
- If the feet are not reaching the ground, you can use pillows, folded blankets, bolster, blocks, or rolled mat to support the feet.

LIMITATIONS

- People with a history of lower back injury, hamstring or calf strain, tear, or injury, recovering from surgeries in the lower back, legs, or abdominal region, should take it slow.
- People with chronic lower back, hips, feet, knee, or ankle pain should practise as per capacity.
- People with tight or weak hamstrings should bend the knee of the extended leg. Be mindful, if you are suffering from dizziness and high blood pressure.



BENEFITS

- Alleviates back pain and discomfort associated with prolonged sitting.
- Gentle and safe way to do a forward bend while seated on a chair.
- Can be practised by pregnant women and senior citizens.
- Strengthens the lower body, targeting the quadriceps, hamstrings, feet, and ankles.
- Reduces pain and discomfort from the lower back and legs.
- Enhances joint health and mobility in the hips, knees, and ankles.
- Gives relief from mild sciatica, arthritis, joint degeneration, fibromyalgia, nocturnal leg syndrome, osteoporosis, Achilles tendonitis, and plantar fasciitis.
- Opens the tight hips and hamstrings, relaxing the body.
- Beneficial for those recovering from lower body injuries, surgeries, sprains, strains, or fractures, reducing pressure off the lower back and hips.
- Alleviates stress and anxiety stored in the mind and body.
- Good for sports people, improving balance and stability.
- Stimulates the three Chakras – Muladhara, Swadisthana, and Manipura, boosting confidence and personal power.

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

Free Press Journal • Mumbai • 29 Jan, 2025

AYUSH drawing foreigners

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	101	FP School	Bottom Right	79922	251.68K

AYUSH drawing foreigners

With the rise of the AYUSH system (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) India has emerged as a premier destination for medical tourism over the years. The Ministry of Ayush has been instrumental in promoting traditional medicines. As a result in 2024, Ayurveda, Yoga, Unani, Siddha, and Homeopathy were integrated into mainstream health systems worldwide. In 2023, the government implemented medical visa provisions to facilitate the entry of international tourists seeking health and wellness treatments in the country. It has led to significant growth in medical tourism resulting in about 123 regular Ayush visas and 221 e-Ayush visas issued to foreigners seeking treatment in India, between July 2023 and December 2024, according to the Ministry. During the same period, 17 e-Ayush attendant visas have also been issued.



The Morning Standard • Delhi • 29 Jan, 2025

Nurses have not been given their rightful place in India: Preetha Reddy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	769	N/A	Middle Right	369112	300K

Nurses have not been given their rightful place in India: Preetha Reddy

EXPRESS NEWS SERVICE @Chennai

THERE are a lot of lessons we have learned from Covid-19, but the biggest was that it taught us to work in collaboration and stop working in silos, said Preetha Reddy, vice chairperson of Apollo Hospitals.

In conversation with senior journalist Kaveree Bamzai at the 31st edition of Devi Awards organised by *The New Indian Express* in Chennai on Tuesday, Reddy, who honoured the awardees, said, "We are all working in collaboration when it comes to training, research and second opinion services, and that collaborative mindset is helping the healthcare system move ahead in leaps and bounds."

She noted that the pandemic also hastened to shift to a more digital existence, that has been very successful for the business. Praising nurses, Reddy said, "The nurses to the healthcare system are like the spine to our body. You might have a brain and heart, but you cannot function without a spine. But nurses are not appreciated enough. Globally there are not enough nurses so Indian nurses go to other countries to work, but, as a country, I don't think we given them the rightful place."

> **The nurses are like the spine to our body. You might have a brain and heart, but you cannot function without a spine.**
>
> Preetha Reddy

On medical education, Reddy opined that the curriculum in India should be changed. "We believe that people should not come to hospitals. We should do whatever we can to keep them well, and should be able to intervene in their spaces in their houses. In India, family doctors are a missing piece, and there is a surplus of specialists which is a global phenomenon," she said.

Stressing the need for more research to be conducted in India, Reddy pointed to our ancient healthcare system. "We invested in Ayurveda and we're looking at integrated medicine; the revelations of the possibilities are tremendous. So I think, if we look at research a little bit more holistically, if we can invest in medical research, we can do well," she added.

Pointing out that health and education are fundamental rights, Reddy noted that when the private sector gets into these spaces, it is not looked at favourably by the government. But the government cannot do everything by itself; 70% of the education and health sectors are run by the private players, she concluded



The changemakers and other guests in attendance during the 31st Devi Awards held in Chennai on Tuesday | EXPRESS



Actor 'Thalaivaasal' Vijay and others during the awards ceremony | EXPRESS

Free Press Journal • Mumbai • 29 Jan, 2025

Following SOPs essential to prevent spread of GBS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	333	N/A	Top Left	264391	251.68K

GUILLAIN-BARRÉ SYNDROME | CM directs special facilities for treatment; Medical Education Min seeks daily updates on cases

Following SOPs essential to prevent spread of GBS

Vikrant Jha & Somita Pal
MUMBAI

Chief Minister Devendra Fadnavis has directed government hospitals to establish special facilities for treating patients diagnosed with Guillain-Barré Syndrome (GBS).

The Minister of Medical Education, Hasan Mushrif, also called for the effective implementation of Standard Operating Procedures (SOPs) to curb the spread of cases. He sought daily updates on GBS cases to be submitted to the Commissioner of the Department of Medical Education and Research to ensure a coordinated response to the outbreak.

Over the past few days, Pune, Solapur, and Kolhapur have reported an increase in GBS cases. Additionally, six cases have now been identified in Nagpur, prompting the Nagpur Municipal Corporation (NMC) to issue an alert and initiate preventive measures to curb the spread of the condition.

GBS is a rare disorder in which the immune system mistakenly attacks the peripheral nervous system, often following an infection such as a viral or bacterial illness. It is characterised by the rapid onset of muscle weakness, typically starting in the lower limbs and progressing upwards.

Symptoms
- Sudden weakness
- Paralysis in arms or legs
- Difficulty in walking
- Prolonged diarrhoea



Advisory
- Consume boiled water
- Eat fresh and hygienic food
- Keep raw and cooked foods separate
- Maintain personal hygiene

Speaking at a review meeting held at the ministry to discuss the impact and containment measures for the virus, Mushrif emphasised the need for proactive measures to protect public health. The meeting was attended by senior officials, including Rajiv Nivatkar, Commissioner of the Department of Medical Education and Research; Dr Ajay Chandanwale, Director of the Directorate of Medical Education and Research; and Dr Raman Ghungralekar, Director of AYUSH.

Mushrif stressed the importance of raising public awareness about the virus and educating citizens on preventive measures. "Public awareness will play a critical role in curbing the spread of the virus. Health systems must ensure the availability of necessary medicines and medical supplies to address the outbreak effectively," the minister said.

The minister also outlined the general symptoms of GBS, urging citizens not to panic but to seek immediate medical attention at government hospitals if they experience sudden weakness or paralysis in the arms or legs, difficulty walking, or prolonged diarrhoea. He reassured the public that timely intervention and adherence to preventive guidelines could significantly reduce the impact of the virus.

Mushrif further called for the enforcement of strict hygiene protocols to limit the spread of the virus. Citizens were advised to boil drinking water to maintain its quality, consume fresh and hygienic food, and avoid cross-contamination by keeping raw and cooked foods separate. Emphasis was also placed on maintaining personal hygiene to mitigate the risk of infection.

Meanwhile, in its SOP, the Directorate of Medical Education and Research (DMER) highlights that steroids have no proven role in the treatment of GBS. It also emphasises that the lack of improvement after a course of intravenous immunoglobulin (IVIG) or plasmapheresis does not warrant switching to an alternate therapy.

The SOP advises regular neurological assessments and monitoring of autonomic functions, such as blood pressure and heart rate, due to the risk of complications like autonomic instability. It provides a detailed framework to ensure timely and effective care, aiming to reduce complications and improve recovery rates.

Clinicians have been advised to monitor suspected cases for several key indicators. These include progressive and symmetrical motor weakness that develops over hours or days, typically beginning in the legs. A history of recent gastrointestinal or respiratory infections, often preceding the onset of symptoms, should also be considered.

Mid Day • Mumbai • 29 Jan, 2025

Mukhya dwar se baahar... Now what

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	1493	N/A	Top Left	3399202	1.5M



Karan Veer Mehra on the show.
PICS/INSTAGRAM



Following her elimination, Shilpa Shirodkar (in blue) met her daughter Anoushka, and subsequently began to watch the show's live-stream



Shirodkar (right) now understands the importance of having meaningful conversations, like she did with Karan Veer Mehra and Chum Darang



Mehra (right) says the fights as seen in the house do not take a mental toll because they occupy a small and insignificant part of their day

MENTAL HEALTH EDITION

Mukhya dwar se baahar... Now what?

Angry voices, a hint of violence, and a whole lot of tears—that's how a typical Bigg Boss promo is cut. Yet, as mid-day asks newly evicted contestants if their mental health suffers on the show, each one says, 'Take me back inside!'

SONIA LULLA
sonia.lulla@mid-day.com

IN the wasteful moments that intercepted the tasks that they were meant to perform and the umpteen squabbles that made the show what it is, Bigg Boss 18 participants Shilpa Shirodkar, Karan Veer Mehra, and Chum Darang would indulge in light-hearted conversations. "We'd talk about all the food that we would eat, and the pedicures and massages that we would get once we were out of the house—all things that seemed like luxuries," recalls Shirodkar, who was evicted on Day 102 of the 105-day show. Five days after her eviction, Shirodkar says she is still struggling to eat a proper meal, and hasn't had the urge to indulge in the things that interested her. "Following my eviction, I met my husband and daughter, who were both happy to see me. And when they both went to rest, I also assumed that I'd fall asleep in a while. But I simply couldn't sleep. Moments ago, I was in the house, and, after my eviction, I found myself watching the live telecast of the show," she says, attempting to find a reasonable justification for her aching desire to be back in the house. "The next morning, I woke up feeling fresh, but something was missing. I can't tell you what it was, because I still don't have an idea either."

Back at her home, Eisha Singh recalls walking out of the shower with a sense of confusion, searching her room for the mic that served as a uniform of sorts for the house-mates. Giving mid-day a peek into the mental toll that the show has taken, she shares, "Often, when my mom serves me food, I begin to [ration] my meals in a bid to ensure that everyone in the house has a sizable portion. My mom has to remind me that I could eat as I pleased, and I no longer needed to divide the food [among 18 contestants]. She also stopped me when I went to do the dishes, reminding me that I didn't have to do that anymore either. I often find myself zoning out. It's like, I'm physically here, but mentally, I don't know where I am. It's an out-of-body experience, and that is puzzling," confesses Singh, who was evicted on the finale episode that concluded on January 19.



Eisha Singh says she finds herself searching for her mic at her home

Having interacted with individuals who've been part of the game across its 18 seasons, it's easy to see that the Salman Khan-hosted show toys with both one's emotional state and their mental health. It's precisely why contestants, confessedly eager to leave the house due to the bickering battleground that it eventually becomes, are desperate to head back in as soon as they're evicted. "I can't put a finger on it," says Shirodkar. "I don't know if I am missing the mic, or the morning anthem, or Bigg Boss's voice. But I've understood the importance of being able to cope with circumstances and having people in your life with whom you can openly discuss situations."

While Shirodkar believes the show has changed her "for the good," Singh acknowledges that spending days in the house with your guard up at all times can take its toll. "Even though I'm out of the house, my mom [keeps] asking me, 'Why are you so hyper? Are you hiding something?' I have to remind her that I am not, and even if my expression suggests otherwise, I am happy in my head." In a bid to adapt to normal life, Singh says that she's keeping an arm's length from the criticism that she was met with due to her stint in the house. "I'm focusing on the good reels [available on social media]. I know people are using certain terms for me, and I will accept both hate and love. I can only try to turn that hate into love, and I think I am slowly getting there."

'Even now, my mother asks me, 'Why are you so hyper?' I have to assure her I am only adjusting to regular life'
Eisha Singh

Mehra, who lifted the trophy in the finale episode after defeating Vivian DSena, says that while viewers may believe a stint in the house could be mentally challenging to deal with, the quarrels make up only a small part of the entire day. "Perhaps, in this season, we were lucky to be surrounded by people who belong to good homes. The fights last less than the blink [of the eye]. I was always [referred to as] Karan bhai. And people were cordial with me despite the [glitches]," he says. Shirodkar backs his claim, asserting that the bickering rarely took a mental toll on individuals. "We were a cool lot. Even if we were having arguments with someone, we were the type of people who would go on and ask them if they were alright."

For Mehra, his desire to return to the Bigg Boss home stems from the luxuries it afforded. "I think, not having access to the phone and staying away from the noise [of city life] are luxuries. There was no honking or pollution. We were simply chilling and doing some small tasks; nominating people we don't like. I told the team I'm willing to go back in for another 105 days. Right now, I'm stuck in a middle ground. I'm not in the house, but outside the house, I'm only talking about what happened in the house. Some people called it captive reality. I found it to be a luxurious detox."

Dainik Bhaskar • Chandigarh • 29 Jan, 2025

Ayushman card mein farziwada SAFU ne 145 farzi card pakade 32 private hospitals ko showcose notice

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	566	N/A	Top Right	703519	446.92K

आयुष्मान कार्ड में फर्जीवाड़ा... एसएएफयू ने 145 फर्जी कार्ड पकड़े, 32 प्राइवेट अस्पतालों को शोकॉज नोटिस

हरपाल रंधावा | चंडीगढ़

नेशनल हेल्थ अथॉरिटी के स्टेट एंटी फ्रॉड यूनिट (एसएएफयू) ने सॉफ्टवेयर के जरिए पंजाब में मुफ्त इलाज के लिए बने आयुष्मान कार्ड में फर्जीवाड़ा पकड़ा है। एसएएफयू ने जांच के बाद 145 फर्जी कार्ड पकड़े हैं, जबकि 77 अन्य कार्ड फील्ड इन्वेस्टिगेशन को भेजे गए हैं। जांच में पाया कि कार्डों में आयु, फोटो और पता गलत दिखाया गया है। वहीं नियमों का उल्लंघन करने पर 32 प्राइवेट अस्पतालों को शोकॉज नोटिस जारी किए गए हैं।

एसएएफयू ने सबसे ज्यादा जिला पटियाला में 47 फर्जी कार्ड पकड़े हैं। सबसे ज्यादा शोकॉज नोटिस जालंधर के 14 अस्पतालों को भेजे गए हैं। कई ऐसे अस्पताल हैं, जिन्होंने योजना के अंतर्गत आयुष्मान कार्डधारकों को सेवा देने से इनकार कर दिया था। वहीं कुछ अस्पताल लाभार्थियों से इलाज, जांच, दवा आदि सुविधा देने के लिए पैसे वसूलते थे।

आयुष्मान भारत योजना में लाभार्थियों का 5 लाख रुपए तक का मुफ्त इलाज होता है। बीमाधारक न्यूरो सर्जरी, जनरल सर्जरी, कॉर्डियोलॉजी, यूपोलॉजी, प्लास्टिक सर्जरी, वेस्कुलर सर्जरी, कैंसर समेत 1579 बीमारियों का मुफ्त इलाज करा सकते हैं। योजना के तहत राज्य में 771 सरकारी और 457 प्राइवेट अस्पतालों से टाईअप है। प्रदेश में 45 लाख परिवार योजना के तहत रजिस्टर्ड हैं। अब लोग आयुष्मान कार्ड में भी फर्जीवाड़ा करने में लगे हैं, जिसका खुलासा अब एसएएफयू ने किया है।

77 कार्ड जांच के घेरे में... अस्पतालों ने इलाज से इनकार किया, कुछ ने पैसे वसूले

जिला	फर्जी केस	जिला	फर्जी केस	जिला	फर्जी केस
• अमृतसर	02	• होशियारपुर	01	• पठानकोट	01
• बरनाला	03	• जालंधर	02	• पटियाला	47
• बठिंडा	13	• कपूरथला	03	• रोपड़	03
• फरीदकोट	01	• लुधियाना	13	• संगरूर	13
• फतेहगढ़	03	• मालेरकोटला	03	• मोहाली	04
• फाजिल्का	02	• मानसा	08	• तरनतारन	02
• फिरोजपुर	04	• मोगा	06	नोटः पटियाला में सबसे ज्यादा 47 मामले पकड़े	
• गुरदासपुर	03	• मुक्तसर	08		

फ्रॉड कैसे पता चला... एसएएफयू के सॉफ्टवेयर में कई लाभार्थियों की आयु आधार कार्ड में मिस्मैच मिली है। किसी ने फोटो बदला था, किसी के फिंगर प्रिंट मैच नहीं हैं। किसी के डॉक्यूमेंट में अलग-अलग पता था। ऐसे मानकों के विपरीत बने कार्ड जांच के घेरे में हैं। क्योंकि इन कार्डधारकों ने मुफ्त इलाज का लाभ लिया है।

*एसएएफयू ने सॉफ्टवेयर से फ्रॉड पकड़ा है। इसमें पता चलता है कि कार्ड में क्या फ्रॉड है। कार्ड को फील्ड इन्वेस्टिगेशन के पास भेजा जाता है। रिपोर्ट आने पर एक्शन होगा। -**बबीता वलेर**, सीईओ (एसएचए)*

The New Indian Express • Bengaluru • 29 Jan, 2025

ARDHA PASCHIMOTTANASANA CHAIR (HALF SEATED FORWARD BEND POSE CHAIR)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	691	City Express	Top Right	690711	177.8K

FITBIT

ARDHA PASCHIMOTTANASANA CHAIR (HALF SEATED FORWARD BEND POSE CHAIR)

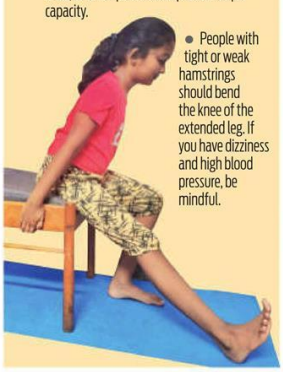
The pose sitting on a chair offers a delicate balance of stretch and relaxation. This helps to lengthen the hamstrings, relieving stiffness and tension, supporting the alignment of the spine. Better blood circulation is encouraged in the legs, aiding in faster muscle recovery and preventing post-exercise stiffness and discomfort. It helps to reset the spine, elongating and decompressing the vertebrae and reminding the body of proper alignment.

STEPS

- Keep a chair handy as per your height. Start aligning to Chair Tadasana, sitting upright with the arms at the sides of the chair, spine erect, feet together and flat on the ground.
- Keep the chin parallel to the floor and shoulders rolled back. Lengthen your spine by grounding your sit bones into the chair and reaching the crown of your head toward the ceiling. Take a few deep breaths here.
- Take a big breath in. Exhale, gently lean forward to about 60 degrees and stretch the right leg in front, resting it on the heel, toes pointing up, stretching the back of the leg. Place your left foot on the ground. The torso is leaned forward, bringing towards the extended leg.
- Hold this pose for about six breaths. Breathe slowly and deeply, focusing on maintaining balance and stability.
- Keep the hips squared toward the front. Focus on maintaining a long spine, extending through the crown of your head.
- Extend the quads, hamstrings, and calves along with the soles. This is a great way to work on the tendons and tissues around the plantar fascia (ligament).
- Inhale, release the pose slowly and back into Chair Tadasana. Stay here for a breath or two.
- Counter the stretch on the other side. Finally, release, relax and rest in Three Part Breath Chair.
- If the feet are not reaching the ground, you can use pillows, folded blankets, bolster, block(s) or rolled mat to support the feet.

LIMITATIONS

- Students with a history of lower back injury, hamstring or calf strain, tear, or injury, recovering from surgeries in the lower back, legs or abdominal region, should take it slow.
- Students with chronic lower back, hips, feet, knee, or ankle pain should practise as per capacity.
- People with tight or weak hamstrings should bend the knee of the extended leg. If you have dizziness and high blood pressure, be mindful.



BENEFITS

- Alleviates back pain and discomfort associated with prolonged sitting.
- Gentle and safe way to do a forward bend while seated on a chair.
- Can be practised by pregnant women and senior citizens.
- Strengthens the lower body, targeting quadriceps, hamstrings, feet and ankles.
- Reduces pain and discomfort from the lower back and legs.
- Enhances joint health and mobility in the hips, knees and ankles.
- Gives relief from conditions like mild sciatica, arthritis, joint degeneration, fibromyalgia, nocturnal leg syndrome, osteoporosis, Achilles tendonitis, plantar fasciitis.
- Opens the tight hips and hamstrings, relaxing the entire body.
- Beneficial for those recovering from lower body injuries, surgeries, or sprains, strains, or fractures, reducing pressure off the lower back and hips.
- Alleviates stress and anxiety stored in the mind and body.
- Good for sports people, improving balance and stability.
- Stimulates the three Chakras – Muladhara, Swadisthana and Manipura, boosting confidence and personal power.

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

The New Indian Express • Chennai • 28 Jan, 2025

DHANURASANA BOLSTER UNDER HIPS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	737	N/A	Top Right	972316	246.4K

FITBIT

DHANURASANA BOLSTER UNDER HIPS (BOW POSE BOLSTER UNDER HIPS)

This is a variation of the base pose Dhanurasana (Bow Pose). This comes under the category of prone poses with a backbend. The bolster under the hips supports the body. Students can lift the upper body higher and maintain the pose. The prop allows students to stay in the pose without collapsing, and the benefits of the backbend can be derived. Students hold the pose like a bow in this with the hands holding the ankles, and the shoulders rolled back. Students can use this pose to strengthen the lower back and open the torso for postural benefits.

STEPS

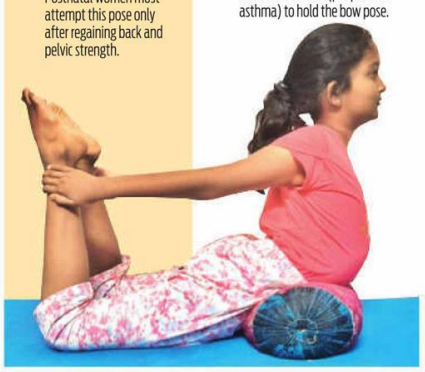
- Keep a bolster handy. Align the body to Bharmanasana (Table Top Pose) on the middle of the mat.
- The hands must be shoulder-width apart. The legs must be hip-width apart and perpendicular to the hips.
- Place the bolster horizontally so it touches the forearms. Inhale and bring the upper body ahead, rest the lower abdomen on the bolster.
- The lower abdomen and the upper thighs are rested on the bolster. Breathe and stay here for a few counts. The pose looks like cobra pose with legs apart and bolster under the hips with hands straight.
- Inhale. On the exhale, bend your right knee and take the right arm behind, hold the ankle, then hold the left ankle with the left palm.
- Rolling your shoulders away from the ears, bring the shoulder blades towards each other.
- Stay as per capacity. Release the pose by first releasing the palms from the ankles and resting the legs on the mat.
- Place the bolster vertically on the mat, rest and relax in Balasana Bolster (Child Pose Bolster).

LIMITATIONS

- It should be avoided by senior citizens and women during pregnancy and menstruation. Postnatal women must attempt this pose only after regaining back and pelvic strength.

BENEFITS

- Beneficial for the reproductive and urogenital systems.
- This back strengthening pose can address lower back pain.
- Aids in dealing with sciatica, piriformis syndrome and releases pelvic stiffness.
- Aids with infertility, erectile dysfunction, and lack of sexual desire.
- Stimulates the thyroid glands with the neck stretch, balancing the thyroxine hormone in the body responsible for the metabolism and joints in the body.
- Effective to treat osteoporosis, and menopausal symptoms by stretching the psoas and opening the pelvis.
- Alleviates menstrual pain but the practice should be avoided during menstruation.
- Spinal toning due to the backbend calms the nervous system and is beneficial for sleeping disorders.
- Opens the chest and the back without constriction. The bolster supports the lower body and enables an asthmatic person to stay longer in the pose and flex their back with a backbend.
- Boosts energy and is a hormone balancer for teens.
- Benefits sportspersons by enhancing the posture and increasing flexibility.
- Benefits a person who has the back strength but lacks stamina and breath endurance (people with asthma) to hold the bow pose.



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

Loksatta • Pune • 28 Jan, 2025

Complaints about misleading claims in advertisements of Ayurvedic medicines

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Marathi	407	N/A	Bottom Center	238162	272.51K

आयुर्वेदिक औषधींच्या जाहिरातीत भ्रामक दाव्यांच्या तक्रारी

लोकसत्ता प्रतिनिधी

नागपूर : आयुर्वेद, युनानी आणि तत्सम औषध किंवा इतर उत्पादनाच्या माध्यमातून विविध आजार बरे केले जात असल्याचा दावा करणाऱ्या जाहिराती प्रकाशित केल्या जातात. त्यातून अनेकांची फसवणूक होण्याचे प्रमाण वाढत आहे.

गडचिरोलीचे खासदार डॉ. नामदेव किरसान यांनी संसदेच्या हिवाळी अधिवेशनादरम्यान लेखी प्रश्नाच्या माध्यमातून सरकारचे या मुद्याकडे लक्ष वेधले होते. यासंदर्भात आयुष मंत्रालयाने दिलेल्या माहितीनुसार, मागील तीन वर्षात २४ हजार १७४ तक्रारी प्राप्त झाल्या. यात २०२२मध्ये ७,३६७, २०२३मध्ये ७,७७१ आणि २०२४ मध्ये (नोव्हेंबरपर्यंत) ९,०३२ तक्रारी प्राप्त झाल्या. या आकडेवारीवर नजर टाकल्यास दरवर्षी तक्रारींच्या संख्येत वाढ होत असल्याचे दिसून येते.

लो

आयुर्वेद, वनौषधींबाबत भ्रामक जाहिराती देऊन ग्राहकांची फसवणूक झाल्याच्या मागील तीन वर्षात आयुष मंत्रालयाकडे २४ हजारांहून अधिक तक्रारी आल्या आहेत.

प्रभावी उपाययोजनांची गरज

भ्रामक जाहिरातींद्वारे ग्राहकांची दिशाभूल रोखण्यासाठी आयुष मंत्रालयाने अखिल भारतीय आयुर्वेद संस्थेच्या नियंत्रणाखाली देशभरात ९९ पेरिफेरल फार्माकोव्हिजिलन्स केंद्रे स्थापन केली आहेत. त्याद्वारे दिशाभूल करणाऱ्या जाहिरातींवर लक्ष ठेवून सरकारला कळवले जाते. आतापर्यंत ३७८ प्रकरणात नोटीस बजावण्यात आली आहे, असे आयुष मंत्रालयाकडून स्पष्ट करण्यात आले.



बऱ्याच कंपन्या त्यांचे उत्पादन आयुर्वेदापासून तयार केल्याचा दावा करतात. तशा जाहिरातीही करतात. विशेषतः काही औषधे व सौंदर्यप्रसाधनांचा त्यात समावेश असतो. अनेकदा यातून सर्वसामान्य ग्राहकांची फसवणूक होते. त्यावर प्रतिबंध हवा.
- डॉ. नामदेव किरसान,
खासदार, गडचिरोली.

The Morning Standard • Delhi • 28 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	647	N/A	Middle Right	310639	300K

FITBIT

DHANURASANA BOLSTER UNDER HIPS (BOW POSE BOLSTER UNDER HIPS)

This is a variation of the base pose Dhanurasana (Bow Pose). This comes under the category of prone poses with a backbend. The bolster under the hips supports the body. People can lift the upper body higher and maintain the pose. The prop allows them to stay in the pose without collapsing, and the benefits of the backbend can be derived. Practitioners can hold the pose like a bow in this with the hands holding the ankles, and the shoulders rolled back. They can use this pose to strengthen the lower back and open the torso for postural benefits.

STEPS

- Keep a bolster handy. Align the body to Bharmanasana (Table Top Pose) on the middle of the mat.
- The hands must be shoulder-width apart. The legs must be hip-width apart and perpendicular to the hips.
- Place the bolster horizontally so it touches the forearms. Inhale and bring the upper body ahead, resting the lower abdomen on the bolster.
- The lower abdomen and the upper thighs should rest on the bolster. Breathe and stay here for a few counts. The pose looks like the cobra pose with legs apart and bolster under the hips with hands straight.
- Inhale. On the exhale, bend your both knees, take your arms behind, and hold the ankles.
- Stay as per capacity. Release the pose by releasing the palms from the ankles first and then resting the legs on the mat.
- Place the bolster vertically on the mat, rest, and relax in the Balasana Bolster (Child Pose Bolster).

LIMITATIONS

- It should be avoided by senior citizens and women during pregnancy and menstruation. Postnatal women must attempt this pose only after regaining back and pelvic strength.

BENEFITS

- Beneficial for the reproductive and urogenital systems.
- This back-strengthening pose can address lower back pain.
- Aids in dealing with sciatica and piriformis syndrome. Also releases pelvic stiffness.
- Aids with infertility, erectile dysfunction, and lack of sexual desire.
- Stimulates the thyroid glands with the neck stretch, balancing the thyroxine hormone in the body responsible for the metabolism and joints in the body.
- Effective to treat osteoporosis, and menopausal symptoms by stretching the psoas and opening the pelvis.
- Alleviates menstrual pain but the practice should be avoided during menstruation.
- Spinal toning due to the backbend calms the nervous system and is beneficial for sleeping disorders.
- Opens the chest and the back without constriction. The bolster supports the lower body and enables an asthmatic person to stay longer in the pose and flex their back with a backbend.
- Boosts energy and it is a hormone balancer for teens.



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

The Daily Guardian • Chandigarh • 28 Jan, 2025

Ayushman Bharat: 600 Haryana hospitals threaten to stop services

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 5	English	173	N/A	Bottom Center,Middle Right	17323	N/A

Ayushman Bharat: 600 Haryana hospitals threaten to stop services

NEERAJ MOHAN
CHANDIGARH

Concerned over the long pending dues, the Indian Medical Association (IMA) has announced that nearly 600 private hospitals in Haryana will stop providing services under the Ayushman Bharat scheme from February 3.

The decision comes after repeated requests to the Haryana government to clear pending dues amounting to Rs 450 crore. In a letter dated January 25, the IMA Haryana informed the Ayushman Bharat Haryana Health Protection Authority about the issue, stating that hospitals had only received 10-15 per cent of their reimbursement claims.

The scheme, which helps provide free treatment to poor patients, requires hospitals to submit their claims online, which the government is supposed to process and reimburse. However, there were no deadline was fixed by the government to clear the dues. In a statement the IMA Haryana Sec-

P5

Ayushman Bharat...

CONTINUED FROM P1

retary Dr. Dhirender K. Soni and other members said that although Haryana Chief Minister Nayab Singh Saini had promised to release the dues during a meeting on January 8, only a small amount has been paid so far, with significant cuts in the reimbursement. This has created financial challenges for the hospitals.

The IMA highlighted that the delays and irregularities in payments began after the introduction of the Chirayu card in November 2022. The association listed several demands in its letter to the government, including Immediate payment of all pending dues, no deductions after pre-approvals of claims, a separate budget of Rs 2,000 crore per year for the Ayushman Bharat scheme, restoration of the cash consent form that was recently withdrawn, clearing of pending dues from the older TMS-1 system and payment of interest on delayed reimbursements as per the agreement.

The IMA warned that if these demands are not met soon, the suspension of services under the Ayushman Bharat scheme will cause significant hardship to poor patients across Haryana.

The Hindu • Hyderabad • 28 Jan, 2025

Will the FY26 Budget reverse the decline in social sector spending

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	621	N/A	Middle Left	676703	956.08K

Will the FY26 Budget reverse the decline in social sector spending?

Over the last few years, there have been steep cuts in MGNREGS, the national social assistance schemes, and PM-Poshan

DATA POINT

Sambavi Parthasarathy, Samreen Wani Vignesh Radhakrishnan

The share of the Union Budget allocated for the social sector has declined rapidly in recent years. Data show that the outlays to most schemes under the rural development, education, health, and social welfare heads have either declined or stagnated.

Table 1 shows the allocations for various social sectors as a share of the total Budget. Expenditure on health as a share of the total Budget declined from 2.47%-2.22% in the FY18-22 period to 1.85%-1.75% in the FY23-25 period. The share of the total Budget allocated to the Ministry of Rural Development did not cross the 6%-mark in the last three years, which was the case for many years prior.

Similarly, allocations for higher education as a share of the total Budget declined from the 1.57%-1.37% range in FY17-20 to 1.27%-0.88% in FY21-25. Allocations for school education declined from the 2.18%-1.96% range to 1.61%-1.23% and allocations for social welfare schemes declined from the 1.89%-1.61% range to 1.17%-0.97% in the same period.

The reduced allocations can be better understood at the scheme level. **Table 2** shows the allocations for various social sector schemes as a share of the total Budget. Notably, allocations for schemes such as the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), introduced under the United Progressive Alliance government, have declined significantly over time. The ₹86,000 crore (Budget Estimates) allocated for MGNREGS for 2024-25 formed only 1.78% of the total Budget, a 10-year low. Latest data show that the Rural Development Ministry was short of ₹4,315 crore, which resulted in a delay in the disbursement of wages to MGNREGS workers. Allocation for the national social assistance programme, which includes old age pension, widow pension, and disability pension, has declined as a share of the total Budget from the range of 1.21%-0.36% in the years FY19-21 to about 0.2% in the last four years.

The allocations for the Pradhan Mantri Poshan Shakti Nirman (PM-POSHAN) scheme as a share of the total Budget declined to 0.26% in FY25 (Budget Estimates) – the lowest in the last nine years – except FY24 (Revised Estimates). The primary objective of the scheme is to improve the nutritional status of children studying in Classes 1 to 8 in eligible schools. It was earlier known as the National Programme of Mid-Day Meals in Schools.

There were some exceptions to this trend: allocations under the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (PMJAY), the Pradhan Mantri Awas Yojna (PMAY)-Rural, and PM Schools for Rising India (PM SHRI) as a share of the total Budget were on an increasing trend or at least stagnating. Notably, all these schemes were launched post 2014.

With the Budget for the next financial year set to be presented on February 1, it will be crucial to examine how the declining allocations for the social sector are being addressed. The sector has under its umbrella a host of important schemes, as shown in **Table 3.** The table shows major expenditure heads under each social sector. The number in the table corresponds to a scheme/expenditure head's share in each sector's total budget. For instance, about 33% of the health budget for the current year went to a flexible pool to be used by States for their health needs and 20.6% was allocated to autonomous bodies such as AIIMS. Close to half of the rural development budget was given to MGNREGS and over 30% went to PMAY-Rural.

Shrinking social sector pie

The data for the charts were sourced from the Union Budget documents

Table 1: Allocations for social sectors as a share of Budget (in %)

Year	Health	Rural Development	Higher Education	School Education	Social Welfare
FY18	2.47	6.3	1.57	2.18	1.75
FY19	2.35	5.74	1.38	2.09	1.89
FY20	2.36	5.3	1.37	1.96	1.66
FY21	2.28	6.1	0.92	1.48	1.07
FY22	2.22	6.03	0.88	1.23	1.07
FY23	1.75	5.69	0.92	1.4	0.97
FY24	1.76	5.32	1.27	1.61	1.04
FY25	1.85	5.51	0.99	1.51	1.17



Table 2: The table shows the allocations for select social sector schemes as a share of India's total Budget each year

Total	FY19	FY20	FY21	FY22	FY23	FY24(RE)	FY25(BE)
Rural development							
National social assistance progamme	0.36	0.32	1.21	0.21	0.23	0.21	0.20
MGNREGS	2.67	2.67	3.17	2.60	2.17	1.92	1.78
Pradhan Mantri Gram Sadak Yojna	0.67	0.52	0.39	0.37	0.45	0.38	0.25
DAY-NRLM	0.25	0.34	0.26	0.25	0.28	0.31	0.31
Pradhan Mantri Awas Yojna (PMAY)-Rural	0.83	0.67	0.55	0.79	1.07	0.71	1.13
Health							
Pradhan Mantri Jan Arogya Yojana (PMJAY)	0.09	0.12	0.08	0.08	0.15	0.15	0.15
School education							
Samagra Shiksha		1.21	0.79	0.66	0.78	0.73	0.77
PM POSHAN	0.41	0.36	0.37	0.27	0.30	0.22	0.26
PM Schools for Rising India (PM SHRI)						0.06	0.13
Higher education							
University Grants Commission	0.20	0.17	0.11	0.12	0.12	0.14	0.05
Grants to Central Universities (CUs)	0.29	0.30	0.24	0.23	0.26	0.28	0.33
IITs	0.24	0.25	0.19	0.21	0.21	0.23	0.21
IIMs	0.015	0.018	0.013	0.017	0.014	0.007	0.004
NITs and IIEST	0.15	0.13	0.09	0.09	0.10	0.11	0.10

Table 3: The table shows major schemes/expenditure heads as a share of each social sector's total allocations in FY25BE (in %)

Health		Rural development		School education		Higher education	
Flexible pool for States	32.8	MGNREGS	48.4	Samagra Shiksha	50.7	Central Univs.	33.4
Autonomous bodies	20.6	PMAY-Rural	30.7	Autonomous bodies	21.4	IITs	21.7
PMJAY	8.3	DAY-NRLM	8.5	PM-POSHAN	17.1	NITs, IIEST	10.6
Infrastructure maintenance	8.0	PMGSY	6.8	PM-SHRI	8.3	UGC	5.2
Medical treatment of pensioners	6.1	Social assistance	5.4			Student aid	4.0

The Indian Express • Chandigarh • 28 Jan, 2025

Will stop treatment if dues not cleared': 600 private hospitals warn Haryana govt

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	233	N/A	Middle Center	205901	175.5K

AYUSHMAN SCHEME

'Will stop treatment if dues not cleared': 600 private hospitals warn Haryana govt

Govt says ₹150 cr already released; remaining amount within a week

SUKHBIR SIWACH
CHANDIGARH, JANUARY 27

THE INDIAN Medical Association (IMA) representing nearly 600 private hospitals empanelled under the Ayushman scheme (PMJAY) in Haryana has warned to suspend the treatment facilities under the scheme from February 3 if their pending dues of Rs 400 crore were not cleared soon.

On the other hand, the government has hoped that the issue would be resolved soon stating they have already released a payment of Rs 150 crore to the hospitals concerned, adding the remaining payment would also be made within one week.

IMA's Haryana unit president Mahaveer P Jain told The Indian Express that most of the private hospitals have received only negligible payments from the government since August 2024 in lieu of the treatment of the patients under the scheme. Jain said of the total 1,300 hospitals empanelled under the scheme in Haryana, nearly 600 are private.

The state unit of the IMA, in a letter to Ayushman Bharat Haryana CEO Sangeeta Tetarwal on Saturday, said that the suspension of the services will cause unnecessary hassle to the poor people of the state and the "responsibility for the same will fall with the department".

Both Jain and IMA Haryana unit secretary Dr Dhirendar K Soni underscored that the launch of Chirayu cards in November 2022 made payments very erratic due to its sheer volume.

According to the letter, the IMA office bearers met Haryana Chief Minister Nayab Singh Saini on January 8 who "ordered immediate release of pending dues". "It is very unfortunate that even after 15 days having passed, our members have not received any significant amount and even the amounts received have large unwarranted deductions," the letter said. The association has also demanded an annual allocation of Rs 2,000 crore for the scheme separately.

Ayushman Bharat Haryana CEO Sangeeta Tetarwal told The Indian Express that there were issues of funds with the department which have now been sorted out. "During the past 3-4 days, we released the payments of nearly Rs 150 crore. We will disburse the remaining payments too in the next week," he added.

The chief minister on Monday said that payment of any hospital related to Ayushman Bharat Card will not be stopped. He also said that the remaining payments will also be released soon.

According to officials, every month bills of Rs 80-90 crore from the private hospitals are raised in lieu of the treatment of the patients under the scheme.

To expand the benefits of the Ayushman Bharat scheme, the Haryana BJP government in 2022 had launched the Chirayu scheme. Under 'Chirayu Ayushman Bharat Yojana', the government offers free treatment facilities of up to Rs 5 lakh annually to all citizens with annual family income up to Rs 1.80 lakh. Also, under Chirayu extension scheme, this benefit is being provided to families with annual income above Rs 1.80 lakh up to Rs 3 lakh on annual contribution of Rs 1,500.

Last month, the chief minister had stated that under the Ayushman-Chirayu Yojana, the state has spent Rs 2,139 crore on medical care for 16 lakh families (since 2018). A few months back, Saini had stated that under this scheme, 1.19 crore Ayushman and Chirayu cards have been issued. Sources say the process to issue nearly 30 lakh more cards is underway. In November 2024, Haryana Governor Bandaru Dattatraya announced in the state assembly that the amount for free of cost treatment under Chirayu scheme will be increased to Rs 10 lakh annually. Officials say the limit for the treatment would be increased in the near future.

Hindustan Times • Chandigarh • 28 Jan, 2025

Why details of spending on ads, schemes not filed, HC asks Punjab

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	191	N/A	Middle Center	296669	267.13K

Why details of spending on ads, schemes not filed, HC asks Punjab

Surender Sharma
Surender.sharma@hindustantimes.com

CHANDIGARH: The Punjab and Haryana high court has sought personal affidavit of the principal secretary, finance, Punjab, over failure to submit details of government spending on advertisements and social welfare schemes; and also detail the reasons for the same.

It was on September 23, 2024, that a high court bench had sought details of expenses on advertisements in print and audio-video media, including break-up about the states and languages. Further details of expenditure on social welfare schemes such as free electricity, Atta Dal scheme etc. were also to be supplied. These details were to be supplied for the period between December 2021 and September 2024.

The details were sought during hearing of a petition from the Indian Medical Association (IMA), Punjab, and others, pending from 2022, seeking the release of the outstanding dues/claims of the hospitals registered under the Ayushman Bharat Scheme for patient care for which 60% of the amount is paid by the Centre and 40% is the state's share. IMA allegations were that ₹500 crore is admitted liability till December 2022, yet to be released by the state, and only ₹26 crore has been released. The allegations were also levelled of misutilisation of funds and the central government counsel told the court that its share worth Rs ₹355.48 crore up to 2023- 24 has been given by the Centre and but has been "misutilised" by the state.



Details were sought during hearing of a petition from IMA, Punjab, over release of outstanding dues under Ayushman Bharat Scheme.

SEEKS AFFIDAVIT FROM PRINCIPAL SECRETARY, FINANCE, BY JAN 30

The details were also sought of expenses incurred on renovation of the houses/offices of Class-I officers as well as ministers/MLAs. It was also directed that details of litigation expenses for pursuing cases in SC and Delhi HC for the state and any other agency/ person be submitted. In subsequent hearing in October, Punjab had claimed that only ₹46 crore is pending to be paid to the hospitals. The state had also claimed that it has neither 'misutilised or withheld the funds' of the central government. In fact, Punjab put the blame on the Centre and told the court that the central government is yet to release Rs 250 crore as its share under the scheme. When matter came up for hearing on November 19, both Punjab and the Centre agreed for a meeting on the issue and it was resolved that on December 2, they would hold a meeting to discuss funds disbursal under the Ayushman Bharat scheme.

However, when the matter was taken up on January 23, neither the details of the outcome of the joint meeting were filed before the court nor an affidavit about giving details of spending on advertisements and social welfare schemes etc. were filed.

"This court prima facie is of the opinion that the principal secretary, finance, has already committed contempt of this court by not making compliance of the order. Affidavit be filed on or before the next date of hearing," the bench of justice Kuldeep Tiwari observed seeking affidavit, which discloses the reasons for not making compliance of the court directions, by January 30.

Punjab Kesari • Chandigarh • 28 Jan, 2025

IMT kharkonda ki taraj par pradesh mein banege 10 ati aadhunik udhyogik sehar :Naib saini

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Hindi	1126	N/A	Top Left	1041128	867.98K

नायब सरकार के 100 दिन : संकल्प पत्र के 18 संकल्प पूरे, 6 पर काम जारी

आई.एम.टी. खरखौदा की तर्ज पर प्रदेश में बनेंगे 10 अति आधुनिक औद्योगिक शहर : नायब सैनी



मुख्यमंत्री नायब सैनी 100 दिन पूरे होने पर चंडीगढ़ में पत्रकारों को सम्बोधित करते हुए। (कुल)

चंडीगढ़, 27 जनवरी (बंसल): मुख्यमंत्री नायब सैनी के नेतृत्व में वर्तमान राज्य सरकार ने जन सेवा का दायित्व संभालते ही पहले 100 दिनों में तिगुनी गति से कार्य करते हुए 18 संकल्प पूरे कर लिए हैं और 6 संकल्पों पर कार्य तेजी से जारी है। साथ ही 50 अन्य संकल्पों को पूरा करने की प्रशासनिक व वित्तीय अनुमोदन की प्रक्रियाएं भी जारी हैं।

मुख्यमंत्री ने कहा कि राज्य सरकार द्वारा किए गए ये कार्य प्रधानमंत्री नरेंद्र मोदी द्वारा वर्ष 2047 तक भारत को विकसित राष्ट्र बनाने में हरियाणा के अहम योगदान की सशक्त आधारशिला साबित होंगे। मुख्यमंत्री सोमवार को हरियाणा सरकार के तीसरे कार्यकाल के 100 दिन पूर्ण होने के उपलक्ष्य में आयोजित पत्रकार वार्ता को संबोधित कर रहे थे। मुख्यमंत्री ने आगामी वर्षों में प्रदेश में विकास कार्यों का रोडमैप सांझा करते हुए कहा कि प्रदेश सरकार आई.एम.टी. खरखौदा की तर्ज पर पूरे प्रदेश में 10 अति आधुनिक औद्योगिक शहर बनाएगी।

पानीपत, फरीदाबाद और गुरुग्राम में रासायनिक व औद्योगिक कचरे की समस्या के समाधान के लिए सीवेज ट्रीटमैंट प्लांट का निर्माण किया जाएगा। नारनौल, महेंद्रगढ़ में इंटीग्रेटेड मल्टी मॉडल लॉजिस्टिक्स हब के निर्माण कार्य में तेजी लाई जाएगी।

हरियाणा सरकार केंद्र सरकार की पी.एम. मित्र योजना के साथ सहयोग करते हुए हरियाणा के सबसे बड़े टैक्सटाइल केंद्र अंबाला में एकीकृत कपड़ा पार्क स्थापित किया जाएगा।

2014 से पहले हरियाणा परिवारवाद, क्षेत्रवाद और भेदभाव जैसी बीमारियों से था ग्रस्त: मुख्यमंत्री ने कहा कि वर्ष 2014 से पहले हरियाणा राजनीतिक रूप से परिवारवाद, क्षेत्रवाद और भेदभाव जैसी बीमारियों से ग्रस्त था। युवाओं में अविश्वास था नौकरियों के लिए नेताओं के चक्कर काटने पड़ते थे। लोगों को सरकारी योजनाओं का लाभ नहीं मिलता था। पिछले 10 वर्षों में हरियाणा सरकार ने क्षेत्रवाद को समाप्त करने का काम किया और सबका साथ-सबका विकास-सबका प्रयास व सबका विश्वास के मूलमंत्र पर चलते हुए प्रदेश का समान रूप से विकास सुनिश्चित किया।

उन्होंने कहा कि 2014 से 2024 तक हरियाणा सरकार ने जनकल्याणकारी नीतियां बनाकर व लोगों के हित में निर्णय लेकर आमजन के जीवन को सुगम बनाने का काम किया। उन्होंने कहा कि सरकार ने पी.एम. सूर्यघर मुफ्त बिजली योजना में 1 लाख घरों की छतों पर मुफ्त में 2 किलोवाट के सोलर सिस्टम लगाने का लक्ष्य रखा था। यह सोलर सिस्टम 1 लाख 80 हजार रुपए तक वार्षिक आय वाले परिवारों के घरों की छत पर लगाया जा रहा है। 100 दिनों में 12,285 सोलर सिस्टम लगाए जा चुके हैं।

324 क्रेच का किया उद्घाटन

मुख्यमंत्री ने राज्य में महिला और बाल कल्याण की दिशा में बड़ी पहल करते हुए सोमवार को 324 क्रेच केंद्रों का उद्घाटन किया। इन केंद्रों का उद्देश्य कामकाजी महिलाओं को अपने कार्यक्षेत्र में सहायता प्रदान करना और उनके बच्चों के लिए पोषित और सुरक्षित वातावरण उपलब्ध कराना है। बेटी बचाओ-बेटी पढ़ाओ अभियान को और तेज गति देने के लिए सभी महिला सरपंचों को उनके गांव का ब्रांड एम्बेसडर बनाने का निर्णय लिया गया है।

सरकार का 1 लाख गरीब परिवारों को प्लॉट देने का संकल्प

मुख्यमंत्री नायब सैनी ने कहा कि प्रदेश के गरीब से गरीब व्यक्ति के पास अपना मकान हो, इसी दिशा में कदम बढ़ाते हुए हमारी सरकार ने 1 लाख गरीब परिवारों को प्लॉट देने का संकल्प रखा है। इस संकल्प तहत गांवों में 100-100 गज और महाग्रामों में 50-50 गज के प्लाट देने शुरू कर दिए हैं। अब तक 61 ग्राम पंचायतों और एक महाग्राम में 4,533 प्लाट दिए जा चुके हैं। वहीं, वर्तमान सरकार ने अपने पिछले 100 दिनों में प्रधानमंत्री आवास योजना शहरी तथा ग्रामीण के तहत 885 परिवारों को पक्का मकान बनाने के लिए 11.53 करोड़ रुपए वित्तीय सहायता दी है।

उन्होंने कहा कि राज्य सरकार ने गरीब परिवारों के लिए मुख्यमंत्री आवास योजना शुरू की है। इसके तहत 14 शहरों में 15,256 गरीब परिवारों को 30-30 गज के प्लाट दिए हैं। उन्होंने बताया कि पी.एम. आवास योजना तहत 77 हजार लाभार्थी, जिन्होंने आवेदन किया हुआ था, उनके लिए इसी बजट में लाभार्थियों को मकान बनाने के लिए प्रावधान किया जाएगा ताकि वे अपना मकान बना सकें।

किसानों को बड़ा तोहफा : 368 करोड़ की बोनस राशि जारी

चंडीगढ़, 27 जनवरी (बंसल): मुख्यमंत्री नायब सिंह सैनी ने किसानों के हित में एक क्लिक से किसानों के बैंक खातों में 368 करोड़ रुपए की बोनस राशि जारी की है। मुख्यमंत्री सोमवार को हरियाणा सरकार के तीसरे कार्यकाल के 100 दिन पूर्ण होने पर आयोजित प्रैस वार्ता को संबोधित कर रहे थे। इस अवसर पर कैबिनेट मंत्री अनिल विज, विपुल गोयल, श्याम सिंह राणा, रणबीर गंगवा, श्रुति चौधरी और विधानसभा उपाध्यक्ष डा. कृष्ण लाल मिड्ढा उपस्थित थे। मुख्यमंत्री ने कहा कि राज्य सरकार ने किसानों के हितों को सर्वोपरि रखते हुए खरीफ-2024 के दौरान प्रतिकूल मौसम की स्थिति के कारण राज्य में उत्पादित की जा रही कृषि एवं बागवानी फसलों पर 2000 रुपए प्रति एकड़ बोनस देने का फैसला किया। अब तक कुल 1345 करोड़ रुपये की राशि किसानों को दी जा चुकी है।

हरियाणा मंत्रिमंडल की बैठक 4 फरवरी को

हरियाणा के मुख्यमंत्री नायब सिंह सैनी की अध्यक्षता में मंत्रिमंडल की बैठक 4 फरवरी को प्रात: 10 बजे हरियाणा सिविल सचिवालय के चौथी मंजिल स्थित मुख्य सभागार में होगी।

'आप' की आरोप लगाकर भागने की आदत : नायब सैनी

चंडीगढ़ (बंसल): मुख्यमंत्री नायब सैनी ने कहा कि 'आप' की आरोप लगाकर भाग जाने की आदत है। यह उनकी फितरत भी है और उनकी पार्टी की सोच भी है। केजरीवाल अमोनिया की बात करते हैं। केजरीवाल अपने मुख्य सचिव को हरियाणा भेजें और हरियाणा सोनीपत में जहां से दिल्ली को पानी दे रहा वहां जाकर उनके अधिकारी जांच कर लें कि हरियाणा कैसा पानी दे रहा है। हालांकि पानी की कोई कमी नहीं है परंतु दिल्ली सरकार का पानी का वितरण ठीक नहीं है। पिछले 10 सालों में केजरीवाल पानी के वितरण को ठीक नहीं कर पाए जिसकी वजह से दिल्ली के लोग आज भी गंदा पानी पीने को मजबूर हैं। केजरीवाल ने योजनाबद्ध तरीके से 28 नाले यमुना नदी में डाल दिए। अब आम चुनाव में दिल्ली की जनता केजरीवाल को सबक सिखाने का काम करेगी। मुख्यमंत्री आज प्रेस वार्ता के दौरान अरविन्द केजरीवाल द्वारा हरियाणा पर यमुना नदी में जहरीला पानी छोड़े जाने के आरोप पर अपनी प्रतिक्रिया दे रहे थे।

महाकुंभ के लिए पहले जत्थे को किया रवाना



हरियाणा के मुख्यमंत्री नायब सिंह सैनी ने प्रयागराज में चल रहे महाकुंभ मेले के दर्शन व पवित्र स्नान में शामिल होने के लिए वरिष्ठ नागरिकों के पहले जत्थे को रवाना किया। उन्होंने रेवाड़ी से श्रद्धालुओं से भरी दो बसों को झंडी दिखाकर प्रयागराज में चल रहे महाकुंभ मेले के लिए रवाना किया। इस दौरान मुख्यमंत्री ने श्रद्धालुओं से बातचीत की और उनकी मंगलमय यात्रा की कामना की।

मुख्यमंत्री ने कहा कि प्रदेश सरकार की ओर से श्रद्धालुओं को मुख्यमंत्री तीर्थ दर्शन योजना के जरिए देश के महत्वपूर्ण तीर्थ स्थलों के दर्शन कराए जाते हैं। प्रयागराज में चल रहे महाकुंभ के दर्शन का लाभ देने के लिए सरकार ने अपनी इस योजना का विस्तार किया है।

सी.ई.टी. परीक्षा जल्द, 2 लाख सरकारी नौकरियों का लक्ष्य करेंगे पूरा: सैनी

मुख्यमंत्री नायब सैनी ने कहा कि हम आने वाले समय में 2 लाख सरकारी नौकरियां युवाओं को मैरिट के आधार पर बिना खर्ची-बिना पर्ची देंगे। हरियाणा कर्मचारी चयन आयोग द्वारा सी.ई.टी. परीक्षा आयोजित करने की तैयारी है। अभी छात्रों की परीक्षा चल रही थी, इसके बाद सी.ई.टी. परीक्षा जल्द करवाई जाएगी। पिछले 10 सालों में प्रदेश सरकार ने 1,75,000 की सरकारी नौकरियां देने के अलावा 1,20,000 युवाओं की नौकरी को सुरक्षित किया है और आने वाले समय में 2 लाख सरकारी नौकरियों के टारगेट को भी पूरा करेंगे।

आयुष्मान भारत कार्ड से संबंधित किसी भी अस्पताल का नहीं रुकेगा भुगतान

मुख्यमंत्री ने कहा कि आयुष्मान भारत कार्ड तहत 26 जनवरी 2025 को लगभग 760 करोड़ रुपए का भुगतान संबंधित अस्पतालों को किया जा चुका है और बचे हुए लगभग 200 करोड़ रुपए का भुगतान भी जल्द कर दिया जाएगा। आयुष्मान भारत कार्ड से सम्बंधित किसी भी अस्पताल का भुगतान नहीं रुकेगा।

समान नागरिक संहिता के मामले पर पूरा देश गंभीर

समान नागरिक संहिता को हरियाणा प्रदेश में लागू करने के संबंध में पूछे गए प्रश्न के उत्तर में मुख्यमंत्री ने बताया कि समान नागरिक संहिता के मामले पर पूरा देश गंभीर है। पूरे देश में इसे लेकर डिबेट चल रही है। समाज के प्रभुद्धजन भी चाहते हैं कि यह देश में लागू हो। जैसे-जैसे समय आएगा, हम इस दिशा में आगे बढ़ेंगे।

Dainik Jagran • Chandigarh • 28 Jan, 2025

Niji hospitals ko do din mein milegi ayushman yojana ka bakaya rashi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	117	N/A	Middle Left	185985	107.62K

निजी अस्पतालों को दो दिन में मिलेगी आयुष्मान योजना की बकाया राशि

राज्य ब्यूरो, जागरण● चंडीगढ़ : प्रदेश में 'आयुष्मान भारत' योजना के तहत मरीजों का उपचार करने वाले प्राइवेट अस्पताल आंदोलन की राह पर हैं। इंडियन मेडिकल एसोसिएशन (आइएमए) ने तीन फरवरी से निजी अस्पतालों में इस योजना के तहत मरीजों का उपचार नहीं करने की चेतावनी दी है। इसे गंभीरता से लेते हुए मुख्यमंत्री नायब सिंह सैनी ने कहा है कि मरीजों का उपचार रुकने नहीं देंगे, जल्द भुगतान कर दिया जाएगा। मुख्यमंत्री ने सोमवार को मीडिया से बातचीत में कहा कि बजट की कोई कमी नहीं है। अस्पतालों के 768 करोड़ रुपये दिए जा चुके हैं, 200 करोड़ लगभग बकाया हैं, जिसका भुगतान एक-दो दिन में कर दिया जाएगा। आयुष्मान-चिरायु कार्ड योजना के तहत प्रदेश के 550 प्राइवेट अस्पताल सरकार के पैनल पर हैं। आइएमए का आरोप है कि अस्पतालों के 400 करोड़ रुपये सरकार पर बकाया हैं, लेकिन भुगतान नहीं किया जा रहा। इस संबंध में आइएमए हरियाणा का एक प्रतिनिधिमंडल पिछले दिनों मुख्यमंत्री नायब सिंह सैनी से भी मुलाकात कर चुका है।

The Hindu • Mumbai • 28 Jan, 2025

Getting drunk, on homoeopathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	646	N/A	Top Right	297050	245K

Getting drunk, on homoeopathy

A recent judgment of the Supreme Court of India, in *Bhagwati Medical Hall vs Central Drugs Standard Control Organization & Ors.*, has, once again, turned the spotlight on the impossible challenge faced by State governments in regulating a significant public health hazard – that posed by alcoholic tinctures marketed in India as homoeopathic remedies. Feeble attempts by the Union Government to tackle the problem have often been frustrated by ruthless lawfare conducted by the very formidable homoeopathic industry.



Dinesh S. Thakur

is the author of 'The Truth Pill: The Myth of Drug Regulation in India'



Prashant Reddy T.

is the author of 'The Truth Pill: The Myth of Drug Regulation in India'

Alcoholic tinctures marketed in India as homoeopathic remedies are a significant public health hazard

The regulatory maze

A good starting point to explain this issue is the exceptionally complicated regulatory architecture under the Constitution for these alcoholic tinctures, which are liquid extracts of herbs dissolved in alcohol. As per Schedule VII of the Constitution, only States can enact legislation in relation to public health and the taxation of alcohol. The exception to this rule of taxation is if the alcohol is meant for medicinal purposes, in which case, Entry 84 of List I allowed the Union to decide the rate of taxation.

In the pre-Goods and Services Tax (GST) era, alcohol for medicinal preparation was taxed at a tiny 4% under the now repealed Medicinal and Toilet Preparations (Excise Duties) Act, 1955. Post the 101st Constitutional amendment which paved the way for the GST, the issue of taxation of alcohol meant for medicinal purposes is not clear since the exception created for alcohol meant for medicinal purposes is no longer mentioned in Entry 84. Nevertheless, the Union has prescribed a 18% tax slab for alcohol meant for medicinal purposes, which is still significantly lower than State taxes on alcoholic beverages.

The third aspect of this regulatory architecture is that drugs are on the Concurrent list, which means that both the Union and States can enact law but since the Drugs and Cosmetics Act, 1940 is the Union law laying down quality standards for homoeopathic products, States need presidential approval for State-specific amendments.

This complex regulatory architecture has meant that manufacturers of these homoeopathic alcoholic tinctures have historically been immune from any form of quality regulation or taxation by States despite having a direct impact on public health which again is the responsibility of States, per List II of Schedule VII. Moreover, due to the difference in taxation rates for alcoholic tinctures sold as homoeopathic remedies and alcoholic beverages, alcoholic tinctures manufactured by the homoeopathic industry are more affordable than alcoholic beverages. For a less discerning consumer of alcohol whose sole aim is to get intoxicated, these alcoholic tinctures are the perfect substitute for alcoholic beverages especially since many of these tinctures contain a very high volume of alcohol. The Drugs and Cosmetics Act permits alcoholic tinctures for homoeopathy to contain 12% alcohol by volume. For comparison, the most popular varieties of "strong beer" sold in India generally contain 7% alcohol.

State governments have viewed the issue primarily through the lens of revenue loss caused by citizens who consume homoeopathic alcoholic tinctures as a substitute for alcoholic beverages taxed at a higher rate. This loss of revenues was one of the reasons for the administrative actions taken by the Government of Uttar Pradesh, under Section 22 of the Drugs and Cosmetics Act, 1940 in the Bhagwati Medical Hall case, except, as correctly held by the Supreme Court, only the Union government can regulate the sale of homoeopathic tinctures.

Health concerns, industry lawfare

The taxation story however pales in comparison to the public health nightmare posed by these alcoholic tinctures. Since States have no ability to regulate alcoholic tinctures, they are required to permit the sale of these products even if the State law prohibits the sale of alcoholic beverages, as in Gujarat and Bihar. Both States have reported a string of deaths of those who consumed homoeopathic remedies containing spurious alcohol. In effect, the public health objectives of these State prohibitions on alcohol have been frustrated by a Union law. Technically, they can enact a State-specific amendment to the Drugs and Cosmetics Act, 1940 but that requires presidential assent.

The larger public health hazard of these alcoholic tinctures are unsuspecting citizens who consume these products on the assumption that they are going to be cured of their ailments without being fully aware of the alcoholic content in these products. Except that consuming such products containing high levels of alcohol, on a daily basis, can cause serious illnesses such as alcoholic hepatitis in patients who are otherwise perfectly healthy. Indian doctors have been presenting an increasing amount of anecdotal data of such patients presenting symptoms consistent with those demonstrated by alcoholics.

The Union government has been aware of the public health hazards posed by these alcoholic tinctures and introduced Rule 106B of the Drugs and Cosmetics Rules, 1945 in 1994 after a tragedy took many lives. This new rule, which appears to lack any scientific basis, allows the homoeopathy industry to sell in the retail market, alcoholic tinctures containing 12% of alcohol in a bottle of maximum 30 ml. Larger bottles of 100 ml can be sold only to hospitals.

As soon as Rule 106B came into force, the homoeopathy industry unleashed a campaign of unmitigated lawfare against this rule because it wanted to sell tinctures with higher alcoholic content. In the first round of litigation, the homoeopathy industry challenged the constitutional validity of the rule on the grounds that it was an unreasonable restriction on its fundamental right to conduct trade and that the government lacked the power to make the rule. The industry lost before five High Courts and eventually the Supreme Court, except it took until 2014 for this litigation to be resolved. The very next year, in 2015, the homoeopathy industry launched a second round of lawfare by filing 13 lawsuits before seven different High Courts, on the grounds that Rule 106B was invalid since it was not placed before Parliament for a period of 30 days, as required by Section 38 of the Drugs and Cosmetics Act. Since a statutory requirement was not met, at least four High Courts temporarily stayed the operation of the rule in 2015, restraining government from enforcing it until the legal challenge was disposed of.

The simplest solution to these lawsuits was for the Union Government to simply lay Rule 106B before Parliament for 30 days thereby knocking out the basis of the legal challenge. Except, India's famed bureaucracy made the malicious decision to pursue the route of more litigation by filing a transfer petition in 2017 requesting for all 13 cases to be transferred to the Supreme Court. The Court agreed to do so and transferred all 13 cases to itself in 2017, where the matter has since languished unheard. Delays of such nature before the Supreme Court, when it comes to regulations meant to protect public health, are nothing unusual and end up costing lives of citizens.

Key question

The more important question is whether the law should permit the use of any alcohol in not just homoeopathic products but also ayurvedic products, especially when other countries are contemplating compulsory cancer warnings on regular alcoholic beverages. It is one thing for these homoeopathic and ayurvedic products to not cure any ailments, as claimed by their manufacturers, but quite another for them to cause further harm to unsuspecting and poorly informed citizens.

The Hindu • Delhi • 28 Jan, 2025

Getting drunk, on homoeopathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 6	English	651	N/A	Top Center	488448	682.81K



Getting drunk, on homoeopathy

A recent judgment of the Supreme Court of India, in *Bhagwati Medical Hall vs Central Drugs Standard Control Organization & Ors.*, has, once again, turned the spotlight on the impossible challenge faced by State governments in regulating a significant public health hazard – that posed by alcoholic tinctures marketed in India as homoeopathic remedies. Feeble attempts by the Union Government to tackle the problem have often been frustrated by ruthless lawfare conducted by the very formidable homoeopathic industry.



Dinesh S. Thakur

is the author of 'The Truth Pill: The Myth of Drug Regulation in India'



Prashant Reddy T.

is the author of 'The Truth Pill: The Myth of Drug Regulation in India'

The regulatory maze

A good starting point to explain this issue is the exceptionally complicated regulatory architecture under the Constitution for these alcoholic tinctures, which are liquid extracts of herbs dissolved in alcohol. As per Schedule VII of the Constitution, only States can enact legislation in relation to public health and the taxation of alcohol. The exception to this rule of taxation is if the alcohol is meant for medicinal purposes, in which case, Entry 84 of List I allowed the Union to decide the rate of taxation.

In the pre-Goods and Services Tax (GST) era, alcohol for medicinal preparation was taxed at a tiny 4% under the now repealed Medicinal and Toilet Preparations (Excise Duties) Act, 1955. Post the 101st Constitutional amendment which paved the way for the GST, the issue of taxation of alcohol meant for medicinal purposes is not clear since the exception created for alcohol meant for medicinal purposes is no longer mentioned in Entry 84. Nevertheless, the Union has prescribed a 18% tax slab for alcohol meant for medicinal purposes, which is still significantly lower than State taxes on alcoholic beverages.

The third aspect of this regulatory architecture is that drugs are on the Concurrent list, which means that both the Union and States can enact law but since the Drugs and Cosmetics Act, 1940 is the Union law laying down quality standards for homoeopathic products, States need presidential approval for State-specific amendments.

This complex regulatory architecture has meant that manufacturers of these homoeopathic alcoholic tinctures have historically been immune from any form of quality regulation or taxation by States despite having a direct impact on public health which again is the responsibility of States, per List II of Schedule VII. Moreover, due to the difference in taxation rates for alcoholic tinctures sold as homoeopathic remedies and alcoholic beverages, alcoholic tinctures manufactured by the homoeopathic industry are more affordable than alcoholic beverages. For a less discerning consumer of alcohol whose sole aim is to get intoxicated, these alcoholic tinctures are the perfect substitute for alcoholic beverages especially since many of these tinctures contain a very high volume of alcohol. The Drugs and Cosmetics Act permits alcoholic tinctures for homoeopathy to contain 12% alcohol by volume. For comparison, the most popular varieties of "strong beer" sold in India generally contain 7% alcohol.

Alcoholic tinctures marketed in India as homoeopathic remedies are a significant public health hazard

State governments have viewed the issue primarily through the lens of revenue loss caused by citizens who consume homoeopathic alcoholic tinctures as a substitute for alcoholic beverages taxed at a higher rate. This loss of revenues was one of the reasons for the administrative actions taken by the Government of Uttar Pradesh, under Section 22 of the Drugs and Cosmetics Act, 1940 in the Bhagwati Medical Hall case, except, as correctly held by the Supreme Court, only the Union government can regulate the sale of homoeopathic tinctures.

Health concerns, industry lawfare

The taxation story however pales in comparison to the public health nightmare posed by these alcoholic tinctures. Since States have no ability to regulate alcoholic tinctures, they are required to permit the sale of these products even if the State law prohibits the sale of alcoholic beverages, as in Gujarat and Bihar. Both States have reported a string of deaths of those who consumed homoeopathic remedies containing spurious alcohol. In effect, the public health objectives of these State prohibitions on alcohol have been frustrated by a Union law. Technically, they can enact a State-specific amendment to the Drugs and Cosmetics Act, 1940 but that requires presidential assent.

The larger public health hazard of these alcoholic tinctures are unsuspecting citizens who consume these products on the assumption that they are going to be cured of their ailments without being fully aware of the alcoholic content in these products. Except that consuming such products containing high levels of alcohol, on a daily basis, can cause serious illnesses such as alcoholic hepatitis in patients who are otherwise perfectly healthy. Indian doctors have been presenting an increasing amount of anecdotal data of such patients presenting symptoms consistent with those demonstrated by alcoholics.

The Union government has been aware of the public health hazards posed by these alcoholic tinctures and introduced Rule 106B of the Drugs and Cosmetics Rules, 1945 in 1994 after a tragedy took many lives. This new rule, which appears to lack any scientific basis, allows the homoeopathy industry to sell in the retail market, alcoholic tinctures containing 12% of alcohol in a bottle of maximum 30 ml. Larger bottles of 100 ml can be sold only to hospitals.

As soon as Rule 106B came into force, the homoeopathy industry unleashed a campaign of unmitigated lawfare against this rule because it wanted to sell tinctures with higher alcoholic content. In the first round of litigation, the homoeopathy industry challenged the constitutional validity of the rule on the grounds that it was an unreasonable restriction on its fundamental right to conduct trade and that the government lacked the power to make the rule. The industry lost before five High Courts and eventually the Supreme Court, except it took until 2014 for this litigation to be resolved. The very next year, in 2015, the homoeopathy industry launched a second round of lawfare by filing 13 lawsuits before seven different High Courts, on the grounds that Rule 106B was invalid since it was not placed before Parliament for a period of 30 days, as required by Section 38 of the Drugs and Cosmetics Act. Since a statutory requirement was not met, at least four High Courts temporarily stayed the operation of the rule in 2015, restraining government from enforcing it until the legal challenge was disposed of.

The simplest solution to these lawsuits was for the Union Government to simply lay Rule 106B before Parliament for 30 days thereby knocking out the basis of the legal challenge. Except, India's famed bureaucracy made the malicious decision to pursue the route of more litigation by filing a transfer petition in 2017 requesting for all 13 cases to be transferred to the Supreme Court. The Court agreed to do so and transferred all 13 cases to itself in 2017, where the matter has since languished unheard. Delays of such nature before the Supreme Court, when it comes to regulations meant to protect public health, are nothing unusual and end up costing lives of citizens.

Key question

The more important question is whether the law should permit the use of any alcohol in not just homoeopathic products but also ayurvedic products, especially when other countries are contemplating compulsory cancer warnings on regular alcoholic beverages. It is one thing for these homoeopathic and ayurvedic products to not cure any ailments, as claimed by their manufacturers, but quite another for them to cause further harm to unsuspecting and poorly informed citizens.

The New Indian Express • Bengaluru • 28 Jan, 2025

DHANURASANA BOLSTER UNDER HIPS (BOW POSE BOLSTER UNDER HIPS)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	689	City Express	Top Right	688599	177.8K

FITBIT

DHANURASANA BOLSTER UNDER HIPS (BOW POSE BOLSTER UNDER HIPS)

This is a variation of the base pose Dhanurasana (Bow Pose). This comes under the category of prone poses with a backbend. The bolster under the hips supports the body. Students can lift the upper body higher and maintain the pose. The prop allows students to stay in the pose without collapsing and the benefits of the backbend can be derived. Students hold the pose like a bow in this with the hands holding the ankles, and the shoulders rolled back. Students can use this pose to strengthen the lower back and open the torso for postural benefits.

STEPS

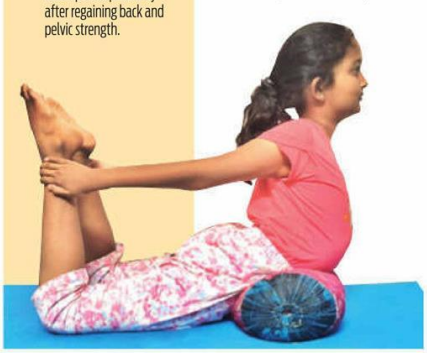
- Keep a bolster handy. Align the body to Bharmanasana (Table Top Pose) on the middle of the mat.
- The hands must be shoulder-width apart. The legs must be hip-width apart and perpendicular to the hips.
- Place the bolster horizontally so it touches the forearms. Inhale and bring the upper body ahead, rest the lower abdomen on the bolster.
- The lower abdomen and the upper thighs are rested on the bolster. Breathe and stay here for a few counts. The pose looks like cobra pose with legs apart and bolster under the hips with hands straight.
- Inhale. On the exhale, bend your right knee and take the right arm behind, hold the ankle, then hold the left ankle with the left palm.
- Rolling your shoulders away from the ears, bring the shoulder blades towards each other.
- Stay as per capacity. Release the pose by first releasing the palms from the ankles and resting the legs on the mat.
- Place the bolster vertically on the mat, rest and relax in Balasana Bolster (Child Pose Bolster).

LIMITATIONS

- It should be avoided by senior citizens and women during pregnancy and menstruation. Postnatal women must attempt this pose only after regaining back and pelvic strength.

BENEFITS

- Beneficial for the reproductive and urogenital systems.
- This back strengthening pose can address lower back pain.
- Aids in dealing with sciatica, piriformis syndrome and releases pelvic stiffness.
- Aids with infertility, erectile dysfunction, and lack of sexual desire.
- Stimulates the thyroid glands with the neck stretch, balancing the thyroxine hormone in the body responsible for the metabolism and joints in the body.
- Effective to treat osteoporosis, and menopausal symptoms by stretching the psoas and opening the pelvis.
- Alleviates menstrual pain but the practice should be avoided during menstruation.
- Spinal toning due to the backbend calms the nervous system and is beneficial for sleeping disorders.
- Opens the chest and the back without constriction. The bolster supports the lower body and enables an asthmatic person to stay longer in the pose and flex their back with a backbend.
- Boosts energy and is a hormone balancer for teens.
- Benefits sportspersons by enhancing the posture and increasing flexibility.
- Benefits a person who has the back strength but lacks stamina and breath endurance (people with asthma) to hold the bow pose.



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

Dainik Tribune • Chandigarh • 28 Jan, 2025

3 February se ayushman yojana ke tehat ilaaz nahi karege hospital

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	Hindi	131	N/A	Bottom Left	74552	58.7K

भुगतान नहीं होने पर आईएमए ने दी चेतावनी

3 फरवरी से आयुष्मान योजना के तहत इलाज नहीं करेंगे अस्पताल

यमुनानगर, 27 जनवरी (हप्र)

आयुष्मान प्रधानमंत्री नरेंद्र मोदी की एक महत्वाकांक्षी परियोजना है, लेकिन प्रदेश में इसके तहत इलाज करने वाले निजी अस्पतालों को भुगतान नहीं हो रहा। जिसके चलते प्रदेशभर के निजी अस्पताल प्रबंधकों ने 3 फरवरी से आयुष्मान सेवाओं के तहत इलाज न करने का फैसला किया है।

इंडिया मेडिकल एसोसिएशन (आईएमए) के प्रधान डॉ. महावीर पी जैन और सचिव डॉ. धीरेंद्र सोनी ने सरकार को भेजे पत्र में बताया कि प्रदेश में नवंबर 2022 में चिरायु कार्ड के लॉन्च होने से भुगतान बहुत अनियमित हो गया। इससे कार्ड धारकों की संख्या बहुत अधिक हो गई है। पिछले दिनों मुख्यमंत्री हरियाणा नायब सिंह सैनी से एसोसिएशन के प्रतिनिधिमंडल ने मुलाकात की थी। मुख्यमंत्री ने लंबित बकाया राशि को तुरंत जारी करने का आदेश दिया।

आईएमए के सचिव डॉ. धीरेंद्र सोनी ने कहा कि यह बहुत दुर्भाग्यपूर्ण है कि 15 दिन बीत जाने के बाद भी, हमारे सदस्यों को कोई महत्वपूर्ण राशि नहीं मिली है। हरियाणा के सभी सूचीबद्ध अस्पतालों ने 3 फरवरी से आयुष्मान सेवाओं को बंद करने के लिए फैसला किया है।

Dainik Tribune • Chandigarh • 28 Jan, 2025

Niji hospitals ka 400 crore bakaya ilaaz band karne ki chetavani

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	177	N/A	Middle Left	101010	58.7K

निजी अस्पतालों का 400 करोड़ बकाया, इलाज बंद करने की चेतावनी

चंडीगढ़, 27 जनवरी (ट्रिब्यू)

हरियाणा में आयुष्मान भारत और चिरायु योजना के तहत निजी अस्पतालों का बकाया भुगतान विवाद गहराता जा रहा है। इंडियन मेडिकल एसोसिएशन (आईएमए) ने चेतावनी दी है कि 3 फरवरी से राज्य के 550 पैनल अस्पताल आयुष्मान योजना के मरीजों का इलाज बंद कर देंगे।

■ प्रदेश सरकार ने दो दिन में बकाया भुगतान करने का दिया आश्वासन

मुख्यमंत्री नायब सिंह सैनी ने कहा कि मरीजों का इलाज रुकने नहीं दिया जाएगा। उन्होंने स्पष्ट किया कि बजट में कोई कमी नहीं है और 768 करोड़ रुपये पहले ही जारी किए जा चुके हैं। बाकी 200 करोड़ रुपये का भुगतान एक-दो दिन में कर दिया जाएगा।

आईएमए हरियाणा के अध्यक्ष डॉ. महावीर जैन के नेतृत्व में एसोसिएशन ने मुख्यमंत्री से मुलाकात कर बकाया भुगतान का मुद्दा उठाया था। एसोसिएशन का कहना है कि अस्पतालों का 400 करोड़ रुपये से अधिक का भुगतान लंबित है। समय पर भुगतान न होने और बिलों में कटौती के कारण अस्पतालों को भारी नुकसान हो रहा है। आईएमए ने सरकार पर यह भी आरोप लगाया कि समय पर भुगतान न होने पर ब्याज देने के एग्रीमेंट का पालन नहीं हो रहा।

केंद्र सरकार ने 2018 में आयुष्मान भारत योजना शुरू की थी, जिसमें गरीब परिवारों को 5 लाख रुपये तक का मुफ्त उपचार मिलता है। हरियाणा सरकार ने इसे आगे बढ़ाते हुए चिरायु योजना शुरू की, जिसमें 1.80 लाख रुपये तक की वार्षिक आय वाले परिवारों को पांच लाख रुपये तक का इलाज मुहैया कराया गया।

आयुष्मान कमेटी के चेयरमैन डॉ. सुरेश अरोड़ा ने कहा कि अगर सरकार ने जल्द ठोस कदम नहीं उठाए, तो निजी अस्पतालों को सेवाएं बंद करनी पड़ेंगी। अस्पतालों के प्रतिनिधियों ने हस्ताक्षरित सहमति पत्र देकर स्पष्ट कर दिया है कि लंबित मुद्दों के समाधान के बिना सेवाएं जारी रखना मुश्किल होगा।

Amar Ujala • Delhi • 28 Jan, 2025

Yoga Tips

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Hindi	165	N/A	Bottom Left	350435	564.4K

योग टिप्स

गठिया के लिए मुष्टिकाबंध यौगिक क्रिया





ढाकाराम
योगाचार्य

मुष्टिकाबंध यौगिक क्रिया एक बहुत सरल और फायदेमंद क्रिया है। यह क्रिया कंधे, हाथों और उंगलियों की मांसपेशियों को शक्तिशाली बनाने में मदद करती है, साथ ही यह गठिया, टेनिस एल्बो और हाथों तथा कलाई की समस्याओं के लिए भी बहुत फायदेमंद है। इस क्रिया को करने से हथेलियों को आराम मिलता है और कलाइयों की समस्याओं में राहत मिलती है। मुष्टिकाबंध यौगिक क्रिया करना बहुत ही आसान है और इसे कहीं भी किया जा सकता है। इस क्रिया को करने के लिए सबसे पहले कुर्सी या सोफे पर बैठें। अपने हाथों को सामने फैला लें और उंगलियों को खोलें। अपनी कमर को सीधा रखें और हथेलियों को आकाश की ओर रखें। मुट्ठी को जोर से बंद करें। मुट्ठी को खोलते हुए अपनी हथेलियों और हाथों को फैलाने का प्रयास करें। अपनी उंगलियों को जितना हो सके, उतना खोलें। अपनी कलाइयों को घुमाते हुए कोहनी और कंधों को भी घुमाएं। इस अवस्था में कम से कम 20 सेकंड तक रहें। फिर अपनी हथेलियों को आकाश की ओर रखते हुए मुट्ठी को फिर से बंद करें। इस अवस्था में भी कम से कम 20 सेकंड रहें। इस क्रिया को 6 बार दोहराएं। क्रिया को समाप्त करने के बाद अपनी आंखें बंद करके अपने हाथों में झनझनाहट महसूस करें। इस क्रिया को करते समय अपनी आंखें बंद और अपने मन को शांत रखें। इस क्रिया को कभी भी हड़बड़ी में नहीं करना चाहिए। अगर आपको कोई चोट लगी है तो इस क्रिया को करने से पहले चिकित्सक या योग विशेषज्ञ से सलाह जरूर लें।

Dina Karan • Chennai • 28 Jan, 2025

MARINA BEACH YOGA TRAINING

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	132	N/A	Top Center	168395	1.45M



மெரினாவில் யோகா பயிற்சி

மெரினா கடற்கரை உட்புற சாலையில் உள்ள பார்வையாளர்கள் அமரும் இடத்தில் யோகாசனம் செய்யும் பொதுமக்கள்.

Prahar • Mumbai • 28 Jan, 2025

Homeopathy is the need of the hour for a healthy life

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Marathi	53	N/A	Top Left	14730	215K

'निरोगी आयुष्यासाठी होमिओपॅथी काळाची गरज'



◆ कल्याण (प्रतिनिधी):

होमिओपॅथी केवळ आजार बरा करण्यासाठी नाही, तर शरीर, मन आणि आत्म्याचे संतुलन राखण्यासाठी उपयुक्त ठरते. ही पद्धत सुरक्षित आणि परिणामकारक असून ती प्रत्येक व्यक्तीस निरोगी आयुष्याचा मार्ग दाखवते. आरोग्यासाठी होमिओपॅथी ही काळाची गरज आहे, असे संचालिका श्वेता पावशे यांनी सांगितले.

२६ जानेवारी प्रजासत्ताक दिनानिमित्त शाळेतील विद्यार्थ्यांच्या आजीआजोबांसाठी तसेच इतर ज्येष्ठ नागरिकांसाठी होमिओपॅथी आरोग्य शिबिराचे आयोजन केले होते. या शिबिरास उत्स्फूर्त प्रतिसाद मिळाला.

हीले किड्स पेदर्स-दिवा या शाळेअंतर्गत संचालक चेतन पावशे यांच्या प्रयत्नाने या शिबिराचे आयोजन करण्यात आले होते. डॉ.जयप्रकाश शुक्ला यांच्या मार्गदर्शनखाली या शिबिराचा ६० हून अधिक रुग्णांनी लाभ घेतला. हीले किड्स पेदर्स दिवा या शाळेमध्ये मोफत औषध उपचार सुविधा देण्यात आली. सचिन, सुभाषचंद्र प्रजापती, उमेश शर्मा यांच्या हस्ते या उपक्रमाचे उद्घाटन करण्यात आले. या शिबिराच्या दिवशी तपासणी व औषधे मोफत देण्यात आली. या शिबिरामध्ये डॉ.जयप्रकाश शुक्ला, जीवन नथनिएल, वर्षा घुले, सुरेश यादव, अभिमन्यू मिश्रा, माँद्र प्रसाद आदी होमिओपॅथिक तज्ज्ञांनी रुग्णांवर तपासणी केली.

यावेळी बोलताना श्वेता पावशे जमलेल्या सर्वांना आवाहन करत म्हणाल्या, आजारांपासून कायमस्वरूपी मुक्ती मिळविण्यासाठी होमिओपॅथिक औषधांचा एकदा अनुभव घेऊन पहा. आजच्या जीवनशैलीत मानसिक ताणतणाव, प्रदूषण आणि चुकीच्या आहाराच्या सवयींमुळे अनेक नवीन आजार वाढत आहेत.

Dainik Tribune • Delhi • 28 Jan, 2025

Private Bank dues 400ce.

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	177	N/A	Middle Left	101010	39.91K

निजी अस्पतालों का 400 करोड़ बकाया, इलाज बंद करने की चेतावनी

चंडीगढ़, 27 जनवरी (ट्रिब्यू)

हरियाणा में आयुष्मान भारत और चिरायु योजना के तहत निजी अस्पतालों का बकाया भुगतान विवाद गहराता जा रहा है। इंडियन मेडिकल एसोसिएशन (आईएमए) ने चेतावनी दी है कि 3 फरवरी से राज्य के 550 पैनल अस्पताल आयुष्मान योजना के मरीजों का इलाज बंद कर देंगे।

■ प्रदेश सरकार ने दो दिन में बकाया भुगतान करने का दिया आश्वासन

मुख्यमंत्री नायब सिंह सैनी ने कहा कि मरीजों का इलाज रुकने नहीं दिया जाएगा। उन्होंने स्पष्ट किया कि बजट में कोई कमी नहीं है और 768 करोड़ रुपये पहले ही जारी किए जा चुके हैं। बाकी 200 करोड़ रुपये का भुगतान एक-दो दिन में कर दिया जाएगा।

आईएमए हरियाणा के अध्यक्ष डॉ. महावीर जैन के नेतृत्व में एसोसिएशन ने मुख्यमंत्री से मुलाकात कर बकाया भुगतान का मुद्दा उठाया था। एसोसिएशन का कहना है कि अस्पतालों का 400 करोड़ रुपये से अधिक का भुगतान लंबित है। समय पर भुगतान न होने और बिलों में कटौती के कारण अस्पतालों को भारी नुकसान हो रहा है। आईएमए ने सरकार पर यह भी आरोप लगाया कि समय पर भुगतान न होने पर ब्याज देने के एग्रीमेंट का पालन नहीं हो रहा।

केंद्र सरकार ने 2018 में आयुष्मान भारत योजना शुरू की थी, जिसमें गरीब परिवारों को 5 लाख रुपये तक का मुफ्त उपचार मिलता है। हरियाणा सरकार ने इसे आगे बढ़ाते हुए चिरायु योजना शुरू की, जिसमें 1.80 लाख रुपये तक की वार्षिक आय वाले परिवारों को पांच लाख रुपये तक का इलाज मुहैया कराया गया।

आयुष्मान कमेटी के चेयरमैन डॉ. सुरेश अरोड़ा ने कहा कि अगर सरकार ने जल्द ठोस कदम नहीं उठाए, तो निजी अस्पतालों को सेवाएं बंद करनी पड़ेंगी। अस्पतालों के प्रतिनिधियों ने हस्ताक्षरित सहमति पत्र देकर स्पष्ट कर दिया है कि लंबित मुद्दों के समाधान के बिना सेवाएं जारी रखना मुश्किल होगा।

Prahar • Mumbai • 28 Jan, 2025

Vaidya Sane Ayurveda Laboratories Limited aka 'Madhavbagh' Founder, Chairman Dr. Rohit Sane

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Marathi	196	N/A	Middle Center	54873	215K

वैद्य साने आयुर्वेद लॅबोरेटरीज लिमिटेड अर्थात 'माधवबाग'

संस्थापक, अध्यक्ष डॉ.रोहित साने



डॉक्टर रोहित साने स्वत: एमबीबीएस डॉक्टर. त्यांचे वडीलसुद्धा साने हेही डॉक्टर होते. रोहित साने यांच्या वडिलांना हार्ट अॅटॅक आला आणि ते १७ दिवस रुग्णालयात होते. त्या १७ दिवसांत वडिलांची परिस्थिती रोहित यांनी जवळून पाहिली. ऍलोपॅथी ट्रीटमेंट सुरू होती. स्वत: डॉक्टर असूनही आपण वडिलांना वाचवू शकलो नाही हे शल्य त्यांच्या मनात होते आणि त्याच दिवशी त्यापकेली त्यांनी इतरांच्या वडिलांना वाचविण्याचा जणू विडा उचलला. आयुर्वेदाचा त्यांचा अभ्यास होताच आणि आयुर्वेदातील अनेक वैशिष्ट्ये त्यांच्या लक्षात आल्या होत्या. ऍलोपॅथीमधल्या महागड्या तरीही अनेक मर्यादा असलेल्या ट्रीटमेंट ऐवजी आपल्या देशाच्या संस्कृतीतली सहीसही खोपी, कुठलेही साईड इफेक्ट नसलेली आयुर्वेद चिकित्सा आपण दिली, तर अनेकांच्या जीवनपद्धतीत बदल घडवून त्यांना वाचवू शकू असे त्यांच्या मनाने घेतले आणि त्यातूनच माधवबागची स्थापना झाली.

सध्या भेडसावणारे मोठे आजार म्हणजे बीपी, हृदयरोग, लठ्ठपणा आणि डायबेटीस. हे सर्व रोग एकमेकांत गुंतलेले आहेत आणि एकदा का यातील एखादा विकार झाला, तर शुक्लकाष्ट सारखे लागत त्यामुळे हे रोग होऊच नयेत आणि झाले, तर आयुर्वेदातील प्रभावी उपचारांनी ते निर्वेधित करावे असे त्यांनी ठरवले आणि आयुर्वेदिक प्रॅक्टिस करायला सुरुवात केली. एका दवाखान्याने २००६ साली सुरुवात झाली. रोहित साने हे डॉक्टर होतेच, ते संस्थेचे, उद्योजकही झाले. आरोग्य क्षेत्र ही आता हेल्थ इंडस्ट्री झाली आहे, नुसता आयुर्वेदिक क्षेत्राचा विचार केला, तर जवळपास ३५०० कोटी रुपयांची उलाढाल दरवर्षी होत असते आणि त्या व्यतिरिक्त ऍलोपॅथी आणि इतर वैद्यकीय सुविधा असे हे क्षेत्र आज खूप विस्तारले आहे. डॉ. रोहित यांनी आधुनिक वैद्यकशास्त्रातील आपल्या शिक्षणाचा उपयोग केला, सूक्ष्म संशोधन केले. व्यापक प्रयोग आणि त्याचा सखोल अभ्यास केला, या प्रयत्नांमुळे आधुनिक वैद्यकशास्त्र आणि आयुर्वेदात सांगितलेल्या सुस्थापित उपचारपद्धतींचा मिलाफ झाला, आणि हृदयविकारावर आयुर्वेदामार्फत उपचार यापला सुरुवात झाली. डॉ. साने यांच्या योगदानाची जागतिक स्तरावर दखल घेतली गेली असून त्यांना प्रतिष्ठित पुरस्कारांनी सन्मानित करण्यात आले आहे. पहिले आयुर्वेद कार्डियाक रिहॅब सेंटरची स्थापना डॉ. रोहित यांनी २००६ मध्ये खोपोली येथे केली. खोपोली येथे विस्तीर्ण परिसरावर नैसर्गिक वातावरणात पंचकर्म, सुनियोजित आहार, योगासन अशा माध्यमातून निरामी उपचार दिले जातात. डॉक्टर रोहित साने यांचे म्हणणे आहे की 'ज्ये आम्ही कमकुवत हृदय दुरुस्त करत नाही, आम्ही ते मजबूत करतो.' फक्त रोगच नाही तर आरोग्याचीही काळजी घेतो. संपूर्ण हृदयाच्या काळजीसाठी एकात्म दृष्टिकोन इथे राबवला जातो. हृदयविकारांवर उपचार करण्यासाठी माधवबागने स्वत:ला एक विश्वासार्ह पर्याय म्हणून यशस्वीरीत्या स्थापित केले आहे. आधुनिक वैद्यक, आयुर्वेद, आहार आणि

उद्योगांमध्ये काहीजण नाईलाजाने पडतात, काहीजण विचारपूर्वक उतरतात तर काहीजण योगायोगाने शिरतात. माधवबागचे संस्थापक डॉक्टर रोहित साने हे त्यांच्या आयुष्यात घडलेल्या एका घटनेमुळे उद्योगात शिरले.

फिजिओथेरपी डॉक्टरांची टीम इथे कार्यरत असते. हृदय नाही तर सर्व शरीराचा इथे उपचार केले जातात.

आधुनिक जीवनशैली, जागरण, ताण-तणाव यामुळे समाजात मधुमेह, हृदयरोग, रक्तदाबाचे, थायरॉईडचे प्रमाण खूप वाढले आहे त्यामुळे फक्त मुंबईतच नाही, तर सर्वत्र आयुर्वेदिक उपचार झाले यासाठी क्रेझ्याजी या प्रकाराची साने यांनी सुरुवात केली. सुरुवातीला केवळ हृदयरोगावर उपचार सुरू होते; परंतु हृदयरोग रुग्णांइतकेच प्रमाण मधुमेह, अतिरक्तदाब तसेच लठ्ठपणा असलेल्या रुग्णांचे आहे व हे सर्व हृदयरोगास कारणीभूत ठरणारे आजार असल्याने माधवबागने त्या आजारांवरही संशोधनातून विशेष उपचार सुरू केले. हृदयरोगावर विना शस्त्रक्रिया उपचार करणारी संपूर्ण हृदय शुद्धीकरण चिकित्सा तयार केली. या चिकित्सेच्या मदतीने लवकर घरे न होणारे हृदयरोग, बीपी, अती लठ्ठपणा आणि टाईप २ डायबेटीसमारख्ये जुनाट आजार रिव्हर्स होऊ शकतात हे सिद्ध करून दाखवले. आतापर्यंत डिसिज रिव्हर्सल चिकित्सेचा १० लाखांहून अधिक हृदयविकार रुग्णांवर उपचार करण्यात आले आहेत. त्याला लॅसेट, इंटरनॅशनल जर्नल ऑफ कार्डिओलॉजी, जर्नल ऑफ असोसिएशन ऑफ फिजिशियन्स ऑफ इंडिया, ब्रिटिश मेडिकल जर्नल सारख्या १५० हून अधिक जगप्रख्यात रिसर्च पेपर्सनी देखील मान्यता दिली आहे. पात दर्जेदार औषधं, अॅडव्हान्स तंत्रज्ञान, योग, व्यायाम, ध्यानधारणा, आहार अशा अनेक आवश्यक गोष्टींची सांगड घालती गेली आहे. अर्थात या सर्वांना रुग्णांचा प्रतिसाद ही गरजेचा असतो. आयुर्वेदिक उपचारांबरोबर, जीवनशैलीतील बदल आणि आधुनिक वैद्यकातील तंत्रज्ञान यांची सांगड घालून हृदयरोगासारख्या प्राणघातक आजारांशी मुकाबला करण्यासाठी ते पॅशिएंटच लागतात. रुग्णांनी व्यायाम, योग देखील करणं गरजेचे असते. रुग्णांना आयुर्वेदिक सेवल्य, औषध, मानसिक आहार देता यावा यासाठी माधवबागचा स्वत:चा निर्मिती कारखाना आहे. रुग्णांना त्यांच्या प्रकृतीनुसार त्यामुळे औषधोपचार देण सुलभ झाल आहे. खोपोली इथल्या निवासी संकुलामध्ये १० एकर जमिनीवर झाडा वृक्षांच्या सहवासात छानशी घरकुल उभारून रुग्णांना नैसर्गिक वातावरणात निवासी उपचार दिले जातात, पहाटेपासून होम हवन, योगासन, कावे, पौष्टिक आहार, पंचकर्म असा दिनक्रम इथे चालतो.

रुग्णांना २४ तास डॉक्टर उपलब्ध असू शकत नाही त्यासाठी घरच्यापरी देखभाल घेता येईल या उद्देशाने माधवबाग नी ibPulse नावाचे ॲप तयार केले आहे. ज्यामध्ये ४५० हून अधिक डॉक्टरांचे ऑनलाईन मार्गदर्शन, आहार व व्यायामाचे मोफत वेळापत्रक, पाककृती, घरगुती औषधोपचार आणि आयुर्वेदिक सिद्धांतविषयी लाईव्ह वेबिनॉर्स आणि पॅट आधारित आरोग्य देखभाल सांगितली जाते. माधवबागतर्फे आरोग्यविषयक मासिकही प्रकाशित केलं जात. महाराष्ट्र,गोवा, गुजरात, मध्य प्रदेश, उत्तर प्रदेश, कर्नाटक, दिल्ली, पंजाब, आंध्र प्रदेश, छत्तीसगढ़, पश्चिम बंगाल, हरियाणा, ओडिशा, जम्मू और कश्मीर असा १३ राज्यांमध्ये पसरलेली ३६० हून अधिक क्लिनिक्स, तसेच खोपोली, कोंढाळी व विशाखापट्टणम येथे ३ हॉस्पिटल्स आज माधवबाग चालवते. अंदाजे एक हजार जण माधवबागमध्ये कार्यरत आहेत. माधवबागचा व्याप इतका वाढल्यानंतर माधवबागला ऑफिशियल लिस्टेड कंपनी करण्याचं रोहित साने यांनी ठरवलं आणि २०२२ साली आपलीओ येऊन कंपनी शेअर बाजारात लिस्टेड झाली आहे. संशोधन आणि नाविन्याचा ध्यास घेऊन रुग्णसहस्रांतील सुधारणेसाठी आवश्यक असेल ते सर्व करणारी एखादी आरोग्य व्यवस्था असा तऱ्हेने लिस्टेड कंपनी झाल्याचं कदाचित पहायला मिळत असेल, ते माधवबागनी करून दाखवलय.



सेवाव्रती
शिबानी जोशी

joshishibani@yahoo. com

Dainik Tribune • Delhi • 28 Jan, 2025

from 3rd Feb Ayushman Card not aplicable in hospitals

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	Hindi	131	N/A	Bottom Left	74552	39.91K

भुगतान नहीं होने पर आईएमए ने दी चेतावनी

3 फरवरी से आयुष्मान योजना के तहत इलाज नहीं करेंगे अस्पताल

यमुनानगर, 27 जनवरी (हप्र)

आयुष्मान प्रधानमंत्री नरेंद्र मोदी की एक महत्वाकांक्षी परियोजना है, लेकिन प्रदेश में इसके तहत इलाज करने वाले निजी अस्पतालों को भुगतान नहीं हो रहा। जिसके चलते प्रदेशभर के निजी अस्पताल प्रबंधकों ने 3 फरवरी से आयुष्मान सेवाओं के तहत इलाज न करने का फैसला किया है।

इंडिया मेडिकल एसोसिएशन (आईएमए) के प्रधान डॉ. महावीर पी जैन और सचिव डॉ. धीरेंद्र सोनी ने सरकार को भेजे पत्र में बताया कि प्रदेश में नवंबर 2022 में चिरायु कार्ड के लॉन्च होने से भुगतान बहुत अनियमित हो गया। इससे कार्ड धारकों की संख्या बहुत अधिक हो गई है। पिछले दिनों मुख्यमंत्री हरियाणा नायब सिंह सैनी से एसोसिएशन के प्रतिनिधिमंडल ने मुलाकात की थी। मुख्यमंत्री ने लंबित बकाया राशि को तुरंत जारी करने का आदेश दिया।

आईएमए के सचिव डॉ. धीरेंद्र सोनी ने कहा कि यह बहुत दुर्भाग्यपूर्ण है कि 15 दिन बीत जाने के बाद भी, हमारे सदस्यों को कोई महत्वपूर्ण राशि नहीं मिली है। हरियाणा के सभी सूचीबद्ध अस्पतालों ने 3 फरवरी से आयुष्मान सेवाओं को बंद करने के लिए फैसला किया है।

Mumbai Tarun Bharat • Mumbai • 28 Jan, 2025

Inconceivable physical speed

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Marathi	181	N/A	Top Right	22590	17.73K



अधारणीय शारीरिक वेग

भाग २

आयुषो वेदः आयुर्वेदः

वैद्य कीर्ती देव

आयुर्वेदशास्त्र हे केवळ रोग बरे करणारे शास्त्र नव्हे! आयुर्वेदाचे प्रयोजन 'स्वस्थस्य स्वास्थ्य रक्षणम् आतुरस्य विकार प्रशमनं च' हे आहे. म्हणजे स्वस्थ व्यक्तीचे स्वास्थ्य राखणे, हे पहिले ध्येय आहे. (Wellness Preservation / Maintenance) आणि त्याबरोबर आतूर व्यक्तीचे (रुग्णाचे) विकार (रोग) नाहीसे करणे, शांत करणे म्हणजे रुग्णाला रोगमुक्त करणे, हे दुसरे ध्येय आहे. (Treating illness)

स्वास्थ्यरक्षण म्हणजे आरोग्य जतन. आयुर्वेदाने स्वास्थ्यामध्ये केवळ शारीरिक स्वास्थ्य गमले नाही. शारीरिक स्वास्थ्याइतकेच मानसिक स्वास्थ्यालाही महत्त्व दिले आहे. 'स्वस्थ्य' या शब्दाची व्याख्या करताना–

समदोषः समाग्निश्च समधातू मलक्रियाः।
प्रसन्नात्मेन्द्रिय मनः स्वस्थ इत्याभिधीयते।।''

याचा अर्थ–शरीरामध्ये दोषांची स्थिती, अग्नि (पचनशक्ती), सप्तधातू व शरीरातील मल भाग यातील संतुलित स्थिती व त्याबरोबर इंद्रियांची (पाच ज्ञानेन्द्रिय व पाच कर्मेन्द्रिय याबद्दल पुढे बघूया) व मनाची प्रसन्न अवस्था म्हणजे सुस्थिती/Balanced/Equipoised स्थिती होय. पंचज्ञानेन्द्रिय म्हणजे पाच Sense Organs, ज्यांच्या मदतीने आपल्याला ज्ञान होते, माहिती मिळते, परिसरातील स्थितीचे–बदलांचे अवलोकन होते. पाच ज्ञानेन्द्रिये म्हणजे चक्षु (डोळे), कर्ण (कान), त्वक् (त्वचा), जिव्हा (जीभ) आणि नासा (नाक). प्रत्येक ज्ञानेन्द्रियाचे कार्य सुस्थितीत होणे गरजेचे आहे. कमी-अधिक किंवा विपरित ज्ञान घडविले, तर शरीराची मनाची त्याबरोबरील प्रतिक्रिया ही चुकीची होऊ शकते. (उदा. तोंड आलेले असताना अन्नपदार्थ तिखट नसताना ही तिखट लागू शकतात व त्यामुळे अति पाणी पिणे, गोड अधिक खाणे इ. पर्यायी उपाय केले जातात.)

असे प्रत्येक ज्ञानेन्द्रियाच्या बाबतीत घडू शकते, घडते. पाच कर्मेन्द्रिये म्हणजे जे अवयव बाह्य जगाशी संवाद साधतात, action/reaction अशी कर्मे ज्या अवयवांमार्फत केली जातात, ती पाच कर्मेन्द्रिये आहेत. पाय, हात, हृद, उपस्थ (लिंग) व मुख या पाच कर्मेन्द्रियांच्या साहाय्याने बाह्य जगाशी संवाद साधणे, चालणे, धावणे, हातांनी पकडणे, धरणे, मुद्दाहाटे शरीरातील मल भाग काढून टाकणे, लिंग भागाद्वारे पुनः उत्पन्न करणे (जन्म देणे) आणि मुखाद्वारे बोलणे या मुख्यत्वे करून क्रिया होतात. पण, मनाचे या दोन्ही ज्ञानेन्द्रिये व कर्मेन्द्रियांवर नियंत्रण असते आणि ते असणे अत्यंत महत्त्वाचे आहे. म्हणूनच मनाला 'उभयात्मक इन्द्रिय' म्हटले जाते. ते नियंत्रकाचे कार्य करते. उदा. थाल्लतोवेळी समोर खड्डा असला, तर तो डोळ्यांना दिसतो, पायाला नाही. डोळ्यांना खड्ड्याचे ज्ञान होते व ते मनाला सांगते. मन या ज्ञानाचे आकलन करते व पायांना आदेश देते की, तो खड्डा ओलांड, बाजूने जा. ही जी समन्वयित क्रिया आहे, ती मनामुळे होते. मन जर इतर गोष्टींमध्ये अडकलेले असेल, तर त्याला ज्ञान होत नाही. उदा. मोबाईल/लॅपटॉपवर मनोरंजनात्मक कार्यक्रम बघण्यात मन जर संपूर्ण रसरस झाले असेल, मग झाले असेल, तर कूकरची शिट्टी, दाराची घंटा, आईची हाक इ. काही ऐकू येत नाही. याचा असा अर्थ होत नाही की व्यक्ती बहिरी झाली आहे, त्या व्यक्तीचे कर्मेन्द्रिय व ज्ञानेन्द्रिय शाबूत असून ही मनाची इतर विषयांमध्ये व्यग्रता असल्याने ज्ञान होत नाही.

शारीरिक स्वास्थ्य टिकविण्यासाठी विविध नियम आयुर्वेदात सांगितले आहेत. दिनचर्या पालन, ऋतुचर्यापालन (ऋतुनुसार आहार-विहार, राहणीमानातला बदल), सद्वृत्त (उत्तम वर्तन करणे), शारीरिक वेग नैसर्गिक वेगांचे धारण (control) न करणे इत्यादीने शारीरिक स्वास्थ्य टिकण्यास मदत होते. शारीरिक वेग एकूण १३ सांगितले आहेत व हे वेग (URGES) थांबवू नयेत. त्यांचे शरीरात धारण करू नये त. यांनाच 'अधारणीय वेग' म्हटले जाते. हे वेगणते तर तहान, भूक, झोप, मूत्र वेग, मल वेग, वायु वेग, शिंक, शुक्र वेग, श्रमश्वास (अंगमेहनत/केष्ट के ल्यावर लागणारा दम) जांभई, अश्रू, उल्टी, ढेकर या १३ वेगांची सुरुवात शरीरात होते व त्यांचे एक्साप्रेशनबाहेर येते. या वेगांना आवरले टाळावे. जेव्हा जेव्हा मूत्र प्रवृत्तीचा वेग (URGES)उत्पन्न होईल, तेव्हा तेव्हा मूत्रनिष्कासन करणे गरजेचे आहे. तसेच भूक लागली असताना जेवने व तहान लागली असता पाणी पिने हे साथे उपाय महत्त्वाचे आहेत. शिंका, ढेकर, उल्टी या शारीरिक वेगांच्या उत्पत्तीमागे काही ना काही कारणे असतात. उदा. उग्र/तीक्ष्ण वास, धुळीचे कण इ.मुळे शिंका येऊ शकतात. प्रत्येक शारीरिक आधारणीय वेग हे शरीराचे (REFLEXER) आहेत. (REACTION) आहे. त्याला थांबविणे टाळावे. मल वेग, वायु वेग, मूत्र वेग व शुक्र वेग हे अपान व प्राण वायू (वातांचे प्रकार) यांच्यावर अवलंबून आहेत. ढेकर, उलटी, शिंका, अश्रू, जांभई हे प्राण व उदान वायुच्या कार्यक्षेत्रातील कर्मे/वेग आहेत. श्रमश्वास या वेगाच्या प्राण उदान व व्यान या वायूंशी संबंध आहे. भुकेची चाहूल (वेग), तहान लागणे हे समान व प्राणवायूशी संबंधित आहेत. निद्रा या वेगासाठी प्राण उदान व समान वायू कारणीभूत आहेत. हे १३ वेग नैसर्गिक आहेत. विशिष्ट काळी, विशिष्ट परिस्थितीत हे वेग उत्पन्न होणे स्वाभाविक आहे आणि या वेगांचे (EXPRESSION) झाले की, त्यांचे धारण न करता निष्कासन करणे, शरीरातून काढून टाकणे ओराण्यजतनासाठी गरजेचे आहे, तर त्या वेगांचे निष्कासन केले नाही, तर शरीरात विविध व्याधी उत्पन्न होऊ शकतात. प्रत्येक आधारणीय वेगाला आवरले, नियंत्रित केले आणि असे वारंवार करत राहिले, तर विविध वेगांमुळे विविध लक्षणे व आजार उत्पन्न होतात.

जसे वायूचे वेग धारण केल्यास वायूचा, मूत्राचा व मलाचा संग/अडथळा निर्माण होतो. त्याचबरोबर पोट फुगणे, कशातच रुचि/रस न लागणे, कारण नसताना गळून गेल्यासारखे वाटणे आणि पोटदुखी ही लक्षणे उत्पन्न होऊ शकतात. मलप्रवृत्तीचा वेग/इच्छा जर रोखली, तर वायूची मलाची उलट दिशा होते, पोट फुगते, ओटीपोटात दुखते. वारंवार शौचाचा वेग नियंत्रित केला, तर पुढे जाउन मूळव्याध, उच्च रक्तदाब, त्वचेच्या तक्रारी, ॲसिडिटी, डोकेदुखी, दृष्टिमांद्य (चष्म्याचा नंबर सतत वाढणे) इ. तक्रारी उत्पन्न होतात.

मूत्रप्रवृत्ति (लघवी होईल असे वाटणे व ते थांबविले, रोखून धरले) केल्यास मूतखडा, अंग दुखणे, लघवी सकष्ट होणे, ओटीपोटात व जननेन्द्रियांमध्ये तीव्र वेदना, शिर शूल, लघवी साफ न होणे व असे वारंवार झाल्याने विशिष्ट Neuro Hormones (जसे Plasma S-HT, Plasma Catecholamines इ.)चे शरीरातील प्रमाण वाढून त्याचा मानसिक स्वास्थ्यावर परिणाम होतो.

शिंकेचा वेग (शिंक येणे) थांबविल्यास अर्धे शिशी Facial Palsy (तोंड वाकडे होणे), डोकेदुखी, मान जखडणे, ज्ञानेन्द्रिय व कर्मेन्द्रियांची ताकद कमी होणे. शिंक थांबविल्यास कानाच्या पडद्यालाही इजा होऊ शकते किंवा कानाच्या आतील भागामध्ये दुखापत होऊ शकते. यामुळे कर्णबधिरपणा ही येऊ शकतो.

अन्य शारीरिक आधारणीय वेगांबद्दल पुढील लेखात सखोल जाणून घेऊया व त्याकरील उपायही जाणून घेऊया.

(क्रमशः)

(लेखिका आयुर्वेदिक कॉस्मेटोलॉजिस्ट व पंचकर्मतज्ज्ञ आहेत.)
९८२०२८६४२९
vaidyakirti.deo@gmail.com

The Hans India • Hyderabad • 27 Jan, 2025

Backbone of Maoists broken in C'garh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	216	N/A	Middle Left	64787	390.49K

'Backbone of Maoists broken in C'garh'

The biggest threat to our republic is violent ideologies. For the past several years, the state has been struggling with the menace of Maoism: Governor Ramen Deka

RAIPUR

CHHATTISGARH Governor Ramen Deka on Sunday said violent ideologies are the biggest threat to democracy and security forces have "broken the backbone" of Maoists by eliminating them in their safest hideouts of the state in the last one year.

Deka also said his government's focus is on rapid economic growth of Chhattisgarh. There is a possibility of an investment of Rs 2.5 lakh crore in the state in the next five years, which will open employment opportunities for five lakh persons, he said. "The biggest threat to our republic is violent ideologies. For the past several years, the state has been struggling with the menace of Maoism. My government has worked hard to weaken Maoists by carrying out an intensive (anti-Maoist) campaign within a year," he said.

"Our soldiers, full of enthusiasm and zeal, have broken the backbone of Maoists. They have killed Maoists in their safest hideouts," he added.

In the areas where the light of development could not reach due to Maoist terror, the government has been providing benefits of 53 welfare schemes of 17 departments and 28 community facilities to villagers through the Niyad Nellanar (your good village) scheme, Deka said. For the first time, health camps have been organised in these villages, Aadhaar and Ayushman (health cover) cards have been made, he said. Mahatma Gandhi's dream of "Suraji" villages has started taking shape there again, the governor added.



Under the Niyad Nellanar initiative, which in Hindi means 'Aapka Achha Gaon', the state government has been undertaking development works in interior villages, falling within five kilometres of radius of the security camps, through the facilities of security forces, he said. The government organised Bastar Olympics in Bastar wherein 1.65 lakh people participated, the governor noted. This is an indication that the era of peace has returned to Bastar.

Prime Minister Narendra Modi also mentioned about this initiative in his 'Mann Ki Baat' programme and praised it, which is a matter of pride for the entire state, he said.

Chhattisgarh is an ideal state with a very favourable environment for investment. By introducing the new industrial policy, his government has opened the red carpet for entrepreneurs in Chhattisgarh, Deka said. The Single Window System 2.0, Ease of Doing Business and attractive grants for various enterprises have opened a golden opportunity for the industry to invest in Chhattisgarh, he said. The state government has been establishing Nava Raipur Atal Nagar as an IT hub. For this, MoUs have been signed with many companies, the governor noted.

Mayapuri • National • 27 Jan, 2025

Know 5 special things about Krishna Shroff on his birthday

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
64	Hindi	527	N/A	Inside Page (Magazine only)	49512	375K



The New Indian Express • Chennai • 27 Jan, 2025

TADASANA HINDOLASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	707	N/A	Top Center	932971	246.4K

FITBIT

TADASANA HINDOLASANA
(STANDING CRADLE POSE)

This is a graceful standing-balance variation of the seated-hip-opener, Hindolasana (Cradle Pose). Hence the name Tadasana Hindolasana. While both versions share similarities in their cradling motion, this variation elevates the challenge by incorporating balance and strength.

STEPS

- Begin in Tadasana (Mountain Pose). Stand tall and take a few deep breaths. Inhale, lift your left heel, balance on your toes, and place your hands on your hips. Shift your weight onto your right foot, grounding it firmly. Engage your quadriceps and glutes for stability. Exhale fully.
- Inhale again, bend your left knee, and draw it toward your chest, holding it with your hands. Hold your left ankle or shin with your left hand and gently guide your knee to the side. Cradle your left leg by placing your left foot in the right elbow crease, ensuring the arch rests comfortably. Wrap your right hand around the outer edge of your left leg/foot while supporting your left knee with your left hand. The bent knee should rest in the left elbow crease.
- Wrap your hands around your left shin, drawing the knee closer to the chest, toward the left armpit. Flex your left foot. Hold your palms together to create a secure lock. Maintain balance by pressing down through your right foot and engaging your right knee. Keep your shoulders relaxed and your chest open.
- Stand tall and hold the pose (Tadasana Hindolasana) for about six breaths or as long as comfortable. With each inhale, lengthen your spine, lifting from the base. Focus on a steady point in front of you to maintain balance. With each exhale, settle deeper into the pose, feeling grounded through your right foot while keeping your upper body light.
- Exhale, release your hands and leg, and lower your left foot to the ground, maintaining control as you return to Tadasana.
- Relax your arms by your sides and take a deep breath. Repeat on the other side, then return to Tadasana. Finally, release and relax in Mountain Pose with palms facing forward.



BENEFITS

- Helps tone the legs, focusing on building strength, stamina, and mental focus.
- Included in yoga for kids due to its simplicity yet a challenge, which can instantly engage children.
- Beneficial for individuals with flat feet or fallen arches.
- Stretches pelvic floor muscles, hamstrings, adductors (groin), thighs, calf muscles and gluteus maximus.
- Enhances flexibility of the lower body.
- Focuses on Swadhisthana (Sacral) Chakra.
- Beneficial for people who sit at a desk for long hours.

LIMITATIONS

- People with injuries to the hips, lower back, or knees, or to the muscles of the legs, back, and arms, recovering from abdominal pain, suffering from piles, coccydynia, pregnancy, acute osteoarthritis, cannot establish body-breath connection, must avoid this.
- Beginners or those who struggle with balance can practise with the support of a wall or chair.

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

The Morning Standard • Delhi • 27 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	621	N/A	Middle Right	298196	300K

FITBIT

TADASANA HINDOLASANA

(STANDING CRADLE POSE)

This is a good standing-balance variation of the seated-hip-opener, Hindolasana (Cradle Pose). Hence it is named Tadasana Hindolasana. While both versions share similarities in their cradling motion, this variation elevates the challenge by incorporating balance and strength.

STEPS

- Begin in Tadasana (Mountain Pose). Stand tall and take a few deep breaths. Inhale, lift your left heel, balance on your toes, and place your hands on your hips. Shift your weight onto your right foot, grounding it firmly. Engage your quadriceps and glutes for stability. Exhale fully.
- Inhale again, bend your left knee, and draw it towards your chest, holding it with your hands. Hold your left ankle or shin with your left hand and gently guide your knee to the side. Cradle your left leg by placing your left foot in the right elbow crease, and rest the arch comfortably. Wrap your right hand around the outer edge of your left leg while supporting your left knee with your left hand. The bent knee should rest in the left elbow crease.
- Wrap your hands around your left shin, drawing the knee closer to the chest, towards the left armpit. Flex your left foot. Hold your palms together to create a secure lock. Maintain balance by pressing down through your right foot and engaging your right knee. Keep your shoulders relaxed and your chest open.
- Stand tall and hold the pose for six breaths. With each inhale, lengthen your spine, lifting from the base. Focus on a steady point in front of you to maintain balance. With each exhale, settle deeper into the pose, feeling grounded through your right foot while keeping your upper body light.
- Exhale, release your hands and leg, and lower your left foot to the ground, maintaining control as you return to Tadasana.
- Relax your arms by your sides and take a deep breath. Repeat on the other side and return to Tadasana. Finally, release and relax in Mountain Pose with palms facing forward.

BENEFITS

- Helps tone the legs, focussing on building strength, stamina, and mental focus.
- Included in yoga for kids due to its simplicity which can instantly engage children.
- Beneficial for individuals with flat feet or fallen arches.
- Stretches pelvic floor muscles, hamstrings, adductors (groin), thighs, calf muscles, and gluteus maximus.
- Enhances flexibility of the lower body.
- Focuses on Swadhisthana (Sacral) Chakra.
- Beneficial for people who sit at a desk for long hours.



LIMITATIONS

- People with injuries to the hips, lower back, or knees, or to the muscles of the legs, back, and arms, recovering from abdominal pain, suffering from piles, coccydynia, or acute osteoarthritis, cannot establish a body breath connection, avoid this.
- Beginners or those who struggle with balance can practise with the support of a wall or chair.

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

The Pioneer • Delhi • 27 Jan, 2025

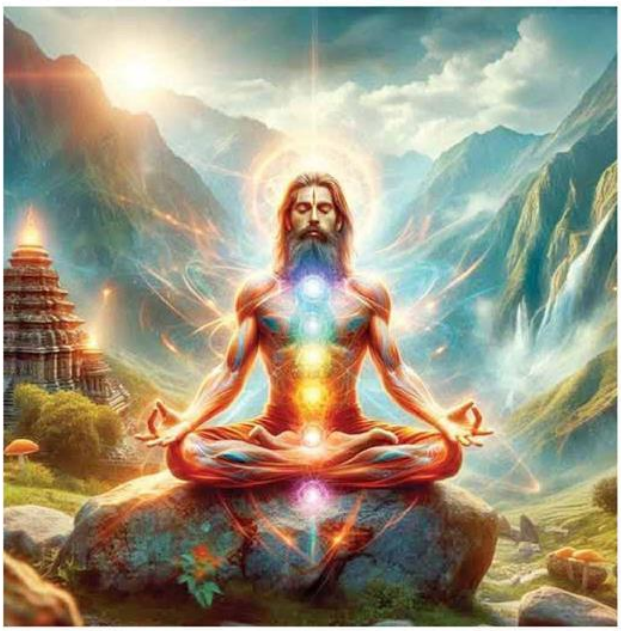
A UNION WITH THE SELF

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	926	N/A	Top Left	2638337	634.42K



A UNION WITH THE SELF





Yoga is a union with the self that promotes calm and harmony, says **YASH GUPTA**



Yoga, as already mentioned before, means the union with the self. What often strikes when someone asks you how to be calm, naturally the answer is yoga, meditation, and sleep. *Shavasana* is also a yogic posture which is the most adorable yogic posture for many people, certainly because it gives you relaxation. When a kid is tired he finds solace and rest in his mother's arms, the same way yoga is connecting to the divine mother or father and taking refuge and rest.

There are 5 different vayus (air) in the body and with certain yogic practices there is a serene harmony in all these air inside the body which allows all the functioning to the most optimum level. A simple exercise like *Surya Namaskara* helps in relieving physical tension in the muscles and is very effective for sinus allergies. Yoga does not mean only asanas, it includes yama, niyama, dharna, dhyan, Samadhi, etc.

There are *8 limbs* of yoga mentioned in the most ancient text referred to as yoga, the *Patanjali yoga sutras*. If there is any myth, definitely no myth can stay or live for ages, it is the truth. Human civilisation is based on yoga and its practices. Whenever there is chaos, the first thing people ask you to do is stay calm which never helps but with regular practice of yoga, it will be a natural habit of staying calm or being Mr cool in the midst of the most heated scenarios. It is said the more you have *pran urja* (vital force) the better quality of life and more stable the mind.

To increase the *pran urja* there is only one and one solution known to mankind from the time it has existed and till eternity and that is yoga, there was and never will ever be a substitute for yoga. *Yoga* is not an extreme side, but rather it promotes balance in your overall aspects of life. Astrologically as well, the person on the path of yoga has very few effects of planetary positions on him/her. Yoga also means gratification, thankfulness to nature as it is nature that is keeping us alive.

Practice gratification, communication (effective) and active listening is also part of yoga. It is said a great person is not only the one who just listens but who hears and is being heard. Such is the magnanimity of the yoga principles. It starts with listening to the body. Does not matter your age, caste, religion, gender or wealth, the path of yoga is for everyone especially for those who want to stay happy and live longer.

Head stand (Shirshasana) is known to be the queen of all asanas, because all the blood flow goes down but after doing *Shirshasana* for half a minute, the blood goes to brain and there is a significantly better movement of blood in the entire system (not recommended for those suffering with High blood pressure and women on their monthly cycles). Standing on both the feet and distributing all your body weight equally in both legs is also yoga, try it and your spine will be healthier. Yoga also removes the blockages from the energy centres thus resulting in an upward flow of the spiritual energy.

YOGA MEANS THE UNION WITH THE SELF. WHAT OFTEN STRIKES WHEN SOMEONE ASKS YOU HOW TO BE CALM, NATURALLY THE ANSWER IS YOGA, MEDITATION, AND SLEEP

Once you start listening to the body, the body will start radiating and responding to you, helping you achieve the goals and dreams which in turn makes you calm and it will turn into a vicious cycle of growth, happiness, health, prosperity and peace.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Pioneer • Delhi • 27 Jan, 2025

Spiritual Health and Architecture

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	487	N/A	Bottom Left	1388709	634.42K

Spiritual Health and Architecture









By ANURAAG BHARDWAJ

Spiritual health is a vital aspect of our overall well-being, influencing our sense of purpose, values, and connection to something greater than ourselves. Architecture plays a significant role in shaping our spiritual experiences, from the design of sacred spaces to the creation of environments that foster mindfulness and connection to nature.

SACRED SPACES

Sacred spaces, such as churches, mosques, synagogues, and temples, are designed to evoke feelings of awe, reverence, and spiritual connection. These spaces often incorporate elements like:

SYMBOLISM: Architectural features and artwork that convey spiritual themes and symbolism.

LIGHT: Natural and artificial light used to create an atmosphere of reverence and contemplation.

MATERIALS: Traditional materials like stone, wood, and stained glass that add to the spiritual ambiance.

These design elements can profoundly impact our spiritual experiences, creating a sense of connection to the divine, community, and tradition.



MINDFULNESS AND MEDITATION SPACES

Mindfulness and meditation spaces are designed to promote reflection, contemplation, and inner peace. These spaces often feature:

CALMING ENVIRONMENTS: Minimalist designs, soothing colors, and natural materials that promote relaxation.

ACOUSTIC DESIGN: Sound-absorbing materials and clever acoustic design to minimise distractions.

NATURAL LIGHT: Abundant natural light to create a sense of calm and connection to nature.

By incorporating these design elements, mindfulness and meditation spaces can help individuals cultivate a deeper sense of inner peace, clarity, and spiritual connection.

CONNECTION TO NATURE

Architecture can facilitate a deeper connection to the natural world, fostering a sense of spirituality and awe. This can be achieved through:

BIOPHILIC DESIGN: Incorporating natural elements, like plants, water features, and natural materials, into building design.

OUTDOOR SPACES: Creating outdoor spaces that encourage interaction with nature, such as gardens, courtyards, or rooftop green spaces.

SUSTAINABLE DESIGN: Designing buildings that minimise environmental impact, promoting a sense of stewardship and connection to the natural world.

By reconnecting us with nature, architecture can inspire a sense of wonder, gratitude, and spiritual connection to the world around us. Architecture has the power to profoundly impact our spiritual experiences, from the design of sacred spaces to the creation of environments that foster mindfulness, meditation, and connection to nature. By incorporating elements that promote spiritual growth, architects and designers can create spaces that nurture our souls, inspire our spirits, and connect us to something greater than ourselves.

— The author is an architect and is the founder of Anjaney Vastu & AB Architects

The New Indian Express • Bengaluru • 27 Jan, 2025

TADASANA HINDOLASANA (STANDING CRADLE POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	654	City Express	Top Right	653936	177.8K

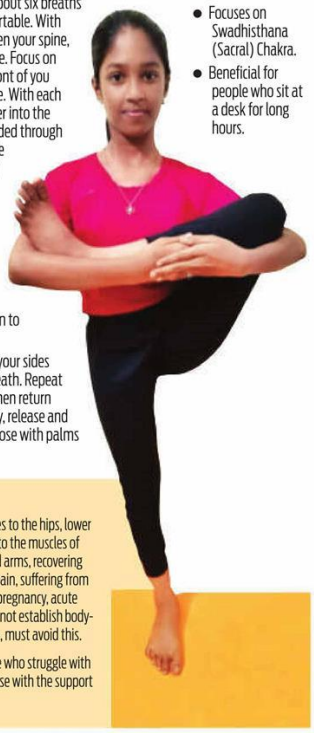
FITBIT

TADASANA HINDOLASANA
(STANDING CRADLE POSE)

This is a graceful standing-balance variation of the seated-hip-opener, Hindolasana (Cradle Pose). Hence the name Tadasana Hindolasana. While both versions share similarities in their cradling motion, this variation elevates the challenge by incorporating balance and strength.

STEPS

- Begin in Tadasana (Mountain Pose). Stand tall and take a few deep breaths. Inhale, lift your left heel, balance on your toes, and place your hands on your hips. Shift your weight onto your right foot, grounding it firmly. Engage your quadriceps and glutes for stability. Exhale fully.
- Inhale again, bend your left knee, and draw it toward your chest, holding it with your hands. Hold your left ankle or shin with your left hand and gently guide your knee to the side. Cradle your left leg by placing your left foot in the right elbow crease, ensuring the arch rests comfortably. Wrap your right hand around the outer edge of your left leg/foot while supporting your left knee with your left hand. The bent knee should rest in the left elbow crease.
- Wrap your hands around your left shin, drawing the knee closer to the chest, toward the left armpit. Flex your left foot. Hold your palms together to create a secure lock. Maintain balance by pressing down through your right foot and engaging your right knee. Keep your shoulders relaxed and your chest open.
- Stand tall and hold the pose (Tadasana Hindolasana) for about six breaths or as long as comfortable. With each inhale, lengthen your spine, lifting from the base. Focus on a steady point in front of you to maintain balance. With each exhale, settle deeper into the pose, feeling grounded through your right foot while keeping your upper body light.
- Exhale, release your hands and leg, and lower your left foot to the ground, maintaining control as you return to Tadasana.
- Relax your arms by your sides and take a deep breath. Repeat on the other side, then return to Tadasana. Finally, release and relax in Mountain Pose with palms facing forward.



BENEFITS

- Helps tone the legs, focusing on building strength, stamina, and mental focus.
- Included in yoga for kids due to its simplicity yet a challenge, which can instantly engage children.
- Beneficial for individuals with flat feet or fallen arches.
- Stretches pelvic floor muscles, hamstrings, adductors (groin), thighs, calf muscles and gluteus maximus.
- Enhances flexibility of the lower body.
- Focuses on Swadhisthana (Sacral) Chakra.
- Beneficial for people who sit at a desk for long hours.

LIMITATIONS

- People with injuries to the hips, lower back, or knees, or to the muscles of the legs, back, and arms, recovering from abdominal pain, suffering from piles, coccydynia, pregnancy, acute osteoarthritis, cannot establish body-breath connection, must avoid this.
- Beginners or those who struggle with balance can practise with the support of a wall or chair.

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

Dainik Tribune • Chandigarh • 26 Jan, 2025

Thekedaro ke 500 crore bakaya kaam band karne ki chetawani

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	116	N/A	Bottom Center	66345	58.7K

ठेकेदारों के 500 करोड़ बकाया, काम बंद करने की चेतावनी

■ निजी अस्पतालों का भी 3 फरवरी से आयुष्मान भारत योजना के तहत उपचार नहीं करने का ऐलान

चंडीगढ़, 25 जनवरी (ट्रिब्यू)

हरियाणा के पीडब्ल्यूडी (भवन एवं सड़कें) ठेकेदारों ने बकाया भुगतान के लिए सरकार को 31 जनवरी तक का समय दिया है। इसके बाद ठेकेदारों ने काम बंद करने की चेतावनी दी है। शनिवार को पीडब्ल्यूडी ठेकेदारों के एक प्रतिनिधिमंडल ने चंडीगढ़ में मुख्यमंत्री नायब सिंह सैनी से मुलाकात करके यह मुद्दा उठाया। वहीं दूसरी ओर, प्राइवेट अस्पतालों ने भी 3 फरवरी से आयुष्मान भारत योजना के तहत उपचार नहीं करने का ऐलान कर दिया है। पीडब्ल्यूडी ठेकेदारों का 500 करोड़ रुपये तथा प्राइवेट अस्पतालों का भी लगभग इतने ही पैसे का भुगतान रुका हुआ है। सरकार के पास बिल भी जमा करवाए जा चुके हैं लेकिन अस्पतालों को बकाया का भुगतान नहीं हो रहा। हरियाणा पीडब्ल्यूडी ठेकेदार संघ प्रतिनिधियों ने संघ चेयरमैन अशोक जैन के नेतृत्व में मुख्यमंत्री नायब सिंह सैनी से मुलाकात कर ठेकेदारों के लंबे समय से लंबित रुके हुए 500 करोड़ रुपये के भुगतान को तुरंत जारी करने की मांग की।

Nav Rashtra • Mumbai • 26 Jan, 2025

Chitampalli, Ashok Saraf awarded 'Padma Shri

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Marathi	228	N/A	Top Left	376741	500.5K

चितमपल्ली, अशोक सराफ यांना 'पद्मश्री'

मनोहर जोशी, पंकज उदास यांना मरणोत्तर 'पद्मभूषण' पुरस्कार





दिल्ली, वृत्तसंस्था. प्रजासत्ताक दिनाच्या पूर्वसंध्येला केंद्र सरकारने पद्म पुरस्कारांची घोषणा केली. यामध्ये महाराष्ट्रातील ज्येष्ठ अभिनेते अशोक सराफ, ज्येष्ठ साहित्यिक आणि वन्यजीव अभ्यासक मारुती चितमपल्ली आणि भारताचा फिरकीपटू रविचंद्रन अश्विन यांना पद्मश्री पुरस्कार घोषित केला. तर महाराष्ट्राचे माजी मुख्यमंत्री मनोहर जोशी आणि गायक पंकज उदास यांना मरणोत्तर पद्मभूषण पुरस्कार जाहीर झाला. सरकारने आरोग्य, खेळ, कला, साहित्य तसेच इतर क्षेत्रात उल्लेखनीय काम करणाऱ्यांचा सन्मान केला. केंद्र सरकारने महाराष्ट्रासह देशाच्या इतरही भागातील वेगवेगळ्या क्षेत्रात अनोखे काम करणाऱ्यांच्या नावांची पद्म पुरस्कारासाठी निवड केली आहे.

पंकज उदास, मनोहर जोशींना मरणोत्तर पद्म

पंकज उदास, मनोहर जोशी यांना मराणोत्तर पद्म भूषण पुरस्कार केंद्र सरकारने जाहीर केला. तसेच शेखर कपूर यांनाही पद्मभूषण पुरस्कार जाहीर झाला आहे. देशभरातील १९ मान्यवरांना पद्मभूषण जाहीर झाला, त्यामध्ये मरणोत्तर पद्मभूषण पुरस्काराने महाराष्ट्रातील दोघांना तर दिल्लीतील बिबेक देबरॉय आणि बिहारचे सुशील कुमार मोदी यांनाही मरणोत्तर पद्मभूषण पुरस्कार जाहीर झाला आहे.







महाराष्ट्रातील नऊ जणांना पद्मश्रीने गौरव

केंद्र सरकारने शनिवारी पद्म पुरस्कारांची घोषणा केली असून, महाराष्ट्रातील नऊ जणांना पद्मश्री पुरस्कार जाहीर केला. यामध्ये ज्येष्ठ अभिनेते अशोक सराफ यांच्यासह अच्युत पालव, वासुदेव कामत, सुभाष शर्मा, जशप्रीत नेरूला, चितांराम पवार, अश्विनी भिडे-देशपांडे, अरुंधती भट्टाचार्या यांचा समावेश आहे.

होमिओपॅथी चिकित्सक डॉ. डांगरेंना 'पद्मश्री'

महाराष्ट्रातून होमिओपॅथी चिकित्सक डॉ. विलास डांगरे यांना पद्मश्री पुरस्कार जाहीर करण्यात आला आहे. तर साहित्य आणि शिक्षण या क्षेत्रात काम करणाऱ्या मारुती चितमपल्ली यांनाही पद्मश्री पुरस्कार जाहीर झाला आहे. चैत्राम पवार यांनाही पद्मश्री पुरस्कार जाहीर करण्यात आला आहे.



देशातील 'या' मान्यवरांचाही समावेश

गोवा स्वातंत्र्य चळवळीच्या सेनानी लिबिया लोबो सरदेसाई, मध्य प्रदेशातील उद्योजिका शैली होळकर, मराठी लेखक मारुती भुजंगराव चितमपल्ली यांना पद्मश्री देण्यात येणार आहे. दिल्लीच्या स्त्रीरोगतज्ज्ञ डॉ. नीरजा भाटला, सामाजिक कार्यकर्ते भीमसिंह भावेश, पुदुचेरी येथील थविल वादक पी. दत्चनमूर्ती, पश्चिम बंगालमधील धक वादक गोकुल चंद्र दास, कुवेतमधील योग शिक्षिका शेखा एजे अल सबा, उत्तराखंडमधील ट्रॅव्हल ब्लॉगर जोडपे ह्युग आणि कॉलीन गॅटझर, नागालँडमधील फळ उत्पादक एल हँगथिंग, भैरूसिंग चौहान, कादंबरीकार जगदीश जोशीला यांना पद्मश्री पुरस्काराने सन्मानित करण्यात येणार आहे.

देशातील २३ महिलांना पद्मश्री

केंद्र सरकारने जाहीर केलेल्या ११३ पद्मश्री पुरस्कारांपैकी २३ पुरस्कार हे महिलांना जाहीर करण्यात आले आहेत. राज्यातील जसप्रीत नेरुला यांच्यासह राजस्थानच्या बेगम बादूल, कर्नाटकच्या भिमाव्वा शैलिक्यथारा, आसामच्या गिता उपध्याय, गावाच्या लिबिआ सरदेसाई, उत्तराखंडच्या राथा भट्ट, मध्य प्रदेशच्या साल्ल्या होळकर, उत्तर प्रदेशच्या सोनिया नित्यानंद कर्नाटकाच्या विजयालक्ष्मी देशमाने, मनिपूरच्या थियाम देवी आदींना पद्मश्री पुरस्कार जाहीर झाला आहे.

Maharashtra Times • Mumbai • 26 Jan, 2025

Padma' award for achievement

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Marathi	336	N/A	Top Left	764206	1.3M

कर्तृत्वाचा 'पद्म'गौरव

सात नामवंतांना पद्मविभूषण; मनोहर जोशी यांना मरणोत्तर पद्मभूषण जाहीर

म. टा. विशेष प्रतिनिधी, नवी दिल्ली

प्रजासत्ताक दिनाच्या पूर्वसंध्येला शनिवारी पद्म पुरस्कारांची घोषणा करण्यात आली. लोकसभेचे माजी सभापती मनोहर जोशी, गझल गायक पंकज उधास यांना सन २०२५साठीचा मरणोत्तर पद्मभूषण पुरस्कार जाहीर करण्यात आला. याशिवाय पद्मश्री पुरस्कारांमध्ये अरण्यऋषी मारुती चितमपल्ली, ज्येष्ठ कलाकार अशोक सराफ, सुलेखनकार अच्युत पालव, प्रख्यात चित्रकार वासुदेव कामत, शास्त्रीय गायिका अश्विनी भिडे-देशपांडे, स्वातंत्र्यसैनिक लिबिया लोबो सरदेसाई आदींचा समावेश आहे.

ज्येष्ठ कलाकार शेखर कपूर यांना पद्मभूषण, तर गायक अरिजीत सिंह यांना पद्मश्री जाहीर झाला. पद्मविभूषण पुरस्कारांमध्ये विविध क्षेत्रांतील मान्यवरांचा समावेश आहे. या पुरस्कारासाठी मारुती सुझुकीच्या माध्यमातून मध्यमवर्गीयांचे चारचाकी गाडी खरेदी करण्याचे स्वप्न साकार करणारे सुझुकी मोटारवाहन उद्योगाचे संस्थापक ओसामू सुझुकी, साहित्यिक एम. टी. वासुदेवन नायर, प्रसिद्ध लोकगायिका शारदा सिन्हा, निवृत्त सरन्यायाधीश जगदीशसिंह खेहर, कला क्षेत्रातील कुमुदिनी लाखीया व लक्ष्मीनारायण सुब्रमण्यम, डॉ. डी. नागेश्वर रेड्डी यांच्या नावांची घोषणा करण्यात आली.

पद्मभूषण


मनोहर जोशी


पंकज उधास

पद्मविभूषण :	७
पद्मभूषण :	१९
पद्मश्री :	११३

राज्यात

पद्मभूषण :	३
पद्मश्री :	११

पद्मभूषण : साध्वी ऋतंबरा, बिहारचे माजी उपमुख्यमंत्री सुशीलकुमार मोदी, विख्यात कन्नड अभिनेते अनंत नाग, प्रसार भारतीचे माजी अध्यक्ष ए. सूर्यप्रकाश, पत्रकार रामबहादूर राय, विवेक देबरॉय (शिक्षण व साहित्य), जोस चाको पेरीपुरम (वैद्यकीय), कैलासनाथ दीक्षित (वास्तुरचना), पंकज पटेल व एन. कुप्पूस्वामी चेत्ती (व्यापार व उद्योग), हॉकीचे गोलकीपर पी. आर. श्रीजेश (क्रीडा), जतीन गोस्वामी, नादमुद्री बाळकृष्ण, शोभना चंद्रकुमार व अजित कुमार (सर्वजण कला) विनोद धाम (विज्ञान व अभियांत्रिकी).

पद्मश्री


मारुती चितमपल्ली


अशोक सराफ


वासुदेव कामत


अश्विनी भिडे-देशपांडे


अच्युत पालव


अरिजित सिंह

महाराष्ट्रातील पद्मश्री : गायिका जसविंदर नरुला, होमिओपॅथिक डॉक्टर विलास डांगरे, गोंधळ या लोककलेचे भीष्माचार्य व्यंकय्या अंबाजी सुगटेकर, राणेंद्र भानू मुजूमदार (कला), विजयालक्ष्मी देशमाने (कर्करोगाविरुद्ध लढा), चैतराम देवचंद पवार (वनीकरण), पडीराम मांडवी (वाद्य निर्माते), सुभाष खेतूलाल शर्मा (कृषी)

Aaple Mahanagar • Mumbai • 26 Jan, 2025

Padma Bhushan to Manohar Joshi, Pankaj Udas

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	Marathi	529	N/A	Middle Left,Top Left	119009	375K

मनोहर जोशी, पंकज उदास यांना पद्मभूषण

अशोक सराफ, मारुती चितमपल्ली, डॉ. विलास डांगरे यांना पद्मश्री

वृत्तसंस्था । नवी दिल्ली

विविध क्षेत्रांमध्ये उल्लेखनीय काम करणाऱ्यांसाठी केंद्र सरकारने शनिवारी २५ जानेवारी रोजी प्रजासत्ताक दिनाच्या पूर्वसंध्येला पद्म पुरस्कारांची घोषणा केली. माजी मुख्यमंत्री मनोहर जोशी, गझल गायक पंकज उदास यांना मरणोत्तर पद्मभूषण पुरस्कार जाहीर झाले आहेत. तसेच विविध क्षेत्रात उल्लेखनीय काम करणाऱ्या एकूण ३० जणांची पद्म पुरस्कारांसाठी निवड करण्यात आली असून यात महाराष्ट्रातील काहीजणांचा समावेश आहे. यात ज्येष्ठ अभिनेते अशोक सराफ यांच्यासह होमिओपॅथी चिकित्सक डॉ. विलास डांगरे यांच्यासह ज्येष्ठ साहित्यिक मारुती चितमपल्ली, वन्यजीव संशोधक चैत्राम पवार यांना पद्मश्री पुरस्कार जाहीर करण्यात आला आहे. राष्ट्रपती द्रौपदी मुर्मू यांच्या प्रजासत्ताक दिनाच्या पूर्वसंध्येच्या भाषणानंतर या पुरस्कारांची घोषणा करण्यात आली. डॉ. विलास डांगरे हे होमिओपॅथिक चिकित्सक आहेत. त्यांनी आतापर्यंत जवळपास एक लाखापेक्षा जास्त रुग्णांवर उपचार केले आहेत, तर मारुती चितमपल्ली हे ज्येष्ठ साहित्यिक आहेत. पान २



मनोहर जोशी पंकज उदास अशोक सराफ मारुती चितमपल्ली चैत्राम पवार डॉ. विलास डांगरे पी. आर. श्रीजेश

साध्वी ऋतंभरा यांना पद्म विभूषण

ज्येष्ठ अभिनेते अशोक सराफ यांना केंद्र सरकारच्या वतीने पद्मश्री पुरस्कार जाहीर झाला आहे. अशोक सराफ यांच्यासह चित्रकार वासुदेव कामत यांना पद्मश्री, अभिनेता नंदमजुरी बालकृष्णन यांना पद्मभूषण, माजी मुख्यमंत्री मनोहर जोशी यांना मरणोत्तर पद्मभूषण, गायिका अश्विनी भिडे-देशपांडे यांना पद्मश्री, ज्येष्ठ पत्रकार ए. सूर्यप्रकाश यांना पद्मभूषण, साध्वी ऋतंभरा यांना पद्म विभूषण, अरुंधती भट्टाचार्य यांना पद्मश्री, गायक पंकज उदास यांना मरणोत्तर पद्मभूषण, हॉकीपटू पी. आर. श्रीजेश यांना पद्मश्री, सुलेखनकार अच्युत पालव यांना पद्मश्री, गायक अरजीत सिंह, दिग्दर्शक, निर्माते शेखर कपूर यांना पद्मभूषण पुरस्कार जाहीर झाला आहे.

एस. चोक्कलिंगम यांचा राष्ट्रपतींच्या हस्ते सन्मान



महाराष्ट्रात निवडणूक प्रक्रिया उत्कृष्टपणे राबवल्याबद्दल राष्ट्रपती द्रौपदी मुर्मू यांच्या हस्ते राज्याचे मुख्य निवडणूक अधिकारी एस. चोक्कलिंगम यांना शनिवारी सन्मानित करण्यात आले. शिवाय मुंबई जिल्हाधिकारी तथा अतिरिक्त मुख्य निवडणूक अधिकारी संजय यादव यांना मतदान केंद्रांवरील सुविधा केंद्रांचा दृष्टीकोन ठेवून विधानसभा निवडणुकांचे सुरळीत संचालन केल्याबद्दल सन्मानित करण्यात आले.

मनोहर जोशी, पंकज उदास यांना पद्मभूषण

चैत्राम पवार वन्यजीवांच्या संवर्धनासाठी काम करतात.

पद्म पुरस्कारांसाठी केंद्र सरकारच्या वतीने स्वातंत्र्यसैनिक, शेतकरी आणि पॅरालिम्पियनमध्ये उल्लेखनीय काम करणाऱ्यांची निवड केली आहे. शैली होळकर, डॉ. नीरजा भाटला, भीमसिंह भावेश, थविल वादक पी. दत्चनमूर्ती, शेखा एजे अल सबा, एल हँगथिंग, भैरूसिंग चौहान, जगदीश जोशीला, सेनानी लिबिया लोबो सरदेसाई, हरविंदर सिंग यांना पुरस्कार जाहीर झाला आहे. भारतातील सर्वोच्च नागरी पुरस्कारांपैकी एक असलेल्या पद्म पुरस्कारामध्ये पद्म विभूषण, पद्मभूषण आणि पद्मश्री पुरस्कारांचा समावेश असतो. या पुरस्कारांची घोषणा झाल्यानंतर राष्ट्रपतींच्या हस्ते या पुरस्कारांचे वितरण करण्यात येते.

Navshakti • Mumbai • 26 Jan, 2025

Padma Vibhushan to Manohar Joshi, Pankaj Udhas

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 7	Marathi	306	N/A	Middle Right,Top Left	61415	419.55K

मनोहर जोशी, पंकज उधास यांना पद्मविभूषण

अशोक सराफ, आर. अश्विन, मारुती चितमपल्ली, अश्विनी भिडे-देशपांडे, डॉ. डांगरे, चैत्राम पवार यांना पद्मश्री जाहीर


मनोहर जोशी


पंकज उधास


शेखर कपूर


अशोक सराफ


आर. अश्विन


अच्युत पालव


मारुती चितमपल्ली


डॉ. विलास डांगरे


चैत्राम पवार


अश्विनी भिडे-देशपांडे

नवी दिल्ली : प्रजासत्ताकदिनाच्या पूर्वसंध्येला पद्म पुरस्कारांची घोषणा करण्यात आली आहे. सुझुकी मोटर्सचे माजी प्रमुख ओसामू सुझुकी, लोक गायिका शारदा सिन्हा, एम. टी. वासुदेवन नायर यांना मरणोत्तर पद्मविभूषण जाहीर झाला आहे. डी. एन. रेड्डी, न्या. (नि) जगदीशसिंग केहर, कुमुदिनी लखिया, लक्ष्मीनारायण सुब्रमण्यम यांना पद्मविभूषण जाहीर झाला आहे.

शिवसेना नेते मनोहर जोशी, गायक पंकज उधास, भाजप नेते सुशील मोदी, अर्थतज्ज्ञ बिबेक देब्रॉय यांना मरणोत्तर पद्मभूषण जाहीर झाला आहे. दिग्दर्शक शेखर कपूर, प्रसार भारतीचे माजी अध्यक्ष ए. सूर्यप्रकाश, साध्वी ऋतंबरा, अभिनेता अनंत नाग, आसामच्या लोक संस्कृतीचे तज्ज्ञ जतीन गोस्वामी यांना पद्मभूषण जाहीर झाला.

गायिका अश्विनी भिडे-देशपांडे, ज्येष्ठ अभिनेते अशोक सराफ, अरुंधती भट्टाचार्य, अच्युत पालव, जसिवंदर नरुला, सुभाष खेतुलाल शर्मा, वासुदेव कामत, राणेंद्र मजुमदार यांना पद्मश्री पुरस्कार जाहीर झाला. प्रजासत्ताक दिनाच्या पूर्वसंध्येला पद्म पुरस्कारांची घोषणा करण्यात आली आहे.

१३९ पद्म् पुरस्कारांची घोषणा राष्ट्रपतींनी केली आहे. त्या सात पद्मविभूषण, १९ पद्मविभूषण व ११३ पद्मश्री आहेत.

महाराष्ट्रातून अरण्यऋषी मारुती चितमपल्ली, डॉ. विलास डांगरे आणि वन्यजीव संवर्धन क्षेत्रातील कार्यकर्ते चैत्राम पवार यांना पद्मश्री पुरस्कार जाहीर झाले.

भीमसिंग भावेश, डॉ. नीरजा भाटला, ॲथलिट हरविंदर सिंग यांना पद्म पुरस्कार घोषित करण्यात आले आहेत.

महाराष्ट्रातील प्रसिद्ध होमिओपॅथी डॉ. विलास डांगरे यांना पद्मश्री पुरस्काराने सन्मानित केले. गेल्या

() संमिश्र पानावर

मनोहर जोशी, पंकज उधास यांना पद्मविभूषण

५० वर्षांत त्यांनी एक लाखाहून अधिक रुग्णांना बरे केले आहे. तसेच पर्यावरण आणि वनसंवर्धनात काम करणाऱ्या चेत्राम पवार यांना पद्मश्री पुरस्कार जाहीर करण्यात आला आहे. मराठी साहित्यिक अरण्यऋषी मारुती चितमपल्ली यांना पद्मश्री पुरस्कार जाहीर झाला आहे.

गोवा स्वातंत्र्य चळवळीच्या सेनानी लिबिया लोबो सरदेसाई, मध्य प्रदेशातील उद्योजिका शैली होळकर यांना पद्मश्री देण्यात येणार आहे. दिल्लीच्या स्त्रीरोगतज्ज्ञ डॉ. नीरजा भाटला, सामाजिक कार्यकर्ते भीमसिंह भावेश, पुद्दुचेरी येथील थविल वादक पी. दत्त्यनमूर्ती, प. बंगालमधील धक वादक गोकुल चंद्र दास, कुवेतमधील योग शिक्षिका शेखा एजे अल सबा, उत्तराखंडमधील ट्रॅव्हल ब्लॉगर जोडपे ह्यूग आणि कॉलीन गॅटझर, नागालँडमधील फळ उत्पादक एल हँगथिंग, भैरूसिंग चौहान, कादंबरीकार जगदीश जोशीला यांना पद्मश्री पुरस्काराने सन्मानित करण्यात येणार आहे.

Dainik Savera • Chandigarh • 26 Jan, 2025

Ayushman card yojana sanjeevni Tarun chugh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Hindi	219	N/A	Middle Left	52459	40.03K

आयुष्मान कार्ड योजना 'संजीवनी' : तरुण चुघ

अब तक देश में 35 करोड़ से अधिक आयुष्मान कार्ड जारी



भाजपा के राष्ट्रीय महासचिव तरुण चुघ आयुष्मान कार्ड प्रदान करते हुए।

सवेरा न्यूज/आहूजा

अमृतसर, 25 जनवरी : आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना, जोकि दुनिया की सबसे बड़ी सरकारी वित्तपोषित स्वास्थ्य बीमा योजना है, भारत में स्वास्थ्य सेवाओं का चेहरा बदल रही है। इसी क्रम में, भारतीय जनता पार्टी के राष्ट्रीय महामंत्री तरुण चुघ के लाहौरी गेट स्थित कार्यालय में लाभार्थियों को आयुष्मान कार्ड वितरित किए गए। पिछले कई महीनों से चुघ के कार्यालय पर प्रत्येक रविवार और मंगलवार को विशेष शिविर का आयोजन किया जा रहा है। जहां 70 वर्ष से अधिक आयु के वरिष्ठ नागरिकों को इस योजना से जोड़ने के लिए मुफ्त सहायता प्रदान की जा रही है। इन शिविरों में पात्र नागरिकों का आवेदन बिना किसी शुल्क या भेदभाव के भरा जाता है। चुघ ने स्वयं लाभार्थियों को उनके आयुष्मान कार्ड प्रदान किए। चुघ ने बताया कि इस योजना के अंतर्गत प्रति परिवार हर वर्ष 5 लाख तक का मुफ्त इलाज उपलब्ध कराया जाता है। अब तक, देश में 35 करोड़ से अधिक आयुष्मान कार्ड जारी किए जा चुके हैं, जिससे पंजाब के लाखों परिवार एवं विशेष कर वरिष्ठ एवं बुजुर्ग लाभान्वित हुए हैं। इस मौके पर मानव तनेजा, सरबजीत सिंह शैंटी, चंद्रशेखर शर्मा, हेमंत मेहरा, तरविंदर बिल्ला, दविंदर हीरा, राजेश मेहता, लविंदर बंटी, सचिन मेहरा, रोमी चोपड़ा, शंकर लाल जी, तरुण अरोडा, शिव कुमार शर्मा, संजीव अरोड़ा, सुरिंदर मोहन बावा, अरुण खन्ना, अशोक मनचंदा, सुनील सहगल, प्रमोद गुप्ता, दविंदर बॉबी, सुरेश कपूर, विशाल शूर, वरिंदर धुन्ना, सुरिंदर, यशपाल बिट्टू, सीमा, सुधा, कार्तिक महाजन, अमृत भट्टी, लव, असीस, विशाल, संयम कुमार, अमरीश कपूरिया, चंद्र प्रभा, विजय सिंघानिया, विपण जेटली, वरयाम सिंह बिट्टू, संदीप बहल, लखबीर सिंह, राज कुमार, ऋषि चोपड़ा, गरीब दास, जगपाल, सुभाष भगत, राकेश कुमार, विजय कुमार, ऋषि चोपड़ा, चंद्र मोहन चीनी प्रमुख रूप से मोजूद रहे।

The New Indian Express • Chennai • 25 Jan, 2025

TADA BADDHA MALASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	660	N/A	Top Center	870591	246.4K

FITBIT

TADA BADDHA MALASANA

(STANDING BOUND GARLAND POSE)

This standing-balancing yoga pose is a challenging variation of Garland Pose. A powerful hip-opener, it combines elements of Bound Revolved Garland Pose and Mountain Pose. Mastery of the pose, along with a proper warm-up, is essential before attempting this asana. The binding action of the arms enhances stability, making it ideal for peak pose yoga sequences that develop strength and mobility for advanced balancing poses.

STEPS

- Begin in Tadasana Variation Feet Hip Wide (Mountain Pose with feet hip-width apart).
- Point your toes outward and your heels inward, forming a V-shape with your feet. Look down to check your alignment.
- Inhale and lift your left foot off the floor. Hold your bent left leg with your right hand, then bring your left hand around to bind the left leg. Fix your gaze on a single point. Twist and bring your right arm over to the left from behind, interlocking with your left hand to bind the left leg, similar to Bound Revolved Garland Pose.
- Engage your core and extend your left foot downward, pointing the toes. Keep your right leg strong and straight to support the body's weight. Hold Tada Baddha Malasana for 4–6 breaths, maintaining focus and balance. Ensure your hand interlock remains secure to avoid losing balance. Keep the entire movement gentle.
- To release, inhale and free the interlocked hands—first releasing the back hand, then holding the left leg from the front. Slowly release the left arm, lower the leg, and return to Tadasana Variation Feet Hip Wide.
- Relax briefly in Three-Part Breath Mountain Pose before repeating on the other side. Return to Tadasana Variation Feet Hip Wide, then rest in Dirga Pranayama Tadasana to complete the practice.



BENEFITS

- Strengthens the spine, wrists, elbows, and shoulder joints.
- Promotes pelvic stability and improves hip flexibility.
- Tones the leg muscles and strengthens the knees.
- Enhances balance by strengthening the inner ears, eyes, and shoulders.
- Helps relieve sciatica pain and is beneficial for flat feet.
- Calms the mind and improves flexibility and stability.
- Strengthens the tendons and ligaments of the feet.
- Enhances concentration and cognitive function.
- Supports postural alignment.
- Strengthens and tones the hamstrings, calves, ankles, knees, and hips of the weight-bearing leg.
- Stretches the gluteus maximus, hamstrings, and quadriceps.
- Improves joint and muscle mobility.
- Enhances coordination between mind and body, preparing for other balancing poses.

LIMITATIONS

- Avoid this pose if you have had any injury or recent surgery in the legs, knees, ankles, hips, lower back, or abdomen, including hip replacements.
- Not recommended for those with high or low blood pressure, dizziness, migraines, insomnia, acute knee issues, or hip injuries.
- Individuals with weak musculature, arthritis, knee pain, or a history of back or hip pain – especially seniors – should practise cautiously. Beginners should take it slow.
- Pregnant women and seniors can practise this pose with the support of a chair or wall.

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

Bizz Buzz • Hyderabad • 25 Jan, 2025

How India can achieve 'insurance for all' by 2047

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	454	N/A	Middle Left	45393	N/A

How India can achieve 'insurance for all' by 2047

KUMUD DAS

While India has made progress in increasing insurance coverage, particularly in life and personal accident insurance, challenges remain in achieving adequate and inclusive coverage



THE National Insurance Academy, Pune aspires to do high-quality research to support policymakers in decisions for the expansion of the insurance sector, says BC Patnaik, the new Director of the Academy. Patnaik has rich experience as a member - Life, IRDAI and MD, LIC of India.

Talking to Bizz Buzz, Patnaik said that National Insurance Academy is a well-known institution in Pune that contributes to research in insurance and allied areas. He further mentioned that for the past two decades, an NIA faculty member Dr Archana Singh has been conducting research on insurance inclusion and microinsurance.

In her recent book chapter 'adoption of microinsurance by microfinance institutions in India' in the book 'Financial Markets, Climate Risk and Renewables' published by Springer Singapore, she attempts to understand the causes for the low uptake of microinsurance and evaluate the experiences of MFIs in extending insurance to their clients. Dr Singh observes that microfinance has allowed millions of people in developing and underdeveloped countries to receive microloans without collateral and build up assets.

The microfinance sector serves 140 billion borrowers annually worldwide, of which 81 per cent are women as per Impact Finance Barometer. India has more than 250 MFIs operating in different parts of the country as per Bharat Micro Finance Report. They have reached out to 162 million households, through 13.4 million SHGs. The 72.6 million unique active borrowers have micro savings worth Rs 589 billion as per a study by NABARD. However, lack of active participation of MFIs in promoting insurance inclusion impacts the accessibility and expansion of insurance for the low-income population.

By international standards, India is lagging in insurance protection compared to the global average. Global insurance penetration (ratio of premium to GDP) is 7 and density (per capita insurance premium) is Rs 77,017 ($889). Whereas the insurance penetration of India is 3.7 and density is Rs 8,230 ($95). The insurance density of China is Rs 33,267 ($384), which is more than five times that of India, and penetration is 3.9 as per a report by Swiss Re.

Dr Singh says, "However, these two indicators do not represent access to insurance in emerging markets of India, where a substantial percentage of households and individuals are covered under some kind of insurance. Insurance coverage (percentage of the population covered by insurance) is a better metric for capturing access to insurance in India, which has improved significantly over the last decade."

India has come a long way in covering households under life insurance. The data reveals that LIC has 19 crore individual policyholders, in addition, 3.3 crore people are registered under PMJJBY. Hence, out of 29.34 crore households as per MoSPI, 76 per cent of households (HHs) have access to at least one life insurance policy. This number is significant as the primary purpose of a life insurance policy is the replacement of the income of the breadwinner of the household.

Under General Insurance, 54.4 crore beneficiaries are covered under Personal Accident (PA) insurance for a sum insured up to Rs 2 lakhs. Additionally, 45.9 crore individuals are covered in PMSBY. If we consider the population above the age of 14 years as 106 crore people as per SBI Research, roughly 94.6 per cent population is covered under PA policy. The population covered under commercial health insurance is 57 crores as per IRDAI, and 36.5 crore households are covered under Ayushman Bharat as per NHA. Together, the population covered under health insurance is 67 per cent.

However, when considering the adequacy of coverage in terms of underinsurance, there is ample opportunity for improvement. Insurance inclusion is expected to bring the next big leap in inclusive finance. The government, insurance regulator, and LIC of India are taking several steps to realise the call by the regulator, 'Insurance for All by 2047'. Initiatives like Bima Trinity, and Bima Sakhi are expected to play important roles in this direction. IRDAI has issued a master circular on rural, social sector, and motor third party obligations in 2024. It is expected that regulatory space will be made more inclusive for microinsurance institutions by reducing entry barriers.

It is envisaged that MFIs/ NBFCs and other microfinance entities would become vehicles for insurance inclusion. However, data indicates that microfinance institutions cover only the credit risk of their customers through life insurance and uptake of other insurance products has remained low. Dr Singh's analysis came to the conclusion that supply-side and demand constraints are the causes of the MFIs' poor insurance uptake. Operational issues, lack of trust, low awareness and low demands in the target population, low professional skills among the field personnel and high cost of insurance were a few reasons for the low uptake of insurance through MFIs. The recommendations presented in the study have policy implications. The findings of the study are relevant in the light of the new initiative of the IRDAI to achieve 'Insurance for All by 2047'.

The book is edited by Sandeep Mohapatra (a Professor at the Department of Resource Economics & Environmental Sociology, University of Alberta, Edmonton, Canada), Puja Padhi (a Professor at the Department of Economics, IIT-B) and Vijeta Singh who is working as an Assistant Professor at the Ramcharan School of Leadership, MIT World Peace University, Pune.

The book offers a comprehensive examination of how innovative financial strategies can address critical environmental and social challenges around the world. Organized around five key themes—financial institutions fostering financial stability; volatility in financial markets; inclusive development: MSMEs, and microfinance; financial innovation for sustainability: ESG and climate finance; and fintech - it presents pioneering studies that provide deep insights into the intersection of finance and sustainable development.

The book fills the literature gap that concerns sustainable economic development, financial markets, and institutions and provides several high-quality studies that focus on sustainable economic development, financial markets, renewables, and climate risks.

Scholars from diverse fields have contributed to the book and made practical policy recommendations. The book is an essential resource for academics, policymakers, and professionals dedicated to leveraging financial innovations for sustainable development.

By offering a comprehensive examination of formal and informal financial institutions, digital finance, economic development, and green sustainability, this book not only advances knowledge but also provides practical solutions to build a resilient and inclusive global economy.

Bizz Buzz • Hyderabad • 25 Jan, 2025

Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	145	N/A	Bottom Center	14471	N/A

Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone

Among govt institutions, Kidwai is one of the few offering robotic surgery facilities

BENGALURU



THE globally-renowned Kidwai Memorial Institute of Oncology (KMIO), a premier cancer treatment centre in India, run by the Karnataka government, has achieved a historic milestone by successfully completing 1,000 robotic surgeries. Kidwai was among the first few government hospitals to adopt robotic technology and has integrated the advanced Da Vinci robotic surgical system, achieving this remarkable milestone.

Among government institutions, Kidwai stands out as one of the few offering robotic surgery facilities. Sharan Prakash Patil, Minister for Medical Education, Skill Development and Livelihood, stated on Friday that Kidwai's accomplishment of completing 1,000 robotic surgeries is commendable.

"The hospital offers world-class cancer treatment at no cost or at affordable rates to patients. Adopting innovative medical technologies has enabled Kidwai to deliver high-quality care promptly," he stated. Over the past nine years, the use of robotic technology has made 1,000 surgeries possible, marking a historic achievement.

"Kidwai remains at the forefront of patient care, establishing itself as a leading cancer treatment centre in India and globally. The institute's efforts and achievements are noteworthy," minister Patil underlined. Under the Ayushman Bharat Arogya Karnataka scheme, the institution has emerged as the hospital providing the highest number of treatments.

The Pioneer • Chandigarh • 25 Jan, 2025

AIMTC urges government to address challenges faced by transport sector

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	252	N/A	Bottom Center	151124	268.96K

AIMTC urges government to address challenges faced by transport sector

PTI ■ NEW DELHI

All India Motor Transport Congress (AIMTC) national president Harish Sabharwal on Friday asked the government to address issues like exorbitant increase in toll tax rates and misuse of the e-challan system.

The charge handover and oath taking ceremony of the newly elected office bearers of AIMTC was held on Friday, where Amritlal Madan, the outgoing President of AIMTC, officially passed on his responsibilities to the newly elected president Sabharwal and his team.

AIMTC in a statement said some of the key issues that will be high on Sabharwal's agenda include abolition of border checkposts in the states especially in Maharashtra, Karnataka and Chhattisgarh.



The truckers body said exorbitant increase in toll tax rates, checking misuse of E-challan system and impractical ban on 10-year old diesel vehicles in Delhi-NCR are also on agenda of the newly-elected president of AIMTC.

AIMTC also demanded that the government should constitute 'Drivers Samajik Suraksha Welfare Board' with representatives from AIMTC.

It also demanded that drivers should be covered in the Pradhan Mantri Awas Yojana (PMAY) and Ayushman Bharat Yojana.

According to the statement, the transportation sector is a key contributor to India's economy, accounting for approximately 7.7 per cent of India's GDP (PPP adjusted).

AIMTC also announced that every year the 24th Day of January will be celebrated as 'National Drivers Day'.

In 1936, AIMTC was established as a non-political, not-for-profit apex body representing India's road transport sector in both cargo and passenger segments.

It encompasses over 95 lakh truckers, 50 lakh passenger vehicle operators, and 3,500 associations nationwide, impacting over 20 crore people directly or indirectly.

The Pioneer • Chandigarh • 25 Jan, 2025

Insurers expect tax benefits, concessions for healthcare sector in Union Budget

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	408	N/A	Middle Left	244885	268.96K

Insurers expect tax benefits, concessions for healthcare sector in Union Budget

PTI ■ NEW DELHI



Insurers are hopeful of a host of tax benefits, including concessions for the insurance and healthcare sectors, from the Union Budget 2025-26 to be unveiled by Finance Minister Nirmala Sitharaman on February 1.

SBI General Insurance MD and CEO Naveen Chandra Jha said that as India advances toward financial inclusivity and universal healthcare, the upcoming Budget is expected to further strengthen the healthinsurance sector.

Initiatives like Bima Sugam, designed to achieve the goal of 'Insurance for All' by 2047, are expected to receive regulatory and fiscal support to address the protection gap, he noted.

"Additionally, the budget is likely to focus on expanding access in underserved regions through government-private partnerships, targeted subsidies, and advancements in digital infrastructure," Jha added.

Bajaj Allianz Life MD and CEO Tarun Chugh said India's economic growth presents immense opportunities for the insurance sector to enhance financial resilience.

"Aligning tax deduction of life insurance annuity products with the National Pension Scheme (NPS) and addressing the issue of tax on principal component on annuity products can evolve retirement needs effectively," he added.

Chugh also made a case for the introduction of a separate tax deduction for term insurance and extending the tax deduction on life insurance premiums under the new tax regime.

According to the Annual Report of the Insurance Regulatory and Development Authority of India (Irdai), the country's insurance penetration in 2023-24 was 3.7 per cent compared to 4 per cent in 2022-23.

The penetration for life insurance industry marginally declined from 3 per cent in 2022-23 to 2.8 per cent during 2023-24.

The penetration with respect to the non-life insurance industry remained the same at 1 per cent during 2023-24.

Subrata Mondal, MD and CEO of IFFCO Tokio General Insurance said the Union Budget provides an essential opportunity for the government to implement reforms that can address industry challenges and encourage the broader adoption of insurance products.

One key expectation is the enhancement of tax incentives for policyholders to promote wider uptake of insurance, he added.

Another priority is increasing budgetary support for government-backed insurance schemes, such as the Pradhan Mantri Fasal Bima Yojana and Ayushman Bharat, he added.

"They would significantly improve access to insurance for underserved populations, particularly in rural and economically weaker regions," Mondal said.

Sameer Bansal, MD & CEO, PNB MetLife, said that while India is a fast-growing economy fuelled by its rising middle-class population of 25-45-year-olds, the proportion of people above the age of 60 is equally increasing at a rapid pace.

Financial stability is a cornerstone of a secure future. One of our hopes for the upcoming budget is to see support for pension and annuity plans, which are key financial instruments for the retirement planning needed to create that stability, he added.

"Tax support for pension plans offered by life insurers on par with the National Pension Scheme will provide both greater choice and allow diversification of assets into multiple pension plans," he said.

Bansal also urged the government to consider removing GST on premiums for annuity plans to support pensioners and make annuities more affordable and accessible. Universal Sompo General Insurance Managing Director and CEO Sharad Mathur opined that strengthening the insurance sector is essential for driving financial resilience, economic stability, and inclusive growth.

With targeted reforms and incentives like the reduction of GST on Health insurance, we can unlock the true potential of insurance, ensuring wider coverage, encouraging innovation, and building a secure future for every individual and business, Mathur said.

Srikanth Kandikonda, Chief Financial Officer, ManipalCigna Health Insurance, said that given the rising healthcare costs and the need for higher sum insured cover, the government should reduce the tax burden by increasing the limits under Section 80D of income tax for premiums paid for health insurance to Rs 50,000 for all and Rs 1 lakh for senior citizens.

"This is crucial for achieving the government's vision 'Insurance for all by 2047' and would substantially reduce the financial burden on families investing in their health and financial wellbeing," Kandikonda added.

During 2023-24, the non-life

The Daily Guardian • Chandigarh • 25 Jan, 2025

NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	340	N/A	Top Left	33992	N/A

NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER

Haryana's health minister, Aarti Singh Rao, announced plans for an international meditation centre and new AYUSH centres statewide.

YASHIKA SAINI
PANCHKULA

In a recent announcement, Haryana's Health and AYUSH Minister, Aarti Singh Rao, revealed plans to establish an international meditation center in Kurukshetra, marking a significant step in promoting spiritual and physical well-being. Additionally, Rao shared that one AYUSH center will be set up in each district to strengthen the practical and therapeutic aspects of yoga and natural medicine.

The Minister made these remarks at an event organized by the Haryana Yoga Commission in Panchkula. During the ceremony, she unveiled the statue of Maharishi Patanjali and inaugurated the expansion of the Haryana Yoga Commission building. She also launched the official AYUSH department website and magazine and reviewed a special exhibition organized by the department. Rao emphasized the importance of AYUSH, which refers to the ancient systems of Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy.

In addition to these developments, the Health Minister announced that the recruitment of 800 doctors for Haryana's hospitals is in the final stages.

The Minister also discussed the establishment of several AYUSH institutions in Haryana, including four Ayurvedic hospitals and numerous dispensaries and health centers.

She highlighted the Surya Namaskar project, which promotes physical, mental, and spiritual health, while also paying tribute to the legacies of Swami Vivekananda and Maharishi Dayanand Saraswati.

Several dignitaries attended the event, including Jagdeep Arya (Chairman of Haryana Yoga Commission), Sanjeev Verma (Director General, AYUSH Department), Dr. Manish Bansal (Director General, Health Department), Rajkumar (Registrar, Yoga Commission), Dr. Mukta Kumar (Civil Surgeon, Panchkula), and others.

HARYANA UNVEILS MEDITATION CENTRE AND AYUSH INITIATIVES



- Haryana's Health Minister, Aarti Singh Rao, announced plans for an international meditation center in Kurukshetra.
- One AYUSH center will be set up in each district to promote yoga and natural medicine.
- The Minister unveiled a statue of Maharishi Patanjali and expanded the Haryana Yoga Commission building.
- 800 doctors are being recruited for Haryana's hospitals.
- Rao highlighted the Surya Namaskar project and paid tribute to Swami Vivekananda and Maharishi Dayanand Saraswati.

The Morning Standard • Delhi • 25 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	610	N/A	Middle Right	292643	300K

FITBIT

TADA BADDHA MALASANA

(STANDING BOUND GARLAND POSE)

This standing-balancing yoga asana is a challenging variation of Garland Pose. A powerful hip-opener, it combines elements of Bound Revolved Garland Pose and Mountain Pose. Mastery of the pose, along with a proper warm-up, is essential before attempting this asana. The binding action of the arms enhances stability, making it ideal for peak pose yoga sequences that develop strength and mobility for advanced balancing poses.

STEPS

- Begin in Tadasana Variation Feet Hip Wide (Mountain Pose with feet hip-width apart).
- Point your toes outward and your heels inward, forming a V-shape with your feet. Look down to check your alignment.
- Inhale and lift your left foot off the floor. Hold your bent left leg with your right hand, then bring your left hand around to bind the left leg. Fix your gaze on a single point. Twist and bring your right arm over to the left from behind, interlocking with your left hand to bind the left leg, similar to Bound Revolved Garland Pose.
- Engage your core and extend your left foot downward, pointing the toes. Keep your right leg strong and straight to support the body's weight. Hold Tada Baddha Malasana for six breaths, maintaining focus and balance. Ensure your hand interlock remains secure to avoid losing balance. Keep the entire movement gentle.
- To release, inhale, and free the interlocked hands—first releasing the backhand, then holding the left leg from the front. Slowly release the left arm, lower the leg, and return to Tadasana Variation Feet Hip Wide.
- Relax briefly in the Three-Part Breath Mountain Pose before repeating on the other side. Return to Tadasana Variation Feet Hip Wide, then rest in Dirga Pranayama Tadasana to complete the practice.

BENEFITS

- Strengthens the spine, wrists, elbows, and shoulder joints.
- Promotes pelvic stability and improves hip flexibility.
- Tones the leg muscles and strengthens the knees.
- Enhances balance by strengthening the inner ears, eyes, and shoulders.
- Helps relieve sciatica pain and is beneficial for flat feet.
- Calms the mind and improves flexibility and stability.
- Strengthens the tendons and ligaments of the feet.
- Enhances concentration and cognitive function.
- Supports postural alignment.
- Strengthens and tones the hamstrings, calves, ankles, knees, and hips of the weight-bearing leg.
- Stretches the gluteus maximus, hamstrings, and quadriceps.
- Improves joint and muscle mobility.
- Enhances coordination between mind and body, preparing for other balancing poses.



LIMITATIONS

- Avoid this pose if you have had any injury or recent surgery in the legs, knees, ankles, hips, lower back, or abdomen, including hip replacements.
- Not recommended for those with high or low blood pressure, dizziness, migraines, insomnia, acute knee issues, or hip injuries.
- Individuals with weak musculature, arthritis, knee pain, or a history of back or hip pain — especially seniors — should practise cautiously. Beginners should take it slow.
- Pregnant women and seniors can practise this pose with the support of a chair or wall.

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

The Pioneer • Bhubaneshwar • 25 Jan, 2025

More than 1.21 lakh devotees availed Ayush services

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	162	N/A	Middle Left	97062	275.94K

More than 1.21 lakh devotees availed Ayush services

PIONEER NEWS SERVICE
■ NEW DELHI

More than 1.21 lakh devotees have availed Ayush services at the facilities set up at Maha Kumbh by the Ayush ministry in collaboration with the National Ayush Mission, Uttar Pradesh.

The Ayush OPDs, clinics, stalls and sessions are emerging as key attractions for devotees and visitors at Maha Kumbh, Prayagraj.

Ministry of Ayush has arranged a host of facilities in collaboration with National Ayush Mission, Uttar Pradesh, at the mega festival, providing free healthcare services to domestic and international devotees, the ministry said in a statement.

The Ayush team at Maha Kumbh comprises 80 doctors across 20 OPDs to provide 24x7 medical services. These OPDs are equipped to address a wide range of common and



chronic conditions.

Foreign devotees are also utilising Ayush services, including OPD consultations, the statement said. Also, daily therapeutic yoga sessions are being conducted from at designated camps in the Sangam area and Sector-8, led by trainers from the Morarji Desai National Institute of Yoga (MDNIY), Ministry of Ayush, Delhi.

The participation of international devotees in these sessions highlights the growing interest and trust in Ayush services among the local and global public, the statement said.

Dr Akhilesh Singh, Ayush nodal officer at Maha Kumbh, said, "Our team not only treats patients but also informs them about the economic potential of medicinal plants. By promoting their cultivation, we aim to create a source of livelihood for people alongside improving their health."

At Maha Kumbh, the Ayush team has also arranged free distribution of medicines, including immunity boosters and calcium tablets, he said.

In line with the ongoing efforts of Ministry of Ayush to ensure special attention towards the elderly's health, the Ayush team at Maha Kumbh is dedicated to facilitating the elderly and extending Ayush services to them, the statement said.

Nearly 45 per cent of the beneficiaries, so far, are elderly. Informative pamphlets on common ailments and their Ayush remedies are also being distributed.

The Pioneer • Delhi • 25 Jan, 2025

AIMTC urges government to address challenges faced by transport sector

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	252	N/A	Bottom Center	717839	634.42K

AIMTC urges government to address challenges faced by transport sector

PTI ■ NEW DELHI

All India Motor Transport Congress (AIMTC) national president Harish Sabharwal on Friday asked the government to address issues like exorbitant increase in toll tax rates and misuse of the e-challan system.

The charge handover and oath taking ceremony of the newly elected office bearers of AIMTC was held on Friday, where Amritlal Madan, the outgoing President of AIMTC, officially passed on his responsibilities to the newly elected president Sabharwal and his team.

AIMTC in a statement said some of the key issues that will be high on Sabharwal's agenda include abolition of border checkposts in the states especially in Maharashtra, Karnataka and Chhattisgarh.



The truckers body said exorbitant increase in toll tax rates, checking misuse of E-challan system and impractical ban on 10-year old diesel vehicles in Delhi-NCR are also on agenda of the newly-elected president of AIMTC.

AIMTC also demanded that the government should constitute 'Drivers Samajik Suraksha Welfare Board' with representatives from AIMTC.

It also demanded that drivers should be covered in the Pradhan Mantri Awas Yojana (PMAY) and Ayushman Bharat Yojana.

According to the statement, the transportation sector is a key contributor to India's economy, accounting for approximately 7.7 per cent of India's GDP (PPP adjusted).

AIMTC also announced that every year the 24th Day of January will be celebrated as 'National Drivers Day'.

In 1936, AIMTC was established as a non-political, not-for-profit apex body representing India's road transport sector in both cargo and passenger segments.

It encompasses over 95 lakh truckers, 50 lakh passenger vehicle operators, and 3,500 associations nationwide, impacting over 20 crore people directly or indirectly.

Mid Day • Mumbai • 25 Jan, 2025

Celebrating life at Kala Ghoda

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	227	N/A	Top Left	517768	1.5M

FESTIVAL ADDA

Celebrating life at Kala Ghoda

The silver jubilee edition of the Kala Ghoda Arts Festival this year comes with a shiny surprise. A new lifestyle segment will debut alongside familiar segments like art, theatre, dance and walks that attract Mumbaikars to the festival every year. "Mental wellness, yoga, fashion, textile — these are subjects that excite audiences across age groups, but struggle to fit into the existing segments. The silver jubilee seemed like the right occasion to make space for these programmes," shared Brinda Miller (inset), honorary chairperson, Kala Ghoda Association. The programming encompasses a saree draping workshop at the YWCA, a zumba session at the Elphinstone College quadrangle, a DJing workshop hosted by popular musician DJ Suketu, a laughter therapy session with doctors-turned-humorists Dr Anil Abraham and Dr Tushar Shah in addition to talks by familiar personalities like Usha Uthup, actors Vinay Pathak and Fatima Sana Shaikh, and fitness advocate Milind Soman. Whether Soman will join the celebratory spirit by popping out of a gift box and giving us a nostalgic flashback, that remains to be seen.



(From left) Usha Uthup; Milind Soman. FILE PICS

The Pioneer • Delhi • 25 Jan, 2025

More than 1.21 lakh devotees availed Ayush services

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	159	N/A	Bottom Left	453197	634.42K

More than 1.21 lakh devotees availed Ayush services

PIONEER NEWS SERVICE
■ NEW DELHI

More than 1.21 lakh devotees have availed Ayush services at the facilities set up at Maha Kumbh by the Ayush ministry in collaboration with the National Ayush Mission, Uttar Pradesh.

The Ayush OPDs, clinics, stalls and sessions are emerging as key attractions for devotees and visitors at Maha Kumbh, Prayagraj.

Ministry of Ayush has arranged a host of facilities in collaboration with National Ayush Mission, Uttar Pradesh, at the mega festival, providing free healthcare services to domestic and international devotees, the ministry said in a statement.

The Ayush team at Maha Kumbh comprises 80 doctors across 20 OPDs to provide 24x7 medical services. These OPDs are equipped to address a wide range of common and chronic conditions.



Foreign devotees are also utilising Ayush services, including OPD consultations, the statement said. Also, daily therapeutic yoga sessions are being conducted from at designated camps in the Sangam area and Sector-8, led by trainers from the Morarji Desai National Institute of Yoga (MDNIY), Ministry of Ayush, Delhi.

The participation of international devotees in these sessions highlights the growing interest and trust in Ayush services among the local and global public, the statement said.

Dr Akhilesh Singh, Ayush nodal officer at Maha Kumbh, said, "Our team not only treats patients but also informs them about the economic potential of medicinal plants. By promoting their cultivation, we aim to create a source of livelihood for people alongside improving their health."

At Maha Kumbh, the Ayush team has also arranged free distribution of medicines, including immunity boosters and calcium tablets, he said.

In line with the ongoing efforts of Ministry of Ayush to ensure special attention towards the elderly's health, the Ayush team at Maha Kumbh is dedicated to facilitating the elderly and extending Ayush services to them, the statement said.

Nearly 45 per cent of the beneficiaries, so far, are elderly. Informative pamphlets on common ailments and their Ayush remedies are also being distributed.

Deshbandhu • Delhi • 25 Jan, 2025

Savein launch welness platform

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	Hindi	153	N/A	Bottom Right	128462	325.52K

सेवइन ने वेलनेस प्लेटफॉर्म 'वेलअप' किया लांच

नई दिल्ली। हेल्थटेक स्टार्टअप सेवइन ने वेलनेस प्लेटफॉर्म वेलअप लांच करने की घोषणा की है जो एक अभिनव वेलनेस प्लेटफॉर्म है जिसे पारंपरिक अस्पताल बीमा से परे आधुनिक उपभोक्ताओं की उभरती हुई स्वास्थ्य सेवा आवश्यकताओं को पूरा करने के लिए डिज़ाइन किया गया है। कंपनी ने कहा कि वेलअप एक समग्र, सदस्यता-आधारित समाधान प्रदान करता है जो एलोपैथी, आयुर्वेद और होम्योपैथी में निःशुल्क डॉक्टर परामर्श, निवारक रक्त परीक्षण और दंत चिकित्सा, मानसिक स्वास्थ्य सहायता, व्यक्तिगत आहार योजनाएं आदि के बारे में है। यह प्लेटफ़ॉर्म बिना किसी लागत वाली मासिक किश्त पर पांच लाख तक की क्रेडिट सीमा भी प्रदान करता है, जिससे उपयोगकर्ता आमतौर पर बीमा से बाहर रखे गए उपचारों जैसे कि त्वचाविज्ञान, कॉस्मेटिक सर्जरी, आईवीएफ, दंत चिकित्सा देखभाल, फिटनेस सदस्यता और अन्य वेलनेस खर्च उठा सकते हैं।

The Economic Times • Mumbai • 25 Jan, 2025

Patanjali Recalls Chilli Powder, Offers Refund

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	111	N/A	Bottom Center	300047	1.1M

Patanjali Recalls Chilli Powder, Offers Refund

Our Bureau

New Delhi: Patanjali Foods has recalled four tonnes of red chilli powder from the retail market after national foods regulator Food Safety and Standards Authority of India (FSSAI) asked the company to recall a specified batch of the same due to non-conformity with food safety norms.

"Patanjali Foods has recalled a small batch of four tonnes of red chilli powder (200 gram pack)," Patanjali Foods chief executive Sanjeev Asthana said in a statement. "The product samples, when tested, were found not conforming to the maximum permitted limit of pesticides residue. The FSSAI sets maximum residue limits (MRLs) for pesticides residue for various food items, including red chilli powder," he said.

Asthana added the company has taken "immediate steps" to inform its distribution channel partners and released ads to reach out to the consumers who have purchased the product. He urged customers to return the product to the place of purchase and claim full refund.



ISTOCK

Last year, some samples of two spices makers. MDH and Everest, were alleged to have been found with traces of ethylene oxide. The incidents involving MDH and Everest had come to light after Hong Kong suspended sale of some samples of MDH and Everest, alleging high levels of ethylene oxide, a pesticide classified as carcinogenic. Subsequently, most of the samples of the two companies were cleared by the FSSAI.

The Week • National • 25 Jan, 2025

Letters

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4, 5	English	3299	N/A	Inside Page (Magazine only)	1540735	1.03M

letters



Immense joy

Allow me to praise the Health team for the wonderful story on Mohamed Raishan Ahmed ('Against all odds', January 5).

It is heartening to know that the Maldivian patient underwent a complex surgery that enabled him to sit upright.

Stories like these from a neighbouring country bring immense joy. India has truly become a beacon of hope for so many.

K.S.V. Prashant,
ON EMAIL.

I am aware that researchers in India and abroad are working towards developing an affordable treatment for muscular atrophy and similar disorders affecting so many in the country.

Having said that, much needs to be done. It is important that we intensify efforts to find a remedy, and in the years to come, work towards eradicating genetic disorders.

Radha Kurup,
ON EMAIL.

Every newborn in the country should be screened for rare genetic diseases like spinal muscular atrophy and muscular dystrophy. Gene therapy holds promise. With advancement in medical science, we can hope that many affected persons will eventually regain mobility.

Through proper training and treatment, it is possible to counter the problems caused by genetic disorders. Let us remain hopeful about breakthroughs.

Devyani Saxena,
ON EMAIL.

Actor and former Union minister Napoleon's elder son Dhanoosh, who was diagnosed with muscular dystrophy at a young age, recently got married. As a devoted father, Napoleon has done so much to support his beloved son. He cut down on acting commitments and moved to the US with his family, so that Dhanoosh, who has a bachelor's degree in animation, is taken care of. He is excelling in his profession today and is blessed to have such a wonderful family.

Rukmini Thiagarajan,
ON EMAIL.

Drink water

Drinking plenty of water is beneficial for overall health ('Quickscan', January 5). In fact, even if consumed in excess, water, generally, poses no harm. Staying well-hydrated helps prevent kidney stones, regulates blood sugar levels, and controls blood pressure.

Some say drinking water before meals can aid in weight loss. But, I find this hard to follow.

Tapesh Nagpal,
ON EMAIL.

Try jackfruit

I agree with you that from the time we are born, we establish a relationship with food ('Good food', good life', January 5). However, like all relationships, this too needs to be healthy. Certain food can boost health and prevent diseases, and this has been scientifically proven.

For example, jackfruit contains several types of phytochemicals, which can prevent chronic degenerative

Yoga and meditation help

I have always believed that mindfulness meditation can, to a large extent, reduce any kind of pain ('Quickscan', January 5). Likewise, yoga has the power to alleviate both physical and mental discomfort. This makes it a far better alternative than relying on painkillers.

Vandana Gopi,
ON EMAIL.

diseases and certain cancers.

Anupama Gowda,
ON EMAIL.

Sleep well

Yes, consistently poor sleep can accelerate ageing ('Quickscan', January 5). Good sleep is important for maintaining physical and mental health. I have seen many people using their mobile phones on bed before sleep. Such tendencies need to be avoided. All electronic devices should be avoided 30 minutes before bedtime. I suggest read a book.

Mayank Khatri,
ON EMAIL.

It is best to consume food in moderation. Leaving a little room in your stomach causes no harm and is actually healthier. We should never eat to our full capacity.

Vijay Venu,
ON EMAIL.



BHANU PRAKASH CHANDRA

Salute Juan

A shoutout to Maria Victoria Juan for everything she has done for wounded soldiers and other needy people ('More than a helping hand', January 5). Often, we overlook the efforts of nurses who are on the frontline, even more than doctors. Despite facing humiliation at times, especially in countries like India, they remain undeterred and continue to do their work.

Tanushri Nagori,
ON EMAIL.

Honest conversation

Many factors contribute to conflicts in relationships, and lack of communication is the most significant ('Quickscan', November 3). Open conversation is the key to managing conflicts. It prevents small issues from turning into larger conflicts.

Harsha Menon,
ON EMAIL.

Nav Rashtra • Mumbai • 25 Jan, 2025

Yoga asanas organized on the occasion of Republic Day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	Marathi	96	N/A	Top Right	159022	500.5K

प्रजासत्ताकदिनाचे औचित्य साधून योगासनांचे आयोजन



मुंबई, (वा.) २६ जानेवारी १९५० रोजी आपला देश अधिकृतपणे भारतीय प्रजासत्ताक म्हणून ओळखला गेला. जो सर्व नागरिकांना स्वातंत्र्य, न्याय, समानता आणि बंधुत्व या तत्त्वाने सुरक्षित करून बांधून ठेवतो. जरी काळ बदलला तरी प्रजासत्ताक दिनाचे महत्त्व कमी होणार नाही आणि येणाऱ्या नव्या तरुणाईला नव्या पिढीला या दिनाचे महत्त्व समजणे गरजेचे आहे. आजची तरुणाई भरकटत चाललेली आहे. त्यांचे दररोजचे बाहेर खाणे, वेळी अवेळी खाणे, झोपणे त्यामुळे आरोग्यावर त्यांचा परिणाम दिसून येतो. म्हणून या पिढीला आरोग्याची गुरुकिल्ली असणाऱ्या योगासनांची खूप आवश्यकता आहे. ही काळजी घेण्यासाठी दररोजच्या योगासनांनी आणि मेडिटेशनने त्यांचे आरोग्य नक्कीच सुदृढ राहील. याची माहिती २४ जानेवारी २०२५ रोजी ७६ व्या प्रजासत्ताक दिनाचे महत्त्व आणि भारताचे राष्ट्रगीत गाऊन तसेच ७६ आसने आणि २६ सूर्यनमस्कार घालून हेही अवघ्या ४० ते ४५ मिनिटांच्या अवधीत करण्याचा प्रयत्न केला गेला. ते मुलुंड पूर्व येथील समर्पण सर्व सेवा ट्रस्ट येथील योगशिक्षिका रसिका मेंगळे यांच्या मार्गदर्शनाखाली आणि ४५ योग / योगिनी उपस्थितीत घेण्यात आले

The Morning Standard • Delhi • 24 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288594	300K

FITBIT

ASHTA CHANDRASANA CHAIR

(HIGH LUNGE POSE CHAIR)

As the name suggests, this pose is a chair-supported practice of foundational High Lunge Pose. It is a convenient and accessible approach that brings stability and challenge, making it ideal for practitioners of all levels. By using the chair as a prop to support the front leg, this variation reduces strain while allowing for a deeper stretch for the hip flexors, hamstrings, and lower back, strengthening the knee and ankle joints. It is particularly beneficial for individuals who need extra balance or are working on building strength in the legs and core without overloading the joints.

STEPS

- First, keep a sturdy chair handy. The seat should ideally be at knee height.
- Stand in Mountain Pose Variation Feet Hip Wide in front of the chair, and arms are relaxed by the sides of the body, lengthening the spine.
- Keep your shoulders relaxed, chin aligned to the chest, and parallel to the floor, taking a few deep breaths.
- Inhale deeply, lift your left leg, placing the sole of your left foot flat on the chair seat in front. Knee should be directly above your ankle, forming a 90-degree angle.
- Exhale, lean forward, and place your hands on the chair to adjust the right leg by stepping or dragging it back, extending the leg behind you comfortably, your right leg is straight at the knee, with the foot grounded flat, toes pointing front, approximately three feet distance behind, more or less depending on your height and flexibility.
- Inhale, lift your chest, and come up to standing, placing your chest on your hips for stability.
- Exhale, gently press your hips forward while lifting the chest, drawing the left thigh and shin closer together.
- Press firmly into both feet, activating the legs, and extend your spine upwards. Lift through the chest and feel a gentle lengthening from the pelvis to the crown of your head.
- Stay here for six breaths or as per the body's capacity. Feel the strength in your legs as you ease deeper into the lunge without collapsing into the back or over-straining the hips. Breathe soft and smooth, keeping the spine long and the chest open.
- Slowly release, and return to Tadasana Variation Feet Hip Wide. Relax, taking a few breaths.
- Counter the stretch on the other side, following the above instructions.
- Finally, rest and relax in the Three Part Breath Chair (Dirga Pranayama Chair).

BENEFITS

- Enhances joint mobility and range of motion.
- Beneficial for athletes.
- Strengthens the knee and ankle joints.
- It is an easy practice for people with a lack of lower body strength.
- Benefits for obese or beginners.
- Chair provides a stable and secure environment.

LIMITATIONS

- People should be careful with the selection of the chair.
- People with weak knees/ankles, general body weakness, high/low blood pressure, or new to balancing practices can follow this variation.
- Seniors with vertigo and weakness, who have any injury to the knees or hips must avoid this.
- People recovering from a prolonged illness must take it slow.



— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

Ajit Samachar • Chandigarh • 24 Jan, 2025

Ayushman aarogya kender main mamta divas manaya

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Hindi	168	N/A	Middle Center	25222	177.4K



आयुष्मान अरोग्या केन्द्र कलवां में ममता दिवस मनाने का दृश्य।

आयुष्मान अरोग्या केन्द्र में ममता दिवस मनाया

काहनपुर खूही, 23 जनवरी (गुरबीर सिंह वालिया): आयुष्मान अरोग्या केन्द्र कलवा में ममता दिवस मनाया गया। इस दौरान स्वास्थ्य विभाग के अधिकारियों व स्टाफ ने माता व बाल स्वास्थ्य को बेहतर बनाने के लिए महत्वपूर्ण विषयों पर चर्चा की। इस मौके पर जानकारी देते हुए सीनियर मैडीकल अधिकारी डा. नीलू अरोड़ा ने बताया कि इस दौरान गर्भवती महिलाओं व नवजात बच्चों की सेहत संबंधी खास सुविधाएं मुहैया करवाया गया। डाक्टरों ने महिलाओं को जरूरी सलाह देते हुए सेहतमंद जीवन शैली अपनाने व माता-बच्चे की सेहत का ध्यान रखने की ओर ध्यान दिलाया। ममता दिवस पर प्री-नैटल व पोस्ट-नैटल चैकअप किए गए और महिलाओं को पोषण संबंधी जानकारी दी गई स्टाफ द्वारा वैक्सीनशन और सम्पूर्ण फीडिंग संबंधी भी सुचनाएं दी गई। इस मौके पर उपस्थित महिलाओं को सरकार द्वारा चलाए जा रहे योजनाएं जैसे कि आयुष्मान भारत व जननी सुरक्षा योजना के बारे भी जागरूक किया गया। इस समागम में स्वास्थ्य अधिकारी, आशा वर्करों व पंचायत सदस्यों सहित कई स्थान लोग भी उपस्थित थे। इस मौके पर डा. मुनीश कुमार बाली, अमरीक सिंह भट्ठल, एएनएम कमलजीत कौर, जय ज्योति कल्याण, आशा वर्कर विजय कुमारी, निशा रानी व अन्य उपस्थित थे।

The Asian Age • Delhi • 24 Jan, 2025

Snack Size Health Bites

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	1711	Delhi Age	Top Left	727051	389.96K

Snack Size Health Bites

For busy folks, 'Exercise Snacking' seems to be the fitness mantra, so how about a sandwich stretch, crunchy cookie break or 'side curl' for starters, extra toppings come for free

ROSEINA COUTINHO

"IT'S JUST BREAKING DOWN PHYSICAL ACTIVITY INTO SMALLER BITE-SIZED CHUNKS THAT ARE EASIER TO INCORPORATE INTO BUSY LIFESTYLES."

— PRABLEEN KAUR, *Fitness Creator & Coach, Mumbai*



Nobody ever thought 'snacking' and 'exercising' would be so much fun. Yes, you heard it right – exercise snacking is the latest go-to fitness mantra for busy bees. Just like your favourite pack of crunchy cookies, (we mean crunches). You just need 2-3 minutes of power-packed simple exercises to snack on and stay fit. This technique proves beneficial for working professionals, homemakers and even youth who love snacking!

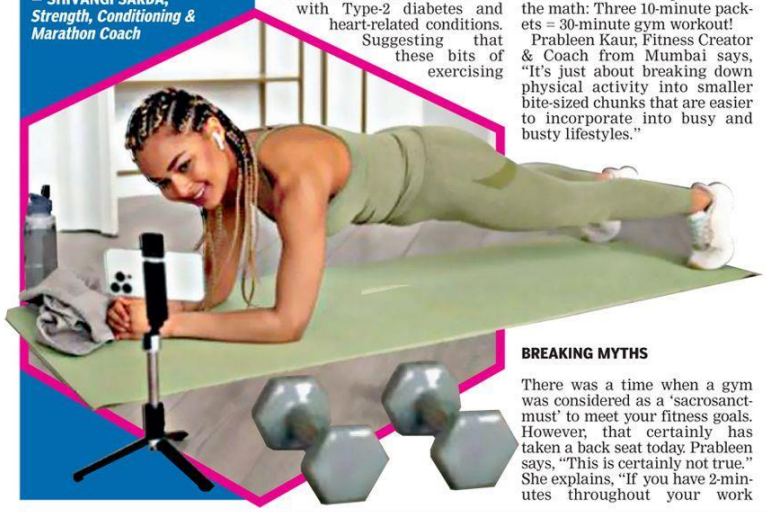
24X7 ACTIVE

"Simply put, exercise snacking promotes the idea of staying active throughout the day," says Shivangi Sarda, Strength & Conditioning and Marathon Coach. These exercise bites could be inclusive of anything from five-minute walk breaks to choosing to take the stairs over the escalator or quick 5–10-minute bodyweight exercises. Shivangi particularly highlights that exercise snacking should be a must for professionals who otherwise find no time for fitness. She says, "For many it's more about the shorter time frames that makes it easier to adopt and get at, allowing them to be consistent while fostering some sense of achievement towards their goals."



"EXERCISE SNACKING PROMOTES THE IDEA OF STAYING ACTIVE THROUGHOUT THE DAY."

— SHIVANGI SARDA, *Strength, Conditioning & Marathon Coach*



SCIENCE & PSYCHE

Studies indicate that these power-packed bites of exercise snacks target two important components per se. The first being cardiovascular health along with components of one's metabolic health. Both these areas have direct links with Type-2 diabetes and heart-related conditions. Suggesting that these bits of exercising should be incorporated by all, especially those who may not have enough time to devote to fitness due to tedious schedules.

Forget tedious endless gym workouts, exercise snacking is more about diving into spurts of exercise or exercise packets. Do the math: Three 10-minute packets = 30-minute gym workout!

Prableen Kaur, Fitness Creator & Coach from Mumbai says, "It's just about breaking down physical activity into smaller bite-sized chunks that are easier to incorporate into busy and busty lifestyles."

BREAKING MYTHS

There was a time when a gym was considered as a 'sacrosanct-must' to meet your fitness goals. However, that certainly has taken a back seat today. Prableen says, "This is certainly not true." She explains, "If you have 2-minutes throughout your work schedule to go grab a snack from the refrigerator, then you have to invest the same 2-minutes in 'exercise snack'. Perhaps a few squats or push ups or burpees."

However, Prableen cautions about im-plementing the exercise snacking me-thod wisely. "You would have to be consistent with it for the first three to five days until the body adapts to this new form of snacking amidst breaks only then would this fit in well as a permanent addition to one's schedule."

TAKE A BITE

It's important that as one decides to incorporate forms of exercise, each muscle too, gets its due share worked out. Shivangi opines that to yield maximum benefits of such exercise spurts, it's imperative one focuses on different movements of the body parts. Hitting each of that bone, joint and muscle that has been sitting there for long waiting to be hyped up. "Targeting multiple muscles in a limited amount of time is the key," adds Shivangi.

It's as simple as this, take for instance you have an exercise-snack packed for around 15 minutes. You could have it pumped up with compound movements such as squats, push-ups, roll ups along with shorter durations of planks. These exercises require no additional equipment yet help maximise efficiency by having several muscle groups worked out simultaneously, all in one go!

Prableen speaks of possible challenges of exercise snacking. ""The very first thought that would pop in anyone's mind is-how would just a few minutes of exercising help achieve my fitness goals?" Prableen quips here reiterating the phrase, "Boond boond se sagar banta hai."

EXTRA TOPPINGS

Exercise snacking serves the purpose provided you have a healthy lifestyle. This includes cleaner eating habits to see faster, long-lasting results. "We think home food is healthy. It is certainly a better alternative than street food but here it's all about finding the right balance," adds Prableen. Emphasising that it's those small little choices in terms of food or incorporating bites of exercising that count. So, just hop, skip, jump, push, pull or crawl to grab a bite of your well-earned exercise snack!

The Daily Guardian • Chandigarh • 24 Jan, 2025

Haryana first state to include Yoga in curriculum for classes 1-10: Governor

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	English	203	N/A	Top Right	20268	N/A

Haryana first state to include Yoga in curriculum for classes 1-10: Governor

YASHIKA SAINI
PANCHKULA

'Haryana has become the first state in India to integrate yoga into the school curriculum for students from Classes 1 to 10,' announced Governor Bandaru Dattatreya during the Surya Namaskar Abhiyan 2025 program, on Thursday. The event was held at the ITBP's BTC Training Center in Bhanu to commemorate the birth anniversary of Netaji Subhash Chandra Bose.

The event began with Governor Dattatreya paying tribute to Netaji Subhash Chandra Bose, and describing his patriotism, courage, and leadership as a source of inspiration for the nation. He emphasized that Netaji's sacrifices and contributions were instrumental in India's journey toward independence.

Then, the Governor underlined the significance of Surya Namaskar as a holistic exercise beneficial for all age groups. He explained its role in enhancing physical strength, mental peace, and overall vitality. Citing ancient yogic scriptures, he remarked, "Surya Namaskar is considered the supreme yoga practice. Regular practice enhances one's health, intellect, and energy."

The event also featured speeches by BTC Training DIG Brigadier GS Gill, Chairman of the Haryana Yoga Council Jaideep Arya, and several other dignitaries.

Governor Dattatreya highlighted the critical role of yoga in maintaining physical and mental balance for personnel serving in armed and paramilitary forces under challenging conditions. He described yoga as an invaluable tool to build resilience and ensure well-being in extreme circumstances.

Highlighting Haryana's initiatives, the Governor stated that over 10,000 schools, 300 colleges, and more than 30 universities in the state have established yoga clubs. Furthermore, the Haryana Yoga Council has trained over 22,000 yoga instructors to promote yoga on a large scale. He praised the Education, AYUSH, and Sports Departments, as well as the Haryana Yoga Council, for their significant contributions to this initiative.

The event also featured speeches by BTC Training DIG Brigadier GS Gill, Chairman of the Haryana Yoga Council Jaideep Arya, and several other dignitaries. During the event, several dignitaries, including Civil Surgeon Dr. Mukta Kumar, Secondary Education Officer Ajay Kumar, Sports Department's Meenakshi Chauhan, CRPF's GD Makkhan Singh Tomar, and representatives from organizations like Vidya Bharati, Energetic Yoga Family, and the Army, were honored for their contributions. Senior officials, including Registrar Roshan Lal, Director Priyanka, and Project Heads, were also in attendance.

Pune Mirror • Pune • 24 Jan, 2025

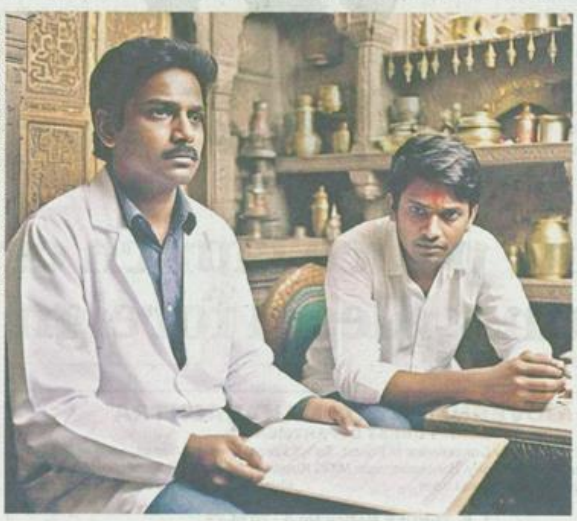
Patient alleges deceit by ayurveda doctor

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	450	N/A	Top Left	389233	340.74K

Patient alleges deceit by ayurveda doctor

State AYUSH director advises people not to fall prey to promises in the name of holistic treatment

Nozia Sayyed
nozia.sayyed@punemirror.com
TWEET @ThePuneMirror



PIC FOR REPRESENTATIONAL PURPOSES ONLY

Ayurvedic medicines are looked up to by many, but they are also often misused causing distress to the consumers. It has come to light that certain doctors in the name of ayurveda have claimed to 'cure' patients of their diseases, all in the name of ayurveda.

Given the rising number of cases due to arsenic contents found in ayurveda medicines, many people are known to be suffering from severe and serious health issues. In such a similar incident, one such patient, who suffered not only physically but mentally too because of fake claims in the name of ayurveda, has knocked the doors of IMA, Lok Adalat, as well as the Ayush department of the state.

Narrating his tale, Navnath Tambe, 42, from Katraj, a patient who suffered trauma after consuming medicines given by

Dr Rahul Pangare, owner of AyuCare, an ayurveda clinic, said, "The doctor claimed that he would cure me of hypothyroidism, but instead, I lost my hard earned money and even faced complications as my condition worsened. He promised he would cure it in 18 months, but instead, I suffered severe complications and also suffered mentally, physically and financially."

Given the false claims, when Tambe confronted him, the doctor said, "I never said that," however, earlier he said he has a patent and has drugs made by himself to cure hypothyroidism. He has cheated and looted many patients like me, and hence I chose to raise this issue. However, I have been knocking on the doors of several authorities in vain," he said. "Hence, now I chose to seek help from IMA."

Confirming the complaint received from Tambe, Dr Rajan Sancheti, IMA President for Pune, said, "We received the complaint two days back, and we are investigating the case. We will seek help from Ayush and also take it up with the council as this comes under the bogus doctor category."

Besides this, Tambe also wrote to the Ayush department of the state. Mirror contacted Dr Raman Ghungralekar, Director of Ayush Maharashtra, who said, "There are many fraudsters in the market who are misusing alternate therapy. Many are looting people in the name of ayurveda. This should not happen as it is only defaming this medicine. Hence, patients are requested to check the licences and registrations of doctors before they seek help and also raise a complaint with us and the Maharashtra Medical Council if, in case, they come across any such bogus doctors. However, we promise to look into this matter."

Speaking about the use of arsenic contents and the increasing cases of side effects due to consumption of ayurvedic medicines laden with toxic ingredients, Dr Rajas Deshpande, head of neurology at Ruby Hall Clinic told Mirror, "There is a tremendous rise in people complaining about severe adverse effects like rheumatoid arthritis, paralysis, dizziness, etc., due to arsenic contents and toxicity caused due to ayurvedic medicines which are brought into the market without research and are laden with chemicals. Hence, it is suggested that patients do not follow any doctor blindly and must consume medicines by checking the ingredients and compositions and following the prescription. They must also avoid over-the-counter medicines."

Mirror tried to contact Dr Rahul Pangare, whose secretary did receive the phone, committing to ask Dr Pangare to call back, but even after several calls and messages, Pangare refused to get back or comment and avoided the calls.

The Pioneer • Hyderabad • 24 Jan, 2025

Ayushman Bharat best of all schemes, says Amit Shah

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	135	N/A	Top Right	45887	275K



Ayushman Bharat best of all schemes, says Amit Shah

PNS ■ SURAT

Union Minister Amit Shah on Thursday said Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (PMJAY) was the best among the public welfare schemes launched by Prime Minister Narendra Modi.

Addressing a gathering after inaugurating a trust-run cancer hospital and a sanatorium on Dumas road here, the Union Home minister also said the PM "has done several historical works in just one lifetime".

"But if you ask me to point out the best one among all these schemes, I will say Ayushman Bharat Yojna. Under this scheme, nearly 60 crore citizens are now eligible to get free treatment of up to Rs 5 lakh," Shah opined.

The cancer hospital, built by a trust at a cost of Rs 250 crore, that was inaugurated here will accept patients having Ayushman Bharat card, he added.

"The Modi government took several steps to improve the healthcare scenario in the country. India's healthcare budget rose from Rs 37,000 crore in 2013-14 to Rs 98,000 crore under the Modi government, which indicates a three-fold increase in allocation. The PM adopted a holistic approach for improving health services in the country," he said.

In 2014, there were 387 medical colleges which used to produce 51,000 MBBS doctors, while the number of medical colleges went up to 766, producing 1.15 lakh MBBS doctors, Shah pointed out.

Other initiatives include promoting the AYUSH sector, providing clean drinking water and promoting sports to increase immunity and resistance power among citizens, the Union minister said.

Punjab Express • Chandigarh • 24 Jan, 2025

Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	650	N/A	Bottom Center	129957	348.98K

Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh

More than 1.21 lakh devotees have availed free consultation and medicines from OPDs, clinics set up by the Ministry of Ayush at the ongoing Mahakumbh mela Uttar Pradesh's Prayagraj.

The Ayush OPDs, clinics, stalls, and sessions have emerged as key attractions for devotees, pilgrims, and visitors at the Mahakumbh. The Ayush facilities, in collaboration with the National Ayush Mission, are providing free healthcare services to domestic and international devotees.

"With over 1.21 lakh devotees benefiting from these facilities, the response has been beyond encouraging for the Ayush team at Mahakumbh," the Ministry said.

The Ayush team at Maha Kumbh comprises 80 doctors across 20 OPDs to provide 24x7 medical services. These OPDs are equipped to address a wide range of common and chronic conditions. In addition, daily therapeutic yoga sessions are also being conducted from 8:00 AM to 9:00 AM at designated camps in the Sangam area and Sector-8 by trainers from the Morarji Desai National Institute of Yoga (MDNIY).



Besides Indians, foreign devotees are also utilising Ayush services, including OPD consultations, the Ministry said. These initiatives also focus on empowering devotees with knowledge of advancements in Ayush systems of medicine, medicinal plants, etc.

Further, the National Medicinal Plants Board (NMPB) put up a creative display of medicinal plants and also deployed experts to share information about these plants, including common benefits, etc. Devotees were also informed about the potential financial benefits of growing these plants, and free saplings are also being distributed. In a bid to enhance the health of the elderly, the Ayush team also arranged free distribution of medicines including immunity boosters and calcium tablets.

"As many as 45 per cent of the beneficiaries so far are members of the elderly population," the Ministry said.

While sharing his experience, Raghunandan Prasad, a devotee from Sultanpur suffering from a skin ailment, stated, "After taking medicines from the Ayush camp, my condition has gradually improved. I am thankful to the government and Ayush for their efforts." IANS

DISCLAIMER: The opinions expressed in the articles published in these columns are the personal opinions of the authors. The facts and opinions appearing in the articles do not reflect the views of Bright Punjab Express and Bright Punjab Express does not assume any responsibility or liability for the same.

The New Indian Express • Kochi • 23 Jan, 2025

6% hike in raw jute MSP approved

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	1053	N/A	Middle Left	331546	134.51K

6% hike in raw jute MSP approved

Cabinet reviews progress of National Health Mission in last 3 years after 5-year extension

MUKESH RANJAN @ New Delhi

THE Union Cabinet on Wednesday decided to hike the Minimum Support Price (MSP) for raw jute by 6 percent to ₹5,650 per quintal for marketing season 2025-26 and reviewed the progress made in three years of implementation of the extended five-year tenure of the National Health Mission since 2021. Commerce & Industry Minister Piyush Goyal said the new MSP for jute ensures a return of 66.8 percent over the average weighted average cost of production in India and will benefit growers.

He noted that the government has increased the MSP of raw jute from ₹2,400 per quintal in 2014-15 to ₹5,650 per quintal for the 2025-26 marketing season.

The MSP of raw jute for marketing season 2025-26 is in line with the principle of fixing MSP at a level of at least 1.5 times the all-India weighted average cost of production as announced by the government in the Budget 2018-19, the government said in an official release. The livelihood of 40 lakh farm families directly or indirectly depends on the jute industry, as around four lakh workers get direct employment in jute mills and trade in jute.

Last year, the government procured jute from 1.7 lakh farmers. Eighty-two percent of jute growers hail from West Bengal, while Assam and Bihar each have a 9 percent production share. The government release said that Jute Corporation of India "will continue as the Nodal Agency to undertake Price Support Operations, and the Union government will reimburse losses incurred, if any, in such operations".

Meanwhile, the Ministry of Health & Family Welfare (MH&FW) apprised the Union Cabinet on the progress made under the National Health Mission (NHM) during 2021-22, 2022-23 and 2023-24, Goyal said.

The NHM's progress report was given to the Cabinet on different health indicators, including accelerated decline in Maternal Mortality Rate, Infant Mortality Rate, under 5 Mortality Rate and Total Fertility Rate and the progress in respect of various diseases programmes like TB, Malaria, Dengue, Leprosy, Viral Hepatitis and the new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission, the minister said.

Goyal said, "The NHM has significantly contributed to improving India's public health outcomes through its relentless efforts in expanding human resources, addressing critical health issues, and fostering an integrated response to health emergencies." On the health sector front, the minister said in FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including General Duty Medical Officers, specialists, staff nurses, ANMs, AYUSH doctors, allied healthcare workers, and public health managers.



Cabinet nod

- ₹5,650 per quintal for marketing season 2025-26
- Increase of ₹315 per quintal over marketing season 2024-25
- Increase is 66.8% over all India weighted average cost
- In 2014-15 marketing season it was ₹2,400
- 40 lakh farm families directly/ indirectly depend on jute
- 82% of jute growers belong to West Bengal; 9% each belong to Bihar and Assam

Health Care professional 4.21 lakh (2022-23)
5.23 lakh
(2023-24)

NATIONAL HEALTH MISSION
MMR DECLINED FROM **130 PER LAKH** LIVE BIRTHS IN 2014-16 TO 97 PER LAKH IN 2018-20 (25% DECLINE)

IMR has fallen from 39 per 1,000 live births in 2014 to 28 in 2020

TFR decreased from 2.3 in 2015 to 2.0
in 2020

The New Indian Express • Chennai • 23 Jan, 2025

UTTHITA TRIKONASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	603	N/A	Top Center	795789	246.4K

FITBIT

UTTHITA TRIKONASANA
(EXTENDED TRIANGLE POSE)

This asana comes under Standing and Balancing Asanas and is a good hip and chest opener. This is a more intense variation of Trikonasana and requires more flexibility of the hips. The side abdominal muscles and the hamstrings are extended with more intensity. It is also a beginner version of which can be achieved with props. It can put pressure on the hip joint and hamstrings.

STEPS

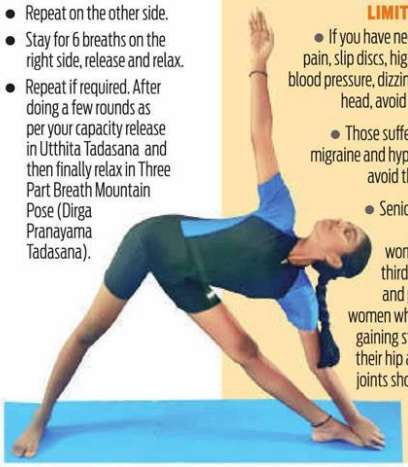
- First, stand in Uthita Tadasana (Five Pointed Star Pose), take a few breaths.
- Turn your left foot outwards taking it to 90 degrees, and bring the right foot inwards taking it to 45 degrees.
- Inhale, extend the torso towards left side bending gradually at the hips.
- Exhale, bring your left hand towards the floor, and place it on the left foot. Inhale and slowly hold the left big toe, either with the index finger and thumb, or for more support thumb, index, and middle fingers. Inhale, stretch the right arm up. Exhale, look up.
- Inhale, keep the body loose and adjust the feet and hips to ensure perfect alignment.
- Exhale to go deeper into the pose. Stay here for 6 breaths, breathing and extending the arms and torso deeper.
- Inhale, release the torso and realign to Utthita Tadasana.
- Repeat on the other side.
- Stay for 6 breaths on the right side, release and relax.
- Repeat if required. After doing a few rounds as per your capacity release in Utthita Tadasana and then finally relax in Three Part Breath Mountain Pose (Dirga Pranayama Tadasana).

BENEFITS

- It is suitable for athletes and runners as the hamstrings are stretched. Also suitable for teens and kids.
- A transit pose to many Vinyasa and Power yoga sequences as the practitioner can easily progress to warrior poses.
- Balances the Mooladhara (Root), Anahata (Heart), and Svadhishthana (Sacral) Chakras.
- Stretches and strengthens the thighs, knees, hips, groin, hamstrings, shoulders, chest, spine, and ankles.
- Relieves symptoms of menopause, improves digestion, and is therapeutic for osteoporosis and sciatica.
- It's effective to reduce back and neck pain.
- Helps boost energy in the body and hence can be included in flow yoga sequences.
- Helps get rid of obesity or belly fat.
- Helps to increase your height.
- You can get more oxygen in your lungs.
- Makes you feel light and maintains your energy.
- Helps those suffering from constipation.
- It can increase your stamina.
- Makes your body flexible and prevents the muscles from getting stiff.

LIMITATIONS

- If you have neck or back pain, slip discs, high and low blood pressure, dizziness in the head, avoid this pose.
- Those suffering from migraine and hyper acidity, avoid this asana.
- Senior citizens, pregnant women in the third trimester and postnatal women who are just gaining strength in their hip and pelvic joints should avoid this practice.



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

The Hans India • Hyderabad • 23 Jan, 2025

BJP vs AAP: A Political Showdown in Delhi Elections

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	227	N/A	Top Left	68195	390.49K

BJP vs AAP: A Political Showdown in Delhi Elections

THE upcoming Delhi elections have set the stage for an intense political battle between the Bharatiya Janata Party (BJP) and the Aam Aadmi Party (AAP).

The BJP vs AAP clash in Delhi is more than just an electoral contest; it's a battle of ideologies and governance models. As campaigning intensifies, the parties will pull out all stops to sway the electorate. Regardless of the outcome, this election will serve as a litmus test for both parties—for the BJP's ability to penetrate urban strongholds and for AAP's capacity to maintain its dominance in the capital.

Both parties, representing distinct ideologies and strategies, are vying for the trust and votes of Delhi's electorate. While the BJP seeks to capitalise on its national stature and policy-driven governance, AAP is banking on its grassroots connect and hyperlocal focus.

The political arena in Delhi is a three-way contest among the Aam Aadmi Party (AAP), the Bharatiya Janata Party (BJP), and the Congress. The AAP, under Arvind Kejriwal, has positioned itself as a champion of grassroots governance, emphasising education, healthcare, and electricity subsidies. The BJP's campaign, heavily reliant on its central leadership's appeal, focuses on national issues and promises of development. Meanwhile, the Congress seeks to regain its lost ground, though it struggles with organizational weaknesses and a lack of a clear narrative.

The BJP, led by Modi who calls AAP as Aapada has positioned itself as a party focused on strong national governance. Prime Minister Narendra Modi's charisma remains a key asset, with the party emphasising flagship schemes like the Pradhan Mantri Awas Yojana, Ayushman Bharat, and Jal Jeevan Mission. For Delhi, the BJP has made promises to improve infrastructure, address pollution, and combat issues like illegal encroachments.

However, the BJP's challenge in Delhi lies in its relatively weaker local leadership. Unlike in states where it has a strong Chief Ministerial candidate, the BJP's strategy in Delhi revolves more around the central leadership. This reliance could either consolidate their support or alienate voters looking for a city-focused leader.

The Aam Aadmi Party, under Chief Minister Arvind Kejriwal, has cemented its position as a party rooted in local governance. Over the years, AAP has focused on education, healthcare, and utility subsidies, building a reputation for delivering on core civic issues. Its 'Delhi model' of development—with initiatives like the Mohalla Clinics, revamped government schools, and free electricity and water for low-income households—has garnered widespread appreciation.

Kejriwal's team is doubling down on their track record, presenting themselves as the only party capable of understanding and addressing Delhi's unique challenges. However, AAP faces criticism for its alleged populist policies and a perception of being overly confrontational with the central government.

Pollution is the most pressing concerns for Delhiites, both parties are making bold claims to tackle the city's pollution crisis.

Urban Development: The BJP promises modernisation and large-scale infrastructure projects. AAP, on the other hand, argues that such plans often ignore the needs of marginalised communities, focusing instead on community-centric development.

AAP's focus on public services like free water, electricity, and healthcare remains a pivotal point of its campaign. BJP, however, is trying to appeal to the middle-class electorate that often views subsidies with skepticism.

For Delhi voters, the choice isn't merely between two political parties but between two governance models. While BJP offers a national perspective with promises of sweeping reforms, AAP's hyperlocal approach emphasises immediate and tangible benefits.

The Hans India • Hyderabad • 23 Jan, 2025

India on track to meet SDG health targets well ahead of 2030: Govt

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 7	English	325	N/A	Bottom Left,Top Right	97574	390.49K

India on track to meet SDG health targets well ahead of 2030: Govt

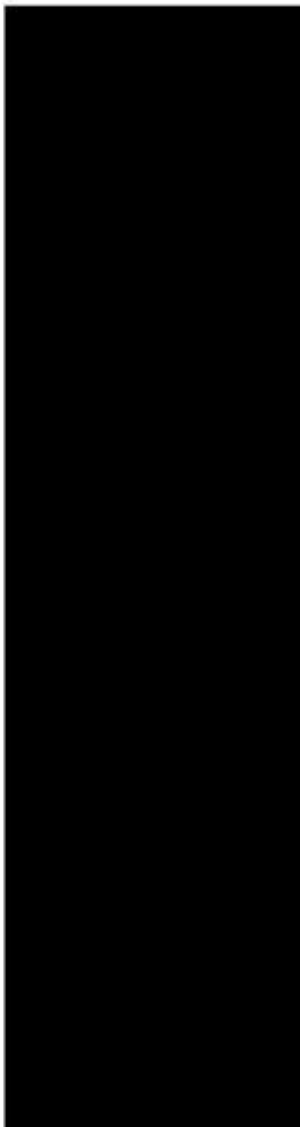
HANS NEWS SERVICE
NEW DELHI

THE Union Cabinet on Wednesday reviewed the progress under the National Health Mission (NHM) over the last three years and was informed that with significant progress towards achieving the Sustainable Development Goals (SDGs), India is on track to meet its health targets well ahead of the 2030 deadline.

The NHM has contributed to improving India's public health outcomes through its relentless efforts in expanding human resources, addressing critical health issues, and fostering an integrated response to health emergencies, the Cabinet was informed.

Over the last three years, the NHM has driven substantial progress in multiple areas, including maternal and child health, disease elimination, and healthcare infrastructure, an official statement said. The Cabinet also gave its nod to continue the mission for the next two years for achievements of the targets under SDG.

Continued on Page 7



India on track to meet SDG health targets well ahead of 2030: Govt

Continued from p1

"With significant progress towards achieving the Sustainable Development Goals (SDGs), India is on track to meet its health targets well ahead of the 2030 deadline," the statement said, adding "The ongoing efforts of NHM have successfully led to a dramatic transformation in India's healthcare landscape."

The mission's efforts have been integral to India's health improvements, particularly during the COVID-19 pandemic, and have played a vital role in ensuring more accessible and quality healthcare services across the country, it stated. The Cabinet, chaired by Prime Minister Narendra Modi, was apprised of the progress under NHM during 2021-22, 2022-23 and 2023-24 on Wednesday.

The Cabinet was also apprised of accelerated decline in maternal mortality rate, infant mortality rate, under 5 mortality rate and total fertility rate and the progress in respect of various diseases programmes like TB, malaria, kala-azar, dengue, tuberculosis, leprosy, viral hepatitis etc. and new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission.

A key achievement of NHM has been the significant increase in human resources within the healthcare sector, the statement said.

In 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 community health officers were engaged.

This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in 2022-23, including 1.29 lakh community health officers, and 5.23 lakh workers engaged in 2023-24, which included 1.38 lakh community health officers.

These efforts have contributed significantly to improving healthcare delivery, especially at the grassroots level, the statement said.

It said the NHM framework has also played a crucial role in strengthening the public health system, especially in response to the COVID-19 pandemic. By utilizing the existing network of healthcare facilities and workers, NHM was pivotal in administering over 220 crore COVID-19 vaccine doses between January 2021 and March 2024.

The Morning Standard • Delhi • 23 Jan, 2025

I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What ...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	264	N/A	Middle Center	126527	300K



MISS-FIT

Wanitha Ashok

The expert is a Fit India Movement ambassador and celebrity fitness coach

I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What should I keep in mind?

It's great that you're taking a step towards a healthier lifestyle. Here are some essential things to keep in mind.

- If you are 35 and above or have any health concerns, consult your doctor before starting any new routine.
- Ease into your routine with shorter and lighter sessions (20-30 minutes). Gradually increase duration and intensity. You can also start working out on alternate days.
- Do not rush. Choose low-impact exercises like brisk walking, yoga, or swimming to minimise risk of injury.
- Include strength training exercises as you progress, this helps build your strength and endurance.
- Treat your workouts as non-negotiable appointments and schedule them properly.
- Listen to your body; it is okay to take breaks during workouts.
- Hydrate. Consume a balanced meal and don't miss out on essential nutrients, especially protein, which helps in recovery.

ASK AN XPERT

The Morning Standard • Delhi • 23 Jan, 2025

6% hike in raw jute MSP approved

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	702	N/A	Middle Left	337117	300K

6% hike in raw jute MSP approved

Cabinet reviews progress of National Health Mission in last 3 years after 5-year extension

MUKESH RANJAN @ New Delhi

THE Union Cabinet on Wednesday decided to hike the Minimum Support Price (MSP) for raw jute by 6 percent to ₹5,650 per quintal for marketing season 2025-26 and reviewed the progress made in three years of implementation of the extended five-year tenure of the National Health Mission since 2021. Commerce & Industry Minister Piyush Goyal said the new MSP for jute ensures a return of 66.8 percent over the average weighted average cost of production in India and will benefit growers.

He noted that the government has increased the MSP of raw jute from ₹2,400 per quintal in 2014-15 to ₹5,650 per quintal for the 2025-26 marketing season.

The MSP of raw jute for marketing season 2025-26 is in line with the principle of fixing MSP at a level of at least 1.5 times the all-India weighted average cost of production as announced by the government in the Budget 2018-19, the government said in an official release. The livelihood of 40 lakh farm families directly or indirectly depends on the jute industry, as around four lakh workers get direct employment in jute mills and trade in jute.

Last year, the government procured jute from 1.7 lakh farmers. Eighty-two percent of jute growers hail from West Bengal, while Assam and Bihar each have a 9 percent production share. The government release said that Jute Corporation of India "will continue as the Nodal Agency to undertake Price Support Operations, and the Union government will reimburse losses incurred, if any, in such operations".

Meanwhile, the Ministry of Health & Family Welfare (MH&FW) apprised the Union Cabinet on the progress made under the National Health Mission (NHM) during 2021-22, 2022-23 and 2023-24, Goyal said.

The NHM's progress report was given to the Cabinet on different health indicators, including accelerated decline in Maternal Mortality Rate, Infant Mortality Rate, under 5 Mortality Rate and Total Fertility Rate and the progress in respect of various diseases programmes like TB, Malaria, Dengue, Leprosy, Viral Hepatitis and the new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission, the minister said.

Goyal said, "The NHM has significantly contributed to improving India's public health outcomes through its relentless efforts in expanding human resources, addressing critical health issues, and fostering an integrated response to health emergencies." On the health sector front, the minister said in FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including General Duty Medical Officers, specialists, staff nurses, ANMs, AYUSH doctors, allied healthcare workers, and public health managers.



Cabinet nod

- ₹5,650 per quintal for marketing season 2025-26
- Increase of ₹315 per quintal over marketing season 2024-25
- Increase is 66.8% over all India weighted average cost
- In 2014-15 marketing season it was ₹2,400
- 40 lakh farm families directly/ indirectly depend on jute
- 82% of jute growers belong to West Bengal; 9% each belong to Bihar and Assam

Health Care professional 4.21 lakh (2022-23)
5.23 lakh
(2023-24)

NATIONAL HEALTH MISSION
MMR DECLINED FROM **130 PER LAKH** LIVE BIRTHS IN 2014-16 TO 97 PER LAKH IN 2018-20 (25% DECLINE)

IMR has fallen from 39 per 1,000 live births in 2014 to 28 in 2020

TFR decreased from 2.3 in 2015 to 2.0 in 2020

The Hindu • Hyderabad • 23 Jan, 2025

Is the government encouraging 'crosspathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	410	N/A	Bottom Left	447267	956.08K

Is the government encouraging 'crosspathy'?

Why did the Maharashtra Food and Drugs Administration issue a directive allowing homeopathic practitioners to prescribe allopathic medicines?

Zubeda Hamid

The story so far:

The Maharashtra Food and Drugs Administration has, in a recent directive, allowed homeopathic practitioners, who have completed a certificate course in modern pharmacology, to prescribe allopathic medications.

Why is it being challenged?

In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. As per this notification, doctors who had obtained the Licentiate of the Court of Examiners of Homeopathy degree from 1951-1982 (the degree was abolished in 1982), and were registered with the Maharashtra Medical Council, were allowed to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association (IMA). The High Court issued a stay, with the Bench questioning the risk that could be posed to patients if these doctors were allowed to practise allopathy.

IMA Maharashtra president Santosh Kadam said it was unclear why the Maharashtra FDA had now issued this directive. He said that even the central body for homeopathy had no provision to allow its practitioners to practise another stream of medicine and that 'crosspathy' was banned by the Supreme Court. Following the Bombay High Court stay, homeopathic practitioners were not allowed to prescribe allopathic medication, until the final decision of the court came in, he said.

Former secretary of the IMA, Maharashtra, Parthiv Sanghvi, pointed out that the issue has been portrayed as the Maharashtra government allowing homeopathic practitioners to practise modern medicine – which is not the case, as this has already been stayed by the High Court. "This was a direction to chemists to entertain allopathic prescriptions of homeopathic practitioners. But who has given the FDA the authority to issue such a directive, in light of the fact that court has stayed the order allowing homeopathic practitioners to practise modern medicine," he asked.

What is SC's stance on 'crosspathy'?

In 1996, in *Poonam Verma versus Ashwin Patel and Others*, which involved a homeopath treating a patient with allopathic medications and the patient subsequently dying, the Supreme Court held the homeopath liable for negligence as he had prescribed medications that he was not qualified to. A 2015 research paper by Suresh Bada Math et al states: "Across judgments, the judiciary has held that cross-system practice is a form of medical negligence; however, it is permitted only in those states where the concerned governments have authorised it by a general or special order."

Is there a shortage of doctors?

The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine. The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

As per a Parliament statement in February 2024, there are 13,08,009 allopathic doctors registered with the State medical councils and the National Medical Commission as on June 2022, and 5.65 lakh AYUSH doctors. The shortage of specialists is dire – the Health Dynamics of India 2022-23 report reveals a nearly 80% shortage of specialist doctors in community health centres across rural India. Public health specialist Soham Bhaduri pointed out that while there is evidence that mid-level providers can provide care of comparable quality to that of medical doctors, their orderly integration into the system is crucial. "Allowing just any cadre of alternative medical practitioners to assume roles and functions that are meant for medical doctors is a recipe for anarchy."

THE GIST

- In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association.
- The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine.
- The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

The Hindu • Hyderabad • 23 Jan, 2025

National Health Mission has curbed several public health concerns, says Centre's report

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	181	N/A	Middle Center	196993	956.08K

National Health Mission has curbed several public health concerns, says Centre's report

Bindu Shajan Perappadan
NEW DELHI

The National Health Mission (NHM) has significantly contributed to improving India's public health, including lowering of the maternal mortality ratio, incidence of tuberculosis (TB), and sickle cell anaemia.

It has also contributed to expanding human resources in the field while fostering an integrated response to health emergencies, the Union government said on Wednesday in its assessment report (2021-24) presented to the Union Cabinet.

Listing out key achievements of the NHM in the past three years, the Centre noted that there had been a significant increase in human resources within the healthcare sector. "In FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 community health officers (CHOs) were engaged. This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in FY 2022-23, including 1.29 lakh CHOs, and 5.23 lakh workers engaged in FY 2023-24, which included 1.38 lakh CHOs," the report stated.

With NHM, maternal mortality ratio has declined by 83% since 1990, which is higher than the global decline of 45%

It further noted that under NHM, the Maternal Mortality Ratio (MMR) has declined by 83% since 1990, which is higher than the global decline of 45%. Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

Moreover, the Total Fertility Rate (TFR) decreased from 2.3 in 2015 to 2.0 in 2020, according to the National Family Health Survey (NFHS-5). These improvements indicate that India is on track to meet its U.N. Sustainable Development Goals (SDG) targets for maternal, child, and infant mortality well ahead of 2030. The NHM has also been instrumental in the elimination and control of various diseases, including the incidence of TB.

The Morning Standard • Delhi • 23 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288259	300K

FITBIT

UTTHITA TRIKONASANA
(EXTENDED TRIANGLE POSE)

This asana comes under standing and balancing asanas and is a good hip and chest opener. This is a more intense variation of Trikonasana and requires more flexibility of the hips. The side abdominal muscles and the hamstrings are extended with more intensity. It is also a beginner version which can be achieved with props. It can put pressure on the hip joint and hamstrings.

STEPS

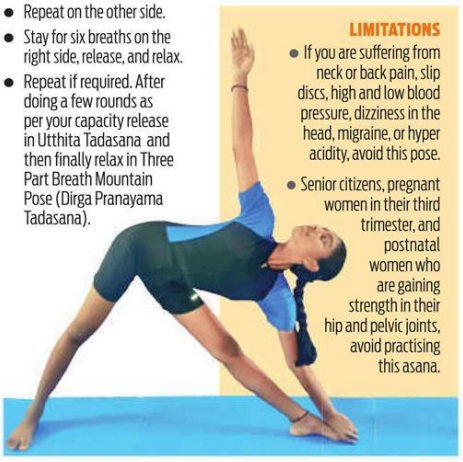
- First, stand in Uthita Tadasana (Five Pointed Star Pose), and take a few breaths.
- Turn your left foot outwards taking it to 90 degrees, and bring the right foot inwards taking it to 45 degrees.
- Inhale, extend the torso towards the left side bending gradually at the hips.
- Exhale, bring your left hand towards the floor, and place it on the left foot. Inhale and slowly hold the left big toe, either with the index finger and thumb, or for more support thumb, index, and middle fingers. Inhale and stretch the right arm up. Exhale, look up.
- Inhale, keep the body loose, and adjust the feet and hips to ensure perfect alignment.
- Exhale to go deeper into the pose. Stay here for six breaths, breathing and extending the arms and torso deeper.
- Inhale, release the torso, and realign to Utthita Tadasana.
- Repeat on the other side.
- Stay for six breaths on the right side, release, and relax.
- Repeat if required. After doing a few rounds as per your capacity release in Utthita Tadasana and then finally relax in Three Part Breath Mountain Pose (Dirga Pranayama Tadasana).

BENEFITS

- It is suitable for athletes and runners as the hamstrings are stretched. Also suitable for teens and kids.
- It is a transit pose to many Vinyasa and Power yoga sequences as the practitioner can easily progress to warrior poses.
- Balances the Mooladhara (Root), Anahata (Heart), and Svadhishthana (Sacral) Chakras.
- Stretches and strengthens the thighs, knees, hips, groin, hamstrings, shoulders, chest, spine, and ankles.
- Relieves symptoms of menopause, improves digestion, and is therapeutic for osteoporosis and sciatica.
- It's effective to reduce back and neck pain.
- Helps boost energy in the body and hence can be included in flow yoga sequences.
- Helps get rid of obesity or belly fat.
- Helps to increase your height.
- You can get more oxygen in your lungs.
- Makes you feel light and maintains your energy.
- Helps those suffering from constipation.
- It can increase your stamina.
- Makes your body flexible and prevents the muscles from getting stiff.

LIMITATIONS

- If you are suffering from neck or back pain, slip discs, high and low blood pressure, dizziness in the head, migraine, or hyper acidity, avoid this pose.
- Senior citizens, pregnant women in their third trimester, and postnatal women who are gaining strength in their hip and pelvic joints, avoid practising this asana.



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

The Hindu • Bengaluru • 23 Jan, 2025

Is the government encouraging 'crpsspathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
24	English	190	N/A	Bottom Center	252717	1.4M

Is the government encouraging 'crosspathy'?

Why did the Maharashtra Food and Drugs Administration issue a directive allowing homeopathic practitioners to prescribe allopathic medicines?

Zubeda Hamid

The story so far:

The Maharashtra Food and Drugs Administration has, in a recent directive, allowed homeopathic practitioners, who have completed a certificate course in modern pharmacology, to prescribe allopathic medications.

Why is it being challenged?

In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. As per this notification, doctors who had obtained the Licentiate of the Court of Examiners of Homeopathy degree from 1951-1982 (the degree was abolished in 1982), and were registered with the Maharashtra Medical Council, were allowed to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association (IMA). The High Court issued a stay, with the Bench questioning the risk that could be posed to patients if these doctors were allowed to practise allopathy.

IMA Maharashtra president Santosh Kadam said it was unclear why the Maharashtra FDA had now issued this directive. He said that even the central body for homeopathy had no provision to allow its practitioners to practise another stream of medicine and that 'crosspathy' was banned by the Supreme Court. Following the Bombay High Court stay, homeopathic practitioners were not allowed to prescribe allopathic medication, until the final decision of the court came in, he said.

Former secretary of the IMA, Maharashtra, Parthiv Sanghvi, pointed out that the issue has been portrayed as the Maharashtra government allowing homeopathic practitioners to practise modern medicine – which is not the case, as this has already been stayed by the High Court. "This was a direction to chemists to entertain allopathic prescriptions of homeopathic practitioners. But who has given the FDA the authority to issue such a directive, in light of the fact that court has stayed the order allowing homeopathic practitioners to practise modern medicine," he asked.

What is SC's stance on 'crosspathy'?

In 1996, in *Poonam Verma versus Ashwin Patel and Others*, which involved a homeopath treating a patient with allopathic medications and the patient subsequently dying, the Supreme Court held the homeopath liable for negligence as he had prescribed medications that he was not qualified to. A 2015 research paper by Suresh Bada Math et al states: "Across judgments, the judiciary has held that cross-system practice is a form of medical negligence; however, it is permitted only in those states where the concerned governments have authorised it by a general or special order."

Is there a shortage of doctors?

The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine. The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

As per a Parliament statement in February 2024, there are 13,08,009 allopathic doctors registered with the State medical councils and the National Medical Commission as on June 2022, and 5.65 lakh AYUSH doctors. The shortage of specialists is dire – the Health Dynamics of India 2022-23 report reveals a nearly 80% shortage of specialist doctors in community health centres across rural India. Public health specialist Soham Bhaduri pointed out that while there is evidence that mid-level providers can provide care of comparable quality to that of medical doctors, their orderly integration into the system is crucial. "Allowing just any cadre of alternative medical practitioners to assume roles and functions that are meant for medical doctors is a recipe for anarchy."

THE GIST

- In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association.
- The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine.
- The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

The New Indian Express • Bengaluru • 23 Jan, 2025

Utthita Trikonasana

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	105	City Express	Middle Right	104877	177.8K

FITBIT

UTTHITA TRIKONASANA
(EXTENDED TRIANGLE POSE)

This asana comes under Standing and Balancing Asanas and is a good hip and chest opener. This is a more intense variation of Trikonasana and requires more flexibility of the hips. The side abdominal muscles and the hamstrings are extended with more intensity. It is also a beginner version of which can be achieved with props. It can put pressure on the hip joint and hamstrings.

STEPS

- First, stand in Uthita Tadasana (Five Pointed Star Pose), take a few breaths.
- Turn your left foot outwards taking it to 90 degrees, and bring the right foot inwards taking it to 45 degrees.
- Inhale, extend the torso towards left side bending gradually at the hips.
- Exhale, bring your left hand towards the floor, and place it on the left foot. Inhale and slowly hold the left big toe, either with the index finger and thumb, or for more support thumb, index, and middle fingers. Inhale, stretch the right arm up. Exhale, look up.
- Inhale, keep the body loose and adjust the feet and hips to ensure perfect alignment.
- Exhale to go deeper into the pose. Stay here for 6 breaths, breathing and extending the arms and torso deeper.
- Inhale, release the torso and realign to Utthita Tadasana.
- Repeat on the other side.
- Stay for 6 breaths on the right side, release and relax.
- Repeat if required. After doing a few rounds as per your capacity release in Utthita Tadasana and then finally relax in Three Part Breath Mountain Pose (Dirga Pranayama Tadasana).

BENEFITS

- It is suitable for athletes and runners as the hamstrings are stretched. Also suitable for teens and kids.
- A transit pose to many Vinyasa and Power yoga sequences as the practitioner can easily progress to warrior poses.
- Balances the Mooladhara (Root), Anahata (Heart), and Swadhishthana (Sacral) Chakras.
- Stretches and strengthens the thighs, knees, hips, groin, hamstrings, shoulders, chest, spine, and ankles.
- Relieves symptoms of menopause, improves digestion, and is therapeutic for osteoporosis and sciatica.
- It's effective to reduce back and neck pain.
- Helps boost energy in the body and hence can be included in flow yoga sequences.
- Helps get rid of obesity or belly fat.
- Helps to increase your height.
- You can get more oxygen in your lungs.
- Makes you feel light and maintains your energy.
- Helps those suffering from constipation.
- It can increase your stamina.
- Makes your body flexible and prevents the muscles from getting stiff.



LIMITATIONS

- If you have neck or back pain, slip discs, high and low blood pressure, dizziness in the head, avoid this pose.
- Those suffering from migraine and hyper acidity, avoid this asana.
- Senior citizens, pregnant women in the third trimester and postnatal women who are just gaining strength in their hip and pelvic joints should avoid this practice.

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

Mid Day • Mumbai • 23 Jan, 2025

Run for the environment

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	109	N/A	Top Right	248917	1.5M

Run for the environment

Juhu-based Vivekananda Youth Connect Foundation along with Mission Green Mumbai are organising the ninth edition of the Mumbai Sustainability Run on February 2 to promote sustainable practices and physical fitness. "The walkathon is a movement to inspire people to take part in environmental conservation. By blending physical fitness with sustainability, we want to create a sense of responsibility towards the planet," Dr Rajesh Sarwadnya, founder, told this diarist. Those keen to join can log on to @vivekanandayouthconnect on Instagram for more details.



Participants at a previous run

The Hindu • Delhi • 23 Jan, 2025

Is the government encouraging 'crosspathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	422	N/A	Bottom Left	316686	682.81K

Is the government encouraging 'crosspathy'?

Why did the Maharashtra Food and Drugs Administration issue a directive allowing homeopathic practitioners to prescribe allopathic medicines?

Zubeda Hamid

The story so far:

The Maharashtra Food and Drugs Administration has, in a recent directive, allowed homeopathic practitioners, who have completed a certificate course in modern pharmacology, to prescribe allopathic medications.

Why is it being challenged?

In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. As per this notification, doctors who had obtained the Licentiate of the Court of Examiners of Homeopathy degree from 1951-1982 (the degree was abolished in 1982), and were registered with the Maharashtra Medical Council, were allowed to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association (IMA). The High Court issued a stay, with the Bench questioning the risk that could be posed to patients if these doctors were allowed to practise allopathy.

IMA Maharashtra president Santosh Kadam said it was unclear why the Maharashtra FDA had now issued this directive. He said that even the central body for homeopathy had no provision to allow its practitioners to practise another stream of medicine and that 'crosspathy' was banned by the Supreme Court. Following the Bombay High Court stay, homeopathic practitioners were not allowed to prescribe allopathic medication, until the final decision of the court came in, he said.

Former secretary of the IMA, Maharashtra, Parthiv Sanghvi, pointed out that the issue has been portrayed as the Maharashtra government allowing homeopathic practitioners to practise modern medicine – which is not the case, as this has already been stayed by the High Court. "This was a direction to chemists to entertain allopathic prescriptions of homeopathic practitioners. But who has given the FDA the authority to issue such a directive, in light of the fact that court has stayed the order allowing homeopathic practitioners to practise modern medicine," he asked.

What is SC's stance on 'crosspathy'?

In 1996, in *Poonam Verma versus Ashwin Patel and Others*, which involved a homeopath treating a patient with allopathic medications and the patient subsequently dying, the Supreme Court held the homeopath liable for negligence as he had prescribed medications that he was not qualified to. A 2015 research paper by Suresh Bada Math et al states: "Across judgments, the judiciary has held that cross-system practice is a form of medical negligence; however, it is permitted only in those states where the concerned governments have authorised it by a general or special order."

Is there a shortage of doctors?

The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine. The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

As per a Parliament statement in February 2024, there are 13,08,009 allopathic doctors registered with the State medical councils and the National Medical Commission as on June 2022, and 5.65 lakh AYUSH doctors. The shortage of specialists is dire – the Health Dynamics of India 2022-23 report reveals a nearly 80% shortage of specialist doctors in community health centres across rural India. Public health specialist Soham Bhaduri pointed out that while there is evidence that mid-level providers can provide care of comparable quality to that of medical doctors, their orderly integration into the system is crucial. "Allowing just any cadre of alternative medical practitioners to assume roles and functions that are meant for medical doctors is a recipe for anarchy."

THE GIST

- In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association.
- The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine.
- The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

The Tribune • Delhi • 23 Jan, 2025

Cabinet extends NHM for 5 years

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	148	N/A	Middle Center	446344	92.25K

Cabinet extends NHM for 5 years

NEW DELHI, JANUARY 22

The Union Cabinet on Wednesday approved continuation of the National Health Mission (NHM) for another five years.

Union minister Piyush Goyal said the decision to extend the NHM was taken after reviewing its progress in the past three years.

"The Budget will be presented on February 1 and you will see the government has always focused on health. And whatever funding is required for the NHM will be provided," the minister said.

The maternal mortality ratio has declined significantly from 130 per lakh live births in 2014-16 to 97 per lakh in 2018-20, marking a 25 per cent reduction. Similarly, the under-5 mortality rate has also decreased from 45 per 1,000 live births in 2014 to 32 in 2020. This is a 75 per cent decline. The Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

"These improvements indicate that India is on track to meet its SDG targets for maternal, child and infant mortality well ahead of 2030," an official statement said.

A key achievement of the NHM has been the significant increase in human resources within the healthcare sector, the statement said.

In 2021-22, the NHM facilitated engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers and public health managers.

Under the Health Ministry's National Tuberculosis Elimination Programme, the incidence of tuberculosis has reduced from 237 per 1,00,000 population in 2015 to 195 in 2023, and the mortality rate has decreased from 28 to 22 in the same period. — TNS

The Hindu • Delhi • 23 Jan, 2025

National Health Mission has curbed several public health concerns, says Centre's report

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	185	N/A	Middle Center	139029	682.81K

National Health Mission has curbed several public health concerns, says Centre's report

Bindu Shajan Perappadan
NEW DELHI

The National Health Mission (NHM) has significantly contributed to improving India's public health, including lowering of the maternal mortality ratio, incidence of tuberculosis (TB), and sickle cell anaemia.

It has also contributed to expanding human resources in the field while fostering an integrated response to health emergencies, the Union government said on Wednesday in its assessment report (2021-24) presented to the Union Cabinet.

Listing out key achievements of the NHM in the past three years, the Centre noted that there had been a significant increase in human resources within the healthcare sector. "In FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 community health officers (CHOs) were engaged. This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in FY 2022-23, including 1.29 lakh CHOs, and 5.23 lakh workers engaged in FY 2023-24, which included 1.38 lakh CHOs," the report stated.

With NHM, maternal mortality ratio has declined by 83% since 1990, which is higher than the global decline of 45%

It further noted that under NHM, the Maternal Mortality Ratio (MMR) has declined by 83% since 1990, which is higher than the global decline of 45%. Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

Moreover, the Total Fertility Rate (TFR) decreased from 2.3 in 2015 to 2.0 in 2020, according to the National Family Health Survey (NFHS-5). These improvements indicate that India is on track to meet its U.N. Sustainable Development Goals (SDG) targets for maternal, child, and infant mortality well ahead of 2030. The NHM has also been instrumental in the elimination and control of various diseases, including the incidence of TB.

Business Standard (Hindi) • Chandigarh • 23 Jan, 2025

Rashtriye health mission ko 5 saal bhadaya

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 4	Hindi	216	N/A	Middle Left,Middle Right	22634	15.51K

राष्ट्रीय स्वास्थ्य मिशन को 5 साल बढ़ाया

केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है। राष्ट्रीय ग्रामीण स्वास्थ्य मिशन (एनएचआरएम) की शुरुआत 2005 में की गई थी, जिसे कई बार बढ़ाया गया है। एनएचएम की अवधि आखिरी बार 2021 में बढ़ाकर 2026 तक के लिए कर दिया गया था। मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है।

पृष्ठ 4

स्वास्थ्य मिशन की अवधि बढ़ी

संकेत कौल
नई दिल्ली, 22 जनवरी

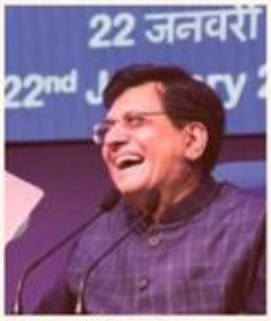
केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है।

राष्ट्रीय ग्रामीण स्वास्थ्य मिशन (एनएचआरएम) की शुरुआत 2005 में की गई थी, जिसे कई बार बढ़ाया गया। एनएचएम की अवधि आखिरी बार 2021 में बढ़ाकर 2026 तक के लिए कर दिया गया था।

मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है।

सरकार ने एक बयान में कहा है, 'भारत में स्वास्थ्य सुधारों, खासकर कोविड-19 महामारी के दौरान में मिशन की भूमिका अहम रही है। इसने स्वास्थ्य सेवाओं को पहुंच के भीतर बनाने और गुणवत्तायुक्त स्वास्थ सेवाएं देने में मदद पहुंचाई है।' गोयल ने कहा कि एनएचएम की चल रही कवायदों की वजह से भारत के स्वास्थ्य क्षेत्र में अहम बदलाव हुआ है और भारत 2030 तक के सतत विकास लक्ष्यों (एसडीजी) के तहत स्वास्थ्य लक्ष्यों पर सही दिशा और समय से आगे चल रहा है।

पिछले 3 साल के दौरान योजना के प्रदर्शन पर प्रतिक्रिया देते हुए गोयल ने कहा कि एनएचएम से विभिन्न क्षेत्रों में उल्लेखनीय प्रगति हुई है, जिसमें मातृत्व एवं शिशु देखभाल, बीमारी उन्मूलन और स्वास्थ्य संबंधी बुनियादी ढांचा शामिल है। मातृत्व मृत्यु अनुपात (एमएमआर) 2014-16 के 1 लाख पर 130 से 25 प्रतिशत घटकर 2018-20 में 1 लाख पर



मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल -पीटीआई

97 रह गया है। वहीं शिशु मृत्यु दर 2014 में 1,000 पर 39 था, जो 2020 में घटकर 1,000 पर करीब 28 रह गया है। बयान में कहा गया है, 'इन सुधारों से संकेत मिलता है कि भारत मातृत्व, शिशु, नवजात मृत्यु दर के मामले में एसडीजी रे 2030 तक के लक्ष्यों को समय से पहले पूरा करने की दिशा में है।'

बयान में कहा गया है कि एनएचएम में 2021-22 से 2023-24 के दौरान 12 लाख से ज्यादा अतिरिक्त स्वास्थ्य कर्मियों ने काम किया। इसमें जनरल ड्यूटी मेडिकल ऑफिसर्स, स्पेशलिस्ट्स, स्टाफ नर्स, एएनएम, आयुष चिकित्सक, सहायक स्वास्थ्य कर्मी और सार्वजनिक स्वास्थ्य प्रबंधक शामिल हैं।

बयान में कहा गया है कि स्वास्थ्य देखभाल सुविधाओं और कर्मचारियों के मौजूदा नेटवर्क के माध्यम से कोविड-19 टीके की 2.2 अरब से ज्यादा खुराक जनवरी 2021 से मार्च 2024 के बीच दी गई। गोयल ने कहा कि एनएचएम से गैर संचारी रोगों (एनसीडी) को घटाने और उनकी निगरानी रखने में मदद मिली है। गोयल ने कहा, 'राष्ट्रीय क्षयरोग उन्मूलन कार्यक्रम (एनटीईपी) के तहत क्षय रोग के मामले 2015 के 1 लाख आबादी पर 237 से घटकर 2023 में 195 रह गए हैं।'

The Times of India • Delhi • 23 Jan, 2025

24x7 health centres across country on anvil

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	182	N/A	Middle Right,Top Right	751843	4.69M

24x7 health centres across country on anvil

In a big move to expand emergency health services, the govt has decided to establish 24x7 Primary Health Centres (PHCs) and First Referral Units (FRUs) across the country, **reports DurgeshNandan Jha.**

Already, as of March 2024, govt said on Wednesday, 12,348 PHCs have been converted to 24x7 services, and 3,133 FRUs have been made operational. "Additionally, the fleet of mobile medical units (MMUs) has expanded, with 1,424 MMUs now operating to ensure healthcare access in remote and underserved areas," said an official, while briefing about the Cabinet meeting on Wednesday to review progress under the National Health Mission. **P16**

Rural areas set for emergency care boost with 24x7 PHCs

DurgeshNandan.Jha@timesofindia.com

New Delhi: In a move to expand emergency health services, govt has decided to establish 24x7 primary health centres (PHCs) and first referral units (FRUs) across the country.

As of March 2024, 12,348 PHCs have been converted to 24x7 services and 3,133 FRUs have been made operational, govt said. The fleet of mobile medical units (MMUs) has also expanded, with 1,424 MMUs now operating to ensure healthcare access in remote and under-served areas," said an official, while briefing about the PM Modi-chaired Cabinet meeting on Wednesday to review progress under the National Health Mission (NHM).



India has over 30,000 PHCs operational. The PHCs are established to provide primary care to a population of 30,000 in rural areas and 20,000 in hilly, tribal and desert areas.

Dr Vinay Agarwal, of the Indian Medical , said making the PHCs functional 24x7 was a great move as it would help people, especially those living in rural areas, access emergency health services promptly. For example, in case of snakebite, deaths occur mostly because the patient can't reach hospital in time. If medical intervention can be assured locally, at PHCs, it will help save many lives. Similarly, for maternal and child health, such a service is going to be a big boon." Dr Aggarwal, however, stressed the need to maintain such facilities well, in terms of availability of required manpower, medicines, and other key equipment.

A key achievement of NHM, govt said, has been the increase in human resources within the healthcare sector. "In the financial year 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, ANMs, AYUSH doctors, allied healthcare workers, and public health managers."

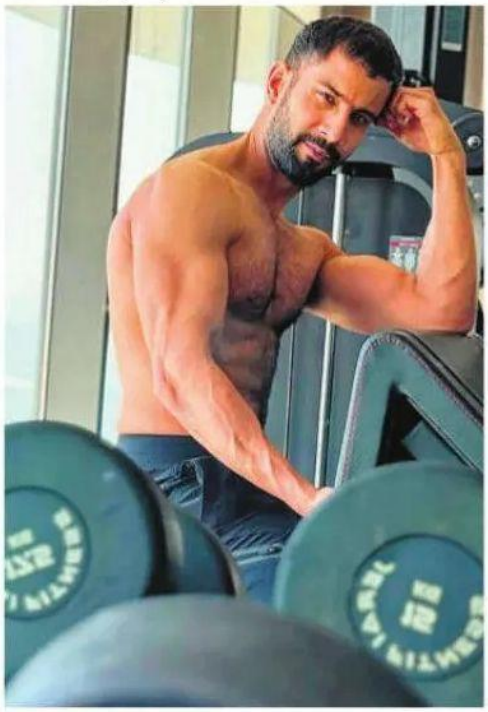
The Tribune • Delhi • 23 Jan, 2025

Listen to your body

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	508	N/A	Bottom Center	1535624	92.25K

Sahil Uppal, known for the show *Saajha Sindoor*, says motivation for exercise has to come from within

'Listen to your body'



GET PHYSICAL

How do you prioritise fitness with such a busy schedule?
I schedule my workouts just like any other shoot. No matter how busy I am with my current show *Saajha Sindoor*, I always find time for fitness. Whether it is early mornings or late evenings, I make it a non-negotiable part of my day.

How do you stay flexible with your workout routine, given the unpredictable work hours?
I keep my workout routine adaptable. Sometimes, I do short, intense sessions if I'm tight on time. Other times, I enjoy longer workouts when I have more flexibility. The key is to stay consistent, no matter what.

What role does nutrition play in your fitness routine?
Nutrition is essential. I focus on eating clean, balanced meals with the right amounts of protein, carbs and fats. It fuels my body for workouts and keeps my energy up throughout the day. Healthy food is the foundation of my fitness.

How does staying fit benefit your mental well-being?
Fitness helps me clear my mind and release stress. Working out gives me a sense of accomplishment and boosts my mood. It's like a mental reset, which is crucial for my overall well-being, especially in this fast-paced industry.

What keeps you motivated to stay active, especially when your schedule is constantly changing?
My motivation comes from within. I want to feel strong and healthy, both for my role and personal life. When my schedule gets crazy, I remind myself of my goals and that keeps me going, no matter what.

What are two fitness tips you would offer to someone starting their fitness journey?
Start small and stay consistent. Don't overwhelm yourself with big changes; gradually build your routine. Also, listen to your body. It's important to rest and recover to avoid burnout or injury.

As an actor, do you feel pressure to look fit?
Yes, there's definitely the pressure to look fit in this industry, but I focus on staying healthy, not just looking good. I make sure my workouts are challenging and rewarding, and I don't let external expectations affect my personal goals.

How do you balance fitness with a career in the entertainment industry?
It's all about time management. I plan my workouts around my shooting schedule and make sure fitness stays a priority. I always remind myself that staying fit is a part of the job, and that boosts my performance both on and off the screen.

The New Indian Express • Bengaluru • 23 Jan, 2025

Vajrasana on toes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	119	City Express	Top Right	119081	177.8K

FITBIT

VAJRASANA ON TOES

(THUNDERBOLT POSE VARIATION ON TOES)

This variation is part of Yin Yoga sequence. It is an effective stretch that increases flexibility and blood circulation to toes, feet and lower legs, deeply releasing tension around the soles and stimulates the lower body meridians. This can be done by those who find balancing the weight over the ankles challenging. It is a warm-up pose to prepare the body for more intense ones.

STEPS

- Sit in Vajrasana (Thunderbolt Pose) and then start by coming to all fours, Table Top Pose.
- Gently tuck your toes in. Take a big breath and see how you feel.
- Bring the toes, heels, and knees closer and together.
- If possible, lead forward and with the help of your hands bring the heels together.
- Take a big breath in, and while exhaling, slowly push your hips back to sit back on your heels, bringing your body upright.
- Your head, neck, and back must be in one line and sit tall with the back straight.
- Bring the hands on the knees, lift the chin slightly up and stay in the pose with your eyes closed for about 5-8 breaths.
- If you want to deepen the practice, you can place a block on the heels and sit back on it. Hold for 3-5 breaths.
- Release the pose slowly and come back to Chair Tadasana and relax.
- To release, inhale, lower your hands in front of you, lift the hips up, slowly release feet to point toes backward, and with your big toes together and heels apart, exhale, come in Vajrasana.Relax.
- Extend your legs one by one in front and follow a few rounds of stretches and rotations to get more rest.
- It can also be practised by sitting on a chair.



BENEFITS

- Stretches the feet and ankles.
- Helps strengthen the bottom muscles of the feet and toes.
- Keeps feet and toes healthy.
- Practise any time of the day (especially feel tired), even after having a meal.
- Brings a nice and gentle pressure in the knees and toes.
- Good stretch to prevent and treat plantar fasciitis, which may cause heel pain.
- A wonderful pose for the hikers, walkers, climbers, teens, kids, working professionals, sportspersons.
- Remedy for especially the middle-aged people who commonly get leg cramps.
- A more suitable pose for pregnant ladies to soothe swollen feet during pregnancy.
- Stimulates all the meridians of the lower body-the bladder, kidney, stomach, spleen, gallbladder, and liver.
- Helps remove stiffness in the concerned muscles, increasing the blood circulation to the feet.

LIMITATIONS

- Students who have injuries in the feet and ankles, legs, knees, hips, or undergone foot, ankle, or knee surgery, should avoid this practice.
- Senior citizens and pregnant women must get the guidance of a yoga expert.

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

Business Standard (Hindi) • Delhi • 23 Jan, 2025

Nationak Health Mission will contiue for 5 years

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 4	Hindi	216	N/A	Middle Left,Middle Right	48500	26.42K

राष्ट्रीय स्वास्थ्य मिशन को 5 साल बढ़ाया

केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है। राष्ट्रीय ग्रामीण स्वास्थ्य मिशन (एनएचआरएम) की शुरुआत 2005 में की गई थी, जिसे कई बार बढ़ाया गया है। एनएचएम की अवधि आखिरी बार 2021 में बढ़ाकर 2026 तक के लिए कर दिया गया था। मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है। पृष्ठ 4

स्वास्थ्य मिशन की अवधि बढ़ी

संकेत कौल
नई दिल्ली, 22 जनवरी

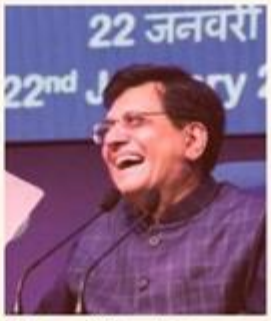
केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है।

राष्ट्रीय ग्रामीण स्वास्थ्य मिशन (एनएचआरएम) की शुरुआत 2005 में की गई थी, जिसे कई बार बढ़ाया गया। एनएचएम की अवधि आखिरी बार 2021 में बढ़ाकर 2026 तक के लिए कर दिया गया था।

मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है।

सरकार ने एक बयान में कहा है, 'भारत में स्वास्थ्य सुधारों, खासकर कोविड-19 महामारी के दौरान में मिशन की भूमिका अहम रही है। इसने स्वास्थ्य सेवाओं को पहुंच के भीतर बनाने और गुणवत्तायुक्त स्वास्थ सेवाएं देने में मदद पहुंचाई है।' गोयल ने कहा कि एनएचएम की चल रही कवायदों की वजह से भारत के स्वास्थ्य क्षेत्र में अहम बदलाव हुआ है और भारत 2030 तक के सतत विकास लक्ष्यों (एसडीजी) के तहत स्वास्थ्य लक्ष्यों पर सही दिशा और समय से आगे चल रहा है।

पिछले 3 साल के दौरान योजना के प्रदर्शन पर प्रतिक्रिया देते हुए गोयल ने कहा कि एनएचएम से विभिन्न क्षेत्रों में उल्लेखनीय प्रगति हुई है, जिसमें मातृत्व एवं शिशु देखभाल, बीमारी उन्मूलन और स्वास्थ्य संबंधी बुनियादी ढांचा शामिल है। मातृत्व मृत्यु अनुपात (एमएमआर) 2014-16 के 1 लाख पर 130 से 25 प्रतिशत घटकर 2018-20 में 1 लाख पर



मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल -पीटीआई

97 रह गया है। वहीं शिशु मृत्यु दर 2014 में 1,000 पर 39 था, जो 2020 में घटकर 1,000 पर करीब 28 रह गया है। बयान में कहा गया है, 'इन सुधारों से संकेत मिलता है कि भारत मातृत्व, शिशु, नवजात मृत्यु दर के मामले में एसडीजी रे 2030 तक के लक्ष्यों को समय से पहले पूरा करने की दिशा में है।'

बयान में कहा गया है कि एनएचएम में 2021-22 से 2023-24 के दौरान 12 लाख से ज्यादा अतिरिक्त स्वास्थ्य कर्मियों ने काम किया। इसमें जनरल ड्यूटी मेडिकल ऑफिसर्स, स्पेशलिस्ट्स, स्टाफ नर्स, एएनएम, आयुष चिकित्सक, सहायक स्वास्थ्य कर्मी और सार्वजनिक स्वास्थ्य प्रबंधक शामिल हैं।

बयान में कहा गया है कि स्वास्थ्य देखभाल सुविधाओं और कर्मचारियों के मौजूदा नेटवर्क के माध्यम से कोविड-19 टीके की 2.2 अरब से ज्यादा खुराक जनवरी 2021 से मार्च 2024 के बीच दी गई। गोयल ने कहा कि एनएचएम से गैर संचारी रोगों (एनसीडी) को घटाने और उनकी निगरानी रखने में मदद मिली है। गोयल ने कहा, 'राष्ट्रीय क्षयरोग उन्मूलन कार्यक्रम (एनटीईपी) के तहत क्षय रोग के मामले 2015 के 1 लाख आबादी पर 237 से घटकर 2023 में 195 रह गए हैं।'

Deccan Chronicle • Hyderabad • 23 Jan, 2025

Cabinet extends NHM by 5 years

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 9	English	191	N/A	Bottom Left,Middle Right	710894	2.55M

Cabinet extends NHM by 5 years

DC CORRESPONDENT
NEW DELHI, JAN. 22

THE CABINET also apprised of accelerated decline in maternal mortality rate, infant mortality rate, under 5 mortality rate.

The Union Cabinet on Wednesday approved continuation of the National Health Mission for another five years. The Cabinet chaired by Prime Minister Narendra Modi reviewed the progress under NHM over the last three years and was informed that with significant progr-ess towards achieving the Sustainable Develo-ment Goals (SDGs), India is on track to meet its health targets well ahead of the 2030 deadline.

Speaking about the decisions taken at the Cabinet meeting, Union minister Piyush Goyal said "the mission" has met historic targets in the last 10 years. He said that nearly 12 lakh healthcare workers joined the National Health Mission (NHM) between 2021 and 2022 and India fought the Covid-19 pandemic under the mission.

Over the last three years, the National Health Mission has driven substantial progress in multiple areas, including maternal and child health, disease elimination, and healthcare infrastructure, an official statement said.

The Cabinet was also apprised of accelerated decline in maternal mortality rate, infant mortality rate, under 5 mortality rate and total fertility rate and the progress in respect of various diseases programmes like TB, malaria, kalaazar, dengue, tuberculosis, leprosy, viral hepatitis etc. And new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission.

A key achievement of NHM has been the significant increase in human resources within the healthcare sector, the statement said.

Page 9: NHM played crucial role in public health

NHM played crucial role in public health

FROM PAGE 1

In 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 community health officers were engaged.

This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in 2022-23, including 1.29 lakh community health officers, and 5.23 lakh workers engaged in 2023-24, which included 1.38 lakh community health officers.

These efforts have contributed significantly to improving healthcare delivery, especially at the grassroots level, the statement said. It said the NHM framework has also played a crucial role in strengthening the public health system, especially in response to the pandemic.

By utilising the existing network of healthcare facilities and workers, NHM was pivotal in administering over 220 crore Covid vaccine doses between January 2021 and March 2024.

The Tribune • Chandigarh • 23 Jan, 2025

Cabinet extends NHM for 5 years

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	148	N/A	Middle Center	446344	893.04K

Cabinet extends NHM for 5 years

NEW DELHI, JANUARY 22

The Union Cabinet on Wednesday approved continuation of the National Health Mission (NHM) for another five years.

Union minister Piyush Goyal said the decision to extend the NHM was taken after reviewing its progress in the past three years.

"The Budget will be presented on February 1 and you will see the government has always focused on health. And whatever funding is required for the NHM will be provided," the minister said.

The maternal mortality ratio has declined significantly from 130 per lakh live births in 2014-16 to 97 per lakh in 2018-20, marking a 25 per cent reduction. Similarly, the under-5 mortality rate has also decreased from 45 per 1,000 live births in 2014 to 32 in 2020. This is a 75 per cent decline. The Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

"These improvements indicate that India is on track to meet its SDG targets for maternal, child and infant mortality well ahead of 2030," an official statement said.

A key achievement of the NHM has been the significant increase in human resources within the healthcare sector, the statement said.

In 2021-22, the NHM facilitated engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers and public health managers.

Under the Health Ministry's National Tuberculosis Elimination Programme, the incidence of tuberculosis has reduced from 237 per 1,00,000 population in 2015 to 195 in 2023, and the mortality rate has decreased from 28 to 22 in the same period. — TNS

Amar Ujala • Chandigarh • 23 Jan, 2025

5 saal aur bada rastriye swasth mission

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Hindi	370	N/A	Bottom Right	273056	368.8K

पांच साल और बढ़ा राष्ट्रीय स्वास्थ्य मिशन

शिशु और मातृ मुत्यु दर में कमी...टीबी जैसी बीमारियों के खिलाफ उपलब्धियों को देखते हुए मोदी कैबिनेट का फैसला

नई दिल्ली। लोगों के स्वास्थ्य और चिकित्सा क्षेत्र से जुड़ी योजनाओं की उपलब्धियों को देखते हुए केंद्र सरकार ने राष्ट्रीय स्वास्थ्य मिशन को अगले पांच वर्ष तक के लिए बढ़ाने की मंजूरी दे दी है।

प्रधानमंत्री नरेंद्र मोदी की अध्यक्षता में बुधवार को केंद्रीय मंत्रिमंडल की बैठक में इसे 31 मार्च, 2031 तक जारी रखने का फैसला किया गया। साथ ही, मौजूदा स्वास्थ्य योजनाओं में संशोधन व नई योजनाओं के विवरण के साथ राष्ट्रीय ग्रामीण स्वास्थ्य मिशन की प्रगति रिपोर्ट कैबिनेट के सामने हर साल रखी जाएगी। बैठक में 2021 से लेकर 2024 तक के बीच इस मिशन की कामयाबी की जानकारी दी गई। केंद्रीय मंत्री पीयूष गोयल ने फैसलों की जानकारी देते हुए बताया कि इस योजना में 12 लाख स्वास्थ्यकर्मी जुड़े हैं। योजना के लिए केंद्र राज्यों को वित्तीय व तकनीकी सहायता देता है। जुलाई, 2024 में मोदी सरकार ने बजट में स्वास्थ्य क्षेत्र के लिए 90 हजार करोड़ रुपये की व्यवस्था की थी, जिसमें से 40 फीसदी यानी करीब 36 हजार करोड़ इस योजना के लिए तय किए गए। ब्यूरो

कोविड वैक्सीन की 220 करोड़ खुराकें दी गईं

- राष्ट्रीय स्वास्थ्य मिशन के जरिये 1990 के बाद मातृ मृत्यु दर में 83%, जबकि पांच वर्ष से कम आयु के बच्चों की मृत्यु दर में 75% से अधिक की कमी आई।
- इसी मिशन के जरिये कोविड वैक्सीन की 220 करोड़ खुराकें दी गईं।
- टीबी मरीजों की संख्या 2015 में प्रति लाख में 237 से घटकर 2023 में 195 हो गई।
- कालाजार उन्मूलन लक्ष्य पूरा हुआ। टीबी, मलेरिया, डेंगू, कुष्ठ रोग और वायरल हेपेटाइटिस के खिलाफ राष्ट्रीय स्तर पर मुहिम चलाई जा रही है।
- राष्ट्रीय सिकल सेल एनीमिया उन्मूलन मिशन भी शामिल किया गया है।

The New Indian Express • Chennai • 22 Jan, 2025

TRIKONASANA PREP ARMS UP

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	714	N/A	Top Right	942195	246.4K

FITBIT

TRIKONASANA PREP ARMS UP (TRIANGLE POSE PREP ARMS UP)

This pose can be a great practice as it covers important aspects like aligning the body, grounding the feet, keeping the arms long and parallel, engaging the spine, and aligning the hands with the shoulders and hips. This asana can be included in senior yoga, pregnant women, and post-delivery. For such students, the lengthening of the arms and the upper torso muscles along with the engaging of the breathing muscles (intercostal muscles) will help reduce tightness in the lower back, shoulders, neck and psoas muscles.

STEPS

- Stand in Tadasana. Inhale, straighten the spine, spread the legs apart, keeping a distance about 3 to 3.5 feet. Exhale.
- Inhale, raise your arms, bring them at shoulder level in Utthita Tadasana (Five Pointed Star Pose), and keep your palms facing down.
- Stay here for about 2-3 breaths.
- Look down at your feet, turn your left foot to 90 degrees and right foot inwards to 45 degrees.
- Progressing into the pose, inhale, raise your arms, palms facing each other, keep the upper arm away from the ears. Keep your facial muscles relaxed, and exhale.
- Bring awareness to body-alignment by keeping the chin, chest, naval, and pelvis in line, while the arms are stretched. Stretch all the fingers, slowly move your awareness to your breath. Remain here for about 3-4 breaths.
- Ensure the feet are grounded, arms straight, and torso lifted. Build stability and endurance with the support of the core muscles by engaging the core with every exhalation.
- Bring the arms down, release the stretch, turn the feet, and settle back in Utthita Tadasana. Take another breath and move the feet back to the center in Tadasana.
- Release and relax. Prepare the body to enter into the pose second time holding it longer.

BENEFITS

- Stretches spinal column, shoulders, arms, and core (abs).
- Strengthens and tones the biceps, triceps, belly, back, pelvis area, thighs, knees and ankles.
- Makes the body flexible for next level poses and flows.
- Responsible for a healthy immune system.
- Activates Mooladhara (root), Svadhisthana (sacral) and Ajna (third eye) Chakras.
- Brings stability and self-awareness.
- Helps eradicate all the negativity and brings emotional balance.
- Efficient functioning of the respiratory system.
- Helps improve the central nervous system.
- Energises the body with deep breathing.
- Boosts self-confidence.

LIMITATIONS

- Students with injured back and/or shoulders, severe headaches or migraine, recent surgery or an old surgery related to the abdominal area, pregnant women in their third trimester, avoid this practice.
- If senior citizens feel uncomfortable, they should take the advice of a yoga teacher.



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

Bizz Buzz • Hyderabad • 22 Jan, 2025

Are we pushing rural India into debt trap with loans against properties

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	633	N/A	Bottom Left	63302	N/A

THE POLITICA
Nothing political about it

Are we pushing rural India into debt trap with loans against properties?

As many as 80 crore Indians simply cannot afford to buy their food as they do not have any source of regular income. They are jobless. Period.

POLITRICKS



BN Kumar

MANOHAR Mewada from Sehore, Madhya Pradesh, took a Rs 10 lakh loan from a bank against his property by using the property cards obtained under the Svamitva (Survey of Villages Abadi and Mapping with Improvised Technology in Village Area) scheme. He set up a dairy farm which he says enhanced his family income. He makes a paltry sum of Rs 30,000 a month from the dairy with five cows and a buffalo and pays Rs16,000 a bank EMI.

Meet Rachana, another Svamitva beneficiary from Shri Ganganagar, Rajasthan. She had been living in her small house for 20 years without any property documents. Now that she got the property documents, she took a loan of Rs7.45 lakh and started a shop. She is also a beneficiary of Swachh Bharat scheme and took a loan of Rs8 lakh under the PM Mudra Yojana and was also working under the Aajeevika scheme as well as the family benefited from Ayushman scheme. She wants to send her daughter for higher studies to Australia. There are many such stories that were narrated when Prime Minister Narendra Modi distributed over 65 lakh property cards under Svamitva Scheme to property owners in over 50,000 villages in more than 230 districts across 10 States and 2 Union territories on January 18, 2025 through video conferencing. He said that the property cards have empowered the village people to unlock the land values and improve their lives. It is also notable that the beneficiaries, save for Jammu & Kashmir, are from BJP ruled states.

The scheme sounds good on the face of it, but when you analyse it you get a feeling whether the so-called unlocking is actually pushing rural India into a debt trap, much as the credit card trap in urban areas.

It is always easy to get loans against properties but repayment is not. In Manohar Mewada's case, he spends half of his income on his EMI that too from his dairy business which is fraught with risks. What happens if he defaults?

Take Rachana's case. PM Modi wishes her luck when she says she wants to send her daughter to Australia for studies. He doesn't ask about the study details, but merely says, showing his excitement, "... Australia, so this will be possible for you because of the Swamitva Yojana".

Rahana's daughter is preparing for AILET (All India Law Entrance Test). And why couldn't the PM advise her to try and study Law in India itself? Modi and his government are obviously oblivious of the fate of thousands of students who go abroad for studies, with the loans taken by their parents, and land in misery when they do not get jobs. The global economy is not in a good shape. There is already a backlash against foreign immigrants getting jobs in the US and Canada amid local talent getting ignored. The US and Canada are already laying off people and the job losers include Indians.

To quote Indermit Gill, the World Bank Group's Chief Economist and Senior Vice President for Development Economics, the next 25 years will be a tougher slog for developing economies than the last 25 years. Most of the forces that once aided their rise have dissipated. In their place have come daunting headwinds: high debt burdens, weak investment and productivity growth, and the rising costs of climate change. In the coming years, developing economies will need a new playbook that emphasizes domestic reforms to quicken private investment, deepen trade relations, and promote more efficient use of capital, talent and energy.

The Modi government, including Finance Minister Nirmala Sitharaman, have always been painting a rosy picture of the economy despite the rising unemployment and prices and unchecked inflation. The Rupee is sinking to lower and lower levels by the day. The GDP growth has dropped to 5.4 per cent during the July-September 2024 period, the lowest in seven quarters. Even if we consider GDP growth, the per capita income has not dramatically risen. The government has failed to create the 2-crore-jobs-per-year the BJP had promised and nobody talks about the Agniveer and other schemes that were aimed at creating employment.



The Modi government, including Finance Minister Nirmala Sitha-raman, have always been painting a rosy picture of the economy despite the rising unemployment and prices and unchecked inflation. Rupee is sinking to lower and lower levels by the day. The GDP growth has dropped to 5.4 per cent during the July-September 2024 period, the lowest in seven quar-ters

Private consumption expenditure is not rising to facilitate money circulation which is essential for the economy to flourish. Simply put, people do not have money to spend. This is evident from the fact that the political parties are forced to promise freebies to win elections. Even the BJP, which has been criticising 'revdis', is itself trying to win the Delhi elections using the carrot of Rs 2,500-a-month payout to "eligible women"

Madhya Pradesh, Maharashtra, Karnataka and Telangana which implemented welfare schemes beyond their budgetary means are already facing financial stress and Delhi will soon join this club.

Now let us look at the government expenditure on infrastructure that is supposed to create jobs and contribute to economic growth. This is yet another hollow talk since these projects have a limited impact for a very limited period. For instance, road construction through a particular area may offer temporary labour jobs in that geography. What happens to the labour after that construction is a million-dollar question since these labourers cannot be employed in another area where there is already plenty of unemployment. The construction companies employ engineers and supervisors, but in a limited number due to their lean-and-mean business practices. Thus, their contribution to consumption expenditure is limited to that extent.

Why do we have to face the crisis and distress arising out of unemployment if the rural households are all that happy as the government data seeks to highlight? Please do not forget the farmer suicides.

Deaths by suicide of those involved in farming continued to increase in 2022, reports Downtoearth.org, quoting the National Crime Records Bureau (NCRB) data. This is an increase of 3.7 per cent from 2021, when 10,281 deaths were reported. It is an increase of 5.7 per cent when compared with 2020 figures.

The figures from 2022 indicate that at least one farmer died by suicide every hour in India. In fact, farmers' suicide deaths have been showing an increasing trend since 2019 when 10,281 deaths were recorded in NCRB data, says Downtoearth. I am not trying to downplay the government's achievements but the officials, Ministers and the Prime Minister cannot sweep its failures and the continuing crisis under the carpet and by juggling the data.

At the risk of sounding repetitive, let me point out that we continue to feed free rations to 60 per cent of the population. This again means that these 80 crore Indians simply cannot afford to buy their food as they do not have any source of regular income. They are jobless. Period.

It is in this context also one has to look at the success of the Svamitva scheme that the Prime Minister talks about. Let us examine what else Modi said. Only half of the six lakh villages in the country have been covered. Once property cards are issued in all villages, it will unlock economic activities worth over 100 lakh crore rupees, he said and emphasised the substantial capital that will be added to the country's economy. How? By making people mortgage their lands and get into debt trap? Imagine the scenario when the loan repayment defaults begin. The rich in villages will buy the properties when banks auction them to recover loans. This has the potential to lead to another crisis.

(The columnist is a Mumbai-based author and independent media veteran, running websites and a YouTube channel known for his thought-provoking messaging.)

The Morning Standard • Delhi • 22 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288345	300K

FITBIT

TRIKONASANA PREP ARMS UP (TRIANGLE POSE PREP ARMS UP)

This pose can be a great practice as it covers important aspects like aligning the body, grounding the feet, keeping the arms long and parallel, engaging the spine, and aligning the hands with the shoulders and hips. This asana can be included in senior yoga, pregnant women, and post-delivery. For these practitioners, the lengthening of the arms and the upper torso muscles along with the engaging of the breathing muscles (intercostal muscles) will help reduce tightness in the lower back, shoulders, neck and psoas muscles.

STEPS

- Stand in Tadasana. Inhale, straighten the spine, spread the legs apart, keeping a distance of about 3 to 3.5 feet. Exhale.
- Inhale, raise your arms, bring them at shoulder level in Utthita Tadasana (Five Pointed Star Pose), and keep your palms facing down. Stay here for about 2-3 breaths.
- Look down at your feet, turn your left foot outwards to 90 degrees and right foot inwards to 45 degrees.
- Progressing into the pose, inhale, raise your arms, palms facing each other, keep the upper arm away from the ears. Keep your facial muscles relaxed, and exhale.
- Bring awareness to body-alignment by keeping the chin, chest, naval, and pelvis in line, while the arms are stretched. Stretch all the fingers, slowly move your awareness to your breath. Remain here for about 3-4 breaths.
- Ensure the feet are grounded, arms straight, and torso lifted. Build core strength and stability by engaging the core with every exhalation.
- Bring the arms down, release the stretch, turn the feet, and settle back in Utthita Tadasana. Take another breath and move the feet back to the center in Tadasana.
- Release and relax. Prepare the body to enter into the pose second time holding it longer.

BENEFITS

- Stretches spinal column, shoulders, arms, and core (abs).
- Strengthens and tones the biceps, triceps, belly, back, pelvis area, thighs, knees and ankles.
- Makes the body flexible for next level poses and flows.
- Responsible for a healthy immune system.
- Activates Mooladhara (root), Svadhisthana (sacral) and Ajna (third eye) Chakras.
- Brings stability and self-awareness.
- Helps eradicate all the negativity and brings emotional balance.
- Efficient functioning of the respiratory system.
- Helps improve the central nervous system.
- Energises the body with deep breathing
- Boosts self-confidence.



LIMITATIONS

- Those with injured back and/or shoulders, severe headaches or migraine, recent surgery or an old surgery related to the abdominal area, and pregnant women in their third trimester, should avoid this practice.
- If senior citizens feel uncomfortable, they should take the advice of a yoga teacher.

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

The Hindu • Hyderabad • 22 Jan, 2025

In second manifesto, BJP promises free education

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	275	N/A	Top Left	299552	956.08K

In second manifesto, BJP promises free education

Ahead of Delhi polls, party announces scholarship for SC students, addresses auto and taxi drivers and domestic workers; adds that it will come up with collaborative solutions with the Centre

Satvika Mahajan
NEW DELHI

The BJP on Tuesday released the second part of its three-part Sankalp Patra (manifesto) for the February 5 Delhi Assembly election. The latest instalment promises free education for students in need from kindergarten to postgraduation ("from KG to PG") in government institutions, and collaborative solutions for Delhi's issues with the Centre and other States.

Releasing the manifesto, Lok Sabha member Anurag Thakur said the party would bring a "zero tolerance" attitude against corruption and arrange for a Special Investigation Team (SIT) to look into major scams of the Aam Aadmi Party (AAP), including those related to DTC, Mohalla Clinics, classrooms and excise policy.



Announcing plans: BJP leaders Anurag Thakur, Virendra Sachdev and others releasing the manifesto in New Delhi on Tuesday. ANI

The party has also promised financial support for competitive exam aspirants, including a one-time assistance of ₹15,000 and reimbursement of travel costs and application fee for up to two attempts.

Similar to the AAP's Dr. Ambedkar Samman Scholarship, which promises scholarships for Dalit students wishing to pursue higher education abroad, the BJP's manifesto has promised a Dr. B.R. Ambedkar Stipend Scheme, which will give SC students in Industrial Training Institutes, skill centres and polytechnics ₹1,000 a month.

Welfare Boards

In another similar poll promise, the BJP has offered welfare Boards for auto and taxi drivers, as well as life insurance of ₹10 lakh and accident insurance of ₹5 lakh. Additionally, the party is promising scholarships for children of auto and taxi drivers. The AAP has promised financial assistance, accident insurance up to ₹15 lakh and ₹1 lakh for daughters' wedding.

The party has also promised a welfare Board for domestic workers, life insurance of ₹10 lakh and accident insurance of ₹5 lakh, scholarships for their children and paid maternity leave (six months).

In the first manifesto, it had promised ₹21,000 and six nutrition kits for pregnant women; cooking gas at ₹500; free cylinders on Holi and Deepavali; ₹10 lakh free treatment under Ayushman Bharat for all; monthly pension of ₹2,500 (ages 60-70) and ₹3,000 (ages 70+); and nutritious meals at ₹5 in Atal Canteens.

The New Indian Express • Bengaluru • 22 Jan, 2025

Trikonasana Prep arms

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	120	City Express	Middle Right	120008	177.8K

FITBIT

TRIKONASANA PREP ARMS UP (TRIANGLE POSE PREP ARMS UP)

This pose can be a great practice as it covers important aspects like aligning the body, grounding the feet, keeping the arms long and parallel, engaging the spine, and aligning the hands with the shoulders and hips. This asana can be included in senior yoga, pregnant women, and post-delivery. For such students, the lengthening of the arms and the upper torso muscles along with the engaging of the breathing muscles (intercostal muscles) will help reduce tightness in the lower back, shoulders, neck and psoas muscles.

STEPS

- Stand in Tadasana. Inhale, straighten the spine, spread the legs apart, keeping a distance about 3 to 3.5 feet. Exhale.
- Inhale, raise your arms, bring them at shoulder level in Utthita Tadasana (Five Pointed Star Pose), and keep your palms facing down.
- Stay here for about 2-3 breaths.
- Look down at your feet, turn your left foot to 90 degrees and right foot inwards to 45 degrees.
- Progressing into the pose, inhale, raise your arms, palms facing each other, keep the upper arm away from the ears. Keep your facial muscles relaxed, and exhale.
- Bring awareness to body-alignment by keeping the chin, chest, naval, and pelvis in line, while the arms are stretched. Stretch all the fingers, slowly move your awareness to your breath. Remain here for about 3-4 breaths.
- Ensure the feet are grounded, arms straight, and torso lifted. Build stability and endurance with the support of the core muscles by engaging the core with every exhalation.
- Bring the arms down, release the stretch, turn the feet, and settle back in Utthita Tadasana. Take another breath and move the feet back to the center in Tadasana.
- Release and relax. Prepare the body to enter into the pose second time holding it longer.

BENEFITS

- Stretches spinal column, shoulders, arms, and core (abs).
- Strengthens and tones the biceps, triceps, belly, back, pelvis area, thighs, knees and ankles.
- Makes the body flexible for next level poses and flows.
- Responsible for a healthy immune system.
- Activates Mooladhara (root), Swadhisthana (sacral) and Ajna (third eye) Chakras.
- Brings stability and self-awareness.
- Helps eradicate all the negativity and brings emotional balance.
- Efficient functioning of the respiratory system.
- Helps improve the central nervous system.
- Energises the body with deep breathing.
- Boosts self-confidence.

LIMITATIONS

- Students with injured back and/or shoulders, severe headaches or migraine, recent surgery or an old surgery related to the abdominal area, pregnant women in their third trimester, avoid this practice.
- If senior citizens feel uncomfortable, they should take the advice of a yoga teacher.



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

The Hindu Tamil • Chennai • 22 Jan, 2025

T.N. politicians will eat beef but mock cow urine: Tamilisai

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	182	N/A	Bottom Center	537879	416.52K

ஆயுர்வேதத்தில் மாட்டு கோமியமே 'அமிர்த நீர்'

80 வகை நோய்களுக்கு மருந்து என தமிழிசை கருத்து

சென்னை

ஆயுர்வேதத்தில் மாட்டுக் கோமியத்தை 'அமிர்த நீர்' என குறிப்பிடுவதாக முன்னாள் ஆளுநர் தமிழிசை தெரிவித்தார்.

சென்னையில் நேற்று நடைபெற்ற நூல் வெளியீட்டு நிகழ்ச்சிக்கு பின் செய்தியாளர்களிடம் அவர் கூறியதாவது:

தமிழகத்துக்கென ரயில்வே அமைச்சர் இருந்தால் மேலும் ரயில் திட்டங்களை கொண்டு வர முடியும். மாட்டுக்கறி சாப்பிடுகின்றனர். ஆனால், விஞ்ஞானப்பூர்வமாக ஆராய்ச்சிக்குட்பட்டு மாட்டின் சிறுநீர் மருந்தாக எடுத்துக் கொள்ளலாம் என்றால் அரசியல் கட்சியினர் எதிர்ப்பு தெரிவிக்கின்றனர். வேங்கைவயலில் குடிநீரில் மலம் கலப்பது குற்றமாத கருதாதவர்கள், ஆயுர்வேதத்தில் கோமியத்தை அமிர்தநீர் என்று விஞ்ஞானப்பூர்வமாக ஆய்வு செய்து கூறினால் குதிக்கின்றனர்.

80 வகையான நோய்களுக்கு கோமியம் மருந்தாகிறது என ஆயுர்வேதம் கூறுகிறது. இவர்களுக்கு கோமியம் குடிப்பதில் பிரச்சினையில்லை. இதனால் டாஸ்மாக் வருமானம் குறைந்துவிடுமோ என அஞ்சுகின்றனர்.

சினிமாவில் டேக் முடிந்து டேக் ஆப் செய்வதற்காக விஜய் பரந்தூர் சென்றுள்ளார். விமான நிலையம் அமைக்க மாநில அரசு தான் நிலத்தை தேர்வு செய்தது. மீனம்பாக்கம், பெங்களூரு நெடுஞ்சாலை ஆகியவற்றை எளிதில் அணுக வேண்டும் என்பதால் மாநில அரசு தேர்வு செய்த நிலத்தை மத்திய அரசு ஏற்றுக் கொண்டது. இவ்வளவு நாள் கழித்து இடத்தை மாற்றச் சொல்லும் விஜய்யின் எண்ணம் பொது நலமா, சுயநலமா. இவ்வாறு அவர் தெரிவித்தார்.

செல்வபெருந்தகை விமர்சனம்

இதற்கிடையே, தமிழசைக்கு பதிலளித்து தமிழக காங்கிரஸ் தலைவர் செல்வபெருந்தகை தனது எக்ஸ் வலைதளப் பக்கத்தில் வெளியிட்ட பதிவு:

ஆங்கிலத்தில் மருத்துவம் பயின்ற தமிழிசைக்கு மாமிசத்துக்கும், கழிவுக்கும் வித்தியாசம் தெரியாதது கொடுமை. ஆயுர்வேதத்தில் இருக்கிறது என்பதால், கண்ணை மூடிக்கொண்டு அனைத்தையும் நம்ப வேண்டுமா, மாட்டின் கழிவு நீரான சிறுநீரை அமிர்தநீர் என்று பாஜகவில் உள்ளவர்களால் தான் சொல்லமுடியும். இவர்கள் இவ்வாறு சொல்லாவிட்டால் தான் அதிசயம்.

இதுபோன்ற அமிர்தநீர் ஆராய்ச்சிகொண்ட கருத்துகளை இவர்கள் வெளிநாடுகள் செல்லும் போது சொல்லமுடியுமா, வடநாடுகளில், மாட்டை வைத்து அரசியல் செய்து, ஆதாயம் தேடியது போல இங்கேயும் மாட்டரசியல் செய்ய வேண்டாம். இவ்வாறு தெரிவித்துள்ளார்.

Daily Thanti • Chennai • 22 Jan, 2025

INDIAN MEDICAL COUNCIL HEOMEOPATHY COURES HEAVY COMPATIONS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	222	N/A	Bottom Center	154496	2M

இந்திய மருத்துவம், ஓமியோபதி படிப்புகளுக்கும் கடும் போட்டி

சித்தா படிப்பில் ஒரு இடம் கூட காலியாக இல்லை

சென்னை, ஜன.22-
இந்திய மருத்துவம், ஓமியோபதி படிப்புகளுக்கு இந்த ஆண்டு கடும் போட்டி இருந்துள்ளது. சித்தா படிப்பில் ஒரு இடம் கூட காலியாக இல்லை.

இந்திய மருத்துவம்-ஓமியோபதி

இந்திய மருத்துவம்-ஓமியோபதி துறையின் கீழ் சென்னை அரும்பாக்கம் அறிஞர் அண்ணா அரசு இந்திய மருத்துவமனை வளாகத்தில் சித்தா, யுனானி மருத்துவக் கல்லூரி மற்றும் திருநெல்வேலி, மதுரை, கன்னியாகுமரி உள்பட 5 அரசு கல்லூரிகள் இருக்கின்றன. இதுதவிர 30 தனியார் கல்லூரிகளும் செயல்பட்டு வருகின்றன.

2024-25-ம் கல்வியாண்டில் அரசு கல்லூரிகளில் சித்தா, யுனானி, ஆயுர்வேதா, ஓமியோபதி படிப்புகளில் மொத்தம் 321 இடங்கள் இருந்தன. அதில் அகில இந்திய ஒதுக்கீட்டுக்கு 49 இடங்கள் போக மீதமுள்ள 272 இடங்கள் மாநில அரசுக்கு ஒதுக்கப்பட்டன. இதேபோல், தனியார் கல்லூரிகளில் 1341 அரசு ஒதுக்கீட்டு இடங்கள், 569 நிர்வாக ஒதுக்கீட்டு இடங்கள் இருந்தன.

கடும் போட்டி

இந்த இடங்களுக்கான கலந்தாய்வு நீட் தேர்வு மதிப்பெண் அடிப்படையில் நடந்து முடிந்து இருக்கிறது. அரசு கல்லூரிகளில் சித்தா, யுனானி, ஆயுர்வேதா, ஓமியோபதி என அனைத்து படிப்புகளில் ஒரு இடங்கள் கூட காலியாக இல்லை. அனைத்து இடங்களும் நிரம்பிவிட்டன.

தனியார் கல்லூரிகளை பொறுத்தவரையில், யுனானி படிப்புக்கு அங்கீகாரம் வழங்கப்படவில்லை. அதுதவிர, சித்தா, ஆயுர்வேதா, ஓமியோபதி படிப்புகளுக்கான காலி இடங்களுக்கு நடந்த கலந்தாய்வில் சித்தா படிப்பில் அனைத்து இடங்களும் நிரம்பிய நிலையில், ஆயுர்வேதாவில் 5 இடங்களும், ஓமியோபதியில் 19 இடங்களும் மட்டுமே காலியாக உள்ளன.

கடந்த ஆண்டுகளுடன் ஒப்பிடுகையில், 2024-25-ம் ஆண்டு மாணவர் சேர்க்கையில் கடும் போட்டி காணப்பட்டதாக மாணவர் சேர்க்கைக் குழு அதிகாரிகள் தெரிவித்தனர்.

கட்-ஆப் மதிப்பெண்

உதாரணமாக கடந்த 2023-24-ம் ஆண்டில் சித்தா படிப்பில் கட்-ஆப் மதிப்பெண் (நீட் தேர்வு மதிப்பெண்) 423 ஆக இருந்தது. ஆனால் 2024-25-ம் ஆண்டில் சித்தா படிப்பில் சேர்ந்த முதல் மாணவருடைய கட்-ஆப் மதிப்பெண் 592 ஆக இருந்தது குறிப்பிடத்தக்கது. பெரும்பாலும் 500 கட்-ஆப் மதிப்பெண்களுக்கு மேல் பெற்றவர்கள் பலர் இந்திய மருத்துவம், ஓமியோபதி படிப்புகளில் சேர்ந்துள்ளனர்.

இதற்கு பல்வேறு காரணங்கள் சொல்லப்பட்டாலும், எம்.பி.பி.எஸ். உள்ளிட்ட மருத்துவ படிப்புகளுக்கு கட்-ஆப் மதிப்பெண் ஒவ்வொரு ஆண்டும் அதிகரித்து கொண்டே செல்வதால், நீட் தேர்வை ஒவ்வொரு ஆண்டும் எழுதி மருத்துவப் படிப்புகளுக்காக காத்திருக்கும் மாணவர்கள் சோர்வடைந்து வருவதாகவும், அவ்வாறு சோர்வடைந்த மாணவர்களுடன் படித்தவர்கள் பட்டப்படிப்பை நிறைவு செய்யும் சூழலை உணர்ந்திருப்பதால், இனியும் தாமதிக்கக் கூடாது என இந்திய மருத்துவம், ஓமியோபதி படிப்புகளில் சேர ஆர்வம் காட்டியதாகவும் சொல்லப்படுகிறது.

Aaj Samaj • Delhi • 22 Jan, 2025

Haryana mein yog ayog av ayush vibhag ki aor se schools mein karvaya jaa raha surya namaskar ka pras...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	462	N/A	Bottom Left	69334	898.28K

हरियाणा योग आयोग एवं आयुष विभाग की ओर से स्कूलों में करवाया जा रहा सूर्य नमस्कार का प्रशिक्षण

मनोज वर्मा



कैथल। जिला आयुर्वेदिक अधिकारी डॉ. शकुंतला दहिया ने बताया कि हरियाणा योग आयोग एवं आयुष विभाग के संयुक्त तत्वाधान में शिक्षा विभाग, खेल विभाग के सहयोग से जिला भर के निजी एवं सरकारी विद्यालयों, खेल नर्सरियों में आयुष योग सहायकों के माध्यम से सूर्य नमस्कार का प्रशिक्षण करवाया जा रहा है।

इसके साथ ही हरियाणा सरकार द्वारा संचालित सूर्य नमस्कार ऑनलाइन पोर्टल पर पंजीकरण भी किया जा रहा है। इसी कड़ी में ओएसडीएवी पब्लिक स्कूल कैथल में प्रधानाचार्य अंजू तंवर के सहयोग से आयुष योग सहायक संजू आर्या द्वारा विद्यालय के प्रांगण में बच्चों को सूर्य नमस्कार का प्रशिक्षण दिया गया। जिला आयुर्वेदिक अधिकारी डॉ. शकुंतला दहिया ने कहा कि जिला खेल एवं योगासन अकादमी के सचिव कुलदीप धीमान के निदेर्शानुसार बच्चों को योग को अपने दैनिक जीवन में अपनाने की प्रेरणा दी जाती है।

उन्होंने कहा कि सूर्य नमस्कार से शरीर में ऊर्जा का स्तर बढ़ता है एवं मानसिक रूप से शरीर को शांति मिलती है, जिससे पढ़ाई में एकाग्रता बढ़ती है। उन्होंने कहा कि सूर्य नमस्कार हमारे भारत की प्राचीन व्यायाम पद्धति रही है, हमारे पूर्वजों ने सूर्य नमस्कार के अभ्यास के माध्यम से ही सैकड़ों वर्ष जीवन जिया है।

गांव पबनावा के राजकीय वरिष्ठ माध्यमिक विद्यालय में सूर्य नमस्कार की ट्रेनिंग रेखा देवी एवं सुनील कुमार द्वारा दी गई। जिसमें रेखा ने बताया कि बच्चों ने सूर्य नमस्कार प्रशिक्षण कार्यक्रम में बढ़-चढकर भाग लिया एवं विद्यालय का पूर्ण सहयोग रहा। उन्होंने बताया कि आयुष विभाग द्वारा सूर्य नमस्कार प्रशिक्षण कार्यक्रम जोरो पर है, सूर्य नमस्कार की ट्रेनिंग विद्यालयों में बच्चों को दी जा रही है। इसके बाद गांव में पंचायत के माध्यम से ग्रामीण लोगों को सूर्य नमस्कार की ट्रेनिंग दी जाएगी, विशेष रूप से युवाओं को सूर्य नमस्कार एवं व्यायाम के प्रति प्रेरित किया जाएगा, ताकि युवा नशे की तरफ नहीं जाकर अपने स्वास्थ्य के प्रति जागरूक बने।

Morning News • Jaipur • 22 Jan, 2025

Alumni meet on 7th on the 50th anniversary of Ayurveda Institute

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	98	N/A	Middle Center	11813	188.32K

आयुर्वेद संस्थान की 50वीं वर्षगांठ पर एलुमनाई मीट 7 को

मॉर्निंग न्यूज @ जयपुर। जोरावर सिंह गेट स्थित राष्ट्रीय आयुर्वेद संस्थान 7 फरवरी को अपनी स्थापना की 50वीं वर्षगांठ मनाने जा रहा है। इस अवसर पर राष्ट्रीय आयुर्वेद संस्थान की एलुमनाई एसोसिएशन द्वारा भव्य स्तर पर 1970 से लेकर 2021 बैच के पूर्व विद्यार्थियों की एलुमनाई मीट का आयोजन 24 और 25 जनवरी को किया जा रहा है।

कुलपति प्रोफेसर संजीव शर्मा ने बताया राष्ट्रीय आयुर्वेद संस्थान की 50वीं वर्षगांठ के अवसर पर एलुमनाई मीट का आयोजन किया जा रहा है। कार्यक्रम में राष्ट्रीय आयुर्वेद संस्थान से आयुर्वेद चिकित्सा में अध्ययन कर चुके 1970 बैच से 2021 बैच तक के 600 एलुमनाई भाग लेंगे। एलुमिनाई मीट कार्यक्रम में नेपाल और श्रीलंका के साथ देश के सभी राज्यों से एलुमनाई मीट में भाग लेंगे। एल्युमिनाई एसोसिएशन के सचिव और कार्यक्रम संयोजक प्रो. सुनील कुमार यादव ने जानकारी देते हुए बताया कि दो दिवसीय कार्यक्रम में कल्चर नाइट, अवार्ड सेरेमनी के साथ विभिन्न गतिविधियों का आयोजन किया जाएगा। कार्यक्रम के दौरान एलुमनाई एसोसिएशन की नई कार्यकारिणी के चुनाव भी करवाए जाएंगे। कार्यक्रम में राष्ट्रीय आयुर्वेद संस्थान की ऐतिहासिक यात्रा पर बनाई गई फिल्म को दिखाया जाएगा। कार्यक्रम में मुख्य अतिथि राष्ट्रीय आयुर्वेद संस्थान के सभी भूतपूर्व निदेशक होंगे और एल्युमिनाई की अध्यक्षता राष्ट्रीय आयुर्वेद संस्थान के कुलपति प्रो. संजीव शर्मा और जोधपुर आयुर्वेद विश्वविद्यालय के कुलपति प्रो. प्रदीप कुमार प्रजापति करेंगे।

Kalakaumudi • Kochi • 21 Jan, 2025

Kerala achieved historical advantage

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Malayalam	1036	N/A	Top Left	39350	600K

ആദ്യ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ

കേരളത്തിന് ചരിത്ര നേട്ടം

ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിൽ

തിരുവനന്തപുരം: നാഷണൽ സാമ്പിൾ സർവേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബന്ധിച്ച് നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫീസ് ജൂലൈ 2022 മുതൽ ജൂൺ 2023 വരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ കേരളത്തിന് മുൻതൂക്കം. ആയുർവേദം, ഹോമിയോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബന്ധിച്ചാണ് ആദ്യമായി അഖിലേന്ത്യാ സർവേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ പ്രദേശങ്ങളേയും നഗര പ്രദേശങ്ങളേയും ഉൾക്കൊള്ളിച്ച് കൊണ്ടായിരുന്നു സർവേ. രോഗ പ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റുമുള്ള ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൃഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവുകൾ എന്നിവയെപ്പറ്റിയും സർവേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് ആയുഷ് മേഖലയിൽ നടത്തി വരുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാമ്പിൾ സർവേ ഫലം കാണിക്കുന്നതെന്ന് ആരോഗ്യ വകുപ്പ് മന്ത്രി വീണാ ജോർജ് പറഞ്ഞു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മൂന്നിരട്ടിയോളം വർധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയിട്ടുള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേശഭരണ സ്ഥാപനങ്ങളിലും ആയുർവേദ ഹോമിയോ സ്ഥാപനങ്ങൾ നിലവിൽ വന്നുകഴിഞ്ഞു. 700-ഓളം ആയുഷ് ഹെൽത്ത് & വെൽനെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപിച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവിഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാരാളമായി ആശ്രയിച്ചു. മികച്ച സൗകര്യങ്ങളാലും ഗുണമേന്മയുള്ള ചികിത്സയാലും ആയുഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർധിച്ചിട്ടുണ്ട്. ഇത് കൂടാതെ വിവിധ മാധ്യമങ്ങൾ വഴി ശക്തമായ അവബോധമാണ് ആയുഷ് മേഖലയിൽ നടത്തിവരുന്നത്. ഇതെല്ലാമാണ് ദേശീയ ശരാശരിയേക്കാളും ഉയർന്നതോതിൽ ആയുഷ് ചികിത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം തുടങ്ങിയ കാര്യങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാരണമെന്നും മന്ത്രി വ്യക്തമാക്കി.ആയുഷ് ശാഖകളെ പറ്റിയുള്ള അവബോധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവേ പ്രകാരം ആയുഷ് ആരോഗ്യ ശാഖകളെ പറ്റിയുള്ള അവബോധം കേരളത്തിലെ നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. കേരളത്തിലെ ആയുഷ് മേഖലയെപ്പറ്റി സമഗ്രവും ആഴത്തിലുള്ളതുമായ വിവരങ്ങളാണ് ദേശീയ സാമ്പിൾ സർവ്വേ വഴി ലഭിച്ചിട്ടുള്ളത്. 98 ശതമാനം ആൾക്കാരിലും ആയുഷ് ശാഖകളെ കുറിച്ച് വ്യക്തമായ അറിവുണ്ട്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ചികിത്സ ആവശ്യങ്ങൾക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാനം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശതമാനം പേരും ആയുർവേദ ശാഖ ഉപയോഗിക്കുന്നതായി കണ്ടെത്തിയിട്ടുണ്ട്. ഔഷധ സസ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോഗിക്കുന്നതിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കും കൃത്യമായിട്ടുള്ള അവബോധമുണ്ട്.

The New Indian Express • Chennai • 21 Jan, 2025

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	669	N/A	Top Right	882626	246.4K

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners to achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

- Keep a bolster and blocks handy. Place the bolster on the sides of your hips and blocks in front of you. Align the body in Thunderbolt Pose Variation On Toes. Stay for a few breaths here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thighs resting on the bolster. Keep your forearms grounded with the fingers pointing front.
- Grab the blocks and place the wider side on the floor in place of the elbows. Rest your elbows on blocks on the respective side. You could also use a pillow, books, cushion, or bolster to support your elbows.
- Hands must be in L-shape, with your forearms parallel to the floor and palms facing down.
- Stay here for about six breaths or as per your body's comfort. Look front.
- Keep your legs together and toes pointing back. Adjust the bolster and blocks as per comfort.
- Slowly release the pose and come back to Vajrasana Variation On Toes.
- Remove the bolster and relax in Balasana. Finally, relax in Reverse Corpse Pose Head Sideways.

LIMITATIONS

- People who have a spine injury or stiff back should take this asana slow or better yet, avoid.
- Those with neck issues or spondylitis should keep the neck relaxed and look down, keeping the chin close to the chest. Incase of discomfort, discontinue the practice.
- Pregnant women should avoid this pose.

BENEFITS

- Helpful to understand the body.
- Strengthens the knee,ankle, and hip joints, spine, and psoas muscles, activates the core, and improves pelvic stability.
- Encourages the sthiram and sukham.
- Releases the tension from the hips, back, neck, and shoulders.
- Alleviates sciatica or mild lower back pain.
- Helps with asthma, cold or other respiratory disorders.
- Suitable practice for seniors.
- Plays an essential role in walking and controlling the hip and knee movement.
- Daily practise can loosen and strengthen TFL muscles.
- Stimulates the Root, Sacral and Solar Plexus Chakras and activates Anahata and Vishuddha Chakras.
- Relieves tension from the fascia.
- Stimulates kidney, bladder meridians, governs the health of urinary, reproductive, and skeletal systems of the body.
- Increases spine flexibility and makes the spinal column stronger.
- Improves the flexibility of hip joints.
- Stimulates the lungs and increases breathing capacity.
- Enhances blood flow to the cells and maintains heart rate.
- Stimulates adrenal and thyroid glands.
- Regulates the secretion of hormones and maintains the endocrine system.



By N Elumalai, PhD Scholar (Yoga Science) at

The Hindu • Hyderabad • 21 Jan, 2025

How does welfare politics translate into votes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	959	N/A	Top Left	1045122	956.08K

ABSTRACT

How does welfare politics translate into votes?

When welfare is the new normal, credit monopolisation through branding and centralisation may not necessarily fetch electoral rewards if people struggle to access welfare services

G. Sampath

Kailash, KK (2024), 'The Politics of Welfare: The BJP and the Discerning Voter,' Studies in Indian Politics, 12 (2) 228-250, 2024, Lokniti, Centre for the Study of Developing Societies.

Right from the time of its independence, India has had to contend with extreme inequality and a large population of poor people. While there have been improvements since 1947, the twin challenges of high inequality and widespread indigence remain. This has made social welfare an integral element of electoral politics.

But what is the exact dynamic that determines how welfare initiatives translate into votes, if and when they do? This paper by political scientist K.K. Kailash attempts to answer these questions using voting studies data from the National Election Studies post-poll survey in the 2024 Lok Sabha elections.

Kailash's key contention is that voters do not "cast their votes only on whether they received private (welfare) benefits but also consider factors such as their experience and well being while accessing those goods and services." One cannot assume that those who received the benefits will necessarily vote for their benefactor party. What the paper describes as "individual-level processes" – such as how easy or tough it was to access these benefits, and the overall economic well being of the voter – are also factors that influence voter choices.



Daily grind: MGNREGA workers register their work attendance in Kancheepuram in 2024. FILE PHOTO

Background of welfare politics

The paper starts off with an overview of the scholarship on welfare politics in India, grouping them into two broad streams. One set of studies have focussed on the programmatic elements: the design, implementation, delivery, outcomes, etc. The other set has looked at the influence of welfare policies on two related elements: credit attribution and voting behaviour. While the two sets of studies have bridged the gap between politics and public policy, "they do not necessarily talk to each other." This paper brings together the two strands to examine if the experience of accessing welfare matters for vote choices, and in the process, nuances long-standing debates on social service delivery and its relation to vote choice.

Before coming to the electoral impact of what has come to be described, sometimes derisively, as '*revdi* politics', it might be useful consider how welfare politics has evolved in India.

Initially, the imperative to address socio-economic inequality drove the conception of welfare programmes as part of planned economic growth. The state perforce had to play a significant role because "social forces were status quoist and would not let change happen." This paradigm changed when India switched to a market-led growth strategy. Welfarism, from being a good in itself, began to be seen as "an antidote to the limitations of the market". Welfare provisioning became an "appendage to the process of economic reforms" – a tool to ensure that reforms remained sustainable in the face of the rising inequalities and insecurities it created.

But with the advent of a dogmatic adherence to fiscal discipline and concomitant budgetary constraints, States struggled to increase investments in welfare understood in its traditional sense of public goods. For instance, investments in public healthcare and education began to stagnate. Apart from resource constraints, there was another reason why welfare policies conceived as capacity-building investments took a backseat – the outcomes "'do not conveniently materialise with the rhythm of the electoral calendar,' and made credit-claiming difficult."

Around this time, welfare witnessed another paradigm shift – to a more 'responsive' strategy, where "provisioning had to meet internationally accepted, supposedly more efficient and equitable norms and delivery mechanisms". In other words, "all government spending had to cope with the demands for market-compatible forms of state intervention". This paved the way for an extreme reliance on technology, cash subsidies, and direct income transfers – all aimed at making the outputs more tangible. Welfare delivery was reduced to "putting money in people's hands", ostensibly to bestow on them the freedom to choose what they want to do with it. Kailash argues that this reorganisation of public welfare as per market principles did two things – one, it recast citizens as 'consumers', and two, it turned welfare provisioning into an opportunity for political parties seeking to mobilise voter support.

Not only did this end up degrading welfare as a policy intervention, it also had a negative impact on long-term economic thinking and strategic provisioning of resources for capacity-building. Schemes that offered cash transfers, housing, and gas connections were 'tangible' and could be easily connected to a singular benefactor, enabling the "brand identification of parties". Thus, welfare, having started out as a policy instrument to reduce inequality, provide a safety net and build national capacity for equitable growth, has dwindled into a handy tool to offset the limitations of the market, and today serves as a "key component of the electoral arithmetic of political parties."

Centralisation, monopolising credit

Though most sectors in which schemes are implemented are in State or Concurrent lists, the paper notes that the incumbent BJP "has gone big" on centrally sponsored schemes. This "centralising thrust", accompanied by "monopolising credit through branding", as evident from the nomenclature of various centrally funded schemes, are the other key features of the current welfare regime.

To ascertain whether welfare provisioning helps bring credit and votes to the incumbent, Kailash divides voters into beneficiaries and non-beneficiaries, and further divides the former into those who benefited from one or two schemes, and those who benefited from three or more schemes. Were voters who benefited from more schemes more likely to vote for the incumbent (in the context of this study, the BJP)? Data from 2024 and preceding elections suggest, in general, they do, while non-beneficiaries and those who benefited from fewer schemes preferred the Opposition. A closer examination of the data, however, shows a more complex picture.

Votes don't always follow credit

In 2024, there was a 30-point increase in the number of people crediting the Centre compared to 2019 for the five major schemes they were asked about: the public distribution system (PDS), Ujjwala (free gas connection with cylinder), MGNREGA, Ayushman Bharat, and the housing scheme. "Given the branding and the constant reminder through advertisements in multiple spaces that these programmes were personal 'guarantees' of the prime minister, this attribution is not surprising," notes the paper. But did the credit get translated into votes? Not necessarily.

First of all, when welfare becomes the new normal, with every party competing to promise similar schemes, voters' expectations – especially about the nature of service delivery and quality of services – go up. As a result, voters tend to be more discerning about their expectations from the government. So the incumbent must "not only have a reasonable basket of programmes but also ensure their quality" and easy access for citizens. Without quality and access, claim-making could prove counter-productive. As Kailash argues, "Credit monopolisation and centralisation may not bring imagined electoral rewards if people struggle to access welfare services."

Kailash also tests the hypothesis that a 'double engine' government – the same party in power in the State and Centre – with greater welfare offerings would enable the incumbent to monopolise credit and create more partisan voters. He creates two categories of States: those ruled by the incumbent (the BJP or its allies) and those under the Opposition. The survey reveals that while the central government did get credit for welfare programmes across the country, irrespective of the party government at the State level, the incumbent at the Centre "did not get the votes even in the states ruled by the incumbent".

However, in States ruled by the Opposition, "when the voter gave credit to the state government for welfare schemes, the vote also followed." And in States with 'double-engine' governments, "the votes were split between the Opposition and the incumbent when the voter credited the state government." Where voters credited the local government, chances of voting for the opposition were higher. "The voter acknowledges but is not necessarily beholden to the scheme provider."

So why does the incumbent at the Centre, which designs and partly funds the welfare schemes, and even gets credit for them, not get the vote also? Well, "it is not the Centre that implements these programmes; the state and local governments do." When there are last-mile delivery issues, unfair exclusions and access problems, citizens "are more likely to hold those claiming credit responsible for their woes." As the paper notes, "the discerning voter is more concerned about the nature of the service rather than who provides it."

The voter's personal financial condition was another critical factor. When individuals were satisfied with their financial condition, easy access to welfare translated into votes for the incumbent (15-point advantage over the Opposition). But when the individual was unhappy with their financial condition, it did not matter if the access was easy or difficult – the Opposition benefited. Those who were unhappy with their financial condition, and found it tough to access welfare, were most likely to vote for the Opposition.

In conclusion, it would be fair to say there are limits to credit-claiming and welfare branding. As the paper concludes, "welfare beneficiaries are no longer passive recipients but have become discerning consumers." If welfare provisioning is now an integral element of voter mobilisation, then governments will have to focus more on improving access as well as other dimensions of the economy that impact personal economic well being.

A more discerning voter thus creates space for the Opposition by seeking accountability from the credit-claiming incumbent.

The Morning Standard • Delhi • 21 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	602	N/A	Middle Right	289102	300K

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

- Keep a bolster, and blocks handy. Place the bolster on the sides of your hips and blocks in front of you. Align the body in Thunderbolt Pose Variation On Toes. Stay for a few breaths here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thighs resting on the bolster. Keep your forearms grounded with the fingers pointing front.
- Grab the blocks and place the wider side on the floor in place of the elbows. Rest your elbows on blocks on the respective side. You could also use a pillow, books, cushion, or bolster to support your elbows.
- Hands must be in L-shape, with your forearms parallel to the floor and palms facing down.
- Stay here for six breaths or as per your body's comfort. Look in front.
- Keep your legs together and toes pointing back. Adjust the bolster and blocks as per comfort.
- Slowly release the pose and come back to Vajrasana Variation On Toes.
- Remove the bolster and relax in Balasana. Finally, relax in Reverse Corpse Pose Head Sideways.

LIMITATIONS

- People who have a spine injury or stiff back should take this asana slow or better yet, avoid.
- Those with neck issues or spondylitis should keep the neck relaxed and look down, keeping the chin close to the chest. Incase of discomfort, discontinue the practice.
- Pregnant women should avoid this pose.

BENEFITS

- Helpful to understand the body.
- Strengthens the knee, ankle, hip joints, spine, psoas muscles, activates the core, and improves pelvic stability.
- Encourages the sthiram and sukham.
- Releases the tension from the hips, back, neck, and shoulders.
- Alleviates sciatica or mild lower back pain.
- Helps with asthma, cold or other respiratory disorders.
- Suitable practice for seniors.
- Plays an essential role in walking and controlling the hip and knee movement.
- Daily practise can loosen and strengthen TFL muscles.
- Stimulates the Root, Sacral and Solar Plexus Chakras and activates Anahata and Vishuddha Chakras.
- Relieves tension from the fascia.
- Stimulates kidney, bladder meridians, and governs the health of urinary, reproductive, and skeletal systems of the body.
- Increases spine flexibility and makes the spinal column stronger.
- Improves flexibility of hip joints.
- Stimulates the lungs and increases breathing capacity.
- Enhances blood flow to the cells and maintains heart rate.
- Stimulates adrenal and thyroid glands. Regulates the secretion of hormones and maintains the endocrine system.



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

Mint • Hyderabad • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	466	N/A	Bottom Left	116497	45K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking? 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

The Daily Guardian • Chandigarh • 21 Jan, 2025

Yoga to reduce stress and anxiety

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	572	N/A	Bottom Right	57203	N/A

Yoga to reduce stress and anxiety

HIMALAYAN SIDDHAA AKSHAR



Yoga, an ancient practice originating from India, has been widely embraced for its numerous physical, mental, and spiritual benefits. Among these benefits, stress reduction stands out as one of the most significant. Stress, if left unchecked, can lead to a host of lifestyle diseases, including hypertension, heart disease, diabetes, and depression. Fortunately, yoga offers a powerful arsenal of breathing techniques and poses that can effectively combat stress and mitigate the risk of these debilitating conditions.

BREATHING TECHNIQUES

1. Pranayama: Pranayama, or breath control, is a fundamental aspect of yoga practice. One of the most widely practiced pranayama techniques is Nadi Shodhana, also known as Alternate Nostril Breathing. This technique involves alternating the breath between the two nostrils, creating a calming effect on the mind and body. By balancing the flow of oxygen, it promotes relaxation, reduces anxiety, and lowers blood pressure.

2. Bhramari Pranayama: Bhramari Pranayama, or the Humming Bee Breath, involves making a humming sound while exhaling. This technique is particularly effective in reducing stress and promoting a sense of tranquility. The vibrations created by humming are believed to stimulate the vagus nerve, which plays a crucial role in regulating the body's stress response.

3. Kapalabhati Pranayama: Kapalabhati Pranayama, or the Skull Shining Breath, is an energizing breathing technique that involves forceful exhalations followed by passive inhalations. This technique is known to improve respiratory function, increase oxygen supply to the brain, and promote a sense of alertness and mental clarity.

HEALING WALK

Lift your arms up keeping them at shoulder width distance. Now, start walking with your arms raised in this position and your hands can be up in the air for 1-3 minutes. Initially this may not be possible as you will have to train the muscles of your arms and shoulders and strengthen them. Build up to 1-3 minutes gradually by starting of with a minute increase and so on until you are physically capable enough with the strength required to hold your arms up for 1-3 minutes straight.

One round practice will require you to perform a minimum of three sets of these walks of minimum 1-3 minutes each.





YOGA POSES

1. Child's Pose (Balasana): This gentle forward bend is an excellent pose for relaxation and stress relief. By folding the body over the thighs, it helps release tension in the back, shoulders, and neck. The calming effects of this pose can lower blood pressure and promote a sense of tranquility.

2. Standing Forward Bend (Padahasthasana): This forward fold stretches the hamstrings and lower back while also providing a gentle inversion. By allowing the head to hang below the heart, it promotes relaxation and can help alleviate stress, anxiety, and insomnia.

3. Corpse Pose (Savasana): Savasana, or the Corpse Pose, is a restorative pose typically practiced at the end of a yoga session. By lying flat on the back with the eyes closed, it encourages complete relaxation of the body and mind. This pose has been shown to lower cortisol levels, the hormone associated with stress, and promote a sense of calmness and well-being.

The impact of these breathing techniques and yoga poses on stress is profound. By reducing stress levels, they can effectively lower blood pressure, improve cardiovascular health, and enhance glucose metabolism, thereby reducing the risk of hypertension, heart disease, and diabetes. Additionally, the relaxation and mindfulness cultivated through these practices can alleviate symptoms of depression and anxiety, promoting better mental health and overall well-being.

Incorporating yoga into one's daily routine can be a powerful preventive measure against lifestyle diseases. By cultivating a mindful approach to stress management, individuals can not only improve their physical health but also enhance their overall quality of life. As the ancient wisdom of yoga meets modern scientific research, the benefits of these age-old practices continue to be unveiled, offering a holistic path to a healthier and more balanced existence.

The author is the founder of Akshar Yoga Kendraa.

Mint • Kolkata • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	505	N/A	Bottom Left	151360	55K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking?' 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

The New Indian Express • Bengaluru • 21 Jan, 2025

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	117	City Express	Top Right	116542	177.8K

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners to achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

- Keep a bolster and blocks handy. Place the bolster on the sides of your hips and blocks in front of you. Align the body in Thunderbolt Pose Variation On Toes. Stay for a few breaths here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thighs resting on the bolster. Keep your forearms grounded with the fingers pointing front.
- Grab the blocks and place the wider side on the floor in place of the elbows. Rest your elbows on blocks on the respective side. You could also use a pillow, books, cushion, or bolster to support your elbows.
- Hands must be in L-shape, with your forearms parallel to the floor and palms facing down.
- Stay here for about six breaths or as per your body's comfort. Look front.
- Keep your legs together and toes pointing back. Adjust the bolster and blocks as per comfort.
- Slowly release the pose and come back to Vajrasana Variation On Toes.
- Remove the bolster and relax in Balasana. Finally, relax in Reverse Corpse Pose Head Sideways.

LIMITATIONS

- People who have a spine injury or stiff back should take this asana slow or better yet, avoid.
- Those with neck issues or spondylitis should keep the neck relaxed and look down, keeping the chin close to the chest. Incase of discomfort, discontinue the practice.
- Pregnant women should avoid this pose.

BENEFITS

- Helpful to understand the body.
- Strengthens the knee, ankle, and hip joints, spine, and psoas muscles, activates the core, and improves pelvic stability.
- Encourages the sthiram and sukham.
- Releases the tension from the hips, back, neck, and shoulders.
- Alleviates sciatica or mild lower back pain.
- Helps with asthma, cold or other respiratory disorders.
- Suitable practice for seniors.
- Plays an essential role in walking and controlling the hip and knee movement.
- Daily practise can loosen and strengthen TFL muscles.
- Stimulates the Root, Sacral and Solar Plexus Chakras and activates Anahata and Vishuddha Chakras.
- Relieves tension from the fascia.
- Stimulates kidney, bladder meridians, governs the health of urinary, reproductive, and skeletal systems of the body.
- Increases spine flexibility and makes the spinal column stronger.
- Improves the flexibility of hip joints.
- Stimulates the lungs and increases breathing capacity.
- Enhances blood flow to the cells and maintains heart rate.
- Stimulates adrenal and thyroid glands.
- Regulates the secretion of hormones and maintains the endocrine system.



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

Virat Vaibhav • Delhi • 21 Jan, 2025

Ayu ki pretyek awastha mein behtar jivan jine ka pramanik marg hai ayurved: CM Mohan Yadav

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	Hindi	180	N/A	Middle Center	216313	625K

आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रामाणिक मार्ग है आयुर्वेद: मुख्यमंत्री मोहन यादव

वैभव न्यूज ■ भोपाल



मुख्यमंत्री डॉ मोहन यादव ने कहा है कि आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को साकार कर जीवते शरद शतम् के भाव को सिद्ध किया जा सकता है। आयुर्वेद, आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है। परमात्मा ने प्रकृति में ही हर व्याधि के लिए औषधि दी है, इस तथ्य का सर्वाधिक ज्ञान और उसे व्यवहार में लाने की क्षमता आयुर्वेद में नीहित है। वनस्पतियों की जानकारी और योग की क्षमता से व्यक्ति स्वस्थ रहने के मार्ग का अनुसरण कर सकता है। आयुर्वेद हजारों साल पुरानी परंपरा है, संपूर्ण विश्व इसका अनुसरण करने के लिए तत्पर है और भारत आयुर्वेद की विधा का राजदूत है। प्रधानमंत्री नरेन्द्र मोदी ने भारतीय ज्ञान परंपरा की इस विधा को वैश्विक स्तर पर विस्तार देने में महत्वपूर्ण योगदान दिया है। मुख्यमंत्री डॉ. यादव ने अगला आयुर्वेद पर्व सिंहस्थ 2028 के अवसर पर उज्जैन में करने के लिए आमंत्रण देते हुए कहा कि राज्य सरकार इस पर्व की आयोजक होगी। मुख्यमंत्री डॉ. यादव सोमवार को 21वें आयुर्वेद पर्व-2025 के अंतर्गत राष्ट्रीय सेमिनार के उद्घाटन-सत्र को संबोधित कर रहे थे। मुख्यमंत्री डॉ. यादव ने कहा कि प्रदेश में 11 आयुर्वेदिक कॉलेज आरंभ किए जाएंगे। नई शिक्षा नीति के प्रावधान अनुसार विश्वविद्यालयों को आयुर्वेदिक, मेडिकल सहित अन्य सभी प्रकार के कोर्स संचालित करने की अनुमति राज्य सरकार द्वारा प्रदान की गई है। आयुर्वेद में पैरामेडिकल, नर्सिंग आदि कोर्सेज चलाने की व्यवस्था की जाएगी। आयुष से संबंधित क्लीनिक और नर्सिंग होम पंजीयन का कार्य आयुष विभाग को सौंपा जाएगा। स्वास्थ्य विभाग के समान आयुष में भी सेवानिवृत्ति आयु 65 वर्ष की जाएगी। आयुष विभाग की क्रय नीति में आवश्यक संशोधन कर उसे सरल बनाया जाएगा। प्रदेश में आयुर्वेदिक उत्पादों की इकाई स्थापित करने पर राज्य शासन की ओर से सहयोग प्रदान किया जाएगा। उज्जैन में सिंहस्थ के लिए आयुर्वेदिक संस्थानों को भी स्थाई निर्माण के लिए भूमि उपलब्ध कराई जाएगी।

Deshabhimani • Kochi • 21 Jan, 2025

Ayush treatment: Kerala is above national average

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Malayalam	713	N/A	Middle Center	299463	303.15K

ആയുഷ് ചികിത്സ: കേരളം ദേശീയ ശരാശരിയെക്കാൾ മുന്നിൽ

സ്വന്തം ലേഖിക

തിരുവനന്തപുരം

പ്രഥമ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ ദേശീയ ശരാശരിയേക്കാൾ മുന്നിലെത്തി കേരളം. നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫീസ് 2022 ജൂലൈ മുതൽ 2023 ജൂൺവരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിലാണ് കേരളത്തിന്റെ നേട്ടം. ആയുഷ് ആരോഗ്യ ശാഖ അവബോധം കേരളത്തിലെ



നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവുമാണ്. ദേശീയ ശരാശരി 90നും 95നും ഇടയിലാണ്. കേരളത്തിൽ നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമങ്ങളിലുള്ള 38.64 ശതമാനംപേരും നഗരങ്ങളിലുള്ള 31.98 ശതമാനംപേരും ആയുർവേദ ശാഖ ഉപയോഗിക്കുന്നതായും കണ്ടെത്തി.

ആയുർവേദം, ഹോമിയോപ്പതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യശാഖകളെ സംബന്ധിച്ച് ആദ്യമായാണ് അഖിലേന്ത്യാ സർവേ നടത്തിയത്. ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ചായിരുന്നു സർവേ. രോഗപ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൃഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, പാരമ്പര്യ അറിവുകൾ എന്നിവയും സർവേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് നടത്തുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ സർവേഫലമെന്ന് ആരോഗ്യമന്ത്രി വീണാ ജോർജ് പറഞ്ഞു.

ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മൂന്നിരട്ടി വർധനയാണ് ഈ സർക്കാർ വരുത്തിയത്. കേരളത്തിലെ എല്ലാ തദ്ദേശ സ്ഥാപനങ്ങളിലും ആയുർവേദ ഹോമിയോ സ്ഥാപനങ്ങൾ പ്രവർത്തിക്കുന്നുണ്ടെന്നും മന്ത്രി പറഞ്ഞു.

Mint • Delhi • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	487	N/A	Middle Left	389313	465K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking? 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

Mint • Delhi • 21 Jan, 2025

Women, skip the bro-split and try the flow-split

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	312	N/A	Top Right	249380	465K

ISTOCKPHOTO



Women, skip the bro-split and try the flow-split

Exercise plans aligned to menstrual cycles can be effective for women

Pulasta Dhar
lounge@livemint.com

Should women switch from the bro-split to the flow-split?" An Instagram post I saw recently posed this question using clever gym jargon. A bro-split is a mostly male-driven division of workouts according to muscle groups or the way muscles move. A good example of this is having push-pull-legs or chest day, leg day, back day and so on. A flow-split— working out according to their menstrual cycle —is what a lot of trainers and even gynaecologists are suggesting women should try out these days. Much of this has to do with estrogen levels in the body. "High estrogen levels make it easier for you to approach cardio and HIIT (High Intensity Interval Training) with more enthusiasm. During ovulation, when the body is getting ready to get pregnant, is when you will feel the fittest in your cycle," says Devika Chopra, who is an obstetrician and gynaecologist based in Mumbai.

Chopra, 40, has been working out for as long as she can remember. She has tried all sorts of workout methods including the bro-split. Over the last few years, she has started advising her patients to exercise according to what she calls "the life-stage of the woman's body". An example she uses is how a lot of women, once they hit menopause, develop a waddle-like walk because of a weaker pelvic girdle. "This leads to a protruding stomach, so post 40, remember to train the pelvic muscles along with glutes, upper hamstrings, and core training. The age-group and what hormone is predominant in that part of our life is extremely important to understand how the body reacts."

The ovulation phase is a good time to do cardio as estrogen levels are high

Fitness trainer Priyanka Lahiri concurs with a lot of what Chopra says but adds, "I would not change my split unless my goals are changing. Instead— and this is difficult for a lot of my clients—I try to push them even more when they are feeling bogged down by hormonal changes during the period cycle."

Lahiri says that it is important to target certain activities during phases, but to change things around too much would "add another layer of complication to the already complicated relationship between women and exercising." Lahiri, instead, is more interested in focusing on the benefits of training. "This is mainly because happy hormones like oxytocin levels increase when you workout. The blood flow increases to all the muscles, and the sense of achievement post working out helps you counter the mood swings that come with a period," she says.

Some might wonder about the role of testosterone in all this. A Healthline article reviewed by California-based gynaecologist Stacy A. Henigsman, titled, *How to Use Cycle Syncing To Connect With Your Body*, suggests a small spike in testosterone levels around ovulation. There are other factors to consider too such as period pain intensity and sleep quality while determining how much and what kind of workouts one can do. But exercising can make these factors better. "Use the cycle as an advantage rather than as a reason to not workout. Yes, some phases have advantages, so make complete use of that," says Lahiri.

Mint • Mumbai • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	492	N/A	Bottom Left	319954	355K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking?' 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

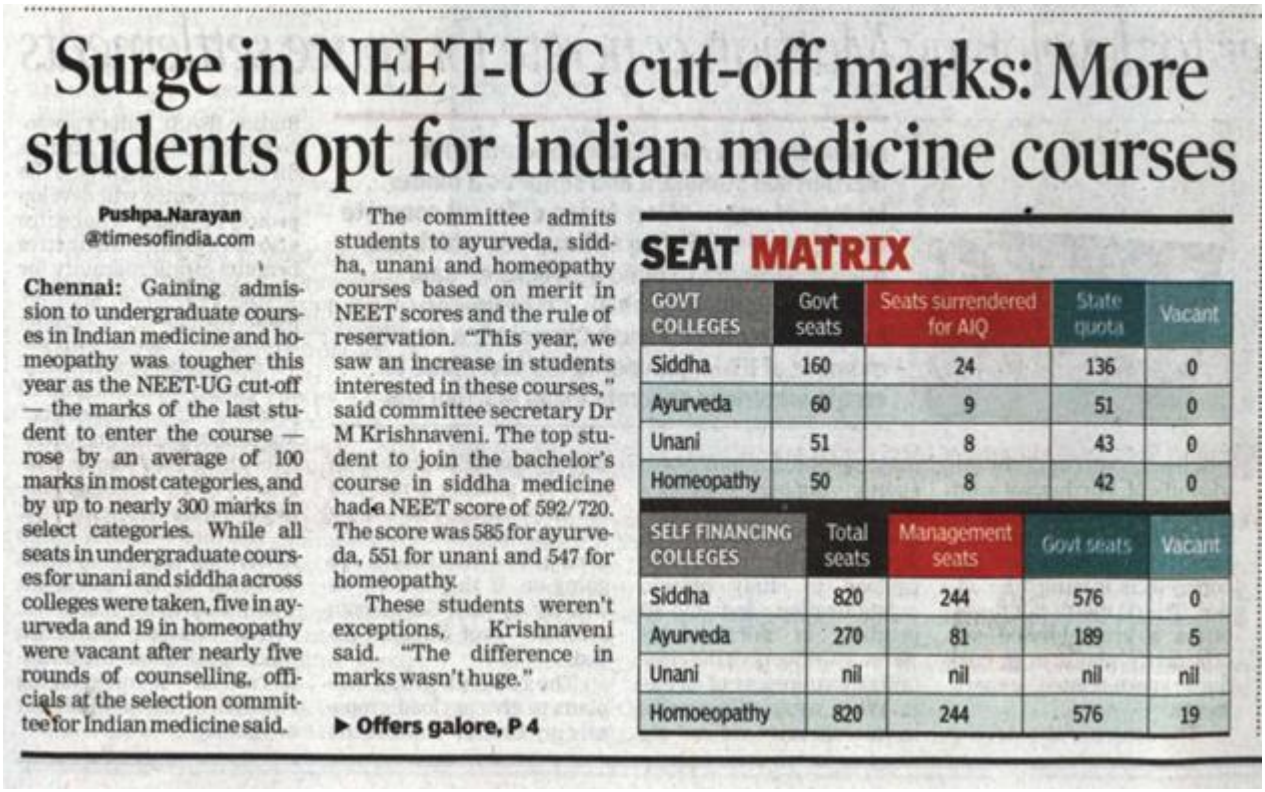
Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

The Times of India • Chennai • 21 Jan, 2025

Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 4	English	258	N/A	Bottom Center,Bottom Right	512122	1.27M



Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses

Pushpa.Narayan
@timesofindia.com

Chennai: Gaining admission to undergraduate courses in Indian medicine and homeopathy was tougher this year as the NEET-UG cut-off — the marks of the last student to enter the course — rose by an average of 100 marks in most categories, and by up to nearly 300 marks in select categories. While all seats in undergraduate courses for unani and siddha across colleges were taken, five in ayurveda and 19 in homeopathy were vacant after nearly five rounds of counselling, officials at the selection committee for Indian medicine said.

The committee admits students to ayurveda, siddha, unani and homeopathy courses based on merit in NEET scores and the rule of reservation. "This year, we saw an increase in students interested in these courses," said committee secretary Dr M Krishnaveni. The top student to join the bachelor's course in siddha medicine had a NEET score of 592/720. The score was 585 for ayurveda, 551 for unani and 547 for homeopathy.

These students weren't exceptions, Krishnaveni said. "The difference in marks wasn't huge."

▶ Offers galore, P 4

SEAT MATRIX

GOVT COLLEGES	Govt seats	Seats surrendered for AIQ	State quota	Vacant
Siddha	160	24	136	0
Ayurveda	60	9	51	0
Unani	51	8	43	0
Homeopathy	50	8	42	0

SELF FINANCING COLLEGES	Total seats	Management seats	Govt seats	Vacant
Siddha	820	244	576	0
Ayurveda	270	81	189	5
Unani	nil	nil	nil	nil
Homoeopathy	820	244	576	19

'Offers galore for Ayush'

▶ From, P 1

Krishnaveni said the last candidate to join siddha had a score of 539. "Barring unani, where the cut-off was 433, all others had a cut-off above 500," she said. In 2023, the cut-off for siddha was 423, followed by 412 for ayurveda and 405 for homeopathy. The unani cut-off was 231 in 2023 compared to 433 in 2024. Barring unani, the cut-off for all courses in reserved categories was above 400 this year, while students with scores as low as 120 joined these courses last year.

Experts say the rise in cut-offs was expected as the MBBS cut-offs have increased several-fold over the past few years. In 2024, the cut-off for MBBS in the general category for govt medical colleges was 650, while for self-financing colleges it was above 600. In reserved categories, it was around 470. "Many students who have written NEET-UG several times are tired. They don't want to wait and try another year as it gets tougher with each passing year," said Manickavel Arumugam, who counsels students.

Students and parents agree. "My nephew missed MBBS by two marks. He passed out in 2020 and most of his friends have graduated. We know we can't afford to pay fees in private colleges. So, he decided to join siddha this year," said Rajkumar E, who works for a pharmaceutical company. "Many AYUSH graduates now have offers from clinics, pharma companies and govt," he said.

The Hindu • Delhi • 21 Jan, 2025

Court gives 24-year-old woman death sentence in murder case

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	100	N/A	Bottom Left	75136	682.81K

Court gives 24-year-old woman death sentence in murder case

The Hindu Bureau
THIRUVANANTHAPURAM

A local court on Monday sentenced a 24-year-old woman to death for the murder of a youth with whom she was in a relationship. The sentence will have to be confirmed by the Kerala High Court.

S.S. Greeshma was accused of poisoning Sharon Raj with a lethal concoction three years ago, after he refused to end their relationship. Greeshma's family had arranged her wedding with another person. Sharon, a final-year B.Sc. Radiology student, died of multiple organ failure on October 25, 2022, 11 days after consuming paraquat, a herbicide, and an Ayurvedic tonic that Greeshma had given him at her home in Kanniyakumari district.

A.M. Basheer, judge, Additional District and Sessions Court, Neyyattinkara, found Greeshma guilty of murder under Section 302 (murder) of the Indian Penal Code two days ago. The court imposed a fine of ₹2 lakh for the offence. Additionally, she was sentenced to undergo rigorous imprisonment for 10 years with a fine of ₹1 lakh under Section 364 (kidnapping or abducting to murder); five years with a fine of ₹50,000 under Section 328 (causing harm using poison or other harmful substances); and two years under Section 203 (destruction of evidence or providing false information). The sentences will run concurrently.

The Daily Guardian • Delhi • 21 Jan, 2025

Yoga to reduce stress and anxiety

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	549	N/A	Middle Center	54873	N/A

Yoga to reduce stress and anxiety

HIMALAYAN SIDDHAA AKSHAR



Yoga, an ancient practice originating from India, has been widely embraced for its numerous physical, mental, and spiritual benefits. Among these benefits, stress reduction stands out as one of the most significant. Stress, if left unchecked, can lead to a host of lifestyle diseases, including hypertension, heart disease, diabetes, and depression. Fortunately, yoga offers a powerful arsenal of breathing techniques and poses that can effectively combat stress and mitigate the risk of these debilitating conditions.

BREATHING TECHNIQUES

1. Pranayama: Pranayama, or breath control, is a fundamental aspect of yoga practice. One of the most widely practiced pranayama techniques is Nadi Shodhana, also known as Alternate Nostril Breathing. This technique involves alternating the breath between the two nostrils, creating a calming effect on the mind and body. By balancing the flow of oxygen, it promotes relaxation, reduces anxiety, and lowers blood pressure.

2. Bhramari Pranayama: Bhramari Pranayama, or the Humming Bee Breath, involves making a humming sound while exhaling. This technique is particularly effective in reducing stress and promoting a sense of tranquility. The vibrations created by humming are believed to stimulate the vagus nerve, which plays a crucial role in regulating the body's stress response.

3. Kapalabhati Pranayama: Kapalabhati Pranayama, or the Skull Shining Breath, is an energizing breathing technique that involves forceful exhalations followed by passive inhalations. This technique is known to improve respiratory function, increase oxygen supply to the brain, and promote a sense of alertness and mental clarity.

HEALING WALK

Lift your arms up keeping them at shoulder width distance. Now, start walking with your arms raised in this position and your hands can be up in the air for 1-3 minutes. Initially this may not be possible as you will have to train the muscles of your arms and shoulders and strengthen them. Build up to 1-3 minutes gradually by starting of with a minute increase and so on until you are physically capable enough with the strength required to hold your arms up for 1-3 minutes straight.

One round practice will require you to perform a minimum of three sets of these walks of minimum 1-3 minutes each.





YOGA POSES

1. Child's Pose (Balasana): This gentle forward bend is an excellent pose for relaxation and stress relief. By folding the body over the thighs, it helps release tension in the back, shoulders, and neck. The calming effects of this pose can lower blood pressure and promote a sense of tranquility.

2. Standing Forward Bend (Padahasthasana): This forward fold stretches the hamstrings and lower back while also providing a gentle inversion. By allowing the head to hang below the heart, it promotes relaxation and can help alleviate stress, anxiety, and insomnia.

3. Corpse Pose (Savasana): Savasana, or the Corpse Pose, is a restorative pose typically practiced at the end of a yoga session. By lying flat on the back with the eyes closed, it encourages complete relaxation of the body and mind. This pose has been shown to lower cortisol levels, the hormone associated with stress, and promote a sense of calmness and well-being.

The impact of these breathing techniques and yoga poses on stress is profound. By reducing stress levels, they can effectively lower blood pressure, improve cardiovascular health, and enhance glucose metabolism, thereby reducing the risk of hypertension, heart disease, and diabetes. Additionally, the relaxation and mindfulness cultivated through these practices can alleviate symptoms of depression and anxiety, promoting better mental health and overall well-being.

Incorporating yoga into one's daily routine can be a powerful preventive measure against lifestyle diseases. By cultivating a mindful approach to stress management, individuals can not only improve their physical health but also enhance their overall quality of life. As the ancient wisdom of yoga meets modern scientific research, the benefits of these age-old practices continue to be unveiled, offering a holistic path to a healthier and more balanced existence.

The author is the founder of Akshar Yoga Kendraa.

Mint • Chandigarh • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	487	N/A	Middle Left	389313	465K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking? 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

Mint • Ahmedabad • 21 Jan, 2025

High on hype: Is it still the rise of CBD products in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	487	N/A	Middle Left	109494	75K

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nair
lounge@livemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S, began using a CBD oil in 2019 for restful sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alternative for managing niggling issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicover Hospitals, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018, Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cultivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is standardised under the Food Safety and Standards Regulations 2011.

ISTOCKPHOTO



MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased education, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, or the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana), Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmom to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly— she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking? 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

For more stories on health and wellness, visit livemint.com/mint-lounge

The Economic Times • Pune • 21 Jan, 2025

PM Internship Phase 2: Offers Sought from 220 More Companies

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	147	N/A	Middle Center	55105	102.04K



PM Internship Phase 2: Offers Sought from 220 More Companies

Banikinkar Pattanayak

New Delhi: The corporate affairs ministry has sought offers from 220 more companies as it starts work on the second phase of a pilot project on the PM Internship Scheme, said people familiar with the development.

The companies expected to place internship offers include Patanjali Ayurved, Malabar Gold, Welspun Living, Balrampur Chini Mills, JK Paper, LIC Housing Finance, HDFC Ergo General Insurance, Whirlpool and SBI Funds Management, they said.

In the first phase, 280 of the 500 selected companies – including Reliance Industries, Tata Consultancy Services, HDFC Bank, Maruti Suzuki, Larsen & Toubro and Mahindra & Mahindra –had placed a total of 127,000 internship offers, exceeding the initial target of 125,000.

The government had then asked the rest of the 500 companies, selected on the basis of their corporate social responsibility (CSR) spending over three years till 2022-23, to wait for the second phase. Under the first phase, about 85,000 offers have so far been formally extended to eligible candidates and about half of these have already been accepted, with more confirmations likely in coming days, the people told ET.

About 9,000 candidates are already undertaking internships at dozens of large companies since December 2 last year when first batch of them reported for work, they said. As many as 620,000 candidates had applied for the scheme in the first phase. Work under both the phases will continue simultaneously now, as the government intends to expand the scheme to accommodate more candidates from next fiscal.

The ministry has set up a portal through which companies place the offers and candidates apply for the internship opportunities. Each selected intern will get a monthly allowance of ₹5,000 for one year, on top of a one-time aid of ₹6,000. The government will bear a total of ₹60,000 and individual companies ₹6,000 per year for each intern. Companies are allowed to adjust their expenditure against their CSR spending.

Nearly 127k offers were handed out by 280 firms in 1st phase of scheme, against the target of 125k

The scheme, announced by finance minister Nirmala Sitharaman in the 2024-25 budget in July, has a broad target of providing internship opportunities to 10 million young Indians in 500 top companies over five years to enhance employability prospects.

Navshakti • Mumbai • 21 Jan, 2025

Anytime Fitness office opened in Mumbai

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Marathi	33	N/A	Middle Left	6680	419.55K

एनीटाइम फिटनेसचे मुंबईत कार्यालय सुरू

मुंबई : जगातील सर्वांत मोठी आणि वेगाने वाढणारी जिम चैन असलेल्या एनीटाइम फिटनेसने मुंबईत त्यांचे प्रादेशिक कॉर्पोरेट कार्यालय सुरू करण्याची घोषणा केली. हे कार्यालय महाकाली गुहा रोड, शांती नगर, अंधेरी पूर्व येथे आहे. हे मुंबई, पुणे, नाशिक, नागपूर आणि भारतातील पश्चिम प्रदेशांमध्ये फ्रँचायझी विक्री आणि ऑपरेशन्स मजबूत करण्यासाठी आणि व्यवसायाला चालना देण्यासाठी एक धोरणात्मक केंद्र म्हणून काम करेल, असे एनीटाइम फिटनेसचे व्यवस्थापकीय संचालक विकास जैन म्हणाले.

The Pioneer • Hyderabad • 21 Jan, 2025

J-K LG Sinha registers himself for organ donation

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	110	N/A	Middle Left	37409	275K



J-K LG Sinha registers himself for organ donation

Jammu and Kashmir Lieutenant Governor Manoj Sinha pledged for organ donation by registering himself with the Ayushman Bharat Organ Donation Registry (ABODR) on Monday. Representatives from the State Organ and Tissue Transplant Organization (SOTTO), led by its nodal officer Dr Elias Sharma, visited Raj Bhawan and presented the organ donation pledge certificate to the Lieutenant Governor. "The Lieutenant Governor, Manoj Sinha, registered himself with the Ayushman Bharat Organ Donation Registry (ABODR) of the Ministry of Health & Family Welfare, Government of India," said a spokesperson from Raj Bhawan. The Lieutenant Governor expressed his willingness for organ donation during a programme organised by the Bharatiya Jain Sansthan on Sunday. Sandeep Jain, president of Bharatiya Jain Sangathan, was also present.

Maharashtra Times • Mumbai • 21 Jan, 2025

Ayurvedic doctors also have rights

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Marathi	221	N/A	Middle Right	502608	1.3M

आयुर्वेदिक डॉक्टरांनाही अधिकार

रमेश खोकराळे
ramesh.khokrale@timesofindia.com

अन्न सुरक्षा अधिकारी नियुक्त्यांविषयी 'मॅट'चा निर्णय

मटा विशेष

मुंबई : 'औषधशास्त्रातील अन्य विविध शाखांच्या डॉक्टरांना संधी दिली जात असताना आयुर्वेदाला औषधशास्त्राचा भाग मानण्यास नकार देऊन आयुर्वेदिक डॉक्टरांना अन्न सुरक्षा अधिकारी व सहायक आयुक्तपदांवरील भरती प्रक्रियेतून मज्जाव करणे भेदभावपूर्ण ठरेल. आयुर्वेदिक डॉक्टरही एमपीएससीच्या भरती प्रक्रियेत सहभागी होऊन निवड झाल्यास नियुक्तीसाठी पात्र आहेत', असा निर्णय महाराष्ट्र प्रशासकीय न्यायाधिकरणाने दिला आहे.

'मॅट'च्या अध्यक्ष न्यायमूर्ती मृदुला भाटकर व सदस्य ए. एम. कुलकर्णी यांच्या खंडपीठाने दिलेल्या या निर्णयामुळे राज्यभरातील आयुर्वेदिक डॉक्टरांना दिलासा मिळाला आहे. एमपीएससीने २४ फेब्रुवारी २०२३ रोजी १४२ अन्न सुरक्षा अधिकारी व अन्न सहायक आयुक्तपदांसाठी निवडप्रक्रिया सुरू केली. त्यात अन्न तंत्रज्ञान, दुग्ध तंत्रज्ञान, कृषी विज्ञान, पशुवैद्यक विज्ञान, जैव-रसायनशास्त्र पदवीधर व औषधशास्त्र पदवी अशी अर्हता निश्चित केली. मात्र आयुर्वेदिक डॉक्टरांना संधी नाकारल्याने ४६ आयुर्वेदिक डॉक्टरांनी ॲड. एस. एस. गीते यांच्यामार्फत अर्ज केले.

'मॅट'ने २९ मार्च २०२३च्या आदेशाने या अर्जदारांना परीक्षेला बसण्यास मुभा दिली होती. त्यानंतर आता अंतिम सुनावणीअंती 'मॅट'ने त्यांना अंतिम दिलासा दिला आहे. 'मेडिकल कौन्सिल ॲक्ट आणि औषधशास्त्र व्याख्या लक्षात घेता, आधुनिक औषधशास्त्र वगळता अन्य पद्धतींचा त्यात समावेश केला जाऊ शकत नाही, असा निकाल अलाहाबाद उच्च न्यायालयाने दिला होता. त्याअनुषंगाने अन्नसुरक्षा अधिकारी पदाविषयीच्या अर्हतेबाबत भारतीय अन्न सुरक्षा व मानके प्राधिकरणाकडून आयुर्वेदिक डॉक्टरांविषयी नकार आला. बीएएमएस पदवीचा समावेश केंद्र सरकारच्या अधिसूचनेतील औषधशास्त्र पदवीमध्ये नाही', असा युक्तिवाद 'एमपीएससी' तसेच 'एफएसएसआय'तर्फे करण्यात आला. मुद्द्यांचा विचार केल्यानंतर या पदांसाठी अन्य इतर पदवीधरांप्रमाणे आयुर्वेदिक डॉक्टरही पात्र असल्याचा निर्वाळा 'मॅट'ने दिला.

'मॅट'ची अशी कारणमीमांसा'

राज्य सरकारने अलाहाबाद उच्च न्यायालयाचा २०१५मधील निवाडा ग्राह्य धरला. मात्र, मद्रास उच्च न्यायालयाचा २०२३मधील निवाडा विचारात घेतला नाही. त्या न्यायालयाने तमिळनाडूमधील प्राचीन उपचारपद्धती सिद्ध मेडिसीन(बीडीएस) याला औषधशास्त्र पदवीमध्ये ग्राह्य धरले. आयुर्वेदही प्राचीन उपचार पद्धती आहे. आधुनिक व प्राचीन उपचार पद्धती, अशी फारकत करता येणार नाही. अन्यथा आयुर्वेदिक डॉक्टरांना असलेल्या मूलभूत हक्कांचे उल्लंघन होईल. शिवाय अन्न भेसळ प्रतिबंधक कायदा व नियमांत औषधशास्त्र पदवी या प्रकारात विशिष्ट शाखाच असाव्यात, असा कोणताही उल्लेख नाही', अशी कारणमीमांसा 'मॅट'ने आपल्या निर्णयात दिली आहे.



Janayugam • Kochi • 21 Jan, 2025

Historical advantage for Kerala

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Malayalam	231	N/A	Middle Center	62957	235K

ആദ്യ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ

കേരളത്തിന് ചരിത്ര നേട്ടം

◆ ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിൽ

തിരുവനന്തപുരം: നാഷണൽ സാമ്പിൾ സർവേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബന്ധിച്ച് നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫിസ് 2022 ജൂലൈ മുതൽ 2023 ജൂൺ വരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ കേരളത്തിന് മുൻതൂക്കം.

ആയുർവേദം, ഹോമിയോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബന്ധിച്ചാണ് ആദ്യമായി അഖിലേന്ത്യാ സർവേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ച് കൊണ്ടായിരുന്നു സർവേ. രോഗ പ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റുമുള്ള ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൃഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവുകൾ എന്നിവയെപ്പറ്റിയും സർവേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് ആയുഷ് മേഖലയിൽ നടത്തി വരുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാമ്പിൾ സർവേ ഫലമെന്ന് ആരോഗ്യ മന്ത്രി വീണാ ജോർജ് പറഞ്ഞു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മൂന്നിരട്ടിയോളം വർധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയിട്ടുള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേശഭരണ സ്ഥാപനങ്ങളിലും ആയുർവേദ, ഹോമിയോ സ്ഥാപനങ്ങൾ നിലവിൽ വന്നുകഴിഞ്ഞു.

700 ഓളം ആയുഷ് ഹെൽത്ത് ആന്റ് വെൽനെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപിച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവിഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാരാളമായി ആശ്രയിച്ചു. മികച്ച സൗകര്യങ്ങളാലും ഗുണമേന്മയുള്ള ചികിത്സയാലും ആയുഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർധിച്ചിട്ടുണ്ട്. ഇതെല്ലാമാണ് ദേശീയ ശരാശരിയേക്കാളും ഉയർന്നതോതിൽ ആയുഷ് ചികിത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം തുടങ്ങിയ കാര്യങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാരണമെന്നും മന്ത്രി പറഞ്ഞു.

ആയുഷ് ശാഖകളെ പറ്റിയുള്ള അവബോധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവേ പ്രകാരം ആയുഷ് ആരോഗ്യ ശാഖകളെ പറ്റിയുള്ള അവബോധം കേരളത്തിലെ നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ചികിത്സ ആവശ്യങ്ങൾക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാനം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശതമാനം പേരും ആയുർവേദം ഉപയോഗിക്കുന്നതായി കണ്ടെത്തി. ഔഷധ സസ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോഗിക്കുന്നതിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കും കൃത്യമായ അവബോധമുണ്ട്.

ആയുഷ് ചികിത്സയ്ക്കായി സംസ്ഥാന സർക്കാർ ഓരോ വ്യക്തിയ്ക്കും ചെലവാക്കുന്ന ഇക ഗ്രാമീണ മേഖലയിൽ ദേശീയ ശരാശരിയുടെ ഇരട്ടിയും നഗര മേഖലകളിൽ രണ്ടിരട്ടിയുമാണ്. പത്തിൽ എട്ട് വീടുകളിലും ആയുഷ് ചികിത്സ അല്ലെങ്കിൽ മരുന്ന് ഫലവത്താണെന്ന് മനസിലാക്കിയിട്ടുണ്ട്. പത്തിൽ നാല് വീടുകളും ആയുഷ് ചികിത്സയുടെ മുൻകാല ഗുണഫലങ്ങളെ അടിസ്ഥാനമാക്കി ചികിത്സ തുടരുന്നവരാണ്. ആയുഷ് മേഖലയുടെ വളർച്ചയ്ക്ക് ഏറെ ഗുണം ചെയ്യുന്നതാണ് ഈ സർവേ.

The Indian Express • Chandigarh • 21 Jan, 2025

Jalandhar Civil Hospital to get state-of-the-art upgrade

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	41	N/A	Bottom Left	36610	175.5K

Jalandhar Civil Hospital to get state-of-the-art upgrade



MP Sanjiv Arora unveiled plans to modernise Jalandhar's Shaheed Babu Labh Singh Civil Hospital. Four operation theatres, expanded emergency wards, and advanced medical equipment like laparoscopy machines are in the pipeline. The outdated sewerage system will also be replaced. Arora stressed the government's commitment to healthcare and urged maximum enrolment under Ayushman Bharat to provide free services to eligible patients.

Amar Ujala • Delhi • 21 Jan, 2025

Daily health capsule

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Hindi	257	N/A	Bottom Right	545182	564.4K

डेली हेल्थ कैप्सूल

पाचन के लिए गुड़ और कच्ची हल्दी

कच्ची हल्दी पाचन एंजाइम्स को एक्टिव करती है, वहीं गुड़ कब्ज में आराम दिलाता है। इनके सेवन से पाचन बेहतर बनता है।

सर्दी के मौसम में कच्ची हल्दी और गुड़ को एक साथ खाने से सेहत को कई लाभ मिलते हैं। इसके सेवन से शरीर को गरम रखने में मदद मिलती है। कच्ची हल्दी में करक्यूमिन नामक एंटीऑक्सिडेंट होता है, जो रोग प्रतिरोधक क्षमता को मजबूत बनाता है। यह सर्दी, जुकाम, फ्लू जैसी बीमारियों से लड़ने में मदद करता है। वहीं गुड़ में भी



एंटीऑक्सिडेंट होते हैं, जो शरीर को रोगों से बचाते हैं। कच्ची हल्दी रक्त को पतला करने में मदद करती है, जिससे दिल से जुड़ी बीमारियों का खतरा कम होता है। कच्ची हल्दी में एंटीइंफ्लेमेटरी गुण होते हैं, जो शरीर में होने वाली सूजन को कम करते हैं और गठिया, जोड़ों के दर्द और मांसपेशियों के दर्द में राहत दिलाते हैं। कच्ची हल्दी और गुड़, दोनों ही पाचन तंत्र के लिए काफी लाभदायक होते हैं। कच्ची हल्दी पाचन एंजाइम्स को एक्टिव करती है, जिससे भोजन का पाचन आसानी से हो जाता है। गुड़ का सेवन करने से कब्ज की समस्या में आराम मिलता है। इन दोनों के सेवन से पाचन बेहतर बनता है और शरीर को तुरंत एनर्जी मिलती है। अगर आपको ठंड के मौसम में थकान और कमजोरी महसूस हो रही है तो आप इनका सेवन कर सकते हैं।

क्या कहते हैं विशेषज्ञ

कच्ची हल्दी और गुड़ का सेवन करने से कई लाभ मिल सकते हैं। आप इन दोनों की चाय बनाकर सेवन कर सकते हैं। आप चाहें तो इनको पानी में उबालकर भी पी सकते हैं।

-डॉ. नवीन चंद्र जोशी
वरिष्ठ आयुर्वेद चिकित्सक

Dainik Bhaskar • Delhi • 21 Jan, 2025

Pradesh mein panchkarma padhti se upchar ki aor badh raha logo ka rujhaan

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	599	N/A	Middle Center	269541	92.28K

प्रदेश में पंचकर्मा पद्धति से उपचार की ओर बढ़ रहा लोगों का रूझान

एक साल 41 हजार लोग करवा चुके पंचकर्मा ट्रीटमेंट

20 अस्पतालों में शुरू की पंचकर्मा थैरेपी

भास्कर न्यूज | शिमला

प्रदेश में पंचकर्मा पद्धति से उपचार करवाने के लिए लोगों का रुझान तेजी से बढ़ा है। पिछले एक साल के भीतर 41000 से ज्यादा लोगो ने इस पद्धति से अपना उपचार करवाया है। लोगों की बढ़ती डिमांड को देखते हुए आयुष विभाग ने प्रदेश के 20 आयुर्वेदिक अस्पतालों में पंचकर्मा से इलाज की सेवा शुरू कर चुका है। आयुर्वेदिक विभाग ने डॉक्टरों के साथ काम करने वाले हेल्परों को भी पंचकर्मा करने के लिए ट्रेंड किया है, ताकि जरूरत पड़ने पर मरीजों का उपचार किया जा सके। इसके अलावा आयुष विभाग हिमाचल में आने वाले सैलानी भी केरल की तर्ज पर होटलों में पंचकर्मा करवाना चाह रहे है। इसको लेकर निगम को प्रपोजल भी दिया गया है। अगर सैलानियों की इस तरह की डिमांड निगम के पास आती है तो आयुष विभाग को डिमांड भेजकर पंचकर्मा करने वाले डॉक्टरों को बुलाया जाता है। बहरहाल अब आयुष विभाग अपने और अस्पतालों में भी पंचकर्मा विधि को शुरू करने के लिए प्लान तैयार कर रहा है।

तीन अवस्थाओं में होगा है पंचकर्म : जिन मरीजों को ऐलोपैथी पद्धति से आराम नहीं मिल रहा है वह लोग अब पंचकर्मा पद्धति की ओर अपना उपचार करवाने की ओर मुड़ रहे है। यह पद्धति दीर्घकालिक रोगों से मुक्ति दिलाने में बहुत लाभकारी है। पंचकर्म तीन अवस्थाओं में किया जाता है। पहली अवस्था में व्यक्ति की जठराग्नि जागृत करने के लिए आयुर्वेदिक औषधियां दी जाती हैं। इसके बाद स्नेहन, बाह्य अभ्यंग, स्वेदन कर्म किया जाता है। दूसरी अवस्था में मुख्य कर्म किया जाता है। यह पांच प्रकार का होता है। वमन, विरेचन, आस्थापन वस्ति, अनुशासन बस्ती, नस्य यह कर्म रोगानुसार, ऋतु अनुसार, व्यक्ति के शारीरिक बल अनुसार, मानसिक बल चिकित्सकों द्वारा निर्धारित किए जाते हैं। तृतीय अवस्था में कर्म होता है।

Navbharat • Pune • 21 Jan, 2025

Warrant issued against pharmaceutical company

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	26	N/A	Middle Left	12571	85K

QUICK NEWS

दवा कंपनी के खिलाफ वारंट जारी

कोझिकोड. आयुर्वेदिक दवा के बारे में भ्रामक दावे के मामले में बाबा रामदेव और दिव्य फार्मेसी की मुश्किल फिर बढ़ सकती है. केरल की एक अदालत ने भ्रामक विज्ञापन प्रकाशित करने के एक मामले में इनके खिलाफ जमानती वारंट जारी किया है.यह वारंट दिव्य फार्मेसी और उसके सह-संस्थापक बाबा रामदेव तथा इस कंपनी प्रबंध निदेशक आचार्य बालकृष्ण के खिलाफ है.

Pudhari • Pune • 21 Jan, 2025

Ayurveda Mahatsav to be held in Pune

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	69	N/A	Middle Center	61913	893.13K

पुण्यात होणार आयुर्वेद महोत्सव

पुणे : आयुर्वेदिक रिसेलर असोसिएशनच्या वतीने ३१ जानेवारी ते २ फेब्रुवारी या कालावधीत आयुर्वेद महोत्सव होणार आहे. म्हात्रे पुलाजवळील शुभारंभ लॉन्स येथे सकाळी अकरा ते रात्री साडेआठपर्यंत हा महोत्सव सर्वांसाठी खुला राहील.

देशातील नामवंत आयुर्वेदिक कंपन्या त्यांची औषधे, सौंदर्य उत्पादने, साबण व इतर अनेक गोष्टी उपलब्ध करून देणार आहेत. आयुर्वेदिक उपचारपद्धतींची माहिती दिली जाईल. याशिवाय प्राणायाम, आयुर्वेदिक जीवनशैली, स्त्रियांचे विकार व इतर अनेक आजारांवर तज्ज्ञांचे मार्गदर्शन मिळेल. मोफत रोगनिदान, मोफात नाडीपरीक्षणही करण्यात येईल. आयुर्वेदात वापरल्या जाणाऱ्या नेहमीच्या झाडांचे प्रदर्शनही आयोजित केले जाणार आहे.

आयुर्वेद या प्राचीन भारतीय वैद्यक पद्धतीची जनजागृती करणे, लोकांना स्वस्थ जीवनशैली अंगीकारण्यासाठी प्रोत्साहन देणे, आयुर्वेदिक उत्पादनांचा वापर वाढवून आरोग्य कसे सुधारता येईल, याची लोकांना माहिती देण्यासाठी हे प्रदर्शन आयोजित केले जात असल्याची माहिती आयुर्वेदिक रिसेलर असोसिएशनचे अध्यक्ष शेखर खोले, महाराष्ट्र सल्लागार डॉ. जालिंदर देशमुख यांनी दिली.

Aaj Ka Anand • Pune • 20 Jan, 2025

Diabetes Management in Ayurveda: It is important to follow the diet

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	Hindi	209	N/A	Middle Left	104436	1.21M

आयुर्वेद में मधुमेह प्रबंधन : पथ्यों का पालन जरूरी

त्रिदोष यानी वात, पित्त व कफ के असंतुलन से होता मधुमेह. मधुमेह (डायबिटीज) में शरीर की रक्त शर्करा संतुलित रखने की क्षमता प्रभावित होती है. ऊर्जा में कमी होती है. दिल, आंख, गुर्दे, नसों आदि अंगों में समस्या की आशंका रहती है. जानते है आयुर्वेद से कैसे बचें.

दिनचर्या व आहार

आयुर्वेद में समय पर उठने, सोने और भोजन लेने की सलाह दी जाती है. व्यायाम, योग-ध्यान भी मधुमेह के प्रबंधन में सहायक होते है. आहार में फल, सब्जियां, साबूत अनाज और प्राकृतिक खाद्य पदार्थ शामिल करें. मिठाई, चीनी, शर्करा आदि को आहार में शामिल करने से बचें.

प्राणायाम व योग

अनुलोम- विलोम, कपालभाति, भ्रामरी, उज्जायी और नाड़ी शोधन प्राणायाम आदि प्रभावी है. योगाभ्यास में पद्मासन, वज्रासन, शलभासन, पश्चिमोत्तासन, धनुरासन, वक्रासन, अर्ध मत्येन्द्रासन, हलासन, सर्वांगासन, शवासन जैसे आसन रक्त प्रवाह को बेहतर बनाते है.



आयुर्वेद के अनुसार मधुमेह

आयुर्वेद के अनुसार प्राकृतिक औषधियों, आहार, प्राणायाम और योग उपयोगी है. आयुर्वेदिक चिकित्सा में मधुमेह को 'मधुमेह' या 'प्रमेह' के नाम से जाना जाता है और इसे त्रिदोषज रोग माना जाता है. जिसमें वात, पित्त और कफ दोष के असंतुलन की समस्या होती है.

ये उपाय अपनाएं

- कॉपर के बर्तन से पानी पीने से ब्लड शुगर के उतार-चढ़ाव को रोका जा सकता है.
- नियमित रात में भिगोई हुई मेथी सुबह खाली पेट खाएं और इसका पानी पीएं. इसे अंकुरित भी खा सकते है.
- कड़वी चीजें जैसे जामुन, करेला, आंवला, एलोवेरा जूस ले सकते है.
- डेयरी उत्पादों की बजाय बादाम/सोया/स्किम्ड मिल्क और कम वसा वाला दही लें
- किचन के मसालों में एंट्री डायबिटीज गुण पाए जाते है. खासकर हल्दी, सरसों, हींग, दालचीनी और धनिया से भी शुगर नियंत्रित होता है.
- सुबह खाली पेटे लौकी का जूस पी सकते हैं. इसमें आंवला या करेला का जूस भी मिला सकतें हैं. गेहूं की जगह मोटे अनाज खाएं.

इनका ध्यान रखें

- हाई कैलोरी, सैचुरेटेड व ट्रांस फैट वाली चीजें कम से कम ही लें.
- मधुमेह का एक अहम कारण तनाव है. तनाव कम करें. इसके साथ ही दिनचर्या सही रखें.
- वजन नियंत्रित रखें. 10 फीसदी वजन घटाकर आप अपना शुगर लेवल 4-5 पॉइंट तक कम कर सकते हैं.
- नियमित शुगर की जांच करे. अपने आयुर्वेदिक चिकित्सक की सलाह के अनुसार नियमित रुप से अपनी स्थिति की जांच कराएं और उनके द्वारा सुझाए गए उपचार का पालन करें.

Pioneer Hindi • Delhi • 20 Jan, 2025

Scientific research on Ayurvedic medicines is a commendable work: Dayashankar Mishra

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	Hindi	190	N/A	Bottom Center	296245	375K

आयुर्वेद की औषधियों का वैज्ञानिक ढंग से शोध सराहनीय कार्यः दयाशंकर मिश्र

पायनियर समाचार सेवा। लखनऊ



आयुष राज्यमंत्री (स्वतंत्र प्रभार) डा दयाशंकर मिश्र दयालु ने कहा कि आज के भागदौड़ भरी जीवन शैली में घाव हो जाने पर मनुष्य को जल्दी बिना दुष्प्रभाव के घाव ठीक होने की जरूरत है। इसमें आयुर्वेद की औषधियों का वैज्ञानिक ढंग से शोध कर जो तकनीक विकसित की गई है वह बहुत ही अधिक सराहनीय कार्य है।

यह बातें आयुष राज्यमंत्री (स्वतंत्र प्रभार) डा दयाशंकर मिश्र दयालु ने शनिवार को राजकीय आयुर्वेद कालेज टुडियागंज लखनऊ में एक दिवसीय संगोष्ठी कार्यक्रम के उद्घाटन के अवसर पर कही। कार्यक्रम में व्रण प्रबंधन पर चर्चा की गई। मुख्य वक्ता के रूप में पद्म श्री प्रो मनोरंजन साहू, पूर्व निदेशक अखिल भारतीय आयुर्वेद संस्थान, नई दिल्ली एवं प्रो ज्ञान चंद , एंडोक्राइनोलॉजी विभाग, संजय गांधी आयुर्विज्ञान संस्थान, लखनऊ ने व्रण प्रबंधन पर संगोष्ठी में चर्चा की। दयालु ने कहा कि इस प्रकार के जनहित में प्रयोग आने वाले शोध कार्यों को बढ़ावा देने के लिए प्रदेश के यशस्वी मुख्यमंत्री जी के निर्देशन में हमारा आयुष मंत्रालय विभिन्न शोध कार्यों को करने हेतु अनुदान उपलब्ध करा रहा है। उन्होंने बताया कि आयुर्वेद कालेज लखनऊ में सभी प्रकार के घाव की इलाज की सुविधा उपलब्ध है। संगोष्ठी में प्रो मनोरंजन साहू जी ने बताया कि आयुर्वेद में वर्णित औषधियों को आईआईटी बी एच यू के तकनीकी सहयोग से घाव के भरने में प्रयोग की जाने वाली पट्टी को विकसित किया गया है। जिससे कि मरीज स्वयं से घर पर ही ड्रेसिंग कर सकता है। इससे उसका समय और आर्थिक व्यय भी बचता है। प्रो ज्ञानचंद ने बताया कि आयुर्वेद की औषधियों द्वारा घाव की देखभाल में पीजीआई द्वारा शोध किया गया है जिसके बहुत ही उत्साहजनक परिणाम देखने को मिले हैं।

Deccan Chronicle • Chennai • 20 Jan, 2025

HORMONE HEALERS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	1824	Chennai Chronicle	Top Center	1951978	1.15M

HORMONE HEALERS

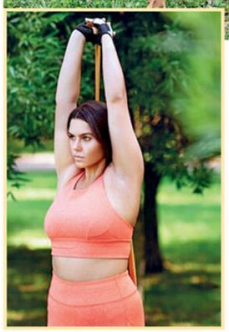
Simple exercises can help you strike the right balance to keep your hormones in good health

ROCHELLE CRASTO









Hormonal imbalances — whether it's PCOS (Polycystic Ovary Syndrome), thyroid issues, or those tricky mood swings — can feel like a never-ending battle. Fatigue, weight fluctuations, and irregular cycles can take a toll on daily life. But there's good news! Exercise, particularly when tailored for hormonal health, doesn't have to mean gruelling gym sessions. Low-impact workouts like yoga, Pilates, walking, and resistance training can help manage symptoms and restore balance.

ULTIMATE HORMONAL HEALER

Hormonal health is a complicated puzzle, but exercise plays a key role in putting the pieces together. Exercise helps regulate insulin, reduce stress hormones like cortisol, and boost endorphins — those natural feel-good chemicals we all crave. "Exercise offers a multi-pronged benefit," says **Dr. Prachi Sarin Sethi,** a Senior Consultant Obstetrician and Gynaecologist at Motherhood Hospitals. "It can help reduce symptoms and even aid in pain relief, but it's essential to consult a doctor before taking any medications or over-the-counter pills to prevent complications." Exercise doesn't have to be extreme to make a big impact. Gentle movement can have an even greater effect on hormonal health.

STRETCH, BREATHE, BALANCE

Yoga is like a warm hug for your hormones. It's calming, it reduces stress (the #1 hormone disruptor), and it helps with flexibility and circulation. Poses like Cobra and Bridge Pose stimulates blood flow to your endocrine glands, encouraging them to release hormones in a balanced way. Whether it's a 20-minute session before work or a relaxing evening flow, yoga has the power to reduce the stress that often worsens hormonal imbalances. Just breathe, stretch, and let your body do its thing.

If yoga is a cosy blanket, then Pilates is the perfect, powerful cup of tea. Pilates focuses on core strength, flexibility, and controlled movements—all of which can help regulate hormones. For those dealing with PCOS or hypothyroidism, Pilates is especially helpful for improving insulin sensitivity.

What's great about Pilates is that it's not just about building muscle; it's about working your body in a way that feels both challenging and restorative. The gentle movements help to combat the fatigue that often comes with hormonal disorders, allowing you to build strength without pushing yourself too hard.

POWER OF WALKING

Don't underestimate the power of a good walk. Walking may sound basic, but it's one of the best ways to boost your hormonal health without overexertion. A brisk 30-minute walk can lower stress, improve insulin sensitivity, and increase overall well-being. It's free, it doesn't require a gym membership. Walking outdoors exposes you to sunlight, which helps maintain vitamin D levels — a key player in hormonal balance. So, put on your sneakers and take a stroll.

RESISTANCE TRAINING

Resistance training isn't just about bulking up — it's about building muscle and boosting your metabolism. Using light weights, resistance bands, or even your body weight, you can enhance muscle mass and increase your metabolic rate. "Regular exercise is beneficial for those dealing with thyroid issues or sluggish metabolism. A balanced diet and less sugar intake helps in fast recovery, good energy levels and hormonal balance," says **Dr SK Vaidya,** a dietician and physiotherapist from Mumbai.

STAY HYDRATED

Hydration is also essential. Water helps improve circulation, energy levels, and overall hormone function. So, keep that water bottle close. And don't forget the importance of good sleep. Rest is when your body gets to reset and do some much-needed hormone regulation.

Fitness for hormonal health isn't about chasing the latest trends or losing weight fast. It's about creating a sustainable routine that makes you feel better inside and out. Start with what feels good. A 20-minute yoga session? Great. A light Pilates routine? Perfect. A walk after lunch? Absolutely. Consistency is what counts. "If you suffer from hormonal imbalance, it's important to see what you put in your body, the foods that you eat, the workout that you do. It is your body's way of communicating with you," says Sean Fernandes, a fitness expert.

Hormonal health may be complicated, but taking simple steps to care for your body through movement can make a world of difference. "Yoga, resistance training, walking — every little bit helps. Take it slow, there isn't any reason to rush workouts.

Period Pain Relief

Acupuncture & Heat Applications: Acupuncture can help relieve menstrual cramps by stimulating specific points on the body, while heat applications (hot water bags or heating pads) reduce pain by relaxing muscles and improving blood circulation.

Herbal Remedies: Incorporating ginger into your diet may help reduce cramping due to its anti-inflammatory properties, though its effectiveness can vary from person to person. Herbs like chamomile and cinnamon may also offer mild relief.

Hormonal Birth Control: Hormonal birth control pills, patches, or IUDs, regulate the menstrual cycle by adjusting hormone levels. This can reduce cramps, lighten periods, or even stop them in some cases. Hormonal birth control is also used to manage conditions like endometriosis and PCOS.

Important Consideration: While hormonal birth control can be effective in reducing period pain, it may not be suitable for everyone. Consult a doctor to determine if this method is right for you.



The New Indian Express • Chennai • 20 Jan, 2025

VAJRASANA ON TOES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	727	N/A	Top Center	959078	246.4K

FITBIT

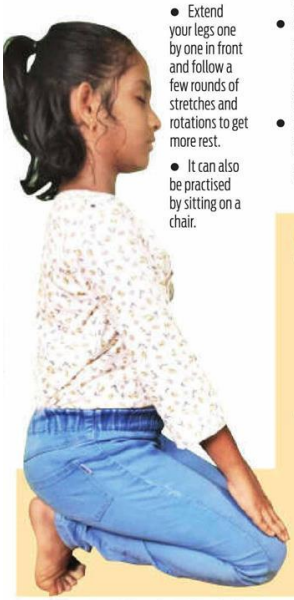
VAJRASANA ON TOES

(THUNDERBOLT POSE VARIATION ON TOES)

This variation is part of Yin Yoga sequence. It is an effective stretch that increases flexibility and blood circulation to toes, feet and lower legs, deeply releasing tension around the soles and stimulates the lower body meridians. This can be done by those who find balancing the weight over the ankles challenging. It is a warm-up pose to prepare the body for more intense ones.

STEPS

- Sit in Vajrasana (Thunderbolt Pose) and then start by coming to all fours, Table Top Pose.
- Gently tuck your toes in. Take a big breath and see how you feel.
- Bring the toes, heels, and knees closer and together.
- If possible, lead forward and with the help of your hands bring the heels together.
- Take a big breath in, and while exhaling, slowly push your hips back to sit back on your heels, bringing your body upright.
- Your head, neck, and back must be in one line and sit tall with the back straight.
- Bring the hands on the knees, lift the chin slightly up and stay in the pose with your eyes closed for about 5-8 breaths.
- If you want to deepen the practice, you can place a block on the heels and sit back on it. Hold for 3-5 breaths.
- Release the pose slowly and come back to Chair Tadasana and relax.
- To release, inhale, lower your hands in front of you, lift the hips up, slowly release feet to point toes backward, and with your big toes together and heels apart, exhale, come in Vajrasana.Relax.
- Extend your legs one by one in front and follow a few rounds of stretches and rotations to get more rest.
- It can also be practised by sitting on a chair.



BENEFITS

- Stretches the feet and ankles.
- Helps strengthen the bottom muscles of the feet and toes.
- Keeps feet and toes healthy.
- Practise any time of the day (especially feel tired), even after having a meal.
- Brings a nice and gentle pressure in the knees and toes.
- Good stretch to prevent and treat plantar fasciitis, which may cause heel pain.
- A wonderful pose for the hikers, walkers, climbers, teens, kids, working professionals, sportspersons.
- Remedy for especially the middle-aged people who commonly get leg cramps.
- A more suitable pose for pregnant ladies to soothe swollen feet during pregnancy.
- Stimulates all the meridians of the lower body-the bladder, kidney, stomach, spleen, gallbladder, and liver.
- Helps remove stiffness in the concerned muscles, increasing the blood circulation to the feet.

LIMITATIONS

- Students who have injuries in the feet and ankles, legs, knees, hips, or undergone foot, ankle, or knee surgery, should avoid this practice.
- Senior citizens and pregnant women must get the guidance of a yoga expert.

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

The Asian Age • Delhi • 20 Jan, 2025

Hormone Healers

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	1917	Delhi Age	Top Left	814787	389.96K

HORMONE HEALERS

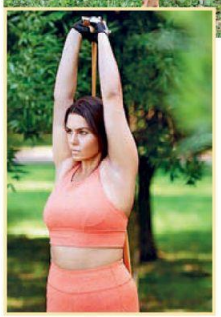
Simple exercises can help you strike the right balance to keep your hormones in good health

ROCHELLE CRASTO









Hormonal imbalances — whether it's PCOS (Polycystic Ovary Syndrome), thyroid issues, or those tricky mood swings — can feel like a never-ending battle. Fatigue, weight fluctuations, and irregular cycles can take a toll on daily life. But there's good news! Exercise, particularly when tailored for hormonal health, doesn't have to mean gruelling gym sessions. Low-impact workouts like yoga, Pilates, walking, and resistance training can help manage symptoms and restore balance.

ULTIMATE HORMONAL HEALER

Hormonal health is a complicated puzzle, but exercise plays a key role in putting the pieces together. Exercise helps regulate insulin, reduce stress hormones like cortisol, and boost endorphins — those natural feel-good chemicals we all crave. "Exercise offers a multi-pronged benefit," says **Dr. Prachi Sarin Sethi,** a Senior Consultant Obstetrician and Gynaecologist at Motherhood Hospitals. "It can help reduce symptoms and even aid in pain relief, but it's essential to consult a doctor before taking any medications or over-the-counter pills to prevent complications." Exercise doesn't have to be extreme to make a big impact. Gentle movement can have an even greater effect on hormonal health.

STRETCH, BREATHE, BALANCE

Yoga is like a warm hug for your hormones. It's calming, it reduces stress (the #1 hormone disruptor), and it helps with flexibility and circulation. Poses like Cobra and Bridge Pose stimulates blood flow to your endocrine glands, encouraging them to release hormones in a balanced way. Whether it's a 20-minute session before work or a relaxing evening flow, yoga has the power to reduce the stress that often worsens hormonal imbalances. Just breathe, stretch, and let your body do its thing.

If yoga is a cosy blanket, then Pilates is the perfect, powerful cup of tea. Pilates focuses on core strength, flexibility, and controlled movements—all of which can help regulate hormones. For those dealing with PCOS or hypothyroidism, Pilates is especially helpful for improving insulin sensitivity.

What's great about Pilates is that it's not just about building muscle; it's about working your body in a way that feels both challenging and restorative. The gentle movements help to combat the fatigue that often comes with hormonal disorders, allowing you to build strength without pushing yourself too hard.

POWER OF WALKING

Don't underestimate the power of a good walk. Walking may sound basic, but it's one of the best ways to boost your hormonal health without overexertion. A brisk 30-minute walk can lower stress, improve insulin sensitivity, and increase overall well-being. It's free, it doesn't require a gym membership. Walking outdoors exposes you to sunlight, which helps maintain vitamin D levels — a key player in hormonal balance. So, put on your sneakers and take a stroll.

RESISTANCE TRAINING

Resistance training isn't just about bulking up — it's about building muscle and boosting your metabolism. Using light weights, resistance bands, or even your body weight, you can enhance muscle mass and increase your metabolic rate. "Regular exercise is beneficial for those dealing with thyroid issues or sluggish metabolism. A balanced diet and less sugar intake helps in fast recovery, good energy levels and hormonal balance," says **Dr SK Vaidya,** a dietician and physiotherapist from Mumbai.

STAY HYDRATED

Hydration is also essential. Water helps improve circulation, energy levels, and overall hormone function. So, keep that water bottle close. And don't forget the importance of good sleep. Rest is when your body gets to reset and do some much-needed hormone regulation.

Fitness for hormonal health isn't about chasing the latest trends or losing weight fast. It's about creating a sustainable routine that makes you feel better inside and out. Start with what feels good. A 20-minute yoga session? Great. A light Pilates routine? Perfect. A walk after lunch? Absolutely. Consistency is what counts. "If you suffer from hormonal imbalance, it's important to see what you put in your body, the foods that you eat, the workout that you do. It is your body's way of communicating with you," says Sean Fernandes, a fitness expert.

Hormonal health may be complicated, but taking simple steps to care for your body through movement can make a world of difference. "Yoga, resistance training, walking — every little bit helps. Take it slow, there isn't any reason to rush workouts.

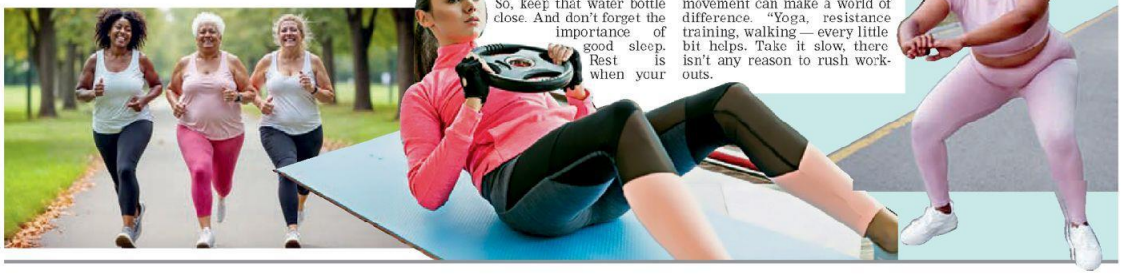
Period Pain Relief

Acupuncture & Heat Applications: Acupuncture can help relieve menstrual cramps by stimulating specific points on the body, while heat applications (hot water bags or heating pads) reduce pain by relaxing muscles and improving blood circulation.

Herbal Remedies: Incorporating ginger into your diet may help reduce cramping due to its anti-inflammatory properties, though its effectiveness can vary from person to person. Herbs like chamomile and cinnamon may also offer mild relief.

Hormonal Birth Control: Hormonal birth control pills, patches, or IUDs, regulate the menstrual cycle by adjusting hormone levels. This can reduce cramps, lighten periods, or even stop them in some cases. Hormonal birth control is also used to manage conditions like endometriosis and PCOS.

Important Consideration: While hormonal birth control can be effective in reducing period pain, it may not be suitable for everyone. Consult a doctor to determine if this method is right for you.



Mint • Delhi • 20 Jan, 2025

Why early stage consumer brands are foraying abroad

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	2492	N/A	Top Center	1993391	465K

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU



These brands are targeting global markets where demand for expensive products outpaces purchases back home.

India's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told *Mint*.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores, founder Avnish Chhabria told *Mint*. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

Wellbeing Nutrition will invest $3-4 million towards international expansion this year, Chhabria said.

"Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, managing partner, Rukam Capital, said.

Early-stage investment activity in India remained steady at $3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn.

While the total size and number of deals is much lower than 2021-2022 levels, the numbers indicate sustained investor interest.

Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of higher margins abroad.

"This year you will see more premium brands going international... Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharrp Ventures, expanded to the US two years ago, and is now entering Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue.

mansi.verma@livemint.com

For an extended version of this story, go to livemint.com

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

Mint • Ahmedabad • 20 Jan, 2025

Why early stage consumer brands are foraying abroad

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	2492	N/A	Top Center	560641	75K

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU



These brands are targeting global markets where demand for expensive products outpaces purchases back home.

India's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told *Mint*.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores, founder Avnish Chhabria told *Mint*. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

Wellbeing Nutrition will invest $3-4 million towards international expansion this year, Chhabria said.

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, managing partner, Rukam Capital, said.

Early-stage investment activity in India remained steady at $3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn.

While the total size and number of deals is much lower than 2021-2022 levels, the numbers indicate sustained investor interest.

Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of higher margins abroad.

"This year you will see more premium brands going international... Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharrp Ventures, expanded to the US two years ago, and is now entering Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue.

mansi.verma@livemint.com

For an extended version of this story, go to livemint.com

Business Standard • Delhi • 20 Jan, 2025

Number of schools in Delhi falls, e-buses soars

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	442	N/A	Bottom Left	218603	89.49K

Number of schools in Delhi falls, e-buses soars

Amid debates over funding of freebies promised by political parties, **INDIVJAL DHASMANA** delves into the tangible impact of such schemes already in force

Besides cash transfers for women, the Delhi Assembly elections are being contested on the plank of education, health, free rides for women in state-run buses, and other factors, including free electricity for households up to a specified threshold.

In terms of education, the number of schools in Delhi declined 3.4 per cent to 5,497 during the five-year period ended in 2023-24. Except for schools up to the senior secondary level, all other categories saw a decrease. However, this includes all types of schools, not just those owned by the Delhi government.

Despite this, Delhi recorded a gross enrolment ratio (GER) — the proportion of student enrolment in a specific level of education to the population of the age group most appropriate for that level — of more than 100 per cent for all classes except for XI and XII.

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education. According to the latest Unified District Information System for Education Plus (UDISE+) report, the number of available schools in Delhi is significantly lower compared to the number of enrolled students, indicating a higher number of students per school.

In terms of health care facilities, the number of allopathic hospitals owned by the Delhi government increased to 36 at the end of 2020 from 34 a year earlier, and has remained the same since then. The number of hospitals in other streams, such as homoeopathic and ayurvedic/unani, has remained constant at two each.

There has been some misconception about the number of buses under the Delhi Transport Corporation (DTC) on which women are entitled to free rides. The total number of buses in the fleet rose by around 16 per cent during the five-year period ended in 2023-24, following a marginal decline in 2020-21. Meanwhile, the average number of buses on the road daily increased 6 per cent, despite a fall in the initial years. The number of buses running on fuels other than electricity decreased, but these were more than offset by the introduction of electric buses in 2022-23.

MORE BUSES ON ROADS

Total buses under Delhi Transport Corporation at the end of the year

	2019-20	2020-21	2021-22	2022-23	2023-24
Non-Ac (low floor)	2,505	2,504	2,504	2,381	1,878
AC (low floor)	1,257	1,256	1,256	1,256	1,231
Electric	0	0	2	300	1,250
Total	**3,762**	**3,760**	**3,762**	**3,937**	**4,359**

Source: Various Delhi Statistical Hand Books

ILLUSTRATION: AJAYA MOHANTY



NUMBER OF HOSPITALS STAGNATES

Allopathic hospitals in Delhi

	2019	2020	2021	2022	2023	2024
Delhi govt	34	36	36	36	36	36
MCD	14	14	11	9	13	13
NDMC	2	2	2	2	2	2
CGHS	1	1	1	1	2	2
Private registered nursing homes/voluntary organisations	1,175	1,119	1,091	1,000	1,193	1,193
Others	16	17	20	20	20	20
Total	**1,242**	**1,189**	**1,161**	**1,068**	**1,266**	**1,266**

MCD: Municipal Corporation of Delhi; NDMC: New Delhi Municipal Corporation; CGHS: Central Government Health Scheme; Source: Various Delhi Statistical Hand Books

PRE-PRIMARY SCHOOLS DOWN TO NIL

Number of educational institutions in Delhi

	2019-20	2020-21	2021-22	2022-23	2023-24
Pre-primary schools	22	24	0	0	0
Primary schools (Class I to V)	2,660	2,629	2,594	2,492	2,481
Middle schools (Class VI to VIII)	867	855	826	803	806
Secondary schools (Class IX to X)	359	357	357	367	340
Sr secondary schools (Class XI to XII)	1,783	1,801	1,842	1,826	1,870
Total	**5,691**	**5,666**	**5,619**	**5,488**	**5,497**

Source: Various Delhi Statistical Hand Books

GROSS ENROLMENT RATIO OF SCHOOLS

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education

	2019-20 Delhi	2019-20 All-India	2020-21 Delhi	2020-21 All-India	2021-22 Delhi	2021-22 All-India	2022-23 Delhi	2022-23 All-India	2023-24 Delhi	2023-24 All-India
Primary (class 1 to V)	120.4	102.7	115.9	103.3	116	103.4	106.8	96.2	51(106.8)*	41.5(96.5)*
Upper primary (class VI to VIII)	122.7	89.7	125.1	92.2	130	94.7	118.4	90.2	115	89.5
Secondary (IX to X)	110.3	77.9	116.3	79.8	111.2	79.6	105.9	79.2	91**	66.5**
Higher Secondary (XI to XII)	72.8	51.4	82.1	53.8	94.9	57.6	93.3	56.8		

*Figures outside brackets are for foundational level (pre-primary class to II) while inside bracket represent class III to V, ** Class IX to XII
Source: Various reports on Unified District Information System for Education Plus (UDISE +)

Mint • Hyderabad • 20 Jan, 2025

ABHA ID sign-up sought for all patients

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	254	N/A	Middle Right	63571	45K

ABHA ID sign-up sought for all patients

Priyanka Sharma
priyanka.sharma@livemint.com
NEW DELHI

The National Health Authority (NHA) has asked the National Medical Commission (NMC) to direct all medical colleges and government and private hospitals to register all patients for an Ayushman Bharat Digital Health Account (ABHA ID).

To be sure, hospitals cannot deny treatment to a patient if they do not want an ABHA ID account, as this is entirely voluntary in nature. In addition, digital health data privacy is covered under the Digital Personal Data Protection Act, 2023, the rules for which were notified on 3 January. It will become once it is passed by Parliament.

As part of the plan, NHA has suggested to the medical education regulator that a joint mechanism be explored to review the progress of digitization through ABHA.

The National Health Authority has assured the National Medical Council that it will provide all requisite technical support for the data collection for ABHA ID.



The NHA has assured the NMC that it will provide all requisite technical support for the data collection for ABHA ID. MINT

ABHA health ID is a 14-digit unique number that allow patients to access their health records, prescriptions, and consultation details across healthcare providers.

"National Health Authority, the implementing body of the ABDM assures all requisite technical support to the officials engaged in ABHA/ABHA activities in the medical colleges and their attached medical colleges," said Kiran Gopal Vaska, joint secretary, NHA and mission director, ABDM in a letter to the NMC secretary (Prof) Dr B. Srinivas.

ABHA health ID is a 14-digit number enabling access to health records, prescriptions, and consultations

"It is also requested that if a joint mechanism may be built to review the progress of digitization through ABHA, it will be helpful in the actual implementation," Vaska said.

Currently, there are nearly 700 medical colleges (including both private and government) who have to implement ABHA ID for patients.

"NMC is the regulator. It can keep a close watch on the medical colleges whether they are registering ABHA ID for patients. Has NMC sought any report from the hospitals?" said an official aware of the matter.

Last year, NMC asked hospitals to register ABHA ID for the patients visiting hospitals in the OPD, IPD and emergency in addition to hospital registration. However, it has not been implemented.

The ABHA ID links all healthcare benefits from public health programs meto insurance schemes. Till date, NHA has issued 730 million ABHA ID numbers.

Earlier, Mint reported that Centre had directed the state/UTs governments to link the health records of the beneficiaries of the different health schemes with ABHA ID to maximize the benefits of the digital health system and enable people to digitally access and share their health records.

Queries sent to the health ministry spokesperson remained unanswered.

The Hindu • Delhi • 20 Jan, 2025

Bailable arrest warrant issued against Ramdev, aide Balkrishna

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	101	N/A	Top Center	76065	682.81K

Bailable arrest warrant issued against Ramdev, aide Balkrishna

A.S. Jayanth
KOZHIKODE

A bailable warrant issued by a Palakkad court against yoga practitioner Baba Ramdev, his accomplice Acharya Balkrishna, and Divya Pharmacy, the marketing arm of their Haridwar-based Ayurvedic drug manufacturing company Patanjali Ayurved, is the first such step being initiated against them in Kerala in the misleading advertisement case.

The warrant was issued on January 16. The case against Mr. Ramdev, Mr. Balkrishna, and their company was registered in the court in 2024. Though the court had earlier issued summons to the accused to appear on January 16, they failed to turn up. The case relates to the company carrying misleading advertisements on its healthcare products in the news media in violation of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The advertisements claimed that the Patanjali products could cure high blood pressure and diabetes.

Similar cases are pending against them in courts in Kozhikode and Haridwar in Uttarakhand as well. However, they have not appeared before the courts as yet.

The case in the Palakkad court is now posted to February 1. At least 10 cases have been registered against them in Kerala and one in Uttarakhand (Haridwar).

The Pioneer • Delhi • 20 Jan, 2025

Insurance industry pivotal, says GIC Chairman

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	259	N/A	Middle Right	739084	634.42K

Insurance industry pivotal, says GIC Chairman



PIONEER NEWS SERVICE ■ NEW DELHI

The insurance industry, which safeguards millions of lives and businesses, often faces unwarranted criticism fueled by isolated grievances and sensationalism. Despite these perceptions, its contributions are pivotal. In FY 23-24 alone, the industry settled claims worth Rs 1.72 lakh crore, including Rs 80,000 crore for health insurance, with a claim settlement ratio exceeding 80 percent.

In this regard, Tapan Singhel, Chairman, General Insurance Council and MD & CEO, Bajaj Allianz General Insurance, said that, as per the IRDAI annual report, last year, the General Insurance industry settled crores of claims worth Rs 1.72 lakh crore, out of which it paid more than Rs 80,000 crore towards health insurance.

"Yet those who benefit rarely make the news. On the flip side, isolated grievances and odd bad experiences become the face of the industry. Social safety nets like Ayushman Bharat, covering 55 crore beneficiaries, and the Pradhan Mantri Fasal Bima Yojana, which disbursed Rs 1.64 lakh crore in claims over eight years, prevent poverty and support vulnerable populations. Without the insurance industry's support, the scheme would not be in place or effective in states adopting an insurance or hybrid model. Insurance also underpins critical sectors, mitigating financial risks in agriculture, motor, and disaster recovery, and ensuring economic resilience," said Singhel.

Notably, Singhel mentioned the industry boasts an impressively low grievance ratio of 0.003 percent against 2.96 billion policies and actively combats fraud, detecting Rs 1.73 lakh crore in fraudulent claims over five years.

"Contrary to the belief that insurers generate massive profits, the industry operates at a loss, with a combined ratio of 115 percent, paying Rs 115 for every Rs 100 earned in premiums. Employing over 6 million people, insurance is a cornerstone of economic growth. While improvements are possible, insurance remains essential for societal progress, demanding constructive engagement rather than destructive criticism. Without it, the social and economic consequences would be dire," added Singhel.

The Pioneer • Delhi • 20 Jan, 2025

OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	359	N/A	Bottom Right	1023980	634.42K

OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES

By Dr APOORVA SHRIVASTAVA







In today's world, sedentary lifestyles have become increasingly prevalent, driven by technological advancements, desk-based jobs, and reduced physical activity. While these changes have brought convenience, they have also contributed to a surge in health problems such as obesity, cardiovascular disease, diabetes, and musculoskeletal disorders. Addressing these challenges requires a multifaceted approach, and one highly effective solution lies in accessible, high-quality *active physiotherapy*.

THE SEDENTARY EPIDEMIC: Prolonged sitting and limited movement are now recognised as significant health risks. Studies show that sitting for more than eight hours a day without regular physical activity increases the risk of premature death by up to 20%. Additionally, sedentary behavior often leads to muscle weakness, joint stiffness, and poor posture, which can result in chronic pain and reduced mobility.

These issues are not limited to adults. Children and teenagers, too, are increasingly falling victim to inactivity, with screen time often replacing outdoor play. This highlights the urgent need for interventions that promote movement and physical well-being across all age groups.

THE ROLE OF ACTIVE PHYSIOTHERAPY: Active physiotherapy stands out as a powerful tool in combating the ill effects of sedentary lifestyles. Unlike passive treatments that involve modalities like heat, ice, or electrical stimulation, active physiotherapy emphasises patient involvement through therapeutic exercises, stretching, and strengthening routines. This approach not only alleviates pain and restores function but also empowers individuals to take charge of their health.

High-quality active physiotherapy programs focus on personalised care. A thorough assessment identifies specific issues, such as tight hamstrings, weak core muscles, or joint misalignment, and targets them with tailored exercises. This individualised approach ensures faster recovery and long-term benefits.

Moreover, active physiotherapy can improve cardiovascular health, enhance muscle tone, and boost mental well-being. Regular movement releases endorphins, reducing stress and anxiety—common side effects of sedentary lifestyles.

ACCESSIBILITY: BRIDGING THE GAP: Active physiotherapy, despite its effectiveness, often remains inaccessible due to factors like cost, geographic constraints, and a lack of awareness. Bridging these gaps requires targeted strategies to make this essential service more widely available. Expanding tele-physiotherapy platforms can allow individuals to access guided active rehabilitation programs from their homes, breaking location barriers. Establishing affordable physiotherapy clinics in underserved areas can further ensure inclusivity.

A PATH TO HEALTHIER LIVES: The challenges posed by sedentary lifestyles are undeniable, but they are not insurmountable. Active physiotherapy provides an evidence-based, patient-centered approach to restoring health and preventing future issues. By making high-quality physiotherapy accessible to all, society can take a significant step toward combating the epidemic of inactivity and fostering a culture of movement and vitality.

— The author is CEO & Founder, Resolve360

The Morning Standard • Delhi • 20 Jan, 2025

VAJRASANA ON TOES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	604	N/A	Middle Right	289934	300K

FITBIT

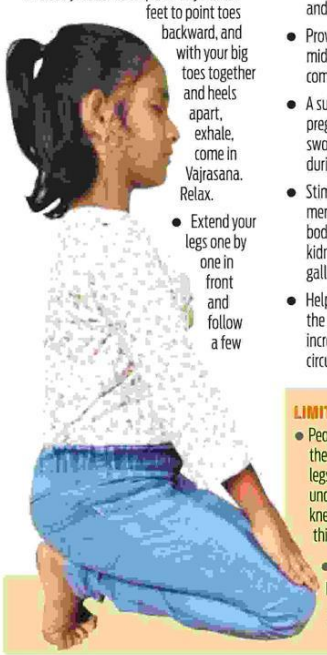
VAJRASANA ON TOES

(THUNDERBOLT POSE VARIATION ON TOES)

This variation is part of the Yin Yoga sequence. It is an effective stretch that increases flexibility and blood circulation to toes, feet, and lower legs, deeply releasing tension around the soles and stimulating the lower body meridians. This can be practised by those who find balancing the weight over the ankles challenging. It is a warm-up pose to prepare the body for more intense ones.

STEPS

- Sit in Vajrasana (Thunderbolt Pose) and then move to the Table Top Pose.
- Gently tuck your toes in. Take a big breath and see how you feel. Bring the toes, heels, and knees closer.
- If possible, lead forward and with the help of your hands, bring the heels together.
- Take a deep breath in, and while exhaling, slowly push your hips back to sit back on your heels, bringing your body upright.
- Your head, neck, and back must be in one line and sit tall with back straight.
- Bring the hands on the knees, lift the chin slightly, and stay in the pose with your eyes closed for eight breaths.
- If you want to deepen the practice, you can place a block on the heels and sit back on it. Hold for five breaths.
- Release the pose slowly and come back to Chair Tadasana and relax.
- To release, inhale, lower your hands in front of you, lift the hips, slowly release feet to point toes backward, and with your big toes together and heels apart, exhale, come in Vajrasana. Relax.
- Extend your legs one by one in front and follow a few rounds of stretches and rotations to get more rest.
- It can also be practised by sitting on a chair.



BENEFITS

- Stretches the feet and ankles.
- Helps strengthen the bottom muscles of the feet and toes.
- Keeps feet and toes healthy.
- Practise any time of the day even after having a meal.
- Brings nice and gentle pressure on the knees and toes.
- Good stretch to prevent and treat plantar fasciitis, which may cause heel pain.
- A good pose for hikers, walkers, climbers, teens, kids, working professionals, and sportspersons.
- Provides a remedy for middle-aged people who commonly get leg cramps.
- A suitable pose for pregnant women to soothe swollen feet during pregnancy.
- Stimulates all the meridians of the lower body like the bladder, kidney, stomach, spleen, gallbladder, and liver.
- Helps remove stiffness in the concerned muscles, increasing the blood circulation to the feet.

LIMITATIONS

- People with injuries in the feet and ankles, legs, knees, hips, or have undergone foot, ankle, or knee surgery, should avoid this practice.
- Senior citizens and pregnant women must get the guidance of a yoga expert.

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

The Economic Times • Delhi • 20 Jan, 2025

Is a heated workout more effective

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
15	English	545	ET Panache	Top Left	242435	420.14K

Is a heated workout more effective?

Here's what happens to your body during a hot fitness class



PICS: GETTY IMAGES



While hot yoga is perhaps the most familiar heated workout, hot Pilates and hot high-intensity interval training classes are also popular.

Those who swear by these workouts claim that turning up the temperature can increase your flexibility, enhance your heart health or help you sweat out supposed toxins.

Here's what exercising in the heat really can — and can't — do for you.

Improves your flexibility

Some small studies suggest that applying heat directly to your muscles, such as with a heating pad, can increase your flexibility and range of motion. Stretching in a heated room may have similar effects, though there is limited research in this area.

Your blood vessels expand in the heat, allowing them to deliver more oxygen and blood to your muscles and tendons. This may help loosen your muscles and make you more flexible, said Kelsey Bourbeau, an exercise physiologist at the University of Northern Iowa, US.

Get your heart pumping

Even if you're not working out, just being in a hot environment, such as a hot tub or a sauna, speeds up your blood flow. Both heat and exercise make your cardiovascular system work harder, Bourbeau said. Those stressors trigger changes that can improve your health, such as strengthening your heart and lowering your blood pressure.

But in one study — which was funded by a non-profit dedicated to promoting yoga's health benefits — adults who did either hot yoga or cooler yoga three times per week for 12 weeks saw similar improvements to their vascular health, suggesting that exercising at either temperature was equally beneficial.

Since you'll also sweat more than usual during heated exercise, the workout may feel more intense as your body fights to cool itself down. Your heart rate will also probably be higher than usual, but that doesn't necessarily mean that your body used more energy during the workout, said Stacy Hunter, an exercise physiologist at Texas State University, US.

Some research suggests that when endurance athletes like runners and cyclists consistently train in the heat, their bodies start to adjust to the higher temperatures by sweating more and lowering their heart rates.

They also produce more hemoglobin, a protein that helps shuttle oxygen to the muscles, which can help improve their speed in both hot and temperate environments.

Sweating won't flush out toxins

Some hot workout enthusiasts claim that extra sweat can ferry toxins out of the body. This is a "popular but misleading belief", Bourbeau said. Your liver, kidneys and spleen process any toxic chemicals you've been exposed to, and while the increase in blood flow during exercise could theoretically help speed the process along, the amount of toxins found in your sweat is negligible.

Take extra precautions

Before you show up to a heated workout class, check exactly how hot the class will be.

The hotter it gets, the more fluids and electrolytes you'll lose. You should pay attention to how you feel in any class.

If you're taking a hot yoga class and feel more flexible than usual, be careful not to overstretch. Pushing yourself too far can lead to muscle strains. A little bit of tension in the muscle during a stretch can be normal, but if you feel pain or discomfort, that's your body telling you to back away from the pose.

If you feel dizzy or nauseated, if you sweat excessively or if your skin feels hot to the touch, you should take a break and step into a cooler area

Make sure to show up to any heated exercise class well hydrated and keep drinking water throughout the workout. If you feel dizzy or nauseated, if you sweat excessively or if your skin feels hot to the touch, you should take a break and step into a cooler area.

"Those are all red flags for heat illness," Bourbeau said.

Give yourself time to adapt and embrace the sweat.

– The New York Times

Business Standard • Jaipur • 20 Jan, 2025

Number of schools in Delhi falls, e-buses soars

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	442	N/A	Bottom Left	142644	89.49K

Number of schools in Delhi falls, e-buses soars

Amid debates over funding of freebies promised by political parties, **INDIVJAL DHASMANA** delves into the tangible impact of such schemes already in force

Besides cash transfers for women, the Delhi Assembly elections are being contested on the plank of education, health, free rides for women in state-run buses, and other factors, including free electricity for households up to a specified threshold.

In terms of education, the number of schools in Delhi declined 3.4 per cent to 5,497 during the five-year period ended in 2023-24. Except for schools up to the senior secondary level, all other categories saw a decrease. However, this includes all types of schools, not just those owned by the Delhi government.

Despite this, Delhi recorded a gross enrolment ratio (GER) — the proportion of student enrolment in a specific level of education to the population of the age group most appropriate for that level — of more than 100 per cent for all classes except for XI and XII.

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education. According to the latest Unified District Information System for Education Plus (UDISE+) report, the number of available schools in Delhi is significantly lower compared to the number of enrolled students, indicating a higher number of students per school.

In terms of health care facilities, the number of allopathic hospitals owned by the Delhi government increased to 36 at the end of 2020 from 34 a year earlier, and has remained the same since then. The number of hospitals in other streams, such as homoeopathic and ayurvedic/unani, has remained constant at two each.

There has been some misconception about the number of buses under the Delhi Transport Corporation (DTC) on which women are entitled to free rides. The total number of buses in the fleet rose by around 16 per cent during the five-year period ended in 2023-24, following a marginal decline in 2020-21. Meanwhile, the average number of buses on the road daily increased 6 per cent, despite a fall in the initial years. The number of buses running on fuels other than electricity decreased, but these were more than offset by the introduction of electric buses in 2022-23.

MORE BUSES ON ROADS

Total buses under Delhi Transport Corporation at the end of the year

	2019-20	2020-21	2021-22	2022-23	2023-24
Non-Ac (low floor)	2,505	2,504	2,504	2,381	1,878
AC (low floor)	1,257	1,256	1,256	1,256	1,231
Electric	0	0	2	300	1,250
Total	**3,762**	**3,760**	**3,762**	**3,937**	**4,359**

Source: Various Delhi Statistical Hand Books

ILLUSTRATION: AJAYA MOHANTY



NUMBER OF HOSPITALS STAGNATES

Allopathic hospitals in Delhi

	2019	2020	2021	2022	2023	2024
Delhi govt	34	36	36	36	36	36
MCD	14	14	11	9	13	13
NDMC	2	2	2	2	2	2
CGHS	1	1	1	1	2	2
Private registered nursing homes/voluntary organisations	1,175	1,119	1,091	1,000	1,193	1,193
Others	16	17	20	20	20	20
Total	**1,242**	**1,189**	**1,161**	**1,068**	**1,266**	**1,266**

MCD: Municipal Corporation of Delhi; NDMC: New Delhi Municipal Corporation; CGHS: Central Government Health Scheme; Source: Various Delhi Statistical Hand Books

PRE-PRIMARY SCHOOLS DOWN TO NIL

Number of educational institutions in Delhi

	2019-20	2020-21	2021-22	2022-23	2023-24
Pre-primary schools	22	24	0	0	0
Primary schools (Class I to V)	2,660	2,629	2,594	2,492	2,481
Middle schools (Class VI to VIII)	867	855	826	803	806
Secondary schools (Class IX to X)	359	357	357	367	340
Sr secondary schools (Class XI to XII)	1,783	1,801	1,842	1,826	1,870
Total	**5,691**	**5,666**	**5,619**	**5,488**	**5,497**

Source: Various Delhi Statistical Hand Books

GROSS ENROLMENT RATIO OF SCHOOLS

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education

	2019-20 Delhi	2019-20 All-India	2020-21 Delhi	2020-21 All-India	2021-22 Delhi	2021-22 All-India	2022-23 Delhi	2022-23 All-India	2023-24 Delhi	2023-24 All-India
Primary (class 1 to V)	120.4	102.7	115.9	103.3	116	103.4	106.8	96.2	51(106.8)*	41.5(96.5)*
Upper primary (class VI to VIII)	122.7	89.7	125.1	92.2	130	94.7	118.4	90.2	115	89.5
Secondary (IX to X)	110.3	77.9	116.3	79.8	111.2	79.6	105.9	79.2	91**	66.5**
Higher Secondary (XI to XII)	72.8	51.4	82.1	53.8	94.9	57.6	93.3	56.8		

*Figures outside brackets are for foundational level (pre-primary class to II) while inside bracket represent class III to V, ** Class IX to XII
Source: Various reports on Unified District Information System for Education Plus (UDISE +)

Mint • Chandigarh • 20 Jan, 2025

Why early stage consumer brands are foraying abroad

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	2492	N/A	Top Center	1993391	465K

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU



These brands are targeting global markets where demand for expensive products outpaces purchases back home.

India's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told *Mint*.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores, founder Avnish Chhabria told *Mint*. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

Wellbeing Nutrition will invest $3-4 million towards international expansion this year, Chhabria said.

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, managing partner, Rukam Capital, said.

Early-stage investment activity in India remained steady at $3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn.

While the total size and number of deals is much lower than 2021-2022 levels, the numbers indicate sustained investor interest.

Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of higher margins abroad.

"This year you will see more premium brands going international... Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharrp Ventures, expanded to the US two years ago, and is now entering Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue.

mansi.verma@livemint.com

For an extended version of this story, go to livemint.com

The Daily Guardian • Delhi • 20 Jan, 2025

Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	177	N/A	Bottom Left	17708	N/A

Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral

TDG NETWORK
CHENNAI



A video clip of the IIT Madras Director V Kamakoti purportedly praising the 'medicinal value' of 'Gomutra', while speaking on protecting indigenous breeds of cows and the significance of switching to organic farming, has gone viral in the social media.

Addressing an event at a Go Samrakshana Sala on the day of Maatu Pongal (January 15, 2025) here, he narrated an anecdote from the life of a sanyasi and said the ascetic, when he had high fever, consumed gomutra and he was cured.

The director said, therefore, gomiyam (cow urine/gomutra) has, "anti-bacterial, anti-fungal, and digestive properties," and it is useful as a medicine for conditions such as the Irritable Bowel Syndrome and batted for consideration of cow urine's "medicinal value."

He made this remark after underlining the importance of organic farming and the crucial role played by indigenous breeds of cattle in agriculture and the overall economy.

Rationalist outfit Dravidar Kazhagam slammed the Gomutra remark saying it went against the truth and was "shameful".

DMK leader TKS Elangovan hit out at Kamakoti for his remark and alleged that the intention of the central government is to "spoil" education in the country.

Thanthai Periyar Dravidar Kazhagam leader K Ramakrishnan said Kamakoti should give proof for his claim or he must tender an apology. "If he does not apologise, we will stage protest against him."

Congress leader Karti P Chidambaram slammed the remark, and said: "Peddling pseudoscience by @iitmadras Director is most unbecoming @IMAIndiaOrg."

The Pioneer • Chandigarh • 20 Jan, 2025

Insurance industry pivotal, says GIC Chairman

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	259	N/A	Middle Right	155597	268.96K

Insurance industry pivotal, says GIC Chairman



PIONEER NEWS SERVICE ■ NEW DELHI

The insurance industry, which safeguards millions of lives and businesses, often faces unwarranted criticism fueled by isolated grievances and sensationalism. Despite these perceptions, its contributions are pivotal. In FY 23-24 alone, the industry settled claims worth Rs 1.72 lakh crore, including Rs 80,000 crore for health insurance, with a claim settlement ratio exceeding 80 percent.

In this regard, Tapan Singhel, Chairman, General Insurance Council and MD & CEO, Bajaj Allianz General Insurance, said that, as per the IRDAI annual report, last year, the General Insurance industry settled crores of claims worth Rs 1.72 lakh crore, out of which it paid more than Rs 80,000 crore towards health insurance.

"Yet those who benefit rarely make the news. On the flip side, isolated grievances and odd bad experiences become the face of the industry. Social safety nets like Ayushman Bharat, covering 55 crore beneficiaries, and the Pradhan Mantri Fasal Bima Yojana, which disbursed Rs 1.64 lakh crore in claims over eight years, prevent poverty and support vulnerable populations. Without the insurance industry's support, the scheme would not be in place or effective in states adopting an insurance or hybrid model. Insurance also underpins critical sectors, mitigating financial risks in agriculture, motor, and disaster recovery, and ensuring economic resilience," said Singhel.

Notably, Singhel mentioned the industry boasts an impressively low grievance ratio of 0.003 percent against 2.96 billion policies and actively combats fraud, detecting Rs 1.73 lakh crore in fraudulent claims over five years.

"Contrary to the belief that insurers generate massive profits, the industry operates at a loss, with a combined ratio of 115 percent, paying Rs 115 for every Rs 100 earned in premiums. Employing over 6 million people, insurance is a cornerstone of economic growth. While improvements are possible, insurance remains essential for societal progress, demanding constructive engagement rather than destructive criticism. Without it, the social and economic consequences would be dire," added Singhel.

The Tribune • Chandigarh • 20 Jan, 2025

Health Dept plans to relocate critical caremit out of Muktsar

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	106	N/A	Bottom Left	321057	893.04K

Health Dept plans to relocate critical care unit out of Muktsar

ARCHIT WATTS
TRIBUNE NEWS SERVICE

MUKTSAR, JANUARY 19

The Health Department's decision to shift the proposed 50-bed critical care unit (CCU) from Muktsar city to Gidderbaha has not gone down well with the residents. The CCU will be built under the Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM).

Sham Lal Goyal, Muktsar district president of the National Consumer Awareness Group, said, "As per norms, 13 CCUs are to be established at the district headquarters. However, the proposed CCU for Muktsar city is being shifted to Gidderbaha, citing lack of space."

Goyal said, "Several plots belonging to the state government were vacant in Muktsar city along the Kotkapura road, Tibbi Sahib road and Bathinda road. If the government transfers the land from one department to the other, the CCU can be built at the district headquarters."

BJP leader Rahul Singh Sidhu said, "The CCU and laboratories are to be set up by the Centre. This health facility should not be shifted as the population of Muktsar city is three times that of Gidderbaha subdivision. I urge the local MLA to raise the issue with senior officials."

Dr Jagdeep Chawla, Chief Medical Officer, Muktsar, said, "The CCUs are being built with funds received from the Centre. Recently, we got a letter from the Health Director to find suitable land for the CCU. As we don't have vacant land available at civil hospitals in Muktsar and Malout, we have recommended the name of Gidderbaha Civil Hospital. Once built, this CCU will be used for isolation of patients in critical condition."

Mint • Bengaluru • 20 Jan, 2025

Why early-stage consumer brands are foraying abroad

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	193	N/A	Middle Right	67596	125K

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU

India's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told *Mint*.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores, founder Avnish Chhabria told *Mint*. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

Wellbeing Nutrition will invest $3-4 million towards international expansion this year, Chhabria said.



These brands are targeting global markets where demand for expensive products outpaces purchases back home.

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, managing partner, Rukam Capital, said.

Early-stage investment activity in India remained steady at $3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn.

While the total size and number of deals is much lower than 2021-2022 levels, the numbers indicate sustained investor interest.

Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of higher margins abroad.

"This year you will see more premium brands going international... Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharp Ventures, expanded to the US two years ago, and is now entering Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue.

mansi.verma@livemint.com

For an extended version of this story, go to livemint.com

Mint • Hyderabad • 20 Jan, 2025

Why early-stage consumer brands are foraying abroad

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	496	N/A	Top Center	123982	45K

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU



These brands are targeting global markets where demand for expensive products outpaces purchases back home.

India's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told *Mint*.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores, founder Avnish Chhabria told *Mint*. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

Wellbeing Nutrition will invest $3-4 million towards international expansion this year, Chhabria said.

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, managing partner, Rukam Capital, said.

Early-stage investment activity in India remained steady at $3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn.

While the total size and number of deals is much lower than 2021-2022 levels, the numbers indicate sustained investor interest.

Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of higher margins abroad.

"This year you will see more premium brands going international... Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharrp Ventures, expanded to the US two years ago, and is now entering Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue.

mansi.verma@livemint.com

For an extended version of this story, go to livemint.com

The Economic Times • Bengaluru • 20 Jan, 2025

Is a heated workout more effective

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	English	235	ET Panache	Top Left	45855	215.44K

Is a heated workout more effective?

Here's what happens to your body during a hot fitness class

While hot yoga is perhaps the most familiar heated workout, hot Pilates and hot high-intensity interval training classes are also popular.

Those who swear by these workouts claim that turning up the temperature can increase your flexibility, enhance your heart health or help you sweat out supposed toxins.

Here's what exercising in the heat really can — and can't — do for you.



PICS: GETTY IMAGES



Improves your flexibility

Some small studies suggest that applying heat directly to your muscles, such as with a heating pad, can increase your flexibility and range of motion. Stretching in a heated room may have similar effects, though there is limited research in this area.

Your blood vessels expand in the heat, allowing them to deliver more oxygen and blood to your muscles and tendons. This may help loosen your muscles and make you more flexible, said Kelsey Bourbeau, an exercise physiologist at the University of Northern Iowa, US.

Get your heart pumping

Even if you're not working out, just being in a hot environment, such as a hot tub or a sauna, speeds up your blood flow. Both heat and exercise make your cardiovascular system work harder, Bourbeau said. Those stressors trigger changes that can improve your health, such as strengthening your heart and lowering your blood pressure.

But in one study — which was funded by a non-profit dedicated to promoting yoga's health benefits — adults who did either hot yoga or cooler yoga three times per week for 12 weeks saw similar improvements to their vascular health, suggesting that exercising at either temperature was equally beneficial.

Since you'll also sweat more than usual during heated exercise, the workout may feel more intense as your body fights to cool itself down. Your heart rate will also probably be higher than usual, but that doesn't necessarily mean that your body used more energy during the workout, said Stacy Hunter, an exercise physiologist at Texas State University, US.

Some research suggests that when endurance athletes like runners and cyclists consistently train in the heat, their bodies start to adjust to the higher temperatures by sweating more and lowering their heart rates.

They also produce more hemoglobin, a protein that helps shuttle oxygen to the muscles, which can help improve their speed in both hot and temperate environments.

If you feel dizzy or nauseated, if you sweat excessively or if your skin feels hot to the touch, you should take a break and step into a cooler area

Sweating won't flush out toxins

Some hot workout enthusiasts claim that extra sweat can ferry toxins out of the body. This is a "popular but misleading belief", Bourbeau said. Your liver, kidneys and spleen process any toxic chemicals you've been exposed to, and while the increase in blood flow during exercise could theoretically help speed the process along, the amount of toxins found in your sweat is negligible.

Take extra precautions

Before you show up to a heated workout class, check exactly how hot the class will be.

The hotter it gets, the more fluids and electrolytes you'll lose. You should pay attention to how you feel in any class.

If you're taking a hot yoga class and feel more flexible than usual, be careful not to overstretch. Pushing yourself too far can lead to muscle strains. A little bit of tension in the muscle during a stretch can be normal, but if you feel pain or discomfort, that's your body telling you to back away from the pose.

Make sure to show up to any heated exercise class well hydrated and keep drinking water throughout the workout. If you feel dizzy or nauseated, if you sweat excessively or if your skin feels hot to the touch, you should take a break and step into a cooler area.

"Those are all red flags for heat illness," Bourbeau said.

Give yourself time to adapt and embrace the sweat.

– The New York Times

Business Standard • Chandigarh • 20 Jan, 2025

Number of schools in Delhi falls, e-buses soars

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	442	N/A	Bottom Left	68451	19.8K

Number of schools in Delhi falls, e-buses soars

Amid debates over funding of freebies promised by political parties, **INDIVJAL DHASMANA** delves into the tangible impact of such schemes already in force

Besides cash transfers for women, the Delhi Assembly elections are being contested on the plank of education, health, free rides for women in state-run buses, and other factors, including free electricity for households up to a specified threshold.

In terms of education, the number of schools in Delhi declined 3.4 per cent to 5,497 during the five-year period ended in 2023-24. Except for schools up to the senior secondary level, all other categories saw a decrease. However, this includes all types of schools, not just those owned by the Delhi government.

Despite this, Delhi recorded a gross enrolment ratio (GER) — the proportion of student enrolment in a specific level of education to the population of the age group most appropriate for that level — of more than 100 per cent for all classes except for XI and XII.

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education. According to the latest Unified District Information System for Education Plus (UDISE+) report, the number of available schools in Delhi is significantly lower compared to the number of enrolled students, indicating a higher number of students per school.

In terms of health care facilities, the number of allopathic hospitals owned by the Delhi government increased to 36 at the end of 2020 from 34 a year earlier, and has remained the same since then. The number of hospitals in other streams, such as homoeopathic and ayurvedic/unani, has remained constant at two each.

There has been some misconception about the number of buses under the Delhi Transport Corporation (DTC) on which women are entitled to free rides. The total number of buses in the fleet rose by around 16 per cent during the five-year period ended in 2023-24, following a marginal decline in 2020-21. Meanwhile, the average number of buses on the road daily increased 6 per cent, despite a fall in the initial years. The number of buses running on fuels other than electricity decreased, but these were more than offset by the introduction of electric buses in 2022-23.

MORE BUSES ON ROADS

Total buses under Delhi Transport Corporation at the end of the year

	2019-20	2020-21	2021-22	2022-23	2023-24
Non-Ac (low floor)	2,505	2,504	2,504	2,381	1,878
AC (low floor)	1,257	1,256	1,256	1,256	1,231
Electric	0	0	2	300	1,250
Total	**3,762**	**3,760**	**3,762**	**3,937**	**4,359**

Source: Various Delhi Statistical Hand Books

ILLUSTRATION: AJAYA MOHANTY



NUMBER OF HOSPITALS STAGNATES

Allopathic hospitals in Delhi

	2019	2020	2021	2022	2023	2024
Delhi govt	34	36	36	36	36	36
MCD	14	14	11	9	13	13
NDMC	2	2	2	2	2	2
CGHS	1	1	1	1	2	2
Private registered nursing homes/voluntary organisations	1,175	1,119	1,091	1,000	1,193	1,193
Others	16	17	20	20	20	20
Total	**1,242**	**1,189**	**1,161**	**1,068**	**1,266**	**1,266**

MCD: Municipal Corporation of Delhi; NDMC: New Delhi Municipal Corporation; CGHS: Central Government Health Scheme; Source: Various Delhi Statistical Hand Books

PRE-PRIMARY SCHOOLS DOWN TO NIL

Number of educational institutions in Delhi

	2019-20	2020-21	2021-22	2022-23	2023-24
Pre-primary schools	22	24	0	0	0
Primary schools (Class I to V)	2,660	2,629	2,594	2,492	2,481
Middle schools (Class VI to VIII)	867	855	826	803	806
Secondary schools (Class IX to X)	359	357	357	367	340
Sr secondary schools (Class XI to XII)	1,783	1,801	1,842	1,826	1,870
Total	**5,691**	**5,666**	**5,619**	**5,488**	**5,497**

Source: Various Delhi Statistical Hand Books

GROSS ENROLMENT RATIO OF SCHOOLS

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education

	2019-20 Delhi	2019-20 All-India	2020-21 Delhi	2020-21 All-India	2021-22 Delhi	2021-22 All-India	2022-23 Delhi	2022-23 All-India	2023-24 Delhi	2023-24 All-India
Primary (class 1 to V)	120.4	102.7	115.9	103.3	116	103.4	106.8	96.2	51(106.8)*	41.5(96.5)*
Upper primary (class VI to VIII)	122.7	89.7	125.1	92.2	130	94.7	118.4	90.2	115	89.5
Secondary (IX to X)	110.3	77.9	116.3	79.8	111.2	79.6	105.9	79.2	91**	66.5**
Higher Secondary (XI to XII)	72.8	51.4	82.1	53.8	94.9	57.6	93.3	56.8		

*Figures outside brackets are for foundational level (pre-primary class to II) while inside bracket represent class III to V, ** Class IX to XII
Source: Various reports on Unified District Information System for Education Plus (UDISE +)

The Hindu Tamil • Chennai • 20 Jan, 2025

IMA's new president Dileep warns against Ayurvedic homeopathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	88	N/A	Bottom Center	258610	416.52K

ஆயுர்வேத, ஹோமியோபதி மருத்துவர் பற்றி ஐஎம்ஏ புதிய தலைவர் திலிப் எச்சரிக்கை

டேராடூன்

இந்திய மருத்துவ சங்கத்தின் (ஐஎம்ஏ) புதிய நிர்வாகிகள் பதவியேற்பு விழா உத்தராகண்ட் மாநிலம் டேராடூனில் நேற்று முன்தினம் நடைபெற்றது. இவ்விழாவில், ஐஎம்ஏ புதிய தலைவர் டாக்டர் திலிப் பானுஷாலி பேசியதாவது:

ஆயுர்வேதம், ஹோமியோபதி உள்ளிட்ட பாரம்பரிய மருத்துவ முறைகளில் பயிற்சி பெற்று சிகிச்சை வழங்குபவர்கள் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்யக்கூடாது என உச்ச நீதிமன்றம் ஏற்கெனவே உத்தரவிட்டிருந்தது. இந்நிலையில், பாரம்பரிய மருத்துவ முறையை கையாள்பவர்களில் 80 சதவீதம் பேர் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்து வருகின்றனர். இது ஆபத்தானது ஆகும்.

ஆயுர்வேதம், ஹோமியோபதி உள்ளிட்ட இதர பாரம்பரிய மருத்துவ முறைகளுக்கு நாங்கள் எதிரானவர்கள் அல்ல. அவர்கள் தங்கள் மருத்துவ முறையை கையாளலாம். ஆனால் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்ய வேண்டாம் என்றுதான் நாங்கள் கேட்டுக் கொள்கிறோம். இவ்வாறு அவர் தெரிவித்துள்ளார்.

Mumbai Chauffer • Mumbai • 20 Jan, 2025

Clinical trial of Amrut Noni Ortho Plus successful

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	Marathi	359	N/A	Middle Center	179589	510.65K

अमृत नोनी ऑर्थो प्लसची क्लिनिकल चाचणी यशस्वी

मुंबई - अमृत नोनीने आपले प्रमुख उत्पादन असलेल्या अमृत नोनी ऑर्थो प्लससाठी मानवी क्लिनिकल चाचण्यांचा टप्पा यशस्वीरीत्या पूर्ण केला. औषध क्लिनिकल चाचण्यांसाठी केंद्र सरकारने ठरवून दिलेल्या अत्यंत काटेकोर मार्गदर्शक तत्त्वांनुसार नालंदा क्लिनसर्व्हच्या सहकार्याने आयोजित या चाचणीतून ग्राहकांना उच्च-गुणवत्तेसह प्रभावी उपाय प्रदान करण्याच्या वचनबद्धतेवर भर देण्यात आला आहे. अमृत नोनीने आयुर्वेदिक औषधांसाठी



गाठलेला हा टप्पा संधीवाताने ग्रस्त असलेल्यांच्या वेदना व्यवस्थापनासाठी अत्यंत महत्त्वाचा मानला जात आहे.

या यशस्वी क्लिनिकल चाचणीनंतर बंगळुरू येथे आयोजित पत्रकार परिषदेला संबोधित करताना, व्हॅल्यू प्रॉडक्ट्स लिमिटेडचे व्यवस्थापकीय संचालक डॉ. ए. के. श्रीनिवासमूर्थी म्हणाले की, या उत्पादनातून संधिवातासाठी नावीन्यपूर्ण उपचारांच्या निकडीची गरज अधोरेखित झाली आहे. यावेळी पत्रकारांशी साधलेल्या संवादात आयुर्वेदिक तज्ज्ञ डॉ. संदीप बेनाकल आणि डॉ. महंतस्वामी हिरेमठ यांनी या या यशस्वी क्लिनिकल चाचणी आणि संशोधनाचे कौतुक केले. पारंपरिक आयुर्वेदिक चिकित्सेची अत्याधुनिक वैज्ञानिक प्रमाणीकरणाची सांगड घालून अमृत नोनी आयुर्वेदिक आरोग्यसेवेत बेंचमार्क स्थापित करत असल्याचे समाधान यातून व्यक्त झाले.

Dainik Bhaskar • Delhi • 20 Jan, 2025

Ab chatbot batayega nazdeeki ayushman se sambandh hospital, waha tak pahuchne ka rasta bhi bata dega

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	532	N/A	Bottom Left	239390	92.28K

भास्कर खास • आयुष्मान कार्डधारियों के लिए शुरू होगा चैटबॉट और डिजिटल वॉलेट की सुविधा

अब चैटबॉट बताएगा नजदीकी आयुष्मान से संबद्ध हॉस्पिटल, वहां तक पहुंचने का रास्ता भी बता देगा

वाट्सएप की तरह इस्तेमाल कर सकेंगे आयुष्मान कार्डधारी

दीपक विश्वकर्मा | भोपाल

आयुष्मान भारत योजना के तहत अब लाभार्थियों के लिए एक और महत्वपूर्ण सुविधा मिलने जा रही है। योजना के तहत आयुष्मान इंपैनल्ड अस्पताल आप के आसपास कहां उपलब्ध हैं, किस इलाज के लिए अधिकृत है। वहां तक पहुंचने का नेविगेशन भी चैट बॉट के जरिए मिलेगा।

दरअसल, मार्च में यह चैट बॉट लांच करने की तैयारी है। इसे आप वाट्सएप की तरह ही उपयोग कर सकेंगे। जिससे लाभार्थी आसानी से अपने इलाज की जानकारी प्राप्त कर सकेंगे और अपनी उपलब्ध लिमिट की जांच भी कर पाएंगे।

आयुष्मान योजना के मुख्य कार्यपालन अधिकारी डॉ. योगेश भरसट ने बताया कि इस चैट बॉट का उद्देश्य योजना के लाभार्थियों को अस्पतालों में जाने से पहले ही सही मार्गदर्शन प्रदान करना है। इसके माध्यम से लाभार्थी न केवल आयुष्मान अस्पतालों तक पहुंचने का सही रास्ता जान सकेंगे, बल्कि यह चैट बॉट उन्हें उनके आयुष्मान कार्ड के तहत बची हुई राशि और अब तक हुए इलाज का विवरण भी देख सकेंगे। आस्क आयुष्मान नामक यह एआई इनेबल्ड चैटबॉट की 24 घंटे सातों दिन उपलब्ध रहेगा।

इस चैटबॉट के माध्यम से लाभार्थी योजना से जुड़ी महत्वपूर्ण जानकारी प्राप्त कर सकेंगे, जैसे योजना के बेनेफिट्स, फीचर्स, ई-कार्ड बनाने की प्रक्रिया और करीबी अस्पतालों का पता लगा सकेंगे।

कैसे काम करेगा चैट बॉट और वॉलेट?

चैट बॉट के जरिए लाभार्थी यह जानकारी पा सकेंगे कि उन्हें किस अस्पताल में जाना है और उनकी बची हुई लिमिट कितनी है। इसके साथ ही डिजिटल वॉलेट के माध्यम से वे यह भी देख सकेंगे कि उन्होंने अब तक कितने रुपये का इलाज कराया है और कितनी राशि अभी भी उपलब्ध है। यह दोनों सेवाएं आयुष्मान कार्ड धारकों के लिए मोबाइल और कंप्यूटर पर उपलब्ध होंगी, जिससे वे अपने इलाज की स्थिति का ट्रैक रियल-टाइम में कर सकेंगे।



लीकेज को रोकने में मददगार... डिजिटल वॉलेट और चैट बॉट की यह नई पहल आयुष्मान योजना में पारदर्शिता लाने और लीकेज को रोकने में महत्वपूर्ण साबित होगी। इससे लाभार्थियों को उनके हक का पूरा लाभ मिलेगा और किसी भी प्रकार की गड़बड़ी की संभावना भी कम हो जाएगी। सरकार को भी इस प्रणाली के माध्यम से योजना के खर्च पर नजर रखने में सहूलियत होगी।

अपनी भाषा में उपयोग कर सकेंगे

- यह चैटबॉट अंग्रेजी और हिंदी में काम करेगा, जिससे अधिक से अधिक लोग इसे अपनी भाषा में उपयोग कर सकेंगे।
- इसमें टैक्स्ट-टू-स्पीच फीचर भी होगा, जिससे सुनने में कठिनाई रखने वाले लोगों को भी इसका लाभ मिल सकेगा।
- यह चैटबॉट सभी सोशल मीडिया प्लेटफार्म्स पर उपलब्ध होगा, जिससे इसकी पहुंच और भी अधिक बढ़ेगी।

Dainik Bhaskar • Delhi • 20 Jan, 2025

Ayurvedic sugar powder, Mila metamorphin,Pharma company per Karravai ka Adesh.

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Hindi	258	N/A	Middle Center	116093	92.28K

आयुर्वेदिक शुगर पाउडर में मिली मेटफॉरमिन, फार्मा कंपनी पर कार्रवाई के दिए आदेश

भास्कर न्यूज | जयपुर

ऑनलाइन और ई-कॉमर्स कंपनियों पर टाइप-2 डायबिटीज की आयुर्वेदिक दवाइयां बेची जा रही हैं। फार्मा कंपनियों की ओर से इन दवाइयों से शुगर कम होने के दावे किए जा रहे हैं।

डायबिटिक पेशेंट्स बिना डॉक्टर की सलाह के ये दवाइयां ले रहे हैं। इनके साइड इफैक्ट्स के बारे में जानकारी नहीं है। हाल में ऐसा केस सामने आया है, जिसमें एक आयुर्वेदिक शुगर पाउडर में मेटफॉर्मिन पाई गई है। यह एक एलोपैथी मेडिसन है, जो टाइप-2 डायबिटीज पेशेंट्स में शुगर कम करने के लिए दी जाती है। टेस्टिंग रिपोर्ट में इस आयुर्वेदिक दवा में एलोपैथी मेडिसिन पाए जाने के मामले को प्रधानमंत्री कार्यालय ने गंभीरता से लिया है। वेस्ट बंगाल सरकार को इस कंपनी के खिलाफ कार्रवाई के निर्देश दिए हैं। ये निर्देश जयपुर के एंडोक्रोनोलॉजिस्ट और एंडोक्राइन सोसायटी राजस्थान के अध्यक्ष डॉ. शैलेश लोढ़ा की शिकायत पर दिए हैं। शिकायतकर्ता डॉ. लोढ़ा ने बताया कि उनके एक पेशेंट ने शुगर कंट्रोल करने के लिए अमेजन से आयुर्वेदिक शुगर पाउडर खरीदा। यह पाउडर लेने से शुगर कम होने की बात कही। शक होने पर उन्होंने इस पाउडर को लखनऊ की एक ड्रग लैबोट्री में टेस्ट करवाया। इसमें एलोपैथी मेटफॉर्मिन, पायोलिटाजोन, ग्लिमेपाइराइड का मिश्रण पाया गया। उन्होंने इस पाउडर को दुबारा आईआईटी जम्मू में टेस्ट करवाया।

सैंपल टेस्टिंग में यहां पर पर्याप्त मात्रा में इसी दवा का मिश्रण मिला। आयुर्वेदिक प्रोडक्ट्स में हो रही मिलावट के बारे में उन्होंने प्रधानमंत्री कार्यालय में पत्र लिखा। प्रधानमंत्री कार्यालय ने इसे गंभीरता से लेते हुए आयुष मंत्रालय को इस प्रोडेक्ट का सैंपल टेस्ट करवाने के निर्देश दिए। डॉ. लोढ़ा ने बताया कि उन्हें आयुर्वेदिक दवाओं में एलोपैथी दवाएं मिक्स होने का शक रहता था। जयपुर के एक बड़े व्यवसायी और उनके पेशेंट के कहने पर उन्होंने यह टेस्टिंग करवाई है।

The Times of India • Delhi • 19 Jan, 2025

New IMA head says mixopathy 'menace

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 19	English	127	N/A	Bottom Left,Middle Left	521327	4.69M



New IMA head says mixopathy 'menace'

Indian Medical Association is against integration of alternative medicine systems with modern medicine, said Dr Dilip Bhanushali, its newly appointed president. Calling "mixopathy" a "menace", he said mixing of sciences like Ayurveda and homoeopathy leads to results that are not helpful. **P 19**

IMA: Not against alternative meds but mixopathy 'menace'

Dehradun: Indian Medical Association (IMA) is against the integration of alternative medicine systems with modern medicine, said Dr Dilip Bhanushali, the newly appointed president of IMA, during the installation ceremony of the medical body's fresh office bearers in Dehradun on Saturday, reports **Shivani Azad**.

Bhanushali described the practice of mixopathy as a "menace", emphasising that "80% of alternative practitioners continue to prescribe modern medicines despite a Supreme Court directive prohibiting such practices". He said: "We are not against ayurveda, homeopathy, or other sciences. Let them practice their respective systems. What we oppose is mixing them, as it leads to results that are not helpful."

Bhanushali further warned that promotion of mixopathy would promote quackery. "Practitioners who lack formal training in modern medicine might prescribe harmful treatments, including high-dose steroids and antibiotics, to patients who are unaware of their potential side effects," he said.

Highlighting the rigorous training modern surgeons undergo, spanning eight to 10 years, Bhanushali questioned how short-term training could equip practitioners of ayurveda or homeopathy to perform complex medical procedures. "How can you simply train ayurveda, homeopathy or Unani doctors for one year and allow them to perform duties equivalent to a surgeon? Will they do justice to their patients?" he said.

The Times of India • Pune • 19 Jan, 2025

IMA against integration of modern med system with alternative meds

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	124	N/A	Bottom Center	299544	1.05M

'IMA against integration of modern med system with alternative meds'

Shivani.Azad
@timesofindia.com

Dehradun: Indian Medical Association is against the integration of alternative medicine systems with modern medicine, said Dr Dilip Bhanushali, the newly appointed president of IMA, during the installation ceremony of the medical body's fresh office bearers Saturday.

Speaking to **TOI**, Bhanushali described the practice of mixopathy as a "menace", emphasising "80% of alternative practitioners continue to prescribe modern medicines despite a SC directive prohibiting such practices". He said: "We are not against Ayurveda, homeopathy, or other sciences. Let them practice their respective systems. What we oppose is mixing them, as it leads to results that are not helpful."

Bhanushali further warned that promotion of mixopathy would promote quackery. "Practitioners who lack formal training in modern medicine might prescribe harmful treatments, including high-dose steroids and antibiotics, to patients who are unaware of their potential side effects," he said.

Highlighting the rigorous training modern surgeons undergo, spanning 8 to 10 years, Bhanushali questioned how short-term training could equip practitioners of Ayurveda or homeopathy to perform complex medical procedures. "How can you simply train Ayurveda, homeopathy or Unani doctors for one year and allow them to perform duties equivalent to a surgeon? Will they do justice to their patients?" he asked.

He also criticised initiatives like state's brief training programmes for alternative medicine practitioners, noting the potential risks to patient safety. "It is important to preserve each medical system's integrity. Ayurveda is a centuries-old science with its own infrastructure, universities and experts. Why are we pushing them into modern medicine?" said Bhanushali.

The Pioneer • Hyderabad • 19 Jan, 2025

45% of population covered under Ayushman Bharat: Nadda

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	80	N/A	Bottom Left	27195	275K

45% of population covered under Ayushman Bharat: Nadda

PNS ■ AHMEDABAD



'Ayushman Bharat' has brought 6 crore citizens aged 70 and above under it, and the Centre's flagship health insurance programme now covers over 45 per cent of India's population, Union Health Minister JP Nadda said here Saturday.

The Union Cabinet in October last year approved health coverage to all citizens aged 70 years and above irrespective of income under the 'Ayushman Bharat Pradhan Mantri Jan Arogya Yojana' (AB PM-JAY).

"Under Modi 3.0, we have added 6 crore people above 70 under Ayushman Bharat. Now, more than 62 crore people, or over 45 per cent of India's population, are covered, not in health insurance but under a 'health assurance' scheme with an annual coverage of Rs 5 lakh," he said.

Speaking at the 'IIMA Healthcare Summit 2025' organised at the Indian Institute of Management Ahmedabad, he called the scheme a game changer and said it has benefited more than 4.2 crore citizens.

"These are poor people – rickshaw pullers, street vendors, bus drivers, conductors, lift men, security guards, barbers, shoemakers – who perhaps would never have thought about caring for their health," Nadda said.

The Hans India • Hyderabad • 19 Jan, 2025

Delhi polls: Women voters top agenda of all 3 parties

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	351	N/A	Middle Left	105286	390.49K

Delhi polls: Women voters top agenda of all 3 parties

NEW DELHI

The trend of attracting Delhi's women voters through poll promises was started in 2008 by the then Chief Minister Sheila Dikshit who launched the 'Ladli' scheme under which Rs 10,000 was deposited in the bank for the education of every girl child born in a family with an annual income less than Rs 1 lakh. For the current Assembly election on February 5, the AAP took the lead in attracting women voters by promising Rs 2,100 to women under the Mukhya Mantri Mahila Samman Yojana to women whose family income is less than Rs 3 lakh per annum

THE race to woo women voters in Delhi Assembly elections got hotter on Friday with the BJP manifesto unveiling many attractive welfare schemes for the 71.74 lakh women electors, who also figure in key poll promises made by the ruling AAP and the Congress. The clout of women voters in Delhi elections can be gauged from the fact that in 31 seats of the 70 Assembly segments, women voter turnout was higher than men in 2020. In 28 of these 31 seats, the AAP emerged victorious – largely because of free travel on public buses announced by the Arvind Kejriwal government just one year before the Assembly election.

The trend of attracting Delhi's women voters through poll promises was started in 2008 by the then Chief Minister Sheila Dikshit who launched the 'Ladli' scheme under which Rs 10,000 was deposited in the bank for the education of every girl child born in a family with an annual income less than Rs 1 lakh.

For the current Assembly election on February 5, the AAP took the lead in attracting women voters by promising Rs 2,100 to women under the Mukhya Mantri Mahila Samman Yojana to women whose family income is less than Rs 3 lakh per annum. The scheme's enrolment was also launched, however, the process ran into legal trouble with the Delhi government disowning it through public notices.

The BJP's 'Sankalp Patra', released by National President J.P. Nadda on Friday, promised Rs 2,500 monthly monetary assistance to women, matching the amount that the Delhi Congress has guaranteed to poor women. The BJP has called the monthly assistance for women "Mahila Smriddhi Yojana" and the Congress has named it "Pyari Didi Yojana".

In the run-up to the voting day on February 5, BJP leaders are making efforts to convince voters that it is their party which will honour the promise given to women. As proof, they are citing the monthly financial assistance being given in BJP-ruled states like – Haryana, Madhya Pradesh, Chhattisgarh and Maharashtra. Kejriwal claims that the free travel for women in public transport



buses is a scheme which he has pioneered in the country. This scheme had a huge impact on the outcome of the 2020 election in which the AAP came to power for the third time. On Friday, Kejriwal sought to expand the scheme to attract young voters by offering free bus travel to students and proposing a 50 per cent discount on Metro rail fare.

The BJP also wants to remain in the good books of poor women voters, and it has announced that all public welfare schemes in Delhi, including free bus travel, will continue if its party forms the next government after the February 5 election. "We will make the schemes free of corruption and strengthen them," said Nadda on Friday, without specifically mentioning the free water and power schemes that both the AAP and Congress have highlighted repeatedly.

The BJP's manifesto has also promised one-time financial assistance of Rs 21,000 and six nutritional kits to pregnant women, besides Rs 5,000 for the first child and Rs 6,000 for the second child. These promises appear to be on the lines of the benefits offered in the rest of the country under the Pradhan Mantri Matru Vandana Yojana – which was not available in the city.

Health insurance benefit is another welfare scheme that has been offered by all three parties in the Capital but with differing coverage. On Friday, Nadda announced on behalf of the BJP that citizens will get an insurance health cover of Rs 5 lakh under the Ayushman Bharat scheme. The health cover will increase the total health cover given to the elderly to Rs 10 lakh.

The Congress has announced Rs 25 lakh health insurance for all Delhiites – without any age bar. Kejriwal's Sanjeevani Yojana aims to provide free treatment to Delhi's residents aged over 60 at private and government hospitals.

Nadda also announced a pension scheme under which senior citizens will receive Rs 2,000-2,500 in the 60-70 age group and Rs 3,000 for those above 70. For the Divyang and widow, the assistance will be increased to Rs 3,000.

Under the Puja Granthi Samman Yojana, the AAP has also announced a Rs 18,000 monthly allowance to Hindu temple priests and Gurdwara granthis.

The Delhi Congress has promised to ease women's monthly household spending by offering a free monthly ration kit. A monthly ration kit containing 5 kg rice, 2 kg sugar, 1-litre cooking oil, 6 kg pulses and 250 gm tea will be given free to all the poor, said Delhi Congress president Devender Yadav. Yadav said that nearly 17 lakh families in Delhi will benefit from the promised Rs 500 LPG cylinder every month. The party has also guaranteed Rs 8,500 monthly financial internship-cum-assistance to educated, jobless youth for a period of one month.

On the subsidised food front, the BJP has announced the Atal Canteens will be set up in every slum where a full meal will be offered at just Rs 5. The BJP has promised that its government will provide a Rs 500 subsidy on LPG cylinders, along with two free cylinders on Diwali and Holi.

The Hans India • Hyderabad • 19 Jan, 2025

Samsung's new initiative

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	37	N/A	Bottom Center	10994	390.49K

Samsung's new initiative

India's largest consumer electronics brand Samsung announced that it has added the Health Records feature to the Samsung Health app to help users manage their health more comprehensively. The Health Records feature enables users to create and access their Ayushman Bharat Health Account (ABHA) directly through the Samsung Health mobile app. Users can now effortlessly manage their health data generated by healthcare providers across India, transforming the way individuals take charge of their personal health records. The new initiative empowers its users by providing seamless and secure integration with the country's digital health ecosystem.

Navbharat Times • Delhi • 19 Jan, 2025

Harmon

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Hindi	1713	N/A	Top Left	3340819	2.68M

एक्सपर्ट पैनल

डॉ. प्रकाश कोठारी
सीनियर सेक्सोलॉजिस्ट

डॉ. ए. के. झिंगन
डायरेक्टर, एंडोक्रिनोलॉजी ऑन्कोलॉजी-नेस्ट

डॉ. कृष्णा दास
मेडिकल डायरेक्टर, Kshetrayur, केरल

डॉ. आर. पी. पाराशर
सीनियर आयुर्वेद एक्सपर्ट

डॉ. राजीव सूद
जेनरेल, यूरोलॉजी, मेडिसे एंडोक्र लेप्रिस्टल

डॉ. आलोक शर्मा
सीनियर आयुर्वेद एक्सपर्ट

टेस्टोस्टेरोन की नॉर्मल रेंज

पुरुषों में: टोटल टेस्टोस्टेरोन: 300-1,000 ng/dL (नैनोग्राम प्रति डेसीलीटर)। फ्री टेस्टोस्टेरोन: 50-210 pg/mL (पिकोग्राम प्रति मिलीलीटर)।

महिलाओं में: फ्री टेस्टोस्टेरोन: 15-70 ng/dL

टेस्टोस्टेरोन का सही लेवल ऐसे करें मेंटेन

टेस्टोस्टेरोन मुख्य हार्मोन है जो हर पुरुष और महिला में 'काम पाने सेक्स' की इच्छा के लिए जिम्मेदार होता है। इतना ही नहीं, कई दूसरे आम कामों में भी इसकी भूमिका होती है। यह ऐसा ही हॉर्मोन है जो मांसपेशियों से लेकर, हड्डी और शरीर के दूसरे अंगों के विकास के लिए जरूरी होता है। चेहरे पर रगड़े लाने में भी इसकी भूमिका होती है। यह मन को पॉजिटिव रखता है और स्ट्रेस दूर करता है। पर ज्यादातर लोग टेस्टोस्टेरोन को सिर्फ सेक्स की इच्छा और बेड पर परफॉर्मेंस से जोड़कर देखते हैं, यह इसकी भूमिका को सीमित करने जैसा है। अगर हम इसकी अहमियत को नहीं समझेंगे तो स्वास्थ्य में कि अपने खानपान में उन चीजों को शामिल नहीं करेंगे जो हमारे लिए फायदेमंद हैं। इसके कई लाभ भी पोजीशन पैदा होते हैं। आइये में भी टेस्टोस्टेरोन हॉर्मोन की अहमियत बताई गई है। आत्मविश्वास, सेक्स मसल्स और कॉम्पेक्स और में इसके मौजूद होने की चर्चा की गई है। उनमें यह मौजूद होता है या उनका सेवन करने से शरीर में बनता है। शरीर में मौजूद सात धातुओं में इसे सातवीं अहम धातु कहा गया है। कमी से होने वाली परेशानी के बारे में बताया गया है।



कहां बनता है टेस्टोस्टरोन

वैसे तो यह पुरुष हॉर्मोन है है और सबसे तौर पर पुरुषों को फायदा दो जुड़ता है। पुरुषों में इसका ज्यादातर हिस्सा टेस्टिस (अंडकोष) में पैदा होता है। कुछ हिस्सा एड्रिनल ग्लैंड (यह पेट में किडनी के ऊपर स्थित होता है और कई लोगों के हॉर्मोन निर्माणस्थल है) से भी निकलता है। वहां महिलाओं में इसकी बहुत कम मात्रा निकलती है। पर यह कम मात्रा भी महिलाओं के लिए काफी ज्यादा होती है। महिलाओं में सेक्स की इच्छा को कम या ज्यादा करने में इस हॉर्मोन की ज्यादा भूमिका होती है। सेक्स की इच्छा रहती रहे इसके लिए यह जरूरी है कि महिलाओं में इसका स्तर सही बना रहे। अगर टेस्टास्टेरोन हॉर्मोन का स्तर महिलाओं में सामान्य से ज्यादा हो जाए तो भी बहुत परेशानी होती है। महिलाओं में पुरुषों जैसे लक्षण उभरने लगते हैं। कुछ महिलाओं में दाढ़ी-मूंछ, आवाज में भारीपन, पीरियड्स में परेशानी या अंडाणु के परिपक्व होने में समस्या हो सकती है।

क्यों होता है टेस्टास्टरोन कम

- पेट्यूटरी ग्रन्थी
- बढ़ती उम्र की वजह से (पुरुषों में यह लगभग 30-40 वर्ष की उम्र के बाद हर साल 1-2% घटता है। वहीं महिलाओं में मेनोपॉज के बाद कम होने लगता है।)
- तनाव बढ़ने से
- सुस्त, थोपी, प्रेस्टेट की परेशानी से
- ज्यादा गाढ़ा में स्टेरॉयड्स से
- स्क्लीन और ज्यादा गाढ़ा में उत्पन्न पेशे से
- पेल्टी डिसर की गम्भीर समस्याओं से
- किडनी, बैक्टर आदि की परेशानी से
- सेक्स संबंधी गैर जरूरी दवा या इंजेक्शन लेने से

कम हो तो उभरते हैं लक्षण

टेस्टास्टरोन की पूरी भूमिका को कुल मिलाकर देखें तो यह पुरुषों और महिलाओं में काफी हद तक एक जैसी है। अगर किसी शख्स के शरीर में इसकी कमी हो जाए तो पेरेशानी वाली मोटाप मेंटेनेंस में इसका रिस उपाय है। पर यह भी सच है इसके कुछ साइड इफेक्ट्स भी होते हैं।

पुरुषों में काफी अहम भूमिका में

इस हॉर्मोन की कमी से सेक्स ऑर्गन के विकास से लेकर सेक्शुअल फंक्शन्स में भी कमी आती है। इसकी कमी से सेक्स की इच्छा कम हो सकती है और नपुंसकता में कमजोरी भी शुमार होती है।

- अगर किसी लड़के में टेस्टास्टरोन का स्तर कम हो तो टीनएज में उसके चेहरे पर दाढ़ी-मूंछ आने में देरी हो सकती है। पुरुषों की पेनिस का स्ट्रक्चर बढ़ सकता है।
  - प्रोस्टेट ग्रंथि (प्रोस्टेट ग्लैंड के पास के भाग) बढ़ने से परेशानी हो सकती है।
  - प्यूबिक हेयर (प्रोस्टेट ग्लैंड के पास के भाग) बढ़ने से परेशानी आती है।
- सेक्शन की मात्रा कम हो सकती है।
- स्पर्म की गिनती और गति वहां नॉर्मलिटी कम हो सकती है।
- यह भी सुनिश्चित है कि उस शख्स को मिड बनने में परेशानी है।
- उस शख्स की सेक्स करने की इच्छा कम हो सकती है।
- अर्ली डिस्फंक्शन, इरेक्शनल डिसफंक्शन की परेशानी हो जाए।
- पुरुषों में PDE सूत्र (ब्लाइड या टेरेरी कण्डा) की दवाएं तब ज्यादा असरी लाइ से काम करती हैं, जब टेस्टास्टरोन लेवल सही हो।

महिलाओं में भी खास रोल में

महिलाओं में इस हार्मोन की मौजूदगी भले ही कम हो लेकिन यह सेक्शुअल हेल्थ के बनाए-रखने मिलेनेबल हेल्थ पर भी असर डालता है। इसकी कमी से कई तरह की परेशानियां हो सकती हैं।

- महिलाओं में सेक्स की इच्छा बढ़ाने में अहम भूमिका होती है।
- लक्षणमिस्स वाली जरूरत आदेश में भी टेस्टास्टरोन का रोल होता है।
- इसके अलावा महिला हार्मोन (एस्ट्रोजन) के उत्पादन में भी यह पहेला रूप से मदद करता है।
- टेस्टास्टरोन का रोल महिलाओं में अंडाणु (एग्स) को मैच्योर बनाने में भी होता है।
- प्रोस्टेट घटें में सेक्रेटन बन्ध या ज्यादा होने इसी पर निर्भर करता है।
- इसकी कमी से सेंसिटिवता भी डिस्टर्ब होने लगती है। जिन महिलाओं में इसकी ज्यादा सेक्स हॉर्मोन पाई होता है। इसके अलावा प्रोजेस्ट्रोन और ऑक्सिटोसिन का भी कुछ रोल होता है। वैसे ये दोनों हॉर्मोन इंगेजमेंट के दौरान और उसके बाद में ज्यादा सेल निकलते हैं।)

तन-मन को मजबूत बनाने वाले और जिंदगी में खुशहाली लाने वाले टेस्टास्टरोन हार्मोन के बारे में एक्सपर्ट्स से बात करके जानकारी दे रहे हैं लोकेश के. भारती

काम का हार्मोन

मुख्य सेक्स हॉर्मोन है टेस्टास्टरोन

शुगर और बीपी में

अगर किसी शख्स को शुगर या बीपी है और वह दवा ले रहा है तो यह मुमकिन है कि सामान्य शख्स की तुलना में उसको सेक्स की इच्छा और इंजेक्शन जैसी परेशानियां उभार लें। ऐसे में वह जरूरी है कि वे अपना शुगर का लेवल और BP को मेंटेन करके रखें। नियमित दवाओं के साथ एक्सरसाइज और डाइट का भी ध्यान रखें। कुछ दवाएं ऐसी होती हैं जो स्वभावित तौर पर इंजेक्शन में कमी करती हैं। अगर डॉक्टर को परेशानी बताएं। मुमकिन है कि डॉक्टर दवाएं बदल दें। वहीं प्रोस्टेट की कुछ समस्याओं में भी दवा देने से इंजेक्शन की परेशानी हो सकती है।

दूसरी बीमारियों में

अगर किसी को किडनी, लिवर, हार्ट आदि की गंभीर परेशानी हो तो उनको सेक्स की इच्छा कम हो सकती है और इंजेक्शन आदि की परेशानी पनपा। मुमकिन है कि डॉक्टर दवाएं बदल दें। वहीं प्रोस्टेट की कुछ समस्याओं में भी दवा देने से इंजेक्शन की परेशानी हो सकती है।

ये होते हैं डॉक्टरी उपाय

हॉर्मोन रिप्लेसमेंट थेरपी के माध्यम से बाहर से टेस्टास्टरोन हॉर्मोन इंजेक्शन, पैच, टैबलेट आदि के रूप में दिया जाता है।

इंजेक्शन: यह इंजेक्शन के तौर पर दिया जा सकता है। अमूमन इस तरह का इंजेक्शन लगे में एक बार दिया जाता है।

पैचेज: स्किन पर चिपकाने वाला। इसको पेट के हिस्से में लगाया जाता है। यह एक समय के लिए है।

जेल: इसे स्किन पर लगाया जाता है ताकि स्किन के माध्यम से यह शरीर में पहुंचे। इसे भी हर दिन लगाया जाता है।

महिलाओं-पुरुषों में इसकी कॉमन जरूरतें

यौनिक रोहत को दुरुस्त करने में: इसका चीज और हमारी मानसिक सेहत पर होता है। शरीर में जब तक इसका स्तर सही रहता है, तब तक अमूमन हमारी मेमरी सही रहती है, हम किसी भी काम को एकाग्र होकर कर पाते हैं। हम पॉजिटिव बने रहते हैं। हर काम को पूरी उजर और उत्साह के साथ पूरा करते हैं। हम कामों पॉजिटिव रहते हैं।

चेहरे पर रंगों बनाकर रखने में: इस हॉर्मोन के सही स्तर की वजह से हम डिप्रेशन में सुरक्षा रहते हैं। इसका असर हमारे चेहरे पर भी दिखता है। यह चेहरे समेत शिकन पर रंगों बनाकर रखने में भी मदद करता है।

वजन कम करने में: यह सोचकर हैरत हो सकती है कि टेस्टास्टरोन की भूमिका वजन कम करने में होने हो सकती है? पर यह सच है कि शरीर में मौजूद फैट का उपयोग करके यह वजन को भी नियंत्रित करता है। अगर इसका स्तर कम हो जाए तो पेरे फैट पहे भी चर्बी बढ़ने लगती है।

मांसपेशियां और हड्डियों की मजबूती में: टेस्टास्टरोन हॉर्मोन का रोल हमारे शरीर में प्रोटीन संश्लेषण यानी प्रोटीन बनाने में होता है। उसी प्रोटीन से मांसपेशियां बनती हैं। साथ ही टूट-फूट पूरी मांसपेशियों को मरम्मत में भी मदद करता है। इसीलिए जिम जाने वाले, एक्सरसाइज करने वाले लोगों में अगर इस हॉर्मोन की कमी हो जाए तो भी यह इन्हने लगते हैं।

कलेस्ट्रॉल संतुलन में भूमिका: टेस्टास्टरोन हॉर्मोन बेड कलेस्ट्रॉल (LDL) को कम करने में और गुड कोलेस्ट्रॉल (HDL) को बढ़ाने में भी मदद करता है।

बालों को मजबूत बनाने में: अगर किसी शख्स में इस हॉर्मोन की कमी हो जाए तो भी बाल झड़ने लगते हैं।



टेस्टास्टरोन लेवल का टेस्ट

टोटल टेस्टास्टरोन: यह खून में मौजूद टेस्टास्टरोन की मात्रा को बताता है जो प्रोटीन से जुड़ता से या फिर बने फ्री होकर।

फ्री टेस्टोस्टेरोन: नाम से ही स्पष्ट है कि यह टेस्टास्टरोन का को यानी अनबाउंड (बना हिस्सा बढ़ता है। सटीक यह टोटल टेस्टास्टरोन का महज 1 से 2 परसेंटेज ही होता है। लेकिन हमारे शरीर पर इसका सीधा असर पड़ता है।

कैसे और कब टेस्ट किया जाता है: ब्लड से टेस्ट की पहले सुबह स्थान रखना चाहिए: खाली पेट ब्लड देना चाहिए। उस रात या सुबह ज्यादा एक्सरसाइज से बचना चाहिए।

सैंपल लेने की प्रक्रिया: सुबह के समय (8-10 बजे के बीच) सर्वोत्तम इस समय टेस्टोस्टेरोन का स्तर सबसे अधिक होता है।

रिपोर्ट समय: उसी दिन

रेंज: 300 से 1500 नग्रा।

आयुर्वेद में हैं टेस्टास्टरोन को बैलेंस करने के तरीके

आयुर्वेद के अनुसार शारीरिक या मानसिक कोई भी परेशानी तब पैदा होती है जब तीन दोष- वात, पित्त और कफ का संतुलन बिगड़ता है। टेस्टास्टरोन के लेवल में घटाव भी इसी का नतीजा है। आयुर्वेद में हमें 7 धातुओं में से एक बताया गया है। इन धातुओं की भूमिका शरीर को मजबूत बनाने में और इसे पालने में अहम है। ये 7 धातुएं हैं जो शरीर को मजबूती, ऊर्जा और जीवन पालने वाले उजर देते हैं। इसमें 7वीं धातु शुक्र यानी शुक्राणु को कहा गया है। इसका निर्माण सबसे आखिरी चरण में होता है। इन 7 धातुओं में पहले से दूसरे धातु का निर्माण होता है यानी रस से रक्त, रक्त से मांस और यह क्रम शुक्र के बनने तक चलता रहता है। इसी में टेस्टास्टरोन हॉर्मोन की बात उभारकर सामने आती है। दूसरी इलाज की पद्धतियों में जहां टेस्टास्टरोन को बढ़ाने के लिए आम से दवा या इंजेक्शन देने की बात की जाती है, वहीं आयुर्वेद में इसे खानपान या जड़ी-बूटियों या ऑयलिंग के माध्यम से बढ़ाने की कोशिश होती है। यहीं वजह है कि आयुर्वेदिक औषधियों के साइड इफेक्ट्स नहीं होते। प्रजनन संबंधी समस्या को वाजीकरण चिकित्सा कहा जाता है।

ये हैं शरीर की 7 धातुएं

1. रस: यह एकदम के निर्माण से जुड़ता है।
2. रक्त: ब्लड के निर्माण की बात।
3. मांस: मांसपेशियां बनाने के काम में है।
4. मेद: यह फैट बनाने की बात करता है।
5. अस्थि: यह हड्डियों की मजबूती के बारे में है।
6. मज्जा: इसे ऑल्गनाइजा यानी बोन मैरो और नर्वस सिस्टम समझा सकते हैं।
7. शुक्र: आयुर्वेद के मुताबिक, इसका निर्माण मज्जा से होता है। यह रिप्रोडक्शन से संबंधित है।

खानपान में हो बदलाव

इन्हें हर दिन के भोजन में शामिल करने से टेस्टास्टरोन बढ़ता है।

इनको चीजों गाढ़ा में लगाए लिए लाभकारक है।

अदरक: एक छोटा टुकड़ा

शहद: एक चम्मच हर दिन

खजूर: 2 काले, पाक्ड आधा से एक

अनार: एक छोटी कटोरी अनार के दाने

घी: 1 से 2 चम्मच

आंवला: हर दिन 1 कप्प आंवला या आधा से 1 चम्मच पाउडर

नट्स: बादाम (3 से 4) या मूंगफली (50 ग्राम) या 2 अखरोट खाने से फर्क पड़ता है। इनके अलावा खजूर भी एक अच्छा सोर्स है। हर दिन 2 से 3 खजूर खा सकते हैं।



डाइट हो ऐसा

हरे गोरमी सहग-सब्जी: पालक, लहुआ, चंद गोभी, फूल गोभी आदि सब्जियां हर दिन 1 से 2 कटोरी जरूर खाएं।

सहजन: यह सब्जी हमें भी भारत है। टेस्टास्टरोन का स्तर बढ़ाने में इसकी भूमिका हो सकती है।

सलाद: हर दिन ताजा मौसमी सलाद खाने से भी लेवल सही रहता है। सलाद में चुकंदर और टमाटर जरूर शामिल हो।

पनीर: जेड खाने वालों के लिए पनीर खाने है। हर दिन 50 ग्राम पनीर खाएं। यह प्रोटीन का अच्छा सोर्स है।

अंडा, मछली: नॉनवेज खाने के लिए प्रोटीन के अच्छे सोर्स हैं।

दालें: इसमें काली उड़द की दाल को घी में भुनकर एक चम्मच या फिर पी का छौंक लगाकर खाने से टेस्टास्टरोन का लेवल बढ़ता है।

ये जरूरी रसायन बढ़ाते हैं टेस्टास्टरोन, मजबूत करते हैं हड्डियां और मांसपेशियां

शिलाजीत

यह एक नेचरल पॉवरफुल है जो सेक्स नमक की तरह पहाड़ की चट्टानों में पाया जाता है। दोनों में फर्क यह है कि सेंधा नमक के पहाड़ होते हैं, यही शिलाजीत कुछ खास तरह की चट्टानों में पाया जाता है। यह वैरिकासेल का बहुत अच्छा सोर्स है। इसे सेक्स मामले में ही लेना चाहिए, नहीं तो पचाने का खतरा रहता है। यह पुरुषों की संक्शुअल हरेन्स को बढ़ाने में मदद कर सकता है। इसके अलावा यह ब्लड और ऊर्जादायक भी माना जाता है। यह अमूमन उत्तराखंड, हिमाचल और जम्मू-कश्मीर के ऊंचे पहाड़ी इलाकों में ज्यादा पाया जाता है। हिमालयी शिलाजीत को अच्छी क्वालिटी का माना जाता है।

कितनी मात्रा: 1 से 2 ग्राम सुबह-शाम गुनगुने दूध के साथ।



सफेद मूसली

यह पुरुषों में सेक्शुअल हेल्थ को बढ़ाने में मदद करता है। इसके ही नहीं, इसे सेक्स से होनेवाले रोगों के उत्पादन में भी मदद मिलती है। सफेद मूसली के सेवन से पुरुषों के प्रोस्टेट घटें में इंफेक्शन की कमी दूर हो सकती है। इसके अलावा सेक्स की इच्छा को बढ़ाने में भी इसका उपयोग होता है। इसके अलावा इसकी आम भूमिका है कि टेस्टास्टरोन लेवल को बढ़ाता है। सफेद मूसली खाने से मांसपेशियों और हड्डियों को मजबूत बनाने में भी फायदा होता है।

कितनी मात्रा: 2 से 2.5 ग्राम यानी आधा चम्मच सुबह शाम।



गोखरू

गोखरू या गोक्षुर सेक्शुअल समस्याओं और शरीर की मांसपेशियों को मजबूत करने में मदद करता है। इसे खाइए, पाउडर आदि के रूप में उपयोग किया जा सकता है। यह सेक्स की क्षमता, रसों की संख्या बढ़ाने और पुरुष से संबंधित परेशानियों में भी काम करता है। इसके अलावा अगर पुरुष के रसने में कोई स्वकिलता है उसे भी दूर करने में मदद करता है। इसकी मदद से स्वास्थ्य के ठाठ्य को बढ़ावा दा सकता है। यह हॉर्मोनल असंतुलन को फिक्स करने में भी मददगार है। यह महिलाओं के लिए भी अच्छा आयुर्वेदिक सप्लाय है जो सेक्शुअल हेल्थ को बनाए रखने में मदद करता है। यह टेस्टास्टरोन लेवल को बढ़ाने में काफी मददगार है।

कितनी मात्रा: 1 से 2 चम्मच, दिन में 2 बार।



अश्वगंधा

पुरुषों की सेक्शुअल हेल्थ, खासकर फिटा आदि को कम करके फायदा पहुंचाता है। यह हॉर्मोन और ऑर्गेनिक, दोनों को बढ़ाने में मदद करता है। यह मानसिक सेहत को बेहतर करने के लिए भी जाना जाता है। जब स्ट्रेस कम होता है तो परफॉर्मेंस बहुत ही बढ़ जाता है। यह ऊर्जा और ताकत बढ़ाने में भी मदद करता है। इस सप्लाय का उपयोग महिलाएं भी सेक्शुअल डिजायर को बढ़ाने के लिए कर सकती हैं।

कितनी मात्रा: 2 से 3 ग्राम यानी आधा चम्मच सुबह-शाम।



कौंच बीज

वैसे तो कौंच या कपिकच्छु बीज की कई खासियतें हैं। इसे आयुर्वेदिक दवाएं बना सकते हैं। दवाओं के सेवन से जहां सिर्फ इंफेक्शन की समस्या का फिर समाधान होता है, वहीं कौंच बीज टेस्टास्टरोन लेवल को बढ़ाने में, इंफेक्शन और रसों संख्या, उनकी क्वालिटी और मोबिलिटी को भी बढ़ाने में मदद करता है। इसमें एल-डोपा (L-dopa) नामक एक अवयव मिलता है जो पेशियों बढ़ाने काम करता है।

कितनी मात्रा: आधा चम्मच पाउडर को आधा कप दूध के साथ।



शतावरी

यह महिलाओं के लिए आम आयुर्वेदिक सप्लाय है जो यूटरस और इससे जुड़े आम अंगों-फैलोपियन ट्यूब, ओवरी आदि को सेहतमंद बनाने में मदद करता है। आम बात यह कि इसका उपयोग महावारी (पीरियड्स) के दौरान, भी महिलाओं को सेहतमंद बनाए रखने में मदद करता है। इसके अलावा महिलाओं में उनकी प्रोडक्ट पार्ट को सप्लाय बढ़ाने में भी मददगार है।

कितनी मात्रा: हर दिन में 3 से 4 ग्राम।



पुरुष और महिला, दोनों के लिए उपयोगी

आयुर्वेद का कहना है 'अन्न ही औषधम' यानी भोजन ही दवा है। ऐसे में यह खानपान में कुछ चीजों को शामिल कर विकारों को दुरुस्त करने की बात करता है। इससे साइड इफेक्ट्स बहुत कम होते हैं। ऐसे में आयुर्वेदिक उपाय कारगर हो सकते हैं। ऊपर बताए हुए रसायनों को वैद्य की सलाह से ले सकते हैं या फिर कुछ कंपनियां इन रसायनों को मिलाकर भी उत्पाद बनाती हैं। उनका सेवन किया जा सकता है।

Amar Ujala • Delhi • 19 Jan, 2025

Daily health capsule

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	260	N/A	Bottom Right	552367	564.4K

डेली हेल्थ कैप्सूल

त्वचा के लिए अर्जुन की छाल का काढ़ा

अर्जुन की छाल में एंटीऑक्सिडेंट होते हैं, जो त्वचा की एजिंग प्रक्रिया को धीमा करके उसमें निखार लाते हैं।

आयुर्वेद के अनुसार अर्जुन की छाल का काढ़ा पीना सेहत के लिए वरदान साबित हो सकता है। अगर नियमित रूप से इस काढ़े का सेवन किया जाए तो सेहत से जुड़ी कई समस्याओं को रोकने में मदद मिलती है। इस काढ़े में एंटीऑक्सिडेंट, एंटीएथेरोजेनिक, एंटीइंफ्लेमेटरी तत्व होते हैं। इसके अलावा इसमें पोटेशियम भी होता है,



जिससे दिल की सेहत में सुधार होता है। इस काढ़े में मौजूद एंटीइंफ्लेमेटरी तत्व और एंटीऑक्सिडेंट्स रोग प्रतिरोधक क्षमता को मजबूत बनाने में मदद करते हैं। अर्जुन की छाल में रूक्ष और लघु गुण होते हैं, जो कोलेस्ट्रॉल के स्तर को कम करने में सहायक होते हैं। इससे दिल की बीमारियों का खतरा कम होता है। इस काढ़े का सेवन करने से शरीर को डिटॉक्स करने में भी सहायता मिलती है। जब शरीर के विषैले पदार्थ बाहर निकल जाते हैं तो लिवर बेहतर तरीके से काम करता है। अर्जुन की छाल में एंटीऑक्सिडेंट तत्व भरपूर मात्रा में होते हैं, जो त्वचा की एजिंग प्रक्रिया को काफी धीमा करके उसमें निखार लाते हैं। इस काढ़े में हाइपरटेंसिव गुण भी पाए जाते हैं, जो बढ़े रक्त चाप को नियंत्रित रखने में सहायता प्रदान करते हैं।

क्या कहते हैं विशेषज्ञ

अर्जुन की छाल का काढ़ा सुबह खाली पेट पीना अच्छा रहता है। शुरुआत में कम मात्रा (2 से 3 ग्राम) का सेवन करें। अगर कोई स्वास्थ्य समस्या है तो आयुर्वेद चिकित्सक से सलाह जरूर लें।

-डॉ. आरपी पाराशर
वरिष्ठ आयुर्वेद चिकित्सक

Dainik Jagran • Delhi • 19 Jan, 2025

Inqilab achievers aur hakeem Abdul Hameed excellence award samaroh mein hastiya sammanit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	519	N/A	Middle Center	1312357	1.14M

इंकलाब अचीवर्स और हकीम अब्दुल हमीद एक्सिलेंस अवार्ड समारोह में हस्तियां सम्मानित



दैनिक इंकलाब और हमदर्द के सहयोग से आयोजित 'इंकलाब अचीवर्स और हकीम अब्दुल हमीद एक्सिलेंस अवार्ड' समारोह में केंद्रीय आयुष, स्वास्थ्य एवं परिवार कल्याण राज्य मंत्री प्रताप राव जाधव ने पुरस्कार विजेताओं को सम्मानित किया ● जागरण

जागरण संवाददाता, नई दिल्ली: दैनिक इंकलाब और हमदर्द के सहयोग से लगातार दूसरे साल आयोजित 'इंकलाब अचीवर्स और हकीम अब्दुल हमीद एक्सिलेंस अवार्ड' समारोह में आयुर्वेद, यूनानी, माडर्न मेडिसिन, सोशल सर्विस, इंटरफेथ हारमनी, आर्ट एंड लिट्रेचर, एजुकेशन, वीमेन एम्पावरमेंट, खेल जगत में उपलब्धियां हासिल करने वाले और लाइफ टाइम अचीवमेंट के लिए महत्वपूर्ण हस्तियों को सम्मानित किया गया।

कार्यक्रम के मुख्य अतिथि केंद्रीय आयुष, स्वास्थ्य एवं परिवार कल्याण राज्य मंत्री प्रताप राव जाधव ने सभी पुरस्कार विजेताओं को बधाई दी। मुख्य अतिथि ने इस आयोजन के लिए इंकलाब-जागरण समूह और हमदर्द लैबोरेटरीज इंडिया को धन्यवाद दिया। कार्यक्रम के सम्मानित अतिथि अब्दुल मजीद ने कहा,हमदर्द उसी विजन आगे लेकर बढ़ रहा है जो उसके संस्थापक हकीम अब्दुल हमीद का था। इस अवसर पर हमदर्द लैबोरेट्रीज इंडिया के मेडिको मार्केटिंग प्रमुख मुहम्मद जुबैर ने हकीम अब्दुल हमीद की सेवाओं पर प्रकाश डाला। कार्यक्रम में इंकलाब के संपादक वदूद साजिद, दैनिक जागरण के मुख्य महाप्रबंधक नीतेन्द्र श्रीवास्तव तथा इंकलाब के मार्केटिंग हेड आरिफ मुहम्मद खान ने कार्यक्रम को सफल बनाने के लिए सहकर्मियों और हमदर्द का आभार व्यक्त किया।

अवार्ड पाने वाली हस्तियां

मुजफ्फर अली, सईदा हमीद, मुहम्मद असलम परवेज, जफर महमूद, मुहम्मद खालिद सिद्दीकी, नीना खन्ना, माजिद पारेख, एन. सुब्रमण्यम, प्रो. वैद्य राकेश शर्मा, वंतिका अग्रवाल, खालिद सिद्दीकी

Mumbai Chauffer • Mumbai • 19 Jan, 2025

Swamala' now available in 4 variants

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Marathi	308	N/A	Middle Right	153808	510.65K

'स्वामला' आता ४ प्रकारांमध्ये उपलब्ध

मुंबई - आयुर्वेदिक औषधे बनवण्याच्या क्षेत्रात श्री धुतपापेश्वर कंपनीला १५० वर्षांहून अधिक कालावधीचा अनुभव आहे. आपल्या या प्रदीर्घ अनुभवाच्या आधारावर आणि आयुर्वेदातील प्रस्थापित नियमांना अनुसरून 'स्वामला'ची एकंदर चार प्रकारांत निर्मिती करण्यात आली आहे. यामध्ये स्वामला कम्पाऊंड आणि स्वामला क्लासिक त्याचप्रमाणे शर्करा विरहीत स्वामला कम्पाऊंड एसएफ आणि स्वामला क्लासिक एसएफ ही चार उत्पादने श्री धुतपापेश्वर कंपनीने सादर केली आहेत. स्वामला कम्पाऊंड तसेच स्वामला क्लासिकच्या निर्मितीमध्ये कोणतेही कृत्रिम रंग, स्टेबिलायझर्स अथवा स्वाद यांचा वापर करण्यात आलेला नाही.

सद्यस्थितती बरेच जण काही ना काही कारणास्तव साखरेचे



सेवन टाळतात किंवा कमी करतात. त्यामुळे शर्करावि‌रहीत रसायन कल्पाची निर्मिती ही काळाची गरज झाली आहे. अशा व्यक्तींसाठी स्वामला कम्पाऊंड एसएफ तसेच स्वामला क्लासिक एसएफ हा एक उत्तम पर्याय ठरतो. यामध्ये खजुरापासून निर्माण झालेल्या नैसर्गिक शर्करेचा उपयोग करण्यात आला आहे. यामुळे याचा स्वाद तर उत्तम आहेच, पण त्याचबरोबर खजुरामध्ये असणाऱ्या मायक्रोन्यूट्रीएंट्सनी ते परिपूर्ण आहे. ज्याचा शरीराला पुरेपूर लाभ होतो. हे हृदयासाठी लाभदायक आणि शरीरासाठी बलशाली आहे. हे चविष्ट, रुचिदायक तसेच पुष्टीदायक आहे. यात नैसर्गिक गोडवा आहे. गोडवा उत्पन्न करणाऱ्या रासायनिक द्रव्यांच्या तुलनेत हे शरीराला निश्चितच अधिक लाभदायक आहे.

Deccan Chronicle • Hyderabad • 18 Jan, 2025

Delhi: BJP vows Rs 2.5K for women, LPG Rs 500

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 11	English	489	N/A	Middle Left,Top Left	1822769	2.55M

Delhi: BJP vows ₹2.5K for women, LPG ₹500

SHASHI BHUSHAN | DC
NEW DELHI, JAN. 17

The BJP on Friday released its "Sankalp Patra" (manifesto) promising ₹2,500 monthly aid for women, ₹21,000 for every pregnant woman, LPG cylinders at ₹500 and also ₹2,500 pension for senior citizens in a bid to undercut the AAP in the battle for Delhi's urban poor.

Releasing the BJP's first of three Sankalp Patras for the February 5 Delhi Assembly polls, party president J.P. Nadda said that a BJP-led Delhi government will approve implementation of the "Ayushman Bharat" national public health insurance scheme in the city in its first Cabinet meeting.

He assured that all existing public welfare schemes in the national capital will continue if the party is voted to power.

Full report on Page 11

BJP vows ₹2,500 for women, elderly

Releases 'Sankalp Patra' to cut the AAP in the battle for Delhi's urban poor

SHASHI BHUSHAN | DC
NEW DELHI, JAN. 17

The BJP on Friday released its "Sankalp Patra" (manifesto) promising ₹2,500 monthly aid for women, ₹21,000 for every pregnant woman, LPG cylinders at ₹500 and also ₹2,500 pension for senior citizens in a bid to undercut the AAP in the battle for Delhi's urban poor.

Criticising the BJP manifesto over announcement of several "revris" (freebies), the AAP claimed that the Opposition party is copying it and the Prime Minister will not approve the doles.

Releasing the BJP's first of three Sankalp Patras for the February 5 Delhi Assembly polls, party president J.P. Nadda said that a BJP-led Delhi government will approve implementation of the "Ayushman Bharat" national public health insurance scheme in the city in its first Cabinet meeting.

The BJP president assured that all existing public welfare schemes in the national capital will continue if the party is voted to power. He said that the BJP government will strengthen and eliminate corruption in these schemes on which the "aapda" party (AAP) thrives.

Stressing that the party's manifesto will serve as the foundation for a "developed Delhi", Nadda said,



BJP national president J.P. Nadda with party leaders addresses the media during the launch of BJP Sankalp Patra part-I for Delhi Assembly elections, in New Delhi on Friday. — PTI

Deccan Chronicle • Hyderabad • 18 Jan, 2025

SC STAYS ORDER ON AYUSHMAN BHARAT SCHEME

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	49	N/A	Top Left	184447	2.55M

SC STAYS ORDER ON AYUSHMAN BHARAT SCHEME

New Delhi, Jan. 17: The Supreme Court on Friday stayed an order asking the Delhi government to sign a memorandum of understanding (MoU) with the Union health ministry by January 5 to implement the PM-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM).

A bench of Justices B. R. Gavai and Augustine George Masih issued notices to the Centre and others seeking their responses on a plea filed by the Delhi government against the December 24 2024 direction of the Delhi High Court.

The New Indian Express • Chennai • 18 Jan, 2025

CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	714	N/A	Bottom Center	942755	246.4K

FITBIT

CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE

(CHAIR PIGEON POSE VARIATION FORWARD BEND PRAYER HANDS)

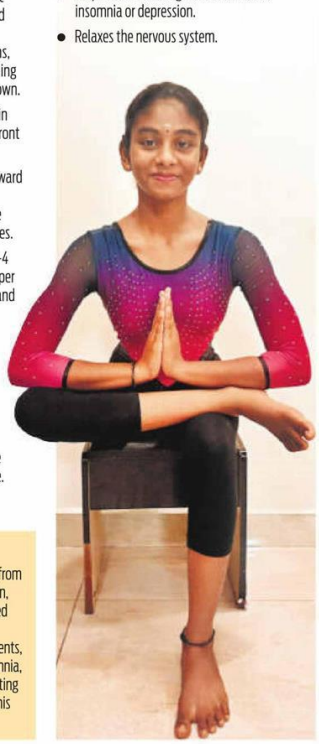
This can be a substitute for Ardha Utkatasana, or Ardha Kapotasana. This seated pose can be included in Yin Yoga where students can be encouraged to hold the posture longer to have an impact on the deeper tissues, the fascia, or even the meridians. The Namaste hands help to go deeper into the stretch by pushing the knee and foot towards the relaxed leg.

STEPS

- Start in Chair Tadasana, legs touching the floor, back straight with a straight spine, and soft breathing.
- Inhale, bring the right ankle to rest on the left thigh, keeping the knee in line with your ankle.
- Left leg is in Chair Pigeon Pose and use both the hands to adjust the position.
- Lengthen the spine and the joint of the hips, knee and ankle become active.
- Engage the pelvic floor muscles and remain here for about 4-5 breaths, consciously pushing the right knee down.
- Bring the hands in Anjali Mudra in front of the chest.
- Exhale, bend forward from the hips. Engage your core and pelvic muscles.
- Hold for about 3-4 breaths. Get deeper into the stretch and look up.
- Release the pose slowly and come back to Chair Tadasana and relax.
- Counter the pose on the other side. Then relax.

BENEFITS

- Aids with tight hamstrings, hip flexors, gluteus, lower back, or even the psoas muscles.
- Improves mobility of the knee joints, hips, pelvic girdle, and ankles.
- Stretches the back, and massages the abdominal and pelvic organs.
- Builds flexibility and strength, essential for challenging poses.
- Helps students who stand, sit or spend long hours at the desk.
- Included in chair, desk and restorative yoga.
- Reduces stiffness and tightness along the gluteus, psoas, lower back, and hips.
- Reduces stress, helping with better energy level.
- It can also be done using a bolster under the feet/arms.
- Helps those suffering from sciatica, BP, insomnia or depression.
- Relaxes the nervous system.



LIMITATIONS

- Those suffering from chronic knee pain, arthritis, sprained ankle, or have damaged ligaments, headache, insomnia, BP, or menstruating women, avoid this pose.

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

Yugmarg • Chandigarh • 18 Jan, 2025

Samsung introduces personal Health Records feature on Samsung Health app in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	100	N/A	Top Right	20611	185K

Samsung introduces personal Health Records feature on Samsung Health app in India

CHANDIGARH: India's largest consumer electronics brand, Samsung announced that it has added the Health Records feature to the Samsung Health app to help users manage their health more comprehensively.The Health Records feature enables users to create and access their Ayushman Bharat Health Account (ABHA) directly through the Samsung Health Mobile App. Users can now effortlessly manage their health data generated by healthcare providers across India, transforming the way individuals take charge of their personal health records.Samsung's new initiative to empower its users by providing seamless and secure integration with the country's digital health ecosystem is aligned with the Indian government's Ayushman Bharat Digital Mission (ABDM) project.

Free Press Journal • Mumbai • 18 Jan, 2025

Regulatory framework for AYUSH

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
20	English	50	N/A	Middle Left	39675	251.68K

DHARMASTHALA

Regulatory framework for AYUSH

Union Minister for AYUSH Prataprao Ganpatrao Jadhav said on Friday that the union government has plans to establish a national regulatory framework for the AYUSH sector.

Jadhav was conferring degrees upon the graduating students at the 30th convocation ceremony of SDM College of Naturopathy and Yogic Sciences (SDMCNYS) held at the Amritavarshini Auditorium in Dharmasthala.

In his convocation address, the minister emphasised the growing relevance of yoga and naturopathy in addressing the global burden of non-communicable diseases.

Business Standard • Delhi • 18 Jan, 2025

Nykaa, Unilever moves may spur M&As in beauty market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	321	N/A	Bottom Center	158678	89.49K

Nykaa, Unilever moves may spur M&As in beauty market

PEERZADA ABRAR
Bengaluru, 17 January

India's beauty and personal care (BPC) industry is entering a consolidation phase with global giants seeking a grip over the changing consumer habits, according to the analysts and industry sources.

At the same time, even the home-grown digital commerce firm Nykaa is buoyed by the success of its early buyouts.

Analysts are now betting on sectoral consolidation deals gathering momentum as the companies in the overcrowded direct-to-consumer (D2C) space face challenges related to scaling up, funding and profitability. Over 80 new-age consumer brands have entered the BPC segment in the recent past. Many of them are becoming potential merger and acquisition (M&A) targets for multinational companies as well as large legacy firms, as the industry moves into an inevitable consolidation phase, analysts commenting on the trend said.

"A few years back, the online D2C brands were fancily valued as they brought innovation. The investors continued betting on them without bothering about profitability. They thought these firms would take away the market share and create disruption for the biggies," said Sanjay Jain, a board advisor and director at Taj Capital, a boutique investment advisory firm. "Now what has happened is that legacy players have also got their act together. They are creating their own internal teams to focus on digital channels. So, the novelty aspect of the startups having digital-only platforms has withered out," said Jain.

At the same time, D2C companies may also face competition from quick commerce companies, which are growing fast. These firms, which deliver products in 10-15 minutes, are coming up with their own private label brands in pursuit of profitability, according to the experts.

Many new-age direct-to-consumer brands, funded by venture capital money, have energised the $32 billion BPC market in recent years. They have democratised access and awareness to aspirational beauty care in India. But experts said that scalability demonstrated by these platforms with their digital-only channels has come at the cost of losses.

"The strategy for D2C firms related to 'growth at all costs' followed by bigger funding rounds without bothering about losses is not working anymore. They are realising that investors want growth with profitability," said Jain.

The bigger opportunity lies in the offline space. But there the D2C companies have to address the problem of distribution already faced by legacy FMCG players. Creating the infrastructure for that is not easy.

"If they go for an initial public offering (IPO) and the valuation doesn't meet the expectations of their investors, then M&A is the way for them to get funding," said Jain.

Indeed, this trend may spur large companies such as Hindustan Unilever and L'Oreal and firms like Nykaa, which had an early mover advantage, to buy stakes or acquire these D2C companies.

For instance, fast-moving consumer goods giant Hindustan Unilever is reportedly in advanced deal talks to acquire D2C brand Minimalist for ₹3,000 crore. In 2023, Spanish giant Puig, owners of brands like Nina Ricci and others, acquired a controlling stake in Kama Ayurveda, signalling the MNC's interest in the domestic market.

Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable. It also acquired stakes in Nudge Wellness, and KICA. It also acquired local discovery and e-commerce platform Little Black Book (LBB)

The acquisition of Dot & Key, which moved from ₹ 50 crore to ₹750 crore gross merchandise value (GMV) in four years, is seen by analysts as a successful trigger for consolidation deals. The brand is at over 10,000 points of sale, bolstered by Nykaa's influential omni-channel distribution.

"Nykaa now controls 90 per cent of Dot & Key, for which it has paid ₹ 362 crore in two tranches. This underlines the company's deal-making prowess under its banker-turned-founder, Falguni Nayar," said a person familiar with the matter. Global beauty and personal care giants made India their priority market in 2024. This was marked by top leadership visits from at least a dozen companies as part of their China Plus One strategy to diversify business in other countries.



ILLUSTRATION: BINAY

HUL is reportedly in talks to acquire D2C brand Minimalist for ₹3,000 crore. Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable

More on business-standard.com

Business Standard • Jaipur • 18 Jan, 2025

Nykaa, Unilever moves may spur M&As in beauty market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	321	N/A	Bottom Center	103542	89.49K

Nykaa, Unilever moves may spur M&As in beauty market

PEERZADA ABRAR
Bengaluru, 17 January

India's beauty and personal care (BPC) industry is entering a consolidation phase with global giants seeking a grip over the changing consumer habits, according to the analysts and industry sources.

At the same time, even the home-grown digital commerce firm Nykaa is buoyed by the success of its early buyouts.

Analysts are now betting on sectoral consolidation deals gathering momentum as the companies in the overcrowded direct-to-consumer (D2C) space face challenges related to scaling up, funding and profitability. Over 80 new-age consumer brands have entered the BPC segment in the recent past. Many of them are becoming potential merger and acquisition (M&A) targets for multinational companies as well as large legacy firms, as the industry moves into an inevitable consolidation phase, analysts commenting on the trend said.

"A few years back, the online D2C brands were fancily valued as they brought innovation. The investors continued betting on them without bothering about profitability. They thought these firms would take away the market share and create disruption for the biggies," said Sanjay Jain, a board advisor and director at Taj Capital, a boutique investment advisory firm. "Now what has happened is that legacy players have also got their act together. They are creating their own internal teams to focus on digital channels. So, the novelty aspect of the startups having digital-only platforms has withered out," said Jain.

At the same time, D2C companies may also face competition from quick commerce companies, which are growing fast. These firms, which deliver products in 10-15 minutes, are coming up with their own private label brands in pursuit of profitability, according to the experts.

Many new-age direct-to-consumer brands, funded by venture capital money, have energised the $32 billion BPC market in recent years. They have democratised access and awareness to aspirational beauty care in India. But experts said that scalability demonstrated by these platforms with their digital-only channels has come at the cost of losses.

"The strategy for D2C firms related to 'growth at all costs' followed by bigger funding rounds without bothering about losses is not working anymore. They are realising that investors want growth with profitability," said Jain.

The bigger opportunity lies in the offline space. But there the D2C companies have to address the problem of distribution already faced by legacy FMCG players. Creating the infrastructure for that is not easy.

"If they go for an initial public offering (IPO) and the valuation doesn't meet the expectations of their investors, then M&A is the way for them to get funding," said Jain.

Indeed, this trend may spur large companies such as Hindustan Unilever and L'Oreal and firms like Nykaa, which had an early mover advantage, to buy stakes or acquire these D2C companies.

For instance, fast-moving consumer goods giant Hindustan Unilever is reportedly in advanced deal talks to acquire D2C brand Minimalist for ₹3,000 crore. In 2023, Spanish giant Puig, owners of brands like Nina Ricci and others, acquired a controlling stake in Kama Ayurveda, signalling the MNC's interest in the domestic market.

Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable. It also acquired stakes in Nudge Wellness, and KICA. It also acquired local discovery and e-commerce platform Little Black Book (LBB)

The acquisition of Dot & Key, which moved from ₹ 50 crore to ₹750 crore gross merchandise value (GMV) in four years, is seen by analysts as a successful trigger for consolidation deals. The brand is at over 10,000 points of sale, bolstered by Nykaa's influential omni-channel distribution.

"Nykaa now controls 90 per cent of Dot & Key, for which it has paid ₹ 362 crore in two tranches. This underlines the company's deal-making prowess under its banker-turned-founder, Falguni Nayar," said a person familiar with the matter. Global beauty and personal care giants made India their priority market in 2024. This was marked by top leadership visits from at least a dozen companies as part of their China Plus One strategy to diversify business in other countries.



ILLUSTRATION: BINAY

HUL is reportedly in talks to acquire D2C brand Minimalist for ₹3,000 crore. Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable

More on business-standard.com

Hindustan Times • Delhi • 18 Jan, 2025

SC stays Ayushman order for Delhi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 4	English	429	N/A	Middle Center,Top Right	2540667	3.43M

SC stays Ayushman order for Delhi



The Supreme Court HT

Utkarsh Anand
letters@hindustantimes.com

NEW DELHI: The Supreme Court on Friday stayed the Delhi high court's directive requiring the Delhi government to sign a memorandum of understanding (MoU) with the Centre by January 5 for implementing the PM-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) in the national capital.

A bench comprising justices Bhushan R Gavai and AG Masih issued the stay order while seeking a response from the Centre on the Delhi government's challenge to the high court order issued on December 24.

The timing of the Supreme Court's intervention and the political tussle over the implementation of the PM-ABHIM come at a critical juncture, with Delhi gearing up for assembly polls on February 5 and results scheduled for February 8.

The issue has become a flashpoint in the ongoing political rivalry between the Aam Aadmi Party (AAP) and the Bharatiya Janata Party (BJP), with both sides leveraging the health care debate to bolster their electoral narratives.

While the BJP accuses the AAP government of depriving Delhi residents of better health care by rejecting the central scheme, AAP counters by highlighting its broader health coverage initiatives and questioning the Centre's financial commitments. →P4

{ AYUSHMAN BHARAT } ORDER TO SIGN MoU TO IMPLEMENT PLAN

SC stays HC directive for scheme in Capital

Utkarsh Anand
letters@hindustantimes.com

NEW DELHI: The Supreme Court on Friday stayed the Delhi high court's directive requiring the Delhi government to sign a memorandum of understanding (MoU) with the central government by January 5 for implementing the PM-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) in the national capital.

A bench comprising justices Bhushan R Gavai and AG Masih issued the stay order while seeking a response from the Centre on the Delhi government's challenge to the high court order issued on December 24.

The timing of the Supreme Court's intervention and the political tussle over the implementation of the PM-ABHIM come at a critical juncture, with Delhi gearing up for assembly polls on February 5 and results scheduled for February 8.

The issue has become a flashpoint in the ongoing political rivalry between the Aam Aadmi Party (AAP) and the Bharatiya Janata Party (BJP), with both sides leveraging the health care debate to bolster their electoral narratives. While the BJP accuses the AAP government of depriving Delhi residents of better health care by rejecting the central scheme, AAP counters by highlighting its broader health coverage initiatives and questioning the Centre's financial commitments.

Delhi is one of two states that doesn't implement the central health scheme, the other being West Bengal.

During the Friday hearing, senior advocate Abhishek Manu Singhvi, representing the Delhi government, argued that the Centre's powers in Delhi are limited to matters such as public order, police and land. He contended that the high court, through its order, overstepped its jurisdiction by redefining governance in the health sector.

Singhvi questioned the court's mandate compelling the Delhi government to sign the MoU, which he described as a policy decision.

THE ISSUE OF THE HEATH SCHEME HAS BECOME A FLASHPOINT WITH BOTH AAP AND BJP LEVERAGING THE DEBATE TO BOLSTER THEIR POLL NARRATIVES

He pointed out that under the scheme, the Centre would bear 60% of the capital expenditure while the Delhi government would contribute 40%. However, the Centre would not share the running costs.

Additionally, Singhvi asserted that the Delhi government's existing health schemes provide broader coverage and reach than the PM-ABHIM. The Delhi government's petition was filed through advocate Talha Abdul Rahman.

The high court's impugned order emerged from a suo motu public interest litigation (PIL) initiated in 2017, addressing the shortage of ICU beds and ventilator facilities in government hospitals.

The high court emphasised that Delhi's non-implementation of PM-ABHIM, when 33 other states and Union territories had already adopted the scheme, was unjustifiable. It further held that the MoU should be signed to ensure Delhi residents receive the benefits of funds and facilities under the scheme, irrespective of any Model Code of Conduct in force.

The high court had previously criticised the Delhi government for failing to expand critical care infrastructure and urged it to pilot the PM-ABHIM scheme before scaling it up citywide.

In the run up to the assembly elections, the BJP has attacked the AAP-led Delhi government several times for allegedly depriving city residents of improved health care by opposing the Ayushman Bharat scheme.

On Tuesday, Delhi BJP chief Virendra Sachdeva accused the AAP government of rejecting ₹2,400 crore allocated under the central scheme for strengthening medical infrastructure.

Sachdeva urged the judiciary to intervene, as he pointed out that BJP MLAs had also approached the Delhi high court for the implementation of the Centre's Ayushman Bharat Pradhanmantri Jan Arogaya Yojana (AB-PMJAY) in the Capital.

This central health insurance scheme offers ₹5 lakh coverage per family for hospital care through empanelled hospitals.

The AAP government, however, has defended its position, arguing that its free health care services are more inclusive and accessible than the Ayushman Bharat scheme.

In its affidavit filed earlier this month, the Delhi government told the high court it will not implement the AB-PMJAY, arguing that doing so would downgrade existing health schemes in Delhi and deprive residents of "superior" benefits already in place by Delhi government schemes.

The Delhi high court has been hearing the 2017 suo motu matter and the BJP MLAs' petition together.

Speaking at a press conference on Friday after the top court's directive, AAP national convener and former CM Arvind Kejriwal said that "Ayushman Bharat is the biggest scam in the country."

"I am happy that the Supreme Court has confirmed that it is a fake scheme. Ayushman Bharat is the biggest scam in the country. When the central government changes and an inquiry is conducted into these scams, people will realise how big a scam Ayushman Bharat truly was," Kejriwal said, news agency PTI reported.

Meanwhile, the BJP did not respond to HT's queries for a comment on the development.

The New Indian Express • Bengaluru • 18 Jan, 2025

CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	681	City Express	Top Right	681329	177.8K

FITBIT

CHAIR KAPOTASANA VARIATION UTTANASANA NAMASTE

(CHAIR PIGEON POSE VARIATION FORWARD BEND PRAYER HANDS)

This can be a substitute for Ardha Utkatasana, or Ardha Kapotasana. This seated pose can be included in Yin Yoga where students can be encouraged to hold the posture longer to have an impact on the deeper tissues, the fascia, or even the meridians. The Namaste hands help to go deeper into the stretch by pushing the knee and foot towards the relaxed leg.

STEPS

- Start in Chair Tadasana, legs touching the floor, back straight with a straight spine, and soft breathing.
- Inhale, bring the right ankle to rest on the left thigh, keeping the knee in line with your ankle.
- Left leg is in Chair Pigeon Pose and use both hands to adjust the position.
- Lengthen the spine and the joints of the hips, knee and ankle become active.
- Engage the pelvic floor muscles and remain here for about 4-5 breaths, consciously pushing the right knee down.
- Bring the hands in Anjali Mudra in front of the chest.
- Exhale, bend forward from the hips. Engage your core and pelvic muscles.
- Hold for about 3-4 breaths. Get deeper into the stretch and look up.
- Release the pose slowly and come back to Chair Tadasana and relax.
- Counter the pose on the other side. Then relax.

BENEFITS

- Aids with tight hamstrings, hip flexors, gluteus, lower back, or even the psoas muscles.
- Improves mobility of the knee joints, hips, pelvic girdle, and ankles.
- Stretches the back, and massages the abdominal and pelvic organs.
- Builds flexibility and strength, essential for challenging poses.
- Helps students who stand, sit or spend long hours at the desk.
- Included in chair, desk and restorative yoga.
- Reduces stiffness and tightness along the gluteus, psoas, lower back, and hips.
- Reduces stress, helping with better energy levels.
- It can also be done using a bolster under the feet/arms.
- Helps those suffering from sciatica, BP, insomnia and depression.
- Relaxes the nervous system.



LIMITATIONS

- Those suffering from chronic knee pain, arthritis, sprained ankle, or have damaged ligaments, headache, insomnia, BP, or menstruating women, avoid this pose.

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

The Tribune • Delhi • 18 Jan, 2025

Yoga leads to mental clarity

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	291	N/A	Middle Center	879910	92.25K

'Yoga leads to mental clarity'

GET PHYSICAL

Currently seen in *Dons And Darlings*, actress Subuhii Joshii has also been a part of *Bh Se Bhade, Warrior High* and *Love Dosti Dua*. She talks about her fitness regimen



■ How do you manage to stay in shape despite your busy schedule?

Fitness has always been a priority for me, no matter how hectic life gets. I believe it's about discipline and taking out time for what truly matters. I mix yoga, which keeps me flexible, and gym workouts for strength and endurance. Whether it's early mornings or late evenings, I make sure to squeeze in a session—it's my 'me time' that refreshes both body and mind.

■ Being an actor, there's often pressure to look fit. What's your take on that?

Yes, there's certainly a spotlight on physical appearance in this industry, but I feel fitness should be about overall well-being rather than just looks. Staying fit helps me perform better, handle demanding schedules, and feel more confident. Yoga is not just about the body but also leads to mental clarity, and the gym adds the strength I need for physically challenging roles.

■ Do you follow a strict diet to maintain your fitness?

I wouldn't call it strict, but I definitely try to eat clean and balanced. My meals focus on lean proteins, whole grains, healthy fats, and plenty of vegetables. I also drink a lot of water and include superfoods like nuts, seeds and fresh fruits in my diet. Of course, I indulge occasionally, but moderation is the key. Plus, regular workouts and proper hydration reflect positively on my skin, giving it that healthy glow.

■ How does your fitness regimen impact your energy levels and overall well-being?

It makes a huge difference. A good workout—whether it's a calming yoga session or an intense gym routine—recharges me and helps me stay focused throughout the day. It boosts my energy levels, improves my mood and reduces stress. Honestly, fitness isn't just physical for me; it's mental and emotional too.

■ What keeps you motivated to stay fit?

I think of fitness as a lifestyle rather than a chore. Even on days when I'm tired or travelling, I remind myself of how great I feel after a workout. Sometimes, just 20 minutes of yoga or a quick stretch can work wonders. The idea that my body and mind are stronger because of this effort keeps me going.

■ Can you share two fitness tips for staying healthy?

1. **Stay consistent:** Even if it's just a short workout or yoga, consistency is what brings results over time.
2. **Listen to your body:** Push yourself, but also know when to rest or switch things up—balance is the key to long-term fitness.

The Financial Express • Hyderabad • 18 Jan, 2025

BJP Delhi manifesto: Rs 2,500 for women, pension for elderly

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	184	N/A	Middle Center	68870	76.62K



BJP Delhi manifesto: ₹2,500 for women, pension for elderly

BJP PRESIDENT JP NADDA on Friday released the first part of the party's manifesto for the Delhi assembly polls, announcing ₹2,500 monthly aid for women, LPG cylinders at ₹500 and ₹2,500 pension for senior citizens. He also assured all existing welfare schemes in Delhi will continue if the BJP is voted to power. While releasing the first part of the 'Sankalp Patra', Nadda said the party's manifesto is the foundation for a developed Delhi.

Hitting out at the Arvind Kejriwal-led AAP, he said all corruption charges in the existing public welfare schemes will be investigated. He promised that a BJP-led Delhi government will approve implementation of the 'Ayushman Bharat' in the city in its first Cabinet meeting, and also give additional health cover of ₹5 lakh. "The BJP will give LPG cylinders at ₹500 to women from poor sections. One free cylinder will be given each on Holi and Diwali," he said. He promised ₹2,500 pension for senior citizens between the age of 60-70 and ₹3,000 for those older than 70.

Delhi will vote on February 5 and the results will be announced on February 8. **PTI**

The Times of India • Delhi • 18 Jan, 2025

The Closing Of The Indian Mind

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	1240	N/A	Bottom Left	5108094	4.69M

The Closing Of The Indian Mind

A seminar topic in IIT-Bombay has resurrected the important debate on science, alternative medicine, and what it means to have an open mind. The bottom line: let different perspectives challenge and enrich each other

TIMES NEWS NETWORK

Integrative Medicine: Bridging Science and Tradition

The Garbha Vigyan seminar at IIT-Bombay, focusing on "the science of begetting a good progeny" through ancestral influences, pregnancy practices, and Ayurveda, has drawn sharp criticism. While some are curious, others dismiss it as pseudoscience, claiming it undermines scientific rigor on campus.

This clash between gyaan and vigyaan raises a question: does rejecting alternative ideas without exploration narrow horizons of our minds?

What we need is *gyaanvigation*, navigation through knowledge systems.

Those dismissive of alternative approaches might consider that institutions like Mayo Clinic have departments of integrative medicine, incorporating practices such as meditation, acupuncture, aromatherapy, and herbal remedies to complement conventional care. With growing evidence of their benefits, these methods attract significant interest—an Indian meditation teacher even charges $2,000 a pop at Mayo. Tech giants like Google have also invited spiritual leaders like Sadhguru, embracing openness to diverse perspectives and mind expansion.

Faith and Healing: A Perennial Perspective

Modern medicine relies on rigorous testing and double-blind studies, while often dismissing anecdotal and experiential evidence. Yet, faith plays a profound role in healing. As Christ said, "Your faith has cured you." Whether it's a grandmother's remedy or a spiritual practice, the power of belief is transformative.

Countless dargahs, mosques, gurudwaras, churches, and even the smallest of village temples have seen illnesses cured where doctors failed, driven by faith-based healing. While modern medicine's precision involves large-scale, multi-year studies, these contrasting approaches both hold unique value and have succeeded in their own ways.

The Science-Philosophy Divide

Science is ever evolving, with truths often revised or replaced. In contrast, philosophy (gyaan) endures as a perennial science, forming the foundation from which vigyaan (science) arises. While science explores the transient material world (prakriti), it cannot answer eternal questions about creation and existence. As Indian philosophy teaches, only from the lens of gyaan can one truly grasp vigyaan — not the other way around. A Creature cannot know the Creator.

Even Nobel laureates, celebrated for their mastery in narrow fields of phenomenology, remain confined to specialization. The world rewards such hyper-specialization with fame and wealth, yet it limits their scope. Gyaan, by contrast, is horizontal, connecting disciplines and embracing the universality of knowledge.

Limiting oneself to a single identity — engineer, doctor, or scientist — can hinder growth. Known as "upadhi rog" (the disease of titles), this mindset restricts broader learning. True growth comes from transcending labels and embracing a multidisciplinary, open-minded approach.

India has long embraced polypathy, blending modern, Ayurvedic, homeopathic, and spiritual medicine. Even medical professionals, openly or discreetly, adopt and recommend such practices. This coexistence reflects India's openness to diverse paths to well-being.

Science acknowledges its limits; the observable universe is just a fraction of existence. In the unobservable realm, could gravity reverse or healing defy measurement? Interwoven with our reality, its truths may lie beyond double-blind studies, accessible only through experience.

Getty



CLASH BETWEEN GYAAN AND VIGYAAN

The Sidhu Controversy: Critiquing or Dismissing?

Navjot Singh Sidhu's remarks about alternative cancer remedies for his wife highlight tensions between modern medicine and other practices. While experts from Tata Memorial and AIIMS dismissed his claims, A more inclusive response, like "We do not recommend this approach due to lack of proof of replicability of faith healing" could acknowledge the absence of evidence while leaving room for exploration, maintaining scientific integrity.

Learning from Global Practices

The US, a leader in modern science, has 350,000 alternative healthcare providers, reflecting openness to integrating traditional practices. California, a hub of innovation, embraces such approaches, as do global institutions like Google, which engage with spiritual leaders to encourage dialogue. Dismissing perspectives like those in the "Garbha Vigyan" seminar without examination risks stifling intellectual growth and limiting opportunities for deeper understanding.

Rejecting ideas without understanding hinders growth. True learning requires exploring, absorbing, and critically evaluating diverse perspectives. Modern medicine and traditional practices can coexist, offering a more holistic approach to healing.

Beyond the Observable

Science provides a framework for understanding the observable universe but is not the ultimate answer. Philosophy, faith, and traditional knowledge address mysteries beyond science's reach. Open-mindedness and humility can bridge science and tradition, fostering a holistic view of health and well-being.

Colleges are arenas of democracy — spaces for debate, dharnas, and demonstrations where ideas clash and converge through thesis, antithesis, and synthesis. Recognizing the principle of anekantvad, which embraces multiple truths, ensures all perspectives are valued.

Balancing scientific rigor with curiosity and respect for other paradigms is crucial. Science ends with the observable universe, but philosophy and faith urge exploration of the unknown. Keeping the Indian mind open to diverse ideas ensures continuous growth.

Colleges should embrace diversity by hosting varied speakers, fostering spaces where perspectives can challenge and enrich each other. Intellectual growth thrives only through such openness.

PS: The point of this article is neither to endorse alternative medicine, nor criticise it.

For the full article, log on to: https://tinyurl.com/yckx7jzp

The Hindu • Hyderabad • 18 Jan, 2025

BJP releases first part of manifesto for Delhi polls

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
15	English	317	N/A	Top Left	345605	956.08K

BJP releases first part of manifesto for Delhi polls

Party says it will continue welfare schemes; it offers nutritional kits and ₹21,000 aid for pregnant women; increased pension and LPG cylinders at ₹500 for low-income families also on the cards

The Hindu Bureau
NEW DELHI

With 18 days left for the Delhi Assembly election, the Bharatiya Janata Party (BJP) released the first part of its three-part *Sankalp Patra* (manifesto) here on Friday.

BJP president J.P. Nadda assured citizens that if the BJP forms the government in Delhi, not only will the existing welfare schemes continue, but they will be made more effective and corruption in these schemes will be weeded out.

Striking a balance between freebies, subsidies, and expanded healthcare benefits, the BJP manifesto, to outbid the Aam Aadmi Party and the Congress, promises six nutritional kits and ₹21,000 financial assistance for pregnant women under the Chief Minister Matritva Suraksha Yojana.

It promises LPG cylinders at ₹500 to women from low-income families in addition to a free cylinder each on Holi and Deepavali. The party will also provide ₹2,500 to women under the Mahila Samriddhi Yojana.



Poll promises: J.P. Nadda and other BJP leaders during the launch of the *Sankalp Patra* in New Delhi on Friday. SHIV KUMAR PUSHPAKAR

The BJP also plans to implement the Ayushman Bharat Yojana to provide free treatment up to ₹5 lakh, with the Delhi government providing an additional ₹5-lakh cover for all low-income households.

Senior citizens over 70 will receive free OPD and diagnostic services, as well as free treatment up to ₹10 lakh.

The party has promised an increase in the senior citizens' pension for those in the 60-70 age group from ₹2,000 to ₹2,500. The pension for senior citizens, widows, *divyang*, and destitute aged over 70 will be raised from ₹2,500 to ₹3,000.

Hitting out at the AAP, Mr. Nadda said the ruling party in the Union Territory had promised AAP canteens in *jhuggi-jhopri* (JJ) clusters, but it never happened. The BJP plans to open Atal Canteens in JJ clusters to provide nutritious meals at ₹5.

Mr. Nadda said the manifesto reflects a transformed culture of Indian politics. "Earlier, political parties themselves would forget the promises written in their manifestos. But today, the culture has changed as manifestos have evolved into commitments," he said.

'Glaring contradictions'

AAP national convenor Arvind Kejriwal pointed out the glaring contradictions in the BJP's manifesto, which simultaneously promises to emulate the AAP's welfare schemes while advocating for the shutdown of Mohalla Clinics, a transformative project lauded nationally and internationally for making primary healthcare accessible and affordable.

Delhi Pradesh Congress Committee president Devender Yadav said the BJP was only doing a copy-paste job of the Congress party's guarantees for the Delhi Assembly election. He said no one will believe the BJP's promises as it has failed to honour its election promises in the 22 States where it holds power. He said the BJP's promises for Delhi will end up as mere election rhetoric, like Mr. Kejriwal's futile guarantees.

Hindustan Times • Chandigarh • 18 Jan, 2025

SC stays HC directive for scheme in Capital

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	286	N/A	Bottom Right	443127	267.13K

{ AYUSHMAN BHARAT } ORDER TO SIGN MoU TO IMPLEMENT PLAN

SC stays HC directive for scheme in Capital

Utkarsh Anand
letters@hindustantimes.com

NEW DELHI: The Supreme Court on Friday stayed the Delhi high court's directive requiring the Delhi government to sign a memorandum of understanding (MoU) with the central government by January 5 for implementing the PM-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) in the national capital.

A bench comprising justices Bhushan R Gavai and AG Masih issued the stay order while seeking a response from the Centre on the Delhi government's challenge to the high court order issued on December 24.

The timing of the Supreme Court's intervention and the political tussle over the implementation of the PM-ABHIM come at a critical juncture, with Delhi gearing up for assembly polls on February 5 and results scheduled for February 8.

The issue has become a flashpoint in the ongoing political rivalry between the Aam Aadmi Party (AAP) and the Bharatiya Janata Party (BJP), with both sides leveraging the health care debate to bolster their electoral narratives. While the BJP accuses the AAP government of depriving Delhi residents of better health care by rejecting the central scheme, AAP counters by highlighting its broader health coverage initiatives and questioning the Centre's financial commitments.

Delhi is one of two states that doesn't implement the central health scheme, the other being West Bengal.

During the Friday hearing, senior advocate Abhishek Manu Singhvi, representing the Delhi government, argued that the Centre's powers in Delhi are limited to matters such as public order, police and land. He contended that the high court, through its order, overstepped its jurisdiction by redefining governance in the health sector.

THE ISSUE OF THE HEATH SCHEME HAS BECOME A FLASHPOINT WITH BOTH AAP AND BJP LEVERAGING THE DEBATE TO BOLSTER THEIR POLL NARRATIVES

Singhvi questioned the court's mandate compelling the Delhi government to sign the MoU, which he described as a policy decision.

He pointed out that under the scheme, the Centre would bear 60% of the capital expenditure while the Delhi government would contribute 40%. However, the Centre would not share the running costs.

Additionally, Singhvi asserted that the Delhi government's existing health schemes provide broader coverage and reach than the PM-ABHIM. The Delhi government's petition was filed through advocate Talha Abdul Rahman.

The high court's impugned order emerged from a suo motu public interest litigation (PIL) initiated in 2017, addressing the shortage of ICU beds and ventilator facilities in government hospitals.

The high court emphasised that Delhi's non-implementation of PM-ABHIM, when 33 other states and Union territories had already adopted the scheme, was unjustifiable. It further held that the MoU should be signed to ensure Delhi residents receive the benefits of funds and facilities under the scheme, irrespective of any Model Code of Conduct in force.

The high court had previously criticised the Delhi government for failing to expand critical care infrastructure and urged it to pilot the PM-ABHIM scheme before scaling it up citywide.

In the run up to the assembly elections, the BJP has attacked the AAP-led Delhi government several times for allegedly depriving city residents of improved health care by opposing the Ayushman Bharat scheme.

On Tuesday, Delhi BJP chief Virendra Sachdeva accused the AAP government of rejecting ₹2,400 crore allocated under the central scheme for strengthening medical infrastructure.

Sachdeva urged the judiciary to intervene, as he pointed out that BJP MLAs had also approached the Delhi high court for the implementation of the Centre's Ayushman Bharat Pradhanmantri Jan Arogaya Yojana (AB-PMJAY) in the Capital.

This central health insurance scheme offers ₹5 lakh coverage per family for hospital care through empanelled hospitals.

The AAP government, however, has defended its position, arguing that its free health care services are more inclusive and accessible than the Ayushman Bharat scheme.

In its affidavit filed earlier this month, the Delhi government told the high court it will not implement the AB-PMJAY, arguing that doing so would downgrade existing health schemes in Delhi and deprive residents of "superior" benefits already in place by Delhi government schemes.

The Delhi high court has been hearing the 2017 suo motu matter and the BJP MLAs' petition together.

Speaking at a press conference on Friday after the top court's directive, AAP national convener and former CM Arvind Kejriwal said that "Ayushman Bharat is the biggest scam in the country."

"I am happy that the Supreme Court has confirmed that it is a fake scheme. Ayushman Bharat is the biggest scam in the country. When the central government changes and an inquiry is conducted into these scams, people will realise how big a scam Ayushman Bharat truly was," Kejriwal said, news agency PTI reported.

Meanwhile, the BJP did not respond to HT's queries for a comment on the development.

The Tribune • Chandigarh • 18 Jan, 2025

Yoga leads to mental clarity

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	278	Lifestyle	Bottom Center	95862	893.04K



'Yoga leads to mental clarity'

Currently seen in *Dons And Darlings*, actress Subuhii Joshii has also been a part of *Bh Se Bhade, Warrior High* and *Love Dosti Dua*. She talks about her fitness regimen

GET PHYSICAL

■ How do you manage to stay in shape despite your busy schedule?

Fitness has always been a priority for me, no matter how hectic life gets. I believe it's about discipline and taking out time for what truly matters. I mix yoga, which keeps me flexible, and gym workouts for strength and endurance. Whether it's early mornings or late evenings, I make sure to squeeze in a session—it's my 'me time' that refreshes both body and mind.

■ Being an actor, there's often pressure to look fit. What's your take on that?

Yes, there's certainly a spotlight on physical appearance in this industry, but I feel fitness should be about overall well-being rather than just looks. Staying fit helps me perform better, handle demanding schedules, and feel more confident. Yoga is not just about the body but also leads to mental clarity, and the gym adds the strength I need for physically challenging roles.

■ Do you follow a strict diet to maintain your fitness?

I wouldn't call it strict, but I definitely try to eat clean and balanced. My meals focus on lean proteins, whole grains, healthy fats, and plenty of vegetables. I also drink a lot of water and include superfoods like nuts, seeds and fresh fruits in my diet. Of course, I indulge occasionally, but moderation is the key. Plus, regular workouts and proper hydration reflect positively on my skin, giving it that healthy glow.

■ How does your fitness regimen impact your energy levels and overall well-being?

It makes a huge difference. A good workout—whether it's a calming yoga session or an intense gym routine—recharges me and helps me stay focused throughout the day. It boosts my energy levels, improves my mood and reduces stress. Honestly, fitness isn't just physical for me; it's mental and emotional too.

■ What keeps you motivated to stay fit?

I think of fitness as a lifestyle rather than a chore. Even on days when I'm tired or travelling, I remind myself of how great I feel after a workout. Sometimes, just 20 minutes of yoga or a quick stretch can work wonders. The idea that my body and mind are stronger because of this effort keeps me going.

■ Can you share two fitness tips for staying healthy?

1. **Stay consistent:** Even if it's just a short workout or yoga, consistency is what brings results over time.
2. **Listen to your body:** Push yourself, but also know when to rest or switch things up—balance is the key to long-term fitness.

Loksatta • Mumbai • 18 Jan, 2025

Swamala Chyawanprash comes in four forms

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
24	Marathi	73	N/A	Middle Left	288256	784.32K

'स्वामला' च्यवनप्राश आता चार प्रकारांत

मुंबई : श्री धूतपापेश्वर निर्मित 'स्वामला' हे आरोग्यवर्धक च्यवनप्राश आता चार प्रकारात उपलब्ध करून देण्यात आले आहे. प्रत्येक ऋतुमध्ये आरोग्याच्या सर्व गरजा समर्थपणे भागवणारे स्वामलाची निर्मिती ही श्री धूतपापेश्वर लिमिटेडच्या १५० वर्षांहून अधिक अनुभवाच्या आधारे आणि आयुर्वेदातील प्रस्थापित नियमांना अनुसरून करण्यात आली आहे. यामध्ये स्वामला कम्पाउंड आणि स्वामला क्लासिक त्याचप्रमाणे, शर्करा विरहीत स्वामला कम्पाउंड एसएफ आणि स्वामला क्लासिक एसएफ ही चार उत्पादने प्रस्तुत केली आहेत. स्वामला कम्पाउंड तसेच स्वामला क्लासिकच्या निर्मितीमध्ये कोणतेही कृत्रिम रंग, स्वाद अथवा स्टेबिलायझर्स यांचा वापर करण्यात आला नसल्याचे कंपनीने सांगितले. कोणत्याही ऋतूत संपूर्ण कुटुंबासाठी आरोग्यदायी तसेच रोगप्रतिबंधक, शक्तिवर्धक असे हे च्यवनप्राश आहे.

Navshakti • Mumbai • 18 Jan, 2025

Swamala is now available in 4 variants

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Marathi	95	N/A	Middle Left	19050	419.55K

स्वामला आता ४ प्रकारांमध्ये उपलब्ध



मुंबई : आयुर्वेदात संपूर्ण आरोग्यप्राप्तीसाठी रसायन चिकित्सेला कायाकल्प औषधाप्रमाणेच महत्त्व देण्यात आले आहे. यातीलच एक आहे, च्यवनप्राश केवळ, आयुर्वेदातील सर्व सिद्धांतांनी परिपूर्ण आणि सर्व नियमांनुसार याची निर्मिती केली गेली पाहिजे. श्री धूतपापेश्वर निर्मित 'स्वामला' हे असे एक संपूर्ण आरोग्यवर्धक च्यवनप्राश आहे, जे प्रत्येक ऋतुमध्ये आपल्या आरोग्याच्या सर्व गरजा समर्थपणे भागवते.

आयुर्वेदीक औषधे बनवण्याच्या क्षेत्रात श्री धूतपापेश्वर कंपनीला १५० वर्षांहून अधिक कालवधीचा अनुभव आहे. आपल्या या प्रदीर्घ अनुभवाच्या आधारावर आणि आयुर्वेदातील प्रस्थापित नियमांना अनुसरून स्वामलाची एकंदर चार प्रकारांत निर्मिती करण्यात आली आहे.

यामध्ये स्वामला कंपाउंड आणि स्वामला क्लासिक त्याचप्रमाणे शर्करा विरहीत स्वामला कंपाउंड एसएफ आणि स्वामला क्लासिक एसएफ ही चार उत्पादने श्री धूतपापेश्वर कंपनीने प्रस्तुत केली आहेत.

Ajit Samachar • Chandigarh • 18 Jan, 2025

Ayushman bharat yojana desh ka sabse bada ghotala :Kejariwal

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	Hindi	66	N/A	Bottom Right,Middle Center	9883	177.4K

आयुष्मान भारत योजना देश का सबसे बड़ा घोटाला : केजरीवाल

नई दिल्ली : आम आदमी पार्टी के राष्ट्रीय संयोजक अरविंद केजरीवाल ने आयुष्मान भारत स्वास्थ्य योजना को देश का 'सबसे

(शेष पृष्ठ 2 पर)

आयुष्मान भारत....

बड़ा घोटाला' बताया। उन्होंने कहा, 'मुझे खुशी है कि उच्चतम न्यायालय ने पुष्टि की है कि यह एक फर्जी योजना है। आयुष्मान भारत देश का सबसे बड़ा घोटाला है। जब केंद्र सरकार बदलेगी और इन घोटालों की जांच होगी, तब लोगों को पता चलेगा कि आयुष्मान भारत वास्तव में कितना बड़ा घोटाला था।'

Punjab Kesari • Chandigarh • 18 Jan, 2025

Delhi mein philhaal lagu nahi ho sakegi Ayushman bharat yojana

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	205	N/A	Middle Right	189683	867.98K

दिल्ली में फिलहाल लागू नहीं हो सकेगी आयुष्मान भारत योजना

■ हाईकोर्ट के आदेश पर सुप्रीम कोर्ट ने लगाई रोक

नई दिल्ली, 17 जनवरी (अनस): दिल्ली में फिलहाल आयुष्मान योजना नहीं लागू होगी। सुप्रीम कोर्ट ने शुक्रवार को हाईकोर्ट के आदेश पर रोक लगा दी जिसमें दिल्ली सरकार को 'पीएम-आयुष्मान भारत हैल्थ इन्फ्रास्ट्रक्चर मिशन' (पी.एम.-ए.बी.एच.आई.एम.) को लागू करने के लिए 5 जनवरी तक केंद्रीय स्वास्थ्य मंत्रालय के साथ समझौता ज्ञापन पर हस्ताक्षर करने को कहा गया था।



न्यायमूर्ति बी.आर. गवई और न्यायमूर्ति ऑगस्टीन जॉर्ज मसीह की पीठ ने दिल्ली हाईकोर्ट के 24 दिसम्बर 2024 के निर्देश के खिलाफ दिल्ली सरकार द्वारा दायर याचिका पर केंद्र एवं अन्य को नोटिस जारी कर जवाब मांगा।

पिछले साल 24 दिसम्बर को पारित अपने आदेश में हाईकोर्ट ने कहा था कि 'पी.एम.-ए.बी.एच.आई.एम.' को पूरी तरह से लागू करना होगा ताकि यह सुनिश्चित किया जा सके कि दिल्ली के निवासी इसके तहत कोष और सुविधाओं से वंचित नहीं हों।

अदालत ने कहा था कि दिल्ली में 'पी.एम.-ए.बी.एच.आई.एम.' को लागू न करना उचित नहीं होगा, जबकि 33 राज्य और केंद्र शासित प्रदेश इसे पहले ही लागू कर चुके हैं।

आयुष्मान भारत योजना देश का सबसे बड़ा घोटाला: केजरीवाल

आम आदमी पार्टी के राष्ट्रीय संयोजक अरविंद केजरीवाल ने आयुष्मान भारत स्वास्थ्य योजना को देश का 'सबसे बड़ा घोटाला' बताया। केजरीवाल ने एक संवाददाता सम्मेलन में आयुष्मान भारत योजना को लेकर केंद्र सरकार पर निशाना साधा।

उन्होंने आयुष्मान योजना के संबंध में सुप्रीम कोर्ट के फैसले को लेकर पूछे गए एक सवाल के जवाब में कहा, 'मुझे खुशी है कि शीर्ष न्यायालय ने पुष्टि की है कि यह एक फर्जी योजना है।

जब केंद्र सरकार बदलेगी और इन घोटालों की जांच होगी, तब लोगों को पता चलेगा कि 'आयुष्मान भारत' योजना वास्तव में कितना बड़ा घोटाला था।'

Ajit Samachar • Chandigarh • 18 Jan, 2025

Delhi mein philhaal lagu nahi hogi ayushman bharat yojana

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	Hindi	212	N/A	Bottom Right,Middle Left	31864	177.4K

दिल्ली में फिलहाल लागू नहीं होगी आयुष्मान भारत योजना

सुप्रीम कोर्ट ने हाईकोर्ट के आदेश पर लगाई रोक

नई दिल्ली, 17 जनवरी (एजैंसी/उपमा डागा पार्थ) : उच्चतम न्यायालय ने 'प्रधानमंत्री आयुष्मान भारत स्वास्थ्य अवसंरचना मिशन' (पीएम-एबीएचआईएम) योजना को लागू करने के लिए केंद्र सरकार के साथ समझौता ज्ञापन (एमओयू) पर हस्ताक्षर करने का दिल्ली सरकार को निर्देश देने वाले

(शेष पृष्ठ 2 पर)

दिल्ली में फिलहाल लागू नहीं....

दिल्ली उच्च न्यायालय के आदेश पर शुक्रवार को रोक लगा दी। न्यायमूर्ति बी.आर. गवई और न्यायमूर्ति ऑगस्टीन जॉर्ज मसीह की पीठ ने दिल्ली सरकार की ओर से दायर याचिका पर रोक संबंधी यह आदेश पारित किया। पीठ ने इस मामले में केंद्र सरकार को नोटिस जारी कर जवाब-तलब किया। दिल्ली के सभी सात भारतीय जनता पार्टी के सांसदों ने आयुष्मान भारत योजना के कार्यान्वयन के लिए निर्देश देने की मांग करते हुए उच्च न्यायालय में याचिका दायर की थी। इसी आधार पर दिसम्बर, 2024 को उच्च न्यायालय ने दिल्ली सरकार को निर्देश दिया था। शीर्ष अदालत के समक्ष इस आदेश को चुनौती देने वाली याचिका पर दिल्ली सरकार का पक्ष रख रहे वरिष्ठ अधिवक्ता ए.एम. सिंघवी ने दलील दी, 'उच्च न्यायालय मुझे (दिल्ली सरकार) केन्द्र सरकार के साथ एमओयू पर हस्ताक्षर करने के लिए कैसे मजबूर कर सकता है।' उन्होंने आगे कहा कि उच्च न्यायालय ने दिल्ली सरकार की शक्तियों को फिर से परिभाषित किया। उसने केंद्र सरकार के साथ एमओयू पर हस्ताक्षर करने के लिए मजबूर किया है। इस योजना में भारत सरकार को 60 फीसदी पूंजीगत व्यय और दिल्ली सरकार को 40 फीसदी देना अनिवार्य किया गया है।

Telangana Today • Hyderabad • 18 Jan, 2025

BJP goes all out to woo woman voters

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	304	N/A	Top Left	395108	440K

BJP goes all out to woo woman voters

Manifesto for Delhi polls promises Rs 2,500 monthly aid to them

PTI
NEW DELHI



BJP National President JP Nadda with party leaders addresses the media during the launch of 'BJP Sankalp Patra Part-I' for Delhi Assembly elections, in New Delhi, on Friday. — Photo: PTI

The BJP on Friday released the first part of its manifesto for the February 5 Delhi polls, keeping women at the centre of its poll pitch by promising Rs 2,500 monthly aid for them, Rs 21,000 for every pregnant woman, LPG cylinders at Rs 500 and also Rs 2,500 pension for senior citizens.

BJP president J P Nadda unveiled the 'Sankalp Patra' at a press conference here, and asserted the manifesto — which reflects a direct attempt by the BJP to rival AAP's welfare-focused governance model — would serve as the foundation for a "developed Delhi".

He also assured that all existing public welfare schemes in Delhi will continue if the BJP is voted to power. "The BJP's resolution for a developed Delhi prioritises the empowerment of women and the welfare of senior citizens," he said.

Hitting out at the Arvind Kejriwal-led Aam Aadmi Party, he said all corruption charges in the public welfare schemes being run by his party's government will be investigated. He promised that a BJP-led Delhi government will approve the implementation of the 'Ayushman Bharat ' in the city in its first Cabinet meeting, and also give additional health cover of Rs 5 lakh.

Nadda announced several pro-women measures including Rs 2,500 monthly aid for them under 'Mahila Samridhi Yojana', surpassing the AAP's poll promise of Rs 2,100.

Additionally, the party promised LPG cylinders at Rs 500 for the poor section, with one free cylinder to be provided on Holi and Diwali. The party also promised a financial assistance of Rs 21,000 and six nutrition kits for every pregnant woman. The BJP president promised a Rs 2,500 pension for senior citizens between the age of 60-70 and Rs 3,000 for those older than 70, widows, and persons with disabilities. The national capital will vote on February 5 and the results will be announced on February 8.

The BJP, which has been out of power since 1998, has been making all-out efforts to dethrone the Arvind Kejriwal-led Aam Aadmi Party in the national capital. The AAP-led Delhi government has implemented several welfare schemes including free electricity of up to 200 units, free bus travel for women, free water and free pilgrimage for senior citizens among others.

The Pioneer • Hyderabad • 18 Jan, 2025

Rs 2,500 monthly aid to women, Rs 21 K to expecting mothers

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	227	N/A	Middle Left	77066	275K

'Rs 2,500 monthly aid to women, Rs 21K to expecting mothers'

PNS ■ NEW DELHI

The BJP on Friday released the first part of its manifesto for the February 5 Delhi polls, keeping women at the centre of its poll pitch by promising Rs 2,500 monthly aid for them, Rs 21,000 for every pregnant woman, LPG cylinders at Rs 500 and also Rs 2,500 pension for senior citizens.

BJP president J P Nadda unveiled the 'Sankalp Patra' at a press conference here, and asserted the manifesto -- which reflects a direct attempt by the BJP to rival AAP's welfare-focused governance model -- would serve as the foundation for a "developed Delhi".

He also assured that all existing public welfare schemes in Delhi will continue if the BJP is voted to power.

"The BJP's resolution for a developed Delhi prioritises the empowerment of women and the welfare of senior citizens," he said.

Hitting out at the Arvind Kejriwal-led Aam Aadmi Party, he said all corruption charges in the public welfare schemes being run by his party's government will be investigated.

He promised that a BJP-led Delhi government will approve the implementation of the 'Ayushman Bharat ' in the city in its first Cabinet meeting, and also give additional health cover of Rs 5 lakh.

Nadda announced several pro-women measures including Rs 2,500 monthly aid for them under 'Mahila Samridhi Yojana', surpassing the AAP's poll promise of Rs 2,100.

Promises BJP first part of Delhi manifesto



Additionally, the party promised LPG cylinders at Rs 500 for the poor section, with one free cylinder to be provided on Holi and Diwali. The party also promised a financial assistance of Rs 21,000 and six nutrition kits for every pregnant woman.

The BJP president promised Rs 2,500 pension for senior citizens between the age of 60-70 and Rs 3,000 for those older than 70, widows, and persons with disabilities.

The national capital will vote on February 5 and the results will be announced on February 8.

The BJP, which has been out of power since 1998, has been making all-out efforts to dethrone the Arvind Kejriwal-led Aam Aadmi Party in the national capital.

The AAP-led Delhi government has implemented several welfare schemes including free electricity of up to 200 units, free bus travel for women, free water and free pilgrimage for senior citizens among others.

Hitting out at the BJP soon after its 'Sankalp Patra' was released, Kejriwal said the saffron party has "copied" the AAP and announced several 'revris' in its Delhi poll manifesto but Prime Minister Narendra Modi won't approve of the "freebies" promised by his party.

The Hans India • Hyderabad • 18 Jan, 2025

SC puts on hold Delhi HC order on Ayushman Bharat Scheme

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 7	English	150	N/A	Bottom Left,Top Center	45001	390.49K



SC puts on hold Delhi HC order on Ayushman Bharat Scheme

HANS NEWS SERVICE
NEW DELHI

THE Supreme Court on Friday put on hold an order passed by the Delhi High Court, which directed the Delhi government to sign a memorandum of understanding (MoU) with the Centre for the implementation of PM-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) scheme. The matter came up before a bench comprising Justices BR Gavai and AG Masih. The bench decided to put on hold the order passed by the High Court and issued notice to Centre and others, on the petition filed by the Delhi government. Last month, the High Court had asked the Centre and state government to sign an MoU by January 5 to ensure that the central scheme was im-plemented in the national capital. The Delhi government has strongly opposed the implementation of the central scheme saying that the Delhi citizens enjoy "superior benefits" under its schemes.

Continued on Page 7

SC puts on hold Delhi HC order on Ayushman Bharat Scheme

Continued from p1

During the hearing on Friday, senior advocate A M Singhvi, representing the Delhi government, submitted that central government powers in the context of the national capital are limited to matters under Entries 1, 2 and 18 in the State List (public order, police, and land). It was argued be-fore the apex court that the order passed by the High Court redefined the government's power in connection with the health sector.

The counsel vehemently contested the High Court order saying it was forcing the Delhi government to sign the MoU. The bench was informed that if the MoU were to be signed then the Centre would bear 60 per cent of the capital expenditure and Delhi government 40 per cent. How-ever, the Delhi government counsel raised the issue of running expendi-ture.

After hearing submissions, the bench issued notice on the plea filed by the central government and also put on hold the order passed by the High Court.

The High Court had passed the order while dealing with a suo motu PIL initiated in 2017, in connection with the issue of the availability of ICU beds and ventilator facilities in the state government hospitals.

Punjabi Jagran • Chandigarh • 18 Jan, 2025

Delhi ch ayushman yojana te hastakhsar karan te rok

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	60	N/A	Bottom Center	31844	585.34K

ਦਿੱਲੀ 'ਚ ਆਯੁਸ਼ਮਾਨ ਯੋਜਨਾ 'ਤੇ ਹਸਤਾਖਰ ਕਰਨ 'ਤੇ ਰੋਕ

ਜਾਗਰਣ ਬਿਊਰੋ, ਨਵੀਂ ਦਿੱਲੀ : ਦਿੱਲੀ ਵਾਲਿਆਂ ਨੂੰ ਫਿਲਹਾਲ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਯੋਜਨਾ ਦਾ ਲਾਭ ਨਹੀਂ ਮਿਲ ਸਕੇਗਾ। ਸੁਪਰੀਮ ਕੋਰਟ ਨੇ ਦਿੱਲੀ ਵਿਚ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਯੋਜਨਾ ਲਾਗੂ ਕਰਨ ਲਈ ਦਿੱਲੀ ਸਰਕਾਰ ਨੂੰ ਪੰਜ ਜਨਵਰੀ ਤੱਕ ਸਮਝੌਤਾ ਪੱਤਰ 'ਤੇ ਦਸਤਖਤ ਕਰਕੇ ਦਿੱਲੀ ਹਾਈਕੋਰਟ ਦੇ ਹੁਕਮ 'ਤੇ ਅੰਤਰਿਮ ਰੋਕ ਲਗਾਉਂਦਿਆਂ ਪਟੀਸ਼ਨ ਵਿਚ ਪ੍ਰਤੀਵਾਦੀ ਬਣਾਈ ਗਈ ਕੇਂਦਰ ਸਰਕਾਰ ਤੇ ਦਿੱਲੀ ਏਮਜ਼ ਸਣੇ ਹੋਰਾਂ ਨੂੰ ਵੀ ਨੋਟਿਸ ਜਾਰੀ ਕੀਤਾ ਹੈ।ਜਸਟਿਸ ਬੀਆਰ ਗਵੱਈ ਤੇ ਜਸਟਿਸ ਅਗਸਟੀਨ ਜਾਰਜ ਮਸੀਹ ਦੀ ਬੈਂਚ ਨੇ ਸ਼ੁੱਕਰਵਾਰ ਨੂੰ ਦਿੱਲੀ ਸਰਕਾਰ ਵੱਲੋਂ ਪੇਸ਼ ਸੀਨੀਅਰ ਵਕੀਲ ਅਭਿਸ਼ੇਕ ਮਨੂ ਸਿੰਘਵੀ ਤੇ ਸਦਾਨ ਫਰਾਸਤ ਦੀਆਂ ਦਲੀਲਾਂ ਸੁਣਨ ਪਿੱਛੋਂ ਇਹ ਹੁਕਮ ਜਾਰੀ ਕੀਤੇ। ਇਸ ਤੋਂ ਪਹਿਲਾਂ ਸਿੰਘਵੀ ਨੇ ਕਿਹਾ ਕਿ ਆਖਰ ਹਾਈਕੋਰਟ ਦਿੱਲੀ ਸਰਕਾਰ ਨੂੰ ਯੋਜਨਾ ਲਾਗੂ ਕਰਨ ਲਈ ਸਮਝੌਤਾ ਪੱਤਰ 'ਤੇ ਦਸਤਖਤ ਕਰਨ ਦਾ ਹੁਕਮ ਕਿਵੇਂ ਦੇ ਸਕਦਾ ਹੈ? ਇਹ ਨੀਤੀਗਤ ਫੈਸਲਾ ਹੈ।• ਸਿੰਘਵੀ ਨੇ ਕਿਹਾ ਕਿ ਯੋਜਨਾ ਵਿਚ ਭਾਰਤ ਸਰਕਾਰ 60 ਫੀਸਦ ਖਰਚ ਦਿੰਦੀ ਹੈ ਤੇ 40 ਫੀਸਦ ਖਰਜ ਸੂਬਾ ਸਰਕਾਰ ਦਿੰਦੀ ਹੈ। ਕੇਂਦਰ ਸਰਕਾਰ ਵਲੋਂ ਸੰਚਾਲਨ ਖਰਚ ਨਹੀਂ ਦਿੱਤਾ ਜਾਂਦਾ ਹੈ। ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਦਿੱਲੀ ਸਰਕਾਰ ਦੀ ਸਿਹਤ ਯੋਜਨਾ ਇਸ ਤੋਂ ਜ਼ਿਆਦਾ ਵਿਸਥਾਰਤ ਹੈ। ਅਦਾਲਤ ਨੇ ਦਲੀਲਾਂ ਸੁਣਨ ਤੋਂ ਬਾਅਦ ਪਟੀਸ਼ਨ 'ਤੇ ਨੋਟਿਸ ਜਾਰੀ ਕਰਦਿਆਂ ਹਾਈਕੋਰਟ ਦੇ ਦਸੰਬਰ 2024 ਦੇ ਹੁਕਮ 'ਤੇ ਰੋਕ ਲਗਾ ਦਿੱਤੀ। ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਹੈਲਥ ਇਨਫਰਾਸਟ੍ਰਕਚਰ ਮਿਸ਼ਨ ਯੋਜਨਾ ਕੇਂਦਰ ਸਰਕਾਰ ਦੀ ਯੋਜਨਾ ਹੈ।• ਇਸ ਯੋਜਨਾ ਦਾ ਉਦੇਸ਼ ਭਵਿੱਖ ਵਿਚ ਮਹਾਮਾਰੀ ਨਾਲ ਨਿਪਟਣ ਲਈ ਪਬਲਿਕ ਹੈਲਥ ਇਨਫਰਾਸਟ੍ਰਕਚਰ ਨੂੰ ਮਜ਼ਬੂਤ ਕਰਨਾ ਹੈ।

Hindustan • Chandigarh • 18 Jan, 2025

Delhi mein ayushman yojana nahi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Hindi	468	N/A	Bottom Left	397600	1.53M

दिल्ली में आयुष्मान योजना नहीं

अदालत से

नई दिल्ली, विशेष संवाददाता। केंद्र सरकार की आयुष्मान भारत स्वास्थ्य योजना फिलहाल दिल्ली में लागू नहीं होगी। सुप्रीम कोर्ट ने शुक्रवार को दिल्ली हाईकोर्ट के आदेश पर फिलहाल रोक लगा दी है। हाईकोर्ट ने अपने आदेश में दिल्ली सरकार को पीएम-आयुष्मान योजना लागू करने के लिए पांच जनवरी तक केंद्रीय स्वास्थ्य मंत्रालय के साथ एमओयू पर हस्ताक्षर करने को कहा था।

जस्टिस बी.आर. गवई और ऑगस्टीन जॉर्ज मसीह की पीठ ने दिल्ली सरकार की अपील पर विचार करते हुए यह आदेश दिया। पीठ ने केंद्र सरकार एवं अन्य को नोटिस जारी कर जवाब मांगा। इससे पहले, दिल्ली सरकार की ओर से वरिष्ठ अधिवक्ता अभिषेक मनु सिंघवी ने पीठ से कहा कि केंद्र की शक्तियां सार्वजनिक व्यवस्था, पुलिस और भूमि तक ही सीमित हैं।

यह था हाईकोर्ट का आदेश : हाईकोर्ट ने एक जनहित याचिका पर विचार करते हुए, 24 दिसंबर, 2024 को दिल्ली सरकार को आयुष्मान भारत योजना को लागू करने के लिए केंद्र के साथ समझौता ज्ञापन पर 5 जनवरी तक हस्ताक्षर करने का आदेश दिया था। हाईकोर्ट ने यह भी कहा था कि विधानसभा चुनाव के मद्देनजर यदि आदर्श आचार संहिता लागू हो, तब भी दिल्ली सरकार को केंद्र के साथ समझौता ज्ञापन पर हस्ताक्षर किए जाएंगे, क्योंकि इसकी निगरानी इस अदालत द्वारा की गई है और यह दिल्ली के नागरिकों के लाभ के लिए है।

हाईकोर्ट राज्य सरकार को मजबूर नहीं कर सकता



वरिष्ठ अधिवक्ता अभिषेक मनु सिंघवी ने कहा कि हाईकोर्ट याचिकाकर्ता दिल्ली सरकार को केंद्र के साथ समझौता ज्ञापन पर हस्ताक्षर करने के लिए मजबूर नहीं कर सकता। उन्होंने कहा कि इस योजना को लागू करने पर केंद्र सरकार 60 फीसदी धन देती है, जबकि 40 फीसदी राज्य सरकार। दिल्ली सरकार ने कोर्ट को बताया कि उसके पास दिल्ली के लोगों के लिए बेहतर स्वास्थ्य योजना है, जिसकी पहुंच भी बड़ी है।

The Daily Guardian • Chandigarh • 18 Jan, 2025

Haryana government simplifies Ayushman Bharat Golden Card process

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	121	N/A	Bottom Left	12109	N/A

Haryana government simplifies Ayushman Bharat Golden Card process

TDG NETWORK
CHANDIGARH

The Haryana government has made it easier for eligible beneficiaries to obtain Golden Cards under the Pradhan Mantri Ayushman Bharat Scheme. Now, with the issuance of a new ration card and the first instance of availing ration, the names of eligible families will automatically be updated on the Ayushman Bharat portal. The Ayushman card will also be generated automatically.

With this card, beneficiaries can avail of free medical treatment worth up to Rs 5 lakh at any government or private hospital. The biggest benefit of this initiative is that individuals will no longer need to visit hospitals repeatedly to get their Ayushman card made.

The government has provided the facility of Ayushman cards with a coverage of Rs 5 lakh to every citizen. However, many people have been unable to get their Golden Cards due to various circumstances. To address this issue, work is underway at multiple levels, and a new software system has been developed.

Civil Surgeon Dr. Jayant Ahuja explained that as soon as a ration card is issued and individuals collect ration for the first time from the Public Distribution System shop, the new software will link the ration card details. According to Dr. Ahuja, this information will be updated on the Ayushman portal. Beneficiaries can then print their cards from Ayushman Bharat counters at government or private hospitals or through Common Service Centers.

Aaj Samaj • Delhi • 18 Jan, 2025

Delhi mein ayushman bharat swashthya yojna filhaal lagu nahi hogi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Hindi	418	N/A	Top Center	62696	898.28K

दिल्ली में आयुष्मान भारत स्वास्थ्य योजना फिलहाल नहीं होगी लागू, हाईकोर्ट के आदेश पर सुप्रीम कोर्ट की रोक

आज समाज नेटवर्क

नई दिल्ली। सुप्रीम कोर्ट ने शुक्रवार को अपने एक आदेश में पीएम आयुष्मान भारत स्वास्थ्य इंफ्रास्ट्रक्चर मिशन (PM-ABHIM) योजना को राष्ट्रीय राजधानी दिल्ली में फिलहाल लागू करने पर रोक लगा दी है। दरअसल दिल्ली उच्च न्यायालय ने अपने एक आदेश में केंद्रीय स्वास्थ्य मंत्रालय और दिल्ली सरकार के बीच एक समझौता करने का निर्देश दिया था। इस समझौते के तहत प्रधानमंत्री आयुष्मान भारत स्वास्थ्य ढांचा मिशन को राष्ट्रीय राजधानी दिल्ली में लागू किया जाना था। हालांकि अब सुप्रीम कोर्ट ने दिल्ली हाईकोर्ट के फैसले पर रोक लगा दी है।

दिल्ली सरकार के वकील ने सुप्रीम कोर्ट में दीं दलीलें...जस्टिस बीआर गवई और जस्टिस एजी मसीह की पीठ ने उच्च न्यायालय के आदेश पर रोक लगाने का आदेश दिया। दिल्ली उच्च न्यायालय के आदेश को दिल्ली सरकार ने सुप्रीम कोर्ट में चुनौती दी थी। अब सुप्रीम कोर्ट ने केंद्र सरकार को नोटिस जारी कर उनका जवाब मांगा है। दिल्ली सरकार की तरफ से वरिष्ठ वकील अभिषेक मनु सिंघवी सुप्रीम कोर्ट में पेश हुए। सिंघवी ने दलील दी कि राज्य सूची की 1,2 और 18 एंट्री के तहत केंद्र की शक्तियां सीमित हैं,



लेकिन उच्च न्यायालय ने अपने आदेश में सरकार की शक्तियों को स्वास्थ्य क्षेत्र में फिर से परिभाषित किया है।

सिंघवी ने कहा कि उच्च न्यायालय द्वारा दिल्ली सरकार को केंद्र सरकार के साथ समझौते के लिए मजबूर किया जा रहा है। ऐसे में सुप्रीम कोर्ट ने दिल्ली उच्च न्यायालय के आदेश पर फिलहाल रोक लगा दी। गौरतलब है कि दिल्ली में पीएम आयुष्मान भारत स्वास्थ्य इंफ्रास्ट्रक्चर मिशन योजना लागू नहीं है। साल 2017 में दिल्ली उच्च न्यायालय में एक जनहित याचिका दायर की गई थी, जिसमें दिल्ली में सरकारी अस्पतालों में आईसीयू बेड और वेंटीलेटर्स की उपलब्धता पर चिंता जाहिर की थी। साथ ही याचिका में पीएम आयुष्मान भारत स्वास्थ्य इंफ्रास्ट्रक्चर मिशन योजना को दिल्ली में भी लागू कराने की मांग की गई थी। ऐसे में उच्च न्यायालय ने योजना को पूरी तरह से लागू करने की बजाय केंद्र और दिल्ली सरकार के बीच समझौता करने का आदेश दिया था।

क्या है पीएम आयुष्मान भारत स्वास्थ्य इंफ्रास्ट्रक्चर मिशन योजना...देश में स्वास्थ्य सेवा के बुनियादी ढांचे को मजबूत करने के लिए केंद्र सरकार ने इस योजना की शुरूआत की थी। यह योजना राष्ट्रीय स्वास्थ्य मिशन से इतर है। योजना के तहत 10 उच्च फोकस वाले राज्यों में 17,788 ग्रामीण स्वास्थ्य एवं कल्याण केंद्र स्थापित करने के लिए केंद्र सरकार मदद करेगी।

The Times of India • Bengaluru • 18 Jan, 2025

Try fun ways to get back in shape

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	4012	Bangalore Times	Top Left	6881092	2.27M



The Statesman • Delhi • 18 Jan, 2025

SC stays HC order asking AAP govt to implement Ayushman Bharat scheme

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	526	N/A	Top Center	94746	225K

SC stays HC order asking AAP govt to implement Ayushman Bharat scheme

PARMOD KUMAR
NEW DELHI, 17 JANUARY



The apex court issued a notice to the Central government seeking its reply to the Delhi government's plea challenging the high court order

The Supreme Court, on Friday, stayed the Delhi High Court's December 2024 order directing Chief Minister Atishi Marlena's Aam Aadmi Party (AAP) government to sign a Memorandum of Understanding (MoU) with the Union Ministry of Health and Family Welfare for the implementation of the Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) scheme in the national capital.

A bench of Justice BR Gavai and Justice Augustine George Masih issued a notice and sought the Central government's reply to the Delhi government's plea challenging the high court order.

Appearing for the Delhi government, senior advocate Abhishek Manu Singhvi asked how can the high court force the state government to sign the MoU with the Central government. Singhvi told the bench that if the MoU is signed, the Centre will bear 60 per cent cost of the capital expenditure and the Delhi government to bear 40 per cent, but the Centre will not share any part of the expenditure on the running of the scheme.

Having flagged the issue of the fiscal component of running the Pradhan Mantri Ayushman Bharat Health Infrastructure Mission scheme, he told the court that the reach and coverage of the Delhi government's own health scheme is much larger. The order of high court came while dealing with a suo motu PIL initiated in 2017 concerning the health infrastructure in government hospitals.

It was said non-implementation of the PM-ABHIM Scheme in Delhi, when 33 states and Union Territories have already implemented the same, would not be justified.

Business Standard • Chandigarh • 18 Jan, 2025

Nykaa, Unilever moves may spur M&As in beauty market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	321	N/A	Bottom Center	49687	19.8K

Nykaa, Unilever moves may spur M&As in beauty market

PEERZADA ABRAR
Bengaluru, 17 January

India's beauty and personal care (BPC) industry is entering a consolidation phase with global giants seeking a grip over the changing consumer habits, according to the analysts and industry sources.

At the same time, even the homegrown digital commerce firm Nykaa is buoyed by the success of its early buyouts.

Analysts are now betting on sectoral consolidation deals gathering momentum as the companies in the overcrowded direct-to-consumer (D2C) space face challenges related to scaling up, funding and profitability. Over 80 new-age consumer brands have entered the BPC segment in the recent past. Many of them are becoming potential merger and acquisition (M&A) targets for multinational companies as well as large legacy firms, as the industry moves into an inevitable consolidation phase, analysts commenting on the trend said.

"A few years back, the online D2C brands were fancily valued as they brought innovation. The investors continued betting on them without bothering about profitability. They thought these firms would take away the market share and create disruption for the biggies," said Sanjay Jain, a board advisor and director at Taj Capital, a boutique investment advisory firm. "Now what has happened is that legacy players have also got their act together. They are creating their own internal teams to focus on digital channels. So, the novelty aspect of the startups having digital-only platforms has withered out," said Jain.

At the same time, D2C companies may also face competition from quick commerce companies, which are growing fast. These firms, which deliver products in 10-15 minutes, are coming up with their own private label brands in pursuit of profitability, according to the experts.

Many new-age direct-to-consumer brands, funded by venture capital money, have energised the $32 billion BPC market in recent years. They have democratised access and awareness to aspirational beauty care in India. But experts said that scalability demonstrated by these platforms with their digital-only channels has come at the cost of losses.

"The strategy for D2C firms related to 'growth at all costs' followed by bigger funding rounds without bothering about losses is not working anymore. They are realising that investors want growth with profitability," said Jain.

The bigger opportunity lies in the offline space. But there the D2C companies have to address the problem of distribution already faced by legacy FMCG players. Creating the infrastructure for that is not easy.

"If they go for an initial public offering (IPO) and the valuation doesn't meet the expectations of their investors, then M&A is the way for them to get funding," said Jain.

Indeed, this trend may spur large companies such as Hindustan Unilever and L'Oreal and firms like Nykaa, which had an early mover advantage, to buy stakes or acquire these D2C companies.

For instance, fast-moving consumer goods giant Hindustan Unilever is reportedly in advanced deal talks to acquire D2C brand Minimalist for ₹3,000 crore. In 2023, Spanish giant Puig, owners of brands like Nina Ricci and others, acquired a controlling stake in Kama Ayurveda, signalling the MNC's interest in the domestic market.

Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable. It also acquired stakes in Nudge Wellness, and KICA. It also acquired local discovery and e-commerce platform Little Black Book (LBB)

The acquisition of Dot & Key, which moved from ₹ 50 crore to ₹750 crore gross merchandise value (GMV) in four years, is seen by analysts as a successful trigger for consolidation deals. The brand is at over 10,000 points of sale, bolstered by Nykaa's influential omni-channel distribution.

"Nykaa now controls 90 per cent of Dot & Key, for which it has paid ₹ 362 crore in two tranches. This underlines the company's deal-making prowess under its banker-turned-founder, Falguni Nayar," said a person familiar with the matter. Global beauty and personal care giants made India their priority market in 2024. This was marked by top leadership visits from at least a dozen companies as part of their China Plus One strategy to diversify business in other countries.



ILLUSTRATION: BINAY

HUL is reportedly in talks to acquire D2C brand Minimalist for ₹3,000 crore. Nykaa has already been a leading consolidator with a string of acquisitions, with Dot & Key and Earth Rhythm being notable

More on business-standard.com

Ajit • Chandigarh • 17 Jan, 2025

Zile ch 1,15,492 loka ne ayushman sehat bima yojana tehat 72.43 crore di cashless ilaaz suvida da li...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	306	N/A	Middle Left	290530	1.06M

ਜ਼ਿਲ੍ਹੇ 'ਚ 1,15,492 ਲੋਕਾਂ ਨੇ ਆਯੁਸ਼ਮਾਨ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ ਤਹਿਤ 72.43 ਕਰੋੜ ਦੀ ਕੈਸ਼ਲੈੱਸ ਇਲਾਜ ਸੁਵਿਧਾ ਦਾ ਲਿਆ ਲਾਭ

ਐੱਸ. ਏ. ਐੱਸ. ਨਗਰ, 16 ਜਨਵਰੀ (ਤਰਵਿੰਦਰ ਸਿੰਘ ਬੈਨੀਪਾਲ)-ਜ਼ਿਲ੍ਹੇ ਵਿਚ ਹੁਣ ਤੱਕ 1,15,492 ਲੋਕਾਂ ਨੇ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਮੁੱਖ ਮੰਤਰੀ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ ਤਹਿਤ 72,43,42,192 ਰੁਪਏ ਦੀ ਕੈਸ਼ਲੈਸ ਇਲਾਜ ਸੁਵਿਧਾ ਦਾ ਲਾਭ ਲਿਆ ਹੈ। ਇਹ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਡਿਪਟੀ ਮੈਡੀਕਲ ਕਮਿਸ਼ਨਰ ਡਾ. ਪਰਵਿੰਦਰਪਾਲ ਕੌਰ (ਜ਼ਿਲ੍ਹਾ ਨੋਡਲ ਅਫ਼ਸਰ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਮੁੱਖ ਮੰਤਰੀ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ) ਨੇ ਦੱਸਿਆ ਕਿ ਸਰਕਾਰੀ ਹਸਪਤਾਲਾਂ ਤਹਿਤ 23,117 ਮਰੀਜ਼ਾਂ ਨੂੰ 21,14,54,800 ਰੁਪਏ ਦੇ ਕੈਸ਼ਲੈਸ ਇਲਾਜ ਦੀ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ ਹੈ, ਜਿਸ 'ਚੋਂ 17,99,91,181 ਰੁਪਏ ਦੇ ਕਲੇਮ ਦੀ ਅਦਾਇਗੀ ਵੀ ਕੀਤੀ ਜਾ ਚੁੱਕੀ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਇਸ ਸਕੀਮ ਤਹਿਤ ਸੂਚੀਬੱਧ ਪ੍ਰਾਈਵੇਟ ਹਸਪਤਾਲਾਂ 'ਚ ਇਲਾਜ ਕਰਵਾਉਣ ਲਈ 92,375 ਮਰੀਜ਼ਾਂ ਨੂੰ 58,54,69,294 ਰੁਪਏ ਦੇ ਕੈਸ਼ਲੈਸ ਇਲਾਜ ਦੀ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ ਹੈ, ਜਿਸ 'ਚ 51,28,87,392 ਰੁਪਏ ਦੇ ਕਲੇਮ ਦੀ ਅਦਾਇਗੀ ਵੀ ਕੀਤੀ ਜਾ ਚੁੱਕੀ।

ਸਿਹਤ ਵਿਭਾਗ ਵਲੋਂ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਉਣ ਦਾ ਕੰਮ ਤੇਜ਼ੀ ਨਾਲ ਜਾਰੀ- ਡਾ. ਪਰਵਿੰਦਰਪਾਲ ਕੌਰ

ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਜ਼ਿਲ੍ਹਾ ਸਿਹਤ ਵਿਭਾਗ ਵਲੋਂ ਡਿਪਟੀ ਕਮਿਸ਼ਨਰ ਆਸ਼ਿਕਾ ਜੈਨ ਅਤੇ ਸਿਵਲ ਸਰਜਨ ਡਾ. ਸੰਗੀਤਾ ਜੈਨ ਦੀ ਦੇਖ-ਰੇਖ ਹੇਠ ਜ਼ਿਲ੍ਹੇ ਵਿਚ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਮੁੱਖ ਮੰਤਰੀ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ ਤਹਿਤ ਲਾਭਪਾਤਰੀਆਂ ਦੇ ਈ-ਕਾਰਡ ਬਣਾਉਣ ਦਾ ਕੰਮ ਤੇਜ਼ੀ ਨਾਲ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਇਸ ਯੋਜਨਾ ਤਹਿਤ 6 ਤਰ੍ਹਾਂ ਦੇ ਲਾਭਪਾਤਰੀ ਪਰਿਵਾਰਾਂ ਦੇ ਕਾਰਡ ਬਣਾਏ ਜਾਂਦੇ ਹਨ, ਜਿਨ੍ਹਾਂ ਵਿਚ ਐੱਸ. ਈ. ਸੀ. ਸੀ. ਡਾਟਾ ਵਾਲੇ ਗ਼ਰੀਬ ਪਰਿਵਾਰ, ਰਾਸ਼ਨ ਕਾਰਡ ਧਾਰਕ, ਉਸਾਰੀ ਕਾਮੇ, ਛੋਟੇ ਟ੍ਰੇਡਰ, ਛੋਟੇ ਕਿਸਾਨ ਤੇ ਪੱਤਰਕਾਰ ਸ਼ਾਮਿਲ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਵੱਖ-ਵੱਖ ਥਾਈਂ ਖੁੱਲ੍ਹੇ ਹੋਏ ਕਾਮਨ ਸਰਵਿਸ ਸੈਂਟਰਾਂ ਵਿਚ ਬਣਾਏ ਜਾ ਰਹੇ ਹਨ, ਜਦਕਿ ਹਸਪਤਾਲਾਂ ਵਿਚ ਸਿਰਫ਼ ਮਰੀਜ਼ਾਂ ਦੇ ਕਾਰਡ ਬਣਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਕਾਰਡ ਬਣਾਉਣ ਲਈ ਵੱਖ-ਵੱਖ ਥਾਈਂ ਕੈਂਪ ਵੀ ਲਗਾਏ ਜਾਂਦੇ ਹਨ। ਡਾ. ਪਰਵਿੰਦਰਪਾਲ ਕੌਰ ਨੇ ਲੋਕਾਂ ਨੂੰ ਅਪੀਲ ਕੀਤੀ ਕਿ ਉਹ ਕਾਰਡ ਬਣਵਾਉਣ ਲਈ ਆਪਣੇ ਇਲਾਕੇ ਦੇ ਕੌਂਸਲਰ, ਸਰਪੰਚ ਜਾਂ ਆਸ਼ਾ ਵਰਕਰ ਨਾਲ ਤਾਲਮੇਲ ਕਰ ਸਕਦੇ ਹਨ। ਇਸ ਤੋਂ ਇਲਾਵਾ ਲੋਕ ਸਰਕਾਰੀ ਵੈੱਬਸਾਈਟ www.shapunjab.in <http://www.shapunjab.in/> 'ਤੇ ਆਪਣੀ ਯੋਗਤਾ ਚੈੱਕ ਕਰ ਸਕਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ 104 ਹੈਲਪਲਾਈਨ ਲੋਕਾਂ ਨੂੰ 24 ਘੰਟੇ ਸਰਬੱਤ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ ਬਾਬਤ ਪੂਰੀ ਜਾਣਕਾਰੀ ਪ੍ਰਦਾਨ ਕਰਵਾ ਰਹੀ ਹੈ ਤੇ ਸੂਚੀਬੱਧ ਪ੍ਰਾਈਵੇਟ ਹਸਪਤਾਲਾਂ ਵਿਚ ਅਰੋਗਿਆ ਮਿੱਤਰ ਨਾਲ ਵੀ ਸੰਪਰਕ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।

Free Press Journal • Mumbai • 17 Jan, 2025

Swamala now available in 4 variants

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	78	N/A	Bottom Left	61621	251.68K

Swamala now available in 4 variants



Swamala, a product of Shree Dhootapapeshwar Limited, is one such robust Chyavanprash which also fulfils all our health related requirements in every season. Shree Dhootapapeshwar Company, with its enormous experience of 150 years in the field of Ayurveda, has brought about total four variants of Swamala, keeping in mind all the principles of Ayurveda.

These include Swamala Compound and Swamala Classic, along with Swamala Compound Sugar free and Swamala Classic Sugar free. No synthetic colors, stabilizers or taste enhancers have been used in the production of these four products.

Swamala Compound and Swamala Classic are the best suited products for people who prefer minimal consumption or completely avoiding sugar, due to various reasons.

Swamala is now available in four variants and they are immunity boosters, provide nutrition and good health to the entire family, in all the seasons.

The Morning Standard • Delhi • 17 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	593	N/A	Middle Right	284735	300K

FITBIT

VAKRASANA VARIATION

(TWISTED POSE VARIATION)

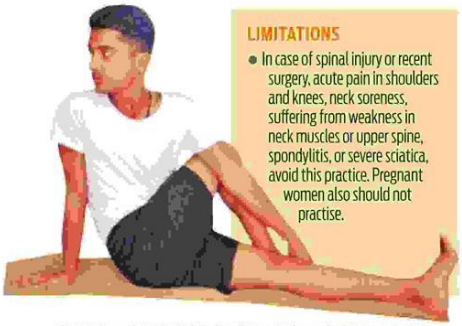
This is a beginner-level seated spinal twisting pose. In Sanskrit, vakra means 'twist', and here, it means a twist of the spine. This practice tones the back muscles and brings stability to the spine. This pose gently opens up the shoulders and straightens the upper back. In addition, it helps get rid of the sagging chest and makes the shoulders look more aligned and stronger. This will also tone the internal organs like the digestive system, intestines, uterus, and kidney. As the body twists, some pressure is felt at the lower part of the abdomen, thus internally working on the organs.

STEPS

- First, sit in Dandasana (Staff Pose), take a few breaths, and expand the spine upwards, connecting your breath with the movement of the spine and relaxing the entire body.
- Then, bring the left knee close to your chest and take a few breaths. Now, pick up the left foot and place it outside of the right knee.
- Twist your upper body towards the left while placing the right elbow at the outside of the left knee and keep the hand on the floor close to your right knee.
- Ensure the body is twisted to the same side as the knee is bent. Here, the left knee is bent and the body is twisted to the left.
- With the support of the right elbow, take a deep breath, and twist the upper body to the left and face the wall behind you.
- Place the left hand behind you close to your lower back, this will help you raise your spine and balance your body.
- Every exhalation raises the spine and twists as possible, trying to turn your neck and shoulders to bring them parallel to the wall to your left.
- Release the pose, take a few breaths, and relax in Dandasana.
- Continue the stretch with the same position of the left knee, but twist your body now to the right by placing both the palms on to the floor on the right close to your lower back and try to look behind you as much as possible.
- Repeat it on the other side following the above instructions, and then, relax.

BENEFITS

- Ensures the practitioners get the stretch.
- By pushing the hands on the wall and getting a good grip, you can twist with support and enjoy.
- If the hands can't reach the floor, you could place the blocks on the floor and rest the palms on them.
- With your hands, you could hold the shoulders in alignment.
- Releases the tension accumulated in the spine.
- Increases the flexibility of the spine.
- Prepares the practitioner for intermediate and advanced postures.
- Stretches the spine and gently opens the chest muscles.
- Helps practitioners with better breathing and increased lung capacity.
- Breathing awareness will help people get into the posture easily.
- Correct breathing helps with holding the posture for long.
- Considered an energising pose.
- Remove the stiffness and stretch the muscles around the back.
- Tones the internal organs like the digestive system, intestines, uterus and kidney.
- Activates Thyroid glands as neck muscles are put to work.



LIMITATIONS

- In case of spinal injury or recent surgery, acute pain in shoulders and knees, neck soreness, suffering from weakness in neck muscles or upper spine, spondylitis, or severe sciatica, avoid this practice. Pregnant women also should not practise.

— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

The Pioneer • Chandigarh • 17 Jan, 2025

Centre keeps NEET-UG in pen-paper format

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	174	N/A	Middle Right	104274	268.96K



Centre keeps NEET-UG in pen-paper format

PNS ■ NEW DELHI

The Centre has decided against conducting the medical entrance exam NEET-UG in online mode for now, and announced on Thursday it will continue to be conducted in pen and paper mode.

The decision comes after detailed deliberations between education and health ministries on whether to conduct the NEET-UG in pen and paper mode or online mode.

"As decided by the National Medical Commission(NMC), the NEET-UG shall be conducted in Pen and paper mode (OMR based) in a single day and shift," a senior National Testing Agency (NTA) official said on Thursday.

The National Eligibility-cum-Entrance Test (NEET) is the largest entrance exam in the country in terms of number of candidates appearing for the test. In 2024, a record more than 24 lakh candidates took the exam.

The NTA conducts the NEET every year for admission into medical colleges. A total of 1,08,000 seats are available for MBSS course.

Of the seats available for the MBBS course, approximately 56,000 are in government hospitals and about 52,000 in private colleges. Admissions to undergraduate courses in Dentistry, Ayurveda, Unani, and Siddha also utilise the results of the NEET for admission.

The Indian Express • Chandigarh • 17 Jan, 2025

Health department expedites generation of e-cards under health insurance scheme

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	131	N/A	Top Left	115931	175.5K

Health department expedites generation of e-cards under health insurance scheme

EXPRESS NEWS SERVICE
MOHALI, JANUARY 16

THE HEALTH department expedited the process of generating e-cards of enrolled families under Ayushman Bharat PM-JAY Mukh Mantri Sehat Bima Yojana (AB PM-JAY MMSBY) in Mohali district.

Deputy Medical Commissioner Dr Parvinder Pal Kaur, who is also the District Nodal Officer, AB PM-JAY MMSBY, said that cashless treatment worth Rs 21,14,54,800 (Rs 21.14 crore) has been authorised to 23,117 patients in government hospitals, out of which claims of Rs 17,99,91,181 (Rs 17.99 crore) have also been settled under the scheme.

"Similarly, 92,375 patients were given authorisation for cashless treatment worth Rs 58,54,69,294 (Rs 58.54 crore) from empanelled private hospitals under the scheme, out of which claims of Rs 51,28,87,392 (Rs 51.28 crore) have also been settled, so far," she added.

Cashless treatment worth Rs 21.14 crore has been authorised to 23,117 patients in government hospitals, out of which claims of Rs 17.99 crore have also been settled under the scheme

Kaur further added that according to the directions of Deputy Commissioner Aashika Jain, the work of generating e-cards of the beneficiaries enrolled under the scheme, is being done continuously in the district. She said that under this scheme, e-cards are issued to 6 types of beneficiary families: covering under SECC data, ration card holders, construction workers, small traders, small farmers, and journalists.

According to Kaur, there are 1,21,286 families found eligible in the district, out of which e-cards had been issued to 99,260 families by registering a total of 2,50,013 members as beneficiaries in the district. Ayushman cards are being made in common service centers at a nominal fee of Rs 30, while e-cards of only patients are made in hospitals, added Kaur. She said that camps are also organised at different places to make these cards.

The Daily Guardian • Delhi • 17 Jan, 2025

Winter skincare tips

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	465	N/A	Middle Left	46520	N/A

Winter skincare tips



SHAHNAZ HUSAIN

Winter brings its own charm, but it can also wreak havoc on your skin. The cold air robs your skin of its natural oils, leading to dryness, flakiness, and discomfort. A well-rounded daytime skincare routine can help combat these issues, ensuring your skin stays healthy, hydrated, and glowing throughout the season.

Step 1: Cleanse

Start your day with a gentle cleanser that removes impurities without stripping your skin of its natural moisture. A foaming or soap-free cleanser like Shahnaz Husain Shazema Plus - Herbal Cleanser is an excellent choice. It cleanses deeply while maintaining the skin's moisture balance and purifying pores.

Step 2: Tone

Toning is essential during winter to minimize pores and prevent dirt accumulation. Opt for natural toners with plant extracts, such as Gulab Jal (Rose Water). Products like Sharose not only tone but also provide a relaxing, stress-relieving experience.

Step 3: Hydrate

Hydration is the key to combating winter dryness. Incorporate both internal and external hydration into your routine. Consume seasonal citrus fruits like oranges to boost hydration and maintain gut health. For surface hydration, use an easily absorbed moisturizer. A natural option like Shahnaz Husain Flower Botanics - White Water Lily-Jasmine Moisturiser works wonders. Alternatively, create a DIY moisturizer by mixing aloe vera gel with almond or coconut oil and a splash of rose water.



Step 4: SPF Protection

Even in winter, UV rays can harm your skin. Apply a moisturizing SPF to shield your skin from sun damage while keeping it hydrated. Choose a product that suits your skin type and offers broad-spectrum protection.

Step 5: Lip Care

Lips are particularly sensitive to winter weather. Use a moisturizing lipstick or layer a lip balm under matte lip colors to prevent dryness. A hydrating lip balm applied throughout the day keeps your lips soft and supple.



Step 6: Body Moisturizing

Don't neglect your body's skin. After your bath, apply almond oil or a shea butter-based body moisturizer to lock in hydration. These products nourish the skin, preventing dryness and itchiness.



BONUS TIPS FOR WINTER SKINCARE SUCCESS

- Avoid hot water, as it strips the skin of natural oils.
- Never skip makeup removal at night.
- Exfoliate gently to prevent flaky skin and clogged pores.
- Steer clear of harsh cleansers and exfoliators that can exacerbate dryness.

By following this thoughtfully designed daytime skincare routine, you can embrace the winter season with radiant, healthy skin. Stay consistent, and your skin will thank you for it!

This article is authored by SHAHNAZ HUSAIN CMD of The Shahnaz Husain Group and pioneer in Ayurveda.

The Times of India • Chandigarh • 17 Jan, 2025

Rs72 crore cashless treatment provided to over 1L in Mohali

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	160	N/A	Middle Center	77521	46.88K

₹72 crore cashless treatment provided to over 1L in Mohali

TIMES NEWS NETWORK

Mohali: Mohali has so far provided cashless treatment worth Rs 72.43 crore to 1.15 lakh beneficiaries. About 115,492 people in the district benefited from cashless treatment worth Rs 72.43 crore under the Ayushman Bharat Mukh Mantri Sehat Bima Yojana. Mohali also issued e-cards to 99,260 families.

Giving the details, deputy medical commissioner (DMC) Dr Parvinder Pal Kaur, district nodal officer, Ayushman Bharat Mukh Mantri Sehat Bima Yojana, said that cashless treatment worth Rs 21,14,54,800 was authorised to 23,117 patients in govt hospitals, out of which claims of Rs 17,99,91,181 were also settled.

Similarly, 92,375 patients were given authorisation for cashless treatment worth Rs 58,54,69,294 from empanelled private hospitals under the scheme, out of which claims of Rs 51,28,87,392 have been settled so far.

She said that as per the directions of deputy commissioner Aashika Jain and under the supervision of civil surgeon Dr Sangeeta Jain, the work of generating e-cards for the beneficiaries enrolled under the scheme is being done continuously in the district. She said under this scheme, e-cards are issued to six types of beneficiary families, covering SECC data, ration card holders, construction workers, small traders, small farmers, and journalists.

E-CARDS ISSUED

- Cashless treatment worth Rs 21 crore was authorised to 23,117 patients in govt hospitals
- Out of this amount, claims of Rs 17,99,91,181 have been settled
- Mohali also issued e-cards to 99,260 families

Jag Bani • Chandigarh • 17 Jan, 2025

Ayushman bima yojana 1 lakh 15 hazaar loka nu cashless ilaaz da labh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	128	N/A	Middle Center	51043	124.76K

ਆਯੁਸ਼ਮਾਨ ਬੀਮਾ ਯੋਜਨਾ : 1 ਲੱਖ 15 ਹਜ਼ਾਰ ਲੋਕਾਂ ਨੂੰ ਕੈਸ਼ਲੈੱਸ ਇਲਾਜ ਦਾ ਲਾਭ

ਮੋਹਾਲੀ, 16 ਜਨਵਰੀ (ਨਿਆਮੀਆਂ) : ਜ਼ਿਲ੍ਹੇ 'ਚ ਹੁਣ ਤੱਕ 1 ਲੱਖ 15 ਹਜ਼ਾਰ 492 ਲੋਕਾਂ ਨੇ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਮੁੱਖ ਮੰਤਰੀ ਸਿਹਤ ਬੀਮਾ ਯੋਜਨਾ ਤਹਿਤ 72 ਕਰੋੜ 43 ਲੱਖ 42 ਹਜ਼ਾਰ 192 ਰੁਪਏ ਦੇ ਕੈਸ਼ਲੈਸ ਇਲਾਜ ਦਾ ਲਾਭ ਲਿਆ ਹੈ। ਡਿਪਟੀ ਮੈਡੀਕਲ ਕਮਿਸ਼ਨਰ ਡਾ. ਪਰਵਿੰਦਰਪਾਲ ਕੌਰ ਨੇ ਦੱਸਿਆ ਕਿ ਸਰਕਾਰੀ ਹਸਪਤਾਲਾਂ ਤਹਿਤ 23 ਹਜ਼ਾਰ 117 ਮਰੀਜ਼ਾਂ ਨੂੰ 21 ਕਰੋੜ 14 ਲੱਖ 54 ਹਜ਼ਾਰ 800 ਰੁਪਏ ਦੇ ਕੈਸ਼ਲੈੱਸ ਇਲਾਜ ਦੀ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ, ਜਿਸ 'ਚੋਂ 17 ਕਰੋੜ 99 ਲੱਖ 91 ਹਜ਼ਾਰ 181 ਰੁਪਏ ਦੇ ਕਲੇਮ ਦੀ ਅਦਾਇਗੀ ਵੀ ਕੀਤੀ ਜਾ ਚੁੱਕੀ ਹੈ। ਇਸੇ ਤਰ੍ਹਾਂ ਇਸ ਸਕੀਮ ਤਹਿਤ ਸੂਚੀਬੱਧ ਨਿੱਜੀ ਹਸਪਤਾਲਾਂ 'ਚੋਂ ਇਲਾਜ ਕਰਵਾਉਣ ਲਈ 92 ਹਜ਼ਾਰ 375 ਮਰੀਜ਼ਾਂ ਨੂੰ 58 ਕਰੋੜ 54 ਲੱਖ 69 ਹਜ਼ਾਰ 294 ਰੁਪਏ ਦੇ ਕੈਸ਼ਲੈੱਸ ਇਲਾਜ ਦੀ ਮਨਜ਼ੂਰੀ ਦਿੱਤੀ ਗਈ। ਇਸ 'ਚੋਂ 51 ਕਰੋੜ 28 ਲੱਖ 87 ਹਜ਼ਾਰ 392 ਰੁਪਏ ਦੇ ਕਲੇਮ ਦੀ ਅਦਾਇਗੀ ਵੀ ਕੀਤੀ ਜਾ ਚੁੱਕੀ ਹੈ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਜ਼ਿਲ੍ਹਾ ਸਿਹਤ ਵਿਭਾਗ ਵੱਲੋਂ ਡੀ.ਸੀ. ਆਸ਼ਿਕਾ ਜੈਨ ਤੇ ਸਿਵਲ ਸਰਜਨ ਡਾ. ਸੰਗੀਤਾ ਜੈਨ ਦੀ ਦੇਖ-ਰੇਖ ਹੇਠ ਜ਼ਿਲ੍ਹੇ 'ਚ ਯੋਜਨਾ ਤਹਿਤ ਲਾਭਪਾਤਰੀਆਂ ਦੇ ਈ-ਕਾਰਡ ਬਣਾਉਣ ਦਾ ਕੰਮ ਤੇਜ਼ੀ ਨਾਲ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ। ਜ਼ਿਲ੍ਹੇ 'ਚ ਵੱਖ-ਵੱਖ ਥਾਈਂ ਲਾਭਪਾਤਰੀਆਂ ਦੇ ਈ-ਕਾਰਡ ਬਣਾਏ ਜਾ ਰਹੇ ਹਨ। ਯੋਜਨਾ ਤਹਿਤ 6 ਤਰ੍ਹਾਂ ਦੇ ਲਾਭਪਾਤਰੀ ਪਰਿਵਾਰਾਂ ਦੇ ਕਾਰਡ ਬਣਾਏ ਜਾਂਦੇ ਹਨ, ਜਿਨ੍ਹਾਂ 'ਚ ਐੱਸ.ਈ.ਸੀ.ਸੀ. ਡਾਟਾ ਵਾਲੇ ਗ਼ਰੀਬ ਪਰਿਵਾਰ, ਰਾਸ਼ਨ ਕਾਰਡ ਧਾਰਕ, ਉਸਾਰੀ ਕਾਮੇ, ਛੋਟੇ ਟਰੇਡਰ, ਛੋਟੇ ਕਿਸਾਨ ਅਤੇ ਪੱਤਰਕਾਰ ਸ਼ਾਮਲ ਹਨ।

The Times of India • Delhi • 17 Jan, 2025

How to beget good progeny IIT-B to host event, stirs row

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	112	N/A	Top Right	460083	4.69M

How to beget good progeny? IIT-B to host event, stirs row

Yogita.Rao@timesofindia.com

Mumbai: An event organised by a collective at IIT-Bombay on 'the science of begetting a good progeny' raised a few eyebrows on the campus. The mail sent to everyone who subscribed to the updates on campus events mentioned that the talk on 'Garbhavigyan' by an Ayurveda expert from Sanskruti Arya Gurukulam would be organised on Jan 18. A section of students claimed the institute recently cancelled an event organised by the gender cell and then replaced it with a different set of speakers but is now allowing events which could allegedly 'promote pseudoscience'.

Some campus residents are disappointed by the organisation of the event in an engineering institute. A science institute holding such event could give it legitimacy, said one student. He pointed out that the institute recently rescheduled a panel discussion by Bhanwari Devi, Kavita Srivatsava, and Vrinda Grover titled: What it takes: re-making the workplace (or how Bhanwari Devi changed our world) and then conducted it on Thursday with a fresh set of speakers.

An institute official said the seminar is organised by the institute's Sanskrit Cell and will be conducted by an expert in Ayurveda and it is not pseudoscience. "It is not a politically sensitive issue and therefore it did not go to the institute's review committee. Indian knowledge and science should be analysed and should remain open for discussion. Garbha Vigyan means 'systematic study of pregnancy' and highlights healthy pregnancy practices from Ayurveda based on experience." He said the gender cell event was not cancelled and conducted on Thursday.

The Times of India • Chennai • 17 Jan, 2025

NEET-UG 2025 to continue in pen-paper mode: NTA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	208	N/A	Top Right	412907	1.27M

NEET-UG 2025 to continue in pen-paper mode: NTA

TIMES NEWS NETWORK

New Delhi: Continuing with past practice, National Testing Agency (NTA) on Thursday notified that the medical entrance test will be on pen-paper mode (OMR based) and to be delivered in a single-day-single-shift.

In the public notice, NTA stated, "As decided by the National Medical Commission (NMC), it is informed that the NEET (UG) — 2025 shall be conducted in pen and paper mode (OMR based)..."

On January 2, 2025, the Centre informed Supreme Court that it would implement all corrective measures recommended by a seven-member expert panel on exam reforms, following its review of NTA's conduct of the NEET-UG in 2024.

Earlier, on August 2, 2024, Supreme Court declined to annul the controversial NEET-UG 2024, citing insufficient evidence to suggest systemic leaks or malpractice that could compromise the integrity of the examination.

The Centre had constituted the high-level committee on June 22, 2024, under the chairmanship of former Indian Space Research Organisation chairperson K Radhakrishnan. The committee was tasked with ensuring transparency and evaluating the NTA's operations. Among its recommendations include conducting the exam online or in a hybrid mode where online implementation is not feasible, avoiding private exam centres, transitioning to a two-phase exam pattern, and introducing limits on the number of attempts for NEET-UG.

iStock



TO ENSURE TRANSPARENCY: Centre informed Supreme Court that it would implement all corrective measures recommended by a seven-member expert panel on exam reforms

While Thursday's notification didn't detail any changes in the exam, according to a senior official with the ministry of education, "Many of the changes like the online-hybrid mode have to be done in consultation with the health ministry and also need time. Therefore such changes can be done only in phased manner. Regarding the other reforms recommended by the high powered committee, NTA is working on them and whatever changes are rolled out this year will be informed in due time."

In 2024, NTA conducted the NEET-UG for more than 24 lakh candidates across 4,750 centres in 571 cities, including 14 cities outside India. NEET-UG is the common entrance test for admission to undergraduate medical education in all medical institutions, as well as for admission to undergraduate courses in each of the disciplines i.e. Bachelor of Ayurvedic Medicine and Surgery (BAMS), Bachelor of Unani Medicine and Surgery (BUMS), Bachelor of Siddha Medicine and Surgery (BSMS) and Bachelor of Homeopathic Medicine and Surgery (BHMS).

Punjab Kesari • Chandigarh • 17 Jan, 2025

Zile mein logo ko mila 72,43 crore ke cashless upchar ka labh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	212	N/A	Middle Right	196438	867.98K

जिले में लोगों को मिला 72.43 करोड़ के कैशलैस उपचार का लाभ

मोहाली, 16 जनवरी (नियामियां) :आयुष्मान भारत मुख्यमंत्री सेहत बीमा योजना के तहत जिले में 115492 लोगों को अब तक करीब 72.43 करोड़ के कैशलैस उपचार का लाभ मिला है। आयुष्मान भारत मुख्यमंत्री सेहत बीमा योजना की जिला नोडल अधिकारी व डिप्टी मैडीकल कमिश्नर डॉ. परविंदर पाल कौर ने बताया कि सरकारी अस्पतालों में 23117 मरीजों को 21,14,54,800 रुपए का कैशलैस इलाज अधिकृत किया गया है, जिसमें से 17,99,91,181 रुपए के क्लेम का निपटारा भी किया जा चुका है।

इसी तरह, योजना के तहत सूचीबद्ध निजी अस्पतालों से 92375 मरीजों को 58,54,69,294 रुपए के कैशलैस इलाज के लिए अधिकृत किया गया। जिसमें से अब तक 51,28,87,392 रुपए के क्लेम का निपटारा भी किया जा चुका है। डिप्टी कमिश्नर आशिका जैन के निर्देशानुसार और सिविल सर्जन डॉ. संगीता जैन की देखरेख में जिले में आयुष्मान भारत मुख्यमंत्री सेहत बीमा योजना के तहत नामांकित लाभार्थियों के ई-कार्ड बनाने का काम लगातार किया जा रहा है।

योजना के तहत 6 प्रकार के लाभार्थी परिवारों को ई-कार्ड जारी किए जाते हैं, जिसमें एस.ई.सी.सी. डाटा के अंतर्गत आने वाले परिवार, राशन कार्ड धारक, निर्माण श्रमिक, छोटे व्यापारी, छोटे किसान आदि शामिल हैं। वहीं सेहत बीमा योजना के बारे में जानकारी प्राप्त करने के लिए हैल्पलाइन नंबर 104 पर डायल किया जा सकता है। सूचीबद्ध निजी अस्पतालों में आरोग्य मित्र से भी संपर्क किया जा सकता है। लाभार्थियों को अपनी पात्रता के अनुसार आधार कार्ड, राशन कार्ड, पैन कार्ड आदि जैसे आवश्यक दस्तावेज लाने होंगे। वर्तमान में जिले में इस योजना के तहत सात सरकारी और 30 निजी अस्पतालों को सूचीबद्ध किया गया है। जिनकी सूची उक्त वैबसाइट पर उपलब्ध है।

Navshakti • Mumbai • 17 Jan, 2025

Government Homeopathy College to Pimpalgaon Khurd instead of Sangaon

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Marathi	86	N/A	Middle Left	17284	419.55K

शासकीय होमिओपॅथी महाविद्यालय सांगावऐवजी पिंपळगाव खुर्दला

मुंबई : कोल्हापूर जिल्ह्यामधील कागल तालुक्यातील नवीन शासकीय होमिओपॅथी महाविद्यालयास मौजे सांगावऐवजी पिंपळगाव खुर्द येथील जमीन निःशुल्क उपलब्ध करून देण्यास गुरुवारी झालेल्या मंत्री परिषदेच्या बैठकीत मंजुरी देण्यात आली. बैठकीच्या अध्यक्षस्थानी मुख्यमंत्री देवेंद्र फडणवीस होते.

कागल तालुक्यातील मौजे सांगाव येथे १०० विद्यार्थी प्रवेश क्षमतेचे नवीन शासकीय होमिओपॅथी महाविद्यालय व संलग्नित ५० रुग्णखाटांचे रुग्णालय स्थापन करण्यास ४ ऑक्टोबर २०२४ च्या मंत्रिमंडळ बैठकीत मान्यता देण्यात आली होती. तथापि राष्ट्रीय होमिओपॅथी आयोग, नवी दिल्ली यांच्या मानकांनुसार मौजे सांगाव येथे या



होमिओपॅथी महाविद्यालय व संलग्नित रुग्णालयासाठी पुरेशी, सलग व सुयोग्य जागा उपलब्ध नसल्याचे आढळून आले आहे. त्यामुळे आता पिंपळगाव खुर्द (ता. कागल) येथील गट क्र.४८७ मधील गायरान जमीनीपैकी ५.७५ एकर जमीन उपलब्ध करून देण्यास बैठकीत मंजुरी देण्यात आली. ही जमीन वैद्यकीय शिक्षण व औषधी द्रव्ये विभागास निःशुल्क उपलब्ध करून देण्यात येणार आहे.

Mumbai Chauffer • Mumbai • 17 Jan, 2025

Government Homeopathy College in Kagal taluka will be established at Pimpalgaon Khurd instead of San...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Marathi	288	N/A	Middle Left	143834	510.65K

कागल तालुक्यातील शासकीय होमिओपॅथी महाविद्यालय सांगावऐवजी पिंपळगाव खुर्द येथे होणार

मुंबई - कोल्हापूर जिल्ह्यामधील कागल तालुक्यातील नवीन शासकीय होमिओपॅथी महाविद्यालयास मौजे सांगावऐवजी पिंपळगाव खुर्द येथील जमीन निःशुल्क उपलब्ध करून देण्यास गुरुवारी (१६ जानेवारी) झालेल्या मंत्रिपरिषदेच्या बैठकीत मंजुरी देण्यात आली. बैठकीच्या अध्यक्षस्थानी मुख्यमंत्री देवेंद्र फडणवीस होते. कागल तालुक्यातील मौजे सांगाव येथे १०० विद्यार्थी प्रवेश क्षमतेचे नवीन शासकीय होमिओपॅथी महाविद्यालय व संलग्नित ५० रुग्णखाटांचे रुग्णालय स्थापन करण्यास ४ ऑक्टोबर २०२४ च्या मंत्रिमंडळ बैठकीत मान्यता देण्यात आली होती. तथापि राष्ट्रीय होमिओपॅथी आयोग, नवी दिल्ली यांच्या मानकांनुसार मौजे सांगाव येथे या होमिओपॅथी महाविद्यालय व संलग्नित रुग्णालयासाठी पुरेशी, सलग व सुयोग्य जागा उपलब्ध नसल्याचे आढळून आले आहे. त्यामुळे आता पिंपळगाव खुर्द (ता. कागल) येथील गट क्र.४८७ मधील गायरान जमिनीपैकी ५.७५ एकर जमीन उपलब्ध करून देण्यास गुरुवारी झालेल्या बैठकीत मंजुरी देण्यात आली. ही जमीन वैद्यकीय शिक्षण व औषधी द्रव्ये विभागास निःशुल्क उपलब्ध करून देण्यात येणार आहे.

Amar Ujala • Delhi • 17 Jan, 2025

Daily Health Capsul

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	257	N/A	Bottom Right	545533	564.4K

डेली हेल्थ कैप्सूल

एक चुटकी हींग और सब चंगा

हींग मसाले के तौर पर प्रसिद्ध है, लेकिन इससे भी बढ़कर यह एक औषधि है और कई तरह से सेहत को फायदा पहुंचाती है।

हींग पाचन तंत्र को मजबूत करती है और भोजन को जल्दी पचाने में मददगार होती है। इससे पेट फूलने, गैस और कब्ज की समस्या से राहत मिलती है। यह मेटाबॉलिज्म बढ़ाकर वजन घटाने में सहायता करती है। बलगम को पतला करके सर्दी-खांसी से राहत देती है। गरम पानी में मिलाकर गरारे करने से गले की खराश दूर



होती है। हींग रक्त को पतला करती है, जिससे ब्लड प्रेशर नियंत्रित रहता है। इसमें एंटीहाइपरटेंसिव गुण होते हैं, जो ब्लड प्रेशर को संतुलित रखते हैं। हींग के एंटीबैक्टीरियल और एंटीइंफ्लेमेटरी गुण शरीर में संक्रमण और सूजन को कम करने में मददगार होते हैं। हींग कोलेस्ट्रॉल और ट्राइग्लिसराइड के स्तर को कम करती है। इससे हृदय रोगों का खतरा कम होता है। हींग तनाव कम कर करती है और मस्तिष्क को शांत रखती है। इससे अच्छी नींद आती है। इसके एंटीऑक्सिडेंट गुण त्वचा को चमकदार और दाग-धब्बों से मुक्त बनाते हैं। इसका पेस्ट बनाकर त्वचा पर लगाने से मुंहासों में भी राहत मिलती है। हींग का उपयोग डैंड्रफ और स्कैल्प संक्रमण को दूर करने के लिए किया जा सकता है। यह बालों की जड़ों को मजबूती देती है।

क्या कहते हैं विशेषज्ञ

संतुलित मात्रा में हींग स्वास्थ्य के लिए रामबाण है। इसका पानी में घोलकर या सब्जी में मसाले के तौर पर उपयोग कर सकते हैं, लेकिन अधिक मात्रा में उपयोग करने से सिर दर्द, उल्टी हो सकती है।

-वैद्य अच्युत त्रिपाठी
वरिष्ठ आयुर्वेदाचार्य

Navbharat Times • Delhi • 17 Jan, 2025

iCAINE promote innovation start up in Ayurved

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Hindi	36	N/A	Middle Center	71050	2.68M

आयुर्वेद में इनोवेशन, स्टार्टअप को बढ़ावा दे रहा है iCAINE

■ NBT रिपोर्ट, नई दिल्ली: आयुर्वेद को आधुनिक स्वास्थ्य सेवाओं से जोड़ने और नई ऊंचाइयों तक पहुंचाने में iCAINE (इन्क्यूबेशन सेंटर फॉर आयुर्वेद इनोवेशन एंड एंटरप्रेन्योरशिप) अहम भूमिका निभा रहा है। ऑल इंडिया इंस्टीट्यूट ऑफ आयुर्वेद (AIIA) के तहत काम करने वाला यह देश का पहला ऐसा केंद्र है, जो आयुर्वेद पर आधारित स्टार्टअप को प्रोत्साहित करता है। यह कहना है AIIA की निदेशक डॉ. सुजाता कदम का। जानकारी के मुताबिक, नैशनल स्टार्टअप डे के मौके पर iCAINE ने एक खास टॉक शो का आयोजन किया। इसमें इलेक्ट्रिफ्यूल प्राइवेट लिमिटेड के फाउंडर और CEO उज्ज्वल भारद्वाज ने अपनी सफलता की कहानी साझा की। उन्होंने युवाओं से इनोवेशन और समाधान की दिशा में काम करने का संदेश दिया।

Sakal • Pune • 17 Jan, 2025

Let us witness the 'Ayush Mahakumbh'!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	Marathi	495	N/A	Top Left	1781718	2.89M

'आयुष महाकुंभ'चे साक्षीदार होऊया!

महाकुंभ हा हिंदू धर्माच्या पवित्र तीर्थयात्रेतील सर्वात महत्त्वाचा मेळा. उत्तर प्रदेशच्या प्रयागराज येथील पवित्र स्थानावर १३ जानेवारीपासून या सोहळ्याची शाही थाटात सुरुवात झाली आहे. जगातील सर्वात मोठ्या धार्मिक उत्सवांपैकी हा एक. 'युनेस्को'नेसुद्धा अमूर्त सांस्कृतिक वारसा अशी याची नोंद केली आहे. या अमृत सोहळ्यासाठी 'आयुष' मंत्रालयाच्या वतीने कल्पक उपक्रमांचे आयोजन करण्यात आले आहे. त्याविषयी.

■ प्रतापराव जाधव

भारताच्या सांस्कृतिक आणि आध्यात्मिक परंपरा असलेल्या महाकुंभ मेळ्याचा इतिहास हजारो वर्षांचा आहे. हा पवित्र सोहळा केवळ धार्मिक उत्सव नाही, तर भारतीय संस्कृतीच्या समृद्ध वारशाचे प्रतीक आहे. सध्या सुरू असलेल्या महाकुंभात १३ जानेवारी ते २६ फेब्रुवारी या कालावधीत प्रयागराज, उत्तर प्रदेश येथे ४० कोटींपेक्षा अधिक भक्तांच्या उपस्थितीची अपेक्षा आहे. भारताच्या परंपरागत आध्यात्मिकता आणि आधुनिक आरोग्य विज्ञान यांचा अनोखा संगम यंदाच्या महाकुंभात पहायला मिळतो आहे. या कुंभमेळाव्याला तंत्रज्ञानाच्या साहाय्याने एक व्यापक आरोग्यदायी चळवळ बनविण्याचा संकल्प सध्या प्रत्यक्षात उतरतो आहे. त्यामुळे महाकुंभ एक आध्यात्मिक, सांस्कृतिक आणि तांत्रिक उत्कर्षाचे प्रतीक ठरत आहे.

महाकुंभ मेळा हा भारतीय संस्कृतीचा सर्वात भव्य धार्मिक आणि आध्यात्मिक उत्सव आहे, ज्याला 'युनेस्को'ने 'अमूर्त सांस्कृतिक वारसा' म्हणून गौरविले आहे. दर १२ वर्षांनी आयोजित होणारा हा सोहळा आत्मशुद्धी, भक्ती, आणि मानवतेच्या एकात्मतेचे प्रतीक मानला जातो. गंगा, यमुना, आणि सरस्वती या त्रिवेणी संगमावर स्नान केल्याने मोक्षप्राप्ती आणि पापमुक्ती मिळते, अशी श्रद्धा आहे. सध्या सर्व स्तरांतील श्रद्धाळू - तपस्वी, संत, गृहस्थ आणि अध्यात्माच्या मार्गावर चालणारे साधक - महाकुंभाच्या पवित्र नद्यांमध्ये शाही स्नानाचा अनोखा अनुभव घेत आहेत. असे मानले जाते की या स्नानाने केवळ पापांचा नाश होत नाही, तर आत्म्याला शुद्धी आणि मोक्षाचा मार्गही मिळतो. आखाड्यांच्या भव्य मिरवणुका, नागा साधूंचे तेजस्वी विधी आणि विविध सांस्कृतिक उपक्रम या पर्वाला एक अद्वितीय दिव्यता आणि भव्यता प्रदान करतात, ज्यामुळे महाकुंभाचा प्रत्येक क्षण एक आध्यात्मिक सोहळा बनतो. या मेळ्यात सहभागी होणे हे जीवनातील एक महत्त्वपूर्ण आध्यात्मिक अनुभव ठरतो आहे.

पंतप्रधान नरेंद्र मोदी यांनी आपल्या; 'मन की बात' कार्यक्रमात 'महाकुंभ का संदेश, एक हो पूरा देश।' अशी आशा व्यक्त केली आहे. या संदेशाद्वारे त्यांनी महाकुंभाच्या माध्यमातून राष्ट्रीय एकता आणि सामाजिक समरसतेचे महत्त्व अधोरेखित केले आहे. सध्या सुरू असलेल्या महाकुंभात आयुष मंत्रालय प्रगत तंत्रज्ञानाचा उपयोग करून सहभागींना आधुनिक आरोग्यसुविधा, ज्ञान आणि अनुभव देण्याचे उद्दिष्ट साध्य करत आहे. या महोत्सवात पारंपरिक भारतीय उपचारपद्धतींना डिजिटल प्लॅटफॉर्म, कृत्रिम बुद्धिमत्ता (AI), आणि आधुनिक उपकरणांशी जोडले जात आहे, ज्यामुळे संपूर्ण जगाला एक वेगळा संदेश दिला जातो आहे.

पारंपारिक औषधप्रणाली आणि महाकुंभ यांची सह-उत्क्रांती भारताच्या पारंपारिक औषध प्रणाली- आयुर्वेद, योग आणि निसर्गोपचार, युनानी, सिद्ध, सोवा-रिग्पा आणि होमिओपॅथी- यांचा महाकुंभाच्या साथीत शतकानुशतके विकास झाला आहे.

'आयुष' मंत्रालयाने या पारंपारिक ज्ञानाला आधुनिक संदर्भ दिला आहे, ज्यामुळे पारंपारिक आरोग्य प्रणाली समकालीन गरजांसोबत समक्रमित झाली आहे. आज, आयुष परंपरेला अत्याधुनिक विज्ञानाशी जोडून त्याचा प्रभाव अधिक सशक्त करण्यात आला आहे.

महाकुंभ आणि 'आयुष' प्रणाली, या भारताच्या सांस्कृतिक वारशाचे आणि सर्वांगीण तंदुरुस्तीच्या तत्त्वज्ञानाचे प्रतीक आहेत. या दोन शक्तिशाली घटकांमधील गहन समांतर, एक नवीन आणि समर्पित समन्वय निर्माण करतात. महाकुंभ आध्यात्मिक शुद्धतेचा अनुभव देतो, तर आयुष पारंपरिक उपचारपद्धतींवर आधारित संपूर्ण आरोग्यसंपन्नतेला प्रोत्साहित करते. सशक्त जीवनशैलीसाठी हा संगम अतिशय महत्वाचा आहे.

'महाकुंभ' आपल्या अद्वितीयतेमुळे लाखो आंतरराष्ट्रीय अभ्यागतांना आकर्षित करतो आहेच. शिवाय 'आयुष'ने जागतिक योग दिन आणि माहिती केंद्रांद्वारे ४० हून अधिक देशांमध्ये जागतिक ठसा उमटवला आहे. या दोन्ही गोष्टी भारताची प्रतिमा उंचावणाऱ्या आहेत.



कुंभमेळ्यासाठी सर्वसामान्य भाविकांची गर्दी.

आरोग्याचा महासंगम

- 'महाकुंभ' २०२५ म्हणजे परंपरेचे तेज आणि आधुनिकतेच्या शक्तीचा अनोखा संगम. आयुष मंत्रालय आणि राष्ट्रीय आयुष मिशन यांच्या माध्यमातून आपणा सर्वांना ही आरोग्य, समृद्धी आणि आध्यात्मिक अनुभवाची एक अनमोल देणगी मिळत आहे. चला, या आयुष महाकुंभाचे आपणही साक्षीदार होऊया आणि भारतीय आरोग्य परंपरेच्या पुनर्निर्मितीचा भाग बनूया. आस्था आणि आरोग्याच्या या महासंगमात सहभागी होण्यासाठी तयार व्हा!
- आयुष पर्व: प्रयागराज येथे सुरू असलेला महाकुंभ मेळा आस्था आणि सर्वांगीण निरोगी आरोग्याचा महासंगम ठरतो आहे.
- या महाकुंभात, यात्रेकरूंच्या आध्यात्मिक, शारीरिक आणि मानसिक कायाकल्पाचे विविध कार्यक्रम पूरक ठरत आहेत. आयुष मंत्रालय आणि राष्ट्रीय आयुष मिशन उत्तर प्रदेश यांच्या सहकार्याने, यात्रेकरूंना सर्वोत्तम आरोग्यसेवा आणि तज्ज्ञांच्या मार्गदर्शनाची संधी पुरवली जात आहे.

नावीन्यपूर्ण तंत्रज्ञानाचा संगम

२०२५च्या 'महाकुंभ'चे सर्वात महत्वाचे वेगळेपण म्हणजे एआयचालित गर्दीव्यवस्थापन आणि शाश्वत पद्धतींचा वापर, तसेच 'आयुष'च्या 'एआय'आधारित निदान आणि टेलिमेडिसिन उपायांचे प्रमाण, तंत्रज्ञान आणि आरोग्य सेवांमध्ये नवीनता आणत आहेत. महाकुंभ आणि 'आयुष' दोन्ही कोट्यवधी लोकांपर्यंत पोहोचत आहेत. महाकुंभ एक भव्य आध्यात्मिक मेळावा म्हणून आपले स्थान पक्के करत आहे, तर 'आयुष' देशव्यापी आरोग्य उपक्रम आणि आंतरराष्ट्रीय सहयोगाद्वारे जागतिक स्तरावर प्रभाव पाडतो आहे.

महाकुंभ आणि आयुष प्रणाली भारताच्या सांस्कृतिक आणि आरोग्य वारशाचे दर्शन घडवतात. महाकुंभ २०२५ हा केवळ आध्यात्मिक उत्सव नाही, तर आरोग्य, कल्याण, आणि भारताच्या शाश्वत परंपरांचा एक महान उत्सव ठरतो आहे. या अद्वितीय समन्वयातून एक शक्तिशाली संदेश दिला जातो. प्रगती आणि नवकल्पना, परंपरेच्या सन्मानातच नांदतात. यंदाचा महाकुंभ आयुष मंत्रालयाच्या उपक्रमांसह, प्रयागराजमध्ये कोट्यवधी लोकांसाठी आध्यात्मिक अनुभवांसोबतच संपूर्ण आरोग्यप्रणाली समृद्ध करतो आहे.

(लेखक केंद्रातील आयुष खात्याचे राज्यमंत्री आहेत.)

Deccan Chronicle • Chennai • 16 Jan, 2025

SUPERFIT WEEKEND WARRIORS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13, 14	English	2614	Chennai Chronicle	Bottom Center,Top Center	2797073	1.15M





SUPERFIT WEEKEND WARRIORS

WORKING OUT ON WEEKENDS IS ENOUGH TO KEEP YOU HEALTHY AND REDUCE THE RISK OF OVER 200 ILLNESSES, CLAIMS NEW STUDY

ROCHELLE CRASTO

When it comes to exercise, we've all heard that consistency is key. But what if your schedule is so packed during the week that fitting in daily workouts feels impossible? Enter the 'Weekend Warrior'— those who dedicate their Saturdays and Sundays to hitting their fitness goals. And guess what? Science is cheering you on.

Recent research has shown that people who squeeze their workouts into the weekend gain nearly the same health benefits as those who exercise daily. The key is meeting the weekly quota: 150 minutes of moderate-intensity or 75 minutes of vigorous-intensity exercise. Whether it's two intense sweat sessions or a few shorter bursts of activity spread across the weekend, it all adds up.

This is fantastic news for busy bees juggling long work hours, family responsibilities, and everything else life throws their way.

TURN TO PAGE 14





"Regular sessions spread throughout the week help control blood pressure, blood sugar, and cholesterol levels, all while boosting immunity and mood."

— Dr. Imraan Khan,
Consultant Head Physiotherapist at Wockhardt Hospitals





SUPERFIT WEEKEND WARRIORS

CONTINUED FROM PAGE 13

Dr. Manjusha Agarwal, Senior Consultant Internal Medicine at Gleneagles Hospital, Mumbai says that exercising should be a way of life. "Just like brushing your teeth or eating food, it must become a daily habit." **Dr. Imraan Khan,** Consultant Head Phy-sio-therapist at Wockhardt Hospitals, agrees, noting that "Weekend warrior workouts may give similar health benefits, but daily exercise reduces stress and improves mood more effectively."



IF YOU DO ONLY HEAVY WORKOUTS ON WEEKENDS THEN YOU CAN SUFFER FROM INJURIES, BACK PAIN, OR MUSCLE SPASMS."
– Dr. MANJUSHA AGARWAL, *Sr Consultant Internal Medicine at Gleneagles Hospital, Mumbai*

WEEKEND WORKOUTS

The health benefits of exercise are undeniable. Physical activity reduces the risk of heart disease, improves mental health, strengthens muscles, boosts metabolism, and helps maintain a healthy weight. And the best part? You don't need to spread your workouts across the week to reap these rewards.

"Weekend warriors can try running, jogging, cycling, or gymming. However, get an idea about your fitness levels and seek the opinion of an expert before initiating any exercise routine." says Dr. Agarwal.

Weekend warriors experience improved cardiovascular health, reduced stress levels, better sleep, and an overall sense of accomplishment. "One has to be consistent daily when it comes to fitness routines. Regular exercise for 45 minutes 6 days per week can help to control blood pressure, blood sugar, and cholesterol levels, a grill that excess fat, ease digestion, boost immunity, and improve mood and mental well-being," states Dr. Khan. Plus, cramming your workouts into two days leaves you free to focus on other priorities during the week. It's a win-win for those with packed calendars.

WEEKEND SWEATY SESSIONS

Being a weekend warrior isn't just about showing up — it's about working smart. Incorporate a mix of cardio, strength training, and flexibility exercises. For instance, you could go for a run or bike ride in the morning, follow it up with strength training in the afternoon, and finish with some yoga or stretching in the evening. This approach ensures you're targeting different muscle groups and keeping things interesting. Dr. Agarwal insists that exercise should be part of one's daily routine, stating, "Even 15-30 minutes a day can yield significant physical and mental benefits."





HEALTH WATCH

54% Indian adults do not meet the minimum physical activity recommendations (*India State-Level Disease Burden Initiative, 2019*)

- Urban Indians are increasingly becoming "weekend warriors," with 20% spike in footfalls at gyms on Fridays and Saturdays.
- Zumba, cycling, and yoga have seen a 25% rise in weekend participation among Indian millennials and Gen-Z (*Fitness Plus Survey, 2023*)
- Weekend warriors are at 30% lower risk of premature death compared to inactive individuals. (*JAMA*)
- Weekend-only exercisers are at a 40% higher risk of musculoskeletal injuries, including strains and sprains, compared to daily exercisers (*American Academy of Orthopaedic Surgeons*).

Never skip a warm-up, no matter how tight your schedule is. Preparing your body for exercise reduces the risk of injury and enhances performance. Similarly, cooling down with stretches helps prevent soreness and aids recovery. Intense weekend workouts demand proper nutrition and hydration. Start your day with a balanced meal, stay hydrated throughout, and refuel with a combination of protein and carbs post-workout. Similarly, Dr. Khan underscores the importance of daily consistency, saying that regular sessions spread throughout the week help control blood pressure, blood sugar, and cholesterol levels, all while boosting immunity and mood.

If you're new to the weekend warrior lifestyle, don't try to do everything at once." "If you do only heavy workouts on weekends then you can suffer from injuries, back pain, or muscle spasms," says Dr Agarwal. Start with activities you enjoy, gradually increase intensity, and focus on progress rather than perfection. It's tempting to push yourself to the limit, but overexertion can lead to injuries. Pay attention to how your body feels and take breaks when needed. Rest is just as important as the workout itself. "If you're exercising only on weekends, aim for an hour to improve your overall well-being, but it's essential to work under a fitness trainer's guidance, especially if you have health conditions like high blood pressure or a back injury. To avoid injuries, focus on proper form and avoid overexerting — limit gym sessions to an hour instead of 2-3 hours." explains Dr Khan.

BREAK FREE FROM EXCUSES

Excuses don't get results. Let's tackle the common ones:

'I don't have time'
You don't need hours. A brisk 30-minute jog or an intense HIIT session can be incredibly effective.

'I'm too tired'
Ironically, exercise boosts energy levels. A quick workout might leave you feeling more refreshed than another cup of coffee.

'It's too hard'
Start at your own pace. A short walk today can turn into a jog next weekend. Progress happens one step at a time. Find a workout you enjoy. Whether it's dancing, cycling, or playing a sport, doing something fun makes it easier to stick with.

START THIS WEEKEND

The beauty of being a weekend warrior is the flexibility it offers. No matter how hectic your weekdays are, you can carve out time on Saturdays and Sundays to invest in your health. Think of it as your personal reset button — a chance to shake off the stress of the week and start fresh.



Ajit • Chandigarh • 16 Jan, 2025

Camp doran ayushmann te aabha ayushmann card banaye

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	89	N/A	Bottom Center	84593	1.06M

ਕੈਂਪ ਦੌਰਾਨ ਆਯੁਸ਼ਮਾਨ ਤੇ ਆਭਾ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਏ

ਜ਼ੀਰਕਪੁਰ, 15 ਜਨਵਰੀ (ਮਨਿੰਦਰ ਸਿੰਘ)-ਲੋਕ ਹਿੱਤ ਸੇਵਾ ਸਮਿਤੀ ਵਲੋਂ ਮਕਰ ਸੰਕ੍ਰਾਂਤੀ ਮੌਕੇ ਡੇਰਾਬੱਸੀ ਹਸਪਤਾਲ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਆਯੁਸ਼ਮਾਨ ਅਤੇ ਆਭਾ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਉਣ ਸੰਬੰਧੀ ਵਿਸ਼ੇਸ਼ ਕੈਂਪ ਲਗਾਇਆ ਗਿਆ। ਇਹ ਕੈਂਪ ਨਿਊ ਜਨਰੇਸ਼ਨ ਅਪਾਰਟਮੈਂਟ ਸੁਸਾਇਟੀ ਢਕੌਲੀ ਵਿਖੇ ਲਗਾਇਆ ਗਿਆ। ਇਸ ਕੈਂਪ ਵਿਚ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੀਆਂ ਔਰਤਾਂ ਤੇ ਮਰਦਾਂ ਸਮੇਤ ਨੀਲੇ ਕਾਰਡ ਵਾਲਿਆਂ ਦੇ ਆਯੁਸ਼ਮਾਨ ਤੇ ਆਭਾ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਏ ਗਏ। ਇਸ ਕੈਂਪ ਦਾ ਉਦਘਾਟਨ ਨਿਊ ਜਨਰੇਸ਼ਨ ਅਪਾਰਟਮੈਂਟ ਓਨਰ ਐਸੋਸੀਏਸ਼ਨ ਦੇ ਮੀਤ ਪ੍ਰਧਾਨ ਦਮੋਦਰ ਦਾਸ ਜੈਨ ਵਲੋਂ ਕੀਤਾ ਗਿਆ। ਇਸ ਮੌਕੇ ਐਸੋਸੀਏਸ਼ਨ ਦੇ ਜਨਰਲ ਸਕੱਤਰ ਕੇ. ਐੱਸ. ਯਾਦਵ, ਪ੍ਰਧਾਨ ਜਗਦੀਸ਼ ਮਹਿੰਦੀਰੱਤਾ ਤੇ ਸਮਾਜ ਸੇਵੀ ਰਮੇਸ਼ ਚੰਦਰ ਸ਼ਰਮਾ ਵਿਸ਼ੇਸ਼ ਮਹਿਮਾਨ ਵਜੋਂ ਹਾਜ਼ਰ ਹੋਏ। ਇਸ ਮੌਕੇ ਸਮਿਤੀ ਦੇ ਜਨਰਲ ਸਕੱਤਰ ਬਲਬੀਰ ਰਾਜਪੂਤ ਨੇ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਦੱਸਿਆ ਕਿ ਕੈਂਪ ਦੌਰਾਨ 110 ਆਭਾ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਤੇ 23 ਜਨ ਅਰੋਗਿਆ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਏ ਗਏ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਇਸ ਕੈਂਪ ਨੂੰ ਸਫ਼ਲ ਬਣਾਉਣ ਵਿਚ ਸਤੀਸ਼ ਭਾਰਦਵਾਜ, ਕੈਲਾਸ਼ ਮਿੱਤਲ, ਰਮੇਸ਼ ਸ਼ਰਮਾ, ਵਿਮਲ ਗੁਪਤਾ, ਰਾਮ ਸਵਰੂਪ ਬਿਆਲਾ, ਪੂਨਮ ਰਾਣੀ, ਰਣਜੀਤ ਕੌਰ, ਸੁਖਬੀਰ ਸਿੰਘ ਅਤੇ ਹਰਸ਼ ਕੁਮਾਰ ਵਲੋਂ ਸਹਿਯੋਗ ਦਿੱਤਾ ਗਿਆ।

The New Indian Express • Chennai • 16 Jan, 2025

VASISTHASANA (SIDE PLANK POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	743	N/A	Bottom Center	980287	246.4K

FITBIT

VASISTHASANA (SIDE PLANK POSE)

This pose addresses three main aspects of the body: balance, muscular strength, and stretching. In addition to being a great heart opener, this pose works wonderfully in improving the nervous balance. The main benefits of the side plank pose include strengthening and toning of arms and shoulders. This practice improves core strength and builds balance.

STEPS

- Start with a Plank Pose and press firmly on the floor with shoulders aligned with wrists.
- Roll both the heels of your feet to the left so that the outer edge of the foot is on the floor. Keep the core and legs engaged when turning.
- Place the other foot on top of the one lying on the floor. Ensure legs are straightened out.
- Shift the weight of body on left arm. Lift the right arm upward and change the torso to face to the side. Maintain the position of the left arm.
- Lift the right hand up straight in line with the left one. Ensure that the spine is straight and align tailbone with feet to keep back straight.
- Hold the position for a set time or 5 breaths and release.
- Practise the pose on the other side following the above steps.
- Release the pose slowly and return to the Plank Pose.
- Relax in Savasana (Corpse Pose).

BENEFITS

- Strengthens the arms, wrists and shoulder muscles.
- Instills a sense of balance within the body.
- Strengthens the core muscles in the abdomen.
- Stretches muscles of the inner thighs, groin and hamstrings.
- Enhances focus and concentration.
- Provides support for the lower body.
- Primarily included in power, vinyasa and sculpt yoga.
- Included in Ashtanga series and poses.
- Strengthens the musculoskeletal system and activates the Manipura (Solar Plexus) Chakra.
- Aids in digestion.
- Regular practise of this pose helps to strengthen the abdomen.

LIMITATIONS

- Students avoid this pose in case of any injury to the arms, legs, neck and back, recovering from a recent surgery, any issue in the chest, ribcage, or shoulders, herniated disc or rheumatoid arthritis, issues like carpal tunnel syndrome, tendinitis, bursitis, etc.
- Women during pregnancy should only perform it with the help of props and with proper caution.
- If you have any serious injury to wrist, elbow, arms or shoulders, any recent surgery of the abdomen, arms or legs, avoid the pose.



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

Millenniumpost • Delhi • 16 Jan, 2025

May initiate contempt action if states, UTs non compliant against misleading ads: SC

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	175	N/A	Top Right	314905	750K

May initiate contempt action if states, UTs non compliant against misleading ads: SC

NEW DELHI: The Supreme Court on Wednesday warned states and union territories of contempt action if they failed to act against misleading advertisements.

A bench of Justices Abhay S Oka and Ujjal Bhuyan perused a note submitted by senior advocate Shadan Farasat, who is assisting the apex court as an amicus curiae in the matter, and observed a number of states were non-compliant as indicated in the note.

"We make it clear that if we find non-compliance by any of the states and union territories, we may have to initiate proceedings under the Contempt of Courts Act, 1971, against the states concerned," the bench said.

The issue pertaining to misleading advertisements had cropped up before the top court while hearing a plea filed by the Indian Medical Association in 2022 alleging a smear campaign by Patanjali Ayurved Ltd against the Covid vaccination drive and modern systems of medicine.

The top court had highlighted the aspect of misleading advertisements being published



or displayed in media contrary to the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and the rules, the Drugs and Cosmetics Act, 1940, and the Consumer Protection Act, 1986.

During the hearing on Wednesday, the amicus said as per the affidavits filed by the states and union territories so far, virtually no prosecution under the 1954 Act was taking place.

While Section 3 of the Act deals with prohibition of advertisement of certain drugs for treatment of certain diseases and disorders, Section 4 relates to prohibition of misleading advertisements of drugs.

The bench referred to affidavits filed by some of the states and questioned why they hadn't acted on the basis of complaints received.

Some states, it noted, found it difficult to identify the violaters.

"We will take contempt action now," the bench said, "and we will threadbare examine the compliance made by each states."

The bench said it would consider the compliance made by Andhra Pradesh, Delhi, Goa, Gujarat and Jammu and Kashmir on February 10.

And if these states wanted to file further affidavits reporting compliance, they were free to do so by February 3, it added.

The bench said compliance by states including Jharkhand, Karnataka, Kerala, Madhya Pradesh and Punjab would be considered on February 24.

It said compliance regarding other states and union territories would be considered on March 17. While hearing the matter in July last year, the apex court said the Ministry of Ayush should set up a dashboard to make available to the consumers the details about the complaints filed on misleading advertisements and the progress made on them. AGENCIES

Mint • Hyderabad • 16 Jan, 2025

CORPORATE BUZZ

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	418	N/A	Middle Right	104610	45K

CORPORATE **BUZZ** Mint Media Marketing Initiative

IEW 2025: A LANDMARK EVENT SET TO REDEFINE GLOBAL ENERGY COLLABORATION



Pankaj Jain, Secretary, Ministry of Petroleum and Natural Gas, addressed the media at the curtain raiser press conference for IEW'25 at the National Media Centre. Attendees included Rajeev Jain, former Director General of PIB and Media Advisor, Esha Srivastava, Joint Secretary, and Gurmeet Singh, Director General FIPI. Building on the success of its previous editions, IEW 2025 is scheduled for Feb 11 to 14, at the Yashobhoomi Convention Centre. Organised by FIPI under the patronage of the Ministry of Petroleum and Natural Gas, the event is to be a landmark gathering for global energy sector.

MP SUNIL DATTATREY TATKARE LAUNCHES EDUCATIONAL INFRA INITIATIVES UNDER GAIL'S CSR INITIATIVE



Sunil Dattatrey Tatkare, Member of Parliament (Lok Sabha), Raigad and Chairman, Parliamentary Standing Committee on Petroleum and Natural Gas, launched a series of developmental initiatives aimed at improving the educational infrastructure in Raigad, Maharashtra. These initiatives, part of GAIL (India) Limited's CSR programme, were launched in the presence of Aditi Varda Sunil Tatkare, Minister of Women & Child Development, Govt of Maharashtra, at an event held in Raigad. The initiatives, part of GAIL's flagship CSR programme 'Project Ujjwal' for underprivileged children, include critical infrastructure and logistical support to various schools in the district.

REC COMMITS RS 8.44 CRORE UNDER CSR TO SUPPORT 1MW SOLAR PHOTOVOLTAIC POWER PLANT



REC Limited, a Maharatna CPSE under the Ministry of Power and a leading NBFC, signed a Memorandum of Agreement (MoA) with the Gandhigram Rural Institute under its Corporate Social Responsibility (CSR) initiative. REC committed financial assistance of Rs 8.44 cr for establishing 1MW multitechnology ground mounted, grid connected solar photovoltaic power plant for the benefit of students, research scholar at the Gandhigram Rural Institute (GRI), Dindigul, Tamil Nadu. The project shall be implemented by the GRI in technical collaboration with BHEL. The agreement was signed on Jan 9 between Thara Ramesh, CPM REC RO Chennai and Dr L Rathakrishnan, GRI.

CMD, NHPC SHARES VISION FOR 2025

RK Chaudhary, CMD, NHPC, outlined his vision for 2025 during a cultural programme organised at NHPC Corporate Office, Faridabad on Jan 14. RP Goyal, Director (Finance), Uttam Lal, Director (Personnel), SK Singh, Director (Projects) and Santosh Kumar, CVO were present on the occasion along with other senior officers and employees. In his address, Chaudhary emphasised the importance of collective effort, skill development and timely execution of key projects to drive NHPC's growth for the year 2025. He began his address by extending warm wishes for the New Year 2025 and expressing his gratitude to all NHPC employees for their continuous commitment and hard work. He highlighted that the New Year is not only a time to reflect on past achievements but also an opportunity to set fresh goals and take bold steps toward achieving them.



Power Grid Corporation of India Limited took a significant step towards collaborative technical research by signing a 'Master Agreement' with independent, non-profit energy research and development organisation EPRI, USA.



To commemorate Makar Sankranti MDNIY, Ministry of Ayush organised a mass demonstration of Surya Namaskar on January 14. This event held in MDNIY premises was a vibrant celebration of health and well-being.



Tokhan Sahu, Union Minister of State for Housing and Urban Affairs (MoHUA), distributed assistive devices to senior citizens and divyangjan at Tifra, Bilaspur. This initiative was carried out under HUDCO's CSR programme.

Hindustan Times • Delhi • 16 Jan, 2025

SWEAT SMARTR NOT LONGER: ALL ABOUT MICRO WORKOUTS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	721	HT City	Top Right	1442732	3.43M

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS



HT HEALTH on Thursday

Scan here to visit HTHealth

PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)

This new fitness trend focuses on compressing your fitness journey into stolen moments within the pressing demands of daily life, without any equipment

Kriti Shukla
kriti.shukla@hindustantimes.com



ILLUSTRATIONS: ADOBE STOCK

Let's be real — starting the year with "I'm gonna work out every day!" energy felt iconic, but just two weeks in, it's giving meh vibes. And hey, you're not alone — *The Lancet Global Health* spilled the tea that almost 50% of adults in India don't get enough physical activity. But what if we told you working out for five minutes could actually do the job?

Sounds sus? Even American media personality and businesswoman Kim K's trainer is a fan! Senada Greca, on Jay Shetty's podcast On Purpose, hyped up five-minute workouts, saying, "(They) target some of the biggest muscles in your body." Basically, it's a power move.

Plus, receipts alert! A study from the *British Journal of Sports Medicine* found that short bursts of intense exercise can seriously cut your risk of heart issues. Enter micro workouts, the glow-up fitness trend you didn't know you needed.

Maximise micro workouts

- Turn everyday tasks into mini workouts — take the stairs, do calf raises while brushing your teeth, squat while watching TV.
- Aim to build a routine that works for your schedule. Even five minutes a day adds up over time.
- Use apps or timers that can guide you through short, effective sessions like Tabata or HIIT circuits.
- Combine these short bursts with stretches or yoga to enhance flexibility and reduce stress.

WHAT IS A MICRO WORKOUT?

"Micro workouts are condensed, high-intensity exercises lasting just two to 10 minutes with short bursts of movement done several times a day, adding up to a longer workout," says fitness expert and author Vesna P Jacob. Fitness expert Pranav Mehra adds, "They're designed to fit seamlessly into your day at home or office, making fitness accessible even for the busiest individuals."

The concept is simple — quality over quantity. These quick sessions focus on movements like squats, push-ups, or planks, delivering effective results without the need for elaborate gym equipment. Sessions shouldn't exceed 10 minutes to maintain intensity.

WHY MICRO WORKOUTS?

"The biggest advantage of micro-workouts is that they help you fit movement into your day, with just three to seven minutes to spare," says fitness expert Piyush Chauhan, adding, "You can cover the three main fitness areas such as cardio, strength, and flexibility in a short session for a quick and balanced workout."

Micro-workouts are easy to do anywhere since they don't need equipment or much space, and they help you build consistent exercise habits.

"Whether it's a five-minute bodyweight circuit during office break or a brisk walk up a hill, doing it three times a week can the strength and stamina can be up to 20%," explains Jacob.

Micro workouts are all about convenience and consistency; ideal for those who lack the time.

VESNA P JACOB, author and fitness expert



OUT WITH TRADITIONAL WORKOUTS?

The primary difference between micro workouts and traditional ones is time. While a traditional routine often demands 45 minutes to an hour of structured exercise, micro workouts condense effort into just a few minutes of high-intensity activity.

Traditional workouts focus on progressive overload and longer durations for building muscle and endurance, whereas micro workouts are more about convenience and consistency, making them ideal for those who lack the time or motivation for extended gym sessions.

10 MINS TO (MICRO) WORKOUT

Wall push-ups (1 min)
Stand facing a wall, place your hands at shoulder height, and push in and out. Builds arm and chest strength.

Chair squats (1 min)
Sit on a chair and then stand up. Repeat.
Engages legs and glutes.

Glute bridges (1 min)
Lie on your back, bend your knees inwards, lift your hips. Strengthens lower back and glutes.

Standing calf raises (1 min)
Stand on your toes, pause, then lower down on your heels slowly.
Builds leg strength and improves balance.

The Hindu Business Line • Hyderabad • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	180757	44.5K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Ahmedabad • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	56486	12.4K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Chandigarh • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	56486	131.35K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Kochi • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	36151	32.08K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Delhi • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	116362	195.42K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Kolkata • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	48578	40.13K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Mumbai • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	96027	63.5K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Chennai • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	45189	57.88K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Bengaluru • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	41800	53.22K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu Business Line • Pune • 16 Jan, 2025

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	226	N/A	Middle Right	22595	5K

To boost exports to $1 billion by 2030, Centre launches National Turmeric Board

KV Kurmanath
Hyderabad

With turmeric exports expected to cross the $1 billion mark by 2030, the Union government has launched the national Turmeric Board to develop and grow turmeric and turmeric products in the country.

Union Minister for Commerce and Industry Piyush Goyal formally inaugurated the Board's office in Nizamabad in northern Telangana, one of the key turmeric hubs in the country.

Set up on the lines of the Tobacco Board, which has been regulating tobacco farming and trade in the country, the Turmeric Board will work with the Spice Board and other government agencies to provide leadership on turmeric-related matters and augment the efforts to develop and grow the sector.

Inaugurating the Board virtually from New Delhi on Tuesday, Piyush Goyal said it would promote research and development of new products and would look into value-addition of turmeric related products for marketing abroad.

"The Board will also look into creating awareness on the essential and medicinal properties of turmeric, ways to increase its yield and boost logistics and the supply chain to foster trade in newer markets," he said.

India, the world's largest producer, consumer and exporter of turmeric, grows it on 3.05 lakh hectares and produces 10.74 lakh tonnes, accounting for more than three-fourths of the global production.

RISING EXPORTS

More than 30 varieties of turmeric are grown in the country.

Though it is grown in over 20 States, the key producing hubs are Maharashtra, Telangana, Karnataka and Tamil Nadu.



India exported 1.7 lakh tonnes (lt)of turmeric and turmeric products in 2022-23 against 1.53 lt in the previous year.

This earned forex of $207.45 million for the country, with key export markets being Bangladesh, the UAE, the US and Malaysia.

The government is planning to breach the $1 billion mark in exports by 2030.

The Board would focus on building capacities and skill development of turmeric growers to promote value addition so that farmers get additional income.

The notification said the Board would promote quality and food safety standards so that the produce gets a premium in the domestic and international markets.

The government has appointed BJP leader Palle Ganga Reddy as the first Chairman of the Board.

The Board would have members from the Ministry of AYUSH, the Departments of Pharmaceuticals, Agriculture and Farmers' Welfare, Commerce and Industry, senior government representatives from turmeric-growing States, select national/state institutions involved in research, and representatives of turmeric farmers and exporters.

The Board would also have a bureaucrat as Secretary to take care of its functioning.

The Hindu • Delhi • 16 Jan, 2025

Misleading ads: SC warns States, U.T.s against laxity

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	56	N/A	Middle Left	41858	682.81K

Misleading ads: SC warns States, U.T.s against laxity

The Supreme Court on Wednesday warned States and Union Territories of contempt action for hesitating to initiate proceedings against offending individuals and companies which give misleading medical advertisements. The court's threat of contempt action came after *amicus curiae*, senior advocate Shadan Farasat, submitted a status report on the implementation of statutes against misleading advertisements, including the Drugs and Magic Remedies (Objectionable Advertisements) Act, Drugs and Cosmetics Act and the Consumer Protection Act. "Contempt action will be initiated against those who have not complied," Justice Oka warned.

Mint • Chandigarh • 16 Jan, 2025

To commemorate Makar Sankranti...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	19	N/A	Middle Right	15600	465K



To commemorate Makar Sankranti MDNIY, Ministry of Ayush organised a mass demonstration of Surya Namaskar on January 14. This event held in MDNIY premises was a vibrant celebration of health and well-being.

Mint • Delhi • 16 Jan, 2025

To commemorate Makar Sankranti MDNIY.....

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	19	N/A	Middle Right	15600	465K



To commemorate Makar Sankranti MDNIY, Ministry of Ayush organised a mass demonstration of Surya Namaskar on January 14. This event held in MDNIY premises was a vibrant celebration of health and well-being.

Mint • Ahmedabad • 16 Jan, 2025

To commemorate Makar Sankranti MDNIY,

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	19	N/A	Middle Right	4387	75K



To commemorate Makar Sankranti MDNIY, Ministry of Ayush organised a mass demonstration of Surya Namaskar on January 14. This event held in MDNIY premises was a vibrant celebration of health and well-being.

The Morning Standard • Delhi • 16 Jan, 2025

FIT BIT

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	606	N/A	Middle Right	290662	300K

FITBIT

VASISTHASANA
(SIDE PLANK POSE)

This pose addresses three main aspects of the body: balance, muscular strength, and stretching. In addition to being a good heart opener, this works well in improving the nervous balance. The main benefits of this side plank pose include strengthening and toning of arms and shoulders, improving core strength, and building balance.

STEPS

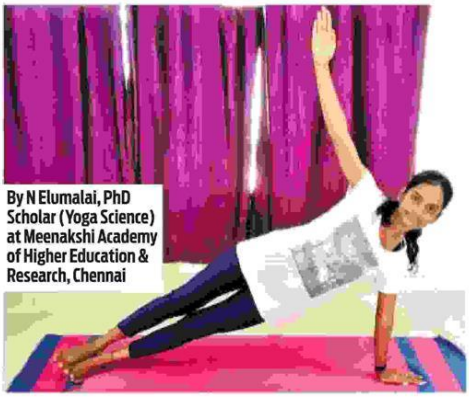
- Start with a Plank Pose and press firmly on the floor with shoulders aligned with wrists.
- Roll both heels to the left so that the outer edge of the foot can be placed on the floor. Keep the core and legs engaged when turning.
- Place the other foot on top of the one lying on the floor. Ensure legs are straightened out.
- Shift the weight of the body on the left arm. Lift the right arm upward and change the torso to face to the side. Maintain the position of the left arm.
- Lift the right hand up straight in line with the left one. Ensure the spine is straight and align the tailbone with the feet to keep the back straight.
- Hold the position for a set time or five breaths and release.
- Practise the pose on the other side following the steps.
- Release the pose slowly and return to the Plank Pose.
- Relax in Savasana (Corpse Pose).

BENEFITS

- Strengthens the arms, wrists, and shoulder muscles.
- Instills a sense of balance within the body.
- Strengthens the core muscles in the abdomen.
- Stretches muscles of the inner thighs, groin, and hamstrings.
- Enhances focus and concentration.
- Provides support for the lower body.
- Primarily included in power vinyasa and sculpt yoga.
- Included in the Ashtanga series and poses.
- Strengthens the musculoskeletal system and activates the Manipura (Solar Plexus) Chakra.
- Aids in digestion.
- Practising this pose regularly helps to strengthen the abdomen.

LIMITATIONS

- Avoid this pose if you are suffering from a serious injury in the arms, legs, neck, shoulders, and back, recovering from a recent surgery in the abdomen, arms, or legs, or any issue in the chest, ribcage, or shoulders, herniated disc, rheumatoid arthritis, or diseases like carpal tunnel syndrome, tendinitis, bursitis, and others.
- Women during pregnancy, need to perform this asana with the help of props and with proper caution.



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

The Morning Standard • Delhi • 16 Jan, 2025

Recently, a woman drank too much water and was hospitalised, what is the optimum water intake

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	264	N/A	Middle Center	126599	300K



MISS-FIT

Wanitha Ashok

The expert is a Fit India Movement ambassador and celebrity fitness coach

Recently, a woman drank too much water and was hospitalised, what is the optimum water intake?

Drinking too much water can result in hyponatremia, a dangerous drop in blood sodium levels.

- Symptoms include nausea, headache, and unconsciousness due to electrolyte imbalance. Even too much of zero-calorie water is harmful.

- Water has many functions. It regulates body temperature, helps in digestion, transports nutrients, lubricates, and cushions joints. If hydration decreases even by

ASK AN XPERT

10%, the body does not function as it should.

- If you are thirsty, it means you are dehydrated. Check your urine colour — if it is light yellow, it indicates good hydration, while dark yellow indicates dehydration.

- Drink fluids throughout the day. People who live in hot and humid environments or high altitudes, those who spend much time in cubicles, and who exercise, need to drink more water. Consume two litres of water per day.

- If you have a medical condition like diabetes, congestive heart failure, or kidney disease, talk to your doctor about your water intake.

The New Indian Express • Bengaluru • 16 Jan, 2025

VASISTHASANA (SIDE PLANK POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	652	City Express	Top Right	652250	177.8K

FITBIT

VASISTHASANA (SIDE PLANK POSE)

This pose addresses three main aspects of the body: balance, muscular strength, and stretching. In addition to being a great heart opener, this pose works wonderfully in improving nervous balance. The main benefits of the side plank pose include strengthening and toning of arms and shoulders. This practice improves core strength and builds balance.

STEPS

- Start with a Plank Pose and press firmly on the floor with shoulders aligned with wrists.
- Roll both the heels of your feet to the left so that the outer edge of the foot is on the floor. Keep the core and legs engaged when turning.
- Place the other foot on top of the one lying on the floor. Ensure legs are straightened out.
- Shift the weight of body on left arm. Lift the right arm upward and change the torso to face to the side. Maintain the position of the left arm.
- Lift the right hand up straight in line with the left one. Ensure that the spine is straight and align tailbone with feet to keep back straight.
- Hold the position for a set time or 5 breaths and release.
- Practise the pose on the other side following the above steps.
- Release the pose slowly and return to the Plank Pose.
- Relax in Savasana (Corpse Pose).

BENEFITS

- Strengthens the arms, wrists and shoulder muscles.
- Instills a sense of balance within the body.
- Strengthens the core muscles in the abdomen.
- Stretches muscles of the inner thighs, groin and hamstrings.
- Enhances focus and concentration.
- Provides support for the lower body.
- Primarily included in power, vinyasa and sculpt yoga.
- Included in Ashtanga series and poses.
- Strengthens the musculoskeletal system and activates the Manipura (Solar Plexus) Chakra.
- Aids in digestion.
- Regular practice of this pose helps to strengthen the abdomen.

LIMITATIONS

- Students avoid this pose in case of any injury to the arms, legs, neck and back, recovering from a recent surgery, any issue in the chest, ribcage, or shoulders, herniated disc or rheumatoid arthritis, issues like carpal tunnel syndrome, tendinitis, bursitis, etc.
- Women during pregnancy should only perform it with the help of props and with proper caution.
- If you have any serious injury to wrist, elbow, arms or shoulders, any recent surgery of the abdomen, arms or legs, avoid the pose.



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

Hindustan Times • Chandigarh • 16 Jan, 2025

SWEAT SMARTER NOT LONGER: ALL ABOUT MICRO WORKOUTS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	612	HT City	Top Center	214067	267.13K

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS

HT HEALTH on Thursday

Scan here to visit HTHealth



PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)

This new fitness trend focuses on compressing your fitness journey into stolen moments within the pressing demands of daily life, without any equipment

Kriti Shukla
kriti.shukla@hindustantimes.com

Let's be real — starting the year with "I'm gonna work out every day!" energy felt iconic, but just two weeks in, it's giving meh vibes. And hey, you're not alone — *The Lancet Global Health* spilled the tea that almost 50% of adults in India don't get enough physical activity. But what if we told you working out for five minutes could actually do the job?

Sounds sus? Even American media personality and businesswoman Kim K's trainer is a fan! Senada Greca, on Jay Shetty's podcast On Purpose, hyped up five-minute workouts, saying, "(They) target some of the biggest muscles in your body." Basically, it's a power move.

Plus, receipts alert! A study from the *British Journal of Sports Medicine* found that short bursts of intense exercise can seriously cut your risk of heart issues. Enter micro workouts, the glow-up fitness trend you didn't know you needed.



ILLUSTRATIONS: ADOBE STOCK

WHAT IS A MICRO WORKOUT?

"Micro workouts are condensed, high-intensity exercises lasting just two to 10 minutes with short bursts of movement done several times a day, adding up to a longer workout," says fitness expert and author Vesna P Jacob. Fitness expert Pranav Mehra adds, "They're designed to fit seamlessly into your day at home or office, making fitness accessible even for the busiest individuals."

The concept is simple — quality over quantity. These quick sessions focus on movements like squats, push-ups, or planks, delivering effective results without the need for elaborate gym equipment. Sessions shouldn't exceed 10 minutes to maintain intensity.

WHY MICRO WORKOUTS?

"The biggest advantage of micro-workouts is that they help you fit movement into your day, with just three to seven minutes to spare," says fitness expert Piyush Chauhan, adding, "You can cover the three main fitness areas such as cardio, strength, and flexibility in a short session for a quick and balanced workout." Micro-workouts are easy to do anywhere since they don't need equipment or much space.

"Whether it's a five-minute bodyweight circuit during office break or a brisk walk up a hill, doing it three times a week can the strength and stamina can be up to 20%," explains Jacob.

OUT WITH TRADITIONAL WORKOUTS?

The primary difference between micro workouts and traditional ones is time. While a traditional routine often demands 45 minutes to an hour of structured exercise, micro workouts condense effort into just a few minutes of high-intensity activity.

Traditional workouts focus on progressive overload and longer durations for building muscle and endurance, whereas micro workouts are more about convenience and consistency, making them ideal for those who lack the time or motivation for extended gym sessions.

Micro workouts are all about convenience and consistency; ideal for those who lack the time.

VESNA P JACOB, author and fitness expert

Maximise micro workouts

- Turn everyday tasks into mini workouts — take the stairs, do calf raises while brushing your teeth, squat while watching TV.
- Aim to build a routine that works for your schedule. Even five minutes a day adds up over time.
- Use apps or timers that can guide you through short, effective sessions like Tabata or HIIT circuits.
- Combine these short bursts with stretches or yoga to enhance flexibility and reduce stress.

10 MINS TO (MICRO) WORKOUT

Wall push-ups (1 min)
Stand facing a wall, place your hands at shoulder height, and push in and out. Builds arm and chest strength.

Chair squats (1 min)
Sit on a chair and then stand up. Repeat.
Engages legs and glutes.

Glute bridges (1 min)
Lie on your back, bend your knees inwards, lift your hips. Strengthens lower back and glutes.

Standing calf raises (1 min)
Stand on your toes, pause, then lower down on your heels slowly.
Builds leg strength and improves balance.



Hindustan Times • Noida • 16 Jan, 2025

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	721	HT City	Top Right	1442732	4.88M

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS



PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)

This new fitness trend focuses on compressing your fitness journey into stolen moments within the pressing demands of daily life, without any equipment

Kriti Shukla
kriti.shukla@hindustantimes.com



ILLUSTRATIONS: ADOBE STOCK

Let's be real — starting the year with "I'm gonna work out every day!" energy felt iconic, but just two weeks in, it's giving meh vibes. And hey, you're not alone — *The Lancet Global Health* spilled the tea that almost 50% of adults in India don't get enough physical activity. But what if we told you working out for five minutes could actually do the job?

Sounds sus? Even American media personality and businesswoman Kim K's trainer is a fan! Senada Greca, on Jay Shetty's podcast On Purpose, hyped up five-minute workouts, saying, "(They) target some of the biggest muscles in your body." Basically, it's a power move.

Plus, receipts alert! A study from the *British Journal of Sports Medicine* found that short bursts of intense exercise can seriously cut your risk of heart issues. Enter micro workouts, the glow-up fitness trend you didn't know you needed.

Maximise micro workouts

- Turn everyday tasks into mini workouts — take the stairs, do calf raises while brushing your teeth, squat while watching TV.
- Aim to build a routine that works for your schedule. Even five minutes a day adds up over time.
- Use apps or timers that can guide you through short, effective sessions like Tabata or HIIT circuits.
- Combine these short bursts with stretches or yoga to enhance flexibility and reduce stress.

WHAT IS A MICRO WORKOUT?

"Micro workouts are condensed, high-intensity exercises lasting just two to 10 minutes with short bursts of movement done several times a day, adding up to a longer workout," says fitness expert and author Vesna P Jacob. Fitness expert Pranav Mehra adds, "They're designed to fit seamlessly into your day at home or office, making fitness accessible even for the busiest individuals."

The concept is simple — quality over quantity. These quick sessions focus on movements like squats, push-ups, or planks, delivering effective results without the need for elaborate gym equipment. Sessions shouldn't exceed 10 minutes to maintain intensity.

WHY MICRO WORKOUTS?

"The biggest advantage of micro-workouts is that they help you fit movement into your day, with just three to seven minutes to spare," says fitness expert Piyush Chauhan, adding, "You can cover the three main fitness areas such as cardio, strength, and flexibility in a short session for a quick and balanced workout."

Micro-workouts are easy to do anywhere since they don't need equipment or much space, and they help you build consistent exercise habits.

"Whether it's a five-minute bodyweight circuit during office break or a brisk walk up a hill, doing it three times a week can the strength and stamina can be up to 20%," explains Jacob.

Micro workouts are all about convenience and consistency; ideal for those who lack the time.
VESNA P JACOB, author and fitness expert



OUT WITH TRADITIONAL WORKOUTS?

The primary difference between micro workouts and traditional ones is time. While a traditional routine often demands 45 minutes to an hour of structured exercise, micro workouts condense effort into just a few minutes of high-intensity activity.

Traditional workouts focus on progressive overload and longer durations for building muscle and endurance, whereas micro workouts are more about convenience and consistency, making them ideal for those who lack the time or motivation for extended gym sessions.

10 MINS TO (MICRO) WORKOUT

Wall push-ups (1 min)
Stand facing a wall, place your hands at shoulder height, and push in and out. Builds arm and chest strength.

Chair squats (1 min)
Sit on a chair and then stand up. Repeat.
Engages legs and glutes.

Glute bridges (1 min)
Lie on your back, bend your knees inwards, lift your hips. Strengthens lower back and glutes.

Standing calf raises (1 min)
Stand on your toes, pause, then lower down on your heels slowly.
Builds leg strength and improves balance.

Hindustan Times • Gurugram • 16 Jan, 2025

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	721	HT City	Top Right	180341	650K

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS



HT HEALTH on Thursday

Scan here to visit HTHealth

PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)

This new fitness trend focuses on compressing your fitness journey into stolen moments within the pressing demands of daily life, without any equipment

Kriti Shukla
kriti.shukla@hindustantimes.com





ILLUSTRATIONS: ADOBE STOCK

Let's be real — starting the year with "I'm gonna work out every day!" energy felt iconic, but just two weeks in, it's giving meh vibes. And hey, you're not alone — *The Lancet Global Health* spilled the tea that almost 50% of adults in India don't get enough physical activity. But what if we told you working out for five minutes could actually do the job?

Sounds sus? Even American media personality and businesswoman Kim K's trainer is a fan! Senada Greca, on Jay Shetty's podcast On Purpose, hyped up five-minute workouts, saying, "(They) target some of the biggest muscles in your body." Basically, it's a power move.

Plus, receipts alert! A study from the *British Journal of Sports Medicine* found that short bursts of intense exercise can seriously cut your risk of heart issues. Enter micro workouts, the glow-up fitness trend you didn't know you needed.

Maximise micro workouts

- Turn everyday tasks into mini workouts — take the stairs, do calf raises while brushing your teeth, squat while watching TV.
- Aim to build a routine that works for your schedule. Even five minutes a day adds up over time.
- Use apps or timers that can guide you through short, effective sessions like Tabata or HIIT circuits.
- Combine these short bursts with stretches or yoga to enhance flexibility and reduce stress.

WHAT IS A MICRO WORKOUT?

"Micro workouts are condensed, high-intensity exercises lasting just two to 10 minutes with short bursts of movement done several times a day, adding up to a longer workout," says fitness expert and author Vesna P Jacob. Fitness expert Pranav Mehra adds, "They're designed to fit seamlessly into your day at home or office, making fitness accessible even for the busiest individuals."

The concept is simple — quality over quantity. These quick sessions focus on movements like squats, push-ups, or planks, delivering effective results without the need for elaborate gym equipment. Sessions shouldn't exceed 10 minutes to maintain intensity.

WHY MICRO WORKOUTS?

"The biggest advantage of micro-workouts is that they help you fit movement into your day, with just three to seven minutes to spare," says fitness expert Piyush Chauhan, adding, "You can cover the three main fitness areas such as cardio, strength, and flexibility in a short session for a quick and balanced workout."

Micro-workouts are easy to do anywhere since they don't need equipment or much space, and they help you build consistent exercise habits.

"Whether it's a five-minute bodyweight circuit during office break or a brisk walk up a hill, doing it three times a week can the strength and stamina can be up to 20%," explains Jacob.

> Micro workouts are all about convenience and consistency; ideal for those who lack the time.
>
> VESNA P JACOB, author and fitness expert



OUT WITH TRADITIONAL WORKOUTS?

The primary difference between micro workouts and traditional ones is time. While a traditional routine often demands 45 minutes to an hour of structured exercise, micro workouts condense effort into just a few minutes of high-intensity activity.

Traditional workouts focus on progressive overload and longer durations for building muscle and endurance, whereas micro workouts are more about convenience and consistency, making them ideal for those who lack the time or motivation for extended gym sessions.

10 MINS TO (MICRO) WORKOUT

Wall push-ups (1 min)
Stand facing a wall, place your hands at shoulder height, and push in and out. Builds arm and chest strength.

Chair squats (1 min)
Sit on a chair and then stand up. Repeat.
Engages legs and glutes.

Glute bridges (1 min)
Lie on your back, bend your knees inwards, lift your hips. Strengthens lower back and glutes.

Standing calf raises (1 min)
Stand on your toes, pause, then lower down on your heels slowly.
Builds leg strength and improves balance.

Hindustan Times • Bengaluru • 16 Jan, 2025

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	641	HT City	Top Center	44898	60K

SWEAT SMARTER, NOT LONGER: ALL ABOUT MICRO WORKOUTS



HT HEALTH on Thursday

Scan here to visit HTHealth

PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)

This new fitness trend focuses on compressing your fitness journey into stolen moments within the pressing demands of daily life, without any equipment

Kriti Shukla
kriti.shukla@hindustantimes.com





ILLUSTRATIONS: ADOBE STOCK

Let's be real — starting the year with "I'm gonna work out every day!" energy felt iconic, but just two weeks in, it's giving meh vibes. And hey, you're not alone — *The Lancet Global Health* spilled the tea that almost 50% of adults in India don't get enough physical activity. But what if we told you working out for five minutes could actually do the job?

Sounds sus? Even American media personality and businesswoman Kim K's trainer is a fan! Senada Greca, on Jay Shetty's podcast On Purpose, hyped up five-minute workouts, saying, "(They) target some of the biggest muscles in your body." Basically, it's a power move.

Plus, receipts alert! A study from the *British Journal of Sports Medicine* found that short bursts of intense exercise can seriously cut your risk of heart issues. Enter micro workouts, the glow-up fitness trend you didn't know you needed.

WHAT IS A MICRO WORKOUT?

"Micro workouts are condensed, high-intensity exercises lasting just two to 10 minutes with short bursts of movement done several times a day, adding up to a longer workout," says fitness expert and author Vesna P Jacob. Fitness expert Pranav Mehra adds, "They're designed to fit seamlessly into your day at home or office, making fitness accessible even for the busiest individuals."

The concept is simple — quality over quantity. These quick sessions focus on movements like squats, push-ups, or planks, delivering effective results without the need for elaborate gym equipment. Sessions shouldn't exceed 10 minutes to maintain intensity.

WHY MICRO WORKOUTS?

"The biggest advantage of micro-workouts is that they help you fit movement into your day, with just three to seven minutes to spare," says fitness expert Piyush Chauhan, adding, "You can cover the three main fitness areas such as cardio, strength, and flexibility in a short session for a quick and balanced workout."

Micro-workouts are easy to do anywhere since they don't need equipment or much space, and they help you build consistent exercise habits.

"Whether it's a five-minute bodyweight circuit during office break or a brisk walk up a hill, doing it three times a week can the strength and stamina can be up to 20%," explains Jacob.

OUT WITH TRADITIONAL WORKOUTS?

The primary difference between micro workouts and traditional ones is time. While a traditional routine often demands 45 minutes to an hour of structured exercise, micro workouts condense effort into just a few minutes of high-intensity activity.

Traditional workouts focus on progressive overload and longer durations for building muscle and endurance, whereas micro workouts are more about convenience and consistency, making them ideal for those who lack the time or motivation for extended gym sessions.



Maximise micro workouts

- Turn everyday tasks into mini workouts — take the stairs, do calf raises while brushing your teeth, squat while watching TV.
- Aim to build a routine that works for your schedule. Even five minutes a day adds up over time.
- Use apps or timers that can guide you through short, effective sessions like Tabata or HIIT circuits.
- Combine these short bursts with stretches or yoga to enhance flexibility and reduce stress.

> **Micro workouts are all about convenience and consistency; ideal for those who lack the time.**
>
> **VESNA P JACOB,** author and fitness expert

10 MINS TO (MICRO) WORKOUT

Wall push-ups (1 min)
Stand facing a wall, place your hands at shoulder height, and push in and out. Builds arm and chest strength.

Chair squats (1 min)
Sit on a chair and then stand up. Repeat. Engages legs and glutes.

Glute bridges (1 min)
Lie on your back, bend your knees inwards, lift your hips. Strengthens lower back and glutes.

Standing calf raises (1 min)
Stand on your toes, pause, then lower down on your heels slowly. Builds leg strength and improves balance.

Millenniumpost • Kolkata • 16 Jan, 2025

May initiate contempt action if states, UTs non compliant against misleading ads: SC

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	179	N/A	Top Right	298324	350K

May initiate contempt action if states, UTs non compliant against misleading ads: SC

NEW DELHI: The Supreme Court on Wednesday warned states and union territories of contempt action if they failed to act against misleading advertisements.

A bench of Justices Abhay S Oka and Ujjal Bhuyan perused a note submitted by senior advocate Shadan Farasat, who is assisting the apex court as an amicus curiae in the matter, and observed a number of states were non-compliant as indicated in the note.

"We make it clear that if we find non-compliance by any of the states and union territories, we may have to initiate proceedings under the Contempt of Courts Act, 1971, against the states concerned," the bench said.

The issue pertaining to misleading advertisements had cropped up before the top court while hearing a plea filed by the Indian Medical Association in 2022 alleging a smear campaign by Patanjali Ayurved Ltd against the Covid vaccination drive and modern systems of medicine.

The top court had highlighted the aspect of misleading advertisements being published



or displayed in media contrary to the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and the rules, the Drugs and Cosmetics Act, 1940, and the Consumer Protection Act, 1986.

During the hearing on Wednesday, the amicus said as per the affidavits filed by the states and union territories so far, virtually no prosecution under the 1954 Act was taking place.

While Section 3 of the Act deals with prohibition of advertisement of certain drugs for treatment of certain diseases and disorders, Section 4 relates to prohibition of misleading advertisements of drugs.

The bench referred to affidavits filed by some of the states and questioned why they hadn't acted on the basis of complaints received.

Some states, it noted, found it difficult to identify the violaters.

"We will take contempt action now," the bench said, "and we will threadbare examine the compliance made by each states."

The bench said it would consider the compliance made by Andhra Pradesh, Delhi, Goa, Gujarat and Jammu and Kashmir on February 10.

And if these states wanted to file further affidavits reporting compliance, they were free to do so by February 3, it added.

The bench said compliance by states including Jharkhand, Karnataka, Kerala, Madhya Pradesh and Punjab would be considered on February 24.

It said compliance regarding other states and union territories would be considered on March 17. While hearing the matter in July last year, the apex court said the Ministry of Ayush should set up a dashboard to make available to the consumers the details about the complaints filed on misleading advertisements and the progress made on them. AGENCIES

The Pioneer • Hyderabad • 16 Jan, 2025

SC warns states, UTs of contempt proceedings

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	198	N/A	Bottom Center	67258	275K

'INACTION ON MISLEADING ADS'

SC warns states, UTs of contempt proceedings

PNS ■ NEW DELHI

The Supreme Court on Wednesday warned states and union territories of contempt action if they failed to act against misleading advertisements. A bench of Justices Abhay S Oka and Ujjal Bhuyan perused a note submitted by senior advocate Shadan Farasat, who is assisting the apex court as an amicus curiae in the matter, and observed a number of states were non-compliant as indicated in the note.

"We make it clear that if we find non-compliance by any of the states and union territories, we may have to initiate proceedings under the Contempt of Courts Act, 1971, against the states concerned," the bench said.

The issue pertaining to misleading advertisements had cropped up before the top court while hearing a plea filed by the Indian Medical Association in 2022 alleging a smear campaign by Patanjali Ayurved Ltd against the Covid vaccination drive and modern systems of medicine.

The top court had highlighted the aspect of misleading advertisements being published or displayed in media contrary to the provisions of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 and the rules, the Drugs and Cosmetics Act, 1940, and the Consumer Protection Act, 1986.

During the hearing on Wednesday, the amicus said as per the affidavits filed by the states and union territories so far, virtually no prosecution under the 1954 Act was taking place.

While Section 3 of the Act deals with prohibition of advertisement of certain drugs for treatment of certain diseases and disorders, Section 4 relates to prohibition of misleading advertisements of drugs.

The bench referred to affidavits



filed by some of the states and questioned why they hadn't acted on the basis of complaints received.

Some states, it noted, found it difficult to identify the violaters.

"We will take contempt action now," the bench said, "and we will threadbare examine the compliance made by each states."

The bench said it would consider the compliance made by Andhra Pradesh, Delhi, Goa, Gujarat and Jammu and Kashmir on February 10. And if these states wanted to file further affidavits reporting compliance, they were free to do so by February 3, it added.

The bench said compliance by states including Jharkhand, Karnataka, Kerala, Madhya Pradesh and Punjab would be considered on February 24.

It said compliance regarding other states and union territories would be considered on March 17.

While hearing the matter in July last year, the apex court said the Ministry of Ayush should set up a dashboard to make available to the consumers the details about the complaints filed on misleading advertisements and the progress made on them.

Amar Ujala • Chandigarh • 16 Jan, 2025

Dawa ne doctor ayush mission mein marijo ko kaise milega ilaaz

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	370	N/A	Bottom Center	272808	368.8K

स्वास्थ्य

आयुर्वेदिक, होम्योपैथी दवाओं की खरीद में सामने आई लापरवाही.... बजट मिलने के बावजूद उसे खर्च किए बिना दिया जा रहा वापस, 46 डॉक्टरों की जगह महज 25 ही तैनात

दवा न डॉक्टर, आयुष मिशन में मरीजों को कैसे मिलेगा इलाज

माई सिटी रिपोर्टर

चंडीगढ़। एक तरफ सरकार आयुष पद्धतियों के प्रति लोगों को जागरूक करने का प्रयास कर रही है। लगातार एक के बाद एक योजनाएं शुरू कर आयुष चिकित्सा पद्धतियों को बढ़ावा देने का प्रयास किया जा रहा है। ऐसे में विभाग की तरफ से की जा रही अनदेखी से मरीज परेशान हैं। स्थिति यह है कि सरकार की तरफ से आयुष पद्धतियों से जुड़ी दवाएं खरीदने के लिए बजट मिलने के बावजूद उसे खर्च किए बिना वापस कर दिया जा रहा है।

इतना ही नहीं, आयुष केंद्रों में डॉक्टर की उपलब्धता भी न के बराबर है। इस कारण एक-एक डॉक्टर तीन-तीन केंद्र संभालने को मजबूर हैं। इससे आयुष केंद्रों पर इलाज के लिए आने वाले मरीजों को निराश होकर लौटना पड़ रहा है। आयुष केंद्र में इन कमियों को लेकर जारी रिपोर्ट से इसकी पुष्टि हो रही है।



सेक्टर-20 का आयुष केंद्र। अमर उजाला

आयुर्वेदिक, होम्योपैथिक दवा की नहीं हुई खरीद

सेंट्रल ऑडिट की तरफ से अप्रैल 2019 से मार्च 2024 के बीच निदेशक आयुष कार्यालय के रिकॉर्ड जांच पर यह हकीकत सामने आई है कि आयुर्वेदिक, होम्योपैथिक और यूनानी दवाओं की खरीद में गंभीर लापरवाही की गई है। रिपोर्ट के अनुसार सभी आयुष केंद्रों के प्रभारी से 2020-21 के दौरान खरीदी जाने वाली दवाओं के लिए डिमांड देने का अनुरोध किया गया। बार-बार अनुरोध के बावजूद केंद्रों से दवाओं की सूची नहीं दी गई। इस कारण फरवरी 2021 में विभाग ने दवा के खरीद का बजट वापस कर दिया। इसके तहत आयुर्वेदिक में 17.59 लाख और होम्योपैथिक दवाओं की खरीद के लिए मिले 15 लाख रुपये वापस किए गए थे। कारण पूछे जाने पर विभाग की तरफ से ऑडिट महानिदेशक को कोई जवाब नहीं दिया गया।

आयुष विभाग का मुख्य उद्देश्य

आयुष विभाग का मुख्य उद्देश्य लोगों को आयुष पद्धति के तहत स्वास्थ्य सेवाएं प्रदान करना है। आयुष पद्धति में आयुर्वेद, योग और प्राकृतिक चिकित्सा, यूनानी, सिद्ध और होम्योपैथी की स्वास्थ्य देखभाल और उपचार की प्रणालियां शामिल हैं।

> आयुष केंद्रों पर डॉक्टरों की कमी दूर करने के लिए नई नियुक्तियों की प्रक्रिया जारी है। उम्मीद है कि जल्द ही मरीजों को और भी बेहतर सुविधाएं प्राप्त होंगी। -अखिल कुमार, निदेशक आयुष

केंद्रों पर डॉक्टरों की कमी

ऑडिट की टीम ने केंद्रों की जांच के दौरान पाया कि वहां स्वीकृत पद के अनुसार कर्मचारियों के तैनाती नहीं की गई है। आयुष विभाग में शुरुआती दौर में 60 पद स्वीकृत थे। जिसमें से 14 पद सरकार के निर्देश पर समाप्त कर दिए गए। इसके अलावा मौजूद समय में आठ पद खाली हैं। इस कारण अधूरे मानव संसाधन के बल पर केंद्रों को संचालित करने का प्रयास किया जा रहा है। रिपोर्ट के अनुसार विभाग 21 आयुर्वेदिक, 23 होम्योपैथिक और दो यूनानी चिकित्सा केंद्रों सहित 46 यूनिट का संचालन कर रहा है। जिसमें एक पंचकर्म सेंटर भी शामिल है। इन केंद्रों में 46 चिकित्सा अधिकारियों की जरूरत है। जबकि विभाग के पास केवल 25 चिकित्सा अधिकारी ही उपलब्ध हैं, जिसमें पांच नियमित, 10 आउटसोर्स और 10 राष्ट्रीय आयुष मिशन खेजना के तहत तैनाती की गई है। ऐसी स्थिति में चिकित्सा अधिकारियों की कमी के कारण सभी आयुष केंद्रों में नियमित रूप से डॉक्टरों की उपस्थिति सुनिश्चित करना बेहद मुश्किल हो रहा है।

Mans World • National • 15 Jan, 2025

Ace The Mane Game

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
76, 77	English	1672	N/A	Inside Page (Magazine only)	548500	460K

Ace The **Mane Game**

Men don't mind investing in a bottle of shampoo if it promises luscious hair while targeting concerns. Here's what to get

By Sukriti Shahi

We are spoiled for choices when it comes to hair care; we have access to aisles full of products with gimmicky packaging and loud advertising. It could also be counterproductive as consumers might have trust issues, get overwhelmed easily or not feel the need to invest and indulge in specific brands and products. However, the fact is that you need a product that suits your hair type while targeting the concern you're struggling with. Start with reading the ingredients label and try to understand if it solves your hair problems–does it reduce oiliness? Do I have to wash my hair less? Does it reduce hair fall and improve hair growth? Will it give my hair shine and luster? Once you are convinced that the bottle you're holding in your hand solves your hair problems, go ahead with the purchase. To help you make an informed decision, we have prepared a list of products that should be on your list depending on what you require from your product.

BEST EVERYDAY SHAMPOO

Qi Ayurveda Nourish Shampoo

While it's lightweight and hydrating enough to suit all skin types, people with oily skin may enjoy using it more. As the name suggests, the cream is in gel form and oil free. It leaves the skin looking and feeling balanced, and visibly reduces the appearance of oil. It's quick absorbing and can be used in the morning and at night.



BEST DAMAGE REPAIR SHAMPOO

Redken Extreme Shampoo

It's a revolutionary product; something that makes your hair feel better from the first wash. It has a cult-following globally, and for all right reasons. From combating damage from frequent colouring to chemically treated hair, it helps replenish lost protein and strengthen hair strands. Be assured that you're investing money and trust in a product that will not disappoint no matter which part of the country you're in.



BEST BUDGET-FRIENDLY SHAMPOO

Dove Men +Care Fresh & Clean

Made for men who are always on the go and don't enjoy elaborated hair care routine, this 2-in-1 shampoo and conditioner is your best bet. It's under budget, does the job, and one bottle lasts for quite some time; in short, you're saving money and time while giving your hair the best care. It comes with menthol and caffeine as key ingredients so expect a well-cleansed, refreshed, and rejuvenated scalp that promotes healthy hair growth.



BEST DEEP CLEANSE SHAMPOO



Olaplex No. 4C Bond Maintenance Clarifying Shampoo

One of the most common concerns men deal with is unhealthy scalp with product build-up and dandruff. The solution? You require a shampoo that gives that scalp a deep cleanse that gives a clean slate for hair growth without drying the hair or stripping off the scalp of its natural oils. Additionally, it removes heavy metal, minerals, and chlorine from hair so if you're struggling with hard water or go swimming regularly, it's the product to invest in.

BEST LUXURY SHAMPOO

Kerastasé Densifique Homme

What is a hair care routine if it's not indulgent? Kerastasé products are just that–they make your hair feel good and scalp healthy. This one is specifically created for men who're experiencing hair thinning to restore density and volume. Think of it as a supplement that you're providing your hair with topically as it has Biotin and Taurine as key ingredients. Trust this product to give you an elevated hair washing experience at home.



BEST DULL HAIR SHAMPOO



K18 Peptide Prep Detox Shampoo

We've heard about peptides in skincare but having the ingredient in hair products is new and revolutionary. K18's Peptide Prep Detox with peptides infused in it help repair the hair bond while cleansing the scalp. It helps rejuvenate hair and gives it a healthy sheen as if you have taken a hair spa in salon. The result? It helps make your hair products penetrate the hair better and styling products perform effectively.



BEST THICK HAIR SHAMPOO

Kama Ayurveda Rose & Jasmine Hair Cleanser

If you're a fan of lingering fragrance while giving your hair extra love and care, this mild hair cleanser from Kama Ayurveda should be your preferred pick. A balancing shampoo, it helps restore hair health, give it strength and reverse the damage caused by chemical treatments. With rose, jasmine and aloe vera, it not only cleanses the scalp but also helps promote hair growth.

The Morning Standard • Delhi • 15 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	613	N/A	Middle Right	294462	300K

FITBIT

NAVASANA VARIATION 1

(BOAT POSE VARIATION 1)

This is a preparatory variation pose for Navasana (Boat Pose). This is for beginners who cannot make their legs straight in Boat Pose as it is challenging and takes time. So, to prepare for the base pose, people can do this variation pose with the legs bent at the knees to learn the required strength and balance. This variation also helps to strengthen the core, abdominal, and pelvic floor muscles. It can be included in power Yoga Sequences to aid in weight loss. While holding the pose you can also experience deep breathing.

STEPS

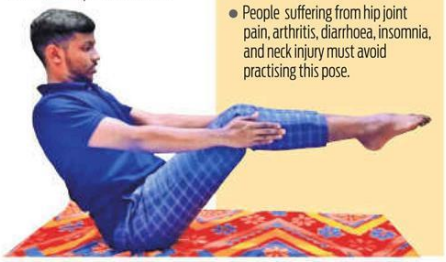
- Start sitting in Dandasana (Staff Pose), stretching out your body. While doing this, keep the spine straight and legs stretched out.
- Keep placing your hands beside your hips on the floor, pressing the thighs, and stretching the heels away from the body to make the legs completely straight.
- Now lift your torso away from the floor to expand the chest and slightly incline your back. Then, lift the front body from the pelvis to the diaphragm.
- Now, bend your knees, and place your feet on the floor. Place the palms on the top of the knees. Gently pull to lift the sternum.
- After that, lift your feet from the floor until the shins are parallel to the floor. Keeping the legs together, bring your thighs closer to the chest.
- Stretch your arms straight forward beside your knees, parallel to the floor and the palms facing each other without dropping the chest.
- Make sure not to let the back round. Here, note that even though the arms are stretched forward, the shoulders are pulled back to engage the upper back to move backward while pushing forward the chest.
- Relax your head and gaze straight. Initially, holding the pose may be difficult for you. So, try to hold the pose for 15-20 seconds. With regular exercise, the duration can be increased up to one minute.
- Finally, exhale and relax in Dandasana.

BENEFITS

- This yoga asana helps lose belly fat.
- It helps get a slim waist by reducing the waist fat.
- This pose is good for the kidneys as it strengthens and tones them.
- It helps assist in placing the navel in the right and appropriate position.
- This is a good pose for gastric juices secretion and is quite effective for the process of digestion. It also stimulates the peristaltic movement of the intestine.
- This is a very powerful yoga posture and provides a comfortable stretching for abdominal muscles. It also assists in developing six-pack abs.
- It improves blood circulation by burning excess fats in the veins and arteries.
- This also helps remove the toxins present in the body, making the body more active and energetic.
- Regular exercise strengthens back muscles.

LIMITATIONS

- People suffering from a hernia should practise this pose after consulting a yoga expert.
- Those are suffering from high blood pressure, migraine, severe headaches, asthma, spinal problems and heart issues, avoid this pose.
- Pregnant and menstruating women do not practise this pose.
- People suffering from hip joint pain, arthritis, diarrhoea, insomnia, and neck injury must avoid practising this pose.



By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

Hindustan Times • Delhi • 15 Jan, 2025

AAP blocked Centre's Ayushman Bharat: BJP

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	72	N/A	Bottom Center	426047	3.43M

AAP blocked Centre's Ayushman Bharat: BJP

HT Correspondent
letters@hindustantimes.com

NEW DELHI: The Bharatiya Janata Party (BJP) on Tuesday accused the Aam Aadmi Party (AAP) government in Delhi of denying residents access to the Ayushman Bharat scheme for political reasons. The scheme, launched in 2018, provides health coverage of ₹5 lakh per family annually.

On Tuesday, Delhi BJP chief Virendra Sachdeva said, "The AAP government has turned down ₹2,400 crore assigned under a central scheme to strengthen the medical infrastructure in Delhi."

"The AAP government blocked the Ayushman Bharat scheme purely due to political reasons. I request the court to issue directions to the Delhi government," he further claimed.

In response, the AAP argued that Ayushman Bharat caps benefits at ₹5 lakh per family, whereas Delhi government hospitals provide free treatment without limits. "No one in Delhi is denied care because of their inability to pay," AAP said.

The Financial Express • Pune • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	5590	130K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Bhubaneshwar • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	3577	90K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Ahmedabad • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	8273	40K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Hyderabad • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	8384	76.62K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Kochi • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	4360	147.14K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Mumbai • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	19787	175K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Chandigarh • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	5366	49.87K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Bengaluru • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	9279	147.14K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Chennai • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	8720	79.18K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Delhi • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	15427	176.59K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Financial Express • Kolkata • 15 Jan, 2025

Sat Kartar IPO subscribed 316.02 times on final day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	22	N/A	Top Left	7602	50.96K

Sat Kartar IPO subscribed 316.02 times on final day



SAT KARTAR SHOPPING SME IPO was subscribed 316.02 times on the final day of its bidding process. The company has received bids for 946 million shares, against 2.99 million shares offered to investors.

The Pioneer • Chandigarh • 15 Jan, 2025

Kumbh to boost UP's revenue by RS2 Lakh Crore

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	396	N/A	Middle Center	237376	268.96K

Kumbh to boost UP's revenue by ₹2 Lakh Crore

RAJESH KUMAR ■ NEW DELHI

The Maha Kumbh 2025 is expected to generate a revenue from Rs 2,00000 crore to Rs 4,00000 crore, to boost the economy of Uttar Pradesh. After Uttar Pradesh Chief Minister Yogi Adityanath claims that Maha Kumbh 2025 will generate a revenue to the tune of Rs 2 lakh crore, traders' body the Confederation of All India Traders (CAIT) has also backed these figures, saying that Maha Kumbh is expected to generate trade worth approximately Rs 2 lakh crore.

Furthermore, Industry estimates the average cost of accommodation and food for each visitor in Prayagraj would be Rs 10,000, which would contribute Rs 4 lakh crore to the state government's treasury by the end of the Mela. It is also expected to boost both nominal and real GDP by over 1 per cent.

The national capital, being a largest trading centre of, goods and services, is anticipated to supply items worth approximately Rs 40,000 crore from Delhi to Prayagraj and nearby towns.

According to CAIT's estimates, revenue from transportation, includinginter-state travel, taxis and goods transport, is estimated at Rs10,000 crore. The tourism sector, including travel guides and tour packages, is expected to generate another Rs 10,000 crore. Temporary medical camps, medicines and Ayurvedic products are expected to contribute Rs 3,000 crore. Revenue from e-tickets, digital transactions, Wi-Fi usage and mobile charging stations is expected to be Rs 1,000 crore. Finally, the sale of entertainment services, advertisements and promotional events is estimated to generate Rs 10,000 crore.

As per CAIT's estimates, accommodation and tourism are expected to generate Rs 40,000 crore trade; Rs 20,000 crore by food and beverage market; Rs 20,000 crore by religious items and offerings such as oil, lamps, Ganga water, idols; Rs 10,000 crore by transportation and logistics; Rs 5,000 crore by handicrafts and souvenirs; Rs 3,000 crore by healthcare services; Rs 1,000 crore by IT and digital services; Rs 10,000 crore by entertainment and media; and more.

According to estimates, the event may generate Rs 2 lakh crore if each of 40 crore visitors spends an average of Rs 5,000. Some experts estimated the average cost of accommodation and food for each visitor in Prayagraj would be Rs 10,000, which would contribute Rs 4 lakh crore to the state government's treasury by the end of the Mela.

BJP MP from Chandni Chowk and Secretary General of CAIT, Praveen Khandelwal said an estimate suggests that with an average expenditure of Rs 5,000 per person during religious travel, the total spending will exceed Rs 2 lakh crore. This includes spending on hotels, guesthouses, temporary accommodations, food, religious items, healthcare, and other services.

Many companies and corporate sectors from India as well as abroad are jostling for space to showcase their presence during the 45 day event. Dabur, Parle, Coca-Cola, Reliance Consumer Products, ITC Mangaldeep, Aditya Birla Sun Life AMC are just some of the companies out to woo the crores of devotees expected at the holy fair. Dabur has also tied up with dhabas and eateries in the city and on the highways. ITC Mangaldeep has set up unique 5 ft tall agarbatti installations at high traffic locations including Sangam Ghat. Reliance Consumer Products has also set up Campa Ashram, a space that offers a safe and serene haven for pilgrims to rest.

The Maha Kumbh 2025, the largest religious congregation in Prayagraj, started on January 13 and will end on February 26. The event is anticipated to attract around 400 million visitors during its 45-day period. Back in 2019, the Kumbh Mela generated Rs 1.2 lakh crore in revenue, which is expected to grow to Rs lakh crore this time.

The Tribune • Delhi • 15 Jan, 2025

Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	481	N/A	Top Left	1453209	92.25K

Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis

MUKESH TANDON
TRIBUNE NEWS SERVICE

PANIPAT, JANUARY 14

Maharashtra Chief Minister Devendra Fadnavis on Tuesday announced that Shivaji's statue would be established at Kala Amb, a historical memorial of the three battles of Panipat. He was addressing a gathering as a chief guest at a programme organised by the Shaurya Samarak Committee at Kala Amb.

Fadnavis said Maharashtra would jointly organise the programme with the Haryana Government next year. "Historical land Panipat gives the message of bravery and unity. From here, the Marathas got the formula to live in unity, and after this, they established Hind Swaraj," he said, adding that the Marathas re-established the saffron in the country after teaching the invaders a lesson.

> Was chief guest at event organised by Shaurya Samarak Committee

The Marathas fought for God, country and religion after shunning narrow interests. If any other king had come forward to help the Marathas, Abdali would have been defeated, he said. "The slogan of developed India given by Prime Minister Narendra Modi would be fulfilled only when all Indians unite and abandon caste-based discrimination," Fadnavis said.

Union AYUSH, Health and Family Welfare Minister Pratap Rao Jadhav said it was important for all of us to remember that heroes and warriors had sacrificed their lives in Panipat.

Jadhav said the Maharashtra Government was working on teaching Maratha history in schools, along with health and education. Memorials had also been established at some places, he said.

Union Minister of State for Sports Raksha Nikhil Khadse; Jai Kumar Rawal, a minister in the Maharashtra Government; Raosaheb Danve Patil, a former Maharashtra minister; and MPs Rajabhau Waje and Bhaskar Bhagare, among others, were present at the event.



Maharashtra CM Devendra Fadnavis at a programme held in Panipat on Tuesday. PHOTO: SUKHJINDER SAROHA

Pioneer Hindi • Delhi • 15 Jan, 2025

India has the potential to double turmeric production to 20 lakh tonnes in five years: Goyal

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Hindi	196	N/A	Top Left	306054	375K

भारत में पांच साल में हल्दी उत्पादन को दोगुना कर 20 लाख टन तक पहुंचाने की क्षमता : गोयल

नई दिल्ली। वाणिज्य एवं उद्योग मंत्री पीयूष गोयल ने मंगलवार को कहा कि राष्ट्रीय हल्दी बोर्ड निर्यात को बढ़ावा देने और अगले पांच साल में उत्पादन को दोगुना करके लगभग 20 लाख टन करने के लिए अंतरराष्ट्रीय स्तर पर नए बाजार विकसित करने में मदद करेगा। बोर्ड का उद्घाटन करते हुए उन्होंने यह भी कहा कि यह नए उत्पादों में अनुसंधान और विकास को बढ़ावा देगा और मूल्यवर्धित हल्दी उत्पादों के लिए देश के पारंपरिक ज्ञान को और विकसित करेगा। हल्दी को स्वर्णिम मसाला भी कहा जाता है। भारत वैश्विक हल्दी उत्पादन का 70 प्रतिशत उत्पादन करता है... हम पांच साल में उत्पादन को दोगुना करके 20 लाख टन तक पहुंचाने का लक्ष्य कर रहे हैं।

सरकार ने अक्टूबर में राष्ट्रीय हल्दी बोर्ड के गठन को अधिसूचित किया था। बोर्ड की स्थापना की सराहना करते हुए प्रधानमंत्री नरेन्द्र मोदी ने कहा कि यह



हल्दी उत्पादन में नवाचार, वैश्विक प्रचार और मूल्यवर्धन के बेहतर अवसर सुनिश्चित करेगा।

गोयल द्वारा एक्स पर एक पोस्ट का जवाब देते हुए, मोदी ने कहा, राष्ट्रीय हल्दी बोर्ड की स्थापना विशेष रूप से भारत भर में हमारे मेहनती हल्दी किसानों के लिए बहुत खुशी की बात है। यह हल्दी उत्पादन में नवाचार, वैश्विक प्रचार और मूल्य संवर्धन के बेहतर अवसर सुनिश्चित करेगा। यह आपूर्ति श्रृंखलाओं को मजबूत करेगा, जिससे किसानों और उपभोक्ताओं दोनों को लाभ होगा।

भारत दुनिया में हल्दी का सबसे बड़ा उत्पादक, उपभोक्ता और निर्यातक है। वर्ष 2022-23 में, भारत में 3.24 लाख हेक्टेयर क्षेत्र में हल्दी की खेती की गई, जिसमें 11.61 लाख टन का उत्पादन हुआ। भारत में 20 से अधिक राज्यों में हल्दी की 30 से अधिक किस्में उगाई जाती हैं। हल्दी के सबसे बड़े उत्पादक राज्य महाराष्ट्र, तेलंगाना, कर्नाटक और तमिलनाडु हैं। हल्दी के विश्व व्यापार में भारत की हिस्सेदारी 62 प्रतिशत से अधिक है। वित्त वर्ष 2022-23 में 380 से अधिक निर्यातकों द्वारा 20 करोड़ 74.5 जाख डॉलर मूल्य की 1.53 लाख टन हल्दी और हल्दी उत्पादों का निर्यात किया गया। भारतीय हल्दी के प्रमुख निर्यात बाजार बांग्लादेश, संयुक्त अरब अमीरात (यूएई), अमेरिका और मलेशिया है।

बोर्ड की केंद्रित गतिविधियों के साथ, यह उम्मीद है कि वर्ष 2030 तक हल्दी का निर्यात एक अरब डॉलर तक पहुंच जाएगा। वित्त वर्ष 2023-24 के दौरान, 22.65 करोड़ डॉलर मूल्य की 1.62 लाख टन हल्दी और हल्दी उत्पादों का निर्यात किया गया। पल्ले गंगा रेड्डी को बोर्ड के पहले चेयरपर्सन के रूप में नामित किया गया है और इसका मुख्यालय निजामाबाद, तेलंगाना में स्थापित किया गया है। बोर्ड में चेयरपर्सन के अलावा, आयुष मंत्रालय, फार्मास्युटिकल्स विभाग, कृषि और किसान कल्याण विभाग और वाणिज्य विभाग के प्रतिनिधियों को भी नामित किया गया है। शीर्ष दो हल्दी उत्पादक राज्यों - महाराष्ट्र और तेलंगाना -तथा मेघालय जो अपनी लाकडोंग हल्दी के लिए प्रसिद्ध है।

The New Indian Express • Bengaluru • 15 Jan, 2025

NAVASANA VARIATION 1 (BOAT POSE VARIATION 1)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	644	City Express	Top Right	643871	177.8K

FITBIT

NAVASANA VARIATION 1

(BOAT POSE VARIATION 1)

This is a preparatory variation pose for Navasana (Boat Pose) for beginners who cannot make their legs straight as required in Boat Pose. Keeping the legs straight is comparatively challenging and takes time. Students can do this variation pose with their legs bent at the knees to learn the required strength and balance. It helps strengthen the core and can aid in weight loss. It helps boost energy in the body and hence can be included in flow yoga sequences.

STEPS

- Start sitting in Dandasana (Staff Pose), stretching out your body. While doing this, keep the spine straight and legs stretched out.
- Keep placing your hands beside your hips on the floor, pressing the thighs and stretching the heels away from the body to make the legs completely straight.
- Now, lift your torso away from the floor to expand the chest and slightly incline your back. Then, lift the front body from the pelvis to the diaphragm.
- Now, bend your knees, and place your feet on the floor. Place the palms on the top of the knees. Gently pull to lift the sternum.
- After that, lift your feet from the floor until the shins are parallel to the floor. Keeping the legs together, bring your thighs closer to the chest.
- Stretch your arms straight forward beside your knees, parallel to the floor and the palms facing each other without dropping the chest.
- Make sure not to let the back round. Here, note that even though the arms are stretched forward, the shoulders are pulled back to engage the upper back to move backwards while pushing forward the chest.
- Relax your head and gaze straight. Initially, holding the pose may be difficult for you. So, try to hold the pose for 15-20 seconds. With regular practice, the duration can be increased up to one minute.
- Finally, exhale and relax in Dandasana.

BENEFITS

- This yoga asana helps in losing belly fat.
- This pose is good for the kidneys as it strengthens them and tones them.
- Helps in placing the navel in the right and appropriate position.
- Helps in gastric juice secretion and is quite effective for the process of digestion.
- Helps in the secretion of pancreatic juices which regulates the function of the pancreas and hence cures diabetes.
- This is a very powerful yoga posture and provides comfortable stretching for abdominal muscles. It also assists in developing six-pack abs.
- It improves blood circulation by burning excess fats in the veins and arteries.
- This pose is very helpful in curing kidney problems.
- This also helps remove the toxins present in the body, making the body more active and energetic.
- Regular practice of this pose strengthens back muscles.
- Strengthens the entire body systems like digestive, muscular, circulatory, hormonal and nervous systems.

LIMITATIONS

- Students suffering from hernia should consult an expert.
- Avoid this if you have high BP, migraine, asthma, spinal and heart issues.
- Women who are pregnant or in the period should not practice this pose.
- Students with hip joint pain, arthritis, diarrhoea, insomnia or neck injury must avoid this pose.



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

The Daily Guardian • Chandigarh • 15 Jan, 2025

J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	370	N/A	Top Left	36955	N/A

J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES

SHA of Jammu and Kashmir has suspended the empanelment of Shifa Medical Centre, Srinagar, for six months, citing violations of guidelines set by NHA

AJAY JANDYAL
SRINAGAR

The State Health Agency (SHA) of Jammu and Kashmir has suspended the empanelment of Shifa Medical Centre, Srinagar, for six months, citing violations of guidelines set by the National Health Authority (NHA). The hospital has also been fined Rs.26.15 lakh for collecting illegal payments from beneficiaries under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) and its extended scheme, AB PM-JAY SEHAT.

According to an official order, the suspension follows multiple grievances and complaints against the hospital. "State Health Agency received numerous complaints against Shifa Medical Centre, Srinagar, alleging non-compliance with NHA guidelines, including coercing patients into out-of-pocket expenses and denying treatment," the order stated.

A surprise inspection conducted by SHA officials on November 23, 2024, confirmed these allegations. During the visit, interactions with beneficiaries revealed that the hospital was "flagrantly violating" scheme guidelines. Despite being issued show-cause notices on multiple occasions, including December 18, 2024, the hospital failed to respond within the mandated time frame.

The matter was reviewed by the State Empanelment Committee during its December 26, 2024, meeting. Based on its deliberations, the committee decided to impose a six-month suspension and a penalty of Rs.26.15 lakh on the hospital.

However, recognizing the needs of dialysis patients, the order made an exception for these services. "In the interest of dialysis patients, Shifa Medical Centre may continue providing treatment to existing patients under AB PM-JAY and AB PM-JAY SEHAT," the order noted.

The hospital has been directed to deposit the penalty amount within five working days. Failing this, the penalty will be deducted from the hospital's pending payments under the empanelment scheme.

The SHA's action underscores its commitment to ensuring transparency and adherence to guidelines under government-sponsored health schemes, safeguarding the interests of beneficiaries and addressing grievances effectively.

ABOUT THE ORDER

- According to an official order, the suspension follows multiple grievances and complaints against the hospital.
- A surprise inspection conducted by SHA officials on November 23, 2024, confirmed these allegations. During the visit, interactions with beneficiaries revealed that the hospital was "flagrantly violating" scheme guidelines. Despite being issued show-cause notices on multiple occasions, including December 18, 2024, the hospital failed to respond within the mandated time frame.
- The matter was reviewed by the State Empanelment Committee during its December 26, 2024, meeting. Based on its deliberations, the committee decided to impose a six-month suspension and a penalty of Rs.26.15 lakh on the hospital.



Jag Bani • Chandigarh • 15 Jan, 2025

Ayushmann bharat pradhan mantri jan arogya tehat dita jave sehat bime da labh :Agarwal

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	120	N/A	Middle Center	48014	124.76K

ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਪ੍ਰਧਾਨ ਮੰਤਰੀ-ਜਨ ਅਰੋਗਿਆ ਤਹਿਤ ਦਿੱਤਾ ਜਾਵੇ ਸਿਹਤ ਬੀਮੇ ਦਾ ਲਾਭ : ਅਗਰਵਾਲ

ਮੁੱਖ ਮੰਤਰੀ ਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ ਨੂੰ ਮੰਗਾਂ ਸਬੰਧੀ ਲਿਖਿਆ ਪੱਤਰ

ਕੁਰਾਲੀ, 14 ਜਨਵਰੀ (ਬਠਲਾ) : ਕੇਂਦਰ ਸਰਕਾਰ ਵੱਲੋਂ ਸ਼ੁਰੂ ਕੀਤੀ ਗਈ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਪ੍ਰਧਾਨ ਮੰਤਰੀ-ਜਨ ਅਰੋਗਿਆ ਯੋਜਨਾ ਤਹਿਤ 70 ਸਾਲ ਜਾਂ ਇਸ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਸਾਰੇ ਬਜ਼ੁਰਗਾਂ ਨੂੰ 5 ਲੱਖ ਰੁਪਏ ਤੱਕ ਦੇ ਮੁਫ਼ਤ ਸਿਹਤ ਬੀਮੇ ਦਾ ਲਾਭ ਦਿੱਤਾ ਗਿਆ ਹੈ। ਸਰਕਾਰ ਦੀ ਇਸ ਯੋਜਨਾ ਨਾਲ ਕਰੋੜਾਂ ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਲਾਭ ਹੋਵੇਗਾ। ਪਰ ਪੰਜਾਬ 'ਚ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਲੋਕਾਂ ਨੂੰ ਇਸ ਸਕੀਮ ਦਾ ਲਾਭ ਨਹੀਂ ਮਿਲ ਰਿਹਾ। ਪੰਜਾਬ ਦੇ ਮੁੱਖ ਮੰਤਰੀ ਅਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ ਨੂੰ ਲਿਖੇ ਪੱਤਰ ਦੀ ਕਾਪੀ ਦਿਖਾਉਂਦਿਆਂ ਸਮਾਜ ਸੇਵੀ ਬਲਵੀਰ ਚੰਦ ਅਗਰਵਾਲ ਨੇ ਦੱਸਿਆ ਕਿ ਕੇਂਦਰ ਸਰਕਾਰ ਵੱਲੋਂ ਲੋਕਾਂ ਨੂੰ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਦੀ ਸਹੂਲਤ ਦਿੱਤੀ ਗਈ ਹੈ, ਜਿਸ ਤਹਿਤ ਆਮ ਲੋਕ ਲੱਖਾਂ ਰੁਪਏ ਦਾ ਇਲਾਜ ਕਰਵਾ ਸਕਦੇ ਹਨ। ਸਕੀਮ 'ਚ 60 ਫ਼ੀਸਦੀ ਹਿੱਸਾ ਕੇਂਦਰ ਸਰਕਾਰ ਦਾ ਹੈ ਤੇ 40 ਫ਼ੀਸਦੀ ਹਿੱਸਾ ਸੂਬਾ ਸਰਕਾਰ ਦਾ ਹੈ।

ਅਗਰਵਾਲ ਨੇ ਦੱਸਿਆ ਕਿ ਪੰਜਾਬ ਦੇ ਸਰਕਾਰੀ ਹਸਪਤਾਲਾਂ ਅਤੇ ਚੰਡੀਗੜ੍ਹ ਸਥਿਤ ਪੀ.ਜੀ.ਆਈ. 'ਚ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਬਜ਼ੁਰਗ ਆਪਣੀ ਸਿਹਤ ਸੰਭਾਲ ਲਈ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਦਾ ਲਾਭ ਲੈ ਰਹੇ ਹਨ। ਦਸੰਬਰ 'ਚ ਇਹ ਕਾਰਡ ਪੀ.ਜੀ.ਆਈ. 'ਚ ਪੂਰੀ ਤਰ੍ਹਾਂ ਨਾਲ ਚਾਲੂ ਸੀ ਪਰ ਜਨਵਰੀ 'ਚ ਜਦੋਂ ਉਹ ਪੀ.ਜੀ.ਆਈ. 'ਚ ਇਲਾਜ ਲਈ ਗਏ ਤਾਂ ਕਾਰਡ ਦਾ ਲਾਭ ਦੇਣ ਤੋਂ ਇਨਕਾਰ ਕਰ ਦਿੱਤਾ ਗਿਆ। ਉਥੇ ਸਥਿਤ ਆਯੁਸ਼ਮਾਨ ਕਾਊਂਟਰ 'ਤੇ ਸੰਪਰਕ ਕੀਤਾ ਤਾਂ ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਇਸ ਦੀ ਮਨਜ਼ੂਰੀ ਉੱਪਰੋਂ ਨਹੀਂ ਹੈ। ਅਗਰਵਾਲ ਨੇ ਮੁੱਖ ਮੰਤਰੀ ਪੰਜਾਬ ਅਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ ਨੂੰ ਪੱਤਰ ਲਿਖ ਕੇ ਇਸ ਸਹੂਲਤ ਨੂੰ ਜਲਦੀ ਤੋਂ ਜਲਦੀ ਅਤੇ ਸੁਚਾਰੂ ਢੰਗ ਨਾਲ ਲਾਗੂ ਕਰਨ ਦੀ ਮੰਗ ਕੀਤੀ ਹੈ ਤਾਂ ਜੋ ਵੱਧ ਤੋਂ ਵੱਧ ਲੋਕ ਇਸ ਸਹੂਲਤ ਦਾ ਲਾਭ ਲੈ ਸਕਣ।

Dainik Savera • Chandigarh • 15 Jan, 2025

Ayushmann bharat pradhan mantri jan arogya yojana ko punjab mein sucharu dhang se chalane ke liye cm...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	174	N/A	Middle Center	41806	40.03K

आयुष्मान भारत प्रधानमंत्री-जन आरोग्य योजना को पंजाब में सुचारु ढंग से चलाने के लिए मुख्यमंत्री पंजाब और केंद्रीय स्वास्थ्य मंत्रालय को लिखा पत्र

- अब पीजीआई में नहीं चलता बुजुर्गों का आयुष्मान कार्ड

सवेरा न्यूज/हरि

कुराली, 14 जनवरी : केन्द्र सरकार की ओर से शुरू की गई आयुष्मान भारत प्रधानमंत्री-जन आरोग्य योजना में 70 वर्ष और इससे ज्यादा उम्र के सभी बुजुर्गों को पांच लाख रुपए तक का मुफ्त स्वास्थ्य बीमा लाभ दिया गया है। सरकार की इस स्कीम से करोड़ों वरिष्ठ नागरिकों को इस योजना से फायदा होगा। लेकिन पंजाब के 70 वर्ष से ज्यादा आयु के लोगों को इस स्कीम का लाभ नहीं मिल रहा है। जिसको लेकर शहर के समाज सेवी बलवीर चंद अग्रवाल ने पंजाब के मुख्यमंत्री और केन्द्रीय स्वास्थ्य मंत्रालय को पत्र लिखकर इस योजना को सुचारू ढंग से चलाने की मांग की है। पंजाब के



मुख्यमंत्री और केंद्रीय स्वास्थ्य मंत्रालय को लिखे पत्र की कापी दिखाकर जानकारी देते हुए बलवीर चंद।

मुख्यमंत्री और केन्द्रीय स्वास्थ्य मंत्रालय को लिखे पत्र की कापी दिखाते हुए समाज सेवी बलवीर चंद अग्रवाल ने बताया कि केन्द्र सरकार की ओर से लोगों को आयुष्मान कार्ड की सुविधा दी गई है। जिसके तहत आम लोग लाखों का उपचार करवा सकते है। उन्होंने कहा कि इस स्कीम में 60 पर्सेंट शेयर केंद्र सरकार का और 40 पर्सेंट राज्य सरकार का होता है। वहीं राज्य सरकार चाहे तो अपनी ओर से भी लोगों को स्वास्थ्य सुविधाओं में इजाफा कर सकती है। बलबीर चंद अग्रवाल ने कहा की 70 वर्ष और इससे ज्यादा उम्र के सभी बुजुर्गों में इस स्कीम से राहत की उम्मीद है।

उन्होंने बताया पंजाब के सरकारी अस्पतालों और चंडीगढ़ स्थित पीजीआई में इस आयुष्मान कार्ड का लाभ 70 वर्ष से अधिक के बुजुर्ग अपने स्वास्थ्य के इलाज के लिए लाभ ले रहे थे। दिसंबर के महीने में चंडीगढ़ स्थित पीजीआई में यह कार्ड पूरी तरह से चल रहा था ,परन्तु जनवरी के महीने में वे जब पीजीआई में अपना इलाज करवाने गए तो केंद्र सरकार और पंजाब सरकार में इस आयुष्मान कार्ड के अंतर्गत दिए जा रहे लाभों को लेकर आपसी मतभेद के कारण आयुष्मान कार्ड का लाभ देने से इन्कार कर दिया। इसी दौरान उन्होंने जब वहां स्थित आयुष्मान काउंटर पर सम्पर्क किया तो उन्होंने यह कह कर मना कर दिया कि आयुष्मान कार्ड के अंतर्गत पंजाब के 70 से अधिक उम्र वालों बुजुर्गों को इस सुविधा का लाभ नहीं मिलेगा ,क्यों की यह मामला अंडर डिस्कशन चल रहा है और ऊपर से अप्रूवल नहीं आ रही है। जिस कारण बुजुर्गों को इस सुविधा का लाभ लेने के लिए परेशानी झेलनी पड़ रही है। बलबीर चंद अग्रवाल ने मुख्यमंत्री पंजाब और केंद्रीय स्वास्थ्य मंत्रालय को पत्र लिख कर इस सुविधा को जल्द से जल्द और सुचारु ढंग से लागू करने की मांग की है ताकि अधिक से अधिक लोग इस सुविधा का लाभ उठा सकें और उन्हें किसी मुश्किल का सामना ना करना पड़े।

Punjabi Jagran • Chandigarh • 15 Jan, 2025

Ayushmann card banaun layi camp laya

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	70	N/A	Middle Center	37461	585.34K

ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਨਾਉਣ ਲਈ ਕੈਂਪ ਲਾਇਆ

ਪੱਤਰ ਪ੍ਰੇਰਕ • ਪੰਜਾਬੀ ਜਾਗਰਣ, ਜ਼ੀਰਕਪੁਰ: ਮਾਘੀ ਦੇ ਤਿਉਹਾਰ ਮੌਕੇ ਲੋਕਹਿੱਤ ਸੇਵਾ ਸਮਿਤੀ ਵੱਲੋਂ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਨਾਉਣ ਲਈ ਕੈਂਪ ਲਾਇਆ ਗਿਆ। ਪ੍ਰਬੰਧਕਾਂ ਅਨੁਸਾਰ ਨਿਊ ਜਨਰੇਸ਼ਨ ਅਪਾਰਟਮੈਂਟ ਓਨਰਜ਼ ਐਸੋਸੀਏਸ਼ਨ ਢਕੌਲੀ ਤੇ ਤੇਰਾਬੱਸੀ ਹਸਪਤਾਲ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਜਨ ਅਰੋਗਿਆ ਯੋਜਨਾ ਤਹਿਤ ਕੈਂਪ ਲਾਇਆ ਗਿਆ।

ਕੈਂਪ ਦੌਰਾਨ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੀਆਂ ਔਰਤਾਂ ਤੇ ਮਰਦਾਂ ਜਾਂ ਗਰੀਬੀ ਤੋਂ ਹੇਠਾਂ ਰਹਿ ਰਹੇ ਨੀਲੇ ਕਾਰਡ ਧਾਰਕਾਂ ਲਈ ਕਿਸੇ ਵੀ ਉਮਰ ਵਰਗ ਦੇ ਆਧਾਰ ਕਾਰਡ ਧਾਰਕਾਂ ਲਈ ਜਨ ਅਰੋਗਿਆ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਤੇ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਆਭਾ ਬਣਾਉਣ ਲਈ ਵਿਸ਼ੇਸ਼ ਕੈਂਪ ਹਰਮੀਟੇਜ ਪਲਾਜ਼ਾ ਮਾਰਕੀਟ ਕੰਪਲੈਕਸ ਢਕੌਲੀ ਵਿਖੇ ਲਾਇਆ ਗਿਆ।

ਕਮੇਟੀ ਦੇ ਜਨਰਲ ਸਕੱਤਰ ਬਲਵੀਰ ਰਾਜਪੂਤ ਨੇ ਦੱਸਿਆ ਕਿ ਕੈਂਪ ਦਾ ਉਦਘਾਟਨ ਨਿਊ ਜਨਰੇਸ਼ਨ ਅਪਾਰਟਮੈਂਟ ਓਨਰਜ਼ ਐਸੋਸੀਏਸ਼ਨ ਦੇ ਖ਼ਜ਼ਾਨਚੀ ਦਾਮੋਦਰ ਦਾਸ ਜੈਨ ਨੇ ਕੀਤਾ। ਇਸ ਮੌਕੇ ਐਸੋਸੀਏਸ਼ਨ ਦੇ ਜਨਰਲ ਸਕੱਤਰ ਕੇਐੱਸ ਯਾਦਵ, ਪ੍ਰਧਾਨ ਜਗਦੀਸ਼ ਮਹਿੰਦੀ ਰੱਤਾ ਅਤੇ ਸਮਾਜ ਸੇਵਕ ਰਮੇਸ਼ ਚੰਦਰ ਸ਼ਰਮਾ ਵਿਸ਼ੇਸ਼ ਮਹਿਮਾਨ ਸਨ। ਇਸ ਕੈਂਪ ਵਿੱਚ 133 ਔਰਤਾਂ, ਪੁਰਸ਼ਾਂ ਅਤੇ ਬੱਚਿਆਂ ਨੇ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਅਤੇ ਆਭਾ ਕਾਰਡ ਬਣਾਉਣ 'ਚ ਸਫ਼ਲਤਾ ਹਾਸਲ ਕੀਤੀ। ਕੈਂਪ ਦੌਰਾਨ 110 ਆਭਾ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਅਤੇ 23 ਜਨ ਅਰੋਗਿਆ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਬਣਾਏ ਗਏ। ਕੈਂਪ ਨੂੰ ਸਫ਼ਲ ਬਣਾਉਣ ਵਿੱਚ ਬਲਵੀਰ ਰਾਜਪੂਤ, ਆਦਿ ਅਤੇ ਰਰਸ਼ ਕੁਮਾਰ ਨਾਗਰਾ ਦਾ ਸ਼ਲਾਘਾਯੋਗ ਯੋਗਦਾਨ ਰਿਹਾ।

Amar Ujala • Delhi • 15 Jan, 2025

500 people done Surya Namaskar together

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Hindi	272	N/A	Top Center	576098	564.4K



मंगलवार की सुबह मोरारजी देसाई राष्ट्रीय योग संस्थान में सूर्य नमस्कार करते लोग। अमर उजाला

पांच सौ लोगों ने किया सामूहिक सूर्य नमस्कार

मोरारजी देसाई राष्ट्रीय योग संस्थान में आयोजन

संवाद न्यूज एजेंसी

नई दिल्ली। मोरारजी देसाई राष्ट्रीय योग संस्थान में मंगलवार को सूर्य नमस्कार प्रदर्शन में 500 से ज्यादा लोगों ने हिस्सा लिया। मकर संक्रांति और सूर्य के दक्षिणी गोलार्ध से उत्तरी की ओर यात्रा के मौके पर आयोजित कार्यक्रम स्वास्थ्य और कल्याण का जीवंत उत्सव रहा। इसमें विभिन्न क्षेत्रों से आए लोगों ने सामूहिक सूर्य नमस्कार किया।

आयुष मंत्रालय की संयुक्त सचिव कविता गर्ग ने बतौर मुख्य अतिथि कहा कि यह हमारे जीवन को नई ऊर्जा और स्फूर्ति से भर देता है। वहीं, वीडियो संदेश के जरिये आयुष राज्य मंत्री प्रतापराव जाधव ने सूर्य नमस्कार को धरोहर का अभिन्न अंग बताया। कहा कि सूर्य नमस्कार करना सूर्य के प्रति कृतज्ञता प्रकट करने के समान है। जबकि मोरारजी देसाई राष्ट्रीय योग संस्थान के निदेशक डॉ. काशीनाथ समगंडी ने बताया कि यह अभ्यास हमारे संस्थान की परंपरा का अभिन्न हिस्सा बन गया है।

वीडियो संदेश में आयुष राज्य मंत्री ने सूर्य नमस्कार को धरोहर का अभिन्न अंग बताया



सूर्य नमस्कार करते लोग। अमर उजाला

The Morning Standard • Delhi • 14 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288628	300K

FITBIT

GUPTA PADMASANA

(HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. While squeezing the knees and ankles with stabile hips, the body moves in prone — lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought processes, hence, people can be encouraged to practise this mindful breath-body connection.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor, ensure the heels are close to the pubic bone.
- Stay here for three breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale and lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for six breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body back to the Bharmanasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- People suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, avoid this. Pregnant and menstruating women also do not perform.
- Senior citizens should do this asana slowly.

BENEFITS

- Activates the spine, abdomen, bladder, and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance, and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- It relieves stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

Business Standard • Delhi • 14 Jan, 2025

Krav Maga Packs A Punch For Self-Defence In India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 12	English	422	N/A	Top Left,Top Right	208796	89.49K



Krav Maga packs a punch for self-defence in India

Israeli fighting method has been gaining traction in the country over past few years

AJINKYA KAWALE
Mumbai, 13 January

Sixty-five-year-old Eyal Yanilov has been drawn to the ghats at Banaras every year for the past two decades. The Israeli sexagenarian is back in the temple town this year to command his control over breath and mental discipline through yoga.

Days later, at the Kanara Catholic Association in Bandra, Yanilov is powering punches and kicks alongside 42 others who have come here to master close combat manoeuvres and self-defence techniques.

At present, Yanilov serves as the president and chief instructor of Krav Maga Global, where he trains students in the Israeli martial art that shares its name.

Krav Maga, which loosely translates to 'contact combat', is an integrated system rooted in combat and fighting techniques along with self-defence.

Harmless yoga finds itself in the combat equation to chisel mental models of martial arts based on two major virtues: focus and posture, he explains over breakfast, which is low on dairy and meat.

"I have avoided meat and dairy for the longest period due to moral challenges. Focus and concentration are required for Krav Maga's combat mindset, which we can achieve through yoga and breathing exercises," he added.

The Israeli practice has been gaining traction in the country over the past few years, expanding to places such as Mumbai, Goa, Pune, Bengaluru, Mangaluru, and Chennai, among others. In India, 13 instructors are entrusted with training across categories such as women's self-defence, civilian training, and corporate segments.

Globally, the martial art form has expanded to over 60 countries since the early 1980s, when Yanilov was a young trainee learning the craft under the supervision of Hungarian-born Israeli martial artist Imrich 'Imi' Lichtenfeld.

Yanilov went on to develop the curriculum for the combat technique in his mid-twenties, dividing the progress of candidates into different levels, simplifying manoeuvres, and absorbing fighting techniques and third-party protection systems in the backdrop of a sustained conflict back home.

Growing up in a city 30 kilometres north of Tel Aviv, a coastal city on the brink of the Mediterranean, he recalls how the life of an ordinary civilian was rooted in clashes. This was a time when the country was confronted with the 1967 Arab-Israeli war.

"Israel back then was definitely under threat of survival. Life was about life and death, and I saw it as an eight-year-old kid," he recalls.

Later, he went on to serve in the Israel Defense Forces in Tel Aviv in the communication and training department, which gave him a ringside view of how conflicts are tackled, de-escalated, and eventually contained.

Despite rigorous training in defence and offence, including punches, kicks, grabs, chokes, headlocks, and weapon handling, he believes the de-escalation of violent conflicts should always begin verbally.

"We are teaching physically, technically, tactically, and mentally how to deal with violent confrontation. But first of all, it is important to prevent violent confrontations. Only if you cannot do that should you physically deal with opponents," he explains.

However, one question remains.

Despite the presence of martial arts training in India that focuses on Japanese techniques such as karate, ju-jitsu, and sumo, self-defence has still been a challenge for many.

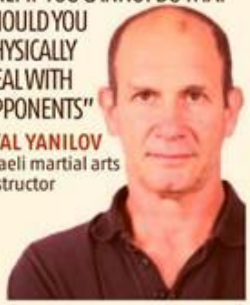
"Most of these martial arts may not be suitable for self-defence since today the training is geared towards sports. They are not simulated in an environment that triggers a natural response to a crisis," he said.

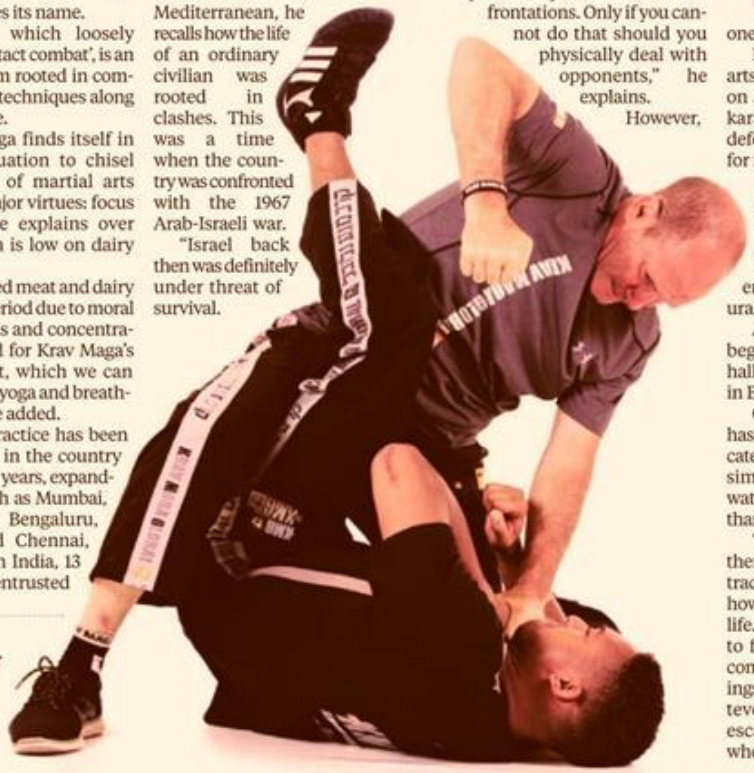
As he explains this, Yanilov begins to rush back to the hall accommodating 42 students in Bandra.

On the first floor of the hall, he has simulated conditions to replicate a stage for a bar fight. Red cups simulating whisky glasses and water bottles are present on more than 10 tables. The room is packed.

"The simulation is to ensure there is also enough on-field distraction for everybody, similar to how a fight may break out in real life. In such situations, the ability to focus is low. You need to get comfortable with your surroundings and arm yourself with whatever is close to you if anything escalates," he tells his students who are getting ready for a drill.

"WE ARE TEACHING HOW TO DEAL WITH VIOLENT CONFRONTATION. BUT FIRST, IT IS IMPORTANT TO PREVENT VIOLENT CONFRONTATIONS. ONLY IF YOU CANNOT DO THAT SHOULD YOU PHYSICALLY DEAL WITH OPPONENTS"
EYAL YANILOV
Israeli martial arts instructor





Krav Maga has expanded to over 60 countries since early '80s
PHOTOS: KRAV MAGA GLOBAL

Hindustan Times • Delhi • 14 Jan, 2025

Under BJP govt, Odisha joins Ayushman Bharat

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	151	N/A	Bottom Center	891092	3.43M

{ 34TH STATE SO FAR }

Under BJP govt, Odisha joins Ayushman Bharat

HT Correspondent
letters@hindustantimes.com

NEW DELHI: Odisha on Monday joined the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) scheme, becoming the 34th state or Union territory to implement the Centre's flagship health coverage scheme, with Union health minister JP Nadda describing it as a "historic moment".

The BJP-led Odisha government's health and family welfare department signed a memorandum of understanding with the National Health Authority (NHA) — the implementing agency of the scheme — of the Union health ministry in New Delhi to implement the health assurance scheme. Nadda, Odisha chief minister Mohan Charan Majhi and several other dignitaries were present during the signing of pact.

"The AB PM-JAY will be implemented in convergence with the existing Gopabandhu Jan Arogya Yojana in Odisha. It will provide a cover of ₹5 lakh per family per annum with additional ₹5 lakh for women members. A total of 1.03 crore (10.3 million) families will come under the scheme with 67.8 lakh (6.78 million) families supported by the Union government," the state government said.



CM Mohan Majhi

"Today is a historic day for Odisha. AB PM-JAY is not only the world's largest health coverage scheme but also the fastest to be implemented since conception," Nadda said. "The scheme is fully digitised and covers approximately 45% of India's population. The Prime Minister (Narendra Modi) launched the Ayushman Vay Vandana Card in October 2024 which will benefit approximately 6 crore (60 million) people aged 70 years and above."

Speaking on the occasion, Majhi said people from Odisha will now have access to cashless treatment in over 29,000 government and private empanelled hospitals, up from who around 900 empanelled hospitals.

"The converged schemes will benefit 4.5 crore (45) people of Odisha with the help of a single card... The significance of this occasion is immense, as it will transform the health status of 86% of Odisha's population," the CM added.

Business Standard • Jaipur • 14 Jan, 2025

KRAV MAGA PACKS A PUNCH FOR SELF-DEFENCE IN INDIA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 12	English	422	N/A	Top Left,Top Right	136245	89.49K



Krav Maga packs a punch for self-defence in India

Israeli fighting method has been gaining traction in the country over past few years

AJINKYA KAWALE
Mumbai, 13 January

Sixty-five-year-old Eyal Yanilov has been drawn to the ghats at Banaras every year for the past two decades. The Israeli sexagenarian is back in the temple town this year to command his control over breath and mental discipline through yoga.

Days later, at the Kanara Catholic Association in Bandra, Yanilov is powering punches and kicks alongside 42 others who have come here to master close combat manoeuvres and self-defence techniques.

At present, Yanilov serves as the president and chief instructor of Krav Maga Global, where he trains students in the Israeli martial art that shares its name.

Krav Maga, which loosely translates to 'contact combat', is an integrated system rooted in combat and fighting techniques along with self-defence.

Harmless yoga finds itself in the combat equation to chisel mental models of martial arts based on two major virtues: focus and posture, he explains over breakfast, which is low on dairy and meat.

"I have avoided meat and dairy for the longest period due to moral challenges. Focus and concentration are required for Krav Maga's combat mindset, which we can achieve through yoga and breathing exercises," he added.

The Israeli practice has been gaining traction in the country over the past few years, expanding to places such as Mumbai, Goa, Pune, Bengaluru, Mangaluru, and Chennai, among others. In India, 13 instructors are entrusted with training across categories such as women's self-defence, civilian training, and corporate segments.

Globally, the martial art form has expanded to over 60 countries since the early 1980s, when Yanilov was a young trainee learning the craft under the supervision of Hungarian-born Israeli martial artist Imrich 'Imi' Lichtenfeld.

Yanilov went on to develop the curriculum for the combat technique in his mid-twenties, dividing the progress of candidates into different levels, simplifying manoeuvres, and absorbing fighting techniques and third-party protection systems in the backdrop of a sustained conflict back home.

Growing up in a city 30 kilometres north of Tel Aviv, a coastal city on the brink of the Mediterranean, he recalls how the life of an ordinary civilian was rooted in clashes. This was a time when the country was confronted with the 1967 Arab-Israeli war.

"Israel back then was definitely under threat of survival. Life was about life and death, and I saw it as an eight-year-old kid," he recalls.

Later, he went on to serve in the Israel Defense Forces in Tel Aviv in the communication and training department, which gave him a ringside view of how conflicts are tackled, de-escalated, and eventually contained.

Despite rigorous training in defence and offence, including punches, kicks, grabs, chokes, headlocks, and weapon handling, he believes the de-escalation of violent conflicts should always begin verbally.

"We are teaching physically, technically, tactically, and mentally how to deal with violent confrontation. But first of all, it is important to prevent violent confrontations. Only if you cannot do that should you physically deal with opponents," he explains.

However, one question remains.

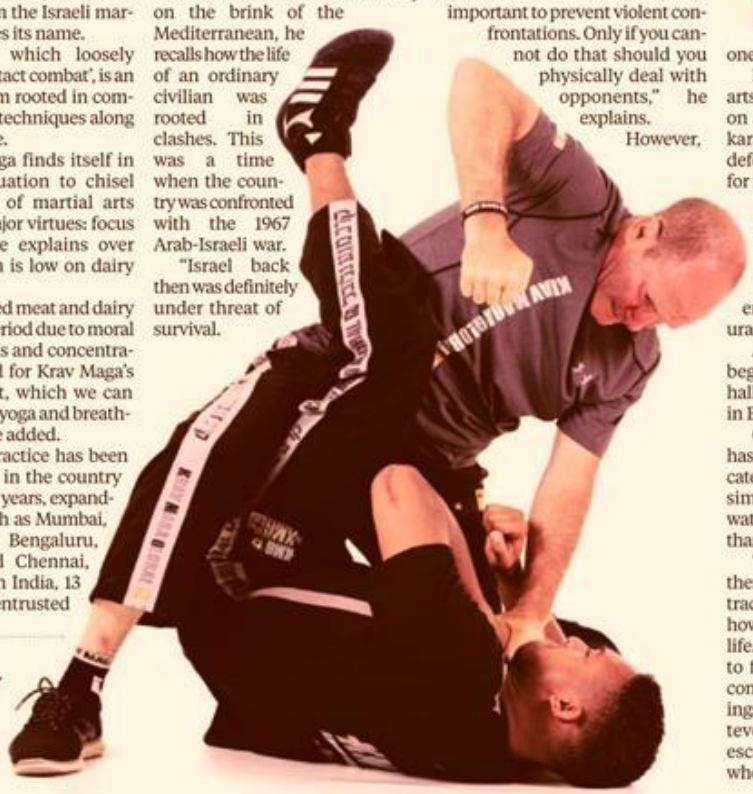
Despite the presence of martial arts training in India that focuses on Japanese techniques such as karate, ju-jitsu, and sumo, self-defence has still been a challenge for many.

"Most of these martial arts may not be suitable for self-defence since today the training is geared towards sports. They are not simulated in an environment that triggers a natural response to a crisis," he said.

As he explains this, Yanilov begins to rush back to the hall accommodating 42 students in Bandra.

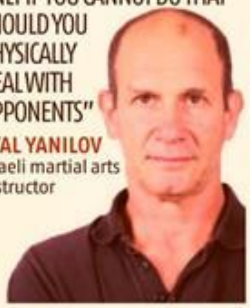
On the first floor of the hall, he has simulated conditions to replicate a stage for a bar fight. Red cups simulating whisky glasses and water bottles are present on more than 10 tables. The room is packed.

"The simulation is to ensure there is also enough on-field distraction for everybody, similar to how a fight may break out in real life. In such situations, the ability to focus is low. You need to get comfortable with your surroundings and arm yourself with whatever is close to you if anything escalates," he tells his students who are getting ready for a drill.



Krav Maga has expanded to over 60 countries since early '80s
PHOTOS: KRAV MAGA GLOBAL

"WE ARE TEACHING HOW TO DEAL WITH VIOLENT CONFRONTATION. BUT FIRST, IT IS IMPORTANT TO PREVENT VIOLENT CONFRONTATIONS. ONLY IF YOU CANNOT DO THAT SHOULD YOU PHYSICALLY DEAL WITH OPPONENTS"
EYAL YANILOV
Israeli martial arts instructor



Yugmarg • Chandigarh • 14 Jan, 2025

Beneficiaries getting free treatment facility under Ayushman, Chirayu Yojana: Uttam Singh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	154	N/A	Middle Left	31915	185K

Beneficiaries getting free treatment facility under Ayushman,Chirayu Yojana: Uttam Singh

JAGBIR UPLANA

KARNAL: Deputy Commissioner Uttam Singh said that Ayushman Bharat and Chirayu Ayushman Haryana Yojana are proving to be helpful in providing free treatment to eligible families. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana was launched by Prime Minister Narendra Modi in view of the health needs of the countrymen. Under the Ayushman Bharat scheme, an annual benefit of up to five lakhs is given to the beneficiary family. This medical benefit is absolutely cashless and paperless, in which the beneficiary can get his treatment done in the panel hospital by showing his Ayushman card. Second and third class medical facilities have been included in this scheme. The DC said that in this episode, the Chirayu Ayushman Haryana Scheme was launched by the Haryana Government in November 2022. Under this scheme, families with verified income below one lakh 80 thousand annual income have been made the beneficiaries of this ambitious scheme. At the same time, families with annual income of one lakh 80 thousand to three lakh rupees can avail the benefits of the scheme by paying a premium of only fifteen hundred rupees.



Hindustan Times • Chandigarh • 14 Jan, 2025

Under BJP govt, Odisha joins Ayushman Bharat

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	104	N/A	Bottom Left	161762	267.13K

{ 34TH STATE SO FAR }

Under BJP govt, Odisha joins Ayushman Bharat

HT Correspondent
letters@hindustantimes.com



CM Mohan Majhi

NEW DELHI: Odisha on Monday joined the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) scheme, becoming the 34th state or Union territory to implement the Centre's flagship health coverage scheme, with Union health minister JP Nadda describing it as a "historic moment".

The BJP-led Odisha government's health and family welfare department signed a memorandum of understanding with the National Health Authority (NHA) — the implementing agency of the scheme — of the Union health ministry in New Delhi to implement the health assurance scheme. Nadda, Odisha chief minister Mohan Charan Majhi and several other dignitaries were present during the signing of pact.

"The AB PM-JAY will be implemented in convergence with the existing Gopabandhu Jan Arogya Yojana in Odisha. It will provide a cover of ₹5 lakh per family per annum with additional ₹5 lakh for women members. A total of 1.03 crore (10.3 million) families will come under the scheme with 67.8 lakh (6.78 million) families supported by the Union government," the state government said.

"Today is a historic day for Odisha. AB PM-JAY is not only the world's largest health coverage scheme but also the fastest to be implemented since conception," Nadda said. "The scheme is fully digitised and covers approximately 45% of India's population. The Prime Minister (Narendra Modi) launched the Ayushman Vay Vandana Card in October 2024 which will benefit approximately 6 crore (60 million) people aged 70 years and above." Majhi said people will have access to cashless treatment in over 29,000 government and private hospitals.

Business Standard • Chandigarh • 14 Jan, 2025

KRAV MAGA PACKS A PUNCH FOR SELF-DEFENCE IN INDIA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 12	English	422	N/A	Top Left,Top Right	65381	19.8K



Krav Maga packs a punch for self-defence in India

Israeli fighting method has been gaining traction in the country over past few years

AJINKYA KAWALE
Mumbai, 13 January

Sixty-five-year-old Eyal Yanilov has been drawn to the ghats at Banaras every year for the past two decades. The Israeli sexagenarian is back in the temple town this year to command his control over breath and mental discipline through yoga.

Days later, at the Kanara Catholic Association in Bandra, Yanilov is powering punches and kicks alongside 42 others who have come here to master close combat manoeuvres and self-defence techniques.

At present, Yanilov serves as the president and chief instructor of Krav Maga Global, where he trains students in the Israeli martial art that shares its name.

Krav Maga, which loosely translates to 'contact combat', is an integrated system rooted in combat and fighting techniques along with self-defence.

Harmless yoga finds itself in the combat equation to chisel mental models of martial arts based on two major virtues: focus and posture, he explains over breakfast, which is low on dairy and meat.

"I have avoided meat and dairy for the longest period due to moral challenges. Focus and concentration are required for Krav Maga's combat mindset, which we can achieve through yoga and breathing exercises," he added.

The Israeli practice has been gaining traction in the country over the past few years, expanding to places such as Mumbai, Goa, Pune, Bengaluru, Mangaluru, and Chennai, among others. In India, 13 instructors are entrusted with training across categories such as women's self-defence, civilian training, and corporate segments.

Globally, the martial art form has expanded to over 60 countries since the early 1980s, when Yanilov was a young trainee learning the craft under the supervision of Hungarian-born Israeli martial artist Imrich 'Imi' Lichtenfeld.

Yanilov went on to develop the curriculum for the combat technique in his mid-twenties, dividing the progress of candidates into different levels, simplifying manoeuvres, and absorbing fighting techniques and third-party protection systems in the backdrop of a sustained conflict back home.

Growing up in a city 30 kilometres north of Tel Aviv, a coastal city on the brink of the Mediterranean, he recalls how the life of an ordinary civilian was rooted in clashes. This was a time when the country was confronted with the 1967 Arab-Israeli war.

"Israel back then was definitely under threat of survival. Life was about life and death, and I saw it as an eight-year-old kid," he recalls.

Later, he went on to serve in the Israel Defense Forces in Tel Aviv in the communication and training department, which gave him a ringside view of how conflicts are tackled, de-escalated, and eventually contained.

Despite rigorous training in defence and offence, including punches, kicks, grabs, chokes, headlocks, and weapon handling, he believes the de-escalation of violent conflicts should always begin verbally.

"We are teaching physically, technically, tactically, and mentally how to deal with violent confrontation. But first of all, it is important to prevent violent confrontations. Only if you cannot do that should you physically deal with opponents," he explains.

However, one question remains.

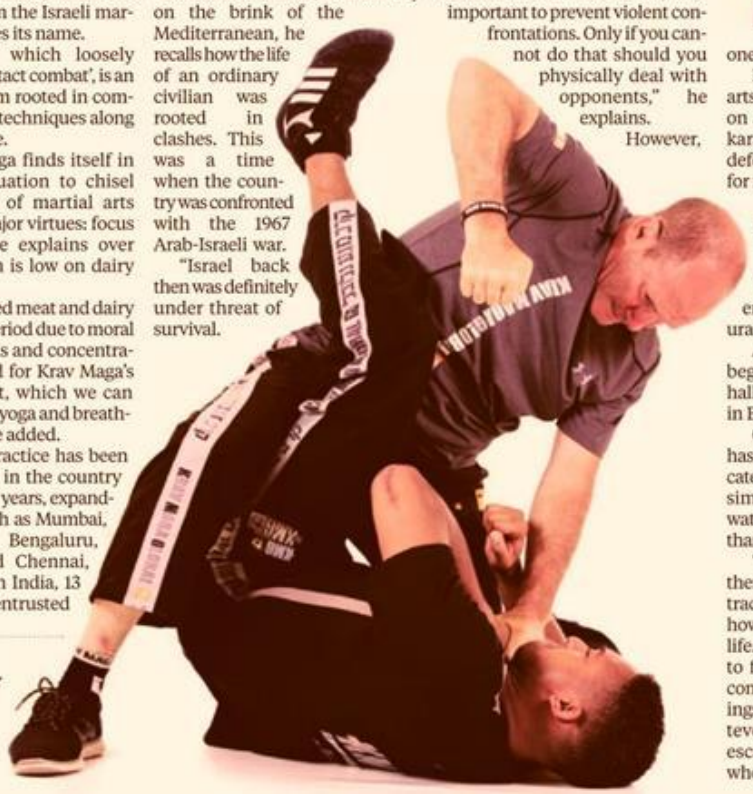
Despite the presence of martial arts training in India that focuses on Japanese techniques such as karate, ju-jitsu, and sumo, self-defence has still been a challenge for many.

"Most of these martial arts may not be suitable for self-defence since today the training is geared towards sports. They are not simulated in an environment that triggers a natural response to a crisis," he said.

As he explains this, Yanilov begins to rush back to the hall accommodating 42 students in Bandra.

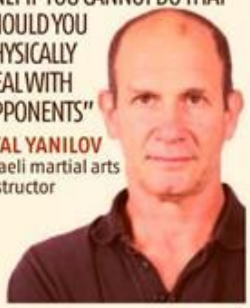
On the first floor of the hall, he has simulated conditions to replicate a stage for a bar fight. Red cups simulating whisky glasses and water bottles are present on more than 10 tables. The room is packed.

"The simulation is to ensure there is also enough on-field distraction for everybody, similar to how a fight may break out in real life. In such situations, the ability to focus is low. You need to get comfortable with your surroundings and arm yourself with whatever is close to you if anything escalates," he tells his students who are getting ready for a drill.



Krav Maga has expanded to over 60 countries since early '80s
PHOTOS: KRAV MAGA GLOBAL

"WE ARE TEACHING HOW TO DEAL WITH VIOLENT CONFRONTATION. BUT FIRST, IT IS IMPORTANT TO PREVENT VIOLENT CONFRONTATIONS. ONLY IF YOU CANNOT DO THAT SHOULD YOU PHYSICALLY DEAL WITH OPPONENTS"
EYAL YANILOV
Israeli martial arts instructor



The New Indian Express • Chennai • 14 Jan, 2025

GUPTA PADMASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	651	N/A	Top Right	859389	246.4K

FITBIT

GUPTA PADMASANA
(HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. Squeezing the knees and ankles with stabile hips, the body moves in prone — lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). Students should be encouraged to practise mindful breath-body connections. It is included in Hot Yoga. This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought process.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor and make sure that the heels are close to the pubic bone.
- Stay here for about 2-3 breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale, lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for about 6 breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body up all the way back to the Bharmanasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- Students suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, not yet 8+weeks since post-delivery, pregnant and menstruating women, avoid this pose.
- Senior citizens should take this practice slowly.

BENEFITS

- Activates the spine, abdomen, bladder and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- Relieves from stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

Maharashtra Times • Mumbai • 14 Jan, 2025

It is important to be healthy overall

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	229	N/A	Bottom Left	521699	1.3M

'सर्वांगाने निरोगी असणे महत्त्वाचे'

'फिटनेस का फंडा' कार्यक्रमात मान्यवरांचे प्रतिपादन

म. टा. प्रतिनिधी, मुंबई





भूक लागेल तितकेच खा, कारण माणूस हा एकमेव प्राणी आहे जो भूक नसतानाही खातो. तसेच भूक नसताना उरलेली अर्धी पोळी पोटात न ढकलता आवर्जून डब्यात ठेवा आणि दोन घास कमी खायला शिका, असे प्रसिद्ध आहारतज्ज्ञ ऋजुता दिवेकर यांनी सांगितले.

वेध निर्मित फिटनेसचा फंडा या कार्यक्रमाचे अलीकडेच विलेपार्ले येथील दीनानाथ नाट्यगृहात आयोजन करण्यात आले होते. त्यावेळी त्या बोलत होत्या. या कार्यक्रमामध्ये सहभागी ज्येष्ठ मनोविकार तज्ज्ञ डॉ. नंदू मुलमुले, पर्पजफुल लिव्हिंगच्या मेंटॉर सुचेता कडेठाणकर यांनीही यावेळी साधलेल्या संवादात शारीरिक, मानसिक आणि सामाजिकदृष्ट्या निरोगी जगण्याचे महत्त्व सांगितले. विलेपार्ले पूर्व येथील मनयोग, सारथी चॅरिटेबल ट्रस्ट आणि ठाण्याची आयपीएच या संस्थांच्या माध्यमातून या कार्यक्रमाचे आयोजन करण्यात आले. मटा कल्चर क्लब या कार्यक्रमाचा मीडिया पार्टनर होता.

स्वतःचे भावनिक आरोग्य शंभर टक्के स्वतःवर अवलंबून असते म्हणून ध्येयाकडे जाताना होणारा प्रवास आनंदाने करा आणि दुसऱ्यांना 'ऐका'यला शिका असे डॉक्टर मुलमुले यांनी सांगितले. उत्तम नातेसंबंध ही मानसिक आरोग्याची गुरुकिल्ली आहे, असेही ते म्हणाले. तर अतिआहार, अतिप्रयास, अनावश्यक बोलणे आणि परफेक्शनचा आग्रह हे टाळावे, असे कडेठाणकर यांनी सांगितले. हट्टीपणा करणे नव्हे तर हट्ट सोडणे म्हणजे हटयोग, असेही मार्गदर्शन त्यांनी केले. प्रसिद्ध मनोविकारतज्ज्ञ डॉ. आनंद नाडकर्णी यांनी उपस्थित तज्ज्ञांशी यावेळी संवाद साधला. या कार्यक्रमाला उत्साही प्रतिसाद लाभला. विविध क्षेत्रातील मान्यवर व्यक्तींनी या कार्यक्रमाचा लाभ घेतला. हे या उपक्रमाचे तिसरे पुष्प होते.

कार्यक्रमाच्या शेवटच्या सत्रात माधुरी वर्टी (९०, मानसशास्त्रज्ञ), सुरेंद्र जोशी (८०, मॅरेथॉनर), शिल्पा रेगे (५५, गिर्यारोहक) आणि डॉक्टर निखिल राजेशिर्के (३८, आयुर्वेदिक डॉक्टर आणि अभिनेता) यांनी दैनंदिन जीवनात ते आपला शारीरिक आणि मानसिक फिटनेस कसा जपतात यावर खुमासदार चर्चा केली.

Nav Rashtra • Pune • 14 Jan, 2025

Central government takes note of hair loss in Buldhana

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Marathi	108	N/A	Middle Center	103971	860K

बुलढाण्यातील केस गळतीची केंद्र सरकारने घेतली दखल

आयसीएमआरचे पथक दाखल; आज देणार गावांमध्ये भेट

बुलढाणा, नवराष्ट्र न्यूज नेटवर्क. बुलढाण्यात काही दिवसांपूर्वी अनेकांचे केस अचानक गळायला लागले. दूषित पाण्यामुळे हा प्रकार घडल्याचे प्राथमिक चौकशीतून समोर आले आहे. अचानक केस गळती होणे गंभीर असून, या प्रकरणाची दखल आता केंद्रानेही घेतली आहे. केंद्र सरकारच्या आयुष विभागाचे (आयसीएमआर) पथक बुलढाण्यात दाखल झाले आहे.

शेगाव तालुक्यात केस गळती होत असलेल्या भागात केंद्र सरकारच्या आयुष विभागाचे पथक पोहचले. आयसीएमआरचे पथक मंगळवारी सकाळी गावांमध्ये येणार असून, यावेळी तालुका अधिकाऱ्यांकडून या प्रकरणाची माहिती घेणार आहेत, असे समजते. बाधित ११ गावातील पाण्याचे नमुने नाशिक येथील प्रयोगशाळेत तपासण्यात आले. त्याचा अहवाल प्राप्त झाला असून, त्यात आर्सेनिक, लीड, मक्युरी आणि कॅडमियम आढळून आलेले नाही. शासकीय वैद्यकीय महाविद्यालय अकोला येथे सर्व बाधितांच्या केसांचे, नखांचे, डोक्याच्या त्वचेचे नमुने बायोप्सी चाचणीसाठी पाठवण्यात आले होते.



सर्व अहवाल निगेटिव्ही

सर्व प्रकारची चाचणी केली, मात्र अहवाल निगेटिव्ह आला. 'फंगल इन्फेक्शन' दिसले नाही. ११ गावांतील ६५ नागरिकांचे रक्ताचे नमुने तपासले त्यात केसगळतीशी कारणीभूत कोणतेही घटक आढळले नाहीत. त्यामुळे ही केस गळती नेमकी कोणत्या कारणामुळे झाली, याची माहिती घेण्यासाठी सोमवारी केंद्रीय पथक बुलढाणा जिल्ह्यात दाखल झाले. दरम्यान, केस गळण्याच्या भीतीने अनेक नागरिकांनी आठवडाभर आंघोळही केली नाही.

The New Indian Express • Bengaluru • 14 Jan, 2025

GUPTA PADMASANA (HIDDEN LOTUS POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	611	City Express	Top Right	610932	177.8K

FITBIT

GUPTA PADMASANA
(HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. Squeezing the knees and ankles with stabile hips, the body moves in prone – lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). Students should be encouraged to practise mindful breath-body connections. It is included in Hot Yoga. This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought process.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor and make sure that the heels are close to the pubic bone.
- Stay here for about 2-3 breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale, lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for about 6 breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body up all the way back to the Bharmanasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- Students suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, not yet 8+weeks since post-delivery, pregnant and menstruating women, avoid this pose.
- Senior citizens should take this practice slowly.

BENEFITS

- Activates the spine, abdomen, bladder and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- Relieves from stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

Virat Vaibhav • Delhi • 14 Jan, 2025

Jeevan ko lekar ayurved, yog aur nathpanth ki manyata ek: Yogi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Hindi	258	N/A	Middle Center	309144	625K

संबोधन महायोगी गोरखनाथ विवि में नाथपंथ पर तीन दिवसीय अंतरराष्ट्रीय संगोष्ठी में बोले मुख्यमंत्री

जीवन को लेकर आयुर्वेद, योग और नाथपंथ की मान्यता एक: योगी

वैभव न्यूज ■ गोरखपुर

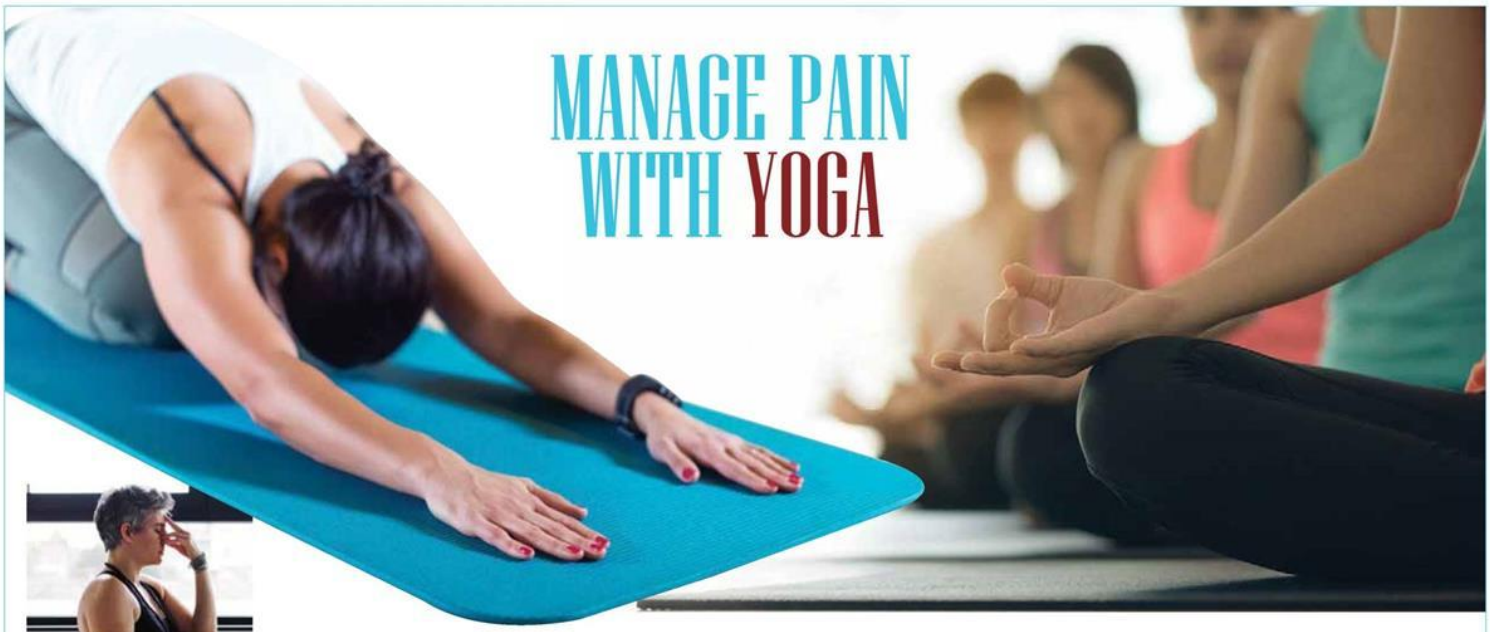


मुख्यमंत्री योगी आदित्यनाथ ने कहा कि भारतीय मनीषा मानती है कि शरीरमाद्यं खलु धर्मसाधनम्। अर्थात धर्म की साधना के लिए शरीर ही माध्यम है। धर्म के सभी साधन स्वस्थ शरीर से ही संभव हो सकते हैं। धर्मपरक जीवन से ही अर्थ, कामनाओं की सिद्धि और फिर मोक्ष प्राप्ति संभव है। इस परिप्रेक्ष्य में धर्म साधना से जुड़े जीवन को लेकर आयुर्वेद, योग और नाथपंथ की मान्यता के समान है। सीएम योगी सोमवार को महायोगी गोरखनाथ विश्वविद्यालय, आरोग्यधाम के गुरु गोरक्षनाथ इंस्टिट्यूट ऑफ मेडिकल साइंसेज (आयुर्वेद कॉलेज) की तरफ से आयुर्वेद, योग और नाथपंथ के पारस्परिक अंतरसंबंधों को समझने के लिए आयोजित तीन दिवसीय अंतरराष्ट्रीय संगोष्ठी के दूसरे दिन विशेष व्याख्यान दे रहे थे। मुख्यमंत्री योगी आदित्यनाथ इस विश्वविद्यालय के कुलाधिपति भी हैं। अंतरराष्ट्रीय संगोष्ठी में 'आयुर्वेद, योग और नाथपंथ का मानवता के प्रति योगदान' विषय पर केंद्रित अपने व्याख्यान में उन्होंने कहा कि आयुर्वेद की मान्यता है कि चराचर जगत पंचभूतों से बना है। इन्हीं पंचभूतों से हमारा शरीर भी बना है। महायोगी गुरु गोरखनाथ ने भी कहा है कि पिंड में ही ब्रह्मांड समाया है। जो तत्व ब्रह्मांड में है वही हमारे शरीर में भी है मुख्यमंत्री योगी आदित्यनाथ ने कहा कि भारतीय मनीषा में हर व्यक्ति के जीवन का एक अभीष्ट होता है, धर्म के पथ पर चलते हुए मोक्ष की प्राप्ति करना प्रति करना। धर्म की साधना के लिए स्वस्थ शरीर की अपरिहर्ता हमारे ऋषियों, मुनियों ने बताई है। शरीर को स्वस्थ रखने के लिए आयुर्वेद, योग और नाथपंथ, तीनों नियम-संयम पर जोर देते हैं। आयुर्वेद में जहां व्याधियों को दूर करने के लिए औषधियों और पंचकर्म की पद्धतियां हैं तो वही योग में भी हठयोग, राजयोग, ज्ञानयोग, लययोग और क्रियायोग की विशिष्ट विधियां हैं। इसी क्रम में शरीर की आरोग्यता के लिए नाथपंथ का हठयोगी योग को खट्कर्म से जोड़ता है। आयुर्वेद, योग और नाथपंथ की पद्धतियां, तीनों ही वात, पित्त और कफ से जनित रोगों के निदान के लिए एक मार्ग पर चलने की प्रेरणा देती हैं और वह मार्ग है नियम-संयम। सीएम योगी ने कहा कि आयुर्वेद, योग और नाथपंथ तीनों ही व्यवहारिकता के स्तर पर एक दूसरे से जुड़े हुए हैं। तीनों ने ही शरीर को पंचभौतिक माना है। मुख्यमंत्री योगी आदित्यनाथ ने कहा कि नियम-संयम का जीवन में बड़ा महत्व है। योग ने उसी को जोड़ा है। अंतःकरण की शुद्धि नियम-संयम से ही हो सकती है। नाथ योगियों ने क्रियात्मक योग के माध्यम से नियम संयम की विशिष्ट विधा दी है। कौन सी क्रिया का लाभ कब प्राप्त होगा, नाथ योगियों ने इसे विस्तार से समझाया है। उन्होंने कहा कि योग के कई आसनों के नाम नाथ योगियों के नाम पर हैं जैसे गोरखआसन, मत्स्येंद्रआसान, गोमुखआसन आदि। सीएम योगी ने कहा कि नाथ परंपरा में हर नाथ योगी जनेऊ धारण करता है जो उसे शरीर की नाड़ियों से अवगत कराता है। नाथ जनेऊ की उपयोगिता उसे योगी की दीक्षा के समय बताई जाती है। योग हर नाथ योगी के जीवन का अभिन्न हिस्सा होता है। मुख्यमंत्री योगी आदित्यनाथ ने गुरु गोरखनाथ ने चेतना के उच्च आयाम तक पहुंचाने का मार्ग दिखाया है। उन्होंने चेतन मन के साथ ही अवचेतन और अचेतन मन को साधने की क्रिया भी सिखाई है। मानव मन, बिना साधना के जितना चेतन होता है वह संपूर्ण चेतना का बहुत छोटा भाग है। योग के माध्यम से साधना की चरम सीमा पर जाकर हम अवचेतन और अचेतन मन के रहस्यों को उद्घाटित कर सकते हैं। नाथ योगियों की साधना का उद्देश्य भी यही रहा है।

The Pioneer • Chandigarh • 13 Jan, 2025

MANAGE PAIN WITH YOGA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	902	N/A	Top Left	541209	268.96K





YOGA TRANSCENDS PHYSICAL POSTURES TO HEAL THE MIND, REJUVENATE THE BODY, AND CREATE INNER BALANCE, EMPOWERING YOU TO LEAD A STRESS-FREE AND FULFILLING LIFE, WRITES **YASH GUPTA**





Let us understand the word *yoga* and what it means. It means the union of the self. So as per the *yoga*, many pains are not just in the body but in the mind and the memory as well. Have you ever wondered why you feel so lethargic even after you've not done anything in a day because your mind is tired? There is an old saying that says a weak mind cannot carry a strong body but a strong mind can have a weak body.

Yoga also includes some parts of astrology so at some point like at the full moon or maybe on the new moon day you might feel different from the rest of the days but practising *yoga* means simply surpassing everything because the self is beyond everything and with the natural healing process, there are some techniques that help you to become a younger version or maybe a better version of yourself.

Yoga acts like the white blood cells in the body as soon as the pain arrives, it eliminates or with some breathing techniques and pranayam and some techniques it helps you relieve all the stress. Like if you go to a physiotherapist and you have a lower back issue or like a back issue the most common answer for them will be the cobra pose the moment you start doing the cobra pose it helps you have the posture and once you have a good posture it also helps you have a better confidence while travelling while walking even while sitting. So it focuses not just on the aspect of the physical body but on the mental level as well *yoga* helps you relieve every sort of stress.

Also, the major cause once the digestion is improved while doing the surrender Namaskar it helps you relieve



all the problems related to your stomach and you move naturally becoming fresh & light. It is also said by *Maharishi Patanjali* that *yoga* not only removes the stress and pain but also blocks the pain and the stress coming towards you.

There are yoga postures that people do and names like *Ashtanga Yoga, Hat Yoga* and what not but the major concern is that you listen to your body and you start responding the same way also once you start responding the same way you start Healing as well as your body will start listening to you which will produce harmony in your life and will help you grow in your career for sure.

People often say that they don't have the time to meditate or do *yoga* but remember it is always to have the pain of discipline rather than having the pain of regret so you're not late anymore you can start now you can join yoga schools, online classes for better postures and training.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Morning Standard • Delhi • 13 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288633	300K

FITBIT

SIMHASANA HANDS UNDER LEGS

(LION POSE HANDS UNDER LEGS)

This variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose), is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows release of stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation, and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for people dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale and widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward towards the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles like a lion.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a roaring sound, using the back of your throat. Keep your tongue out and down, with your gaze up.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar. Repeat for five rounds.
- To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together. Relax in a Child Pose variation.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily exercise, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
- Activates and stretches facial muscles, including the jaw, throat, and tongue.
- Stimulates the Throat Chakra, enhancing communication and emotional expression.
- Ideal for public speakers, teachers, actors, artistes, comedians, singers, or anyone whose lifestyle involves significant communication.
- Boosts self-confidence.

LIMITATIONS

- People with weak wrists should practise in Vajrasana without placing their hands on the floor.
- If you are suffering from any kind of injury, sit on a chair or practise in other seated poses like Padmasana.
- Avoid practising this asana if you suffer from any chronic illnesses or physical problems.



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

The New Indian Express • Chennai • 13 Jan, 2025

SIMHASANA HANDS UNDER LEGS

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	733	N/A	Top Right	967475	246.4K

FITBIT

SIMHASANA HANDS UNDER LEGS
(LION POSE HANDS UNDER LEGS)

This is a variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose). It is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows you to release stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for students dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale, widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward toward the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks on your heels. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale through your mouth with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles as if making a terrifying lion's expression.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a smooth yet loud roaring sound. Keep your tongue out and down, with your gaze up. Produce the roar at the back of the throat and continue as long as it feels comfortable.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar long and loud like a lion.
- Repeat for at least five rounds or as per your capacity. To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together.
- Finally, relax in a Child Pose variation to counterstretch the feet.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily practice, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
- Activates and stretches facial muscles, including the jaw, throat, and tongue.
- Stimulates the Throat Chakra, enhancing communication and emotional expression.
- Ideal for public speakers, teachers, actors, artistes, comedians, singers, or anyone whose lifestyle involves significant speaking or communication.
- Upward gaze awakens the Third Eye Chakra, promoting intuition and inner wisdom.
- Boosts self-confidence.

LIMITATIONS

- Students with weak wrists should practise in Vajrasana without placing hands on the floor.
- If you have any kind of injury, sit on a chair or practice in other seated poses like Padmasana.
- Avoid practising this asana if you suffer from any chronic illnesses or physical problems.



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

The New Indian Express • Chennai • 13 Jan, 2025

Diplomatic benefits of Yoga

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	245	N/A	Top Right	323135	246.4K



Diplomatic benefits of Yoga

For centuries, Yoga has nourished Indian health and ethos. How does it matter if India has a very high number of diabetes cases in the world? We still have Yoga. The ordinary citizen, too, is aware of its benefits. Plus, there's International Yoga Day. After encouraging every Indian to practice Yoga, the Ministry of External Affairs has taken it upon itself to share its benefits with foreign diplomats residing in New Delhi. As part of a pilot, Yoga instructors arrived at diplomatic residences in Dwarka and offices at Jawaharlal Nehru Bhavan. And guess what? It was a huge hit! Many diplomats reported feeling physically 'rejuvenated'. Others talked about 'miracle cures' for old ailments such as knee and back aches. 'Ancient wisdom,' we cheered. Some diplomats were so impressed that they requested their instructors for online sessions. 'Overwhelmed' by the feedback, the ministry is now looking to expand this wellness initiative, hiring three more yoga instructors to keep diplomats fit and sharp. Ideal candidates for the job? Preferably bilingual, aged 25-45, and ready to channel India's soft power for diplomatic benefits. Namaste for that!

The Indian Express • Chandigarh • 13 Jan, 2025

Adopt villages to help solve issue of migration, Dhami tells diaspora

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	English	57	N/A	Middle Left	50798	175.5K

Adopt villages to help solve issue of migration, Dhami tells diaspora

Dehradun: Uttarakhand CM Pushkar Singh Dhami Sunday urged expatriates hailing from the state to adopt villages to help address the long-running migration crisis.

Inaugurating the International Uttarakhandi Diaspora Conference, the CM said there is immense potential for investment in Uttarakhand.

"Sectors such as adventure tourism, power generation, aromatic products, manufacturing, agriculture, horticulture, herbal products, AYUSH and wellness are key areas for investment. Significant policy and structural reforms have been undertaken to establish Uttarakhand as a prime investment destination," he said.

He urged the diaspora to contribute to solving the critical issue of migration by adopting and developing villages and towns in the state. He laid stress on the importance of their skills, experience and technical expertise in realising the state's aspirations.

He announced the formation of a diaspora cell for better coordination and support for expatriates. **ENS**

The Morning Standard • Delhi • 13 Jan, 2025

Insider Track

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	691	N/A	Top Right	331541	300K

INSIDER TRACK



Moving houses: 'To embrace new'

24, Akbar Road has witnessed much, right from the 1978 turmoil when Indira Gandhi was defeated, the Congress split, and the party organization found itself without an office. The address served its purpose as Congress is moving into its new headquarters, Indira Bhawan, at 9A, Kotla Road. It is the work of Hafeez Contractor, the architecture typically marked by its verticality--he is responsible for some of the tallest buildings in the country. But it took a long time coming. The word was out 15 years ago that Contractor was designing a new office for the Congress on Kotla Road (Rouse Avenue). The deadline for completion was 2018, but it faced extensions due to a lack of funds. The Congress says the exodus from Akbar Road is "designed to meet the evolving needs of the party and its leaders". Now, all it needs is a perfect date for the shifting. The Grand Old Party's foundation day would have been ideal if not for the passing of the man who had laid the foundation stone of the five-storey building —Dr Manmohan Singh. Having mourned his death, the Congress is ready to move into its new headquarters on January 15, the day of Makar Sankranti. Secular or not, we love our "auspicious occasions".

Indian origin? Indian pride

One thing they will never run out of is Indian-ness. And with the world brimming with successful Indian-origin people and leaders of all kinds, the media and the public keep the pride factory churning. From outgoing US Vice-President Kamala Harris to Kash Patel, Sriram Krishnan or Vivek Ramaswamy, who have come to occupy top echelons of the Trump administration, from former UK Prime Minister Rishi Sunak to Anita Anand, a potential replacement for Canadian PM Justin Trudeau, we simply can't get enough. So when we discovered that Singapore President Tharman Shanmugaratnam has a distinctly Tamil-sounding name, we quickly felt proud. His presidency is relatively new, but Shanmugaratnam has frequently visited India in various capacities. That only strengthened perceptions of his Indian origin. It must have ruffled a few feathers at the Sri Lankan embassy in the national capital because they hastily pointed out: "Shanmugaratnam is not an Indian Tamil. He is Sri Lankan Tamil." Well, you know how things are with South Asian identities! Never easy.



Diplomatic benefits of Yoga

For centuries, Yoga has nourished Indian health and ethos. How does it matter if India has a very high number of diabetes cases in the world? We still have Yoga. The ordinary citizen, too, is aware of its benefits. Plus, there's International Yoga Day. After encouraging every Indian to practice Yoga, the Ministry of External Affairs has taken it upon itself to share its benefits with foreign diplomats residing in New Delhi. As part of a pilot, Yoga instructors arrived at diplomatic residences in Dwarka and offices at Jawaharlal Nehru Bhavan. And guess what? It was a huge hit! Many diplomats reported feeling physically 'rejuvenated'. Others talked about 'miracle cures' for old ailments such as knee and back aches. 'Ancient wisdom,' we cheered. Some diplomats were so impressed that they requested their instructors for online sessions. 'Overwhelmed' by the feedback, the ministry is now looking to expand this wellness initiative, hiring three more yoga instructors to keep diplomats fit and sharp. Ideal candidates for the job? Preferably bilingual, aged 25-45, and ready to channel India's soft power for diplomatic benefits. Namaste for that!

The Hans India • Hyderabad • 13 Jan, 2025

WHAT HMPV INCIDENCE TELLS US

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	548	N/A	Middle Left	164512	390.49K

WHAT HMPV INCIDENCE TELLS US

UNRAVELING THE ENIGMA OF A MUCH MISUNDERSTOOD AFFLICTION

DR R NEERAJA

As the world grapples with the latest viral sensation, Human Metapneumovirus (HMPV), a sense of familiarity pervades the atmosphere. The COVID-19 pandemic may have receded into the annals of history, but its profound impact on our collective psyche endures. We are predisposed to respond to any perceived threat with a mix of apprehension and unease, our emotional sensitivities heightened by every whispered rumor and speculative report.

And yet, as we delve deeper into the mysteries of HMPV, a more sophisticated narrative begins to unfold. This enigmatic virus, first identified in 2001, has been quietly infecting individuals and causing mild to moderate respiratory symptoms, its presence a mere murmur in the winds of time. It is not a highly contagious or lethal virus, its transmission rate relatively subdued, its impact on public health negligible.

So why, then, the fervent speculation and alarmist headlines? The answer lies in our collective psyche, still raw and tender from the trauma of the COVID-19 pandemic. Our emotional landscape is scarred by the memories of fear and uncertainty, and HMPV has become the latest focal point for our anxieties. But as we navigate this complex emotional terrain, it is essential to distinguish between fact and fiction, to separate the signal from the noise. HMPV is not a significant threat to public health, and its impact can be easily mitigated with basic health measures. It is a relatively mild virus, already present in the community, and the current "outbreak" is simply a case of increased awareness and reporting.

As we move forward, it is crucial that we approach the HMPV threat with a clear and discerning mind, untainted by the distortions of fear and speculation. We must focus on the real health challenges that face our nation, and work towards creating a more resilient and equitable healthcare system. The HMPV conundrum serves as a poignant reminder of the importance of nuance and complexity in our public discourse. We must transcend simplistic narratives and binary oppositions, and instead strive for a more informed and empathetic understanding of the intricate issues that shape our world.

Ultimately, the HMPV happening offers a valuable lesson for our collective future. It reminds us of the importance of staying informed, being vigilant, and working together to address health challenges. By embracing these values, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. As we navigate the complexities of the HMPV outbreak, it is essential to recognize the critical role that healthcare infrastructure plays in mitigating the impact of infectious diseases.

A robust and well-funded healthcare system is the backbone of any effective response to emerging health threats. In this regard, the HMPV outbreak serves as a stark reminder of the need for sustained investment in healthcare infrastructure. We must prioritise the development of robust surveillance systems, enhance



our diagnostic capabilities, and strengthen our contact tracing mechanisms. Furthermore, we must recognise the importance of community engagement and participation in health initiatives. By fostering a culture of wellness and empowering individuals to take ownership of their health, we can create a more resilient and responsive healthcare system. The HMPV outbreak also highlights the need for greater international cooperation and collaboration in the face of emerging health threats. In an increasingly interconnected world, infectious diseases know no borders, and it is essential that we work together to share knowledge, coordinate responses, and develop effective countermeasures. As we move forward, it is crucial that we adopt a holistic and multifaceted approach to addressing the HMPV outbreak. We must integrate our response efforts across multiple sectors, including healthcare, education, and community development. By adopting such a comprehensive approach, we can ensure that our response to the HMPV outbreak is not only effective but also sustainable and equitable. We can create a future where infectious diseases are no longer a threat to public health, and where every individual has access to quality healthcare and opportunities for wellness.

The HMPV conundrum serves as a powerful reminder of the importance of nuance, complexity, and empathy in our public discourse. It highlights the need for sustained investment in healthcare infrastructure, community engagement, and international cooperation. As we navigate the complexities of the HMPV outbreak, let us remain guided by the principles of evidence-based decision-making, compassion, and solidarity. By working together and embracing these values, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. The HMPV enigma also underscores the importance of fostering a culture of wellness in our communities.

It is a relatively mild virus, already present in the community, and the current "outbreak" is simply a case of increased awareness and reporting. As we move forward, it is crucial that we approach the HMPV threat with a clear and discerning mind, untainted by the distortions of fear and speculation. We must focus on the real health challenges that face our nation, and work towards creating a more resilient and equitable healthcare system. The HMPV conundrum serves as a poignant reminder of the importance of nuance and complexity in our public discourse

By promoting healthy behaviors, providing access to quality healthcare, and supporting community-based initiatives, we can create a more resilient and responsive healthcare system. Furthermore, the HMPV outbreak highlights the need for greater transparency and accountability in our healthcare systems. We must prioritize open communication, data-driven decision-making, and robust oversight mechanisms to ensure that our responses to emerging health threats are effective, efficient, and equitable. In addition, the HMPV outbreak underscores the importance of addressing the social determinants of health. We must recognize that health outcomes are influenced by a complex array of factors, including socioeconomic status, education, housing, and environmental conditions.

By addressing these underlying factors, we can create a more equitable and just healthcare system that promotes health and wellness for all. As we move forward, it is essential that we adopt a proactive and preventive approach to addressing emerging health threats. We must prioritize investment in healthcare infrastructure, research and development, and community-based initiatives that promote health and wellness. By working together and embracing a comprehensive and multifaceted approach, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. The HMPV outbreak serves as a powerful reminder of the importance of global solidarity, cooperation, and collective action in the face of emerging health threats.

In conclusion, the HMPV happening is a complex and multifaceted issue that requires a comprehensive and nuanced approach. By prioritising transparency, accountability, and equity, and by addressing the social determinants of health, we can create a more resilient and responsive healthcare system that promotes health and wellness for all. Ultimately, our collective response to the HMPV outbreak will serve as a testament to our ability to work together in the face of adversity and to create a brighter, healthier future for all.

(Writer is Medical officer, Department of Ayush, Karimnagar)

Business Standard • Jaipur • 13 Jan, 2025

Hail the freelance economy!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	401	N/A	Top Center	129639	89.49K

Hail the freelance economy!

More professions are going freelance

ILLUSTRATION: AJAYA MOHANTY



When I joined my first job in Bombay in 1971 after graduating from IIM Calcutta, I was bewildered: The office that lay in front of me had about 50 per cent of its space filled with young men and women sitting in front of typewriters hammering away at their keyboards. The office that I was at was supposed to be that of India's hottest creative ad agency of the time. My 21-year-old mind started wondering: Is this how this company created all those wonderful ads in dailies? Was using a mechanical typewriter was the key to being creative?

I get a similar feeling of bewilderment today when I see/hear of companies, be they in finance, software development, or any other field, that have thousands of employees in their "office" pounding away at their personal computers. And I have started wondering whether, with the advent of artificial intelligence, what I saw in a few years of these pools of typists disappear from offices completely with the advent of the personal computer, will very soon start happening to this super-large pool of young men and women currently hammering away at their PCs.



AJIT BALAKRISHNAN

Some early clues about what changes could happen are available from current news reports. Take this one, for example: "As of 2024, approximately 38 per cent of the US workforce, equating to over 64 million individuals, are engaged in freelance work ... [and that] projections suggest that freelancers could comprise 50 per cent of the U.S. workforce by 2027" (US Bureau of Labor Statistics).

Digging deeper, this trend is not because employers are downsizing their full-time-at-office employees but appears to be something employees themselves are pushing to do. Wasn't it an article of faith for all of us in the middle class that staying in a job in an office as part of the permanent staff was the surest step towards a happy life?

Further digging reveals that "(approximately) 52 per cent of Gen Z workers and 44 per cent of millennials are engaged in freelancing". So, it is the younger lot who are taking to the "freelance" (upwork.com). And I thought, it must be the ones with low-quality education — people who have jumped around from one low-paid job to another — that must be making up the bulk of these "freelancers". But then again, reports say that "(over) half of freelancers possess a postgraduate degree, indicating a trend towards higher educational attainment among independent workers". Or could it be that young women are choosing to freelance rather than spend hours every day in office because it gives them more time to spend on caring for their young children, but that too doesn't provide an answer: "The freelance workforce is nearly evenly split, with women comprising 52.3 per cent and men 47.7 per cent", so clearly there is a bigger force at work driving freelancing.

Further research reveals that this new generation values the ability to set their own schedules, choose projects that interest them, and balance work with personal life. Freelancing provides them the option to choose a location, prioritise autonomy, meaningful work, and non-traditional career paths. Further, freelancers can work for clients across borders, providing opportunities for higher earnings and diversified clientele. Global platforms enable skilled workers to tap into demand in high-paying markets.

Freelancers in the United States contribute significantly to the country's economy, with earnings totalling approximately $1.27 trillion in 2023 (Forbes), so maybe it is time policymakers viewed "freelancers" as a key segment of the economy and enable legislation to reflect that.

And if you think all this is just in the United States and does not affect India, here are some statistics from the National Institution for Transforming India (NITI Aayog): The country's gig (another word for freelance) workforce will grow to 23.5 million by 2029-30, up from 7.7 million in 2020-21.

While a substantial portion of Indian freelancers work in IT-related fields, offering services such as web development, app development, software engineering, and cybersecurity, freelancers also dominate content writing, copywriting, search-engine optimisation, social-media management, and digital-marketing roles. Online tutoring, curriculum development, and content creation for educational platforms are growing freelance sectors. In health care, freelance opportunities include yoga instructors, fitness trainers, dieticians, and mental-health counsellors who provide virtual and in-person services. And, of course, freelance journalists, bloggers, and editors contribute to media organisations and independent platforms, allowing them the flexibility to cover a wide range of topics, from local issues to international affairs.

On further reflection it occurred to me that even in India, some professions have for a long time had a place for "freelancers" except that the term used so far has been "private practitioners". For instance, for decades, a sizeable proportion of medical doctors, lawyers, and chartered accountants have been in private practice and that was seen to be a perfectly respectable choice to make for middle-class people (my father and maternal grandfather were doctors in private practice). It is understood that today, in India, 80 per cent of qualified doctors are in private practice and so are large proportions of India's 1.3 million registered lawyers and 40 per cent of the 400,000 chartered accountants.

But what is different now is the role digital tech is playing to support the freelance economy. For example, real-time interaction via emails, chat apps, and video-conferencing tools makes it easier to provide service, and a wide reach through digital marketing strategies and online freelance platforms, and does not keep a freelance profession restricted to one town or geographic location but allows them to more lucrative markets.

So, let's hail the freelance economy as it extends across the world's professions!

The author (ajitb@rediffmail.com) is devoted to unravelling the connections between society and technology

Business Standard • Delhi • 13 Jan, 2025

Hail the freelance economy!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	401	N/A	Top Center	198673	89.49K

Hail the freelance economy!

More professions are going freelance

ILLUSTRATION: AJAYA MOHANTY



When I joined my first job in Bombay in 1971 after graduating from IIM Calcutta, I was bewildered: The office that lay in front of me had about 50 per cent of its space filled with young men and women sitting in front of typewriters hammering away at their keyboards. The office that I was at was supposed to be that of India's hottest creative ad agency of the time. My 21-year-old mind started wondering: Is this how this company created all those wonderful ads in dailies? Was using a mechanical typewriter was the key to being creative?

I get a similar feeling of bewilderment today when I see/hear of companies, be they in finance, software development, or any other field, that have thousands of employees in their "office" pounding away at their personal computers. And I have started wondering whether, with the advent of artificial intelligence, what I saw in a few years of these pools of typists disappear from offices completely with the advent of the personal computer, will very soon start happening to this super-large pool of young men and women currently hammering away at their PCs.



AJIT BALAKRISHNAN

Some early clues about what changes could happen are available from current news reports. Take this one, for example: "As of 2024, approximately 38 per cent of the US workforce, equating to over 64 million individuals, are engaged in freelance work ... [and that] projections suggest that freelancers could comprise 50 per cent of the U.S. workforce by 2027" (US Bureau of Labor Statistics).

Digging deeper, this trend is not because employers are downsizing their full-time-at-office employees but appears to be something employees themselves are pushing to do. Wasn't it an article of faith for all of us in the middle class that staying in a job in an office as part of the permanent staff was the surest step towards a happy life?

Further digging reveals that "(approximately) 52 per cent of Gen Z workers and 44 per cent of millennials are engaged in freelancing". So, it is the younger lot who are taking to the "freelance" (upwork.com). And I thought, it must be the ones with low-quality education — people who have jumped around from one low-paid job to another — that must be making up the bulk of these "freelancers". But then again, reports say that "(over) half of freelancers possess a postgraduate degree, indicating a trend towards higher educational attainment among independent workers". Or could it be that young women are choosing to freelance rather than spend hours every day in office because it gives them more time to spend on caring for their young children, but that too doesn't provide an answer: "The freelance workforce is nearly evenly split, with women comprising 52.3 per cent and men 47.7 per cent", so clearly there is a bigger force at work driving freelancing.

Further research reveals that this new generation values the ability to set their own schedules, choose projects that interest them, and balance work with personal life. Freelancing provides them the option to choose a location, prioritise autonomy, meaningful work, and non-traditional career paths. Further, freelancers can work for clients across borders, providing opportunities for higher earnings and diversified clientele. Global platforms enable skilled workers to tap into demand in high-paying markets.

Freelancers in the United States contribute significantly to the country's economy, with earnings totalling approximately $1.27 trillion in 2023 (Forbes), so maybe it is time policymakers viewed "freelancers" as a key segment of the economy and enable legislation to reflect that.

And if you think all this is just in the United States and does not affect India, here are some statistics from the National Institution for Transforming India (NITI Aayog): The country's gig (another word for freelance) workforce will grow to 23.5 million by 2029-30, up from 7.7 million in 2020-21.

While a substantial portion of Indian freelancers work in IT-related fields, offering services such as web development, app development, software engineering, and cybersecurity, freelancers also dominate content writing, copywriting, search-engine optimisation, social-media management, and digital-marketing roles. Online tutoring, curriculum development, and content creation for educational platforms are growing freelance sectors. In health care, freelance opportunities include yoga instructors, fitness trainers, dieticians, and mental-health counsellors who provide virtual and in-person services. And, of course, freelance journalists, bloggers, and editors contribute to media organisations and independent platforms, allowing them the flexibility to cover a wide range of topics, from local issues to international affairs.

On further reflection it occurred to me that even in India, some professions have for a long time had a place for "freelancers" except that the term used so far has been "private practitioners". For instance, for decades, a sizeable proportion of medical doctors, lawyers, and chartered accountants have been in private practice and that was seen to be a perfectly respectable choice to make for middle-class people (my father and maternal grandfather were doctors in private practice). It is understood that today, in India, 80 per cent of qualified doctors are in private practice and so are large proportions of India's 1.3 million registered lawyers and 40 per cent of the 400,000 chartered accountants.

But what is different now is the role digital tech is playing to support the freelance economy. For example, real-time interaction via emails, chat apps, and video-conferencing tools makes it easier to provide service, and a wide reach through digital marketing strategies and online freelance platforms, and does not keep a freelance profession restricted to one town or geographic location but allows them to more lucrative markets.

So, let's hail the freelance economy as it extends across the world's professions!

The author (ajitb@rediffmail.com) is devoted to unravelling the connections between society and technology

Mint • Chennai • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	119	N/A	Top Right	35653	47.5K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

C Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

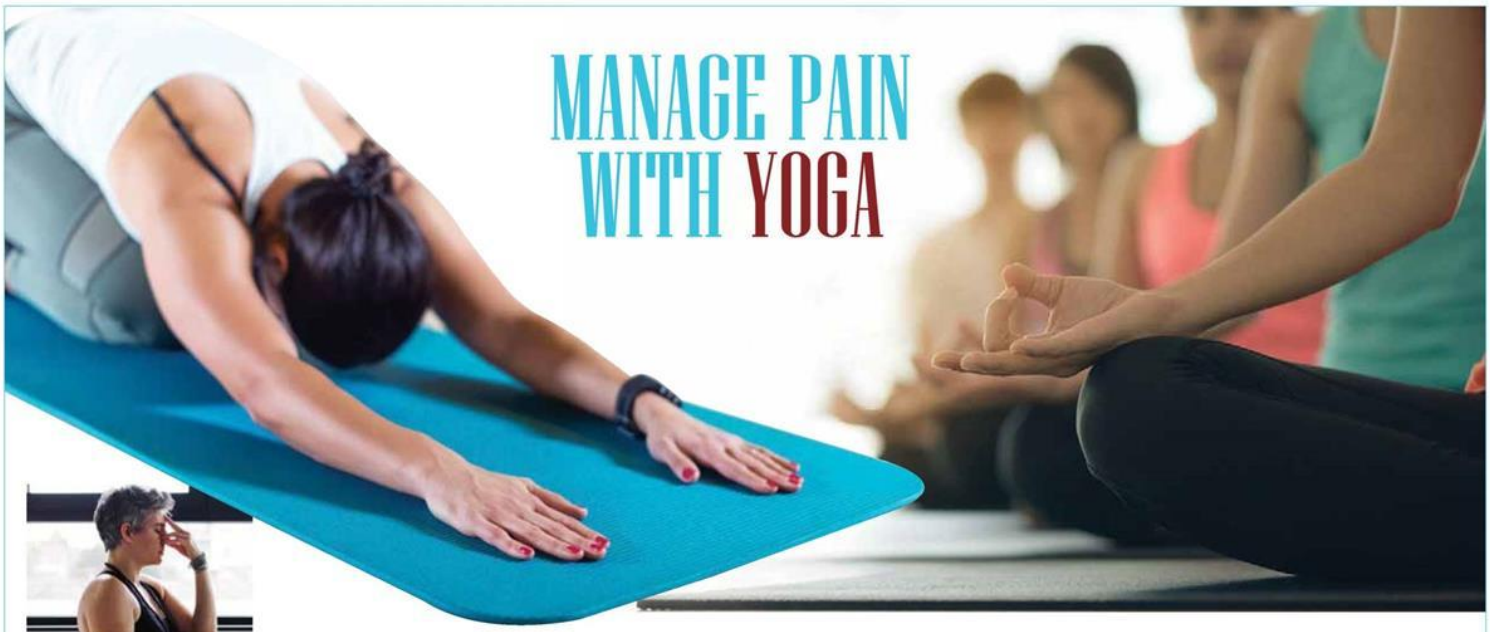
Monday Motivation is a series in which business leaders discuss their mentors and their work ethics.

Write to us at lounge@livemint.com

The Pioneer • Delhi • 13 Jan, 2025

MANAGE PAIN WITH YOGA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	902	N/A	Top Left	2570741	634.42K





YOGA TRANSCENDS PHYSICAL POSTURES TO HEAL THE MIND, REJUVENATE THE BODY, AND CREATE INNER BALANCE, EMPOWERING YOU TO LEAD A STRESS-FREE AND FULFILLING LIFE, WRITES **YASH GUPTA**





Let us understand the word *yoga* and what it means. It means the union of the self. So as per the *yoga*, many pains are not just in the body but in the mind and the memory as well. Have you ever wondered why you feel so lethargic even after you've not done anything in a day because your mind is tired? There is an old saying that says a weak mind cannot carry a strong body but a strong mind can have a weak body.

Yoga also includes some parts of astrology so at some point like at the full moon or maybe on the new moon day you might feel different from the rest of the days but practising *yoga* means simply surpassing everything because the self is beyond everything and with the natural healing process, there are some techniques that help you to become a younger version or maybe a better version of yourself.

Yoga acts like the white blood cells in the body as soon as the pain arrives, it eliminates or with some breathing techniques and pranayam and some techniques it helps you relieve all the stress. Like if you go to a physiotherapist and you have a lower back issue or like a back issue the most common answer for them will be the cobra pose the moment you start doing the cobra pose it helps you have the posture and once you have a good posture it also helps you have a better confidence while travelling while walking even while sitting. So it focuses not just on the aspect of the physical body but on the mental level as well *yoga* helps you relieve every sort of stress.

Also, the major cause once the digestion is improved while doing the surrender Namaskar it helps you relieve



all the problems related to your stomach and you move naturally becoming fresh & light. It is also said by *Maharishi Patanjali* that *yoga* not only removes the stress and pain but also blocks the pain and the stress coming towards you.

There are yoga postures that people do and names like *Ashtanga Yoga, Hat Yoga* and what not but the major concern is that you listen to your body and you start responding the same way also once you start responding the same way you start Healing as well as your body will start listening to you which will produce harmony in your life and will help you grow in your career for sure.

People often say that they don't have the time to meditate or do *yoga* but remember it is always to have the pain of discipline rather than having the pain of regret so you're not late anymore you can start now you can join yoga schools, online classes for better postures and training.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

Mint • Bengaluru • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	119	N/A	Top Right	41596	125K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

C Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation is a series in which business leaders discuss their mentors and their work ethics.

Write to us at lounge@livemint.com

The Hindu Business Line • Kolkata • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	23230	40.13K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Delhi • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	55645	195.42K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Chennai • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	21610	57.88K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Kochi • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	17288	32.08K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Pune • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	10805	5K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Hyderabad • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	86439	44.5K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Bengaluru • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	19989	53.22K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Hindu Business Line • Mumbai • 13 Jan, 2025

My five

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	108	N/A	Top Left	45920	63.5K

MY FIVE.



RICHA SINGH
Founder and Chief Executive, YourDOST

Mindful walks with kid and Penny, yoga, and table tennis

1 Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.

2 Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.

3 Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.

4 Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.

5 Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

Mint • Mumbai • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	304	N/A	Top Right	197442	355K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation is a series in which business leaders discuss their mentors and their work ethics.

Write to us at lounge@livemint.com

Mint • Hyderabad • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	298	N/A	Top Right	74447	45K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation is a series in which business leaders discuss their mentors and their work ethics.

Write to us at lounge@livemint.com

Mint • Delhi • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	302	N/A	Top Right	241280	465K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

C Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation *is a series in which business leaders discuss their mentors and their work ethics.*

Write to us at lounge@livemint.com

Hindustan Times • Chandigarh • 13 Jan, 2025

Pending payments from Hry, UT set to add to patients pain at GMCH-32

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	223	N/A	Bottom Center	345400	267.13K

{ AYUSHMAN BHARAT PRADHAN MANTRI JAN AROGYA YOJANA }

Pending payments from Hry, UT set to add to patients' pain at GMCH-32

Priyanka Thakur
priyanka.thakur@hindustantimes.com

CHANDIGARH : Due to pending payments from Haryana and Chandigarh, patients from these states may soon lose access to treatment under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) at Government Medical College and Hospital (GMCH), Sector 32.

The hospital has outstanding dues of over ₹7.5 crore from these states for the last four months, with Haryana owing ₹5.24 crore, highest among 10 defaulting states, and Chandigarh ₹2.21 crore for treatment of over 2,400 patients in all.

Due to Punjab's dues piling to ₹5.11 crore, treatment of patients from the state under the scheme already came to a grinding halt in October 2024, leaving thousands of needy patients in the lurch, and similar action may follow for Haryana and Chandigarh if payments aren't made.

Currently, about 400-450 patients benefit monthly from the scheme, ranging from minor treatments to critical care. If the outstanding dues aren't cleared, the number of affected patients is expected to rise, leaving many without crucial financial support for their medical care.

Overall, the hospital offers treatment under the scheme to patients from 10 states, including Punjab, Haryana, Chandigarh, Himachal Pradesh, Bihar, Uttar Pradesh, Jammu & Kashmir, Uttarakhand, Madhya Pradesh and Maharashtra, apart from the Central Armed Police Forces.

With all of these states defaulting in payments for treatment of 4,238 patients, the total dues have mounted to ₹14.18 crore, confirmed Ajay Chagti, health secretary, Chandigarh.

GMCH principal-director Dr AK Atri said Punjab had not cleared the dues for a long time and that's why treatment for their patients was stopped. "The Punjab government reimbursed around ₹1 crore in November 2024, but over ₹4 crore still remain pending," he added.

"A meeting was conducted recently regarding the non-payment of Ayushman scheme dues by states. We will send minutes of the meeting to the UT administration on Monday for further review and decision," said Dr Atri.

Know the scheme

- The Ayushman Bharat PM-JAY Mukh Mantri Sehat Bima Yojana provides health insurance cover of ₹5 lakh per family per year to almost 65% population in Punjab. Under this scheme, cashless and paperless treatment is available at government and empanelled private hospitals.
- As it was the flagship programme of the central government, some portion of the scheme is paid by Centre and rest by Punjab. The scheme also extends to PGIMER and GMCH-32 in Chandigarh. But while the state is clearing the dues for PGIMER, it hasn't paid GMCH-32 since August.



How does it work

- After a patient's eligibility is confirmed under the scheme, a file is created with details of proposed treatment plan and estimated cost
- The approval takes a few hours and once the budget is passed, the patient can get cashless treatment

At GMCH-32, approximately 400-450 patients benefit from this process each month, availing treatments ranging from minor procedures to critical care services.

Patients left in lurch

- With the scheme for Punjab patients already suspended due to pending payments, patients who rely on it have been left scrambling for alternatives. Many have been forced to delay treatment, waiting for the scheme to resume. Others are left with two difficult choices: paying out-of-pocket, often an unmanageable expense for those from low-income backgrounds, or seeking treatment at an already overburdened PGIMER, leading to significant delays.
- The situation has also created a ripple effect, burdening other healthcare facilities in the region.

The Times of India • Delhi • 13 Jan, 2025

NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
15	English	258	Education Times	Top Left	313630	4.69M

NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off

Ayushi.Gupta1
@timesofindia.com

The medical fraternity is divided over the Union Health Ministry and the NMC's recent decision to lower the admission cut-off for NEET-PG 2024 exam. Professionals argue that lowering the cut-off will compromise the quality of medical professionals and will benefit private institutions by allowing them to fill their seats and earn profits by admitting underqualified aspirants. Refuting these claims, the NMC states that the move aims to increase the number of practicing resident doctors and reduce stress caused by excessive workloads. Additionally, it seeks to address the issue of seat wastage in non-clinical medical specialisations such as Pharmacology, Anatomy, Physiology, Biochemistry, and Microbiology.

The cut-off for PG medical aspirants has been reduced to the 15 percentile for General and EWS candidates and 10 percentile for SC, ST, OBC, and PwD candidates.

Dr B Srinivas, secretary, NMC, says, "Lowering the percentile will not impact the quality of medical professionals, as all candidates are already qualified MBBS doctors with first-hand experience in treating patients. After enrolling in PG courses, these doctors will undergo further training needed in the course. Moreover, every PG student must clear their final exams to earn their degree. Those who fail can only continue as MBBS doctors."

Addressing stress

By lowering the cut-off, the NMC aims to address the issues of burnout in doctors and overworked resident doctors. According to a survey conducted by the NMC's Mental Health Task Force in 2024, prolonged hospital duties have been a significant risk factor for mental health issues. Dr Srinivas says, "This step is both patient and resident-doctor-friendly, as it will increase the number of resident doctors in all hospital OPDs, where staff shortages often overburden the existing workforce." Meanwhile, clinical specialisations remain the most preferred choice for NEET-PG aspirants, leaving preclinical and para-clinical specialisations with vacant seats. Both government and private colleges face significant resource loss due to seat vacancies. "The government incurs a setup cost of Rs 1 to Rs 1.5 crore per seat. When these seats remain vacant for all three years, the resources are wasted, benefiting no one. Allowing students with lower scores to fill these seats will reduce wastage and help colleges operate efficiently," adds Dr Srinivas. Many private colleges reduce fees for non-clinical branches after the first two rounds of MCC counselling, making these courses more affordable.



Cut-off has been reduced to 15 percentile for General and EWS candidates, and 10 percentile for SC, ST, OBC and PwD candidates

Creating more jobs

A prominent reason for student disinterest following low enrolment in non-clinical PG courses is the lack of job prospects and financial stability, which has resulted in vacant seats. "We are working to involve pre-clinical and para-clinical residents in OPD duties and use their skills in nursing homes and hospitals. This is a more effective use of manpower compared to many AYUSH doctors working in such roles in allopathic hospitals," says Dr Srinivas.

Mint • Chandigarh • 13 Jan, 2025

The lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	302	N/A	Top Right	241280	465K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

C Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation *is a series in which business leaders discuss their mentors and their work ethics.*

Write to us at lounge@livemint.com

The Indian Express • Delhi • 13 Jan, 2025

Adopt villages to help solve issue of migration, Dhami tells diaspora

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	57	N/A	Middle Left	93245	388.5K

Adopt villages to help solve issue of migration, Dhami tells diaspora

Dehradun: Uttarakhand CM Pushkar Singh Dhami Sunday urged expatriates hailing from the state to adopt villages to help address the long-running migration crisis.

Inaugurating the International Uttarakhandi Diaspora Conference, the CM said there is immense potential for investment in Uttarakhand.

"Sectors such as adventure tourism, power generation, aromatic products, manufacturing, agriculture, horticulture, herbal products, AYUSH and wellness are key areas for investment. Significant policy and structural reforms have been undertaken to establish Uttarakhand as a prime investment destination," he said.

He urged the diaspora to contribute to solving the critical issue of migration by adopting and developing villages and towns in the state. He laid stress on the importance of their skills, experience and technical expertise in realising the state's aspirations.

He announced the formation of a diaspora cell for better coordination and support for expatriates. **ENS**

The New Indian Express • Bengaluru • 13 Jan, 2025

Diplomatic benefits of Yoga

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	243	N/A	Middle Right	206846	177.8K



Diplomatic benefits of Yoga

For centuries, Yoga has nourished Indian health and ethos. How does it matter if India has a very high number of diabetes cases in the world? We still have Yoga. The ordinary citizen, too, is aware of its benefits. Plus, there's International Yoga Day. After encouraging every Indian to practice Yoga, the Ministry of External Affairs has taken it upon itself to share its benefits with foreign diplomats residing in New Delhi. As part of a pilot, Yoga instructors arrived at diplomatic residences in Dwarka and offices at Jawaharlal Nehru Bhavan. And guess what? It was a huge hit! Many diplomats reported feeling physically 'rejuvenated'. Others talked about 'miracle cures' for old ailments such as knee and back aches. 'Ancient wisdom,' we cheered. Some diplomats were so impressed that they requested their instructors for online sessions. 'Overwhelmed' by the feedback, the ministry is now looking to expand this wellness initiative, hiring three more yoga instructors to keep diplomats fit and sharp. Ideal candidates for the job? Preferably bilingual, aged 25-45, and ready to channel India's soft power for diplomatic benefits. Namaste for that!

The New Indian Express • Bengaluru • 13 Jan, 2025

SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	675	City Express	Top Right	675247	177.8K

FITBIT

SIMHASANA HANDS UNDER LEGS
(LION POSE HANDS UNDER LEGS)

This is a variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose). It is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows you to release stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for students dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale, widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward toward the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks on your heels. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale through your mouth with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles as if making a terrifying lion's expression.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a smooth yet loud roaring sound. Keep your tongue out and down, with your gaze up. Produce the roar at the back of the throat and continue as long as it feels comfortable.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar long and loud like a lion.
- Repeat for at least five rounds or as per your capacity. To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together.
- Finally, relax in a Child Pose variation to counterstretch the feet.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily practice, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
- Activates and stretches facial muscles, including the jaw, throat, and tongue.
- Stimulates the Throat Chakra, enhancing communication and emotional expression.
- Ideal for public speakers, teachers, actors, artistes, comedians, singers, or anyone whose lifestyle involves significant speaking or communication.
- Upward gaze awakens the Third Eye Chakra, promoting intuition and inner wisdom.
- Boosts self-confidence.

LIMITATIONS

- Students with weak wrists should practise in Vajrasana without placing hands on the floor.
- If you have any kind of injury, sit on a chair or practice in other seated poses like Padmasana.
- Avoid practising this asana if you suffer from any chronic illnesses or physical problems.



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

Mint • Ahmedabad • 13 Jan, 2025

The Lessons in long walks and reading

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	302	N/A	Top Right	67860	75K



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

C Devidas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devidas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devidas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

'Mentorship is about fostering a space where others feel free to explore their potential'

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashayam*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation *is a series in which business leaders discuss their mentors and their work ethics.*

Write to us at lounge@livemint.com

Business Standard • Chandigarh • 13 Jan, 2025

Hail the freelance economy!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	401	N/A	Top Center	62211	19.8K

Hail the freelance economy!

More professions are going freelance

ILLUSTRATION: AJAYA MOHANTY



When I joined my first job in Bombay in 1971 after graduating from IIM Calcutta, I was bewildered: The office that lay in front of me had about 50 per cent of its space filled with young men and women sitting in front of typewriters hammering away at their keyboards. The office that I was at was supposed to be that of India's hottest creative ad agency of the time. My 21-year-old mind started wondering: Is this how this company created all those wonderful ads in dailies? Was using a mechanical typewriter was the key to being creative?

I get a similar feeling of bewilderment today when I see/hear of companies, be they in finance, software development, or any other field, that have thousands of employees in their "office" pounding away at their personal computers. And I have started wondering whether, with the advent of artificial intelligence, what I saw in a few years of these pools of typists disappear from offices completely with the advent of the personal computer, will very soon start happening to this super-large pool of young men and women currently hammering away at their PCs.



AJIT BALAKRISHNAN

Some early clues about what changes could happen are available from current news reports. Take this one, for example: "As of 2024, approximately 38 per cent of the US workforce, equating to over 64 million individuals, are engaged in freelance work ... [and that] projections suggest that freelancers could comprise 50 per cent of the U.S. workforce by 2027" (US Bureau of Labor Statistics).

Digging deeper, this trend is not because employers are downsizing their full-time-at-office employees but appears to be something employees themselves are pushing to do. Wasn't it an article of faith for all of us in the middle class that staying in a job in an office as part of the permanent staff was the surest step towards a happy life?

Further digging reveals that "(approximately) 52 per cent of Gen Z workers and 44 per cent of millennials are engaged in freelancing". So, it is the younger lot who are taking to the "freelance" (upwork.com). And I thought, it must be the ones with low-quality education — people who have jumped around from one low-paid job to another — that must be making up the bulk of these "freelancers". But then again, reports say that "(over) half of freelancers possess a postgraduate degree, indicating a trend towards higher educational attainment among independent workers". Or could it be that young women are choosing to freelance rather than spend hours every day in office because it gives them more time to spend on caring for their young children, but that too doesn't provide an answer: "The freelance workforce is nearly evenly split, with women comprising 52.3 per cent and men 47.7 per cent", so clearly there is a bigger force at work driving freelancing.

Further research reveals that this new generation values the ability to set their own schedules, choose projects that interest them, and balance work with personal life. Freelancing provides them the option to choose a location, prioritise autonomy, meaningful work, and non-traditional career paths. Further, freelancers can work for clients across borders, providing opportunities for higher earnings and diversified clientele. Global platforms enable skilled workers to tap into demand in high-paying markets.

Freelancers in the United States contribute significantly to the country's economy, with earnings totalling approximately $1.27 trillion in 2023 (Forbes), so maybe it is time policymakers viewed "freelancers" as a key segment of the economy and enable legislation to reflect that.

And if you think all this is just in the United States and does not affect India, here are some statistics from the National Institution for Transforming India (NITI Aayog): The country's gig (another word for freelance) workforce will grow to 23.5 million by 2029-30, up from 7.7 million in 2020-21.

While a substantial portion of Indian freelancers work in IT-related fields, offering services such as web development, app development, software engineering, and cybersecurity, freelancers also dominate content writing, copywriting, search-engine optimisation, social-media management, and digital-marketing roles. Online tutoring, curriculum development, and content creation for educational platforms are growing freelance sectors. In health care, freelance opportunities include yoga instructors, fitness trainers, dieticians, and mental-health counsellors who provide virtual and in-person services. And, of course, freelance journalists, bloggers, and editors contribute to media organisations and independent platforms, allowing them the flexibility to cover a wide range of topics, from local issues to international affairs.

On further reflection it occurred to me that even in India, some professions have for a long time had a place for "freelancers" except that the term used so far has been "private practitioners". For instance, for decades, a sizeable proportion of medical doctors, lawyers, and chartered accountants have been in private practice and that was seen to be a perfectly respectable choice to make for middle-class people (my father and maternal grandfather were doctors in private practice). It is understood that today, in India, 80 per cent of qualified doctors are in private practice and so are large proportions of India's 1.3 million registered lawyers and 40 per cent of the 400,000 chartered accountants.

But what is different now is the role digital tech is playing to support the freelance economy. For example, real-time interaction via emails, chat apps, and video-conferencing tools makes it easier to provide service, and a wide reach through digital marketing strategies and online freelance platforms, and does not keep a freelance profession restricted to one town or geographic location but allows them to more lucrative markets.

So, let's hail the freelance economy as it extends across the world's professions!

The author (ajitb@rediffmail.com) is devoted to unravelling the connections between society and technology

Amar Ujala • Chandigarh • 13 Jan, 2025

Bjp ke satta main aate hi Odisha ne apnaya Ayushman, ab Delhi Bangal bache

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Hindi	476	N/A	Bottom Left	350692	368.8K

बदलाव

योजना के नाम परिवर्तन पर केंद्र की मुहर, आज होंगे समझौता ज्ञापन पर हस्ताक्षर

भाजपा के सत्ता में आते ही ओडिशा ने अपनाया आयुष्मान, अब दिल्ली-बंगाल बचे

परीक्षित निर्भय

नई दिल्ली। देश में आयुष्मान भारत योजना के लागू होने के करीब छह साल बाद तक ओडिशा, दिल्ली और पश्चिम बंगाल में इसे लेकर विरोध रहा, लेकिन ओडिशा में भाजपा की सरकार आते ही राज्य ने इसे हरी झंडी दे दी है।

सोमवार को नई दिल्ली के विज्ञान भवन में केंद्र और ओडिशा सरकार के बीच प्रधानमंत्री जन आरोग्य योजना (आयुष्मान भारत) को लेकर समझौता ज्ञापन पर हस्ताक्षर होंगे। केंद्र सरकार की ओर से राष्ट्रीय स्वास्थ्य प्राधिकरण (एनएचए) इस योजना के लिए राज्य सरकार के साथ एमओयू साइन करेगा।



दरअसल, फरवरी 2018 में केंद्र सरकार ने आम बजट में देश के 50 करोड़ से ज्यादा लोगों को पांच लाख रुपये तक का सालाना स्वास्थ्य बीमा देने की घोषणा की, जिसके बाद सितंबर 2018 में आयुष्मान भारत योजना को लॉन्च किया गया। कुछ ही महीनों में इसको 33 राज्यों तक पहुंचने में केंद्र कामयाब रहा, लेकिन इसे पूरी तरह से राष्ट्रीय पहचान दिलाने में सफल नहीं हो पाया, क्योंकि दिल्ली, पश्चिम बंगाल और ओडिशा ने इसे ठुकरा दिया। तब से लेकर अब तक कई प्रयासों और बैठकों का सिलसिला होने के बाद भी लाभार्थी राज्य की सूची में नया नाम नहीं जुड़ पाया। अब 34वां राज्य इसमें शामिल होने जा रहा है।

नाम परिवर्तन को तैयार केंद्र

एनएचए के एक शीर्ष अधिकारी ने कहा कि एक लंबी कसरत के बाद आखिरकार आयुष्मान भारत को नया राज्य मिलने वाला है। इसके लिए राज्य में आयुष्मान भारत योजना के नाम परिवर्तन पर भी केंद्र और ओडिशा के बीच सहमति बनी है। ओडिशा में यह योजना गोपबंधु जन आरोग्य योजना के नाम से प्रचलित होगी।

पांच हजार करोड़ खर्च करेगा ओडिशा

एनएचए से मिली जानकारी के मुताबिक, लोगों को आयुष्मान भारत योजना का लाभ दिलाने के लिए हाल ही में ओडिशा सरकार ने अपने बजट में इसे शामिल करते हुए कुल 5,450 करोड़ रुपये खर्च करने की घोषणा की। राज्य में एक करोड़ परिवारों के 3.5 करोड़ सदस्यों को इस योजना का लाभ मिलेगा। इसका दूसरा मतलब यह भी है कि अब ओडिशा के लोग इस योजना के जरिये देश के किसी भी हिस्से में रहकर पंजीकृत अस्पताल में इलाज ले सकेंगे, क्योंकि इस योजना के तहत पंजीकृत अस्पतालों की संख्या 30 हजार है। इतना ही नहीं, ओडिशा में आयुष्मान भारत डिजिटल मिशन भी लागू हो जाएगा, जिसके तहत राज्य के लोगों को भारत डिजिटल स्वास्थ्य खाता (आभा) आईडी मिलेगी। इसका इस्तेमाल देश में कहीं भी अपने मेडिकल रिकॉर्ड की जानकारी प्राप्त करने में कर सकेंगे।

हर बार नई शर्त, तर्क भी सियासी जैसे

केंद्र के एक शीर्ष अधिकारी ने बताया कि जून 2018 में योजना को लेकर राज्यों के साथ जानकारियां साझ करना शुरू हुआ। सितंबर 2018 में योजना को लॉन्च करने के बाद जनवरी 2019 से बैठकें भी शुरू हुईं। लगभग सभी राज्यों को मनाने में कामयाब रहे, जिनमें से कई शर्तों को भी पूरा किया गया, जबकि कुछ जगह अहम बदलाव भी करने पड़े, लेकिन जब भी दिल्ली, पश्चिम बंगाल या ओडिशा के साथ बातचीत होती तो यहां के अधिकारियों की हर बार एक नई शर्त सामने आती थी। कई बार ऐसा भी हुआ कि उनके तर्क साफ तौर पर सियासी समझे जा सकते थे, जिन्हें लेकर उन्हें बार-बार समझाया भी गया, लेकिन इसमें सफलता नहीं मिली।

Mumbai Tarun Bharat • Mumbai • 13 Jan, 2025

Electro committed to homeopathy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	97	N/A	Top Center	12148	17.73K

इलेक्ट्रो होमिओपॅथीसाठी कटिबद्ध

कल्याणमध्ये राज्यस्तरीय चर्चासत्रात नरेंद्र पवार यांचे आश्वासन

कल्याण, दि. १२ : प्रतिनिधी

समाजामध्ये हळूहळू लोकप्रिय होऊ लागलेल्या आणि वैद्यक क्षेत्रामध्ये महत्त्वाची भूमिका बजावणाऱ्या इलेक्ट्रो होमिओपॅथी क्षेत्राच्या समस्या सोडविण्यासाठी आपण सर्वतोपरी कटिबद्ध असल्याचे आश्वासन माजी आ. नरेंद्र पवार यांनी दिले.

इलेक्ट्रो होमिओपॅथीचे जनक डॉ. काउंट सिझर मॅटी यांच्या २१६व्या जन्मदिवसानिमित्त 'इलेक्ट्रो होमिओपॅथी फाऊंडेशन' महाराष्ट्राच्या माध्यमातून कल्याणमध्ये राज्यस्तरीय चर्चासत्र संपन्न झाले, यावेळी पवार बोलत होते.

इलेक्ट्रो होमिओपॅथीला भारतात पूर्वीपेक्षा जास्त संरक्षण आणि महत्त्व दिले जात आहे. या उपचार पद्धतीची लोकप्रियता दिवसेंदिवस वाढत चालली असून, इतर उपचार पद्धतीवर विश्वास ठेवणारेही आता इलेक्ट्रो होमिओपॅथीकडे वळू लागल्याचे गौरवोद्गार माजी आ. पवार यांनी काढले.



अडचणी सोडविण्यासाठी सर्वतोपरी प्रयत्न

इलेक्ट्रो होमिओपॅथी क्षेत्रासमोर सध्या काही तांत्रिक, तर काही शासकीय स्तरावरील अडचणी आणि समस्या आहेत. परंतु, महाराष्ट्र राज्य असो की, केंद्र सरकार, या दोन्ही ठिकाणी गतिमान आणि कृतिशील असे भाजप सरकार कार्यरत आहे. त्यामुळे इलेक्ट्रो होमिओपॅथी क्षेत्रासमोरील या अडचणी सोडविण्यासाठी आपण सर्वतोपरी प्रयत्न करू, असे आश्वासन पवार यांनी उपस्थित डॉक्टरांना दिले.

इलेक्ट्रो होमिओपॅथी संघटनेचे राज्य सचिव डॉ. महेंद्र पवार यांनी नरेंद्र पवार यांचे पुष्पगुच्छ आणि सन्मानचिन्ह देऊन स्वागत केले. भाजप कल्याण जिल्हा अध्यक्ष नरेंद्र सूर्यवंशी, इलेक्ट्रो होमिओपॅथीचे राष्ट्रीय अध्यक्ष डॉ. पी. एस. पांडे, राष्ट्रीय सचिव डॉ. सुरेंद्र पांडे, महाराष्ट्र राज्य अध्यक्ष डॉ. प्रदीप तिवारी, सचिव डॉ. महेंद्र पवार, राष्ट्रीय खजिनदार डॉ. बापू पाटील यांच्यासह महाराष्ट्र उपाध्यक्ष डॉ. रमेश यादव, मुंबई अध्यक्ष डॉ. राकेश तिवारी, महाराष्ट्र खजिनदार डॉ. प्रभाकर विश्वकर्मा, पालघर अध्यक्ष डॉ. यू. बी. सरोज, ठाणे शहर अध्यक्ष डॉ. त्रिलोकनाथ गुप्ता, ठाणे ग्रामीण अध्यक्ष डॉ. देवराज पाल, ठाणे ग्रामीण उपाध्यक्ष डॉ. मनोज वाघ, ठाणे ग्रामीण सचिव डॉ. सुनिल पाटील असे ३०० सदस्य यावेळी उपस्थित होते.

Hindustan Times • Mumbai • 12 Jan, 2025

Buldhana's 'bald virus' not fungal: Prelim reports

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	199	N/A	Middle Right	596138	1.1M

Buldhana's 'bald virus' not fungal: Prelim reports

Niraj Pandit
niraj.pandit@hindustantimes.com

MUMBAI: Preliminary investigations of hair, scalp and nail samples have ruled out a fungal infection as the cause of the mysterious "bald virus" affecting several villages in Shegaon taluka of Buldhana district.

Medical experts and officials have, however, cautioned that these are only initial findings, and further analysis is required. The microbiology reports, crucial for a definitive diagnosis, are expected by Thursday. Meanwhile, a team of experts from the Indian Council of Medical Research (ICMR) is set to visit the affected areas within two days to conduct a comprehensive investigation.

In response to the outbreak, Prataprao Jadhav, union minister of state for AYUSH and health, on Saturday visited the affected villages, including Pahurjira, Kalwad, Kathora, Bhongaon and Bondgaon. During his visit, he interacted with the affected residents, assuring them of swift action.

"This is an unusual condition, but there is no need to panic," he said. "Scientists from ICMR and experts from various medical systems, including Ayurveda, Unani and allopathy, will conduct detailed research and diagnosis. The government is fully committed to resolving this issue."

The district administration has initiated multiple measures, including testing water sources and other environmental factors. Groundwater samples from affected villages were analysed by the Groundwater Survey and Development Agency in Buldhana, with additional testing conducted at a private NABL-certified laboratory in Nashik.



Results from the microbiology lab report are still awaited. HT PHOTO

The report, received on January 11, revealed no traces of arsenic, lead, mercury or cadmium in the samples. However, elevated nitrate levels were found in 14 of the 31 samples tested. Consequently, gram panchayats in the affected villages have been advised to avoid using water sources with high nitrate levels until further notice.

To address concerns, the district health authorities have already initiated symptomatic treatment for patients at Primary Health Centres. A team of dermatologists examined the affected individuals and sent samples for skin biopsy to the Government Medical College in Akola. The biopsy report, submitted on January 11, confirmed the absence of fungal or other infections in hair, nail, and scalp samples.

Dr Amol Gite, district health officer, however, said it was too early to claim the absence of fungal infection, as the microbiology lab report was still to come in. Reiterating Dr Gite's viewpoint, local doctor Avinash Mahajan said, "These are very preliminary reports. We have to wait for further reports. Till then, the current treatment will continue for the affected people based on the available information."

In addition, an independent team of microbiologists and dermatologists from the Government Medical College in Akola conducted a survey on January 10. Blood samples from over 65 villagers were collected and analysed, with initial results showing no direct link to hair loss. The Food Safety Officer also collected samples of shampoo, hair oil and soap from local shops for analysis. The results are awaited.

The New Indian Express • Chennai • 12 Jan, 2025

A Traditional Guide to Healing

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	660	N/A	Bottom Center	871652	246.4K

A Traditional Guide to Healing

Alternative therapies like crystal healing are the latest buzzing trend on social media

By Mallik Thatipalli

Sometimes finding calm means going back to one's roots. The concept of using crystals for healing has been around for a long time, but with celebrities like Naomi Campbell, Adele and Victoria Beckham going public about using crystal therapy, it is becoming the new trend on social media.

What is Crystal Therapy?

Various crystals and minerals are placed on or around a fully clothed person to induce deep relaxation, release stress and pain, and promote energy balance within the physical and subtle bodies. The treatment takes around an hour and crystals may be used singly or in patterns.

Ahor As, a consultant therapist from Manipur who works at the Old School Brindavanam, a wellness retreat in Hyderabad, says that sleep deprivation is one of the most common complaints they address using crystal therapy. "We use soothing crystal-infused oils that immediately calm the mind. From the aroma to the warmth and gentle techniques, every aspect of the massage is carefully designed to treat common ailments," she explains.

Rooted in ancient traditions, these therapies are based on the belief that crystals carry unique vibrational energies that can interact with the body's energy fields, or *chakras*, to restore balance and well-being. The wellness center uses a range of crystal-infused oils for treatments. From Amethyst that relieves stress and promotes clarity or clear Quartz that amplifies energy and intention, for a variety of aches, pains (like sciatica) and lifestyle issues like insomnia, they harness the healing powers of crystal to alleviate issues.



Choosing Tradition

Pavithra Yama, 33, took a break in the last week of December. Seeking calm and peace, she found herself looking for traditional practices. "I had a 90-minute head-to-toe massage and felt rejuvenated. Whether it was the oils, the skilled hands, or the nostalgic charm of the place that offered traditional practices like crystal therapy, I was transported to summers spent in my grandmother's house. For a moment, I felt like a carefree child again," she says.

Smita Vallurupalli, the founder of Old School Brindavanam says that crystal therapy is one of the most sought after healing practices. "I've been a part of the beauty industry for more than a decade, and we wanted to bring back products that generations before us used—be it *nalugu* (*ubtan*) or roses as perfumes. I formulated products using homegrown ingredients. We tested a variety of leaves and herbs traditionally used to create a range that works for Indian skin and hair," The Instagram-approved crystal therapy also uses oils derived from vegetables, herbs, fruits, and spices, tailored to each individual's needs.

Navbharat Times • Delhi • 12 Jan, 2025

When Lung get week

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Hindi	1709	N/A	Top Left	3333348	2.68M

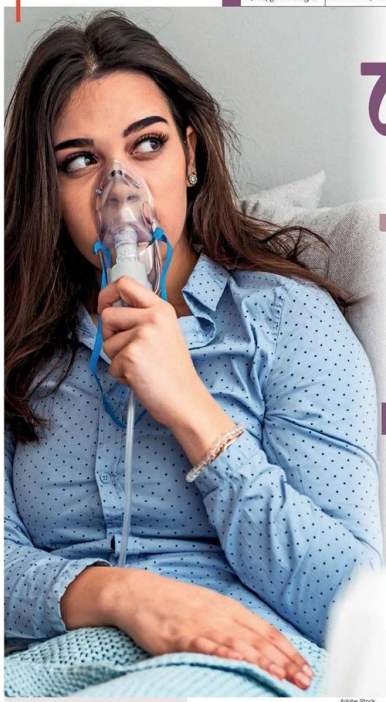
बच्चों, बुजुर्गों समेत सभी के लिए न्यूमोनिया कब ज्यादा खतरनाक हो जाता है? देश के बेहतरीन एक्सपर्ट से बात कर बता रहे हैं

लोकेश के. भारती

एक्सपर्ट पैनल



डॉ. तनुजा नेसरी एम्स दाकोटर, ऑल इंडिया इंस्टिट्यूट ऑफ आयुर्वेद | डॉ. जी. सी. किलनानी जेएनयू, हेल्थ सेंटर ऑफ पल्मोनरी, PGIMS | डॉ. महेश व्यास दीन, ऑल इंडिया इंस्टिट्यूट ऑफ आयुर्वेद | डॉ. पुलम सक्सेना दाकोटर-चेस्ट, सरल डायग्नोस्टिकास | डॉ. सुरील वस्स सीनियर हेल्थकेयर | डॉ. अम्बस्त अग्रवाल सीनियर पीडियाट्रिशन | डॉ. चंदकांत लहरिया सीनियर कंसल्टेंट, मेडिसिन



जब फेफड़ों में कम हो जाए दम

6 खास बातें

- पानी की कमी न होने दें, हर दिन 2.5 से 3 लीटर गुनगुना या सामान्य पानी पिएं।
- फ्रिज की ठंडी चीजों से दूर रहें। गुनगुनी या गर्म चीजें कुछ ज्यादा खाएं।
- मौसमी फल, सलाद आदि दिन में खा लें, शाम के बाद खाने से बचें।
- जब सांस तेज चले, बुखार, खांसी हो, सीने में दर्द हो तो डॉक्टर के पास जाएं।
- मरीज की स्थिति ज्यादा गंभीर होने पर ऐरोपेथिक डॉक्टर के पास ही जाएं।
- HPMV वायरस जो आजकल चर्चा में है, यह भी न्यूमोनिया जैसा लक्षण ही पैदा करता है, लेकिन अपने देश में अभी इससे डरने की जरूरत नहीं है। हां, सचेत जरूर रहना है। खानपान सही रखें। एयरस्पेसइन करें।

सांसों की गति काफी बढ़ जाती है न्यूमोनिया में

1 मिनट में कितनी सांसें सामान्य

बच्चों में	
0-2 महीने	30-60
2-12 महीने	30-50
1-5 साल	20-40
6-12 साल	19-30
किशोर	
13-15 साल	12-20
युवा और मिडल एज वाले	
16-59 साल	12-20
बुजुर्ग	
60 साल या इससे ज्यादा	12-20

(कुछ बुजुर्गों में उम्र के साथ दर 20-22 तक भी हो सकती है, खासकर यदि वहीं पुरानी बीमारी हो।)

प्रेगनेंसी में | 16-20

(गर्भावस्था में सांस लेने की दर थोड़ी बढ़ सकती है क्योंकि शरीर को ज्यादा ऑक्सीजन की जरूरत होती है।)

इतना दम फूलता है न्यूमोनिया में

अगर खांसी है या बुखार है या सीने के किसी हिस्से में दर्द की शिकायत है या सांस लेने में परेशानी हो रही है जिस वजह से उसे ज्यादा देर सांस लेनी पड़ रही है तो समझ लेना चाहिए।

ऐसे में यह नजर, विशेष या बुजुर्ग 1 मिनट में सामान्य से ज्यादा बार ज्यादा सांस ले रहा है, इसे देखकर भी यह समझा सकते हैं कि ममता न्यूमोनिया का भी हो सकता है। ऐसे में फौरन ही डॉक्टर के पास जाना चाहिए। यहां हर एज ग्रेटिनो की ज्रेशि रेज बताई गई है। अगर किसी भी उम्र के व्यक्ति का रेस्पिरेटरी रेट या सांसों की रिपीट मैसिमम रेट से ज्यादा है तो उस शख्स को डॉक्टर से जरूर मिलना चाहिए। उदाहरण के लिए अगर किसी बुजुर्ग के सांस लेने की गति 20 सांस प्रति मिनट से बढ़कर 30 सांस प्रति मिनट या इससे ज्यादा हो जाए और साथ में सीने में भारीपन हो, खांसी, बुखार जैसी परेशानी पहले से ही हो तो उस शख्स को डॉक्टर या हॉस्पिटल के पास ले जाना चाहिए।

कहां ले जाएं: ऐसे हॉस्पिटल या क्लिनिक पर जहां पर ऑक्सीजन X-ray और CT स्कैन की सुविधा हो। साथ ही वहां पर ऑक्सिजन सपोर्ट की भी व्यवस्था होनी चाहिए।

नोट: ऊपर दी टेबल आराम की स्थिति की है। एयरस्पेसइन या रेट्रेन के दौरान सांस की दर चौड़ी पड़ सकती है, लेकिन आराम के बाद यह सामान्य से जल्दी वापिस आनी चाहिए। अगर न्यूमोनिया में सांसों की गति आराम की अवस्था में दी हुई रेंज को पार कर जाती है।

Adobe Stock

लक्षण और बचाव

बड़ों, बुजुर्गों में लक्षण

तेज बुखार: फीवर का 103, 104 डिग्री फारेनहाइट तक पहुंच जाना। आमतौर पर बुखार 100 डिग्री फारेनहाइट से ज्यादा ही रहता।

कंपकंपी महसूस होना: यह सुनकर है कि मरीज को ठंड लगने के साथ कंपकंपी भी महसूस हो।

शुरुआत सूखी खांसी से: न्यूमोनिया में अक्सर खांसी की शुरुआत सूखी खांसी से होती है जो बाद में गीली यानी बलगम वाली हो जाती है।

सांस लेने में कठिनाई: डा Shortness of Breath में कहते हैं। खांड़ेज़ चढ़ने से या हल्के कामों में भी सांस फूल सकती है। ज्यादा गंभीर मामलों में बेड-रेस्ट पर फिर लेटे-लेटे भी परेशानी हो सकती है।

थकावट महसूस होना: सुस्त उठने पर ऐसा महसूस न होना, थका हुआ महसूस होना

सीने और शरीर में दर्द: खांसने या गहरी सांस लेने पर कई बार सीने में दर्द महसूस होता है। इसके अलावा मांसपेशियों, जोड़ों के साथ पूरे शरीर में दर्द महसूस होना

भूख में कमी: भूख में कमी हो सकती है। जब लिवर ज्यादा गंभीर होती है तो कुछ भी खाने का मन नहीं करता है।

ध्यान दें: ऊपर के लक्षणों किसी दूसरी बीमारी के भी हो सकते हैं, जब यही लक्षण मिलजुले रूप से न्यूमोनिया की स्थिति बन जाती है। मरीज की जांचों को देखकर ही समझा सकते हैं।



बच्चों में लक्षण



- बच्चों की सामान्य दिनचर्या चहरा गई हो, शांत रहने लगा हो।
- हर दिन वह 10 घंटे सोता था, अब 13-14 घंटे सो रहा हो
- खेलने में दिलचस्पी कम हो गई हो
- होंठ सूखना, कम पेशाब आना
- नाखून या होंठ या फिर होंठ पैरों पर भी नीला। ऐसा शरीर में ऑक्सिजन की कमी की वजह से होता है।
- सांसें तेज हो जाना, सीने और पेट के बीच की त्वचा का खेंच जाना, किसी परेशानी महसूस भी करते हैं।
- सीने से पसपाहट की आवाज, गले में दर्द की शिकायत करना
- खांसते समय रोना या चेहरे लाल
- दूध पीने या फिर खाने की इच्छा काफी कम हो जाना

बच्चों के लिए बचाव

- काम हमेशा हाथ कर रखें। सीने में ठंड न लगे, इसका ध्यान रखें। अगर बाहर धूप भी खिली हो तो भी कान और सीने जरूर कवर करके रखें। चाकी अंगों में भी हवा न लगे।
- हमेशा कोशिश करें कि गुनगुना पानी ही दें।
- बच्चों को ठंडा खाना या पीना हालांकि न दें।
- अगर कच्चा मांस का एक पीस है तो जरूर दें।

कब ले जाएं डॉक्टर के पास: बच्चे कई बार अपनी परेशानी बता नहीं पाते, इनकी पेशेंटचिंग पर नजर रखें। अगर फॉर दिखे, सुस्त दिखे, कम खाए-पिए 2 दिन से ज्यादा हो गया हो।

फौरन कर सकते हैं ऐसे उपाय

- एंटी-एलर्जिक जैसे कि सिट्रिज़िन (Cetrizine) या पैरासिटामोल (Paracetamol) टैबलेट लें।
- सिट्रिज़िन के ब्रैंड नेम : सेटजाइन (Cetzine), माइलेन (Mylin) आदि। पैरासिटामोल के ब्रैंड नेम : क्रोसिन (Crocin), कारलोफ़ास (Calpol Plus), पैरेत (Parol) आदि।
- अगर सिर्फ खांसी ही नहीं खांसी ज्यादा होने के 72 घंटे तक खांसी को रोकने के लिए ऐंटिहिस्टेमिन या ऐंटिहिस्टमीन की दवा के सेवन से बचना चाहिए। अगर इन दवाओं को जल्दी शुरू करते हैं तो यह समस्या है कि खांसी में मौजूद बलगम नहीं जम जाए। इससे परेशानी पूरे तरह खत्म नहीं होगी। अगर किसी को दवा या दीवी या फिर सांस से जुड़ी कोई गंभीर परेशानी है तो ये लोग आयुर्वेद के साथ मॉडर्न मेडिसिन का सहारा ले सकते हैं।

नोट: डॉक्टर की सलाह के बिना पेंटिमार्वाटेक सिरलक्ष्त न लें। कई बार कफ़िन कोरेक्स और कफ़ सायरप या अलर्जी से होते हैं।

स्टीम लेना: गहरे पानी को उबालकर उसकी भाप को नाक और मुंह से अंदर खींचे जाता है। हम खुद को स्टीमर समेत कंबल या तौलिये से ढक लें। 5 से 7 मिनट तक स्टीम करना काफी है। कुछ भी न मिलाएं। दिन में 2 से 3 बार स्टीम करना सही है। नाक से स्टीम लें और मुंह से छोड़ें।

कब करें नेबुलाइज़: इसका इनहेलर लिया डॉक्टर की सलाह से न करें। इनहेलर करने से पहले इसकी एक छोटी-सी ट्रेनिंग भी होती है, वह लें। नेबुलाइज़र इनहेलर करने के लिए पहले मशीन में दवा डालनी पड़ती है जो मरीज की हिलती और जलता को देखते हुए डॉक्टर लिखता है। नेबुलाइज़र की प्रक्रिया अमूमन 10 मिनट की होती है। यह घरमोबेल है, जिसे सांस लेने में परेशानी हो, टूकिया या जांचों में सुजन, असमा की परेशानी हो।

बलून में हवा: घर पर अपने फेफड़ों की क्षमता बढ़ाने के लिए गुब्बारे फुलाने मददगार हैं। इसके लिए किसी भी शहर के नजदीक जो अमीर-ग्रेड शहर के हों वो देखना। गुब्बारे को अपने मुंह से हवा भरकर फुलाएं। हवा भरने के लिए पहले ज्यादा से ज्यादा हवा अपने फेफड़ों में भरें। इसके बाद उसे नलुनल के अंदर डालें। अगर फूले हुए बलून हों तो उनमें हवा निकालकर उन्हें दोबारा फुला सकते हैं। कोरोना से उबरे हैं तो 1 से 2, नहीं तो 4 से 5 बलून फुला सकते हैं।

स्पाइरोमीटर टेस्ट: सांस की क्षमता को जांचने और बढ़ाने में 'थ्री बॉल स्पाइरोमीटर' का इस्तेमाल कारगर है। एक पाइप होता है और 3 प्लास्टिक की बॉल। फूंक मारनी होती है। फूंकने से तीनों बॉल ऊपर उठ जाती हैं तो फेफड़ों की क्षमता अच्छी है।

जरूरी टेस्ट

1. CBC (कंप्लीट ब्लड काउंट): यह खून सबसी जांच है। इससे यह तो पता चल जाता है कि TLC (Total Leukocyte Count) कम हुआ है या नहीं। इसके को सेने के मुताबिक है कि सीरेट में इनफेक्शन हुआ है। प्लेटलेट्स की संख्या कम होने लगी है या नहीं, लेकिन यह टीम की विशेष जांच नहीं है। कुछ डॉक्टर इस जांच के साथ साथ के कमी लक्षणों को देखने के बाद दूसरे टेस्ट करने के लिए कहते हैं।

कितने दिनों के अंदर कराएं: कुछ लोगों के 3 से 4 दिनों में खांसी 250 से 300 रुपये, रिपोर्ट: उसी दिन

2. CRP: यह सीरेट में मौजूद इंफेक्शन को समझने के लिए बेहतरीन टेस्ट है। हल्की छोटी सूजन की जानकारी नहीं मिल पाती। खर्च: लगभग 500 रुपये, कैसे: खून से, रिपोर्ट: उसी दिन

3. X-RAY/CT स्कैन: निमोनिया की रिपोर्ट को समझने के लिए यह जरूरी टेस्ट है। यह उन लोगों व पेशेंट के लिए बेहतर है जिन्हें सीने में दर्द और सांस फूलने की परेशानी तो रही न्यूमोनिया के लक्षण हों। डॉक्टर पहले एक्सरे के लिए कह सकते हैं।

ऐसा क्या करें कि न्यूमोनिया की स्थिति बने ही नहीं?

यह सबसे तेज पर कारगर रही। है कि न्यूमोनिया की स्थिति बनने से पहले ही पूरी तरह रोक सकते हैं। दरअसल, हमें इनफेक्शन होने और उसका सीरेट पर हमले से जल्द वापसी हट तक हमारी इम्यूनिटी पर निर्भर करती है। इम्यूनिटी कोई 4 दिन या फिर 4 हफ्तों में बनकर तैयार नहीं होती है कि यह शरीर में पहुंचने वाले इनफेक्शन के एजेंट यानी वायरस या बैक्टीरिया आदि को हरा दे। यह लगातार चलने वाली प्रक्रिया है। तो हफ्तों में कम से कम 5 दिन सही रणनीति, सही खानपान रखना चाहिए, सही व्यायाम-दिनचर्या पर्याप्त करना चाहिए। और यह भी सच है कि जरूर हम कुछ चीजें का ध्यान रखें तो सर्दी से बचेंगे, बुखार आदि से बच सकते हैं। अगर इनको बचा गए तो मुमकिन है कि न्यूमोनिया की स्थिति बनने वाले वायरस या बैक्टीरिया हम पर हावी ही न हो पाएं।

आयुर्वेद में उपाय

यहां जो भी उपाय बताए जा रहे हैं, वे न्यूमोनिया से बचने के भी हैं और न्यूमोनिया होने के बाद भी अपनाए जा सकते हैं। पर ध्यान रहे कि न्यूमोनिया या किसी भी गंभीर ममलों में बिना वैद्य की सलाह के इलाज न अपनाएं।

- गला खराब होने पर गरारे करें। इसके लिए एक गिलास पानी में आधा चम्मच सेंधा नमक मिला लें। एंटिसेप्टिक होने पर सेंधा नमक से गरारे करने से फायदा होता है। गुनगुने पानी से फिटकरी मिलाकर भी गरारे कर सकते हैं। एक गिलास गुनगुने पानी में 2 चुटकी फिटकरी फाड़कर मिला सकते हैं। अगर फिटकरी फाड़कर नहीं है तो सतुरा फिटकरी को ही गुनगुने पानी में 2 से 3 मिनट के लिए छोड़ दें, फिर छानकर उससे गरारे करें।
- दिन में किसी भी समय 20 से 25 मिली तीटर तिल या नारियल का तेल मुंह में भर लें और 5 से 7 मिनट तक रखें रहें। फिर कुल्ला करके फेंक दें। आयुर्वेद में इस क्रिया को गण्डूष कहते हैं।
- गुनगुना पानी पिएं। दिनभर में 2-3 लीटर पानी पिएं।
- 50 ml सरसों के तेल में 2 चुटकी नमक मिलाकर 2 मिनट गर्म कर लें। सीने पर मालिश करें।
- जब दोनों साफ करें तथा तालु को खींचे हाथ के अंगूठे से अच्छे तरह साफ कर साफ कर लें जिससे जमा हुआ कफ बाहर निकल जाए।
- 1 गिलास गुनगुने पानी में आधा चम्मच हल्दी पाउडर या 1 गिलास पानी में कच्ची हल्दी का 1 टुकड़ा 5 मिनट उबालकर गरारे करने से फायदा होगा। यह ध्यान रखें कि दिनभर में 2 से 3 बार ही गरारे करें। इससे ज्यादा नहीं।
- 2 से 3 ग्राम मुलेठी पाउडर को आधा चम्मच शहद के साथ मिलाकर सेवन से राहत मिलती है।
- गले में खराश होने पर 1 चम्मच शहद में 5 से 7 बूंद तुलसी या अदरक का रस मिलाकर दिन में 3 बार पीने से फायदा होता है।
- मिंटमिन-सी से भरपूर चीजें जैसे कि चेरी, संतरा, मौसमी आदि खाएं।
- शाम होने के बाद फल, दही आदि खाना बंद कर दें। फ्रिज से निकालकर ठंडी चीजें हरगिज न खाएं।

काढ़ा ही कुछ ऐसा

- जो भी काढ़ा पिएं, हर दिन 20 से 30 ml से ज्यादा न हो, इसे दिन में 2 बार ही सकते हैं।
- अगर चीनी, शालखेजीर और काली मिर्च से रहें हैं तो मुलेठी न लें या बहुत कम कर दें। इन चीजों की जगह मुलेठी लेना चाहते हैं तो वैद्य से जरूर बात कर लें।
- काढ़ा हर सख्श की परेशानी और उसकी जरूरतों के अनुसार तैयार किया जाना चाहिए।
- 2 गोल, 2 काली मिर्च, थोड़ा टुकड़ा अदरक, 1 चम्मच चाय की पत्ती, 1 चम्मच पीसी कैलीन अथवा गिलास पानी में आधा रह जाने तक उबालें। फिर घीरे-घीरे पिएं करें। रात को सोते समय इसे पैनेड ज्यादा फायदेमंद है।
- सुस्त किसी भी बच्चा तुलसी का दो पत्ते अर्क (कई वैद्यम में मौजूद हैं) एक गिलास पानी में मिला कर पीने से सर्दी-जुकाम से राहत जा सकता है।
- एलेचेना (मुलेठामार्ग या ग्लाराडा) के एक चम्मच जूस में मुटभीचा हल्दी मिलाते हैं और गर्म पानी के साथ लेने से फायदा होता है।

खांसी और दम फूलने में

सिंहपाचड़ि पूर्ण (जिन्हें सुगर नहीं है) या ताजिसिंह पूर्ण (जिन्हें सुगर है) का सेवन करना चाहिए। इन्हें पानी या 1 चम्मच शहद के साथ लेना चाहिए। इनमें खांसीरोधन भी मौजूद होने चाहिए। यहां खांसी में सिंहपाचड़ि पूर्ण और वरुणा यानी पीली खांसी में ताजिसिंह पूर्ण ज्यादा फायदा करता है। इन्हें निर्धारित रूप से लेना चाहिए।

ऐसे लें पूर्ण: 200 ml शहद में 20 से 100 ग्राम

सिंहपाचड़ि पूर्ण या ताजिसिंह पूर्ण को मिला दें। इसे 10 से 12 घंटों के लिए छोड़ दें। फिर हर दिन 1 चम्मच सुबह और शाम लें। परेशानी ज्यादा है तो इसे 3 चक्कर में कर सकते हैं। इसे बच्चे को भी दे सकते हैं। 7 वर्ष तक के बच्चे को एक चौथाई से आधा चम्मच। 7 से 14 से 12 साल तक के बच्चों को आधा चम्मच 2 बार।

बच्चों के लिए काढ़ा

- बच्चे हर दिन 10ml पानी दो चम्मच से ज्यादा नहीं
- एक चम्मच शहद में एक चौथाई चम्मच अदरक का रस या 2 तुलसी पत्ते को मिलाकर 2 से 3 बूंद रस मिलाकर दिन में दो बार देना।

नोट: कोई भी दवा बिना डॉक्टर की सलाह से न दें।

होम्योपैथी में दवा

वायरल न्यूमोनिया का होम्योपैथी में सफल इलाज है क्योंकि होम्योपैथिक दवाएं मूलरूप से इम्यूनिटी पर ही काम करती हैं जिससे जल्द आराम मिलता है। वैसे कुछ दवाओं के बारे में जानना जरूरी है जिन्हें किसी डॉक्टर की सलाह से ही लेना चाहिए:

Bryonia: रात भर खूब में खुलकी बनें रहती है। छाती में दर्द, उल्टी की शिकायत और मरीज खून में बलगम की शिकायत करता है तो यह कारगर है।

Arsenicum album: यह दवा तब दी जाती है जब मरीज को न्यूमोनिया में खून घटने नहीं लगता है, यह सिलर पर पहुंचे नहीं लगता और रात को उसका चलना थे करना रहता है। फेफड़ों में खून घुमा भरा दर्द होता है।

Ipecac: न्यूमोनिया के उन मरीजों में जिनमें खांसी के साथ लगातार उल्टी होती रहती है, यह दवाई खूब उपयोगी है।

Lycopodium: जब लेफ्ट फेफड़े में ज्यादा इंफेक्शन रहता है। सांस ज्यादा फूलता है। भी लेफ्ट साइड में 4 बजे से रात के 8 तक लक्षणों ज्यादा खत्म हो जाते हैं, तब इस दवा को देना चाहिए।

Antimonium Tart: बच्चों में न्यूमोनिया के इंफेक्शन के लिए यह संजीवनी दवा है। जब बच्चे की छाती से खराहट आवाज आती रहती है और बच्चा सो नहीं पाता है। सांस खूब तेजी से चलती है यानी मिनी मोटी गंभीर हो जाए, तब यह दें।

The New Indian Express • Chennai • 11 Jan, 2025

TADASANA GOOLF CHAKRA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	652	N/A	Top Right	860013	246.4K

FITBIT

TADASANA GOOLF CHAKRA

(STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

STEPS

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform 8-10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.
- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.



BENEFITS

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery for injured ankles or post-surgery (with precautions).
- Included in therapy yoga for hip replacement recovery and back pain relief.

LIMITATIONS

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

The Morning Standard • Delhi • 11 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	601	N/A	Middle Right	288677	300K

FITBIT

TADASANA GOOLF CHAKRA

(STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

STEPS

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform around 10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.
- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.



BENEFITS

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery of injured ankles or post-surgery (with precautions) conditions.
- Included in therapy yoga for hip replacement recovery and back pain relief.

LIMITATIONS

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

The Morning Standard • Delhi • 11 Jan, 2025

Transformative Health Trends 2025

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	1239	N/A	Bottom Left	594718	300K



Healthy eating

DR Y RAJYALAKSHMI DEVI, PhD FOOD & NUTRITION, DDM, CHIEF DIETICIAN & SENIOR CLINICAL NUTRITIONIST AT KIMS - LIVLIFE



AS we move into 2025, the world of nutrition continues to evolve, driven by advancements in science, sustainability, and personalised approaches. One key trend gaining traction is 'personalised nutrition through genetic testing'. With the rise of accessible genetic testing, individuals will have tailored nutrition plans based on their unique genetic makeup, microbiome, and lifestyle, helping optimise health outcomes. Another growing focus is 'functional foods for mental health', which emphasises the connection between the gut and brain. Probiotics, prebiotics, and adaptogens like *ashwagandha* and lion's mane mushrooms will become popular for reducing stress, improving sleep, and enhancing mental clarity. Plant-friendly diets will also remain a priority, emphasising sustainable food choices like plant-based and lab-grown alternatives and carbon-labelled products to highlight their environmental impact. The 'food as medicine' approach will continue to grow, focusing on anti-inflammatory foods and ingredients that help manage chronic diseases such as diabetes and cardiovascular issues. Tech-enhanced nutrition through wearables and apps will track biomarkers like glucose levels and nutrient absorption, offering real-time feedback for diet optimisation. Zero-waste and upcycled foods, like banana peel flour and beet pulp crackers, will reflect a commitment to reducing food waste. Diet trends like Microbiome Diet 2.0 and Flexitarian 2.0 will emerge, emphasising personalised gut health and ethical eating. In 2025, the emphasis will be on balance, hydration, and mindful food choices, prioritising quality and sustainability for overall well-being.

TRANSFORMATIVE HEALTH TRENDS 2025

Health will become more personalised and accessible, with innovations across nutrition, paediatrics, dermatology, cardiology, and mental health. From tailored nutrition plans to AI-driven diagnostics, these advancements will focus on holistic care, early detection, and sustainable choices, promoting overall well-being. **Darshita Jain** speaks to experts about the trends in 2025



Mental health

RADHIKA ACHARYA, CONSULTANT CLINICAL PSYCHOLOGIST, DECCAN HOSPITAL, SOMAJIGUDA



AFTER the pandemic, mental health challenges became more prominent, leading to several key innovations, especially with the use of technology. The shift toward integrating digital tools into mental health programs has made interventions more accessible and effective. Combining technology with a human-centred approach has become crucial, as AI plays a significant role in diagnosing, analysing data, and guiding clinicians in treatment planning. Tools like chatbots and AI-powered apps offer immediate emotional support, helping reduce distress and improve overall well-being. As we move into 2025, the focus will continue to be on building resilience, emphasising its importance for long-term mental health success. Support groups, such as those for ADHD or schizophrenia, have gained more recognition, helping professionals facilitate meaningful connections and offer targeted support. Overall, technology remains a powerful enabler, working alongside human care to drive better outcomes in mental health.

Child wellness

DR VITTAL KUMAR KESIREDDY, CONSULTANT & IN CHARGE - DEPARTMENT OF PAEDIATRICS, CARE HOSPITALS, BANJARA HILLS



IN 2025, pediatric healthcare is set to undergo some exciting changes to improve outcomes and care. One key trend is using artificial intelligence (AI) for earlier detection of conditions like autism and ADHD. Using data from wearable devices, AI-powered tools help spot developmental delays sooner, enabling timely interventions. Telemedicine continues to grow, offering virtual mental health services that make support more accessible, especially for families in remote areas. Preventive care is also becoming more personalised, using genetic data to create tailored wellness programmes for children. On the treatment side, gene therapy is advancing for rare genetic disorders like Duchenne muscular dystrophy and spinal muscular atrophy, while immunotherapy, including CAR T-cell therapy, is improving paediatric cancer care. Vaccines are evolving too, with new RSV vaccines for infants and improved combination vaccines to reduce the number of injections while enhancing immunity. Precision medicine and digital tools are transforming how chronic conditions like ADHD and diabetes are managed, offering more personalised and effective treatments. These innovations are a shift towards more personalised, holistic care for children in 2025.



The Daily Guardian • Delhi • 11 Jan, 2025

Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chya...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	332	N/A	Middle Left	33177	N/A

Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chyavanprash ads

TDG NETWORK
NEW DELHI



The Delhi High Court in the case Dabur India Limited v. Patanjali Ayurved observed and has sought response of Patanjali Ayurved on a fresh injunction petition filed by Dabur in its suit wherein it alleged that the former was running disparaging advertisements against its Chyavanprash product.

Last year, on December 24, Summons in the writ were issued along with the notice on Dabur's application seeking ad interim injunction against the advertisements.

In the present matter, a fresh injunction application was filed by Dabur wherein it alleged that after issuance of summons, Patanjali ran 6,182 advertisements against its product in last one week.

The counsel, Senior Advocate Sandeep Sethi appearing for Dabur submitted before the bench of Justice Mini Pushkarna that Patanjali, in the advertisements, claims that its product is made using more than 51 herbs whereas only 47 herbs have been used.

The counsel, Senior Advocate Sandeep Sethi appearing for Dabur stated that Patanjali was using mercury in the product which is not fit for consumption of children.

It was also submitted before the court that Patanjali advertisement specifically refers to Dabur's product made with using 40 herbs as 'ordinary.'

Senior Advocate Sandeep Sethi also drew court's attention to Dabur's product which states that it is made using 40 plus herbs.

Sethi also submitted before the court that Patanjali's reference to the product made using 40 herbs clearly refers to Dabur who is the market leader in the product having more than 60% of the market share.

He also stated that, 'They refer to us as ordinary. They make a market leader ordinary.'

Senior Advocate Sandeep Sethi stated that there being disparagement carried out by Patanjali by calling Dabur as ordinary as if to show that the former is the only one who follows the books and not the latter.

It has also been alleged by him that there was misrepresentation on Patanjali's part to show false number of herbs used in its product.

On the other hand, the counsel, Senior Advocate Jayant Mehta appearing for Patanjali raised strong objection to the second interim injunction application.

However, while denying the submissions made by Senior Advocate Sandeep Sethi, Mehta stated that all the ingredients which are used in Patanjali's product are as per prescribed formula and fit for human consumption.

However, while denying the submissions made by Senior Advocate Sandeep Sethi, Mehta stated that all the ingredients which are used in Patanjali's product are as per prescribed formula and fit for human consumption.

The court while considering the facts and circumstances of the case observed and has issued notice on the second interim injunction application and sought Patanjali's response.

Accordingly, the court listed the matter for further consideration on January 20, 2025.

The New Indian Express • Bengaluru • 11 Jan, 2025

TADASANA GOOLF CHAKRA (STANDING ANKLE ROTATION)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	617	City Express	Top Right	617154	177.8K

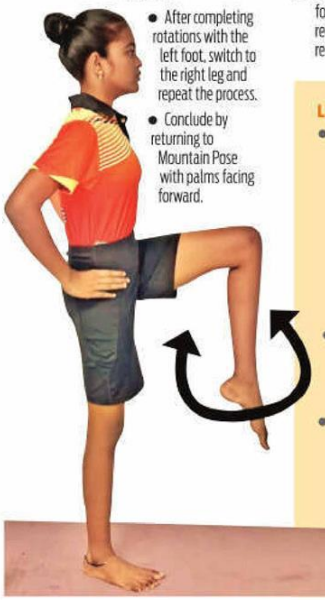
FITBIT

TADASANA GOOLF CHAKRA
(STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

STEPS

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform 8-10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.
- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.



BENEFITS

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery for injured ankles or post-surgery (with precautions).
- Included in therapy yoga for hip replacement recovery and back pain relief.

LIMITATIONS

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

The Times of India • Bengaluru • 11 Jan, 2025

Maintain a fitness calendar, set goals: Make your resolutions last

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	365	Bangalore Times	Bottom Left	625349	2.27M



Experts recommend scheduling time into your calendar to help you keep your resolution, like blocking off a specific period every morning or evening

Experts say January can be a good time to reflect on self-improvement, but let's acknowledge it – it takes effort to make resolutions stick. Here are some tips on how to make those resolutions stick.

BREAK MAJOR GOALS INTO SMALLER TARGETS

Psychologist Lynn Bufka suggests being realistic about any resolutions. "It's easy to say that you want to lose 50 pounds and thus, will never eat dessert again. It might be more helpful to say, you're only going to have dessert on the weekends and for special occasions," she says. Once you start hitting these smaller goals, the bigger one might not seem so daunting.

FOCUS ON WHAT YOU GAIN

Focusing on what the resolution is helping you to accomplish in the long run– rather than what you are being deprived of – can be a powerful way to reframe your thinking, experts say.

CONSISTENTLY REVIEW YOUR PROGRESS

To better keep resolutions, Tamara Russell of the British Psychological Society suggests reviewing each week what has and hasn't worked. "Keep refining and don't be afraid to adjust and fine-tune what you are doing. Study your own behaviour like a scientist," she says.

AP

A great resolution might be, 'I will be less judgmental with myself'. Research shows that the more we develop self-compassion, the more compassionate we can become towards others

– Tamara Russell of the British Psychological Society

JOIN A GROUP, SEEK SUPPORT

Change is difficult, so don't expect perfection or the best results immediately. There will inevitably be times when it feels impossible to keep your resolution or you want to give up. Involving others in your efforts, both for support and to hold yourself accountable, may help. Someone who decides to start exercising more, for example, might find it useful to join a running group or find a gym class with friends, to make training less of a chore.

Dina Malar • Chennai • 11 Jan, 2025

New High to Organic Items

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	63	N/A	Bottom Center	54259	882.2K



ஆர்கானிக் பொருள் ஏற்றுமதி புதிய உச்சத்தை எட்டும்

நாட்டின் இயற்கை விவசாய பொருட்களின் ஏற்று மதி தற்போது 5,000 முதல் 6,000 கோடி ரூபாயாக உள்ளது. இது அடுத்த மூன்று ஆண்டுகளில் மூன் றரை மடங்கு அதிகரித்து 20,000 கோடி ரூபாயை எட்ட வாய்ப்புள்ளது. இந்த வகை பொருட்களுக் கான உலகளவிலான தேவை தற்போது 1 லட்சம் கோடி ரூபாயாக உள்ள நிலையில், அடுத்த சில ஆண்டுகளில் இது 10 லட்சம் கோடி ரூபாயாக அதிகரிக்கக் கூடும். இயற்கை விவ சாயத்தில் ஈடுபட்டு வரும் நம் நாட்டு விவசாயிகள் இந்த வாய்ப்பை பயன் படுத்திக் கொள்ள வேண்டும்.

– பியுஷ் கோயல்
மத்திய அமைச்சர், வர்த்தகத்துறை

Dainik Bhaskar • Delhi • 11 Jan, 2025

Ayurved-Homeopathy ke doctor alopathy se karte the ilaaj

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	1401	N/A	Top Center	630250	92.28K

मरीजों की जान से खिलवाड़ • ये डॉक्टर 3-10 सालों से मरीजों का इलाज कर रहे थे

आयुर्वेद-होम्योपैथी के डॉक्टर एलोपैथी से करते थे इलाज, कंपाउंडर समेत 6 गिरफ्तार

भास्कर न्यूज | सूरत

सूरत में फर्जी डिग्रीधारी डॉक्टरों के पकड़ाने का सिलसिल रुक नहीं रहा। इस बार सचिन जीआईडीसी में बिना एलोपैथी डिग्री के प्रैक्टिस कर रहे पांच डॉक्टरों को पुलिस ने गिरफ्तार किया है। ये डॉक्टर पिछले तीन से दस सालों से मरीजों का इलाज कर रहे थे। या यह कह सकते है कि इंडस्ट्रियल क्षेत्र में श्रमिक मरीजों के जीवन से खेल रहे थे। सचिन जीआईडीसी के शीवनगर तलंगपुर रोड से विभिन्न क्लीनिकों की जांच के दौरान पटेल क्लीनिक, धरम पॉली क्लीनिक,ओम शिव क्लीनिक, प्रिंस क्लीनिक और डॉ. आर.डी. दुबे क्लीनिक पर छापे मारे गए। इस छापेमारी के दौरान यह पता चला कि इन डॉक्टरों के पास मान्य चिकित्सा डिग्री नहीं होने के बावजूद वे नियमित प्रैक्टिस कर रहे थे।

जांच के दौरान पुलिस ने 21,743 रुपए की दवाइयां और चिकित्सा उपकरण बरामद किए। सचिन जीआईडीसी पुलिस इंस्पेक्टर केए गोहिल ने बताया कि इन डॉक्टरों के अलावा कंपाउंडर भानुप्रताप को गिरफ्तार किया था। सुबह 8 बजे क्लीनिक खोलने के समय ही डॉक्टर पार्थ देबनाथ के आने से पहले पुलिस ने रेड की थी। जिसके बाद डॉक्टर क्लीनिक पर नहीं आया। शुक्रवार को दोपहर 3.30 बजे वो सामने से आ गया। इंडस्ट्रियल क्षेत्र में मरीजों के जीवन को खतरे में डालने वाले आरोपियों में 24 से 66 उम्र के पांच डॉक्टरों शामिल है।

किसके पास कौन सी डिग्री: एलोपैथी का इलाज करने के लिए डिग्री नहीं है



1. **राकेश पटेल:** बीएचएमएस डॉक्टर की डिग्री के साथ एलोपैथी का इलाज कर रहा था।
2. **कमलेश पटेल:** बीएएमएस डॉक्टर की डिग्री के साथ एलोपैथी का इलाज कर रहा था।
3. **वीरेंद्र गुप्ता:** बीएचएमएस डॉक्टर की डिग्री के साथ एलोपैथी का इलाज कर रहा था।
4. **पार्थ देवनाथ:** बीईएमएस डॉक्टर की डिग्री के साथ एलोपैथी का इलाज कर रहा था।
5. **राजदेव दुबे:** बीईएमएस डॉक्टर की डिग्री के साथ एलोपैथी का इलाज कर रहा था।
6. **भानुप्रताप:** कंपाउंडर के रूप में पार्थ देवनाथ की क्लीनिक पर लंबे समय से काम कर रहा था।

तीन साल पहले 66 वर्षीय राजदेव ने दोबारा से शुरू की थी प्रैक्टिस

पुलिस की कार्रवाई में गिरफ्तार 66 वर्षीय राजदेव ने तीन साल पहले ही दोबारा से प्रैक्टिस शुरू की थी। उसके पास बीईएमएस डिग्री है जो उसने साल 1993 में वलसाड के राजीव गांधी कॉलेज से प्राप्त की थी। उसके बाद से उसने प्रैक्टिस शुरू की थी। इस दौरा अपने बच्चों को भी उसने डॉक्टरी की पढ़ाई करवाई और उन्हें डॉक्टर बनवाया। राजदेव ने प्रैक्टिस बंद कर दी थी। लेकिन तीन साल पहले उसने दूसरी शादी की। उसकी 25 वर्षीय पत्नी गर्भवती है। दूसरी शादी करने के बाद दोबारा से प्रैक्टिस शुरू की।

The Morning Standard • Delhi • 10 Jan, 2025

FIT BIT

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	604	N/A	Middle Right	289777	300K

FITBIT

UTTANA PADASANA VARIATION HANDS ON FLOOR (RAISED LEGS POSE VARIATION HANDS ON FLOOR)

This is also called Raised Legs Pose Variation Hands On Floor which provides an intense stretch to the legs. This is practised when the back is supported supine and it engages the core muscles of the body. This is more beneficial for women as it strengthens their reproductive organs to fight symptoms related to menstruation. It also helps boost energy in the body and hence can be included in flow yoga sequences.

STEPS

- First, you can start the pose in Savasana (Corpse Pose).
- After that, exhale and lift both the legs off the floor, engaging the core muscles while tightening the abdominal area, bringing the legs to 45 degrees.
- While lifting the legs and maintaining your balance, use the support of your hands placed on the floor close to your body.
- Now, exhale, bring your legs together, and keep them in position using the abdominal muscle strength.
- You can hold it here for eight breaths or more if possible.
- While holding the pose, focus on the lower back and the abdomen because of the pressure. Try to hold the stretch at the thighs and the pelvic area.
- A proper breathing will help to maintain the pose while not finding it strenuous.
- Ensure that breathing should be slow and steady.
- Inhale and release the legs and bring them down.
- Relax and repeat this for one to two rounds, with each round holding the pose longer.

BENEFITS

- It strengthens the quadriceps, gluteus maximus, core muscles, pelvic floor, psoas, and hips.
- Stronger muscles help support the organs and the spine.
- Builds a stronger back ensuring ease with pain and stiffness.
- This is a good pose for toning the entire body.
- Stimulates core and abdominal area, internal organs like the stomach, spleen, kidney, and liver
- A good pose to improve digestion and the control of blood sugar.
- It helps encourage the reproductive organs to practise this asana.
- Ensure the legs get enough support to keep them raised.
- Helps to support the spine and the upper body.
- Helps people who are suffering from issues related to the spine and lower back.
- Intense leg stretch pose in supine engages the core muscles and the entire lower body (legs and feet).
- Compressing the abdomen while practising helps to burn the excess fat at the belly, buttocks, thighs, side back, and hips.
- Toning flexible muscles helps in challenging poses like Chakrasana (Wheel Pose) and many others.
- This pose stimulates the internal organs like the stomach, spleen, kidney, and liver.
- The release provides a stretch to the same muscles that are compressed while practising.
- People having issues related to the reproductive organs can be encouraged to practise this.

LIMITATIONS

- People with injuries in the hamstrings, quadriceps, calves, gluteus maximus, adductors (inner thighs), or core muscles, recovering from surgeries to any part of the body, back part discomfort, and women during pregnancy, should avoid this practice.
- Those with issues related to the heart, blood pressure, severe migraine, hernia, or anything else that may cause acute discomfort, avoid exercising this asana.



— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

The Pioneer • Chandigarh • 10 Jan, 2025

How India's healthcare sector is accelerating towards Viksit Bharat 2047

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	382	N/A	Bottom Left	228908	268.96K

How India's healthcare sector is accelerating towards Viksit Bharat 2047



P N **ARORA**

As India embarks on its journey toward becoming a $35 trillion economy by 2047, the healthcare sector emerges as a critical pillar in this transformation.

As India aims to achieve its ambitious goal of becoming a $35 trillion economy by 2047, the healthcare sector stands as the cornerstone of this transformation. With aspirations to increase the average life expectancy from 71 to over 85, India's vision of Viksit Bharat aligns closely with the sentiment of "Swasth Bharat, Viksit Bharat, and Niramaya Bharat." It considers a robust healthcare system not just as a necessity but as the foundation for a healthier, more productive nation.

A Visionary Healthcare System

As part of its vision, the government strives to establish a healthcare system capable of addressing the diverse needs of a population exceeding 1.4 billion.

Not only are efforts underway to improve physician and hospital bed ratios, expand access to affordable healthcare, and ensure universal health insurance coverage but the inclusion of senior citizens over 70 years through the Ayushman Bharat Vay Vandana Card highlights the commitment to an inclusive healthcare approach. India's



Viksit Bharat 2047 journey builds upon substantial achievements in the healthcare sector. Since independence, the nation has witnessed notable reductions in neonatal, infant, under-five, and maternal mortality rates, reflecting improved healthcare outcomes.

Flagship initiatives such as Ayushman Bharat Health and Wellness Centres, the establishment of new AIIMS, and a growing network of medical colleges have bolstered healthcare delivery. Moreover, digital advancements through initiatives like CoWIN, the Ayushman Bharat Digital Mission, and e-Sanjeevani have revolutionized healthcare accessibility, particularly in rural areas.

Role of the Pharmaceutical Sector

India's pharmaceutical leadership has further solidified the country's position as a global healthcare contributor. As a leading producer of vaccines and generic medicines, the nation plays a pivotal role in ensuring global healthcare equity. Coupled with its steadily increasing medical tourism industry, India continues to attract patients worldwide, offering advanced care at affordable costs.

The private sector continues to play a crucial role in complementing public healthcare efforts. Innovation, R&D, and cost-effective healthcare models spearheaded by private players have extended quality healthcare to remote and underserved regions. Technological advancements, from AI and robotics to telemedicine and wearables, are shaping the future of healthcare delivery, making it more accessible.

Roadmap of Viksit Bharat 2047: Looking ahead, the roadmap to Viksit Bharat 2047 includes priorities such as workforce development through the expansion of medical and nursing colleges, further integration of cutting-edge technologies, and an emphasis on preventive care, mental health, and holistic wellness. The transition from mass-produced to biotech-based personalized medicine, supported by advancements in CRISPR and nano-technology, is set to redefine pharmaceutical practices.

India's healthcare system is also poised to transform its business models, shifting from predominantly out-of-pocket expenses to public and insurance-funded frameworks. This evolution will not only strengthen the healthcare sector but also ensure equity and affordability for all.As India strives toward its 2047 goals, public-private partnerships and an unwavering commitment to equitable healthcare are vital. India's healthcare providers remain dedicated to contributing to this transformative journey. By fostering innovation, enhancing accessibility, and ensuring quality care for all, the sector aims to play an integral role in building a healthier, stronger, and more prosperous India.

(The writer is CMD, Yashoda Super Speciality Hospitals, Kaushambi, Ghaziabad; views are personal)

The Pioneer • Delhi • 10 Jan, 2025

How India's healthcare sector is accelerating towards Viksit Bharat 2047

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	382	N/A	Bottom Left	1087312	634.42K

How India's healthcare sector is accelerating towards Viksit Bharat 2047



P N **ARORA**

As India embarks on its journey toward becoming a $35 trillion economy by 2047, the healthcare sector emerges as a critical pillar in this transformation.

As India aims to achieve its ambitious goal of becoming a $35 trillion economy by 2047, the healthcare sector stands as the cornerstone of this transformation. With aspirations to increase the average life expectancy from 71 to over 85, India's vision of Viksit Bharat aligns closely with the sentiment of "Swasth Bharat, Viksit Bharat, and Niramaya Bharat." It considers a robust healthcare system not just as a necessity but as the foundation for a healthier, more productive nation.

A Visionary Healthcare System

As part of its vision, the government strives to establish a healthcare system capable of addressing the diverse needs of a population exceeding 1.4 billion.

Not only are efforts underway to improve physician and hospital bed ratios, expand access to affordable healthcare, and ensure universal health insurance coverage but the inclusion of senior citizens over 70 years through the Ayushman Bharat Vay Vandana Card highlights the commitment to an inclusive healthcare approach. India's



Viksit Bharat 2047 journey builds upon substantial achievements in the healthcare sector. Since independence, the nation has witnessed notable reductions in neonatal, infant, under-five, and maternal mortality rates, reflecting improved healthcare outcomes.

Flagship initiatives such as Ayushman Bharat Health and Wellness Centres, the establishment of new AIIMS, and a growing network of medical colleges have bolstered healthcare delivery. Moreover, digital advancements through initiatives like CoWIN, the Ayushman Bharat Digital Mission, and e-Sanjeevani have revolutionized healthcare accessibility, particularly in rural areas.

Role of the Pharmaceutical Sector

India's pharmaceutical leadership has further solidified the country's position as a global healthcare contributor. As a leading producer of vaccines and generic medicines, the nation plays a pivotal role in ensuring global healthcare equity. Coupled with its steadily increasing medical tourism industry, India continues to attract patients worldwide, offering advanced care at affordable costs.

The private sector continues to play a crucial role in complementing public healthcare efforts. Innovation, R&D, and cost-effective healthcare models spearheaded by private players have extended quality healthcare to remote and underserved regions. Technological advancements, from AI and robotics to telemedicine and wearables, are shaping the future of healthcare delivery, making it more accessible.

Roadmap of Viksit Bharat 2047: Looking ahead, the roadmap to Viksit Bharat 2047 includes priorities such as workforce development through the expansion of medical and nursing colleges, further integration of cutting-edge technologies, and an emphasis on preventive care, mental health, and holistic wellness. The transition from mass-produced to biotech-based personalized medicine, supported by advancements in CRISPR and nano-technology, is set to redefine pharmaceutical practices.

India's healthcare system is also poised to transform its business models, shifting from predominantly out-of-pocket expenses to public and insurance-funded frameworks. This evolution will not only strengthen the healthcare sector but also ensure equity and affordability for all.As India strives toward its 2047 goals, public-private partnerships and an unwavering commitment to equitable healthcare are vital. India's healthcare providers remain dedicated to contributing to this transformative journey. By fostering innovation, enhancing accessibility, and ensuring quality care for all, the sector aims to play an integral role in building a healthier, stronger, and more prosperous India.

(The writer is CMD, Yashoda Super Speciality Hospitals, Kaushambi, Ghaziabad; views are personal)

The Pioneer • Hyderabad • 10 Jan, 2025

How India's healthcare sector is accelerating towards Viksit Bharat 2047

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	281	N/A	Bottom Left	95615	275K

How India's healthcare sector is accelerating towards Viksit Bharat 2047



PN **ARORA**

As India embarks on its journey toward becoming a $35 trillion economy by 2047, the healthcare sector emerges as a critical pillar in this transformation.

As India aims to achieve its ambitious goal of becoming a $35 trillion economy by 2047, the healthcare sector stands as the cornerstone of this transformation. With aspirations to increase the average life expectancy from 71 to over 85, India's vision of Viksit Bharat aligns closely with the sentiment of "Swasth Bharat, Viksit Bharat, and Niramaya Bharat." It considers a robust healthcare system not just as a necessity but as the foundation for a healthier, more productive nation.

A Visionary Healthcare System

As part of its vision, the government strives to establish a healthcare system capable of addressing the diverse needs of a population exceeding 1.4 billion.

Not only are efforts underway to improve physician and hospital bed ratios, expand access to affordable healthcare, and ensure universal health insurance coverage but the inclusion of senior citizens over 70 years through the Ayushman Bharat Vay Vandana Card highlights the commitment to an inclusive healthcare approach. India's



Viksit Bharat 2047 journey builds upon substantial achievements in the healthcare sector. Since independence, the nation has witnessed notable reductions in neonatal, infant, under-five, and maternal mortality rates, reflecting improved healthcare outcomes.

Flagship initiatives such as Ayushman Bharat Health and Wellness Centres, the establishment of new AIIMS, and a growing network of medical colleges have bolstered healthcare delivery. Moreover, digital advancements through initiatives like CoWIN, the Ayushman Bharat Digital Mission, and e-Sanjeevani have revolutionized healthcare accessibility, particularly in rural areas.

Role of the Pharmaceutical Sector

India's pharmaceutical leadership has further solidified the country's position as a global healthcare contributor. As a leading producer of vaccines and generic medicines, the nation plays a pivotal role in ensuring global healthcare equity. Coupled with its steadily increasing medical tourism industry, India continues to attract patients worldwide, offering advanced care at affordable costs.

The private sector continues to play a crucial role in complementing public healthcare efforts. Innovation, R&D, and cost-effective healthcare models spearheaded by private players have extended quality healthcare to remote and underserved regions. Technological advancements, from AI and robotics to telemedicine and wearables, are shaping the future of healthcare delivery, making it more accessible.

Roadmap of Viksit Bharat 2047: Looking ahead, the roadmap to Viksit Bharat 2047 includes priorities such as workforce development through the expansion of medical and nursing colleges, further integration of cutting-edge technologies, and an emphasis on preventive care, mental health, and holistic wellness. The transition from mass-produced to biotech-based personalized medicine, supported by advancements in CRISPR and nano-technology, is set to redefine pharmaceutical practices.

India's healthcare system is also poised to transform its business models, shifting from predominantly out-of-pocket expenses to public and insurance-funded frameworks. This evolution will not only strengthen the healthcare sector but also ensure equity and affordability for all.As India strives toward its 2047 goals, public-private partnerships and an unwavering commitment to equitable healthcare are vital. India's healthcare providers remain dedicated to contributing to this transformative journey. By fostering innovation, enhancing accessibility, and ensuring quality care for all, the sector aims to play an integral role in building a healthier, stronger, and more prosperous India.

(The writer is CMD, Yashoda Super Speciality Hospitals, Kaushambi, Ghaziabad; views are personal)

Dainik Savera • Chandigarh • 10 Jan, 2025

Ayushman card par chikatsha na milane ki shikayat

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Hindi	319	N/A	Middle Left	76564	40.03K

आयुष्मान कार्ड पर चिकित्सा न मिलने की शिकायतें

आम जनता के लिए यह एक सुसंवाद था कि वरिष्ठजनों के लिए एक सम्पूर्ण सुरक्षा की दिलासा थी, जब पिछले वर्ष यह घोषणा की गई कि 70 वर्ष से ऊपर के सभी वरिष्ठजनों को 5 लाख रुपये तक का इलाज मुफ्त कर दिया जाएगा। चुनावों के करीब चुनावी एजैंडे जारी होते हैं। दिल्ली में चुनाव 5 फरवरी को होने जा रहे हैं। प्रतियोगी दलों ने फ्री इलाज की सीमा बढ़ानी शुरू कर दी है। कांग्रेस के एजैंडे में फ्री इलाज की सुविधा 5 लाख से बढ़ाकर 25 लाख कर दी गई है। उपचार की मुफ्त सुविधा के लिए कैंप लगाए जा रहे हैं जहां आम जनता और वरिष्ठजनों को आषुय्मान कार्ड बांटे जा रहे हैं।

वरिष्ठों के संतोष का अंत नहीं क्योंकि निजी अस्पतालों में इलाज करवाना इतना महंगा हो गया है कि अपनी जेब से इलाज करवा पाना संभव नहीं रहा। 2024-25 के बजट में यह घोषणा हुई थी और प्रधानमंत्री ने पिछले वर्ष धनतेरस के दिन इस योजना का शुभारम्भ किया था। लोगों के पास आयुष्मान कार्ड आ गए लेकिन इन कार्डों पर वास्तविक रूप से इलाज नहीं हो पा रहा। पंजाब को ही ले लें, वरिष्ठों के आयुष्मान काड्र्स की बात छोड़िए, पिछले दिनों पंजाब के निजी अस्पतालों ने यह घोषणा कर दी थी कि हम आयुष्मान कार्ड स्वीकार करके इलाज नहीं कर पाएंगे क्योंकि सरकार की ओर से इस मुफ्त उपचार के बदले जो भुगतान करना है, वह नहीं हो पा रहा।

करोड़ों रुपये के बकाए इकट्ठे हो गए हैं। राज्य सरकारों ने भुगतान की इस लेटलतीफी का जिम्मा केन्द्र पर लगाया और केन्द्र ने राज्य सरकारों पर। पंजाब सरकार ने यह कहा कि हम जल्द से जल्द सब बकाए देने का प्रयास कर रहे हैं ताकि आयुष्मान योजना या मुफ्त उपचार योजना सुचारू रूप से चल सके। लेकिन यहां भी अभी वरिष्ठ लोगों के आयुष्मान कार्ड स्वीकार नहीं किए जा रहे क्योंकि निजी क्षेत्र या अर्द्धसरकारी क्षेत्र के अस्पतालों का यह कहना है कि हमें अभी तक आदेश सा सर्कुलर ही नहीं मिले हैं कि वरिष्ठ रोगियों का इलाज मुफ्त कर दिया जाए और उनका भुगतान सरकार दे दे।

निश्चय ही इस कमी की ओर समय की सरकारों को ध्यान देना होगा। अगर वरिष्ठजनों को मुफ्त उपचार देना है और एक-दूसरे से बढ़कर देना है तो पहले वे सर्कुलर तो जारी हो जाने चाहिए जिनके अधीन वरिष्ठजनों को निजी क्षेत्र में या सरकारी क्षेत्र में मुफ्त इलाज मिल जाएगा। केवल आयुष्मान कार्ड जारी हो जाने से उपचार और सेहत समस्याओं का समाधान नहीं हो जाता।

Email: letter2editor@dainiksaveratimes.net

Dainik Bhaskar • Chandigarh • 10 Jan, 2025

Cm se mile doctor Ayushman ke Rs 200 crore manjur

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	107	N/A	Middle Right	132655	446.92K

सीएम से मिले डॉक्टर, आयुष्मान के ₹200 करोड़ मंजूर

चंडीगढ़ | आईएमए से जुड़े डॉक्टरों ने सीएम नायब सिंह सैनी से भेंट की। जिसके बाद उनके आयुष्मान के बकाया 200 करोड़ रुपए की मंजूरी मिल गई है। आईएमए के अनुसार सरकार पर उनका 400 करोड़ रुपए बकाया है। विस चुनाव के बाद पैसा नहीं दिया गया। सरकार द्वारा 360 करोड़ बाकी बताए गए। आईएमए हरियाणा के पूर्व अध्यक्ष डॉ. अजय महाजन ने कहा कि बाकी कई मुद्दे थे। जिनके लिए सीएम के मुख्य प्रधान सचिव आरके खुल्लर की अध्यक्षता में कमेटी का गठन हुआ है। जिसमें भाजपा महामंत्री डॉ. अर्चना गुप्ता व आईएमए के 5-6 प्रतिनिधि होंगे।

Amar Ujala • Chandigarh • 10 Jan, 2025

Ayushmann yojana ke 400 crore bakaya .Cm se mulakat ke baad 200 crore jaari karne ke aadesh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	380	N/A	Middle Right	280280	368.8K

हरियाणा

आयुष्मान योजना के 400 करोड़ बकाया, सीएम से मुलाकात के बाद 200 करोड़ जारी करने के आदेश

आयुष्मान से जुड़ी अन्य समस्याओं को दूर करने के लिए कमेटी गठित

अमर उजाला ब्यूरो

चंडीगढ़। आयुष्यमान-चिरायु योजना के तहत गरीबों का मुफ्त इलाज करने वाले निजी अस्पतालों का करीब 400 करोड़ रुपये राज्य सरकार पर बकाया है। पिछले चार महीने से राज्य सरकार की ओर से यह राशि निजी अस्पतालों को नहीं दी गई है। इससे निजी अस्पतालों के सामने संकट खड़ा हो गया है। काफी कोशिश के बाद आईएमए के डॉक्टरों ने सीएम नायब सिंह सैनी से मुलाकात की और बकाया राशि समेत कई मुद्दे उनके सामने रखे।

सीएम ने मौके पर ही 200 करोड़ रुपये रिलीज करने के जारी कर दिए हैं। वहीं, बाकी मुद्दों के लिए सीएम ने कमेटी गठित कर दी है। कमेटी में आईएमए के सदस्य, भाजपा की महामंत्री अर्चना गुप्ता व सीएम के मुख्य प्रधान सचिव राजेश खुल्लर को शामिल किया गया है। आईएमए के पूर्व प्रधान डॉ. अजय महाजन ने बताया, पिछले चार महीने से राज्य सरकार की ओर से आयुष्मान व चिरायु योजना की राशि निजी अस्पतालों को जारी नहीं की गई है। इससे निजी अस्पतालों को इलाज में दिक्कत आने लगी है।



1200 से ज्यादा निजी और सरकारी अस्पतालों को पैनल में रखा

निजी अस्पतालों को करीब 400 करोड़ रुपये बकाया है। हालांकि सरकार 360 करोड़ रुपये का दावा कर रही है। यह पहली बार नहीं है, जब सरकार की ओर से आयुष्मान की राशि जारी करने में देरी की गई है। पिछले साल भी राशि रुकी रही और राशि जारी करवाने के लिए आईएमए को दो बार इलाज बंद कर आंदोलन करना पड़ा और उसके बाद सरकार ने राशि की गई।

यह भी समस्याएं बताईं

वहीं, आईएमए के डॉक्टरों का कहना है कि कई बार देखा गया है कि मरीज पहले इलाज करवा देता है और बाद में कहता है कि उसके पास आयुष्मान का कार्ड है। इससे काफी परेशानी आती है और कई बार अराजकता की भी स्थिति बनती है।

- वहीं, बिना ठोस कारण के मरीजों के इलाज के बिलों में कटौती कर दी जाती है। बिल क्लीयर होने में काफी समय लगता है। योजना में हरियाणा के 1200 से ज्यादा अस्पतालों को पैनल में रखा है। इसमें 700 से ज्यादा सरकारी और 500 निजी अस्पताल हैं। इनमें मरीजों का पांच लाख तक मुफ्त इलाज किया जाता है। निजी अस्पताल मरीज के बिलों को सरकार के पास भेजते हैं और सरकार भुगतान करती है।

Deccan Herald • Bengaluru • 10 Jan, 2025

Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	153	N/A	Middle Center	183258	1.4M

SOUTHERN SOJOURN

Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz

ARJUN RAGHUNATH
THIRUVANANTHAPURAM, DHNS

Hungarian Prime Minister Viktor Orban's "strictly private" visit to Kerala is drawing a lot of attention, with pictures of his autorickshaw ride at Fort Kochi going viral on social media.

Orban has been vacationing in Kerala with his wife and two daughters since last week.

The visit comes in the wake of ongoing reports of US sanctions on a Hungarian minister and Poland's decision not to invite Hungary to the launch of the European Union presidency.

Orban's visit also triggered rumours about his health and that he has come here for treatment, as he is being accompanied by a Keralite running an Ayurveda centre in Hungary.

Orban dismissed the rumours. "I'm healthy as a rock," he was quoted as saying by Hungarian daily Blikk.

There were also reports that his wife is undergoing Ayurveda therapy at a luxury resort in Alappuzha.

Orban said that he was visiting Kochi because Vasco da Gama, his favourite explorer, died in Kochi.



Hungarian PM Viktor Orban with autorickshaw drivers in Kochi. FACEBOOK

When asked if he would recommend India to others for recreation, he told Blikk, "India is not known for being a tourist paradise. If you want luxury, go to an Austrian ski resort or the Bahamas. If you are interested in culture, come to India!"

Thekkady Wildlife Sanctuary and Munnar in Idukki are reportedly part of his itinerary.

He is scheduled to leave Kerala by January 16.

Even though government officials said the Hungarian PM's visit is strictly private and no official discussions are involved, it wouldn't be surprising if the Kerala tourism industry tries to make use of Orban's visit for its promotion.

Eastern Chronicle • Kolkata • 10 Jan, 2025

JISIASR signs 8 MoUs with Ministry of AYUSH

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	182	N/A	Middle Center	454299	182.88K

JISIASR signs 8 MoUs with Ministry of AYUSH

CHRONICLE NEWS SERVICE



KOLKATA: JIS Institute of Advanced Studies and Research (JISIASR) signed eight Memorandum of Understanding (MoUs) with Central Council for Research in Homeopathy (CCRH), Ministry of AYUSH, Government of India, for research, study and understanding the mechanisms, effectiveness, and applications of homeopathy in addressing a wide spectrum of diseases.

The MoU's were signed in a formal ceremony in the presence of Professor Ajoy Kumar Ray, Director, and Dr. Subhash Kaushik, Director General, Central Council for Research in Homeopathy.

The eight research initiatives cover diverse areas, ranging from fluorescence-based optical analysis of homeopathic medicines to exploring their therapeutic effects on diabetes. Among the notable projects are Dr. Barun Das's investigation into the nanoparticle nature and bioactivity of homeopathic dilutions, Dr. Subhankar Singha's analysis of the shelf-life of homeopathic tinctures, and Dr. Prosenjit Saha's study on the physico-chemical properties and therapeutic implications of homeopathic medicines derived from natural resources.

Other critical studies include Dr. Pooja Ghosh's in-vitro and in-vivo exploration of the efficacy of homeopathic drugs in diabetes treatment, Dr. Kamakshi Sureka and Dr. Sandip Paul's investigation into bowel nosodes, and Dr. Saptarshi Das's utilization of unsupervised learning to detect symptom patterns in common homeopathic remedies. Cutting-edge technology is also being employed in Dr. Chirantana Mallick's AI-enabled predictive model for decision-making in homeopathic treatments, while Dr. Farhat Afrin's research focuses on chromatin modifications induced by homeopathic medicines in type 2 diabetes patients. The comprehensive approach of these studies aims to provide valuable scientific insights that could bridge the gap between traditional and modern medicine, enhancing the acceptance of homeopathy within the broader medical community.

Speaking on the occasion, Sardar Taranjit Singh, Managing Director, JIS Group, stated, "These research projects reflect the JIS Group's commitment to advancing scientific understanding and contributing to meaningful healthcare solutions. By examining the efficacy of homeopathy across various dimensions, we aim to establish a robust framework for its integration into mainstream medical practice."

Investors India • National • 09 Jan, 2025

Add Health to Your Wealth

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
28, 29	English	1246	N/A	Inside Page (Magazine only)	124622	N/A

FINANCIAL PLANNING

Add Health to Your Wealth



By: Abhishek Tiwari,
Executive Director & Chief Business Officer,
PGIM India Mutual Fund

Life is unpredictable because it is influenced by countless unpredictable factors such as accidents, illness, economic changes, natural disasters or personal circumstances. The complexity of the world and the limits of human foresight means that not everything can be controlled or planned for. But we can transfer some of the risk/mitigate the financial risk by buying a life and a health insurance. The earlier we insure ourselves the better as rising costs can burn a hole in one's pocket.

Insurance premiums on an average in India have increased by 25-30% over the last three years and we have one of the highest medical inflation in the world at 14%.1 Setting aside some emergency buffer for healthcare expenses needs thus is a necessity. Most working professionals in India are covered by their employers through health and life insurance but rising inflation also necessitates having additional cover if one is in job transition or there is a unforeseen loss of employment.

The covid pandemic acted as a catalyst for ushering in a sense of awareness of having a health/life insurance to protect our loved ones against life's unforeseen emergencies. IRDAI data shows that India's insurance penetration was 4% of the GDP in 2022-23, which implies we have a long way to go. Even before one begins her investment journey for fulfilling long term goals, it is essential to create a financial back up with health and life insurance to support the family.

Now, how can one benefit from the rapid growth we are set to witness in the healthcare sector? India's healthcare ecosystem has seen rapid advancement and growth in the past and is likely to witness similar growth in the future. Let us understand why a dedicated healthcare fund deserves an additional allocation in your portfolio. The BSE Healthcare Index currently has a higher weightage (76.8%) comprising pharmaceutical companies, which are large cap firms. Although the sector offers a broad investible universe, the index does not adequately capture the full spectrum of opportunities that are available in the market for investors.4 In addition to pharma companies, more attractive opportunities like contract development and manufacturing organizations, contract research organizations, diagnostics, hospitals, medical devices, health insurance, specialty chemicals, medical technology, and more lie outside the BSE Healthcare Index. As medical costs rise accruing as profits to companies in this sector, it can add to one's portfolio for diversification and stability.

The Indian healthcare sector, one of the fastest-growing industries globally, presents a wealth of investment opportunities fueled by robust government initiatives, a rising middle class, and increasing demand for quality healthcare. In 2023, this sector reached a value of $372 billion and expected to reach $638 billion by 2025, driven by technological advancements, public-private partnerships, and an expanding ecosystem of services. Broadly, the sector consists of segments like hospitals, pharma, diagnostics, manufacturing, medical devices, contract development and manufacturing organizations, contract research organizations, insurance, and more.

Let's look at some of the key growth drivers and opportunities in this sector

Ayushman Bharat-Pradhan Mantri Jan Arogya

Yojana (AB-PMJAY): This program provides cashless treatment of up to ₹5 lakh per family annually, targeting over 500 million people, comprising the bottom 40% of the population. Such initiatives foster infrastructure development and widen healthcare access.

National Medical Devices Policy 2023: This policy aims to boost India's medical device market from $11 billion in 2020 to $50 billion by 2028. Incentives like Production Linked Incentive (PLI) schemes and the establishment of medical device parks are set to catalyse growth. India is the 4th largest Asian medical devices market after Japan, China, and South Korea.

Medical Tourism: Indian medical tourism market was valued at $7.69 billion in 2024 and is expected to reach $14.31 billion by 2029. With $5-6 billion size of medical value travel (MVT) and 5 lakh international patients annually, India is among the global leader destinations for international patients seeking advanced treatment. Key drivers for India in this segment are affordable quality services, well reputed doctors, increased connectivity and a preferred hub for developing nations. For ex: the cost of bypass surgery in US is $1.44 lakh versus $5,200 in India.2

National AYUSH Mission: Emphasis on traditional systems like Ayurveda and yoga, which are witnessing global acceptance, offers investment potential in alternative medicine.

Pharmaceutical and Biotechnology: India is the largest supplier of generic drugs globally, accounting for 20% of the world's supply. With initiatives like "Make in India" and research incentives, pharmaceutical R&D and manufacturing are lucrative sectors.

MedTech and Digital Health: Telemedicine and health-tech platforms have seen rapid adoption, especially post-COVID-19. The market is expected to grow substantially, supported by startups and innovation hubs - AI, IoT, and robotics are revolutionizing diagnostics, surgery, and patient care, attracting venture capital and private equity investments.

Hospital and Infrastructure Development: The rise in non-communicable diseases (NCDs) and urbanization is driving demand for super-specialty hospitals. Public-private partnerships under schemes like the Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) facilitate infrastructure upgrades.

Focus on Rural and Tier-II/III Markets: Programs such as Mobile Medical Units (MMUs) and health and wellness centres are expanding access in underserved areas, creating opportunities in affordable healthcare.

Summing up

With strong government backing and a large consumer base, the Indian healthcare industry stands as a promising domain for both domestic and foreign investors. Current healthcare expenditure in India, on a per capita basis is $74, significantly lower even when compared to other emerging markets like Brazil ($761), China ($671), Mexico ($611).3 This expenditure is set to increase due to factors like rising household income, improved affordability, increase in lifestyle diseases and more. Investors looking to tap into the Indian healthcare market should focus on emerging areas like MedTech, rural healthcare delivery, and pharmaceutical innovation with a fund which focuses on investing in this thriving structural theme. Diversified and other funds such as Flexi Cap, Multi Cap, Mid Cap, and others, may provide limited exposure (6%-10%) to healthcare theme which can be fulfilled with a dedicated healthcare fund.

Adding health to your wealth can be a good addition to your portfolio!

Sources:

1: https://www.cnbctv18.com/personal-finance/health-life-insurance-premiums-price-rise-30-pc-three-years-claims-factor-disease-19469317.htm

2: https://www.medicalindiatourism.com/

3:https://www.who.int/data/gho/data/indicators/indicator-details/GHO/current-health-expenditure-(che)-per-capita-in-us-dollar

4: Source: BSE, PGIM India Internal Analysis. Data as of 31stOctober 2024. Classification based on AMFI Basic Industry and IBEF.

The Morning Standard • Delhi • 09 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	612	N/A	Middle Right	293883	300K

FITBIT

PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

This pose is a twisting (revolved/parivrtta) variation of the Seated Straddle Pose. It is a good warm-up and beginner's preparation for Parivrtta Dandasana and other advanced twisting poses. This seated twist is a great alternative to standing twists and can thus support practitioners who have difficulty sitting tall and following the twist in Dandasana.

STEPS

- Begin in Dandasana (Staff Pose) and take a few deep breaths. Inhale, and stretch your legs wide apart, around 3 feet. Exhale and root down your femur (thigh bone), sitting with your spine erect.
- Inhale and stretch your arms at the heart centre with your palms facing each other. Twist on the right, inhale and draw your navel in.
- Exhale, twist and turn your torso to the right along with your neck. Bend forward. Swing your right arm back and your left arm to touch the right ankle. Gaze at the fingertips of your right arm. Rest your left hand on your right ankle.
- Bring your shoulder blades together. Stay here for one breath cycle. Inhale, twist and turn to look back in the centre, taking the arms in front of the chest.
- To continue with the flow, inhale, engage the core and stretch the body up.
- Exhale, twist on the other side (left) by placing the right hand on the left ankle and left arm stretched back above the shoulders.
- Stay here for one deep breath, and inhale, come back to the centre while taking your arms in front of the chest.
- This is one round of the flow. Peform five rounds with your spine erect, maintaining a slight forward bend while twisting from the lower spine.
- After five rounds, release your arms and come back to Seated Straddle Pose Variation Sitting Upright.
- Bring your legs together back to the centre in Dandasana, one at a time. Cool down or counter the stretch by following a few rounds of Seated Cat Cow Pose.

BENEFITS

- Stretches the arms, neck, shoulders, upper/middle/lower back, hips, hamstrings, psoas and core.
- Helps release tension from any part of the body.
- Increases spinal flexibility, for advanced twists and bends.
- As a cool-down practice, this pose can help release the back, neck, and hips pain.
- Included in the Shakti Bandha Asana sequence, which helps reduce blocks in the energy channels for a smooth flow of prana (energy).
- Activates the Root and Sacral Chakras.
- Promotes good digestion and helps ease symptoms of endometriosis.
- Keep the legs active, thigh rotated inwards, feet flexed, toes and knees pointed up, spine erect, the back in a little forward bend throughout the flow.

LIMITATIONS

- Practitioners with injuries to the neck, shoulders, lower back, hips, pelvic floor muscles, or any issues with internal organs and migraine, avoid this.
- Pregnant women and those new to yoga can practise while being seated using a blanket or cushion.



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

The New Indian Express • Chennai • 09 Jan, 2025

PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	746	N/A	Top Center	985352	246.4K

FITBIT

PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

This pose is a twisting (revolved/parivrtta) variation of the Seated Straddle Pose. It is a good warm-up and beginner's preparation for Parivrtta Dandasana and other advanced twisting poses. This seated twist, a great alternative to standing twists, can therefore support practitioners who have difficulty sitting tall and following the twist in Dandasana.

STEPS

- Start in Dandasana (Staff Pose) and take a few deep breaths. Inhale, stretch your legs wide apart, around 3 feet. Exhale, root down your femur (thigh bone), sitting with spine erect.
- Inhale, stretch your arms at the heart centre with your palms facing each other. Twist on the right, inhale, draw your navel in.
- Exhale, twist and turn the torso to the right along with the neck, Bend forward to swing your right arm back and left arm to touch the right ankle, gazing at your back arm's fingertips (right). The hand in the front (left) is resting on the right ankle.
- Bring your shoulder blades together. Stay here for one breath cycle. Inhale, twist and turn to look back in the centre, taking the arms in front of the chest.
- To continue with the flow, inhale, engage the core and stretch the body up.
- Exhale, twist on the other side (left) by placing the right hand on the left ankle and left arm stretched back above the shoulders.
- Stay here for one deep breath, and inhale, come back to the centre while taking your arms in front of the chest.
- This is a one round flow. Follow five rounds with the spine erect and with awareness twisting the body from the lower spine, maintaining little forward bend in the flow to touch the ankles.
- After five rounds, release the arms down and come back to Seated Straddle Pose Variation Sitting Upright.
- Bring your legs together back to the centre in Dandasana, one at a time. Cool down or counter the stretch by following a few rounds of Seated Cat Cow Pose.
- Finally, release and relax in Dandasana Hands Back Knees Bent.

BENEFITS

- Stretches the arms, neck, shoulders, upper/middle/lower back, hips, hamstrings, psoas and core.
- Helps release tension from any part of the body.
- Increases spinal flexibility, for advanced twists and bends.
- As a cool-down practice, this pose can help release the back, neck, and hips pain.
- Included in power yoga, hot yoga, and flow yoga sequences.
- Included in the Shakti Bandha Asana sequence, which helps reduce blocks in the energy channels for a smooth flow of prana (energy).
- Activates the Root and Sacral Chakras.
- Promotes good digestion.
- Helps ease symptoms of endometriosis.
- Keep the legs active, thigh rotated inwards, feet flexed, toes and knees pointed up, spine erect, the back in a little forward bend throughout the flow.
- Engages the core muscles.
- Repeated practise helps open the hips and increase spine flexibility.

LIMITATIONS

- Students who have injuries to the neck, shoulders, lower back, hips, pelvic floor muscles, or any issues with internal organs and migraine, avoid this.
- Pregnant women and those new to yoga can practise while being seated using a blanket or cushion.



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

The Morning Standard • Delhi • 09 Jan, 2025

How can I avoid injuries during workouts, especially with strength training

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	272	N/A	Middle Center	130562	300K



MISS-FIT

Wanitha Ashok

The expert is a Fit India Movement ambassador and celebrity fitness coach

How can I avoid injuries during workouts, especially with strength training?

Here are a few guidelines to follow to prevent injuries while strength training:

- Five to 10 minutes of warm-up with dynamic stretches increases blood flow and flexibility, preparing the body for activity.

- If you are not training under the guidance of a trainer then ensure you know how to use the equipment correctly or it can lead to injuries. Begin with lighter weights and progress gradually to avoid overexertion. It's important to maintain proper form and technique throughout the exercise.

ASK AN XPERT

- Ensure that the equipment in the gym is in good condition. Do not hold your breath while lifting weights. Breathe naturally.

- Do not push yourself. Listen to your body and stop immediately if you experience pain or discomfort. Hydrate before, during, and after exercise.

- Post workout, stretch the muscles that were engaged. Hold each stretch for 30 seconds to one minute. Let the muscles rest for 48 hours before you work out again. A certified trainer will be able to chalk out a well-rounded workout routine.



The Financial Express • Mumbai • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	168513	175K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Delhi • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	131383	176.59K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Hyderabad • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	71404	76.62K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Kolkata • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	64740	50.96K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Bhubaneshwar • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	30466	90K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Pune • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	47603	130K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Kochi • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	37130	147.14K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Ahmedabad • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	70452	40K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Chandigarh • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	45699	49.87K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Bengaluru • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	79020	147.14K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The Financial Express • Chennai • 09 Jan, 2025

Tech Bytes

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	190	N/A	Middle Left	74260	79.18K

TECH BYTES

Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.



With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.

The New Indian Express • Bengaluru • 09 Jan, 2025

PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	668	City Express	Top Right	668399	177.8K

FITBIT

PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

This pose is a twisting (revolved/parivrtta) variation of the Seated Straddle Pose. It is a good warm-up and beginner's preparation for Parivrtta Dandasana and other advanced twisting poses. This seated twist, a great alternative to standing twists, can therefore support practitioners who have difficulty sitting tall and following the twist in Dandasana.

STEPS

- Start in Dandasana (Staff Pose) and take a few deep breaths. Inhale, stretch your legs wide apart, around 3 feet. Exhale, root down your femur (thigh bone), sitting with spine erect.
- Inhale, stretch your arms at the heart centre with your palms facing each other. Twist on the right, inhale, draw your navel in.
- Exhale, twist and turn the torso to the right along with the neck, Bend forward to swing your right arm back and left arm to touch the right ankle, gazing at your back arm's fingertips (right). The hand in the front (left) is resting on the right ankle.
- Bring your shoulder blades together. Stay here for one breath cycle. Inhale, twist and turn to look back in the centre, taking the arms in front of the chest.
- To continue with the flow, inhale, engage the core and stretch the body up.
- Exhale, twist on the other side (left) by placing the right hand on the left ankle and left arm stretched back above the shoulders.
- Stay here for one deep breath, and inhale, come back to the centre while taking your arms in front of the chest.
- This is a one round flow. Follow five rounds with the spine erect and with awareness twisting the body from the lower spine, maintaining little forward bend in the flow to touch the ankles.
- After five rounds, release the arms down and come back to Seated Straddle Pose Variation Sitting Upright.
- Bring your legs together back to the centre in Dandasana, one at a time. Cool down or counter the stretch by following a few rounds of Seated Cat Cow Pose.
- Finally, release and relax in Dandasana Hands Back Knees Bent.

BENEFITS

- Stretches the arms, neck, shoulders, upper/middle/lower back, hips, hamstrings, psoas and core.
- Helps release tension from any part of the body.
- Increases spinal flexibility, for advanced twists and bends.
- As a cool-down practice, this pose can help release the back, neck, and hips pain.
- Included in power yoga, hot yoga, and flow yoga sequences.
- Included in the Shakti Bandha Asana sequence, which helps reduce blocks in the energy channels for a smooth flow of prana (energy).
- Activates the Root and Sacral Chakras.
- Promotes good digestion.
- Helps ease symptoms of endometriosis.
- Keep the legs active, thigh rotated inwards, feet flexed, toes and knees pointed up, spine erect, the back in a little forward bend throughout the flow.
- Engages the core muscles.
- Repeated practise helps open the hips and increase spine flexibility.

LIMITATIONS

- Students who have injuries to the neck, shoulders, lower back, hips, pelvic floor muscles, or any issues with internal organs and migraine, avoid this.
- Pregnant women and those new to yoga can practise while being seated using a blanket or cushion.



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

The New Indian Express • Bengaluru • 09 Jan, 2025

Top 5 Mental Health Treatments for 2025

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	193	City Express	Middle Center	193128	177.8K

Top 5 Mental Health Treatments for 2025

In our busy schedules and overlooked priorities, we often forget to take care of our mental health. Kalari Rasayana, an Ayurvedic wellness centre in Kerala, introduced the top five wellness trends to follow in 2025. Leading the list is **mental health through meditation and mindfulness**. As mental health continues to be a global priority, ancient practices like yoga, pranayama, and meditation are regaining prominence in fostering emotional and mental well-being. Another key trend is **healthy ageing and panchakarma**, which involves periodic detoxification, purification, and rejuvenation therapies rooted in Ayurveda. **Detoxification and digital wellness**, With a peaceful setting encouraging digital detox, it offers an opportunity for restoring balance and wellness. With India's menopausal population projected to rise significantly, **natural menopause relief** is another priority. The retreat provides tailored Ayurvedic treatments to alleviate symptoms such as hot flashes, mood swings, and insomnia while supporting hormonal and emotional equilibrium. An important aspect of Kalari Rasayana's philosophy is **sustainability in wellness**. The centre prioritises eco-conscious practices, such as using locally-sourced medicinal herbs and sustainable treatments, ensuring a holistic approach to health and wellness while minimising its environmental impact.

Rashtriya Sahara • Delhi • 09 Jan, 2025

Ayurved gastrology certiicate course tayar

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	44	N/A	Middle Left	63556	390K

आयुर्वेदिक गैस्ट्रोलॉजी सर्टिफिकेट कोर्स तैयार

नई दिल्ली। भारतीय मूल के कैनेडियन कॉलेज ऑफ आयुर्वेद एवं योगा के अध्यक्ष आयुर्वेदाचार्य डा. हरीश वर्मा 12 जनवरी कार्यक्रम - आर्युकॉन 2025 में भाग लेंगे। इसमें वह बताएंगे कि कैसे भारतीय आयुर्वेदिक चिकित्सक विदेशों में जाकर आयुर्वेदिक प्रैक्टिस कर सकते हैं। अमेरिका, कनाडा, लंदन, यूरोप तथा एशिया के देशों में रहने वाले आयुर्वेदिक ग्रैजुएट तथा नैचुरोपैथ्स के लिए पारुल यूनिवर्सिटी तथा कैनेडियन कॉलेज ऑफ आयुर्वेदा एंड योगा ने मिलकर आयुर्वेदिक गैस्ट्रोएंट्रोलॉजी का सर्टिफिकेट कोर्स तैयार किया है। इस कोर्स में पेट की जटिल बीमारियां जैसे अल्सररेटिव कोलाइटिस, गैस्ट्राईटिस, पेप्टिक अल्सर आदि रोगों की पूरी जानकारी व आयुर्वेदिक इलाज की ट्रेनिंग दी जाएगी।

The Hindu Business Line • Ahmedabad • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	73995	12.4K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Pune • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	29598	5K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Chandigarh • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	73995	131.35K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Chennai • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	59196	57.88K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Delhi • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	152430	195.42K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Kolkata • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	63636	40.13K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Mumbai • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	125791	63.5K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Bengaluru • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	54756	53.22K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Kochi • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	47357	32.08K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Hindu Business Line • Hyderabad • 09 Jan, 2025

ITC smells an opportunity in aromatic, medicinal herbal market

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	296	N/A	Bottom Left	236784	44.5K

ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

KV Kurmanath
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Sehore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sustainable practices such as water harvesting and in-house organic fertilizer production.

BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.



Extracts collected from various medicinal and aromatic plants

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC processes raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Tribune • Delhi • 09 Jan, 2025

Farmers, ayurvedic manufacturers join hands to eliminate middlemen

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	96	N/A	Bottom Right	289399	92.25K

Farmers, ayurvedic manufacturers join hands to eliminate middlemen

TRIBUNE NEWS SERVICE

CHANDIGARH, JANUARY 8

In a bid to eliminate middlemen and ensure fair prices for farmers, the Ayush Department organised a one-day conference between medicinal plant cultivators and Ayurvedic medicine manufacturers at Tau Devi Lal Stadium, Panchkula, yesterday. The event, hosted by the State Medicinal Plants Board of the Ayush Department, aimed to directly connect farmers with pharmacy owners.

Highlighting the need for such initiatives, Sanjeev Verma, Director General of the Ayush Department, said, "Due to the lack of a proper market for marketing and selling options, farmers do not receive fair prices for their produce. Therefore, a meeting of pharmacy owners and medicinal plant cultivators was organised."

The conference witnessed the participation of 30 farmers and 20 Ayurvedic medicine manufacturers. Currently, around 4,000 farmers in Haryana are engaged in cultivating medicinal plants. During the event, farmers voiced concerns about limited market access and low returns for their crops. In response, pharmacy owners advised farmers to focus on improving the quality of their produce through better drying, storage, and primary processing techniques. "This will enable drug manufacturers to purchase directly from them," suggested one of the manufacturers.

Naya India • Delhi • 09 Jan, 2025

Pilgrims will have access to AYUSH health services in Maha Kumbh

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	155	N/A	Middle Left	34096	89.78K

महाकुंभ में होगी आयुष स्वास्थ्य सेवाओं तक तीर्थयात्रियों की पहुंच

नई दिल्ली, वार्ता। महाकुंभ 2025 में आयुष स्वास्थ्य सेवाओं तक तीर्थयात्रियों की चौबीसों घंटे - सातों दिन 'आयुष मल्टी-ओपीडी क्लीनिक' तक पहुँच होगी जो विभिन्न चिकित्सा प्रणालियों की प्राकृतिक और समग्र प्रक्रियाओं पर आधारित परामर्श और उपचार प्रदान करेंगे। केंद्रीय आयुष मंत्री प्रताप राव जाधव ने बुधवार को महाकुंभ 2025 में आयुष तैयारियों की एक समीक्षा बैठक में यह जानकारी दी। उन्होंने बताया कि ये क्लीनिक सभी आगंतुकों के लिए निरंतर स्वास्थ्य सहायता सुनिश्चित करेंगे। उन्होंने बताया कि दिल्ली का मोरारजी देसाई राष्ट्रीय योग संस्थान और राज्य सरकार के विशेषज्ञों के नेतृत्व में विशेष योग शिविर लगायेंगे। ये शिविर संतुलन, मन की शांति और शारीरिक स्वास्थ्य में सुधार पर ध्यान केंद्रित करेंगे। कुंभ के आध्यात्मिक माहौल के साथ, ये सत्र स्वास्थ्य और आध्यात्मिकता का एक आदर्श मिश्रण होंगे। श्री जाधव ने बताया कि महाकुंभ में एक प्रदर्शनी में भारत के समृद्ध ओषधीय वनस्पतियों के उपचारात्मक गुणों को प्रदर्शित किया जाएगा। आगंतुकों को प्रकृति की उपचारात्मक शक्ति और आधुनिक स्वास्थ्य सेवा प्रक्रियाओं में इसकी प्रासंगिकता को समझने का अवसर मिलेगा। राज्य आयुष सोसायटी महाकुंभ मैदान में पूरी तरह से सुसज्जित मोबाइल स्वास्थ्य सेवा इकाइयाँ तैनात करेगी। केंद्रीय मंत्री ने कहा कि महाकुंभ केवल लाखों भक्तों का जमावड़ा नहीं है बल्कि यह आध्यात्मिकता, संस्कृति और स्वास्थ्य का एक पवित्र संगम है। यह आयोजन स्वास्थ्य में पारंपरिक आयुष प्रणालियों की शक्ति को प्रदर्शित करने का एक अवसर है। उन्होंने कहा कि आयुष मंत्रालय ने राज्य सरकार के साथ मिलकर यह सुनिश्चित करने के लिए बहुत प्रयास किए हैं कि महाकुंभ 2025 ऐतिहासिक समागम में भाग लेने वाले भक्तों को एक समग्र अनुभव प्रदान करे।

नौसेना ने असम में फंसे खनिकों को निकालने के लिए विशेष दल भेजा

Navshakti • Mumbai • 09 Jan, 2025

Sedentary work and health problems

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Marathi	443	N/A	Top Left	89119	419.55K

बैठे काम आणि आरोग्य समस्या



बदलत्या जीवनशैलीमुळे आपल्या आरोग्यावर परिणाम होत आहेत. या वर्षात डॉ. ऋतुजा कुडाळकर यांचे 'फिट & फाईन' सदर सुरू करत असून आरोग्याच्या समस्या आणि त्यांचे निराकरण यावर त्या मार्गदर्शन करणार आहेत.

'Sitting is the new smoking' असे का बरे म्हटले जाते. कारण जास्त वेळ बसून राहणे हे धूम्रपानाइतकेच हानिकारक आहे. बैठी जीवनशैली ही नवीन वैधानिक चेतावणी आहे, जी प्रत्येक कार्यालय किंवा कामाच्या ठिकाणी ठळक अक्षरात हायलाईट करणे आवश्यक आहे.

आपण नवनवीन कामाच्या जागा आणि 'कोवर्किंग स्पेस' अशा कल्पनांचा प्रयोग करीत असताना 'वर्क लाईफ बॅलन्स', 'पोस्चर ऑफ वर्क अँड वर्क प्रेशर' या बाबतीत मात्र मागे पडतोय.

काही वर्षांपूर्वी कार्यरत लोकसंख्येच्या काही भागाने 'वर्क फ्रॉम होम'चा आनंद घेतला. परंतु नंतर त्यांना आरोग्यावर व फिटनेसवर झालेल्या दुष्परिणामांचा सामना करावा लागला. 'हायब्रीड वर्किंग स्टाईल' पासून आता आठ-दहा तास (काहीसाठी १२ तास) पर्यंत कामाच्या वेळापत्रकाकडे वाटचाल करताना व्यक्ती त्यांचे आरोग्य, आहार, फिटनेस, झोप व मानसिक आरोग्य गमावत आहेत. बैठ्या जीवनशैलीचे परिणाम मध्यम वयोगटांमध्ये म्हणजे ४० आणि अधिक वयाच्या लोकांमध्ये स्पष्ट दिसत आहेत. तथापि बैठ्या जीवनशैलीमुळे तरुण वर्गावरही परिणाम होत आहेत. बरेच जण संगणकावर काम करतात आणि त्यायोगे वैयक्तिक संवाद टाळतात.

एका अभ्यासात असे आढळून आले आहे की, बैठ्या जीवनशैलीमुळे वय वर्ष १८- २९मधील ६९.१ टक्के लोक; वय वर्ष ३०-३९ मधील ७६.२ टक्के लोक; वय वर्ष४०- ४९ मधील ६२.० टक्के लोक; वयवर्ष ५०- ५९ मधील ६७.५ टक्के लोक शारिरीकदृष्ट्या निष्क्रिय होत आहेत.

एका राष्ट्रीय झॉस सेक्शनल कम्युनिटी सर्वेक्षणात असे आढळून आले की, भारतातील ३६.७टक्के मध्यमवयीन व प्रौढ माणसे शारिरीकदृष्ट्या निष्क्रिय होतात. एका अभ्यासात असे दिसून आले आहे की, भारतातील ३८ टक्के कार्यरत व्यावसायिक बसून वेळ घालवतात. बैठी जीवनशैली हृदय, रक्तवाहिन्यासंबंधी रोग, कर्करोग व मानसिक समस्यांचा धोका काही अंशी वाढवू शकते. यामुळे ऑस्टिओपोरस, ऑस्टिओआर्थ्रायटिस, स्पॉन्डिलॉसिस असे आजार वाढताना दिसत आहेत. पुढे जाऊन लठ्ठपणा, मधुमेह, असंसर्गजन्य रोगांची गुंतागुंत वाढते.





फिट & फाईन
✍ डॉ. ऋतुजा कुडाळकर

शारिरीक क्रिया कुठल्या कारणांनी कमी होऊ शकते :

१) व्यायाम करण्याची व फिट राहण्याची तयारी नसल्याने
२) प्रेरणा व आत्मविश्वास कमी असल्यास
३) मर्यादित मोकळा वेळ
४) पडण्याची भिती
५) खर्च
६) वाहतूक / सुविधांची कमतरता
७) सांधेदुखी व इतर वेदना देणारे आजार
८) लिंगभेद, सामाजिक व आर्थिक स्थिती
९) टिव्ही व व्हिडीओ गेम्स खेळत बसल्यामुळे
१०) मोबाईलवर तासंतास स्क्रोल करत बसल्यामुळे

बैठ्या जीवनशैलीमुळे येणाऱ्या तक्रारी कशा टाळाव्यात -

१) दर आठवड्याला रोज किमान ३०-४० मिनिटे मध्यम व्यायाम करावा. किंवा २५-३० मिनिटे जोमदार व्यायाम करावा.
२) ऑफिसमध्ये लंच ब्रेक दरम्यान १०-१५ मिनिटे चालावे. डेस्क एक्झरसाईज (Desk - Exercise) करणे किंवा आपल्या डेस्कवर काम करताना दर ३० मिनिटांनी उभे राहणे; पाणी पिणे. लक्षात राहत नसल्यास मोबाईलवर ३० मिनिटांचा रिमाईंडर लावणे.
३) मोकळ्या वेळेत चालणे, पोहणे, खेळणे, नृत्य, योगा असे आपल्याला आवडणारे एक्झरसाईज निवडा. ग्रुप एक्झरसाईज, एकत्रित केल्या जाणाऱ्या उपक्रमांमध्ये भाग घ्या. आपणही करा व आपल्या मित्रमंडळींना, नातेवाईकांनाही त्यात सहभागी करा
४) स्टॅंडिंग डेस्क ऑफ स्टॅबिलिटी बॉल चेअर अशा नवीन साधनांचा कामाच्या जागी समावेश केला जाऊ शकतो.
६) फिटनेस ट्रॅकर वापरा.
७) तुमची कार पार्किंगच्या अगदी टोकाला पार्क करा. तिथपर्यंत चालत जा. घरापासून स्टेशनपर्यंत चालत जा. दर दिवशी १०८ स्टेप्स पूर्ण करा.
८) लिफ्टऐवजी पायऱ्या चढण्यास प्राधान्य द्या. फोनवर बोलतानाही उठून चाला.
९) वेळेवर झोपणे, झोपण्याआधी मोबाईल स्क्रीनचा वापर करणे टाळा.
१०) फास्ट फूड, सोडा, गोड पेय, प्रोसेस्ड फूडचा खाण्यात वापर करु नये.

फिजिओथेरपिस्ट

Mint • Hyderabad • 09 Jan, 2025

We should let clarity prevail over nonsense: Here's a handy guide

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	414	N/A	Top Right	103608	45K

We should let clarity prevail over nonsense: Here's a handy guide

We must use simple language, empathize with people, not take ourselves too seriously and be kind



ANURAG BEHAR
is CEO of Azim Premji Foundation.

Harry Frankfurt, in a 1986 essay and later in his book *On Bullshit*, explored the phenomenon that may politely be described as 'talking nonsense.' The essence that he arrived at was that while a liar tries to hide the truth, the one speaking such nonsense has no regard for the truth. This is more dangerous than lying, as it spreads the very notion of truth being up for grabs. I wrote earlier about a particular kind of such nonsense, which I called WIBS, or well-intentioned nonsense.

Bad-intentioned nonsense is not in short supply either, particularly in social arenas where the goal is to influence large masses of people, such as in politics or business. But WIBS comes from people who sincerely believe they are speaking the truth, or something about the truth, and for good purposes. But they are untethered from reality as they are in the vice grip of three forces.

A commitment to abstraction and methods of abstractions—from economics or sociology or from policy discourse and the like. Self-righteousness—stoked by ideology or the self-gratifying notion that they are doing good or know better, or both. And finally, a distancing from the lives of people that leaves them out of touch.

Our world is increasingly full of WIBS, manufactured by the three-force engine of abstraction, self-righteousness and distancing. Some arenas of our work are particularly suitable for this engine: universities, think-tanks, policymaking circles, multilateral agencies, donors and such-like. Not all people in these places nor all of these places are sources of WIBS. But most of these institutions are structurally suited for it.

It would be a bit too much for me to claim that I know how to deal with this phenomenon, particularly because I am myself part of many of these institutions and so can be justifiably charged with being one more contributor to WIBS. But I try not to, having learnt from observation how some others manage to stay clear of it.

Let us focus on what individuals can do to inoculate and insulate themselves from becoming sources of WIBS. Because it does boil down to the individual, even if the institutional setting provides the soil for the phenomenon to grow or die. Actions can be taken, and institutions should use their structures and mechanisms to encourage and even mandate these actions.

So, what can individuals do?

First, we must talk simply and directly. Without any jargon from any discipline, area of expertise or ideology. An excellent test of this is to be able to communicate effectively with the people who will be affected by whatever one is saying and the front-line that will do the work. Can we explain to them what we are trying, why it will work and how they will be affected? Can we also explain how all this will happen in the reality of the here-and-now, with the available resources and constraints, including the unchanging political and governance culture. And for this, go and talk to them in their milieu, not ours.

Second, we must reduce the distance from the lives of real people. The best of us have the courage to eliminate these distances by living with other people. But most of us who can't do that can reduce the gap. A few days of village or slum tourism won't help. We must do this enough to feel the lives of others. Their sorrows and joy, hopes and despair, and the intricate mesh of community that fosters all this. We can only do this by establishing connections, and not by visiting. For example, walk across to the nearest slum and try to get Aadhaar or Ayushman Bharat cards made for those who don't have them. This will reveal a parallel universe to ours. Spending a third of our work time with these real lives is a good rule of thumb to keep us connected to the real world.

Third, let's not take ourselves too seriously. "*Main pal do pal ka shaayar hun, pal do pal meri kahaani hai; Pal do pal meri hasti hai, pal do pal meri jawaani hai*". I can't say it better than the great Sahir. "I am but a poet of a few moments," meaning better people than us have come and gone and will do so again. More dedicated, more knowledgeable and wiser, and thus more effective. Whatever ideology fires us also has flaws. It too will get replaced.

Fourth, let us be kind. As kind as we can be. In everyday interactions. With the vegetable seller, street sweeper, CISF personnel at the airport, street dogs and other animals around us, just about everyone. Kindness in everyday life is a magic wand that I can only aspire for. Those who wield it banish abstractions, cut distances, make connections and most certainly take themselves lightly. There is no particular silver bullet for anything in this world; but kindness is a solution for WIBS and much else. It also helps us become better human beings, bit-by-bit.

One early winter evening, as we exited a Japanese restaurant, the driver of our car opened the boot to excitedly show us the track pants that he had bought for his son for ₹200. Invaluable joy for ₹200 outside a place where you don't get a soda for twice that price. Revealed only by the kindness that had set up a relationship where he felt like sharing his joy.

Such kindness, we can all aim for in our daily lives. And it washes away all the WIBS and other sins to reveal truth and humanity.

The Hindu Tamil • Chennai • 09 Jan, 2025

Inter-university yoga competition held at Kalinga Institute of Education in Bhubaneswar, Odisha

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	101	N/A	Bottom Center	298209	416.52K



ஒடிசா தலைநகர் புவனேஸ்வரில் உள்ள கலிங்கா கல்வி நிறுவனத்தில் நடைபெற்ற பல்கலைக் கழகங்களுக்கு இடையிலான யோகா போட்டியில், தமிழ்நாடு டாக்டர் எம்ஜிஆர் மருத்துவப் பல்கலைக்கழகத்தின் கீழ் உள்ள சென்னை அரசு யோகா மற்றும் இயற்கை மருத்துவக் கல்லூரி மாணவர் எஸ்.கபிலன் தங்கப்பதக்கம், செங்கல்பட்டு சர்வதேச யோகா மற்றும் இயற்கை மருத்துவ நிறுவன மாணவி கே.தர்ஷினி வெண்கலப் பதக்கம் வென்றனர். அவர்களை பல்கலை. துணைவேந்தர் கே.நாராயணசாமி நேரில் அழைத்துப் பாராட்டினார்.

Divya Bhaskar • Mumbai • 09 Jan, 2025

It is necessary to know four beliefs related to diet, you will be healthy, your weight will be balan...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Gujarati	232	N/A	Bottom Right	34772	316.29K

તંદુરસ્તીનું વિજ્ઞાન • વજન ઘટાડવા માટે કોઈ વિશેષ ડાયટની જરૂર નથી, ઘરનું સંતુલિત ભોજન ફાયદાકારક

ડાયટ સંબંધી ચાર માન્યતા જાણવી જરૂરી, તંદુરસ્ત રહેશો, વજન સંતુલિત રહેશે



રેણુ રુબેજા
ન્યુટ્રિશનિસ્ટ
અને હેલ્થકોચ
@consciouslivingtips

તેજ ગતિએ દોડતા જીવનમાં તંદુરસ્તી અને ફિટનેસ મોટી પ્રાથમિકતા બની ગઈ છે. એવામાં નવા-નવા ડાયટ પ્લાન્સ ઝડપી અને ચમત્કારી પરિણામ આપવાનો દાવો કરે છે, પરંતુ અનેક ડાયટ માત્ર દંતકથાઓ પર આધારિત હોય છે અને લાંબા સમયે તે તંદુરસ્તીને નુકસાન પહોંચાડી શકે છે. સાચી તંદુરસ્તી શરીરને સમજવા, સાચી માહિતી પ્રાપ્ત કરવા અને સંતુલિત ખાણીપીણીમાં છે. એટલે આજે જાણો, ડાયેટ સંબંધિત આવી જ દંતકથા વિશે.

દંતકથા-1: કાર્બ્સવાળાં ફૂડ વજન વધારે છે

કોમ્પ્લેક્સ કાર્બોહાઈડ્રેટથી વજન વધતું નથી, ફાયદાકારક પણ

પ્રોસેસ કર્યા વગર બનાવાયેલી સફેદ બ્રેડ, પેસ્ટ્રી અને ગળ્યા સ્નેક્સ જેમકે રિફાઈન્ડ કાર્બોહાઈડ્રેટવાળા ફૂડ વજન વધારવા માટે જવાબદાર હોય છે. જ્યારે જવ, રાગી, બાજરી, બ્રાઉન રાઈસ અને કિનોઆ જેવા અનાજમાંથી મળતા કાર્બોહાઈડ્રેટ ફાયદાકારક હોય છે. જેને કોમ્પ્લેક્સ કાર્બોહાઈડ્રેટ કહે છે. તે શરીર માટે જરૂરી ફાઈબર, વિટામિન અને ખનિજ જેવા પોષક તત્વો પૂરા પાડે છે.

દંતકથા-2: ઈન્ટરમિટન્ટ ફાસ્ટિંગ સૌ માટે છે

18 વર્ષથી નાની વયના બાળકો, ગર્ભવતી મહિલાઓ માટે નહીં

ઈન્ટરમિટન્ટ ફાસ્ટિંગ ઉપવાસની એક રીત છે. જેમાં એક ચોક્કસ સમયે જ જમવાનું હોય છે. જેમકે દિવસનું ભોજન 8 કલાકમાં અને બાકીના 16 કલાક ઉપવાસ. એક રીત 12 કલાકમાં ભોજન અને 12 કલાક ઉપવાસની છે. તેના અનેક ફાયદા છે, પરંતુ 18 વર્ષથી નાની વયના બાળકો, ગર્ભવતી અને સ્તનપાન કરાવતી મહિલાઓ તથા ટાઈપ-1 ડાયાબિટીસના દર્દીઓ માટે નથી. વિશેષજ્ઞની સલાહ પછી જ તેને શરૂ કરવું.



હેલ્થી ફેટ્સ પણ શરીર માટે જરૂરી છે. તે હોર્મોન્સને સંતુલિત રાખવા, મગજના કાર્યોને સારી રીતે કરવામાં મદદ કરે છે. ઘી, સરસિયા અને નારિયેળનું તેલ, નટ્સ અને બીજ વગેરે હેલ્થી ફેટના શ્રેષ્ઠ વિકલ્પ છે.

દંતકથા-3: વજન ઘટાડવા માટે અલગ ડાયટ જરૂરી

સંતુલિત અને ઘરનું ભોજન વજન ઘટાડવામાં મદદરૂપ છે

કીટોથી માંડીને ડિટોક્સ ક્લીનસેસ જેવા ટ્રેન્ડી ડાયેટ્સના ફાયદા ઓછા, નુકસાનની આશંકા વધુ છે. તેનાથી શરીરમાં જરૂરી પોષક તત્વોની ઊણપ સર્જાય છે. લાંબા સમયમાં મેટાબોલિઝમને નુકસાન પહોંચે છે. તેના બદલે પ્રોટીન, હેલ્થી ફેટ્સ અને તંદુરસ્ત કાર્બ્સવાળા સંતુલિત, ઘરે બનેલા ભોજન પર ધ્યાન આપો. દાળ, શાકભાજી, જાડા અનાજની રોટલીઓ અને દહી વગેરે પૌષ્ટિક અને તંદુરસ્ત ભોજન છે.

દંતકથા-4: દર 2-3 કલાકમાં ભોજનથી વજન ઘટે છે

ભૂખ લાગે તો જ જમો, નહિતર મેટાબોલિઝમ બગડી શકે છે

કાયમ પાચનતંત્રને સારું રાખવા માટે થોડા-થોડા સમયે ભોજનની ભલામણ કરાય છે, પરંતુ ભોજનનો થર્મિક પ્રભાવ લઘુતમ હોય છે. એટલે ભોજન પચાવવામાં અત્યંત ઓછી ઊર્જા ખર્ચાય છે. તેના બદલે, જ્યારે ખરેખર ભૂખ લાગે ત્યારે જ જમો. પ્રયાસ કરો કે દરેકવાર સંતુલિત ભોજન જમો. નક્કી સમયે ભોજન કરવાથી ફાયદો વધુ મળે છે. મોડી રાતથી ભોજન કરવાથી બચો.

Pudhari • Pune • 09 Jan, 2025

Obesity and Ayurveda

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Marathi	394	N/A	Top Center	354384	893.13K

सडपातळ, लवचिक शरीर हे तारुण्याचे एक लक्षण असते. ही देणगी नसणारी व्यक्ती तरुण असली तरीही तरुण वाटत नाही. आजकाल तर फिजिकल फिटनेसचा जमाना आहे. त्यामुळे शरीर सडपातळ ठेवण्याकडे, त्यासाठी व्यायाम, डाएटिंग वगैरे करण्याकडे अनेकांचा कल असतो. आयुर्वेदही या दृष्टीने व्यक्तीला अत्यंत उपयुक्त मदत करू शकतो.

स्थूलपणा आणि आयुर्वेद

वैद्य विनायक खडीवाले



वेळीच काळजी घेतल्यास लठ्ठपणा आटोक्यात आणता येतो. मात्र त्यासाठी आहार, विहार आणि उपचार यांची योग्य दिशा ठरवायला हवी. काही नियमांचे काटेकोर पालन करायला हवे. पथ्यपाणी, व्यायाम, औषधी उपाययोजना यांचा विचार रुग्ण अगोदर का करीत नाहीत? स्थूलपणाच्या मूळ कारणांत कफ या दोषाच्या प्रवृत्तीत आहे. कफ म्हणजे मंद, साबकाश, मुंगीच्या गतीने हालचाल. त्यामुळे मेद, चरबी वाढतेय हे लक्षात येईपर्यंत बराच वेळ झालेला असतो. त्यानंतर मनुष्य थोडा आळस आणि चुकीचे उपचार करतो. मग मात्र रोग पक्के घर करून बसतो. काही पालकांना त्यांची मुलं लठ्ठ होत आहेत हेच पटत नाही. आपली मुलं सुदृढ आहेत असेच त्यांना वाटते. सुदृढ आणि सुजलेले शरीर यातील फरक त्यांच्या लक्षात येत नाही.

अनुवंशिकता आणि बीजदोष ही लठ्ठपणाच्या दृष्टीने गुंतागुंतीची कारणे असतात. मुलांच्याकडे नीट लक्ष देणे, त्यांच्यावर अवाजवी बंधने घालणे यामुळेही त्यांच्या शरीरात चरबी साठू लागते. आजचे जीवन यांत्रिक बनले आहे. त्यामुळे अनेक गोष्टी विनाश्रम मिळण्याची व्यवस्था झाली आहे. व्यायामाचा, हालचालीचा अभाव, बैठे काम आणि सुखासीन जीवन हा अनेकांचा जीवनक्रम बनला आहे. मेद वाढवणारी दुपारची झोपही त्यात येतेच. थंड, जड, गोड, आंबट, खारट पदार्थांचा अतिरेकी वापरही लठ्ठपणा वाढवायला कारण ठरतो. मेदवर्धक आणि मांसवर्धक पदार्थांचा अतिरेकी आहारही त्यात भर घालतो. कारण त्यामुळे फक्त मेद, मांसधातूचे पोषण अधिक होते.

फास्टफूडच्या नावाखाली अलीकडे अनेकजण पोटात वाट्टेल ते ढकलत असतात. त्यात मांसाहार, मद्यपान, आईस्क्रीम, मेवामिठाईचा आस्वाद यांची भर पडते. तेलकट, तूपकट आहारही लठ्ठपणाच्या दृष्टीने हानिकारक असतो. खाण्यात गहू, हरभरा, कडधान्य, कांदा, बटाटा, साखर यांचे प्रमाण वाजवीपेक्षा जास्त असणे हेही मेदवाढीचे एक महत्त्वाचे कारण ठरते.

अनेक स्त्रियांना विटाळ कमी जातो, पाळी अनियमित असते. त्यामुळे त्यांचे वजन वाढते. पाळी चुकवण्यासाठी गोळ्या, औषधे घेणे किती हानिकारक ठरत असेल याची कल्पना न केलेली बरी. उपाययोजना करण्यासाठी या कारणांचा शोध घेणं आणि लक्षणे समजावून घेणे अर्थातच आवश्यक आहे.

लठ्ठपणाची प्रमुख लक्षणे

उंचीच्या मानाने वजन जास्त असणे, पोट, छाती, कुल्ले, मांडया मान या ठिकाणी बेढबपणा येणे, थोडयाशा श्रमाने धाप लागणे, पायावर, चेहऱ्यावर सूज येणे, लघवी कमी होणे, लघवीला पुन्हा पुन्हा जावे लागणे, स्त्रियांना विटाळ कमी जाणे, अंगाला खाज सुटणे, त्वचा फाजील स्निग्ध दिसणे, कार्यशक्ती कमी होणे, विश्रांती घ्यावीशी वाटणे, जास्त झोप येणे, अंगाला घाण वास मारणे अशी लठ्ठपणा येण्याची लक्षणे असू शकतात. लठ्ठपणावर उपाय करायला सुरुवात करण्यापूर्वी प्रथम वजन पाहणे आवश्यक आहेच, पण त्याचबरोबर कोणते स्नायू शिथिल आहेत, कुठे चरबी वाढली आहे हेही पाहायला हवे, त्यामुळे नेमका व्यायाम सुचवणे सोपे जाते.

मलमूत्र, घाम यांचा वेग आणि परिणाम पाहणेही आवश्यक आहे. लागलेली भूक, घेतलेला आहार आणि प्यायलेले पाणी या मानाने मल, मूत्र आणि घाम यांचा निचरा होत नसेल तर त्याचा परिणाम वजन वाढण्यात होणारच. स्त्रियांच्या बाबतीत पाळीच्या अनियमितपणाचा हाच परिणाम संभवतो. लठ्ठपणा, स्थूलता किती जास्त आहे हे ठरवण्यासाठी अनुवंशिकतेचा विचार उपयोगी पडतो. मलमूत्र साफ होण्यासाठी शोधनाचे उपचार उपयोगी पडतात. स्त्रियांची पाळी नियमित होण्यासाठी उपचार करावे लागतात. शरीरातून पुरेसा घाम निघत नसेल तर त्यासाठीही उपाय योजता येतात. रुक्ष अभ्यंग, व्यायाम यांचे नाना प्रकार उपयोगात आणता येतात. मात्र उपवास, लंघन अशा उपायांनी थकवा, रसक्षय आणि पंडुता येणार नाही याची काळजी घ्यायला हवी.

आयुर्वेदात लठ्ठपणावर काही अनुभविक उपचार आहेत. मलप्रवृत्ती साफ होत नसल्यास कफिलादी वटी सहा गोळ्या आणि एक चमचा एरंडहरीतकी चूर्ण गरम पाण्याबरोबर घ्यावे. त्रिफळा गुग्गुळ आणि आरोग्यवर्धिनी प्रत्येकी सहा गोळ्या आणि आरोग्यवर्धिनी प्रत्येकी सहा गोळ्या अशा बारा गोळ्या दोन वेळा रिकाम्या पोटी सकाळी आणि सायंकाळी बारीक करून गरम पाण्याबरोबर घ्याव्यात. लघवी साफ होत नसल्यास वरीलप्रमाणे औषधे घ्यावीत. रसायन चूर्ण सकाळी आणि सायंकाळी एक चमचा घ्यावे. मासिक पाळी साफ होत नसल्यास कुमारीआसव चार चमचे समभाग पाण्याबरोबर दोन्ही जेवणानंतर घ्यावे.

स्थूल शरीराबरोबर गुडघेदुखी, कंबरदुखी, पाठदुखी संधिवात, आमवात ही लक्षणे असल्यास त्रिफळा गुग्गुळ, लाक्षादि गुग्गुळ, सिंहनाद गुग्गुळ आणि आरोग्यवर्धिनी प्रत्येकी तीन गोळ्या बारीक करून सकाळी आणि सायंकाळी रिकाम्या पोटी गरम पाण्याबरोबर घ्याव्यात. दोन्ही जेवणानंतर सौभाग्य सुंठ अर्धा चमचा घ्यावी. पंडुता, मुखशोथ, पादशोथ या तक्रारी असल्यास चंद्रप्रभा, आरोग्यवर्धिनी, गोक्षुरादि गुग्गुळ, त्रिफळा गुग्गुळ आणि लाक्षादि गुग्गुळ प्रत्येकी तीन गोळ्या बारीक करून गरम पाण्याबरोबर घ्याव्यात. शुद्ध गुग्गुळ गोळ्या सकाळी, सायंकाळी आणि रात्री तीन वेळा अशा सहा गोळ्या पाण्यात विरघळवून घ्याव्यात. यामुळे शरीरात उष्णता वाढते. ज्यांना मानवेल त्यांनीच घ्यावे. चांगला कात तीन ग्रॅम, गुग्गुळ दहा ग्रॅम असे सकाळ, सायंकाळ दोन वेळा गरम पाण्याबरोबर घ्यावे.

पुरेसा घाम येत नसल्याने स्थूलपणा वाढलेला असल्यास त्रिफळा, बावडिंग चित्रक, नागरमोथा, दशमुळे, बाहवा, एरंडमूळ, देवदार आणि दारुहळद प्रत्येकी दोन ग्रॅम अशी एक पुडी चार कप पाण्यात उकळून त्याचा काढा एक कप उकळवून गाळावा. तो सकाळी घ्यावा. पुन्हा उरलेला चौथा सायंकाळी पाण्यात उकळून आटवावा. अर्धा कप उरल्यावर गाळून घ्यावा. नुसता उकडलेला दुध्या भोपळा किंचित मिरपूड टाकून घ्यावा. ज्वारीची भाकरी आणि पालेभाज्यांचे सूप यावर राहण्याचा प्रयत्न करावा.

आयुर्वेद उपचार घेताना त्याच्याबरोबर पथ्य पाळणेही आवश्यक असते. लठ्ठपणावर उपचार सुरू केल्यावर गोड, आंबट, थंड आणि जड पदार्थ आहारातून बंद करावेत. पाणीसुद्धा कमी प्यावे, तेही उकळून गार केलेले असावे. वनस्पती तूप, दही, साखर, बटाटा, कांदा, चवळी, मटकी, वाटाणा, हरभरा, गहू, तूप, दूध, पोहे, चुरमुरे, तळलेले पदार्थ, मांसाहार, लोणची, पापड, थंड पेये, आईस्क्रीम, चॉकलेट आदी गोष्टीही कटाक्षाने टाळाव्यात. एवढे पदार्थ टाळल्यावर खायचे काय हा प्रश्न पडला असेल. भाजलेल्या लाह्या, ज्वारीची भाकरी, मुगाची पातळ आमटी, दुध्या भोपळा, कोहळा, दोडका, पडवळ, कारले, शेवगा, राजगिरा या भाज्यांचा आहारात वापर करावा. पाणी जेवणाअगोदर प्यावे. जेवणानंतर पिऊ नये. दुपारची झोप सुस्ती वाढवते. बैठे काम टाळावे. पण पर्यायच नसेल तर त्याला पुरेशा व्यायामाची जोड द्यावी. रात्रीच्या जेवणानंतर लगेच झोपू नये. शतपावलीची सवय चांगली, पण ती पंधराशे ते अडीच हजार पावलांची असावी.

लठ्ठपणावर उपचार सुरू केल्यावर साध्या साध्या बाबतीत दक्षता बाळगल्यास त्याचा खूप उपयोग होतो. उदाहरणार्थ, भूक आणि तहान मारायला शिकावं. ठरवून काम, व्याप, श्रम यामध्ये सतत बुडलेलं असावं. शरीरातून भरपूर घाम निघाला पाहिजे. दुपारची झोप तर टाळावीच, पण अनुषंगाने येणारे विलासी आणि ऐषोरामी जीवनही न जगण्याचा निर्धार करावा. लठ्ठपणा हा तारुण्याची हानी करणारा असतो. म्हणून ते टिकवायचे असेल तर लठ्ठपणा शरीराचा ताबा घेणार नाही, हे कटाक्षाने पाहायला हवे.

Outlook • National • 08 Jan, 2025

Inspiring future medical luminaries

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
134, 135, 136, 137	English	1040	N/A	Inside Page (Magazine only)	1166028	1.75M



An astonishing view of AIIMS Jammu as seen from National Highway 44.

Inspiring Future Medical Luminaries

AIIMS Jammu committed to shaping future healthcare leaders through a robust learning environment, extensive outreach programs, and a vision for academic and clinical excellence

All India Institute of Medical Sciences (AIIMS) Vijaypur, Jammu, makes an undebatable mark as the 'First AIIMS facility' in the Union Territory of Jammu and Kashmir, Ladakh, and neighbouring states, revolutionising medical education, fostering innovation, and transforming healthcare for the region.

Aligning with the vision of Honourable Prime Minister Narendra Modi, AIIMS Jammu aims to bridge regional disparities, promote research, and elevate medical education standards—all within the framework of Pradhan Mantri Swasthya Suraksha Yojna (PMSSY).

Trinity of Mission

At the core of the institution lies its philosophy, guided by three important factors: medical education, research, and patient care, based on a 'patient-centric and evidence-based' healthcare model.

Envisioned as a beacon of global camaraderie, AIIMS Jammu has been meticulously crafted to embrace the spirit of a 'Global Village,' where the aspirations of students, researchers, and patients, particularly those on the fringes of society, find solace and empowerment under the leadership of President, Prof Dr YK Gupta, and Founder ED & CEO, Prof Dr Shakti Kumar Gupta.

Advanced Learning Environment

AIIMS Jammu is committed to delivering an unparalleled learning

Academic Distinction

With a vision is to establish a 'center of excellence' in medical education, training, health care and research imbued with scientific culture, the following programs are offered by AIIMS Jammu:

UNDERGRADUATE PROGRAMS

MBBS Program: AIIMS Jammu, in its mission to create dedicated and efficient medical professionals, is currently nurturing its fifth batch of 100 students with 36% female enrolment.

B.Sc. Nursing Program: Launched in August 2024, with a sanctioned intake of 60 students.

POSTGRADUATE PROGRAMS

MD/MS/MDS Program: A total of 150 seats have been sanctioned, and PG courses have started in all broad specialities.

UPCOMING PROGRAMS

- **M.Sc. Nursing:** Will be commenced in the upcoming year.
- **Super-speciality courses:** Both DM and MCh are in the pipeline. MCh (6 yrs) in a few specialities has started.
- **PhD Program:** The institute aims to launch PhD courses in multiple disciplines.
- **Diploma and Skill Development Courses:** Short-term courses for training support staff and diploma holders in specialised areas will be commenced in the near future to prepare more skilled manpower.

COLLABORATIVE PROGRAMS

- AIIMS Jammu offers special courses in collaboration with IITs and IIMs, focusing on hospital administration, with an annual intake of 100 students.

experience through state-of-the-art infrastructure, robust faculty support, and extensive collaborations.

Cutting-Edge Infrastructure

Ultra-Modern Lecture Theatres (LT) equipped with advanced audio-visual tools and smart boards for interactive and engaging learning in both Medical and Nursing Colleges. There are 10 such LTs that are functional.

State-of-the-art laboratories in all preclinical and paraclinical disciplines for both medical and nursing offer hands-on training and foster innovation with the latest equipment and technologies.

Comprehensive Clinical Training incorporates exposure to advanced hospital settings and community outreach services.

The Unique Digital Library, operating from 8 AM to 8 PM with only 06 holidays annually, will be functional 24x7 in the near future. The library features extensive e-resources, including journals, databases, and study materials, alongside a rich collection of hard copies.

The institute is authorised with 750 beds, including 193 ICU beds. It will have 50 departments with 18 super-specialities. For patients, it stands as a stronghold of unparalleled healthcare provision, embellished with the finest facilities and enhanced with state-of-the-art infrastructure, where cutting-edge technology works in synergy with a devoted healthcare cadre, all poised to usher in a new era of healing and well-being.

Faculty Excellence

A highly experienced team is committed to providing world-class education and training, including 85 members of regular faculty, 21 members of contractual faculty, and 22 new appointees for medical college. The nursing faculty comprises 15 faculty members at various levels. Over 183 positions spanning 30 broad specialities and 20 super-specialities have been sanctioned.



The state-of-the-art digital library serves as a vital resource for students, faculty, and staff



"WITH ITS UNIQUE INFRASTRUCTURE, EXCEPTIONAL TALENT, AND FORWARD-THINKING APPROACH, AIIMS JAMMU STRIDES TOWARDS A HEALTHIER AND VIBRANT FUTURE, WHERE QUALITY HEALTHCARE IS NOT JUST A PRIVILEGE BUT A RIGHT FOR ALL. LET US JOIN TOGETHER TO MAKE AIIMS JAMMU A MOST MODERN AND STATE OF THE ART INSTITUTE WITH FOCUS ON QUALITY PATIENT CARE"

Prof Dr Shakti Kumar Gupta
Founder ED & CEO,
AIIMS Jammu

Institutional Collaborations

The integration of modern and traditional medicine in collaboration with reputed institutes helps in gaining industry perspective, bringing in the specialisation and success stories through partnerships like AIIMS Delhi, IIT Jammu, IIM Jammu, and other regional and national institutions.

- **The Mentor-Mentee Program** provides personalised academic and professional guidance to nurture student growth in areas other than academics and beyond official timings.
- **Guest lectures and educational engagements** are regularly organised, inviting guest lecturers and eminent professionals to share their knowledge and inspire students. These lectures are aimed at broadening students' perspectives and enriching their academic journey.

Outreach Initiatives

Beyond the institution's boundaries, through outreach activities, telemedicine, and technological innovations, AIIMS Jammu extends its reach even for those who find themselves at the farthest reaches of society's embrace. The use of social media tools like YouTube talks, write-ups, and interactive sessions with dignitaries helps in creating awareness. AIIMS Jammu's digital presence has been impactful, with over 210 awareness videos on its official YouTube channel and more than 200 articles and press releases highlighting its initiatives and achievements.

AIIMS Jammu has actively engaged with over 20 schools through educational visits designed to inspire and guide young minds toward a career in healthcare.

Educational lectures by faculty members deliver informative sessions introducing students to medical education, innovations in healthcare, and the role of AIIMS in advancing public health. Campus tours help students explore the institute's state-of-the-art infrastructure, gaining insights into its cutting-edge facilities and learning environment. Motivational leadership interactions with visionary and motivational leaders like Prof Dr Shakti Kumar Gupta, whose guidance sessions have left a lasting impact on aspiring students.

Advancing Learning

Through research, innovation, and collaboration, AIIMS Jammu is dedicated to building an exceptional medical campus that would command excellence in all areas of learning and manifestation in the latest treatment and care forms.

Research and Development Initiatives

For researchers, it extends an olive branch of collaboration, bridging disparate disciplines within the realm of medicine and fostering alliances with traditional healing modalities, such as AYUSH, a platform for academia to converge with technology, management, and industry, creating a crucible of innovations, where ideas are crafted, concepts are shaped, and dreams elevate. International partnerships further enrich this tapestry of exploration, weaving together threads of knowledge from across the globe.

Some notable achievements in R&D are:

- **Research Proposals:** A significant milestone with 95 research proposals submitted, including 43 aimed at extramural funding.
- **Extramural Projects:** Five ongoing projects supported by extramural funding, demonstrating the institute's capacity for impactful research.



The entrance of AIIMS Jammu, welcoming visitors to a world-class Healthcare facility.



Residential area for faculty, staff, nursing officers, and students

Scholarship Programs:

AURAS (AIIMS Undergraduate Research Award Scheme): Encourages MBBS students to engage in academic exploration and innovation.

ANORA (AIIMS Nursing Officers Research Award): Provides nursing officers with opportunities to advance their research skills.

- **Faculty Development:** A Research Methodology Workshop, organised in collaboration with ICMR, has enhanced research capacity among faculty members.

Innovation and Collaboration

Collaborative MoUs initiated with partnerships with IIT Jammu, IIM Jammu, and other leading institutions foster interdisciplinary research and innovation. The institute has released two notable documents: the 'Handbook of Research Policies' to guide research activities and the 'Faculty Directory of Research Interests' to facilitate academic networking and collaboration.

Future-Focused Initiatives

AIIMS Jammu is building pathways for patents, incubation centres, and innovative healthcare solutions through support for translational research that bridges the gap between laboratory findings and clinical applications. The development of incubation platforms will nurture and encourage healthcare start-ups and entrepreneurial ventures. AIIMS Jammu plans for fostering innovation through hackathons, ideation workshops, and interdisciplinary challenges. AIIMS Jammu endeavours to achieve a 'complete healthcare digitalisation' within a year, progressing through significant milestones.

One Campus Green Campus

AIIMS Jammu demonstrates its commitment by providing a 'green and eco-friendly' comprehensive township with diverse amenities and services, fostering staff satisfaction and productivity.

The institution underscores 'women empowerment' through strategies including equal opportunities, supportive work environments, gender-sensitive policies, and specialised leadership programs.

In its noble mission, AIIMS Jammu, an institution of national importance, extends an integrated 'One Campus' solution to the world with a compelling message of unwavering hope, profound trust, and relentless progress to every student, researcher, and patient within its embrace.

Feats of Achievements

AIIMS Jammu takes immense pride in the accomplishments of its medical and nursing students and faculty, who have earned numerous accolades across diverse platforms, showcasing excellence in academics, research, and extracurricular activities.

PLACEMENT

AIIMS Jammu boasts of 100% placement. All students from the first batch of the MBA program—a collaborative effort between IIT, IIM, and AIIMS—have been successfully placed, with some students receiving stipends of up to 1 lakh per month.

ACADEMIC DISTINCTIONS

Students and faculty have won prestigious prizes and medals for their outstanding contributions to poster presentations, paper publications, quizzes, and symposiums at national and international levels. Beyond academics, success extends to sports and cultural events, highlighting the institute's emphasis on holistic development.

ORGANISATIONAL INITIATIVES

AIIMS Jammu has taken proactive steps to foster professional growth and academic networking by organising conferences, workshops, and symposiums across multiple specialties. These events provide a platform for knowledge exchange, skill enhancement, and collaborative learning, further solidifying the institute's reputation as a 'Centre of Excellence.'.



Aerial view of the Hospital building, seen from the residential area in the South Campus.

Biospectrum • National • 08 Jan, 2025

RSSDI study lays focus on Yoga and Diabetes Prevention

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
46	English	112	N/A	Inside Page (Magazine only)	34299	399.99K

RSSDI study lays focus on Yoga and Diabetes Prevention

Dr Jitendra Singh, Union Minister of State (Independent Charge) for Science and Technology, recently released the landmark study by Research Society for Study of Diabetes in India (RSSDI) on 'Yoga and Diabetes Prevention'. The study was conducted by a group of eminent RSSDI members including Prof. S.V. Madhu, Head of Centre for Diabetes, Endocrinology and Metabolism, University College of Medical Sciences, New Delhi; Prof. H.B. Chandalia, Former Head at Grant Medical College, Mumbai and presently Head Diabetes Endocrine Nutrition Management and Research Centre, Mumbai; Dr Arvind Gupta, Manilek Research Centre, Jaipur and others. Conducted over three years across five centres in India and involving nearly 1,000 prediabetic individuals, the study highlights that a 40-minute daily Yoga routine, incorporating select asanas and pranayama, along with standard lifestyle interventions, can reduce the risk of developing diabetes by approximately 40 per cent. These results surpass the outcomes of existing diabetes prevention strategies in the country.



The Morning Standard • Delhi • 08 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	595	N/A	Middle Right	285532	300K

FITBIT

ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)

This variation of the foundational pose, Ashta Chandrasana (High Lunge Pose), is good for strengthening and balancing the whole body. This pose helps to tone and strengthen the muscles of the neck and shoulders including the trapezius, deltoids, and rhomboids. The forward bend intensifies the stretch in the hip flexors of the back leg.

STEPS

- Move the body upward from Adho Mukha Svanasana by bringing the right foot close to your palms and looking up. Inhale and raise the arms above your shoulders and head, bringing them parallel while bending the right knee. Look up and exhale.
- Ensure the left foot behind is turned completely in line with the right foot at a 90-degree angle. Raise the left foot and balance on the toes.
- Keep the upper body straight with arms up. Stay here for a few breaths. Take a deep breath and exhale, lowering your arms by your side. Inhale, stretch the arms behind, and rotate the shoulders.
- Stretch the arms behind. Inhale and stretch the spine upward. Exhale and hinge forward from the hips to form a 60-degree angle. Allow the chest to move towards your right thigh while keeping the back flat. Align the chin to the chest.
- Engage your core and press through your front big toe to maintain steadiness in the pose.
- Stay here for six breaths or as per your body's capacity, gazing downward. Keep the chest open and avoid leaning forward or backward.
- To release, exhale and lower your hands to the floor on either side of the front foot (right). Inhale and step the right leg back to align it with the left foot, raising the hips to align in Adho Mukha Svanasana. Relax here for a while.
- Repeat the stretch on the left side, following the same instructions. Finally, slide down into Balasana (Child's Pose) and relax.

BENEFITS

- Activates the organs related to the respiratory system.
- Keeps the nasal passage clear.
- Boosts metabolism through an active circulatory system.
- Helps maintain toned muscles.
- Strengthens the knees, ankles, hips, shoulders, elbows, spine, and neck.
- Enhances stability, stamina, and self-confidence.
- Prepares practitioners for advanced poses.
- Provides therapeutic relief for asthma, sciatica, and insomnia.
- Improves digestion and reproductive health.
- Reduces stiffness in the shoulders and neck.
- Promotes mindfulness, stress reduction, and overall well-being by integrating breath awareness with the movement.
- Helps women manage menstrual symptoms, PCOD/PCOS, and hormonal imbalances.

LIMITATIONS

- Avoid the practice if you are suffering from injuries in the knees or hips.
- People with blood pressure issues should avoid breath retention or seek guidance from a yoga teacher.
- Balance is key in this pose, which can be challenging for some practitioners.



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

The New Indian Express • Chennai • 08 Jan, 2025

ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	641	N/A	Top Right	845772	246.4K

FITBIT

ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)

This is a variation of the foundational pose, Ashta Chandrasana (High Lunge Pose). This pose is good for strengthening and balancing the whole body. This pose helps to tone and strengthen the muscles of the neck and shoulders including the trapezius, deltoids, and rhomboids. The forward bend intensifies the stretch in the hip flexors of the back leg.

STEPS

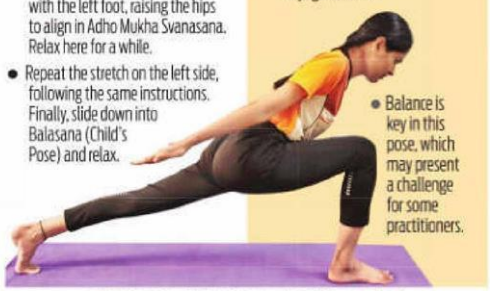
- Move the body upward from Adho Mukha Svanasana by bringing the right foot close to your palms and looking up. Inhale and raise the arms above your shoulders and head, bringing them parallel to each other while bending the right knee. Look up and exhale.
- Ensure the left foot behind is turned completely in line with the right foot at a 90-degree angle. Raise the left foot and balance on the toes.
- Keep the upper body straight with arms up. Stay here for a few breaths. Take a deep breath in. Exhale, lowering your arms by your side. Inhale, stretch the arms behind you, and rotate the shoulders.
- Stretch the arms behind. Inhale and stretch the spine upward.Exhale, hinge forward from the hips to form a 60-degree angle. Allow the chest to move toward your right thigh while keeping the back flat. Align the chin to the chest.
- Engage your core and press through your front big toe to maintain steadiness in the pose.
- Stay here for about six breaths or as per your body's capacity, gazing downward. Keep the chest open and avoid leaning forward or backward.
- To release, exhale and lower your hands to the floor on either side of the front foot (right). Inhale and step the right leg back to align it with the left foot, raising the hips to align in Adho Mukha Svanasana. Relax here for a while.
- Repeat the stretch on the left side, following the same instructions. Finally, slide down into Balasana (Child's Pose) and relax.

BENEFITS

- Activates the organs related to the respiratory system.
- Keeps the nasal passage clear.
- Boosts metabolism through an active circulatory system.
- Helps maintain toned muscles.
- Strengthens the knees, ankles, hips, shoulders, elbows, spine, and neck.
- Enhances stability, stamina, and self-confidence.
- Prepares practitioners for advanced poses.
- Provides therapeutic relief for asthma, sciatica, and insomnia.
- Improves digestion and reproductive health.
- Reduces stiffness in the shoulders and neck.
- Promotes mindfulness, stress reduction, and overall well-being by integrating breath awareness with movement.
- Helps women manage menstrual symptoms, PCOD/PCOS, and hormonal imbalances.

LIMITATIONS

- Avoid the practice if you have injuries in the knees or hips, or if you suffer from low or high blood pressure.
- Students with blood pressure issues should avoid breath retention or seek guidance from a yoga teacher.



- Balance is key in this pose, which may present a challenge for some practitioners.

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

Hindustan Times • Delhi • 08 Jan, 2025

PM lays foundation stone for an Ayurveda Research Institute

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	59	N/A	Middle Center	351449	3.43M

PM lays foundation stone for an Ayurveda Research Institute

In a momentous step towards advancing healthcare and promoting traditional medicine PM Narendra Modi laid the foundation stone (virtually) of Central Ayurveda Research Institute in Rohini, and termed it as the "Ayurveda's – next big leap". The ceremony was attended by Prataprao Jadhav, Union Minister of State (Independent charge), Ministry of Ayush and other dignitaries.

Emphasising the Government's focus on making healthcare accessible to the poorest of the poor, the Prime Minister remarked that the Government is also promoting traditional Indian medicine systems like AYUSH and Ayurveda. He added that over the past decade, the AYUSH system has expanded to more than 100 countries. Modi highlighted that the first WHO institution related to traditional medicine is being established in India. He added that a few weeks ago, he inaugurated the second phase of the All India Institute of Ayurveda. He also extended his special congratulations to the people of Delhi for this achievement.

The New Indian Express • Bengaluru • 08 Jan, 2025

ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	574	City Express	Top Right	573712	177.8K

FITBIT

ASHTA CHANDRASANA ARMS EXTENDED BACKWARDS (HIGH LUNGE ARMS EXTENDED BACKWARDS)

This is a variation of the foundational pose, Ashta Chandrasana (High Lunge Pose). This pose is good for strengthening and balancing the whole body. This pose helps to tone and strengthen the muscles of the neck and shoulders including the trapezius, deltoids, and rhomboids. The forward bend intensifies the stretch in the hip flexors of the back leg.

STEPS

- Move the body upward from Adho Mukha Svanasana by bringing the right foot close to your palms and looking up. Inhale and raise the arms above your shoulders and head, bringing them parallel to each other while bending the right knee. Look up and exhale.
- Ensure the left foot behind is turned completely in line with the right foot at a 90-degree angle. Raise the left foot and balance on the toes.
- Keep the upper body straight with arms up. Stay here for a few breaths. Take a deep breath in. Exhale, lowering your arms by your side. Inhale, stretch the arms behind you, and rotate the shoulders.
- Stretch the arms behind. Inhale and stretch the spine upward. Exhale, hinge forward from the hips to form a 60-degree angle. Allow the chest to move toward your right thigh while keeping the back flat. Align the chin to the chest.
- Engage your core and press through your front big toe to maintain steadiness in the pose.
- Stay here for about six breaths or as per your body's capacity, gazing downward. Keep the chest open and avoid leaning forward or backward.
- To release, exhale and lower your hands to the floor on either side of the front foot (right). Inhale and step the right leg back to align it with the left foot, raising the hips to align in Adho Mukha Svanasana. Relax here for a while.
- Repeat the stretch on the left side, following the same instructions. Finally, slide down into Balasana (Child's Pose) and relax.

BENEFITS

- Activates the organs related to the respiratory system.
- Keeps the nasal passage clear.
- Boosts metabolism through an active circulatory system.
- Helps maintain toned muscles.
- Strengthens the knees, ankles, hips, shoulders, elbows, spine, and neck.
- Enhances stability, stamina, and self-confidence.
- Prepares practitioners for advanced poses.
- Provides therapeutic relief for asthma, sciatica, and insomnia.
- Improves digestion and reproductive health.
- Reduces stiffness in the shoulders and neck.
- Promotes mindfulness, stress reduction, and overall well-being by integrating breath awareness with movement.
- Helps women manage menstrual symptoms, PCOD/PCOS, and hormonal imbalances.

LIMITATIONS

- Avoid the practice if you have injuries in the knees or hips, or if you suffer from low or high blood pressure.
- Students with blood pressure issues should avoid breath retention or seek guidance from a yoga teacher.



- Balance is key in this pose, which may present a challenge for some practitioners.

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

Punjab Express • Chandigarh • 08 Jan, 2025

Pune-based startup develops AI-based pulse diagnostic tool for Ayurveda practitioners

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	255	N/A	Middle Center	51030	348.98K

Pune-based startup develops AI-based pulse diagnostic tool for Ayurveda practitioners

PUNE, JANUARY 7

Pune-based startup Atreya Innovations said it has developed an AI-based pulse diagnostic tool for Ayurveda practitioners that can monitor patients' health on 22 parameters and generate report in 10 Indian languages.

The 'Nadi Tarangini' device has been developed by Aniruddha Joshi as part of his research project at IIT Bombay.

A research grant was also received from the Council of Scientific and Industrial Research (CSIR) for this project, said Joshi who founded Atreya Innovations with the support of entrepreneur Anand Deshpande.



Joshi said Nadi Tarangini is an advanced AI-powered device designed to speed up traditional Ayurvedic practices.

"It combines ultra-sensitive sensors with cutting-edge algorithms. It delivers precise pulse readings to provide detailed health insights. This patented device helps practitioners analyse 22 Ayurvedic parameters, including Tridosha balance (Vata, Pitta, Kapha), stress levels, digestive health, and overall well-being of a person," he said. This device can generate reports in 10 Indian languages, Joshi said, adding that Nadi Tarangini boasts an accuracy rate of about 85 per cent.

According to Joshi, Nadi Tarangini has become India's first Ayurvedic medical device to have received approval from the Central Drugs Standard Control Organisation (CDSCO), the regulator for the cosmetics, pharmaceuticals, and medical devices.

"It will not only give a new direction to Ayurvedic treatment, but will also mark the beginning of the standardisation process of Ayurvedic practices with the use of technology so that it can be taken across the globe for the benefit of people," Joshi told PTI. **PTI**

Mid Day • Mumbai • 08 Jan, 2025

Fitness tip that works for

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	65	N/A	Bottom Right	149007	1.5M



Mid Day • Mumbai • 08 Jan, 2025

On Mouni Roy's gym playlist

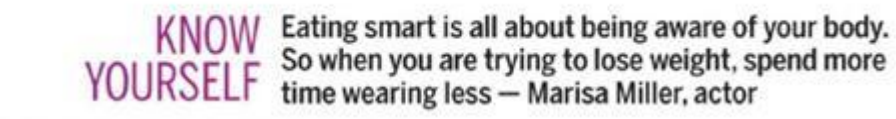
Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	39	N/A	Middle Right	89069	1.5M



Mid Day • Mumbai • 08 Jan, 2025

Know yourself

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	23	N/A	Top Right	52920	1.5M



Mid Day • Mumbai • 08 Jan, 2025

The 22-hour day

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	919	N/A	Top Left	2093627	1.5M

The 22-hour day

Promising to present an action spectacle in his directorial debut Fateh, Sonu Sood says devoting two non-negotiable hours in his day to fitness enables him to pull off high-octane films at 51

SONIA LULLA
sonia.lulla@mid-day.com

FOR as long as he can remember, Sonu Sood has curtailed the hours in his day to 22. The remaining two, he says, have always been devoted to fitness—no negotiation. This implies that whether a shooting stint commences early in the morning, or runs past midnight, or his film commitments have him travel across the world, Sood's day doesn't conclude unless he has hit the gym. It isn't an ordeal that he puts himself through, but rather a part of his day that he looks forward to. "People like to party, or try a new restaurant. I like to exercise. When I'm away on a vacation, if the hotel gym opens late, I get restless and wonder how I will pass my time. I'm usually alone at the gym, and that's good, because it helps me focus on my routine," he says, matter-of-factly.

While filming the upcoming Friday release Fateh, which had him take on duties as actor, director, and producer, he recalls waking up at 3.30 am to hit the gym for about two hours before shooting commenced at 5.30. Often, he'd conduct meetings with the team while running on the treadmill, because "taking on so many duties for this film left me with limited time". Fateh, easily among Sood's most ambitious projects, will be "one of the most special action films" India has seen, he promises. It's easy to see that the actor is putting his might behind his directorial debut that plays to his strengths. If he has roped in music mavericks like Hans Zimmer and Loire Cotler for the soundtrack, his action team isn't behind, with Lee Whittaker, the man behind films like Fast and Furious, and Jurassic Park 3, taking charge of the action sequences in this offering.

"I've been doing action for the past 20 years and have worked with all the action directors of the country. Yet, my friends and family would ask me why our action [choreography] doesn't match that of Hollywood films. So, I wanted to make something that could set a bar. Lee is one of the world's best action directors. I spoke to him about something I had in mind, which is a single-shot action scene, without any cuts. It would involve 70 fighters. He told me he found it ambitious because India lacked the kind of fighters who could pull it off. So, I said we could get people from Mexico and South Africa for it." The scene in discussion was filmed following a two-month prep, given that if "the 69th person made a mistake, we'd have to shoot the whole sequence again". "It's one of the best action sequences I've ever shot in my life."

70
Number of fighters involved in the single-shot action scene

Having adhered to a structured regimen throughout his life, Sood's fitness journal may look fairly typical. Yet, while prepping for an action film, he says he could take the liberty to limit the cardiovascular component in his regimen. "When you're doing a lot of action, a lot of cardio is involved anyway. Filming action for eight hours a day is fairly tiring because [you're using] guns and running around. There's hand-to-hand combat involved, so it was physically draining. It is owing to the routine that I have been following all these years that I had the stamina to survive this," says Sood, 51, asserting that age has dampened neither his physical prowess nor his mental ability to stay fighting fit. Ask him if there's a fitness format he adheres to, and pat comes his reply. "Callisthenics, which involves using body weight, has helped me do what I do. Everyone should try it." His sons do too, he shares, adding that the duo enjoys exercising. "If you need to be pushed to head to the gym, that's [a problem]. But if you have that drive, half the job is done. You have to be motivated. My kids have grown up watching me be disciplined; they know that there has not been a single day that I've given up. That also keeps them on their toes."



SOOD'S DIET

Sood emphasises the importance of a healthy diet and says that while he is vegetarian, he consumes eggs. He also has salads, avocados, besan chillas, and fruits, albeit in moderation, given that "they have a lot of fructose sugar". "Because you need to have a balanced diet, I may, at times, have a small katori of rice and dal. But usually, egg omelettes, salad, and sautéed veggies are what I survive on. I enjoy eating this."

Mid Day • Mumbai • 08 Jan, 2025

The cheats

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
18	English	122	N/A	Middle Right	278857	1.5M

THE CHEATS

Amyra Dastur



What's your cheat meal: Chilli cheese naan and dal makhani.

Cheat meal Vs cheat day: More often than not, it is once in a week, and usually on Sundays.

Cheat meal Vs cheat day: It is a single portion. I would feel too guilty to [indulge] all day.

Do you compensate for it: I usually do not train on the day I have a cheat meal. I will only do 15 minutes of cardiovascular work before the meal. The next day, I will train a bit harder.

The Times of India • Chandigarh • 08 Jan, 2025

Medicinal plant growers' meet

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	31	N/A	Middle Left	14806	46.88K

Medicinal plant growers' meet

Chandigarh: To strengthen medicinal plant growers, the Haryana State Medicinal Plants Board under Ayush department convened a joint meeting of farmers and ayurvedic medicine manufacturers on Tuesday in Panchkula. This gathering aimed to tackle challenges faced by Haryana's 4,000 medicinal plant cultivators, who often struggle to secure fair prices due to lack of marketing and selling avenues.

The Economic Times • Mumbai • 08 Jan, 2025

5 fitness resolutions to try out this year

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
15	English	391	ET Panache	Top Left	273688	1.1M

5 fitness resolutions to try out this year

Instead of setting unrealistic targets in 2025, make learning a skill or building healthy habits your goal

The new year resolution can be an excellent opportunity to hit reset and detox, but many of these — such as sculpting a six-pack or losing a lot of weight — can be unsustainable. When taken to extremes, they can end up hurting your body image, mental health and metabolism.

Why not consider a resolution that has nothing to do with the way you look? Instead pursue something that is more inherently satisfying. Here are five ideas to get you started:

Work toward a pull-up

Pull-ups help improve upper body and grip strength, as well as core stability. It's a difficult exercise and requires mobility through multiple joints, but that's why it's effective.

To get started, try exercises to strengthen your biceps, triceps, lats, shoulders, hands and core, said Maillard Howell, a personal trainer in New York, US. "There's a whole cast of supporting characters — bicep curls, lat pull-downs, dead hangs from a bar — that has to sync for you to do a pull-up," he explained.

To then make things harder, move from a pull-up with a very thick band to one with a thinner band.

Start running

If setting a specific running goal — running a 5K or a half-marathon — feels motivating and achievable, go for it. But simply exploring running, at any speed, for any length or interval, is a worthy goal in itself, said Marci Braithwaite, a running coach in Washington, US.

Running can improve your endurance and cardiovascular health, even if they're shorter runs, you move slowly or intersperse running with walking. "I want people to do something that feels good," Braithwaite said, "because they're more likely to continue doing it."

Stand without using your hands

Thanks to a now-famous study, many people are familiar with this test: How



easily can you stand up from a seated position on the floor without using your hands for support?

The sitting-rising test is a good goal that requires muscle strength, joint mobility, coordination and balance — and experts say this combination of skills could help reduce your risk of falling. If you find it too hard, try the sit-to-stand motion using a chair until you're comfortable enough.

Howell also suggested noticing the path your body takes while standing up. If you're putting more weight on your right hand to pull yourself up, try starting with your left hand instead. And if you crash one knee into the floor while sitting, work on lunges until you're able to move more smoothly.



PICS: NYT, GETTY IMAGES

Tackle your pains

Injuries and pain can create an unhelpful cycle: You're afraid of making the pain worse, so you avoid activity. But in reality, exercise can be one of the best ways to reduce pain.

Pain can also have many factors beyond tissue damage itself, said Ann Nwabuebo, a Washington-based physical therapist. Stress, posture, inflammation and other factors can all play a role, while exercise and lifestyle changes can help.

Julia Rosenthal, a physical therapist in New York, said your pain shouldn't become a self-fulfilling prophecy. "If you hold yourself back from doing something, you'll never be able to do that thing. The list of things you're allowed to do gets shorter and shorter," she said.

Take one month at a time

All goals feel overwhelming initially, but breaking these down into monthly targets can help.

Missing a few days is inevitable over the course of a year, so setting a monthly frequency goal can better set you up for success.

Once you've picked a goal — and made a realistic plan to achieve it — consider the obstacles that might crop up and how you'll respond to them. Think about what your mental objections to exercise are likely to be, and prepare a 'thought rebuttal' to draw upon when needed.

– The New York Times

Hindustan Times • Chandigarh • 08 Jan, 2025

AYUSH dept mulls ways to ensure remunerative prices to herbal growers

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	24	N/A	Middle Left	37238	267.13K

AYUSH dept mulls ways to ensure remunerative prices to herbal growers

CHANDIGARH: Haryana AYUSH department on Tuesday brought together farmers cultivating medicinal plants and manufacturers of ayurvedic medicines to explore the possibilities of providing remunerative prices to farmers. Ayush director general Sanjeev Verma said due to the non-availability of any market and poor selling options, the farmers did not get fair prices. HTC

Deccan Chronicle • Hyderabad • 08 Jan, 2025

AIIMS Delhi embraces AI, robotics

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	183	N/A	Middle Center	680824	2.55M

AIIMS Delhi embraces AI, robotics

SHRIMANSI KAUSHIK | DC
HYDERABAD, JAN. 7

AIIMS Delhi is making significant strides in integrating AI and robotics into its operations, with a ₹300 crore budget from the Union health ministry aimed at enhancing various facilities. These include streamlining patient registrations, installing CCTV cameras, implementing an online grievance redressal system, offering digital and paperless administrative services and setting up a first-of-its-kind robotic surgery training facility in a government healthcare setup in India.

Dr M. Srinivas, director of AIIMS Delhi, shared these details during an event organised by the Public Policy Research Centre (PPRC) on December 25, which marked 'Good Governance Day' and the birth anniversary of former Prime Minister Atal Bihari Vajpayee. The event was held at the AIIMS campus in Ansari Nagar and was attended by Sumeet Bhasin, director of PPRC.

Dr. Srinivas spoke about the institute's efforts to improve both patient care and administrative systems using advanced technologies. "There is a common misconception that patients cannot find beds at AIIMS without an inner reference, but that is not true," he said. "We have simplified appointment and registration processes, making them paperless. Additionally, we've created around 8 lakh ABHA IDs and treated about 25,000 cases under the Ayushman Bharat scheme, marking a 39.75 per cent increase from last year."



He also highlighted the installation of dashboards displaying real-time data on patient wait times, bed occupancy, and treatment outcomes. AIIMS has worked to eliminate middlemen and ensure transparency in the patient admission process. "For patients waiting outside, we have built 'Vishram Sadans' where they can wait until a bed becomes available, with amenities such as blankets and toilets," Dr Srinivas added.

To improve security on the campus, AIIMS has installed AI-enabled CCTV cameras and introduced facial recognition technology for attendance. Patients and attendants can now report grievances via QR codes displayed across the campus, with solutions provided through the 'SANTUSHT' portal. Regarding faculty recruitment, Dr Srinivas acknowledged a 30 per cent vacancy rate, with the recruitment process currently underway. "In the future, interviews will be conducted fairly, with interview data stored on blockchains and all interviews will be video-recorded," he added.

For medical research, AIIMS has three research facilities: the Centralised Research Facility (CRF), the Clinical Research Unit and the Centre for Medical Innovation and Entrepreneurship. The institute also collaborates with the ministry of education on a healthcare AI consortium and set up a robotic surgery training facility to train professionals in robotic-assisted minimally invasive surgeries.

Dina Malar • Chennai • 08 Jan, 2025

Central government issues rules for export of organic products

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	229	N/A	Bottom Center	196732	882.2K

ஆர்கானிக் பொருட்கள் ஏற்றுமதிக்கு விதிகளை வெளியிட்டது மத்திய அரசு

புதுடில்லி, ஜன. 8-

சான்றளிக்கப்பட்ட ஆர்கானிக் பொருட்களை ஏற்றுமதி செய்வதற்கான நடைமுறைகளை மத்திய அரசு வகுத்துள்ளதாக, வெளிநாட்டு வர்த்தக இயக்குநரகம் வெளியிட்டுள்ள அறிக்கை தெரிவிக்கிறது.

இதுகுறித்து டி.ஜி.எப்.டி., எனப்படும் வெளி நாட்டு வர்த்தக இயக்குநரகம் தெரிவித்திருப்பதாவது:

வருகிற 2030ம் ஆண்டுக்குள் ஆர்கானிக் உணவுப் பொருட்களுக்கான ஏற்றுமதியை 17,000 கோடி ரூபாயாக உயர்த்த இந்தியா இலக்கு நிர்ணயித்துள்ளது. எனவே, சான்றளிக்கப்பட்ட ஆர்கானிக் பொருட்களை ஏற்றுமதி செய்வதற்கான நடைமுறைகளை மத்திய அரசு வெளியிட்டுள்ளது.

இதன்படி, என்.பி.ஒ.பி., எனப்படும் ஆர்கானிக் பொருட்களுக்கான தேசிய திட்டத்தின் கீழ், ஏற்றுமதிக்கு சான்றிதழ் பெறுவது கட்டாயமாகும். இந்த சான்றிதழ் இருந்தால் மட்டுமே, ஏற்றுமதி செய்ய அனுமதிக்கப்படும். மேலும், என்.பி.ஒ.பி.,யில் குறிப்பிடப்பட்டுள்ள தரநிலைகளின்படி உற்பத்தி செய்து, பதப்படுத்தப்பட்டு, பேக் செய்யப்பட்டு மற்றும் லேபிள் இடப்பட்டால் மட்டுமே ஏற்றுமதிக்கு சான்று அளிக்கப்படும். திருத்தப்பட்ட இந்த நடைமுறைகள் இம்மாதம் 5ம் தேதியில் இருந்து 180 நாட்களில் நடைமுறைக்கு வரும்.

மத்திய வர்த்தக அமைச்சகத்தின் ஒரு பிரிவான 'அபெடா' எனப்படும் விவசாயம் மற்றும் பதப்படுத்தப்பட்ட உணவுப் பொருட்கள் ஏற்றுமதி மேம்பாட்டு ஆணையம், நாட்டின் ஆர்கானிக் பொருட்களின் ஏற்றுமதியை அதிகரிக்கவும், விவசாயிகளுக்கு ஏற்ற வகையிலும், என்.பி.ஒ.பி.,வின் விதிமுறைகளில் திருத்தங்களை கொண்டு வந்துள்ளது.

இவ்வாறு தெரிவிக்கப்பட்டுள்ளது.

ஏற்றுமதி அதிகரிப்பு

நாட்டின் ஆர்கானிக் உணவுப் பொருட்கள் ஏற்றுமதி சீரான வேகத்தில் வளர்ச்சியடைந்துள்ளது. மேலும், 2012 - 13ல் 1,811 கோடி ரூபாயாக இருந்த ஆர்கானிக் பொருட்களின் ஏற்றுமதி, 2023 - 24ல் 4,206 கோடி ரூபாயாக உயர்ந்துள்ளது. அமெரிக்கா, ஐரோப்பிய யூனியன், கனடா, இங்கிலாந்து, சுவிட்சர்லாந்து, ஆஸ்திரேலியா, மத்திய கிழக்கு மற்றும் ஆசிய நாடுகள் ஆகியவை இந்திய ஆர்கானிக் பொருட்கள் ஏற்றுமதிக்கான முக்கிய நாடுகளாகும்.



Dina Malar • Chennai • 08 Jan, 2025

If you know the five principles of food, you can understand the nutrition of Ayurveda.

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	448	N/A	Bottom Center	384979	882.2K

'உணவை பற்றிய 5 கோட்பாடுகள் தெரிந்தால் ஆயுர்வேதத்தின் போஷாக்கை அறியலாம்'



■ தீன்தயாள் ஆராய்ச்சி நிறுவனம் சார்பில், 'போஷன் உத்சவ்' என்ற புத்தக வெளியீட்டு விழா, கவர்னர் மாளிகையில் நேற்று நடந்தது. புத்தகத்தை கவர்னர் ரவி வெளியிட்டார். உடன் இடமிருந்து: தோட்டக்கலை துறை மூத்த ஆராய்ச்சியாளர் அமித் குமார் கோஸ்வாமி, சென்னை கொள்கை ஆய்வு மைய இயக்குநர் ஜதிந்தர் பஜாஜ், தீன்தயாள் ஆராய்ச்சி நிறுவன பொதுச்செயலர் அதுல் ஜெயின், ஆயுர்வேதாச்சார்யா மற்றும் ஊட்டச்சத்து நிபுணர் கிரிஜா, மும்பை சமாஜ் மகாஜன் அறங்காவலர் தேவீந்தர் ஜெயின், எழுத்தாளர் மற்றும் பத்திரிக்கையாளர் மீனா குமாரி. இடம்: திண்டி.

சென்னை, ஜன. 8-

"உணவை பற்றிய ஐந்து கோட்பாடுகள் தெரிந்தால், ஆயுர்வேதத்தின் போஷாக்கை நாம் அறியலாம்," என, ஆயுர்வேதாச்சார்யா மற்றும் ஊட்டச்சத்து நிபுணர் கிரிஜா பேசினார்.

தீன்தயாள் ஆராய்ச்சி நிறுவனம் சார்பில், 'போஷன் உத்சவ்' என்ற புத்தக வெளியீட்டு விழா, கவர்னர் மாளிகையில் நேற்று நடந்தது. நூலை வெளியிட்டு, கவர்னர் ரவி பேசியதாவது:

இன்றைய காலத்தில், நம்மிடையே துரித உணவு முறை கலாசாரம் உருவாகியுள்ளது. முந்தைய காலத்தில், நம் நாட்டின் உணவு தன்னிறைவு பெற்றிருந்தது; இப்போது மாறி வருகிறது.

விவசாயத்தில், குறிப்பாக அரிசி உற்பத்தியில் நாம் முதலிடத்தில் இருந்தோம். இப்போது, ஜப்பான் முன்னிலை வகிக்கிறது.

குழந்தையின் வளர்ச்சிக்கு தாய்ப்பால் என்றும் சிறந்தது. அதை மறந்து, செயற்கையான உணவு முறையை குழந்தைகளுக்கு தரத் துவங்கி விட்டனர். நமக்கு தேவையான உணவுகளை நாமே உருவாக்கி வந்தோம்.

பசியால் இறந்தவர்கள் யாரும் இல்லாத நிலை முன்னர் இருந்தது. நம் கலாசாரத்தோடு இணைந்தது உணவு. எனவே, அதை உற்பத்தி செய்யும் செடிகளை நாம் வளர்க்க வேண்டும்.

இவ்வாறு அவர் பேசினார்.

ஊட்டச்சத்து நிபுணர் கிரிஜா பேசியதாவது:

ஆயுர்வேத நூல்களில், உணவை பற்றியும், அதன் செய்முறைகள் பற்றியும் உள்ளன. உடலில் வாயு, பித்தம், கபம் அதிகமானாலும், குறைந்தாலும் நோய் சேரும். எல்லா உணவு பொருட்களையும் வாத, பித்த, கபத்தின் அடிப்படையில் சாஸ்திரம் கூறுகிறது.

உணவுகள் சமநிலையில் இருக்க வேண்டும். அதன் குணம் புரிந்து உண்ண வேண்டும். அறுசுவை உணவில் உள்ள, இனிப்பு, புளிப்பு, உப்பு போன்றவை கபத்தை வளர்க்கும்; கசப்பு, துவர்ப்பு, காரம் கபத்தை குறைக்கும். ஏழாவது சுவை கிடையாது. அனைத்து பொருட்களிலும் இரண்டு வீரியம் உள்ளது; சீத வீரியம், உஷ்ண வீரியம். இதை பாமர மக்களும் அறிவர்.

உணவில் லகு என்றால் ஜீரணத்திற்கு எளிமையானது; குரு என்றால் ஜீரணத்திற்கு கடினமானது. எனவே, ஜீரணத்தை வைத்து உணவை பற்றி சொல்வர். விருத்தமான ஆகாரம் என்றால், முரண்பாடான ஆகாரம்.

உணவை பற்றிய ஐந்து கோட்பாடுகளை அறிந்தால், ஆயுர்வேதத்தின் போஷாக்கை நாம் அறியலாம். ஆயுர்வேதத்தில் உணவை எப்படி, எவ்வாறு, எந்த நேரத்தில் உண்ண வேண்டும் என்பது, மிக தெளிவாக சொல்லப்பட்டுள்ளது.

இன்றைய காலத்தில், ஐ.டி., துறையில் உள்ளவர்கள் இரவு முழுதும் வேலை செய்கின்றனர். நள்ளிரவில் உணவை உட்கொள்கின்றனர். அது விஷமானதாக மாறுகிறது. பத்தியம், அபத்தியம் இருக்கும் உணவுகளை அதிகமாக உண்பது, ஒழுங்கான ஜீரணத்தை தராது.

அறுசுவை உணவை, அனைத்து பருவங்களிலும், ஒரே மாதிரி உட்கொள்ளக் கூடாது. எனவே, நம் அறுசுவை உணவை, பருவங்களுக்கு ஏற்றாற் போல சரியான அளவில் உட்கொள்ள வேண்டும். எந்த நேரத்தில் சாப்பிட வேண்டும் என்பது உள்ளிட்டவற்றை, ஆயுர்வேதம் தெளிவாக சொல்கிறது.

பசி உள்ள போது சாப்பிட வேண்டுமே தவிர, நேரமாகி விட்டது என்பதற்காக, உணவை சாப்பிடக் கூடாது.

எல்லா விதிகளையும் பின்பற்றி சரியாக சாப்பிட்டாலும், சில சமயங்களில் அஜீரணக் கோளாறு ஏற்படும்.

இவ்வாறு அவர் பேசினார்.

விழாவில், தோட்டக்கலைத்துறை மூத்த ஆராய்ச்சியாளர் அமித் குமார் கோஸ்வாமி, சென்னை கொள்கை ஆய்வு மைய இயக்குநர் ஜதிந்தர் பஜாஜ், தீன்தயாள் ஆராய்ச்சி நிறுவன பொதுச் செயலர் அதுல் ஜெயின், மும்பை சமாஜ் மகாஜன் அறங்காவலர் தேவீந்தர் ஜெயின், எழுத்தாளர் மீனா குமாரி உள்ளிட்ட பலர் பங்கேற்றனர்.

Aaj Samaj • Delhi • 08 Jan, 2025

Jan aushdhi kendra se november tak biki 1,255 cr se adhik ki sasti davaiya: PMO

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	Hindi	309	N/A	Middle Right	46419	898.28K

जन औषधि केंद्रों से नवंबर तक बिकी 1,255 करोड़ से अधिक की सस्ती दवाइयां: पीएमओ

आज समाज नेटवर्क



नई दिल्ली। जन औषधि केंद्रों से नवंबर 2024 के अंत तक 1,255 करोड़ रुपये से अधिक की सस्ती दवाइयों की बिक्री हुई है। यह जानकारी प्रधानमंत्री कार्यालय (पीएमओ) द्वारा मंगलवार को दी गई। सोशल मीडिया प्लेटफॉर्म एक्स पर पीएमओ ने कहा कि इन आउटलेट्स के जरिए दवाइयों की खरीद करने से नागरिकों को 5,020 करोड़ रुपये की बचत हुई है।

जन औषधि केंद्र विशेष केंद्र हैं जो आम जनता को किफायती दामों पर गुणवत्तापूर्ण दवाइयां उपलब्ध कराते हैं। इसकी स्थापना प्रधानमंत्री भारतीय जन औषधि परियोजना (पीएमबीजेपी) के तहत की गई थी, जो नवंबर 2008 में शुरू की गई एक जन कल्याणकारी योजना है। इस योजना को फार्मास्यूटिकल्स एंड मेडिकल डिवाइस ब्यूरो ऑफ इंडिया (पीएमबीआई) के माध्यम से क्रियान्वित किया जा रहा है। इससे पहले रसायन और उर्वरक मंत्रालय ने बताया कि नवंबर 2024 तक देशभर में 14,320 जन औषधि केंद्र खोले जा चुके हैं।

2023-24 में फार्मास्यूटिकल्स विभाग के तहत पीएमबीआई ने 1,470 करोड़ रुपये की बिक्री दर्ज की थी, जिससे नागरिकों को लगभग 7,350 करोड़ रुपये की बचत हुई थी। पिछले 10 वर्षों में इस परियोजना के तहत लगभग 30,000 करोड़ रुपये की बचत हुई है। 2024 में पीएमबीजेपी ने केंद्रीय सशस्त्र पुलिस बलों, राष्ट्रीय सुरक्षा गार्ड और असम राइफल्स (सीएपीएफ, एनएसजी और एआर) के साथ कई एमओयू पर हस्ताक्षर किए थे, जिससे सीएपीएफ, एनएसजी और एआर (एमएचए) अस्पतालों में जन औषधि दवाएं उपलब्ध करा कर स्वास्थ्य सेवा पहुंच को बढ़ाया जा सके। इसके अलावा मॉरीशस में पहला विदेशी जन औषधि केंद्र खोला जा चुका है। मंत्रालय ने कहा कि फार्मास्यूटिकल्स विभाग ने भी चालू वित्त वर्ष के दौरान 500 करोड़ रुपये के कुल वित्तीय परिव्यय के साथ फार्मास्युटिकल उद्योग को मजबूत करने के लिए एक योजना लागू की है। इस योजना का उद्देश्य देश भर में मौजूदा फार्मा क्लस्टरों और एमएसएमई को उनकी उत्पादकता, गुणवत्ता और एमएसएमई क्लस्टरों में सुधार करने के लिए सहायता प्रदान करना है।

The New Indian Express • Chennai • 07 Jan, 2025

TRIKONASANA CHAIR

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	634	N/A	Top Right	836538	246.4K

FITBIT

TRIKONASANA CHAIR

(TRIANGLE POSE CHAIR)

This beginner level variation helps students understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, and the prop gives the right support. Using a chair helps avoid the possibility of bending forward instead of stretching laterally and keeping the hips square.

STEPS

- While slowly releasing from Utkatasana, stand with the feet apart, using the support of the chair placed by your side.
- Keeping the chair towards the left side at arm's distance from you, focus on placing the left hand on the resting side of the chair.
- Inhale and stretch the arm while making sure the left foot is placed at 90 degrees and the right foot is placed inwards at 45 degrees.
- Practice Triangle Pose with the chair, making sure the stretch is felt deep at the lower side of the hips towards the right side.
- Stay here for 8 breaths, release and practise on the other side.
- Stretching of the side abdominal muscles while the feet are apart emphasises more on using the pelvic floor muscles to remain in balance, gazing at the sky. If you are confident, practising this pose without support is more beneficial.

BENEFITS

- Beginners in the practice of Triangle Pose tend to perform this pose by bending forward to touch their toes.
- Builds a foundation of the alignment required for Trikonasana.
- Allows intermediate-level students to go deeper into the lateral extension.
- Those with limited flexibility in the hamstrings or hips can strengthen the spinal and core muscles.
- Helps access the psoas muscles and other muscles in the pelvic floor.
- Provides the support required to roll the outer thigh open, in order to stretch from the hips.
- Stretching and opening the psoas muscles comes with a couple of benefits – gain better flexibility of the hips and torso, and helps release accumulated tensions in these muscles, releasing stiffness and stress.
- Helps build proper posture with focused breathing and alignment.
- Can be taught to teens, seniors or other adults who might need help to correct postural defects.
- Deep core muscles, and hip flexors are strengthened.
- Helps open the chest, which will help teenagers or people who have developed a hunchback due to long hours of working on computers.
- Students suffering from scoliosis of the spine may not be able to perform Trikonasana in a way that would benefit them.
- Helps in lengthening the spine when done on the compressed side of the spine.

LIMITATIONS

- Students with injuries in the hamstrings, hips, legs, lower back, spine, ribs, neck, arms, and shoulders, undergone any recent hip, shoulder, or abdominal surgeries, avoid this pose.
- Students with weak bone structure or musculature or weak joints, any pain in the tailbone, lower back, hips, or shoulders, chronic hip or knee issues should take it slow and be mindful.
- Students experiencing dizziness, vertigo, nausea, or balancing issues can do with the additional support of the wall.
- Chair support can be helpful, but super senior citizens and pregnant women in their later trimester should avoid this.



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

The Morning Standard • Delhi • 07 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	627	N/A	Middle Right	300881	300K

FITBIT

TRIKONASANA CHAIR

(TRIANGLE POSE CHAIR)

This beginner level variation helps people understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, and the prop gives the right support. Using a chair helps avoid bending forward instead of stretching laterally and keeping the hips square.

STEPS

- Start by standing with your feet apart, using the support of the chair placed by your side, while slowly releasing from Utkatasana.
- Keeping the chair towards the left side at an arm's distance from you, focus on placing the left hand on the resting side of the chair.
- Inhale and stretch the arm while making sure the left foot is placed at 90 degrees and the right foot is placed inwards at 45 degrees.
- Practise Triangle Pose with the chair, ensuring the stretch is felt deep at the lower side of the hips towards the right side.
- Stay here for eight breaths, release, and practise on the other side.
- Stretching of the side abdominal muscles, while the feet are apart, emphasises more on using the pelvic floor muscles to remain in balance, gazing at the sky. If you are confident, practising this pose without support is more beneficial.

BENEFITS

- Beginners in Triangle Pose tend to perform this pose by bending forward to touch their toes.
- Builds a foundation of the alignment required for Trikonasana.
- Allows intermediate-level practitioners to go deeper into the lateral extension.
- Those with limited flexibility in the hamstrings or hips can strengthen the spinal and core muscles.
- Helps access the psoas muscles and other muscles in the pelvic floor.
- Provides the support required to roll the outer thigh open to stretch from the hips.
- Stretching and opening the psoas muscles has a couple of benefits: it improves the flexibility of the hips and torso and helps release accumulated tension stiffness and stress in these muscles.
- Helps build proper posture with focussed breathing and alignment.
- Can be taught to teens, seniors, or other adults needing help to correct postural defects.
- Deep core muscles and hip flexors are strengthened.
- Helps open the chest, which will help teenagers or people who with a hunchback due to long hours of working on computers.
- People suffering from spine scoliosis may not be able to perform Trikonasana in a way that would benefit them.
- Helps in lengthening the spine when done on the compressed side.

LIMITATIONS

- People with injuries hamstrings, hips, legs, lower back, spine, ribs, neck, arms, and shoulders injuries, have undergone any recent hip, shoulder, or abdominal surgeries, avoid this pose.
- Those with weak bone structure or musculature or weak joints, any pain in the tailbone, lower back, hips, or shoulders, and chronic hip or knee issues should take it slow and be mindful.
- People experiencing dizziness, vertigo, nausea, or balancing issues can do with the additional support of the wall.
- Chair support can be helpful, but super senior citizens and pregnant women in their later trimesters should avoid this.



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

Mint • Chennai • 07 Jan, 2025

For a balanced life, take the heroine's journey

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	927	N/A	Top Left	278002	47.5K

For a balanced life, take the heroine's journey

Tired of the busy life, people today are embracing workshops that explore an alternate idea of living anchored in feminine wisdom

Hariprasad Varma
lounge@livemint.com

ISTOCKPHOTO



Modern workplaces and social systems we have in place today reflect a deep-rooted misalignment with natural feminine cycles and energies. Perhaps, the most significant indicator of this is the global shift in the way time is perceived. Indigenous cultures around the world followed the lunar calendar which honored natural rhythms. Lunar time is cyclical in nature and emphasizes the patterns of death and rebirth captured metaphorically in the phenomena of the waxing and waning moon.

Modern-day Gregorian calendar, first introduced by Pope Gregory XIII in October 1582, is a solar calendar. Solar calendar emphasizes linear time over cyclical patterns and standardizes months into artificial lengths that do not correspond to natural cycles. The design and intent behind this view of time was primarily to cater to the industrial and commercial needs of the time rather than serve one's biological rhythms.

This fundamental shift has led to a loss of connection of daily routine with the rhythms of nature. Companies and governments follow systems of artificial division of time into business quarters and fiscal years rather than natural seasons. What has got lost in this reasoning is the knowledge that our bodies respond differently to each season. Our energy levels and sleep and dietary requirements among others tend to vary with the seasons. This suppression of natural cycles has a grave impact on mental health. Stress induced from the efforts to fit into artificial rhythms , for instance,affects digestive and reproductive health.

GETTING INTO A RHYTHM

The impact of misaligned structures on health is felt more acutely by women. Often, their peak career-building years coincide with peak fertility years, and the biological rhythm of motherhood is seen as a "career setback". Even the natural need for rest during menstruation is considered a weakness, and career women are expected to maintain high energy and engagement regardless of their physical and emotional state in corporate and social spaces. The recent debate and controversy in India around the necessity for a menstrual day leave in organizations bear testimony to this reality.

"The menstrual woman lives in a male-oriented society which influences her perception of the world and herself. In the industrialized western culture, which likes to think of itself as 'enlightened', the menstrual cycle is still rarely talked about except in medical terms. Menstruation is still viewed today as a biological disadvantage to women, making them emotional, unreasoning, and unreliable workers," Miranda Gray, author and mentor of a women's cycle-based life-coaching course, wrote in her 1994 book *Red Moon*.

While it may seem interminable, there's a quiet yet profound shift unfolding that questions the current paradigms. Globally, there is a growing interest about the ancient wisdom of the divine feminine and its contemporary applications in daily life for healthy living. An extremely current illustration of this interest is the trend of cycle syncing that got popular last year among millennials and Gen Z. The practice encourages women to align their diet and lifestyle with the menstrual cycle. The menstrual phase, for instance, is a time to do low-impact exercises like yoga or walking while the follicular phase when estrogen levels are rising is a time to go for high intensity exercises. In *Red Moon*, Gray treats the whole of the cycle as the menstrual experience rather than the time of bleeding alone. And she sounds prescient when she says, "If women become aware that they are cyclic beings during their menstrual lives, then they begin to recognize that they are part of the greater rhythms of the universe and come closer to accepting their true nature and finding harmony in their lives."

> Living a life not attuned to nature's cycles can affect the body and cause digestive issues as well as mental stress

In addition to trends fuelled by social media apps, there are women facilitators today who are extending these conversations offline by designing workshops that seek to explore an alternate idea of power and way of living anchored in common feminine archetypes such as the Maiden, the Mother and the Crone.

"Working with archetypes is universal and women can easily connect to them," says Kolkata-based Sukhvinder Sircar. A senior facilitator with Indian Society for Applied Behavioural Sciences (ISABS), Sircar hosts the Joyous Women community, which offers programmes that teach men and women to get in touch with their feminine energies for a balanced life. "Working with feminine archetypes and the menstrual mandala (a visual period tracker) have brought me in tune with my body's natural rhythm and cycles, creating much ease in my being," says Akanksha Thakore, a well-being facilitator based in Mumbai and a member of the Joyous Women community.

A FRAMEWORK FOR HEALING

Sylwia Savitā, a practitioner of Sensual Somatic Healing in Bali, organises workshops based on the Heroine's Journey. Designed by Maureen Murdock, a family therapist and writer based in California, the Heroine's Journey framework draws inspiration from Joseph Campbell's model of the heroic quest. Here, the heroine's journey begins with "separation from the feminine" and ends with "integration of masculine and feminine". This framework, overall, offers a map of the feminine healing process. "Reconnecting, reclaiming, and rewriting your sexual narrative is a big part of the Heroine's Journey," explains Savitā. As for why such communal retreats are beneficial, she says, "When you sit in a women's circle and engage fully, you will find stories that resonate with you. Also, sharing an experience together instills a sense of belonging in each person in the circle."

Hariprasad Varma is an executive coach & yoga therapist based out of Hyderabad.

For more stories on health and wellness, visit livemint.com/mint-lounge.

The Morning Standard • Delhi • 07 Jan, 2025

What When Why Where

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	509	N/A	Middle Center	244308	300K

WHATWHENWHYWHERE

Laugh Your Head Off

Comedian Kunal Kamra, famed for shows like 'Uncle Logic' and 'Premises & Punchlines', is all set to present his latest comedy set, 'Kunal Kamra Live.'

WHEN: January 11, 5 pm

WHERE: Imperfecto Patio, Gurugram





Sharing Words

Nojot Creator Hub presents 'Mix Mic,' a live-mic event where authors and storytellers can share their works.

WHEN: January 11, 12 pm

WHERE: Nojoto Creator Hub, Saiyad-Ul-Ajaib, Saket

TICKETS: bookmyshow.com

Sufi Beats

Enjoy a night of blissful Sufi music as Drink and Dine By The Terrace hosts 'Sufi Night', featuring a live performance of the Aakaar Band.

WHEN: January 11, 8 pm

WHERE: Drink and Dine By The Terrace, Noida

Dive Into The Universe

Science enthusiasts can visit Nehru Planetarium to enjoy *Biography of the Universe*, a 2D show depicting interesting facts about the universe.

WHEN: Today, 11 am onwards

WHERE: Nehru Planetarium, Teen Murti Marg

Calm Your Mind

Dive deep into the world of yoga as Soulebration is all set to host Hatha Vinyasa Yoga sessions, offering a blend of relaxation and mindfulness in a serene setting.

WHEN: Today, 7 am onwards

WHERE: Near CDR Chowk, Chhatarpur

Kabir's Critique

Enjoy *Kabira Khada Bazaar Me*, a play directed by Shilpi Marwaha, portraying Kabir as a fearless critic of religious orthodoxy, challenging rigid dogmas .

WHEN: January 12, 7 pm

WHERE: Shri Ram Centre, Mandi House



Mouthwatering Kebabs

Dive deep into mouthwatering kebabs as Punjab Grill is all set to host 'Kebab Di Kahaniya', a food festival bringing delicacies from across the region.

WHEN: Today, 11 am onwards

WHERE: Punjab Grill, Connaught Place

Mint • Bengaluru • 07 Jan, 2025

For a balanced life, take the heroine's journey

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	927	N/A	Top Left	324336	125K

For a balanced life, take the heroine's journey

Tired of the busy life, people today are embracing workshops that explore an alternate idea of living anchored in feminine wisdom

Hariprasad Varma
lounge@livemint.com

ISTOCKPHOTO



Modern workplaces and social systems we have in place today reflect a deep-rooted misalignment with natural feminine cycles and energies. Perhaps, the most significant indicator of this is the global shift in the way time is perceived. Indigenous cultures around the world followed the lunar calendar which honored natural rhythms. Lunar time is cyclical in nature and emphasizes the patterns of death and rebirth captured metaphorically in the phenomena of the waxing and waning moon.

Modern-day Gregorian calendar, first introduced by Pope Gregory XIII in October 1582, is a solar calendar. Solar calendar emphasizes linear time over cyclical patterns and standardizes months into artificial lengths that do not correspond to natural cycles. The design and intent behind this view of time was primarily to cater to the industrial and commercial needs of the time rather than serve one's biological rhythms.

This fundamental shift has led to a loss of connection of daily routine with the rhythms of nature. Companies and governments follow systems of artificial division of time into business quarters and fiscal years rather than natural seasons. What has got lost in this reasoning is the knowledge that our bodies respond differently to each season. Our energy levels and sleep and dietary requirements among others tend to vary with the seasons. This suppression of natural cycles has a grave impact on mental health. Stress induced from the efforts to fit into artificial rhythms , for instance,affects digestive and reproductive health.

GETTING INTO A RHYTHM

The impact of misaligned structures on health is felt more acutely by women. Often, their peak career-building years coincide with peak fertility years, and the biological rhythm of motherhood is seen as a "career setback". Even the natural need for rest during menstruation is considered a weakness, and career women are expected to maintain high energy and engagement regardless of their physical and emotional state in corporate and social spaces. The recent debate and controversy in India around the necessity for a menstrual day leave in organizations bear testimony to this reality.

"The menstrual woman lives in a male-oriented society which influences her perception of the world and herself. In the industrialized western culture, which likes to think of itself as 'enlightened', the menstrual cycle is still rarely talked about except in medical terms. Menstruation is still viewed today as a biological disadvantage to women, making them emotional, unreasoning, and unreliable workers," Miranda Gray, author and mentor of a women's cycle-based life-coaching course, wrote in her 1994 book *Red Moon*.

While it may seem interminable, there's a quiet yet profound shift unfolding that questions the current paradigms. Globally, there is a growing interest about the ancient wisdom of the divine feminine and its contemporary applications in daily life for healthy living. An extremely current illustration of this interest is the trend of cycle syncing that got popular last year among millennials and Gen Z. The practice encourages women to align their diet and lifestyle with the menstrual cycle. The menstrual phase, for instance, is a time to do low-impact exercises like yoga or walking while the follicular phase when estrogen levels are rising is a time to go for high intensity exercises. In *Red Moon*, Gray treats the whole of the cycle as the menstrual experience rather than the time of bleeding alone. And she sounds prescient when she says, "If women become aware that they are cyclic beings during their menstrual lives, then they begin to recognize that they are part of the greater rhythms of the universe and come closer to accepting their true nature and finding harmony in their lives."

> Living a life not attuned to nature's cycles can affect the body and cause digestive issues as well as mental stress

In addition to trends fuelled by social media apps, there are women facilitators today who are extending these conversations offline by designing workshops that seek to explore an alternate idea of power and way of living anchored in common feminine archetypes such as the Maiden, the Mother and the Crone.

"Working with archetypes is universal and women can easily connect to them," says Kolkata-based Sukhvinder Sircar. A senior facilitator with Indian Society for Applied Behavioural Sciences (ISABS), Sircar hosts the Joyous Women community, which offers programmes that teach men and women to get in touch with their feminine energies for a balanced life. "Working with feminine archetypes and the menstrual mandala (a visual period tracker) have brought me in tune with my body's natural rhythm and cycles, creating much ease in my being," says Akanksha Thakore, a well-being facilitator based in Mumbai and a member of the Joyous Women community.

A FRAMEWORK FOR HEALING

Sylwia Savitā, a practitioner of Sensual Somatic Healing in Bali, organises workshops based on the Heroine's Journey. Designed by Maureen Murdock, a family therapist and writer based in California, the Heroine's Journey framework draws inspiration from Joseph Campbell's model of the heroic quest. Here, the heroine's journey begins with "separation from the feminine" and ends with "integration of masculine and feminine". This framework, overall, offers a map of the feminine healing process. "Reconnecting, reclaiming, and rewriting your sexual narrative is a big part of the Heroine's Journey," explains Savitā. As for why such communal retreats are beneficial, she says, "When you sit in a women's circle and engage fully, you will find stories that resonate with you. Also, sharing an experience together instills a sense of belonging in each person in the circle."

Hariprasad Varma is an executive coach & yoga therapist based out of Hyderabad.

For more stories on health and wellness, visit livemint.com/mint-lounge.

The Hindu • Mumbai • 07 Jan, 2025

Highest hospital registrations under Ayushman in U.P.

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	84	N/A	Top Left	38426	245K



'Highest hospital registrations under Ayushman in U.P.'

Uttar Pradesh has achieved the highest number of hospital registrations in the country under the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana, both at government and private hospitals, Deputy Chief Minister Brajesh Pathak said on Monday. The beneficiaries of the health insurance scheme are receiving free treatment up to ₹5 lakh, Mr. Pathak said, as he directed authorities to ensure maximum coverage for the eligible patients. The State boasts a total of 5,834 hospitals operating under Ayushman Bharat scheme, of which 2,949 are govt.-run and 2,885 are private facilities, the highest in India, Mr. Pathak said. PTI

Veer Arjun • Delhi • 07 Jan, 2025

Canadian Company will open Ayurvedic clinic

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	232	N/A	Middle Center	17419	60K

कनाडा की कम्पनी खोलेगी आयुर्वेदिक गैस्ट्रोएंट्रोलोजी के क्लीनिक

नई दिल्ली, (वीअ)। भारतीय मूल के कैनेडियन आयुर्वेदिक डाक्टर व आयुर्वेदाचार्य डॉ हरीश वर्मा 12 जनवरी को श्रीरामपुर जिला अहिल्यानगर महाराष्ट्र में होने वाले कार्यक्रम -आर्युकोन 2025 - में भाग लेंगे तथा इस कार्यक्रम में अपने 30 मिनट के भाषण में कैसे भारतीय आयुर्वेदिक चिकित्सक विदेशों में जाकर आयुर्वेदिक प्रैक्टिस कर सकते हैं इस विषय की विस्तार से जानकारी देंगे। डॉ वर्मा ने बताया कि इसके लिये देश व्यापी जागरुकता अभियान की जरूरत है ताकि आयुर्वेद के चिकित्सकों को विदेशों में अवसर मिल सके तथा आयुर्वेदिक चिकित्सक विश्व स्तर पर ट्रेडिशिनल चाईनीज मेडिसिन के प्रैक्टिसनर्स का मुकाबला कर सकें।

डॉ वर्मा ने बताया कि अमेरिका, कनाडा, लंदन, यूरोप तथा एशिया के देशों में रहने वाले आयुर्वेदिक ग्रैजुएट तथा नैचुरोपैथ्स के लिए पारुल यूनिवर्सिटी तथा कैनेडियन कॉलेज ऑफ आयुर्वेदा एंड योगा ने मिलकर आयुर्वेदिक गैस्ट्रोएंट्रोलोजी का सर्टिफिकेट कोर्स तैयार किया है। इस कोर्स में पेट की जटिल बिमारियां जैसे अल्सररेटिव कोलाइटिस, गैस्ट्राईटिस, पेप्टिक अल्सर आदि रोगों की पूरी जानकारी व आयुर्वेदिक इलाज की ट्रेनिंग दी जायेंगी। डॉ वर्मा ने बताया कि कनाड़ा की कम्पनी वैस्ट आयुर्वेदा लिमिटेड पूरे भारत में आयुर्वेदिक गैस्ट्रोइंटेस्टिनल क्लीनिक की फ्रैंचाईज खोलने जा रही है जिससे भारत में भी आयुर्वेद के चिकित्सकों को रोज्गार के नए अवसर मिलेंगे । यह जानकारी एक संवाददाता सम्मेलन में कैनेडियन कॉलेज ऑफ आयुर्वेद एवं योगा के अध्यक्ष डॉ हरीश वर्मा ने दी।

The Tribune • Delhi • 07 Jan, 2025

Ayurvedic doctors cry foul in HPSC hiring, seek probe

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	161	N/A	Middle Right	486696	92.25K

Ayurvedic doctors cry foul in HPSC hiring, seek probe

TRIBUNE NEWS SERVICE

CHANDIGARH, JANUARY 6

Ayurvedic doctors who appeared for the Ayurvedic Medical Officers (AMO) recruitment exam have demanded access to their answersheets after several top-performing candidates, including gold medallists, were declared not qualified.

At a press conference held with Congress leader Shweta Dhull, the doctors alleged discrepancies in the results of the Haryana Public Service Commission (HPSC). Dr Ankit Phogat revealed that the HPSC advertised 805 AMO posts after a 12-year gap and approximately 18,000 candidates appeared for Paper 1 on October 9, 2024. This objective-type paper required 25% marks to qualify.

The second stage, the Subject Knowledge Test (SKT), was held on November 17, 2024, where candidates needed 35% to pass. However, many top candidates, including university gold medallists and a PhD scholar from IIT Delhi, failed despite their exceptional academic records.

"Many of us scored over 70% in Paper 1. How can we fail the second paper? Are our degrees fake?" asked one of the candidates.

The affected candidates have demanded a judicial inquiry under a sitting judge and the suspension of interviews, scheduled to start on January 20, 2025, until the matter is investigated.

Dhull alleged that the HPSC has a history of corruption, citing past bribery scandals involving senior officials. "No reasonable person can believe that candidates who consistently scored 65-75% in BAMS and other exams failed to achieve even 35% in such an easy paper," she said.

Dhull also accused the Commission of misleading candidates by denying access to answersheets, citing the Supreme Court judgment in Angesh Kumar vs UPSC. "This case involved optional papers in UPSC with raw and normalised scores, which is irrelevant here. In this recruitment, all candidates had the same paper. As per the Vikas Sharma vs. Govt of Haryana judgment, candidates have the right to know their marks," she explained.

The candidates further alleged that the reservation policy was not followed in this recruitment, as the same qualifying criteria (25% for Paper 1 and 35% for Paper 2) were applied to all categories.

Doctors have filed a petition in the high court seeking justice.

The Daily Guardian • Delhi • 07 Jan, 2025

Boost Your Eye Health With Nutraceuticals: Preventing Cataracts And Diabetic Complications

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	438	N/A	Top Center	43833	N/A

BOOST YOUR EYE HEALTH WITH NUTRACEUTICALS: PREVENTING CATARACTS AND DIABETIC COMPLICATIONS



FOOD IS MEDICINE

DR ANISH DESAI

Diet plays a crucial role in protecting against ocular diseases, drawing increasing focus from researchers and healthcare professionals. Nutraceuticals, which are bioactive compounds sourced from food, provide a natural and affordable means of preventing and managing eye conditions such as cataracts and diabetic retinopathy. These disorders, often worsened by oxidative stress and metabolic imbalances, can be effectively addressed through carefully designed dietary strategies.

Cataracts, characterized by the clouding of the eye's lens, are a leading cause of blindness worldwide. Oxidative stress, fueled by reactive oxygen species (ROS), plays a central role in cataract formation by damaging lens proteins. Nutraceuticals with antioxidant properties are vital in counteracting this process.

Lutein and Zeaxanthin: Found in spinach, kale, and egg yolks, these carotenoids protect the lens from oxidative damage by filtering harmful blue light and stabilizing cellular membranes.

Vitamin C: Abundant in citrus fruits and amla, vitamin C acts as a potent antioxidant, neutralizing ROS and preventing protein aggregation in the lens.

Vitamin E: Present in nuts and seeds, vitamin E protects cellular membranes from lipid peroxidation, reducing cataract risk.

Flavonoids: These compounds, present in apples, berries, and green tea, scavenge free radicals, reducing oxidative stress in the lens.

Diabetes exacerbates the risk of cataracts and diabetic retinopathy due to high blood glucose levels, which trigger advanced glycation end products (AGEs) and oxidative stress. The polyol pathway, wherein glucose is converted to sorbitol, further contributes to osmotic stress in lens cells, leading to damage.



Aldose Reductase Inhibitors: These compounds, found in turmeric (curcumin), green tea, and bitter gourd, prevent sorbitol accumulation, mitigating osmotic stress.



Aldose Reductase Inhibitors: These compounds, found in turmeric (curcumin), green tea, and bitter gourd, prevent sorbitol accumulation, mitigating osmotic stress.

Polyphenols: Found in tea, coffee, and grapes, polyphenols inhibit AGE formation, reducing oxidative damage and preserving lens transparency.

Resveratrol: Derived from grapes and berries, resveratrol protects lens epithelial cells by reducing ROS production and enhancing cellular resilience. A diet rich in colorful fruits and vegetables, whole grains, and functional foods can significantly lower the risk of cataracts and diabetic eye complications.

Nutraceuticals and functional foods represent a powerful, natural approach to eye health, particularly in preventing cataracts and diabetic complications. By adopting a nutrient-rich diet, you can not only enhance your vision but also take a proactive step toward overall well-being. Regular eye check-ups, combined with these dietary strategies, ensure a comprehensive approach to preserving vision.



The New Indian Express • Bengaluru • 07 Jan, 2025

TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	604	City Express	Top Right	603532	177.8K

FITBIT

TRIKONASANA CHAIR
(TRIANGLE POSE CHAIR)

This beginner level variation helps students understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, while the prop gives the right support. Using a chair helps avoid the possibility of bending forward instead of stretching laterally and keeping the hips square.

STEPS

- While slowly releasing from Utkatasana, stand with the feet apart, using the support of the chair placed by your side.
- Keeping the chair towards the left side at arm's distance from you, focus on placing the left hand on the resting side of the chair.
- Inhale and stretch the arm while making sure the left foot is placed at 90 degrees and the right foot is placed inwards at 45 degrees.
- Practice Triangle Pose with the chair, making sure the stretch is felt deep at the lower side of the hips towards the right side.
- Stay here for 8 breaths, release and practise on the other side.
- Stretching of the side abdominal muscles while the feet are apart emphasises more on using the pelvic floor muscles to remain in balance, gazing at the sky. If you are confident, practising this pose without support is more beneficial.

BENEFITS

- Beginners in the practice of Triangle Pose tend to perform this pose by bending forward to touch their toes.
- Builds a foundation of the alignment required for Trikonasana.
- Allows intermediate-level students to go deeper into the lateral extension.
- Those with limited flexibility in the hamstrings or hips can strengthen the spinal and core muscles.
- Helps access the psoas muscles and other muscles in the pelvic floor.
- Provides the support required to roll the outer thigh open, in order to stretch from the hips.
- Stretching and opening the psoas muscles comes with a couple of benefits – gain better flexibility of the hips and torso, and helps release accumulated tensions in these muscles, releasing stiffness and stress.
- Helps build proper posture with focused breathing and alignment.
- Can be taught to teens, seniors or other adults who might need help to correct postural defects.
- Deep core muscles, and hip flexors are strengthened.
- Helps open the chest, which will help teenagers or people who have developed a hunchback due to long hours of working on computers.
- Students suffering from scoliosis of the spine may not be able to perform Trikonasana in a way that would benefit them.
- Helps in lengthening the spine when done on the compressed side of the spine.

LIMITATIONS

- Students with injuries in the hamstrings, hips, legs, lower back, spine, ribs, neck, arms, and shoulders, undergone any recent hip, shoulder, or abdominal surgeries, avoid this pose.
- Students with weak bone structure or musculature or weak joints, any pain in the tailbone, lower back, hips, or shoulders, chronic hip or knee issues should take it slow and be mindful.
- Students experiencing dizziness, vertigo, nausea, or balancing issues can do with the additional support of the wall.
- Chair support can be helpful, but super senior citizens and pregnant women in their later trimester should avoid this.



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

The Pioneer • Chandigarh • 07 Jan, 2025

THE TRANSFORMATIVE POWER OF YOGA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	463	N/A	Top Left	278036	268.96K

FIRST COLUMN

THE TRANSFORMATIVE POWER OF YOGA

Hatha Yoga emphasises holistic well-being, nurturing the body, mind and spirit in harmony



RAVI **VALLURI**

Hatha Yoga lays emphasis on the overall well-being of the body while nurturing the mind and spirit of the seeker. The bedrock of this yogic technique is strongly based on the traditional eight limbs of yoga as expounded by Patanjali in his Yoga Sutras. These are 10 quotes on yoga by Gurudev Sri Sri Ravi Shankar which help one to appreciate the depth of yoga.

1. "Like a flower bud, human life has the potential to blossom fully. Blossoming of human potential to fullness is yoga."Yoga is a discipline that is both gentle and powerful for uniting body, breath and mind in awareness. It integrates elements from all the different paths of yoga where you get a glimpse of Raj Yoga, Ashtanga or Hatha Yoga, Karma Yoga, Bhakti Yoga as well Gnana Yoga making the yogic experience wholesome.
2. "Yoga brings knowledge, passion and action together." Yoga is not just doing some body-twisting postures – it is experiencing the union of the body, mind and breath.
3. "Yoga is a study of life, study of your body, breath, mind, intellect, memory and ego; study of your inner faculties." The practice of yoga has been known for centuries to produce benefits in the areas of health, mental clarity and spiritual connection.
4. "Withdraw your senses from the object to its source, then the union happens, then the yoga happens." One must learn the correct way of doing asanas and pranayama.
5. "Peace is our very nature, and yoga leads you to inner peace." Yoga teaches one how to pay attention to what one experiences inside and what is the state of mind. Declutter the mental chatter.



6. "The purpose of yoga is to stop suffering even before it arises." Yoga is a holistic way of energising and integrating mind, body and spirit.
7. "Yoga is not just weight-loss programme; it is a science to make one feel lighter. It helps to lose the mental stuff of anger, jealousy, hatred, greed, etc." During the Sri Sri Yoga basic programme that is taught in 10 to 12 hours at the Art of Living Retreat, certified teachers help to experience the real depth of yoga that brings benefits not just at the physical level but at the mental, emotional and spiritual level too.
8. "One of the rules of yoga is to cultivate the practice of being happy." Everybody ultimately wants to be happy. But what is real happiness? The wise say that shifting gears from the pursuit of happiness to being happy makes happiness a journey rather than the destination, which is the key.
9. "The wisdom of yoga transforms one from arrogance to self-confidence; meekness to humility; from dependence to a realisation of interdependence." One may wonder if yoga is a self-help programme. Taught at various levels, yoga programmes connect one with ancient wisdom and nourish one's inner beauty as a human being.
10. "The wisdom of yoga transforms one from craving freedom to recognition of the 'unboundedness', from limited ownership to oneness with the whole." Does it seem incredulous? But yes, this is indeed the real potential of yoga. Simple yogic postures, rejuvenating breathing techniques, and blissful meditations integrated with the invaluable ancient wisdom of yoga put one on the path of genuine life transformation. As a yoga explorer with over a decade and a half of experience, I can state that all fellow explorers can dive deeper and experience what it takes to be a real yogi (or yogini).

(The writer is the CEO of Chhattisgarh East Railway Ltd. and Chhattisgarh East West Railway Ltd. He is a faculty of the Art of Living)

Loksatta • Mumbai • 07 Jan, 2025

14 independent AYUSH district hospitals in the state

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Marathi	571	N/A	Middle Left	2239783	784.32K

राज्यात स्वतंत्र १४ आयुष जिल्हा रुग्णालये

संदीप आचार्य, लोकसत्ता



मुंबई : राष्ट्रीय आयुष अभियानांतर्गत देशभरात आयुष जिल्हा रुग्णालये उभारून त्याअंतर्गत राज्यात १४ स्वतंत्र आयुष जिल्हा रुग्णालये सुरू करण्यास मान्यता देण्यात आली आहे. यापैकी अहमदनगर, पुणे व नंदूरबार येथे ३० खाटांच्या जिल्हा रुग्णालयांचे बांधकाम पूर्ण होऊन रुग्णालयांचे काम सुरू झाले आहे. या रुग्णालयांच्या माध्यमातून आयुर्वेद, युनानी, होमिओपॅथी, तसेच योग, निर्सगोपचार आणि वृद्धापकाळातील उपचार दिले जाणार आहेत. महाराष्ट्रात दोन ते पाच लाख लोकसंख्येसाठी ३० व ५० खाटांची १४ रुग्णालये सुरू करण्यास मान्यता देण्यात आली असून यासाठी बांधकामाचा खर्च १० ते १५ कोटी रुपये येणार असल्याचे आरोग्य विभागाच्या सूत्रांनी सांगितले. या रुग्णालयांमध्ये बाह्यरुग्णसेवा, तसेच रुग्णांना दाखल करून उपचार देण्यात येणार आहेत. साधारणपणे प्रत्येक रुग्णालयात ६० ते ७० पदे असतील, तसेच विशेषज्ञांची सात पदे असणार आहेत. आयुर्वेदिक उपचार घेण्याकडे कल वाढतो आहे. पंचकर्म करणाऱ्यांची संख्या वाढत असून होमिओपॅथी उपचार घेणाऱ्यांची संख्याही मोठी आहे.

ठाण्यातील रुग्णालयासाठी १५ कोटी मंजूर

राष्ट्रीय आयुष अभियानाअंतर्गत ठाणे जिल्हा आयुष रुग्णालयाचे काम येत्या काही दिवसांतच सुरू होणार असल्याची माहिती जिल्हा शल्यचिकित्सक डॉ. कैलास पवार यांनी दिली. आयुष रुग्णालय बांधण्यासाठी १५ कोटी मंजूर झाले आहेत. वृद्धापकालीन रुग्णोपचाराचे महत्त्वही मोठे आहे. वृद्धापकाळात पर्यायी उपचार घेण्याकडे कल वाढत असून, जेरियॅट्रिक रुग्णांना या रुग्णालयांमध्ये फायदा होईल, असा विश्वास आरोग्य विभागाच्या सूत्रांनी व्यक्त केला.

Deccan Chronicle • Hyderabad • 07 Jan, 2025

HC suspends sentence on SI

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	293	N/A	Bottom Left	1091510	2.55M

HC suspends sentence on SI

L. RAVICHANDER
HYDERABAD, JAN. 6

A two-judge panel of the Telangana High Court suspended a sentence imposed against a police sub-inspector of Tharigoppula police station in Warangal on charges of contempt of court. The panel of Chief Justice Alok Aradhe and Justice J. Sreenivas Rao were hearing a contempt appeal filed by Naresh Yadav.

The appellant was directed to undergo one week of imprisonment and pay a fine of ₹2,000. The appellant was also required to pay compensation of ₹50,000 to the alleged victim.

Earlier, a single judge found the police sub-inspector guilty of violating an order made on August 11, 2023.

The backdrop to the contempt appeal is allegations made by one Golusu Narsaiah who was charged for cheating and criminal breach of trust.

At his request the court had directed the police to charge him only under Section 420 and accordingly follow the procedure of issuing a notice instead of causing an arrest.

Though the said order was made on August 11, 2023, the sub-inspector's defense was that he had no knowledge of the said order when the accused was arrested on November 15.

The panel accordingly admitted the statutory contempt appeal, and subject to the fine of Rs 2,000 he paid, suspended the order of the single judge.

HC ADMITS HMWS&SB WRIT ON 2015 GO

Justice K. Lakshman of Telangana High Court allowed a writ plea directing the Hyderabad Metropolitan Water Supply and Sewerage Board (HMWS&SB) to adhere to a GO dated April 20, 2015, which enhanced monetary limits and relaxed qualification criteria for civil works. The decision came in response to a writ plea filed by Khaja Inam ul Haq, a registered civil contractor, challenging a tender notification issued on November 23, 2024, for works related to replacing filter media at Mir-Alam Filter Beds. The petitioner argued that the tender conditions wrongly insisted on past experience requirements from another GO, ignoring the updated provisions of GO dated April 20, 2015, which had relaxed these criteria to provide fair opportunities to contractors. Despite submitting a competitive bid in line with the earlier GO, the petitioner's application was deemed non-responsive. The respondents argued that the tender required contractors with specific past experience due to the technical complexity of the project, which involved potable water filtration. They claimed that the petitioner's bid did not meet these criteria and that their approach was justified to ensure the quality of work. The judge ruled that the respondents had failed to adhere to the binding directives of GO



dated April 20, 2015, which enhanced monetary limits and relaxed qualification criteria for civil works. The judge cited Board's internal proceedings from February 8, 2016, where it had committed to implementing the 2015 GO, in its tender processes. The judge also referenced SC ruling in Tata Motors Limited vs The Brihan Mumbai Electric Supply & Transport stating that limit judicial review in tender matters to cases involving arbitrariness or malafides, noting that the rejection of the petitioner's bid was both arbitrary and irrational. The judge directed the Board to process the petitioner's bid as per the provisions of GO dated April 20, 2015, and to award the contract if petitioner was found a successful bidder.

AYUSH HEAD TO ADMIT ACUPUNCTURE HEALERS

Justice Nagesh Bheemapaka of Telangana High Court passed an interim order directing the Commissioner of Ayush, Ayurveda, to consider the applications filed by two acupuncture healers for practising in Telangana. The judge was dealing with a writ petition filed by Md Nisaar and Khajashaken, challenging the non-recognition of acupuncture therapy in Telangana. The petitioners argued that the failure to recognise acupuncture as a valid therapy was illegal, arbitrary, and unconstitutional. They sought a directive to allow practitioners to legally practice acupuncture in the state. The judge directed the state to file their response.

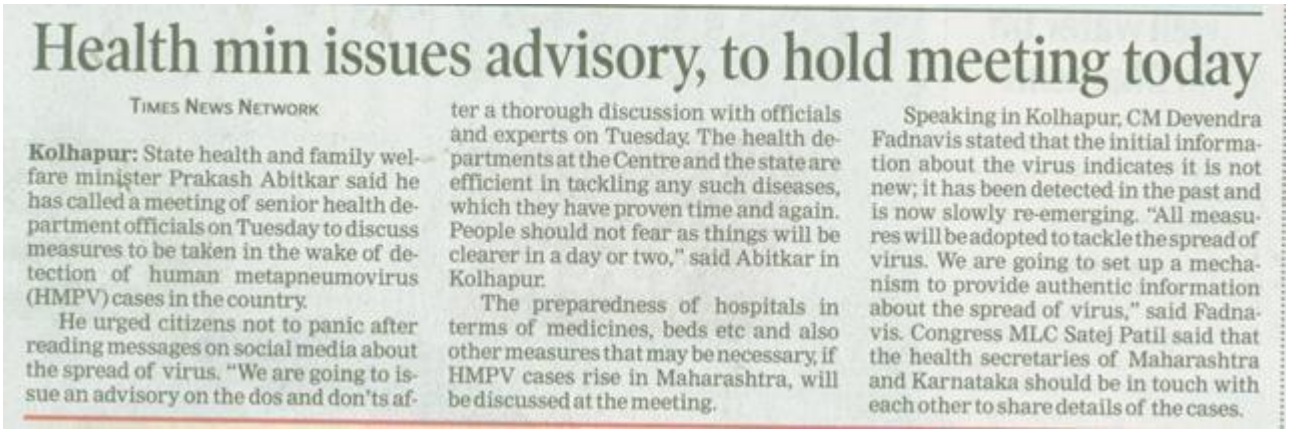
HC TO ASSESS ADMISSIBILITY OF PLEA

Justice B. Vijaysen Reddy of the Telangana HC will assess the maintainability of a writ petition filed by an 84-year-old retired government servant, Gulam Afzal, on behalf of his daughter, who resides abroad. The petition seeks a directive to register a case against the daughter's husband for alleged harassment overseas. The petitioner claimed that his daughter faces constant threats to her life from her husband, whom he alleges entered into a sham marriage with her. Despite filing multiple complaints abroad, no action has been taken. The petitioner said that he tried to lodge a complaint with the local police in India due to the inaction of authorities overseas. After hearing the petitioner's counsel, Justice Reddy raised concerns about the maintainability of the writ plea and the feasibility of Indian police investigating matters occurring abroad. The judge has scheduled the case for further hearing to decide on the maintainability of the plea.

The Times of India • Pune • 07 Jan, 2025

Health min issues advisory, to hold meeting today

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	95	N/A	Middle Center	230443	1.05M



Health min issues advisory, to hold meeting today

TIMES NEWS NETWORK

Kolhapur: State health and family welfare minister Prakash Abitkar said he has called a meeting of senior health department officials on Tuesday to discuss measures to be taken in the wake of detection of human metapneumovirus (HMPV) cases in the country.

He urged citizens not to panic after reading messages on social media about the spread of virus. "We are going to issue an advisory on the dos and don'ts after a thorough discussion with officials and experts on Tuesday. The health departments at the Centre and the state are efficient in tackling any such diseases, which they have proven time and again. People should not fear as things will be clearer in a day or two," said Abitkar in Kolhapur.

The preparedness of hospitals in terms of medicines, beds etc and also other measures that may be necessary, if HMPV cases rise in Maharashtra, will be discussed at the meeting.

Speaking in Kolhapur, CM Devendra Fadnavis stated that the initial information about the virus indicates it is not new; it has been detected in the past and is now slowly re-emerging. "All measures will be adopted to tackle the spread of virus. We are going to set up a mechanism to provide authentic information about the spread of virus," said Fadnavis. Congress MLC Satej Patil said that the health secretaries of Maharashtra and Karnataka should be in touch with each other to share details of the cases.

The Times of India • Pune • 07 Jan, 2025

Nadi Tarangani to bring credibility to ayurveda: JB Joshi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	135	N/A	Middle Center	327365	1.05M



Nadi Tarangani to bring credibility to ayurveda: JB Joshi

Ardhra.Nair
@timesofindia.com

Pune: Nadi Tarangini, the country's first ayurvedic diagnostic tool to receive approval from Central Drugs Standard Control Organization (CDSCO), is expected to redefine healthcare, fusing ancient wisdom and modern technology.

The brainchild of renowned chemical-nuclear scientist J B Joshi and his computer scientist son Aniruddha Joshi, the device uses sensors and artificial intelligence to detect, analyse, and predict imbalances in vata, pitta, and kapha — the trinity of Ayurvedic diagnosis.

J B Joshi, chancellor of Institute of Chemical Technology, came up with the idea 20 years ago when he underwent Ayurvedic treatment. Struck by the importance of pulse diagnosis and variability among practitioners, Joshi envisioned a scientific device to bring consistency and credibility to Ayurveda.

Aniruddha Joshi, then pursuing his PhD at IIT Bombay, took on the challenge. Experimenting with several sensors, he developed piezoelectric sensors that mimic the tactile sensitivity of a human finger to capture pulse waves. Coupled with an AI-driven analysis system, the device generates a 10-page report in 10 Indian languages, detailing 22 Ayurvedic parameters, including stress levels, digestive health, and overall well-being.

Supported by funding from CSIR and encouraged by Persistent Systems' Anand Deshpande to commercialise his research, Aniruddha founded Atreya Innovations in Pune. The resulting device, Nadi Tarangini, has patents in India, the US, Europe, and Indonesia. It is currently used in 1,250 Ayurvedic clinics and has tested over five lakh patients.

During CDSCO certification, data from 25,000 patients validated its 85% accuracy. "This marks the beginning of standardising Ayurvedic practices using technology, making it globally relevant," said Joshi.

Costing Rs 35,000, the device is available only to BAMS doctors or practitioners with a relevant degree and was lauded by PM Narendra Modi in his Mann Ki Baat programme.

The Hindu Tamil • Chennai • 07 Jan, 2025

Five revolutions announced on Patanjali's 30th anniversary

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	193	N/A	Bottom Center	570700	416.52K

பதஞ்சலியின் 30-வது ஆண்டு விழாவில் 5 புரட்சிகள் அறிவிப்பு

சென்னை

பதஞ்சலியின் 30-வது ஆண்டு விழா அண்மையில் நடைபெற்றது. அதில் பதஞ்சலி யோகபீடம் தலைவர் சுவாமி ராம்தேவ், ஆச்சாரியா பாலகிருஷ்ணா ஆகியோர் பங்கேற்றனர். அப்போது அவர்கள் 5 புரட்சிகளின் மூலம் உலகத்தை மாற்றுவதை நோக்கமாகக் கொண்ட பார்வையை வெளியிட்டனர். கல்வி, சுகாதாரம், பொருளாதாரம், கலாச்சாரம் மற்றும் வாழ்க்கை முறை ஆகியவற்றை அந்த 5 புரட்சிகள் குறிக்கின்றன.

இந்த பார்வையின் முக்கியக் கூறுகளில் ஒன்று கல்விப் புரட்சியாகும். சமகால கல்வி முறைகளுடன் இந்தியாவின் தத்துவங்களை ஒருங்கிணைக்கும் வகையில் பல்கலைக் கழகங்கள், பள்ளிகளை நிறுவுவது இதன் நோக்கமாகும். இதன்மூலம் நவீன உலகளாவிய அமைப்புகளுடன் இணைந்து நாட்டின் பாரம்பரியங்களை காத்து, எதிர்கால சவால்களை எதிர்கொள்ளும் முழுமையான கட்டமைப்பு உருவாக்கப்படும்.



பதஞ்சலியின் 30-வது ஆண்டு விழாவில் பங்கேற்ற யோகபீடம் தலைவர் சுவாமி ராம்தேவ், ஆச்சாரியா பாலகிருஷ்ணா.

அடுத்ததாக சுகாதாரப் புரட்சியில் மலிவான, எளிதில் அணுகக்கூடிய சுகாதாரத் தீர்வுகளை வழங்குவதற்காக இயற்கை மருத்துவத்தில் ஆராய்ச்சி மற்றும் கண்டுபிடிப்புகளை மேம்படுத்துவதாகும். பொருளாதாரப் புரட்சியில் வெளிநாட்டு இறக்குமதியை சார்ந்திருப்பதைக் குறைத்து தன்னம்பிக்கையை வளர்ப்பதாகும். சுதேசி இயக்கத்தின் மூலம் பதஞ்சலி ஆயிரக்கணக்கான வேலைவாய்ப்புகளை உருவாக்கியுள்ளது. மேலும் உள்நாட்டிலேயே தயாரான 5 ஆயிரத்துக்கும் மேற்பட்ட பொருட்களை பதஞ்சலி வழங்குகிறது.

கடைசியாக கலாச்சாரம் மற்றும் சமூகப் புரட்சியில் போதைப் பொருள் பயன்பாடு, தார்மீக மதிப்புகளை இழப்பது போன்ற சமூகப் பிரச்சினைகளைச் சமாளிப்பதை நோக்கமாகக் கொண்டதாகும்.

சிறந்த பழக்க வழக்கங்களை நோக்கிய மாற்றத்தை ஊக்குவிப்பதன் மூலம் ஆராக்கியமற்ற வாழ்க்கை முறையை மாற்றும் பணிகளில் பதஞ்சலி ஈடுபடவுள்ளது.

பதஞ்சலி வெளியிட்ட செய்திக்குறிப்பில் இவ்வாறு தெரிவிக்கப்பட்டுள்ளது.

Aaj Samaj • Delhi • 07 Jan, 2025

Ayurvedic treatment officer bharti mein Haryana lok sewa ayog par lage arop

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	271	N/A	Middle Right	40641	898.28K

आयुर्वेदिक चिकित्सा अधिकारी भर्ती में हरियाणा लोक सेवा आयोग पर लगे अनियमितताओं के आरोप



चंडीगढ़। सोमवार को चंडीगढ़ प्रेस क्लब में प्रेस वार्ता करते हुए भर्ती विश्लेषक एवं कांग्रेस नेता श्वेता दुल ने हरियाणा लोक सेवा आयोग (एचपीएससी) पर आयुर्वेदिक चिकित्सा अधिकारियों की भर्ती में अनियमितताओं का आरोप लगाते हुए मामले की सीबीआई जांच की मांग की। उन्होंने एचपीएससी पर गंभीर आरोप लगाते हुए कहा कि आयुर्वेदिक चिकित्सा अधिकारियों की भर्ती में योग्य उम्मीदवारों की अनदेखी की गई है तथा विश्वविद्यालय टॉपरों, आईआईटी से पीएचडी करने वाली एकमात्र हरियाणवी महिला, गोल्ड मेडलिस्ट, कॉलेज टॉपर, पीजी स्कॉलर, प्रोफेसरों सहित एचपीएससी के अपने स्क्रीनिंग टेस्ट के टॉपरों को फेल कर दिया गया है। हरियाणा लोक सेवा आयोग लगातार बाहरी राज्यों के उम्मीदवारों को वरीयता दे रहा है जबकि हरियाणा के उम्मीदवारों के साथ भेदभाव कर रहा है। इसके अलावा आरक्षित वर्ग के उम्मीदवारों के साथ भेदभाव किया जा रहा है। उन्होंने परीक्षा के पैटर्न और विषय-वस्तु से संबंधित मुद्दा भी उठाया और कहा कि आयुर्वेदिक चिकित्सा अधिकारी की भर्ती के पेपर में हरियाणा से संबंधित कोई भी प्रश्न नहीं था, जो कि उचित नहीं है और साथ ही गंभीर चिंता का विषय भी है। गौरतलब है कि हरियाणा सरकार ने 805 पदों पर नियुक्ति के लिए विज्ञापन 16/2024 के माध्यम से 12 साल बाद आयुर्वेदिक चिकित्सा अधिकारियों की भर्ती की थी। कुछ समय बाद एक शुद्धिपत्र के माध्यम से इस परीक्षा में हरियाणा से बाहर के उम्मीदवारों को भी शामिल कर लिया गया। पहले पेपर यानी स्क्रीनिंग टेस्ट में लगभग 18,000 उम्मीदवार शामिल हुए, जो कि 100 अंकों और प्रश्नों का एक वस्तुनिष्ठ पेपर था और इसका परिणाम 09 अक्टूबर 2024 को घोषित किया गया था।

Arthik Lipi • Kolkata • 07 Jan, 2025

Central Ayurveda Research Institute in New Delhi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Bengali	271	N/A	Top Left	27634	100.5K

আয়ুর্বেদের পরবর্তী বড় পদক্ষেপ ঃ প্রধানমন্ত্রী নরেন্দ্র মোদী নয়াদিল্লিতে সেন্ট্রাল আয়ুর্বেদ রিসার্চ ইনস্টিটিউটের নতুন ভবনের শিলান্যাস করেছেন

নয়াদিল্লিঃ স্বাস্থ্য পরিষেবাকে এগিয়ে নিয়ে যেতে এবং চিরাচরিত ওষুধের প্রসার ঘটানোর লক্ষ্যে এক ঐতিহাসিক পদক্ষেপ নিয়ে প্রধানমন্ত্রী শ্রী নরেন্দ্র মোদী নতুন দিল্লির রেহিনীতে সেন্ট্রাল আয়ুর্বেদ রিসার্চ ইনস্টিটিউটের নতুন ভবনের ভার্চুয়াল শিলান্যাস করেছেন।

তিনি বলেছেন, এটি আয়ুর্বেদের পরবর্তী বড় পদক্ষেপ। অনুষ্ঠানে উপস্থিত ছিলেন কেন্দ্রীয় আয়ুষ মন্ত্রকের স্বাধীন দায়িত্বপ্রাপ্ত প্রতিমন্ত্রী শ্রী প্রতাপরাও যাদব এবং অন্যান্য বিশিষ্টজন। দরিদ্রতম মানুষের কাছে সুলভ স্বাস্থ্য পরিষেবা পৌঁছে দেওয়ার ওপর সরকারের নজর থাকার ওপর জোর দিয়ে প্রধানমন্ত্রী বলেন, সরকার আয়ুষ এবং আয়ুর্বেদের মতো চিরাচরিত ভারতীয় ঔষধ ব্যবস্থার প্রসার ঘটাচ্ছে। তিনি বলেন, গত এক দশকে আয়ুষ ব্যবস্থা ১০০-র বেশি দেশে ছড়িয়ে



পড়েছে। চিরাচরিত ওষুধ সংক্রান্ত প্রথম বিশ্ব স্বাস্থ্য সংস্থা প্রতিষ্ঠান ভারতে স্থাপিত হওয়ার ওপর আলোকপাত করেন তিনি। তিনি আরও বলেন, কয়েক সপ্তাহ আগে তিনি অল ইন্ডিয়া ইনস্টিটিউট অফ আয়ুর্বেদের দ্বিতীয় পর্যায়ের উদ্বোধন করেছেন। মোদী বলেন যে, আজ সেন্ট্রাল আয়ুর্বেদ রিসার্চ ইনস্টিটিউটের শিলান্যাস করা হয়েছে। তিনি এই সাফল্যের জন্য দিল্লির মানুষকে বিশেষভাবে অভিনন্দন জানান। প্রধানমন্ত্রী জোর দিয়ে বলেন, "বিশ্বের স্বাস্থ্য এবং সুস্থতার রাজধানী হওয়ার প্রভূত সম্ভাবনা আছে ভারতের।" তিনি বলেন, সেই দিন আর বেশি দূরে নয়, যেদিন "মেক ইন ইন্ডিয়ার পাশাপাশি 'হিল ইন ইন্ডিয়া মন্ত্র নেবে সারা বিশ্ব।" তিনি জানান, বিদেশিরা যাতে ভারতে আয়ুষ চিকিৎসা লাভ করে তারজন্য বিশেষ আয়ুষ ভিসার সুবিধার সূচনা করা হয়েছে। কিছুদিনের মধ্যেই অগণিত বিদেশি এই সুবিধা লাভ করবেন। অনুষ্ঠানে কেন্দ্রীয় আয়ুষ মন্ত্রকের স্বাধীন দায়িত্বপ্রাপ্ত প্রতিমন্ত্রী শ্রী প্রতাপরাও যাদব প্রধানমন্ত্রীর নেতৃত্ব দেওয়ার জন্য কৃতজ্ঞতা প্রকাশ করে বলেন, "এই প্রতিষ্ঠান গবেষণা এবং স্বাস্থ্য পরিষেবার মান বাড়াবে. সারা দেশের লক্ষ লক্ষ মানুষের জীবনে দীর্ঘস্থায়ী প্রভাব ফেলবে।"রোহিনীতে সেন্ট্রাল আয়ুর্বেদ রিসার্চ ইনস্টিটিউটে এই সংক্রান্ত অনুষ্ঠান উত্তর-পশ্চিম দিল্লির সাংসদ যোগেন্দ্র চান্দোলিয়া, আয়ুষ মন্ত্রকের সচিব বৈদ্য রাজেশ কোটেচা এবং মন্ত্রক ও প্রতিষ্ঠানের আধিকারিকরা উপস্থিত ছিলেন।

Yugmarg • Chandigarh • 06 Jan, 2025

Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	224	N/A	Middle Right	46294	185K

Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC

RANVIR PARASHAR

KAITHAL: DC Preeti said that Ayushman Bharat and Chirayu Ayushman Haryana Yojana are proving to be helpful in free treatment for eligible families. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana was launched by Prime Minister Narendra Modi in view of health needs of countrymen. Under Ayushman Bharat scheme, an annual benefit of up to Rs 5 lakhs is given to beneficiary family. This medical benefit is absolutely cashless and paperless, in which beneficiary can get his treatment done in panel hospital by showing his Ayushman card. Second and third class medical facilities have been included in this scheme. In connection with this, Chirayu Ayushman Haryana Yojana was launched by Haryana government in November 2022. Under this scheme, families with verified income below Rs 1.80 lakh 80 per annum have been made beneficiaries of this ambitious scheme, in which database of verified income families is consumed by the National Health Agency. On other hand, families with an annual income of Rs 1.8 lakh to Rs 3 lakh can avail benefits of scheme by paying a premium of only Rs 1500. Such families will have to renew card by paying premium amount every year. One can apply by visiting portal https://chirayuayushmanharyana.in/. He informed that beneficiary family can also make Ayushman card themselves, for which one can login as beneficiary by going to app link https://play.google.com/store/apps/details?id=com.beneficiaryapp and get their Ayushman card made on their own mobile sitting at home. To get the card made, eligible beneficiary is required to bring along Aadhar card, family identity card and mobile attached to the Aadhar card. The DC informed that the government is also providing the benefits of Ayushman scheme to senior citizens above 70 years of age. One can visit https://beneficiary.nha.gov.in to generate card. He has called upon the eligible beneficiaries to take advantage of the Chirayu Ayushman Haryana scheme.

The New Indian Express • Chennai • 06 Jan, 2025

FITBIT

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	729	N/A	Top Right	962365	246.4K

FITBIT

BHADRASANA

(GRACIOUS POSE)

This is a basic yoga pose suitable for beginners. It is a great asana for meditation as it is comfortable and can be held for extended periods of time. Practising this pose calms the mind and brings about feelings of groundedness. It also activates the Muladhara (root) chakra. In the Hatha Yoga Pradipika, it is mentioned as one of the four main positions suitable for meditation. It is also mentioned in the yoga texts of Gheranda Samhita and Hathratnavali. This pose controls the body as well as mind. It is very beneficial for our body. It helps to keep us away from many problems occurring in our body.

STEPS

- Sit in Dandasana (Staff Pose), legs fully stretched forward, toes pointing upwards. You can keep your both hands beside the body, palms resting on the mat.
- Keep the chin drawn in, look at a point forward while keeping your head and neck straight.
- Take slow and deep breaths and relax the entire body.
- Now, separate the knees as far as possible and fold both legs and bring them close to each other. The heels can touch the perineum very closely.
- Make sure that your toes are in contact with the floor while separating the knees.
- You may clasp the feet to bring the heels as close to the perineum. Ensure the knees touch the ground.
- Take slow and deep breaths, and relax the whole body. If you feel a strain or heaviness in the eyes, then close them for a while.
- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose)

LIMITATIONS

- Students suffering from knee or joint pain, knee or hip injuries, arthritis, sciatic nerve, have tenderness, misalignment, swelling and pain, should avoid this practice.
- Start practicing this asana mildly and then increase repetitions gradually.
- Pregnant women should consult a yoga expert before practising it.



BENEFITS

- Sharpens the mind while increasing your concentration and memory.
- Beneficial for the lungs and heart function.
- Reduces extra belly fat as well as the fat on the waist.
- Good alternative for meditation poses like Padmasana and Siddhasana.
- Helps relieve pain in the neck, back and resolves sciatica.
- Natural and safe way treats many stomach problems.
- Helps strengthen the backbone, thighs, hips and buttocks.
- Beneficial for increasing, lengthening and strengthening the pelvic floor, which is helpful in a smooth delivery.
- Strengthens leg muscles.
- Boosts functioning of the thyroid gland as well as the reproductive and abdominal organs
- Improves the health of prostate, kidneys and the urinary tract.
- Regular practice helps stimulate the ovaries and removes frigidity
- Help in resolving anal-rectal diseases, hemorrhoids and hernia.
- Helps stretch the ligaments and muscles.
- Best asana for removing symptoms of gastritis, acidity, and constipation.
- Regular practise helps realign the rounded back and drooping shoulders.
- Good for the patients who are suffering from aching leg muscles and varicose veins.

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

Free Press Journal • Mumbai • 06 Jan, 2025

World will soon adopt 'Heal in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	71	FP School	Top Center	56692	251.68K

World will soon adopt 'Heal in India'

India has immense potential to become the health and wellness capital of the world, and the day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra, Prime Minister Narendra Modi said on Sunday. Modi made the remarks while virtually laying the foundation for a new Central Ayurveda Research Institute building in Rohini in Delhi. The prime minister said over the past decade, the AYUSH system has been expanded to more than 100 countries.



The Pioneer • Chandigarh • 06 Jan, 2025

BREATHE IN AND BREATHE OUT

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	416	N/A	Bottom Left	249677	268.96K

BREATHE IN AND BREATHE OUT







Simple breathing techniques can regulate your energy, calm your mind, and enhance overall well-being without relying on medicine, says **YASH GUPTA**

Ever wondered soemtimes you take a deep breath in and you feel happy, but you dont know how that happiness comes from? Ever wondered why even one of the nostrils gets blocked and throws you off the track? Well in this article we are about to find out the healing through breathing. Now there will be no more queues for the doctor's appointment for little things and no more worries as we're about to find out how and why.

Before starting and before telling let's just figure it out I hope everybody has two holes in the nostrils. One is on the right and one is on the left. In *yoga* it is said one is *Ida* and the other is *pingla*, one is a feminine and the other is a masculine. Before starting, let's just figure it out. Let's go for the test now tell me which nostril is working more than the other, is it left or is it right. Just test it. As per the science of yoga the right nostril is associated with the heat and with the sun and that is why it is also called the *Suryanadi*.

The *left nostril* is associated with calmness and coolness and that is why it is known as the *Chandra nadi*. Both of the *nadis* are equally important as one heats the body which is essential for living and one cools the body which is also equivalent for the living. But real bliss happens only when these two are working absolutely fine. That means you're breathing from both of your nostrils which is a rare phenomena and it is also known as a *Sushumna nadi* (middle nadi). The more both nostrils are working the better the body the mind and the life will be as per the yoga and in the spiritual path as well. So all of the spiritual paths are associated only and only with the breath, nothing more but nothing less. So once if you're feeling very anxious and the restlessness comes up, are you feeling a high blood pressure just do one very simple thing: put your right arm onto your level as you're placing your arm on the shoulder of your friend? This will activate your left nostril and help you cool down the body. With this all of the anxiety, worries, restlessness and the blood pressure will cool down naturally and you don't have to rely on any sort of medicine. Just your *nostrils* are enough to keep you in the balance and the same way if you're feeling very cold, like the winter season right now, try rasing your left arm onto the shoulder of a friend and then see what magic happens to your body would naturally start to heat up.



Now you can switch between your modes and regulate your body temperature accordingly. If you don't have time to raise your arm and sit for five minutes simply use the cotton and plug it in your opposite ear and just stuff it completely so that it creates a vaccum. And then bingo that's done. You become your own doctor using just a breath as simple as that it is possible the healing lies in your breathing. Remember to breathe properly to live harmoniously.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Pioneer • Chandigarh • 06 Jan, 2025

The Bhagvad Gita: A blueprint for resilience, holistic health and leadership

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	346	N/A	Bottom Left	207580	268.96K

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

From inspiring modern management practices to enriching prenatal care, the Gita's teachings resonate deeply in today's fast-paced world



KASHINATH
SAMAGANDI

The Bhagavad Gita is revered as a profound source of resilience, wisdom, and ethical guidance, often referred to as the essence of the Upanishads. Known as Brahmavidya or "Superior Knowledge," it offers timeless insights into life, existence, and cosmic truths. Despite being composed millennia ago, the Gita remains relevant today, providing practical teachings for navigating the complexities of modern life.

Its wisdom extends across diverse fields such as management, leadership, psychology, and medicine. For example, many prestigi

The Relevance of Beeja Sanskara and Garbha Sanskara

A lesser-known yet significant aspect of the Gita is its emphasis on Beeja Sanskara (pre-conception practices) and Garbha Sanskara (post-conception practices). Through the concept of Atmaja Bhava, it highlights the importance of establishing a deep connection with the unborn child. These practices, rooted in Ayurveda and Yoga, nurture wisdom, emotional stability, and virtuous qualities in the foetus, fostering holistic development.The scripture also underscores the importance of Satvika Ahara—a pure, balanced diet. During pregnancy, this diet not only supports the physical health of the mother and foetus but also nurtures emotional and spiritual harmony, laying the foundation for a well-rounded individual.

Resilience, Energy and Cosmic Balance

Rather than considering the Gita as the book of any person, caste, creed, country or religion, it is a guide to one's own personal, mental, social, and spiritual resilience and adaptability.

Its teachings on perseverance, balance, and inner strength resonate deeply with those facing modern challenges. The Gita's perspective on energy and cosmic balance aligns with contemporary scientific principles.

Ayurvedic Insights on Foetal Development

The Gita's teachings influence Ayurvedic principles, particularly in prenatal care. It identifies six essential Bhavas contributing to foetal development: Matruja Bhava (mother's qualities) Pitruja Bhava (father's qualities) Atmaja Bhava (soul connection) Satmyaja Bhava (compatibility)Rasaja Bhava (nutrition) Satvaja Bhava (mental stability)

These emphasise the importance of parental health, nutrition, emotional well-being, and spiritual alignment in shaping the child's future. Such principles form the core of Garbha Sanskara practices, increasingly recognised in modern prenatal care for their holistic approach.



The Balanced Mind: Sthitaprajna

One of the Gita's most profound teachings is the concept of Sthitaprajna. This idea of remaining unaffected by success or failure, challenges or triumphs, is particularly relevant in today's fast-paced world. Cultivating such equanimity fosters mental resilience and emotional stability, enabling individuals to navigate life's ups and downs with composure.

Holistic Health Through Integration

The Gita advocates an integrated approach to Ahar (diet), Vihar (lifestyle), Nidra (sleep), Achar (conduct), and Vichar (thoughts).

These elements must work cohesively to promote comprehensive health and wellness.This holistic philosophy supports inter-science and intra-science integration in medicine. Intra-science integration ensures that all aspects of a medical system work together to manage chronic conditions effectively, while inter-science integration leverages the strengths of multiple systems for optimal care. This collaborative approach is essential for addressing both acute and chronic conditions.

Holistic Development and Liberation: The Gita offers a roadmap for holistic self-development, encompassing physical, mental, and spiritual growth.

Its teachings on Dharma (duty), Karma (action), and Bhakti (devotion) provide practical guidance for leading a purposeful and ethical life.Moreover, the Gita provides insights into personality development, emotional mastery, and the attainment of Moksha (liberation).

Its universal principles resonate across disciplines such as psychology, philosophy, and leadership, offering a framework for self-realisation and collective well-being.

In conclusion, the enduring relevance of the Bhagavad Gita lies in its universal message of harmony, balance, and self-awareness. It inspires individuals and societies towards holistic growth and ethical living.

Whether guiding inner conflicts or addressing societal complexities, the Gita remains an effective tool for achieving balance, resilience, and self-mastery in an ever-changing world.

(The author is Director of the Morarji Desai National Institute of Yoga; views are personal)

The Statesman • Delhi • 06 Jan, 2025

PM lays stone for new building of Central Ayurveda Research Institute in Rohini

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	262	N/A	Top Right	47203	225K

PM lays stone for new building of Central Ayurveda Research Institute in Rohini

STATESMAN NEWS SERVICE
NEW DELHI, 5 JANUARY

Prime Minister Narendra Modi, on Sunday, laid the foundation stone for the new state-of-the-art building for the Central Ayurveda Research Institute (CARI) at Rohini in the national capital to be constructed at the cost of around Rs 185 crore.

The campus will provide state-of-the-art healthcare and medicine infrastructure. The new building will house the Administrative Block, the OPD Block, the IPD Block, and a dedicated Treatment Block, to ensure an integrated and seamless healthcare experience for patients and researchers alike.

Emphasising the government's focus on making healthcare accessible to the poorest of the poor, the prime minister said the Centre is also promoting traditional Indian medicine systems like AYUSH and Ayurveda.

Addressing a gathering on the occasion, Modi said over the past decade, the AYUSH system has expanded to more than 100 countries.

Highlighting that the first World Health Organization (WHO) institution related to traditional medicine is being established in India, he pointed out that he inaugurated the second phase of the All India Institute of Ayurveda a few weeks ago. "Today, the foundation stone for the Central Ayurveda Research Institute has been laid," he said, extending his special congratulations to the people of Delhi.

"India has immense potential to become the world's health and wellness capital", the prime minister stressed, adding that the day is not far when, along with "Make in India", the world will adopt "Heal in India" as a mantra.

Modi further said that to facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility.

The Morning Standard • Delhi • 06 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	613	N/A	Middle Right	294448	300K

FITBIT

BHADRASANA (GRACIOUS POSE)

This is a basic yoga pose suitable for beginners. It is a good asana for meditation as it is comfortable and can be held for extended periods. Practising this pose calms the mind and brings feelings of groundedness. It also activates the Muladhara (root) chakra. In the Hatha Yoga Pradipika, it is mentioned as one of the four main positions suitable for meditation. It is also referred in the yoga texts of *Gheranda Samhita* and *Hathratnavali*. This pose controls the body as well as the mind. It is very beneficial for our bodies. It helps to keep us away from many problems occurring in our bodies.

STEPS

- Sit in Dandasana, legs stretched forward, toes pointing upwards. Keep your hands beside the body, and palms resting on the mat.
- Keep the chin drawn in and look at a point forward while keeping your head and neck straight.
- Take slow and deep breaths and relax the body.
- Now, separate the knees as far as possible, fold both legs, and bring them close to each other. The heels can touch the perineum very closely.
- Make sure that your toes are in contact with the floor while separating the knees.
- You may clasp the feet to bring the heels as close to the perineum. Ensure the knees touch the ground.
- Take slow and deep breaths, and relax the whole body. If you feel a strain or heaviness in the eyes, close them for a while.
- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose).

LIMITATIONS

- People suffering from knee or joint pain, knee or hip injuries, arthritis, sciatic nerve, tenderness, misalignment, swelling, and pain, should avoid this practice.
- Start practising this asana mildly and then increase repetitions gradually.
- Pregnant women should consult a yoga expert before practising it.



BENEFITS

- Sharpens the mind while increasing concentration and memory.
- Beneficial for the lungs and heart function.
- Reduces extra belly fat as well as the fat on the waist.
- It is a good alternative for meditation poses like Padmasana and Siddhasana.
- Helps relieve pain in the neck and back and resolves sciatica.
- Helps strengthen the backbone, thighs, hips, and buttocks.
- Beneficial for increasing, lengthening, and strengthening the pelvic floor.
- Strengthens leg muscles.
- Boosts functioning of the thyroid gland as well as the reproductive and abdominal organs.
- Improves the health of the prostate, kidneys, and urinary tract.
- Practising this regularly helps stimulate the ovaries and removes frigidity.
- Helps in resolving anal-rectal diseases, hemorrhoids and hernias.
- Helps stretch the ligaments and muscles.
- Best asana for eliminating symptoms of gastritis, acidity, and constipation.
- It helps realign the rounded back and drooping shoulders.
- Good for the patients who are suffering from aching leg muscles and varicose veins.

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

The Pioneer • Delhi • 06 Jan, 2025

Breathe In And Breathe Out

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	416	N/A	Bottom Left	1185965	634.42K

BREATHE IN AND BREATHE OUT







Simple breathing techniques can regulate your energy, calm your mind, and enhance overall well-being without relying on medicine, says **YASH GUPTA**

Ever wondered soemtimes you take a deep breath in and you feel happy, but you dont know how that happiness comes from? Ever wondered why even one of the nostrils gets blocked and throws you off the track? Well in this article we are about to find out the healing through breathing. Now there will be no more queues for the doctor's appointment for little things and no more worries as we're about to find out how and why.

Before starting and before telling let's just figure it out I hope everybody has two holes in the nostrils. One is on the right and one is on the left. In *yoga* it is said one is *Ida* and the other is *pingla*, one is a feminine and the other is a masculine. Before starting, let's just figure it out. Let's go for the test now tell me which nostril is working more than the other, is it left or is it right. Just test it. As per the science of yoga the right nostril is associated with the heat and with the sun and that is why it is also called the *Suryanadi*.

The *left nostril* is associated with calmness and coolness and that is why it is known as the *Chandra nadi*. Both of the *nadis* are equally important as one heats the body which is essential for living and one cools the body which is also equivalent for the living. But real bliss happens only when these two are working absolutely fine. That means you're breathing from both of your nostrils which is a rare phenomena and it is also known as a *Sushumna nadi* (middle nadi). The more both nostrils are working the better the body the mind and the life will be as per the yoga and in the spiritual path as well. So all of the spiritual paths are associated only and only with the breath, nothing more but nothing less. So once if you're feeling very anxious and the restlessness comes up, are you feeling a high blood pressure just do one very simple thing: put your right arm onto your level as you're placing your arm on the shoulder of your friend? This will activate your left nostril and help you cool down the body. With this all of the anxiety, worries, restlessness and the blood pressure will cool down naturally and you don't have to rely on any sort of medicine. Just your *nostrils* are enough to keep you in the balance and the same way if you're feeling very cold, like the winter season right now, try rasing your left arm onto the shoulder of a friend and then see what magic happens to your body would naturally start to heat up.



Now you can switch between your modes and regulate your body temperature accordingly. If you don't have time to raise your arm and sit for five minutes simply use the cotton and plug it in your opposite ear and just stuff it completely so that it creates a vaccum. And then bingo that's done. You become your own doctor using just a breath as simple as that it is possible the healing lies in your breathing. Remember to breathe properly to live harmoniously.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Pioneer • Delhi • 06 Jan, 2025

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	346	N/A	Bottom Left	986006	634.42K

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

From inspiring modern management practices to enriching prenatal care, the Gita's teachings resonate deeply in today's fast-paced world



KASHINATH
SAMAGANDI

The Bhagavad Gita is revered as a profound source of resilience, wisdom, and ethical guidance, often referred to as the essence of the Upanishads. Known as Brahmavidya or "Superior Knowledge," it offers timeless insights into life, existence, and cosmic truths. Despite being composed millennia ago, the Gita remains relevant today, providing practical teachings for navigating the complexities of modern life.

Its wisdom extends across diverse fields such as management, leadership, psychology, and medicine. For example, many prestigi

The Relevance of Beeja Sanskara and Garbha Sanskara

A lesser-known yet significant aspect of the Gita is its emphasis on Beeja Sanskara (pre-conception practices) and Garbha Sanskara (post-conception practices). Through the concept of Atmaja Bhava, it highlights the importance of establishing a deep connection with the unborn child. These practices, rooted in Ayurveda and Yoga, nurture wisdom, emotional stability, and virtuous qualities in the foetus, fostering holistic development.The scripture also underscores the importance of Satvika Ahara—a pure, balanced diet. During pregnancy, this diet not only supports the physical health of the mother and foetus but also nurtures emotional and spiritual harmony, laying the foundation for a well-rounded individual.

Resilience, Energy and Cosmic Balance

Rather than considering the Gita as the book of any person, caste, creed, country or religion, it is a guide to one's own personal, mental, social, and spiritual resilience and adaptability.

Its teachings on perseverance, balance, and inner strength resonate deeply with those facing modern challenges. The Gita's perspective on energy and cosmic balance aligns with contemporary scientific principles.

Ayurvedic Insights on Foetal Development

The Gita's teachings influence Ayurvedic principles, particularly in prenatal care. It identifies six essential Bhavas contributing to foetal development: Matruja Bhava (mother's qualities) Pitruja Bhava (father's qualities) Atmaja Bhava (soul connection) Satmyaja Bhava (compatibility)Rasaja Bhava (nutrition) Satvaja Bhava (mental stability)

These emphasise the importance of parental health, nutrition, emotional well-being, and spiritual alignment in shaping the child's future. Such principles form the core of Garbha Sanskara practices, increasingly recognised in modern prenatal care for their holistic approach.



The Balanced Mind: Sthitaprajna

One of the Gita's most profound teachings is the concept of Sthitaprajna. This idea of remaining unaffected by success or failure, challenges or triumphs, is particularly relevant in today's fast-paced world. Cultivating such equanimity fosters mental resilience and emotional stability, enabling individuals to navigate life's ups and downs with composure.

Holistic Health Through Integration

The Gita advocates an integrated approach to Ahar (diet), Vihar (lifestyle), Nidra (sleep), Achar (conduct), and Vichar (thoughts).

These elements must work cohesively to promote comprehensive health and wellness.This holistic philosophy supports inter-science and intra-science integration in medicine. Intra-science integration ensures that all aspects of a medical system work together to manage chronic conditions effectively, while inter-science integration leverages the strengths of multiple systems for optimal care. This collaborative approach is essential for addressing both acute and chronic conditions.

Holistic Development and Liberation: The Gita offers a roadmap for holistic self-development, encompassing physical, mental, and spiritual growth.

Its teachings on Dharma (duty), Karma (action), and Bhakti (devotion) provide practical guidance for leading a purposeful and ethical life.Moreover, the Gita provides insights into personality development, emotional mastery, and the attainment of Moksha (liberation).

Its universal principles resonate across disciplines such as psychology, philosophy, and leadership, offering a framework for self-realisation and collective well-being.

In conclusion, the enduring relevance of the Bhagavad Gita lies in its universal message of harmony, balance, and self-awareness. It inspires individuals and societies towards holistic growth and ethical living.

Whether guiding inner conflicts or addressing societal complexities, the Gita remains an effective tool for achieving balance, resilience, and self-mastery in an ever-changing world.

(The author is Director of the Morarji Desai National Institute of Yoga; views are personal)

Rashtradoot • Jaipur • 06 Jan, 2025

After yoga revolution, now the call for five revolutions: Swami Ramdev

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	446	N/A	Bottom Center	443688	999.38K

योग क्रांति के बाद अब पंच क्रांतियों का शंखनाद : स्वामी रामदेव

जयपुर/हरिद्वार। पतंजलि योगपीठ के परमाध्यक्ष स्वामी रामदेव व महामंत्री आचार्य बालकृष्ण की उपस्थित में पतंजलि संस्थान का 30वाँ स्थापना दिवस पतंजलि वैलनेस, हरिद्वार स्थित योगभवन सभागार में सम्पन्न हुआ। कार्यक्रम में देशभर के पतंजलि योगपीठ संगठन के 6000 से अधिक प्रभारीगणों की उपस्थिति में स्वामी रामदेव ने विगत 30 वर्षों की सेवा, संघर्ष व साधना से परिचय कराया तथा पतंजलि योगपीठ की भावी योजनाओं पर प्रकाश डाला। उन्होंने योग क्रांति की सफलता के बाद पञ्च क्रांतियों का शंखनाद करते हुए कहा कि शिक्षा, चिकित्सा, आर्थिक, वैचारिक-सांस्कृतिक व रोगों-भोगों-ग्लानि-कुण्ठाओं से आजादी का बड़ा कार्य पतंजलि से प्रारंभ करना है।

उन्होंने कहा कि आज 50 से 90 और कहीं-कहीं तो 99 प्रतिशत पढ़े-लिखे बेरोजगार, नशेड़ी, चरित्रहीन निस्तेज बच्चे तैयार हैं जिनका बचपन, यौवन और हमारा कुलवंश खतरे में है। हमने यह तय किया है कि पहले भारतवर्ष में और फिर पूरी दुनिया में नई शिक्षा व्यवस्था का शंखनाद करेंगे और उसका नेतृत्व भारत करेगा। पतंजलि गुरुकुलम्, आचार्यकुलम्, पतंजलि विश्वविद्यालय और भारतीय शिक्षा बोर्ड अब नये प्रतिमान गढ़ेंगे। हमारा संकल्प है कि हम आगामी पाँच वर्षों में 5 लाख विद्यालयों को भारतीय शिक्षा बोर्ड से जोड़ेंगे। ये शिक्षा की अभिनव क्रांति होगी।

हमें बच्चों को केवल शब्दबोध नहीं कराना है, शब्दबोध के साथ विषयबोध, आत्मबोध, सत्यपरक भारतबोध व अपने गौरव का बोध कराना है। हम हिन्दी, अंग्रेजी व संस्कृत में पूरे विश्व की जानकारियों का समावेश करेंगे, पूरे विश्व के साथ अपडेट रखेंगे लेकिन उसमें भी 80 प्रतिशत कन्टेंट वेद, दर्शन, उपनिषद्, पुराणों का होगा, भारत के गौरव का होगा। उसमें अध्यात्म विद्या होगी, सनातन बोध होगा, भारत बोध होगा। यह मैकाले का एजुकेशन सिस्टम नहीं है। जब भारतीय शिक्षा बोर्ड से पहले एक लाख और बाद में 5 लाख स्कूल एफिलिएटिड हो जाएँगे तो भारत का बचपन और यौवन सुरक्षित हो जाएगा, यही शिक्षा की आजादी का संकल्प है। हम भारतीय शिक्षा बोर्ड के माध्यम से विदेशी आक्रमणकारियों, अकबर, औरंगजेब या अंग्रेजों की झूठी महानता नहीं बल्कि छत्रपति शिवाजी महाराज, महाराणा प्रताप व क्रांतिकारियों का सच्चा इतिहास पढ़ाएँगे।

रोग हमारा स्वभाव नहीं, योग ही हमारा स्वभाव है। आज पूरी दुनिया में सिंथेटिक दवा, अलग-अलग प्रकार स्टेरॉयड, पेन किलर इत्यादि खा-खाकर लोगों के शरीर खराब हो रहे हैं। चिकित्सा की आजादी के लिए पतंजलि वैलनेस, योगग्राम, निरामयम, चिकित्सालयों एवं आरोग्य केन्द्रों से लेकर, आधुनिक रिसर्च के माध्यम से ऋषियों की विरासत और विज्ञान को लेकर हम आगे बढ़ रहे हैं। हमने 5000 से अधिक रिसर्च प्रोटोकॉल्स व 500 से अधिक रिसर्च पेपर्स वर्ल्ड क्लास इंटरनेशनल जर्नल्स में पब्लिश करके असाध्य रोगों से मुक्ति का मार्ग दुनिया के सामने रखा है। हमारा संकल्प है कि हम लोगों को रोगी होने से बचायेंगे भी और रोग होने के बाद उन रोगों से योग-आयुर्वेद के माध्यम से लोगों को मुक्ति दिलाएँगे।

आज पूरी दुनिया में कुछ चंद मुट्ठी भर लोगों ने अपने क्रूर पंजों में पूरे अर्थतंत्र को जकड़ रखा है। हमारा लक्ष्य है समृद्धि सेवा के लिए व अर्थ परमार्थ के लिए। अभी तक पतंजलि ने शिक्षा, स्वास्थ्य, अनुसंधान, चरित्र निर्माण, राष्ट्र निर्माण आदि में 1 लाख करोड़ रुपए की चैरिटी की है। 10 हजार से अधिक सेंटर्स के साथ 25 लाख से अधिक प्रशिक्षित योग शिक्षकों तथा 1 करोड़ कार्यकर्ताओं की निस्वार्थ सेवा से यह सब राष्ट्र निर्माण व चरित्र निर्माण का सेवा कार्य हो रहा है। हमारा संकल्प है कि स्वदेशी का आंदोलन इतना बड़ा खड़ा हो कि आर्थिक लूट, गुलामी और दरिद्रता से भारत निकले तभी भारत परम वैभवशाली बनेगा। बीपी, शुगर, थायरॉइड, अस्थमा, आर्थराइटिस, स्ट्रैस, डिप्रेशन, नींद आदि बीमारियों की गोलियाँ छुड़वाकर हम देश के प्रतिवर्ष 100 से 200 लाख करोड़ रुपए बचाते हैं।



पतंजलि योगपीठ के परमाध्यक्ष स्वामी रामदेव व महामंत्री आचार्य बालकृष्ण की उपस्थित में पतंजलि संस्थान का 30वाँ स्थापना दिवस पतंजलि वैलनेस, हरिद्वार स्थित योगभवन सभागार में सम्पन्न हुआ।

- 30 वर्ष पूर्ण होने पर पतंजलि का संकल्प
- 'आगामी पाँच वर्षों में 5 लाख विद्यालयों को भारतीय शिक्षा बोर्ड से जोड़ने का लक्ष्य'
- 'अभी तक पतंजलि 1 लाख करोड़ से ज्यादा की चैरिटी कर चुका है'
- '500 करोड़ से ज्यादा दुनिया के लोग योग धर्म, सनातन धर्म में श्रद्धा रखते हैं'

जिस भारत ने पूरी दुनियां को सर्वप्रथम संस्कृत विश्वारा का संदेश दिया वो भारत यदि वैचारिक और सांस्कृतिक गुलामी से गुजरे तो ठीक नहीं। आज भारतवर्ष हर बात पर दुनिया के उन दरिद्र देशों पर निर्भर रहता है जिनके पास केवल चंद कागज के टुकड़े, चंद डॉलर्स या पाउण्ड्स हैं। सच्चा व असली धन केवल पैसा नहीं है अपितु अच्छा स्वास्थ्य, सुखी घर-परिवार व चरित्र, योगधन व दैवीय सम्पद ही सच्चा धन है। हमें वैचारिक और सांस्कृतिक गुलामी से भारत को मुक्ति दिलानी है। इसलिए हम कहते हैं कि हमें इस सनातन धर्म को, वेदधर्म को, ऋषिधर्म को, योगधर्म को युगधर्म के रूप में बढ़ाना है। दुनियां के 500 करोड़ से ज्यादा लोग योग धर्म, सनातन धर्म में श्रद्धा रखते हैं। सब मिलकर साथ चलेंगे तो पूरी दुनिया से रिलिजियस टैरेरिजम, पॉलिटिकल टैरेरिजम और ये शिक्षा व चिकित्सा के नाम पर चल रहा आतंकवाद खत्म होगा।

दुनियां में चारों तरफ नशे का खतरनाक खेल चल रहा है। भारत में नशे के दलदल में धंसकर रोग, नशा व अश्लीलता में लोगों के जीवन तबाह हो रहा है। रोग, नशा, अश्लीलता से आजादी का हमारा संकल्प है। पतंजलि के 30 वर्ष पूर्ण होने पर यही है हमारा संकल्प है कि हम पूरे विश्व को योगमय बनायेंगे, चरित्र निर्माण करके आदर्श विश्व नागरिकों का निर्माण करेंगे।

कार्यक्रम में आचार्य बालकृष्ण महाराज ने कहा कि श्रद्धेय स्वामी के अखण्ड प्रचण्ड पुरुषार्थ से पतंजलि का योगदान आज पूरी दुनिया को प्रेरणा दे रहा है। पतंजलि में लोगों को स्वास्थ्य देने के लिए अर्थ से परमार्थ का अभियान चलाया है। पतंजलि का 100 प्रतिशत प्राफिट केवल चैरिटी के लिए है। पतंजलि के लिए भारत एक बाजार नहीं बल्कि परिवार है। पतंजलि में 500 से अधिक विश्वस्तरीय वैज्ञानिकों की टीम लगातार रिसर्च करके रोगानुसार विविध प्रकार के रस, क्वाथ, वटियाँ, कैप्सूल, व्हीट ग्रास, एलोवेरा जूस, आँवला जूस, नीम रस, गिलोय रस आदि रिसर्च एवं एविडेंस बेस्ड दवाइयाँ पूरी दुनिया को उपलब्ध करा रहे हैं। भारत की प्राचीन ज्ञान परम्परा को आधुनिक विज्ञान का प्रयोग करके जन-जन तक पहुँचाने का कार्य भी सर्वप्रथम पतंजलि ने ही किया है। आज पतंजलि ने दुनिया के 200 देशों में करोड़ों लोगों तक योग को गुफाओं व कन्दराओं से निकालकर जन-जन तक पहुँचाया है।

The New Indian Express • Bengaluru • 06 Jan, 2025

BHADRASANA (GRACIOUS POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	712	City Express	Top Right	712072	177.8K

FITBIT

BHADRASANA
(GRACIOUS POSE)

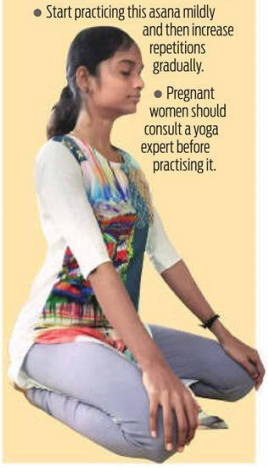
This is a basic yoga pose suitable for beginners. It is a great asana for meditation as it is comfortable and can be held for extended periods of time. Practising this pose calms the mind and brings about feelings of groundedness. It also activates the Muladhara (root) chakra. In the Hatha Yoga Pradipika, it is mentioned as one of the four main positions suitable for meditation. It is also mentioned in the yoga texts of Gheranda Samhita and Hathratnavali. This pose controls the body as well as mind. It is very beneficial for our body. It helps to keep us away from many problems occurring in our body.

STEPS

- Sit in Dandasana (Staff Pose), legs fully stretched forward, toes pointing upwards. You can keep both your hands beside the body, palms resting on the mat.
- Keep the chin drawn in, look at a point forward while keeping your head and neck straight.
- Take slow and deep breaths and relax the entire body.
- Now, separate the knees as far as possible and fold both legs and bring them close to each other. The heels can touch the perineum very closely.
- Make sure that your toes are in contact with the floor while separating the knees.
- You may clasp the feet to bring the heels as close to the perineum. Ensure the knees touch the ground.
- Take slow and deep breaths, and relax the whole body. If you feel a strain or heaviness in the eyes, then close them for a while.
- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose)

LIMITATIONS

- Students suffering from knee or joint pain, knee or hip injuries, arthritis, sciatic nerve, have tenderness, misalignment, swelling and pain, should avoid this practice.
- Start practicing this asana mildly and then increase repetitions gradually.
- Pregnant women should consult a yoga expert before practising it.



BENEFITS

- Sharpens the mind while increasing your concentration and memory.
- Beneficial for the lungs and heart function.
- Reduces extra belly fat as well as the fat on the waist.
- Good alternative for meditation poses like Padmasana and Siddhasana.
- Helps relieve pain in the neck, back and resolves sciatica.
- Natural and safe way treats many stomach problems.
- Helps strengthen the backbone, thighs, hips and buttocks.
- Beneficial for increasing, lengthening and strengthening the pelvic floor, which is helpful in a smooth delivery.
- Strengthens leg muscles.
- Boosts functioning of the thyroid gland as well as the reproductive and abdominal organs
- Improves the health of prostate, kidneys and the urinary tract.
- Regular practice helps stimulate the ovaries and removes frigidity
- Help in resolving anal-rectal diseases, hemorrhoids and hernia.
- Helps stretch the ligaments and muscles.
- Best asana for removing symptoms of gastritis, acidity, and constipation.
- Regular practise helps realign the rounded back and drooping shoulders.
- Good for the patients who are suffering from aching leg muscles and varicose veins.

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

Punjab Kesari • Chandigarh • 06 Jan, 2025

DPI mein bharat bana duniya ka bada khiladi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	Hindi	342	N/A	Top Left	316740	867.98K

DPI में भारत बना दुनिया का बड़ा खिलाड़ी

अनिल श्रीवास्तव

डिजिटल पब्लिक इन्फ्रास्ट्रक्चर (डी.पी.आई.) में भारत दुनिया की अग्रिम पंक्ति के देशों में शामिल है। अन्य देशों में डीपीआई में निजी क्षेत्र की बड़ी भूमिका है, जबकि भारत में यह सरकार और सरकार से सहायता प्राप्त सेवाओं द्वारा संचालित है।

भारत में इस समय शिक्षित लोगों की संख्या दुनिया में सबसे ज्यादा है। यहां तक कि गलियों में खोमचे और ठेले लगाने वाले भी क्यूआर कोड और यूपीआई के जरिए भुगतान स्वीकार करते हैं। भारत दुनिया का प्रमुख पेमेंट वालेट प्लेयर बन चुका है। इसके पीछे का आधार काफी व्यापक है।

आयुष्मान भारत डिजिटल मिशन ने देश में डिजिटल हैल्थ इकोसिस्टम विकसित किया है। आधार से लिंक ईपीआईसी के जरिए लोगों को ऑनलाइन वोटिंग की सुविधा दी जा सकती है।



50 करोड़ सक्रिय जनधन खाते

आज देश में 50 करोड़ सक्रिय जनधन खाते हैं। इनमें 56 फीसदी खाते महिलाओं के हैं। कुल 67 फीसद बैंक खाते ग्रामीण और कस्बों में हैं।

99.8 फीसदी भारतीयों के पास आधार नंबर

आधार प्रोजेक्ट 2009 में प्रधानमंत्री मनमोहन सिंह ने आईटी मैनेजर नंदन नीलकेणी के नेतृत्व में शुरू कराया था। इसे शुरू में विपक्ष के विरोध का भी सामना करना पड़ा मगर यह आधार नंबर ही भारत में डीपीआई की प्रगति का मुख्य आधार बना।

डिजिटल ट्रांजेक्शन प्रगति

वर्ष	डिजिटल ट्रांजेक्शन संख्या	डिजिटल ट्रांजेक्शन राशि
2015	57 लाख ट्रांजेक्शन प्रति दिन	25205 करोड़ रुपए प्रतिदिन
2020	2.42 करोड़ ट्रांजेक्शन प्रति दिन	1.2 लाख करोड़ रुपए प्रतिदिन
2025	28.4 करोड़ ट्रांजेक्शन प्रति दिन	6.3 लाख करोड़ रुपए प्रतिदिन

सरकार से लाभ सीधे खातों में

(अनुमानित)

आज प्रतिदिन सरकारी डायरेक्ट बेनिफिट्स ट्रांसफर (डीबीटी) 17.26 करोड़ रुपए का है। वर्ष 2023-24 में कुल डीबीटी 6.9 लाख करोड़ रुपए का रहा।



यह बताते हैं आंकड़े

1.2 अरब सक्रिय मोबाइल कनेक्शन (अक्तूबर 2024)
94.1 करोड़ ब्रॉडबैंड सब्सक्राइबर्स हैं
89.6 करोड़ वायरलेस सब्सक्राइबर्स हैं
99 फीसद परिवारों में कम से कम एक सदस्य का बैंक खाता है
51 फीसद भारतीय ऑनलाइन बैंकिंग कर रहे हैं



Jag Bani • Chandigarh • 06 Jan, 2025

DPI mein bharat bana duniya ka bada khiladi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
10	English	265	N/A	Top Left	106184	124.76K

DPI 'ਚ ਭਾਰਤ ਦੁਨੀਆ ਦਾ ਸਭ ਤੋਂ ਵੱਡਾ ਖਿਡਾਰੀ

ਅਨਿਲ ਸ਼ੁਭਵਾਸਤਵ

ਡਿਜੀਟਲ ਪਬਲਿਕ ਇਨਫ੍ਰਾਸਟਰੱਕਚਰ (ਡੀ. ਪੀ. ਆਈ.) 'ਚ ਭਾਰਤ ਦੁਨੀਆ ਦੇ ਮੋਹਰੀ ਦੇਸ਼ਾਂ 'ਚੋਂ ਇਕ ਹੈ। ਦੂਜੇ ਦੇਸ਼ਾਂ 'ਚ ਪ੍ਰਾਈਵੇਟ ਸੈਕਟਰ ਡੀ. ਪੀ. ਆਈ. 'ਚ ਇਕ ਮੁੱਖ ਭੂਮਿਕਾ ਨਿਭਾਉਂਦਾ ਹੈ, ਜਦ ਕਿ ਭਾਰਤ 'ਚ ਇਹ ਸਰਕਾਰ ਅਤੇ ਸਰਕਾਰੀ ਸਹਾਇਤਾ ਪ੍ਰਾਪਤ ਸੇਵਾਵਾਂ ਵੱਲੋਂ ਚਲਾਇਆ ਜਾਂਦਾ ਹੈ।

ਭਾਰਤ 'ਚ ਇਸ ਸਮੇਂ ਵਿਸ਼ਵ 'ਚ ਸਭ ਤੋਂ ਵੱਧ ਪੜ੍ਹੇ-ਲਿਖੇ ਲੋਕ ਹਨ। ਇਥੋਂ ਤੱਕ ਕਿ ਗਲੀਆਂ 'ਚ ਰੇਹੜੀਆਂ ਲਗਾਉਣ ਵਾਲੇ ਵੀ ਕਿਊ. ਆਰ. ਕੋਡ ਅਤੇ ਯੂ. ਪੀ. ਆਈ. ਰਾਹੀਂ ਭੁਗਤਾਨ ਸਵੀਕਾਰ ਕਰਦੇ ਹਨ। ਭਾਰਤ ਦੁਨੀਆ ਦਾ ਮੋਹਰੀ 'ਪੇਮੈਂਟ ਵਾਲੇਟ ਪਲੇਅਰ' ਬਣ ਗਿਆ ਹੈ। ਇਸ ਦੇ ਪਿੱਛੇ ਆਧਾਰ ਕਾਫ਼ੀ ਵਿਆਪਕ ਹਨ।

ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਡਿਜੀਟਲ ਮਿਸ਼ਨ ਨੇ ਦੇਸ਼ 'ਚ ਇਕ ਡਿਜੀਟਲ ਹੈਲਥ ਈਕੋ ਸਿਸਟਮ ਵਿਕਸਿਤ ਕੀਤਾ ਹੈ। ਆਧਾਰ ਨਾਲ ਜੁੜੇ ਈ. ਪੀ. ਆਈ. ਸੀ. ਰਾਹੀਂ ਲੋਕਾਂ ਨੂੰ ਆਨਲਾਈਨ ਵੋਟਿੰਗ ਦੀ ਸਹੂਲਤ ਮੁਹੱਈਆ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।



50 ਕਰੋੜ ਸਰਗਰਮ ਜਨ-ਧਨ ਖਾਤੇ

ਅੱਜ ਦੇਸ਼ 'ਚ 50 ਕਰੋੜ ਸਰਗਰਮ ਜਨ-ਧਨ ਖਾਤੇ ਹਨ। ਇਨ੍ਹਾਂ 'ਚੋਂ 56 ਫੀਸਦੀ ਖਾਤੇ ਔਰਤਾਂ ਦੇ ਹਨ। ਕੁੱਲ 67 ਫੀਸਦੀ ਬੈਂਕ ਖਾਤੇ ਪੇਂਡੂ ਅਤੇ ਕਸਬਿਆਂ 'ਚ ਹਨ।

99.8 ਫੀਸਦੀ ਭਾਰਤੀਆਂ ਕੋਲ ਆਧਾਰ ਨੰਬਰ

ਆਧਾਰ ਪ੍ਰਾਜੈਕਟ 2009 'ਚ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਮਨਮੋਹਨ ਸਿੰਘ ਵੱਲੋਂ ਆਈ. ਟੀ. ਮੈਨੇਜਰ ਨੰਦਨ ਨੀਲਕੇਣੀ ਦੀ ਅਗਵਾਈ 'ਚ ਸ਼ੁਰੂ ਕੀਤਾ ਗਿਆ ਸੀ। ਇਸ ਨੂੰ ਸ਼ੁਰੂਆਤ 'ਚ ਵਿਰੋਧੀ ਧਿਰ ਦੇ ਵਿਰੋਧ ਦਾ ਸਾਹਮਣਾ ਕਰਨਾ ਪਿਆ ਪਰ ਇਹ ਆਧਾਰ ਨੰਬਰ ਭਾਰਤ 'ਚ ਡੀ.ਪੀ.ਆਈ. ਦੀ ਤਰੱਕੀ ਦਾ ਮੁੱਖ ਆਧਾਰ ਬਣ ਗਿਆ।

ਡਿਜੀਟਲ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਪ੍ਰਗਤੀ

ਸਾਲ	ਡਿਜੀਟਲ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਗਿਣਤੀ	ਡਿਜੀਟਲ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਦੀ ਰਕਮ
2015	57 ਲੱਖ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਹਰ ਦਿਨ	25,205 ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ
2020	2.42 ਕਰੋੜ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਹਰ ਦਿਨ	1.2 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ
2025	28.4 ਕਰੋੜ ਟ੍ਰਾਂਜ਼ੈਕਸ਼ਨ ਹਰ ਦਿਨ	6.3 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ

ਸਰਕਾਰ ਤੋਂ ਲਾਭ ਸਿੱਧੇ ਖਾਤਿਆਂ 'ਚ

(ਅੰਦਾਜ਼ਨ)

ਅੱਜ ਹਰ ਦਿਨ ਸਰਕਾਰੀ ਡਾਇਰੈਕਟ ਬੈਨੇਫਿਟਸ ਟ੍ਰਾਂਸਫਰ (ਡੀ. ਬੀ. ਟੀ.) 17.26 ਕਰੋੜ ਰੁਪਏ ਹੈ। ਸਾਲ 2023-24 'ਚ ਕੁੱਲ ਡੀ.ਬੀ.ਟੀ. 6.9 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਸੀ।



ਇਹ ਦੱਸਦੇ ਹਨ ਅੰਕੜੇ

- **1.2** ਅਰਬ ਸਰਗਰਮ ਮੋਬਾਈਲ ਕਨੈਕਸ਼ਨ (ਅਕਤੂਬਰ 2024)।
- **94.1** ਕਰੋੜ ਬ੍ਰਾਡਬੈਂਡ ਸਬਸਕ੍ਰਾਈਬਰਜ਼ ਹਨ।
- **89.6** ਕਰੋੜ ਵਾਇਰਲੈੱਸ ਸਬਸਕ੍ਰਾਈਬਰਜ਼ ਹਨ।
- **99** ਫੀਸਦੀ ਪਰਿਵਾਰਾਂ 'ਚ ਘੱਟੋ-ਘੱਟ ਇਕ ਮੈਂਬਰ ਦਾ ਬੈਂਕ ਖਾਤਾ ਹੈ।
- **51** ਫੀਸਦੀ ਭਾਰਤੀ ਆਨਲਾਈਨ ਬੈਂਕਿੰਗ ਕਰ ਰਹੇ ਹਨ।



The Hindu Business Line • Mumbai • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	118013	63.5K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Chandigarh • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	69419	131.35K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Ahmedabad • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	69419	12.4K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Pune • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	27768	5K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Delhi • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	143004	195.42K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Bengaluru • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	51370	53.22K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Kolkata • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	59701	40.13K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Chennai • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	55535	57.88K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Kochi • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	44428	32.08K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • Hyderabad • 06 Jan, 2025

Blending startup agility with expertise

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	278	N/A	Bottom Right	222141	44.5K

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC – The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



> We act as external advisors rather than attempting to replicate a startup's framework
>
> **SUMIT KESHAN**
> Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Economic Times • Bengaluru • 06 Jan, 2025

Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	131	N/A	Bottom Center	108445	215.44K



Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

Tier-II and Tier-III cities contributing big to this demand spike: Experts

Jessica Rajan and Ajay Rag

New Delhi | Mumbai: Direct-to-consumer (D2C) brands and quick commerce platforms are experiencing surging demand for health and fitness-focused products in the New Year propelled by a growing focus on fitness and personal well-being by consumers.

Unilever Ventures-backed startup Healthify, a provider of services such as nutrition tracking, calorie monitoring and fitness coaching, said it earned around ₹2.5 crore in revenue on New Year's Eve and New Year's Day combined. This is a sharp rise from the company's average daily revenue of ₹65-70 lakhs.

"New Year resolutions prompt many customers to immediately take up digital health and fitness services like Healthify...This year, we have noticed people adopting their resolutions even earlier before New Year," Tushar Vashisht, cofounder of Healthify told ET.

Boldfit, a bootstrapped D2C brand offering fitness products, saw highest traction for categories like fitness accessories, yoga mats, and activewear during this period.

"With awareness around health and wellness at an all-time high, we are projecting a 30-40% overall growth in revenue for FY25," said Boldfit founder Pallav Bihani.

According to industry executives, tier II and tier III cities are increasingly contributing to the demand surge.

The Economic Times • Mumbai • 06 Jan, 2025

Health, fitness products fly off the shelves at D2C,quickcomm

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	125	N/A	Bottom Left	336440	1.1M

Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

Tier-II and Tier-III cities contributing big to this demand spike: Experts

Jessica Rajan and Ajay Rag

New Delhi | Mumbai: Direct-to-consumer (D2C) brands and quick commerce platforms are experiencing surging demand for health and fitness-focused products in the New Year propelled by a growing focus on fitness and personal well-being by consumers.

Unilever Ventures-backed startup Healthify, a provider of services such as nutrition tracking, calorie monitoring and fitness coaching, said it earned around ₹2.5 crore in revenue on New Year's Eve and New Year's Day combined. This is a sharp rise from the company's average daily revenue of ₹65-70 lakhs.

"New Year resolutions prompt many customers to immediately take up digital health and fitness services like Healthify...This year, we have noticed people adopting their resolutions even earlier before New Year," Tushar Vashisht, cofounder of Healthify told ET.

Boldfit, a bootstrapped D2C brand offering fitness products, saw highest traction for categories like fitness accessories, yoga mats, and activewear during this period.

"With awareness around health and wellness at an all-time high, we are projecting a 30-40% overall growth in revenue for FY25," said Boldfit founder Pallav Bihani.

According to industry executives, tier II and tier III cities are increasingly contributing to the demand surge.



The Morning Standard • Delhi • 06 Jan, 2025

PM raises Delhi Dangal pitch with projects, AAP sees red

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 3	English	1091	N/A	Top Center,Top Right	523827	300K

PM raises Delhi Dangal pitch with projects, AAP sees red

RAJESH KUMAR THAKUR & ANUP VERMA @ New Delhi



POSITIONING himself as a pivotal figure for the party's electoral fortunes, Prime Minister Narendra Modi on Sunday made a strategic effort to undermine AAP's main strength—its social welfare initiatives, which the party is heavily relying on to win the upcoming assembly elections.

The PM urged the people of Delhi to remove the 'AAPda' (a term he uses to label AAP a disaster) to usher in a new era of development through a "double-engine" government.

He assured the public, particularly the economically disadvantaged and middle classes, that "no public welfare scheme" would be scrapped if the BJP came to power. "But, the BJP government would weed out corruption in implementing welfare schemes. The welfare schemes under the present government in Delhi exist only on paper," he alleged.

Speaking at a rally in Rohini, Modi highlighted the Centre's efforts in Delhi, including the development of highways, expansion of the Metro network, initiation of the Namo Bharat Regional Rapid Transit System, and the establishment of major hospitals.

Modi stressed that the next 25 years would be crucial for Delhi, with India approaching its goal of becoming a developed nation. He also lashed out at the Arvind Kejriwal government over a host of issues, including infrastructure, Covid, 'sheeshmahal' and pollution.

Meanwhile, Kejriwal tore into the PM, saying the RRTS would have remained only on papers had his party not cooperated with the Centre.

Kejriwal questioned PM Modi on "unfulfilled promises" made to Delhi's rural populace during 2020 elections, repeal of Sections 81 and 33 of the Delhi Land Reform Act, granting land ownership rights and implementing the long-pending Delhi Land Pooling Policy. P3

₹12,200 CR PROJECTS

- **13-km** stretch of Delhi-Ghaziabad-Meerut corridor between Sahibabad and New Ashok Nagar at a cost of **₹4,600 cr**
- **2.8-km** stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV at a cost of **₹1,200 cr**
- Foundation stone of **26.5-km** Rithala-Kundli section of Delhi Metro Phase-IV at a cost of **₹6,230 cr**
- State-of-the-art building for Central Ayurveda Research Institute in Rohini to be constructed at a cost of **₹185 cr**

2 INFRA PROJECTS

- Yamuna Vatika, a green space spanning **494** acres near Rajghat Power Plant, to be developed by DDA
- Aarambh, a state-of-the-art library in Old Rajinder Nagar

PM unveils ₹12k cr capital projects

Delhi section of the Delhi-Meerut RRTS & first stretch of Metro Phase IV key highlights

ANUP VERMA @ New Delhi

PRIME Minister Narendra Modi inaugurated and laid the foundation stone for multiple development projects worth over ₹12,200 crore in Delhi on Sunday, just days ahead of the announcement of the Delhi Assembly elections. Among the projects unveiled was the Delhi section of the Delhi-Meerut Regional Rapid Transit System (RRTS) project.

The Prime Minister inaugurated the 13 km stretch of the Delhi-Ghaziabad-Meerut Namo Bharat corridor, extending from Sahibabad to New Ashok Nagar. This ₹4,600 crore project will drastically reduce travel time between Delhi and Meerut, making the journey possible in under an hour.

The new stretch is now operational, and the PM also took a ride on the Namo Bharat train from Sahibabad to New Ashok Nagar RRTS station.



Prime Minister Narendra Modi during a public meeting in Rohini on Sunday | PTI

In addition to this, PM Modi inaugurated a 2.8 km stretch of the Delhi Metro Phase-IV, connecting Janakpuri and Krishna Park. Valued at approximately ₹1,200 crore, this marks the first stretch of Delhi Metro Phase-IV to be launched. Key areas in West Delhi, including Krishna Park, parts of Vikaspuri, and Janakpuri, will benefit from this new connectivity. The Prime Minister also laid the foundation stone for the 26.5 km Rithala-Kundli section of Delhi Metro Phase-IV, estimated at ₹6,230 crore.

This new corridor will link Rithala in Delhi to Nathupur (Kundli) in Haryana, enhancing connectivity for regions like Rohini, Bawana, Narela, and Kundli. The extended Red Line will provide seamless travel across Delhi, Haryana, and Uttar Pradesh. In addition to transportation infrastructure, PM Modi laid the foundation for a state-of-the-art building for the Central Ayurveda Research Institute (CARI) in Rohini, with an investment of around ₹185 crore.

The new facility will feature an administrative block, OPD and IPD blocks, and a dedicated treatment block, ensuring a comprehensive healthcare and research environment.

Addressing the occasion, the Prime Minister expressed that Delhi-NCR had received a significant boost in urban mobility, with the Namo Bharat train offering a transformative shift in traffic dynamics on the Delhi-Meerut route. Recalling his interaction with several young passengers during his train ride, Modi highlighted their enthusiasm and optimism for the future. He said that India's metro network now spans over 1,000 kilometres.

Navbharat Times • Delhi • 06 Jan, 2025

Ayurved sansthan mein chalengi aur special OPD

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Hindi	91	N/A	Middle Center	177084	2.68M

आयुर्वेद संस्थान में चलेंगी तीन और स्पेशल OPD

Abhishek.Gautam1
@timesofindia.com

AI Image



■ नई दिल्ली: नए साल पर नजफगढ़ स्थित दिल्ली सरकार का चौधरी ब्रह्म प्रकाश आयुर्वेद चरक संस्थान मरीजों को नई सौगात देने जा रहा है। संस्थान में तीन सुपर स्पेशिएलिटी ओपीडी खोलने का रास्ता साफ हो गया है। यहां लिवर की बीमारी, हड्डी की गंभीर बीमारी और बुजुर्गों का इलाज हो सकेगा। दावा है कि जल्द ओपीडी शुरू कर दी जाएगी।

जानकारी के मुताबिक, चौधरी ब्रह्म प्रकाश आयुर्वेद चरक संस्थान दिल्ली का सबसे बड़ा आयुर्वेदिक अस्पताल है, जहां इलाज के साथ-साथ रिसर्च वर्क भी होता है। संस्थान के डायरेक्टर एमवी गौड़ ने बताया कि अभी सर्जरी, इंएनटी, गायनी, पीडियाट्रिक और मेडिसिन की ओपीडी चलती है। लेकिन कुछ महीनों से शुगर के मरीजों की संख्या बढ़ने लगी। जिसके बाद यहां शुगर के मरीजों के लिए अलग से ओपीडी खोली गई है। अब तक संस्थान में करीब 22 ओपीडी चलती है, जहां हर रोज करीब 2000 मरीजों की ओपीडी होती है। डॉ. गौड़ ने बताया कि लिवर की बीमारी से ग्रसित कई मरीजों को बेहतर इलाज नहीं मिल पा रहा था। ऐसे मरीजों को दूसरे अस्पताल जाना पड़ता था। लिवर से जुड़ी बीमारी के लिए सुपर स्पेशिएलिटी ओपीडी अलग से चलेगी। बुजुर्गों के लिए जेरियाट्रिक ओपीडी और आर्थो ओपीडी भी शुरू होगी। आर्थो ओपीडी में हड्डी से जुड़ी गंभीर बीमारी का इलाज हो सकेगा।

लिवर, हड्डी के साथ बुजुर्गों के लिए जेरियाट्रिक OPD होगी

Veer Arjun • Delhi • 06 Jan, 2025

Modi ne ayurved anusandhan sanstha ki adharshila rakhi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	Hindi	292	N/A	Top Left	21907	60K

मोदी ने आयुर्वेद अनुसंधान संस्थान की आधारशिला रखी, कहा-दुनिया जल्द ही हील इन इंडिया अपनाएगी

विशेष प्रतिनिधि

नई दिल्ली। प्रधानमंत्री नरेन्द्र मोदी ने रविवार को कहा कि भारत में विश्व की स्वास्थ्य एवं आरोग्य राजधानी बनने की अपार क्षमता है और वह दिन दूर नहीं जब दुनिया मेक इन इंडिया के साथ-साथ हील इन इंडिया को भी मंत्र के रूप में अपनाएगी।

मोदी ने यह टिप्पणी रोहिणी में केंद्रीय आयुर्वेद अनुसंधान संस्थान के नये भवन की डिजिटल तरीके से आधारशिला रखते हुए की और इसे आयुर्वेद की अगली बड़ी छलांगै करार दिया। समारोह में केंद्रीय आयुष राज्य मंत्री स्वतंत्र प्रभारा प्रतापराव जाधव सहित अन्य गणमान्य व्यक्तियों ने हिस्सा लिया। एक आधिकारिक बयान में कहा गया है कि 187 करोड़ रुपये के निवेश से 2.92 एकड़ में फैली नयी सुविधा में 100 बिस्तरों वाला एक अस्पताल होगा जो आयुर्वेद अनुसंधान को आगे बढ़ाने और लोगों को स्वास्थ्य सेवाएं प्रदान करने के लिए समर्पित होगा। गरीब से गरीब व्यक्ति तक स्वास्थ्य सेवा सुलभ कराने पर केंद्र के जोर का उल्लेख करते हुए, प्रधानमंत्री ने कहा कि सरकार आयुष और आयुर्वेद जैसी पारंपरिक भारतीय चिकित्सा प्रणालियों को बढावा दे रही है। उन्होंने कहा कि पिछले एक दशक में आयुष पद्धति का विस्तार 100 से अधिक देशों में किया गया है। मोदी ने इस बात पर भी प्रकाश डाला कि पारंपरिक चिकित्सा से संबंधित विश्व स्वास्थ्य संगठन डब्ल्यूएचओ का पहला संस्थान भारत में स्थापित किया जा रहा है। मोदी ने कहा कि उन्होंने कुछ सप्ताह पहले अखिल भारतीय आयुर्वेद संस्थान के दूसरे चरण का उद्घाटन किया था। उन्होंने कहा कि आज केन्द्रीय आयुर्वेद अनुसंधान संस्थान की नींव रखी गई है और इसके लिए उन्होंने दिल्ली के लोगों को बधाई दी। उन्होंने कहा कि भारत में स्वास्थ्य और तंदुरुस्ती की राजधानी बनने की अपार संभावनाएं है और वह दिन दूर नहीं जब दुनिया मेक इन इंडिया पहल की तरह हील इन इंडिया को मंत्र के रूप में अपनाएगी। मोदी ने कहा कि विदेशी नागरिकों को भारत में आयुष उपचार का लाभ उठाने में सुविधा प्रदान करने के लिए विशेष आयुष वीजा सुविधा शुरू की गई है और बहुत कम समय में सैकड़ों विदेशी नागरिकों को इस सुविधा का लाभ मिला है।

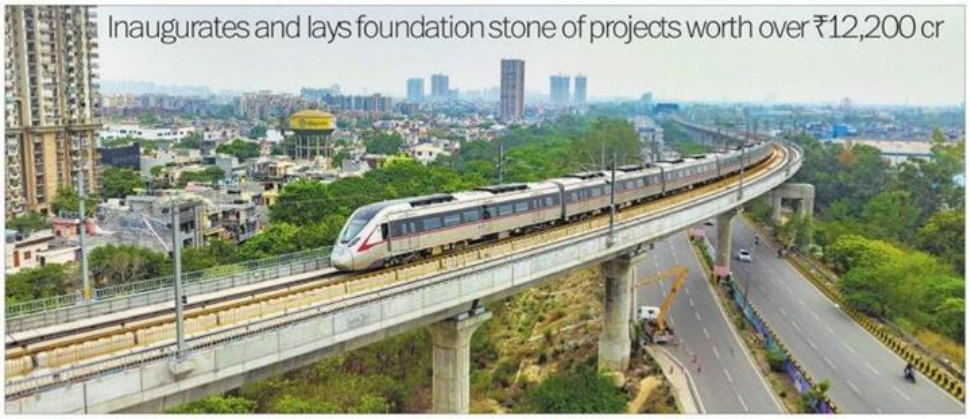
The Tribune • Delhi • 06 Jan, 2025

Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	English	604	N/A	Middle Right,Top Center	1824561	92.25K

Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train

Inaugurates and lays foundation stone of projects worth over ₹12,200 cr



A view of the newly inaugurated Namo Bharat train, running between Sahibabad and New Ashok Nagar, in New Delhi on Sunday. ANI

TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 5

Ahead of the Assembly elections in Delhi, Prime Minister Narendra Modi on Sunday launched several projects in the National Capital which involved the inauguration of the first Namo Bharat Train from Sahibabad to New Ashok Nagar and the extension of Metro Phase-IV.

The PM inaugurated and laid the foundation stone of multiple development projects worth over Rs 12,200 crore in Delhi. Union Minister of Housing and Urban Affairs, Manohar Lal and Delhi Lieutenant Governor VK Saxena, Delhi CM Atishi were present at the event.

He also undertook a ride in Namo Bharat Train from Sahibabad Regional Rapid Transit System (RRTS), "Delhi-NCR has received a significant gift from the Government of India... India's urban mobility has expanded further. Once the Namo Bharat project is completed, there will be a significant change in traffic on the Delhi-Meerut route," Prime Minister Narendra Modi said.

The 13 km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around Rs 4,600 crore will cut travel time, commuters will be able to reach Meerut South within 40 minutes, a government official said.

The fare from New Ashok Nagar Station, the first operational station to Meerut South is Rs150 for standard coach and Rs 225 for premium coach. Currently, there are two stations in Delhi which are operational – New Ashok Nagar and Anand Vihar. While the other two RRTS station – Sarai Kale Khan and Jangpura – are expected to be operational by April and May 2025, respectively.

PM remarked that in 2014, when the country gave his party the opportunity, India was not even in the top ten globally in terms of Metro connectivity. However, over the past ten years, India has become the third-largest country in the world in terms of Metro network, he said.

"India's Metro network has now reached 1,000 km... during the current tenure of the BJP government, India will have the second-largest metro network in the world," he added. He also inaugurated the 2.8 km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV worth around Rs 1,200 crore. This was the first stretch of Delhi Metro Phase-IV to be inaugurated. The areas of West Delhi such as Krishna Park, parts of Vikaspuri, Janakpuri, among others will be connected.

"Over the past decade, the government's primary focus has been on infrastructure development... Ten years ago, the budget for infrastructure was around Rs two lakh crore, which has now increased to over Rs 11 lakh crore. Modern infrastructure is helping to ensure a dignified and quality life for everyone, including the poor and the middle class," Modi said.

While, foundation stone was laid for 26.5 km Rithala - Kundli section of Delhi Metro Phase-IV, built at a cost around Rs 6,230 crore. This corridor will connect Rithala in Delhi to Nathupur (Kundli) in Haryana. Among the key areas which will connect the line include Rohini, Bawana, Narela, and Kundli.

Foundation stone for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi was also laid. The project will be constructed at a cost of around Rs 185 crore.

CONTINUED ON PAGE 2



Prime Minister Narendra Modi interacts with passengers; (below) purchases a ticket to take a ride on the train during its inauguration. PTI



FIRST STRETCH OF METRO PHASE-IV INAUGURATED

- PM inaugurates the 2.8-km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV built at a cost of around ₹ 1,200 crore
- Foundation stone laid for 26.5 km Rithala - Kundli section of Delhi Metro Phase-IV, that will incur a cost of around ₹ 6,230 cr
- Will connect Rithala in Delhi to Nathupur (Kundli) in Haryana, with Rohini, Bawana, Narela falling on the way
- Foundation stone for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi was also laid. The project will be constructed at a cost of around ₹185 crore

QUALITY LIFE FOR ALL

"Modern infrastructure is helping to ensure a dignified and quality life for everyone, including the poor and the middle class." – Narendra Modi, PM

DELHI TO MEERUT SOUTH IN 40 MINUTES

- The 13-km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around ₹4,600 crore will cut travel time. Commuters will be able to reach Meerut South within 40 minutes
- The fare from New Ashok Nagar Station to Meerut South is ₹150 for standard coach and ₹ 225 for premium coach. Two stations in Delhi already operational – New Ashok Nagar and Anand Vihar
- The other two RRTS station – Sarai Kale Khan and Jangpura – expected to be operational by April and May

Poll bonanza: PM Modi...

The campus will provide healthcare and medicine infrastructure, it will house the Administrative Block, the OPD Block, the IPD Block, and a Treatment Block.

"India has immense potential to become the world's health and wellness capital... The day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra. To facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility," he added.

Prahar • Mumbai • 06 Jan, 2025

Research paper on brain cancer published in Ayurveda conference

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	Marathi	58	N/A	Middle Center	16166	215K

आयुर्वेद परिषदेत मस्तिष्क कर्करोगावरील शोधनिबंध प्रसिद्ध

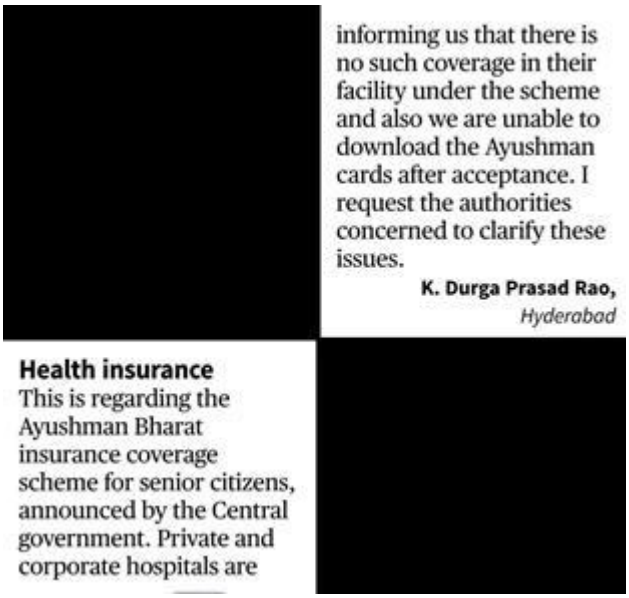
◆ पनवेल (वार्ताहर):

डेहराडून येथे १०व्या विश्व आयुर्वेद परिषदेचे आयोजन संपन्न झाले. देश तथा परदेशातून दहा हजाराहून अधिक डॉक्टर या परिषदेमध्ये उपस्थित होते. तसेच तीस देशांचे राष्ट्रीय प्रतिनिधी या कार्यक्रमास हजर होते. आधुनिक काळातील नवनवीन आजार, आयुर्वेदात होणारे वेगवेगळे इनोव्हेशन, संशोधन व डिजिटल हेल्थ आदी विषयांवर शोधनिबंध प्रसिद्ध करण्यात आले. खारघर येथील गत पंधरा वर्षे कर्करोगावर आयुर्वेदीय उपचार करणारे डॉ. किरण कल्याणकर यांचा "ब्रेन कॅन्सर व आयुर्वेदीय उपचार" या शिर्षकाचा " एव्हीडेन्स बेस्ड केस सिरीज" हा शोध निबंध सादर केला गेला.

The Hindu • Hyderabad • 06 Jan, 2025

Health insurance

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	64	N/A	Bottom Center	69649	956.08K



informing us that there is no such coverage in their facility under the scheme and also we are unable to download the Ayushman cards after acceptance. I request the authorities concerned to clarify these issues.

K. Durga Prasad Rao,
Hyderabad

Health insurance

This is regarding the Ayushman Bharat insurance coverage scheme for senior citizens, announced by the Central government. Private and corporate hospitals are

The Hindu • Hyderabad • 06 Jan, 2025

India needs to prioritise preventive care

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	476	N/A	Top Left	518900	956.08K

India needs to prioritise preventive care



Sathya R. Sriram

CEO, Preventive Health, Apollo Hospitals



Akshay Ravi

Partner, Healthcare practice, EY Parthenon

India is facing a healthcare crisis that is growing both in scope and cost. We face an alarming dichotomy today: while life expectancy of Indians is expected to increase further, many are facing disease burden earlier. As the country sees an alarming rise in non-communicable diseases (NCDs) such as heart disease, stroke, diabetes, and cancer, the financial burden on individuals and the healthcare system continues to escalate.

NCDs accounted for about 65% of all deaths in 2022, up from about 50% in 2010-13, as per the National Family Health Survey-5. The prevalence of risk factors for NCDs is worryingly high. One in four adult men are hypertensive. One in eight are diabetic. Further, breast, lung, and cervical cancer are on the rise, with the median age of diagnosis occurring earlier than global averages.

Millions of people who are facing these conditions could have been managed better, at often lower costs, had they been diagnosed earlier. In this context, shifting the focus from reactive treatment to proactive prevention is crucial, not only to improve health outcomes but also to control the ever-increasing healthcare expenses.

A growing economic burden

The Union Budget for 2024 allocated ₹87,657 crore to the Ministry of Health and Family Welfare, marking a 13% increase from the previous year. While this is a step forward, experts agree that this allocation remains insufficient given the scale of India's health challenges.

The National Health Accounts show the total current health expenditure estimate in 2021-22 as ₹7.9 lakh crore, growing at a rate more than overall inflation. The share of household health expenditure, including insurance contributions, while decreasing over time, still drives nearly 50%+ of the spend. This remains one of the highest globally.

By prioritising preventive care over reactive treatments, India can pave the way for a healthier and more economically resilient future.

The World Health Organization (WHO) projects that the economic burden of NCDs in India will surpass ₹280 lakh crore by 2030 – a cost equivalent to ₹2 lakh per household. This escalating cost, driven by rising healthcare expenses and productivity losses, poses a severe threat to financial stability, particularly for middle and lower-income families.

Regular screenings, especially for high-risk individuals, could significantly reduce the incidence of serious, life-threatening and debilitating conditions and its resultant cascading economic and social effects. In a large hospital network, for every 1,000 people screened, at least three people are identified for pre-emptive cardiac or cancer interventions.

Targeted but periodic screening investigations for individuals such as mammograms for breast cancer, pap smears for cervical cancer, X-ray or low-dose computed tomography for lung cancer, ultrasound for liver disease, echo cardiography and treadmill stress test for heart disease beyond the physical vitals and blood tests enable early intervention.

Unfortunately, comprehensive health checks (which can cost anywhere between ₹8,000 and ₹15,000 in metro cities today) are perceived as expensive. If the government were to enable a step change in preventive health services adoption, it could significantly reduce the overall financial burden on individuals and the healthcare system.

Tax incentives, subsidised screenings, and public awareness are key policy tools that can enable this. As part of the Finance Act, 2013, the Union government made efforts to encourage preventive healthcare by offering a ₹5,000 tax deduction under Section 80D of the Income Tax Act for health checks. However, this amount has remained stagnant for the last decade, despite the 12-14% estimated healthcare inflation rate and the rising cost of healthcare services. Thus, it would be prudent for our policymakers to consider revising the tax deduction limit to at least ₹15,000 in the Union Budget for 2025-26. This would incentivise more individuals to undergo preventive health checks, potentially saving the nation several thousand of crores ifn uture healthcare costs. The incremental tax foregone to the exchequer from such a measure is estimated to be less than ₹5,000 crore, a worthy investment towards improving the health of the nation.

The path forward

We need to prioritise preventive care to mitigate the increasing economic and financial burden of chronic diseases. A three-pronged approach can potentially drive a change in the adoption of preventive health services.

First, we need to strengthen early intervention capabilities through the Ayushman Health and Wellness Centres, including capturing trends effectively and enabling risk-driven targeted screening using AI-enabled imaging modalities to offer lower cost screenings at-scale.

Second, we need to improve the adoption of screening at private centres by encouraging insurers and private health providers to offer a subsidised minimum screening programme for every individual between 40-60 years. For example, for women after the age of 40, a mammogram is necessary annually or once in two years, based on her risk factors. Exploring part funding through allocations from proceeds from the healthcare cess or the proposed 35% GST slab on tobacco and sugar products can help reduce funding needs.

Finally, the increase in tax deduction limit can further incentivise people to complete comprehensive health checks.

By prioritising preventive care over reactive treatments, India can pave the way for a healthier and more economically resilient future.

The Pioneer • Hyderabad • 06 Jan, 2025

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	371	N/A	Bottom Left	126023	275K

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

From inspiring modern management practices to enriching prenatal care, the Gita's teachings resonate deeply in today's fast-paced world



KASHINATH
SAMAGANDI

The Bhagavad Gita is revered as a profound source of resilience, wisdom, and ethical guidance, often referred to as the essence of the Upanishads. Known as Brahmavidya or "Superior Knowledge," it offers timeless insights into life, existence, and cosmic truths. Despite being composed millennia ago, the Gita remains relevant today, providing practical teachings for navigating the complexities of modern life.

Its wisdom extends across diverse fields such as management, leadership, psychology, and medicine. For example, many prestigi

The Relevance of Beeja Sanskara and Garbha Sanskara

A lesser-known yet significant aspect of the Gita is its emphasis on Beeja Sanskara (pre-conception practices) and Garbha Sanskara (post-conception practices). Through the concept of Atmaja Bhava, it highlights the importance of establishing a deep connection with the unborn child. These practices, rooted in Ayurveda and Yoga, nurture wisdom, emotional stability, and virtuous qualities in the foetus, fostering holistic development.The scripture also underscores the importance of Satvika Ahara—a pure, balanced diet. During pregnancy, this diet not only supports the physical health of the mother and foetus but also nurtures emotional and spiritual harmony, laying the foundation for a well-rounded individual.

Resilience, Energy and Cosmic Balance

Rather than considering the Gita as the book of any person, caste, creed, country or religion, it is a guide to one's own personal, mental, social, and spiritual resilience and adaptability.

Its teachings on perseverance, balance, and inner strength resonate deeply with those facing modern challenges. The Gita's perspective on energy and cosmic balance aligns with contemporary scientific principles.

Ayurvedic Insights on Foetal Development

The Gita's teachings influence Ayurvedic principles, particularly in prenatal care. It identifies six essential Bhavas contributing to foetal development: Matruja Bhava (mother's qualities) Pitruja Bhava (father's qualities) Atmaja Bhava (soul connection) Satmyaja Bhava (compatibility)Rasaja Bhava (nutrition) Satvaja Bhava (mental stability)

These emphasise the importance of parental health, nutrition, emotional well-being, and spiritual alignment in shaping the child's future. Such principles form the core of Garbha Sanskara practices, increasingly recognised in modern prenatal care for their holistic approach.



The Balanced Mind: Sthitaprajna

One of the Gita's most profound teachings is the concept of Sthitaprajna. This idea of remaining unaffected by success or failure, challenges or triumphs, is particularly relevant in today's fast-paced world. Cultivating such equanimity fosters mental resilience and emotional stability, enabling individuals to navigate life's ups and downs with composure.

Holistic Health Through Integration

The Gita advocates an integrated approach to Ahar (diet), Vihar (lifestyle), Nidra (sleep), Achar (conduct), and Vichar (thoughts).

These elements must work cohesively to promote comprehensive health and wellness.This holistic philosophy supports inter-science and intra-science integration in medicine. Intra-science integration ensures that all aspects of a medical system work together to manage chronic conditions effectively, while inter-science integration leverages the strengths of multiple systems for optimal care. This collaborative approach is essential for addressing both acute and chronic conditions.

Holistic Development and Liberation: The Gita offers a roadmap for holistic self-development, encompassing physical, mental, and spiritual growth.

Its teachings on Dharma (duty), Karma (action), and Bhakti (devotion) provide practical guidance for leading a purposeful and ethical life.Moreover, the Gita provides insights into personality development, emotional mastery, and the attainment of Moksha (liberation).

Its universal principles resonate across disciplines such as psychology, philosophy, and leadership, offering a framework for self-realisation and collective well-being.

In conclusion, the enduring relevance of the Bhagavad Gita lies in its universal message of harmony, balance, and self-awareness. It inspires individuals and societies towards holistic growth and ethical living.

Whether guiding inner conflicts or addressing societal complexities, the Gita remains an effective tool for achieving balance, resilience, and self-mastery in an ever-changing world.

(The author is Director of the Morarji Desai National Institute of Yoga; views are personal)

The Pioneer • Hyderabad • 06 Jan, 2025

Vision for rural India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	242	N/A	Top Left	82401	275K

Vision for rural India

PM Modi hails rural resilience at Grameen Bharat Mahotsav; says rural prosperity is essential for national growth

Prime Minister Narendra Modi delivered an inspiring address at the Grameen Bharat Mahotsav 2025, held in New Delhi, highlighting the transformative strides made in rural development. The event celebrated the resilience and progress of rural India under the theme "Building a Resilient Rural India for Viksit Bharat 2047"—a vision to make India a developed nation by its centenary year of independence. PM Modi emphasised that the government's intentions, policies and decisions are invigorating rural India with newfound energy. He highlighted significant achievements in healthcare, agriculture and basic infrastructure that have elevated the quality of life in villages and driven economic growth. Reflecting on India's response to the COVID-19 pandemic, he proudly noted how Indian villages defied global doubts by ensuring vaccine access to the last mile. He attributed this success to inclusive economic policies that cater to every section of society. Prime Minister Narendra Modi's address at the Grameen Bharat Mahotsav 2025 highlighted significant achievements in rural development, painting an optimistic picture of progress.



While these strides are commendable, a closer examination reveals underlying challenges that must be addressed to ensure holistic and sustainable rural transformation. PM Modi emphasised healthcare advancements, noting the establishment of over 1.5 lakh Ayushman Arogya Mandirs and the growing reach of telemedicine in rural areas. These initiatives reflect substantial progress; however, challenges such as a shortage of trained healthcare professionals, limited infrastructure, and inconsistent internet access in remote villages continue to hinder equitable healthcare delivery. Agriculture has been a central focus of rural development efforts, with financial assistance under PM-KISAN and a significant increase in agricultural loans helping farmers enhance productivity. Yet, structural problems persist in the agrarian sector, including reliance on unpredictable monsoon, insufficient crop diversification and market volatility. The protests against contentious agricultural reforms also highlight the need for more inclusive policy-making and effective stakeholder engagement. The Prime Minister highlighted the sharp reduction in rural poverty, which has reportedly fallen below 5 per cent from 26 per cent in 2012. While this represents significant progress, the persistence of rural inequality and exclusion of marginalised communities from development initiatives cannot be ignored. Poverty metrics alone do not capture the broader challenges of deprivation, including limited access to quality education, healthcare and social mobility. Infrastructure gaps, such as unreliable road connectivity, inadequate digital networks, and inconsistent electricity supply, limit the potential of rural economies. Furthermore, rural India's heavy dependence on agriculture underscores the urgent need for economic diversification and the creation of jobs in manufacturing and services. Prime Minister's vision is indeed laudable but a lot needs to be done for upliftment of rural masses.

The Pioneer • Hyderabad • 06 Jan, 2025

World will soon adopt 'Heal in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	English	163	N/A	Bottom Left,Bottom Right	55533	275K

World will soon adopt 'Heal in India'

Says PM Modi, lays foundation for Ayurveda institute

PNS ■ NEW DELHI

India has immense potential to become the health and wellness capital of the world, and the day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra, Prime Minister Narendra Modi said on Sunday.

Modi made the remarks while virtually laying the foundation for a new Central Ayurveda Research Institute building in Rohini, terming it as "Ayurveda's next big leap".



The ceremony was attended by Union Minister of State for Ayush (Independent Charge), Prataprao Jadhav, among other dignitaries.

The new facility spanning 2.92 acres with an investment of Rs 187 crore will house a 100-bed hospital dedicated to advancing ayurveda research and providing healthcare services to people, an official statement said.

Emphasising the Centre's focus on making healthcare accessible to the poorest of the poor, the prime minister said

2

World will ...

Continued from page 1

the government is promoting traditional Indian medicine systems like AYUSH and Ayurveda.

Over the past decade, the AYUSH system has been expanded to more than 100 countries, he said.

Modi also highlighted that the first World Health Organization (WHO) institution related to traditional medicine is being established in India.

Stating that he inaugurated the second phase of the All India Institute of Ayurveda a few weeks ago, Modi said today the foundation for the Central Ayurveda Research Institute has been laid for which he congratulated the people of Delhi.

India has immense potential to become the health and wellness capital of the world, and the day is not far when the word would adopt 'Heal in India' as a mantra, just like the 'Make in India' initiative, he said.

To facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility, Modi added.

Speaking at the event, Jadhav expressed his gratitude to the prime minister for his leadership, saying, "This facility will drive forward research and quality healthcare, making a lasting impact on millions of lives across the country."

The Times of India • Chennai • 06 Jan, 2025

Adopting the slow life this new year

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	586	Chennai Times	Bottom Center	638322	1.27M



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.

Shashank Sane

#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

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."

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.

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 Shwetali 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.

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

Mumbai Tarun Bharat • Mumbai • 06 Jan, 2025

From resolution to accomplishment

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	Marathi	74	N/A	Bottom Left	9274	17.73K

संकल्पाकडून सिद्धीकडे

वेध
कौस्तुभ वीरकर

पंतप्रधान नरेंद्र मोदी यांच्या नेतृत्वाखाली देशाच्या विकासाचा चढता आलेख कायम आहे. आता केंद्रीयमंत्री शिवराज सिंह चौहान यांनी २०२५ सालापर्यंत गरिबीमुक्त गावांचा संकल्प व्यक्त केला आहे. या संकल्पाचा विश्वास केंद्र सरकारच्या ठोस योजनांमुळे आला असून, केंद्र सरकारला स्वतः विषयी वाटणारा विश्वास आज जनतेच्या मनातदेखील निर्माण झाला आहे. मोदी सरकारने सुरू केलेल्या 'प्रधानमंत्री आवास योजना' ग्रामीण अंतर्गत अडीच कोटी घरे बांधण्यात आली. ज्यामुळे लाखो कुटुंबांना निवारा मिळाला. 'उज्ज्वला योजने'मुळे दहा कोटींच्या वर महिलांना गॅस कनेक्शन मिळाले, तर 'आयुष्मान भारत योजने'ने कित्येक गरीब कुटुंबांना आरोग्य सुरक्षा प्रदान केली. 'प्रधानमंत्री किसान सन्मान निधी'ने शेतकऱ्यांच्या खात्यात थेट आर्थिक मदत पोहोचवली. 'स्वच्छ भारत मिशन'मुळे गावागावांत स्वच्छतेचे प्रमाण वाढले व आजारपणातून गावांची सुटका झाल्याचे चित्र आहे.

याउलट, १९७१ साली इंदिरा गांधींनी दिलेला 'गरीबी हटाव' हा नारा केवळ राजकीय तमाशा ठरला आहे. काँग्रेसने गरिबी हटवण्याच्या नावाखाली अनेक योजना जाहीर केल्या, पण त्या केवळ कागदोपत्री राहिल्या. गरिबी हटवण्याऐवजी गरिबीचा उपयोग मतांसाठी केला गेला, हेच काँग्रेसच्या राजकारणाचे खरे स्वरूप होते. आज ग्रामीण भागातील उत्पन्न वाढल्याने ग्रामीण भागातील खर्चात मोठ्या प्रमाणात वाढ झाली आहे. त्यामुळे ग्रामीण भागातील दारिद्र्याचे प्रमाण २०२३-२४ साली ४.८६ टक्क्यांपर्यंत खाली गेली आहे. विशेष म्हणजे २०११-१२ साली हा आकडा २५.७ टक्के इतका होता. आजही ग्रामीण भागातील जनतेची क्रयशक्ती वाढवण्याकडे केंद्र सरकार लक्ष देत असून, यामुळे ग्रामीण भागातील जनतेच्या खर्च करण्याच्या प्रमाणामध्ये वाढ झाली आहे. त्यातच, 'पंतप्रधान गरीब कल्याण योजने'चा लाभ होत असल्याने, त्याचे सकारात्मक बदलही ग्रामीण समाजजीवनामध्ये दिसत आहेत. काँग्रेसने आजवर केवळ राजकीय हितांसाठी देशात गरिबी पोसली होती. मोदी सरकारने गरिबांचे जीवनमान सुधारण्याचा प्रामाणिक प्रयत्न मोहीम म्हणून सुरू केला आहे. त्यामुळेच २०२५ सालापर्यंत गरिबीमुक्त गावांचा संकल्प वास्तवात साकार होणार आहे. कारण, मोदी सरकारने याची पायाभरणी आधीच केली आहे. ◆◆

The Times of India • Bengaluru • 06 Jan, 2025

Pilates, tai chi: Fitness faves for '25

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	596	Bangalore Times	Bottom Left	1022930	2.27M

Pilates, tai chi: Fitness faves for '25

@sakpataudi



A fitness enthusiast, Soha Ali Khan often shares glimpses of her yoga, weight training, and Pilates sessions on social media

Pics: iStock



Mind and body connection workouts

This year will be all about fusing physical fitness with mental wellness. Mind-body workouts focus on integrating physical movement with mental focus and awareness. **Include:** Pilates, tai chi, and yoga, which now integrate meditation, breathwork, and mindfulness.

Fitness Fundas



Virtual reality group classes

Virtual reality (VR) classes offer an engaging way to experience fitness. Imagine cycling through virtual environments like museums, or performing yoga in fantasy worlds.

In 2025, fitness enthusiasts will be leaning towards personalisation. Outdoor group fitness sessions are gaining traction, too

– Virakti Shah, fitness instructor at a gym



Functional fitness

Functional fitness focuses on improving your ability to perform everyday activities more easily. It's all about training your body to work as a whole unit, rather than isolating individual muscles. **Include:** Kettlebell swings, squats

AI-powered training

Get ready for AI driven fitness regimens in 2025. Using advanced apps and devices, AI will be delivering tailored training plans. AI algorithms will analyse your data (fitness trackers, sleep patterns, etc) to create customised workout plans and provide real-time feedback.



Recovery-first fitness

This fitness approach prioritises rest and recovery as much as it does exercise. **Include:** Simple exercises like walking or swimming, yoga, foam rolling, cryotherapy, or infrared saunas can help increase blood flow, accelerate muscle repair, reduce soreness

– Inputs by Kanksha Vasavada and Masumi Shah

Punjab Express • Chandigarh • 05 Jan, 2025

No plans of inclusion of Primary Healthcare Cost Coverage under Ayushman Bharat Insurance Scheme: Na...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	212	N/A	Bottom Center	42317	348.98K

No plans of inclusion of Primary Healthcare Cost Coverage under Ayushman Bharat Insurance Scheme: Nadda to Arora

PUNJAB EXPRESS BUREAU
Ludhiana, January 4

Union Minister of Health and Family Welfare J P Nadda has responded to Rajya Sabha MP Sanjeev Arora's letter regarding inclusion of Primary Healthcare Cost Coverage under Ayushman Bharat Insurance Scheme.

Nadda mentioned in his communication that he has examined the matter and would like to inform Arora that Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) aims to provide health cover of Rs 5 lakh per family per year for secondary and tertiary care hospitalization to approximately 12.37 crore families which constitute bottom 40 per cent of the country's population. Recently, Government of India expanded AB-PMJAY to provide free treatment benefits of up to Rs 5 lakh per year on a family basis to all senior citizens aged 70 years and above, irrespective of their socio-economic status.

Adding, Nadda further mentioned in his letter that currently, AB-PMJAY provides only in-patient (IPD) treatment corresponding to a total of 1,961 procedures under secondary and tertiary care which also include several day care procedures. Further, it may be noted that under National Health Mission more than 1.75 lakh Ayushman Arogya Mandirs (previously known as Health and Wellness Centres), have been established till November 30, last year, to deliver healthcare services to address the primary healthcare needs of the entire population in their areas which include OPD consultations as well.

Mumbai Samachar • Mumbai • 05 Jan, 2025

Where did Ayurveda come from

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	Gujarati	543	N/A	Middle Left	407527	271.15K

કેન્વાસ

અભિમન્યુ મોદી
feedback@bombaysamachar.com

આયુર્વેદ આવ્યું છે ક્યાંથી?







આપણો દેશ જબરો છે. બધા દેશમાં ધ્રુવીકરણ થતું હોય. બે પક્ષ લડતા હોય. બે વિચારસરણી ધરાવતા લોકો બાખડતા હોય. એમાં પોલિટિક્સ પણ ભળે. ભારત એટલે યુનિક છે કે એમાં ઝઘડાની સાથે રાજકારણ ઉપરાંત ધર્મ પણ ભળે. આયુર્વેદ અને મેડિકલ એલોપેથી વચ્ચે પણ જે ઝઘડો ચાલતો આવે છે અને બાબા રામદેવ અને બીજાં તત્ત્વોને કારણે તે ક્યારેક ક્યારેક ભડકે પણ બળે છે. આવા ઈસ્યૂ-મુદ્દામાં ધાર્મિક તણાવ પણ છે, એજેન્ડા પણ છે, વેપાર પણ છે અને એવું પણ ઘણું બધું છે, જેની આપણને નથી ખબર. મેડિકલ-એલોપેથી અને આયુર્વેદ વચ્ચેનાં વર્ષો જૂના ગજગ્રાહમાં એકબીજા ઉપર દોષારોપણ થાય ને સાચા-ખોટા દાવા પણ થાય. હિંદુઈઝમ અને ખ્રિસ્તી ધર્મને લઈને પણ દલીલો આવે. આપણે એ ઝઘડામાં તો નથી પડવું અને ક્યો રસ્તો વધુ બેટર છે એ વાત પણ નથી કરવી. એ બધાથી વધુ રસપ્રદ છે આયુર્વેદનો ઇતિહાસ કે આયુર્વેદ આવે છે ક્યાંથી? આયુર્વેદને વેદ કહે છે, પણ એ મુખ્ય વેદ નથી. ભારતવર્ષના પાયામાં ચાર વેદ છે. એ ચાર વેદના પાયા ઉપર હિન્દુસ્તાન નામના દેશનો ઇતિહાસ ખડો છે. એમાં સૌથી જૂનો વેદ એટલે ઋગ્વેદ. આયુર્વેદને ઋગ્વેદના એક ઉપવેદ તરીકે પણ જોવામાં આવે છે. ગંગાકિનારે રહેનારા આર્યો તરીકે ઓળખાવા લાગ્યા. આર્ય એટલે સારા-નોબેલ માણસ. આયુર્વેદને આર્યોનું વૈદ્યકશાસ્ત્ર પણ માનવામાં આવતું. પ્રાચીન ભારતનું ચિકિત્સાશાસ્ત્ર એટલે આયુર્વેદ. આ આયુર્વેદનો ઉદ્ભવ કઈ રીતે થયો? એ જાણવા જઈએ તો બે રસ્તા મળે.

એક રસ્તો દંતકથાઓ કે માયથોલૉજિકલ સ્ટોરીનો છે અને બીજો રસ્તો ઇતિહાસકારો અને સંશોધકોને જે સાબિતીઓ મળી છે તે છે અર્થાત્ આયુર્વેદની ઉત્પત્તિની એક વાત માનવા માટે શ્રદ્ધા જોઈએ. આયુર્વેદના ઉદ્ભવની બીજી થિયરીમાં સાયન્સ છે, પણ બધાંનાં જ સાયન્ટિફિક પરિમાણો હોતાં નથી. દંતકથાવાળો ઇતિહાસ પહેલાં જોઈએ. સૌપ્રથમ આપણે પહેલાં એટલે કે ધાર્મિક રસ્તે આયુર્વેદના ઉદ્ભવનો તાગ મેળવવાની કોશિશ કરીએ. આયુર્વેદ એટલે ઉપવેદ અને તે બ્રહ્મા અર્થાત્ બ્રહ્મદેવના પૂર્વ મુખમાંથી નીકળ્યાનું માનવામાં આવે છે, જેના સૌથી પહેલાં આચાર્ય અશ્વિનીકુમાર હોવાનું મનાય છે. અશ્વિની કુમાર પાસેથી ઇંદ્રે આ વિદ્યા મેળવીને ધન્વંતરિને તે શીખવી. અહીં એક બીજો ફાંટો પણ પડે છે તે છે અત્રિનો. હવે આ અત્રિ કોણ છે? બ્રહ્મદેવનો બીજો પુત્ર એટલે અત્રિ. એ સમયગાળા પહેલાં પેદા થયેલા બધા માનસપુત્રો મહાદેવના શાપથી મરણ પામતાં બ્રહ્મદેવે કરેલ યજ્ઞના અગ્નિની શિખામાંથી એ ઉત્પન્ન થયો હતો. એને અનસૂયા નામે સ્ત્રી હતી. એમને દત્ત, દુર્વાસા, સોમ અને અર્યમા એવા ચાર પુત્ર તથા અમલા નામની બ્રહ્મનિષ્ઠ પુત્રી હતી. દંડકારણ્યમાં રામ આ ઋષિને આશ્રમે ગયા હતા. એણે રામનું આદરસહિત આતિથ્ય કર્યું હતું અને અનસૂયાએ સીતાની પરોણાચાકરી કરી એને પાતિવ્રત્ય સંબંધી નીતિ સમજાવી હતી. આયુર્વેદની આ બે મુખ્ય શાખા અત્રિ અને ધન્વંતરિ. એ બંનેની વિદ્યાશાખાઓ પણ જુદી. કાશીનો રાજા દિવોદાસ ધન્વંતરિનો અવતાર કહેવાતો. એની પાસે જઈને સુશ્રુતે આયુર્વેદનો અભ્યાસ કર્યો. અત્રિની જ પ્રણાલી મુજબ અગ્નિવેશે ચરકસંહિતાનું સંકલન કર્યું. હરિતસંહિતા પણ આ શ્રેણીમાં આવે, જેમાં જુદાં જુદાં દ્રવ્યો દ્વારા શરીરની આંતરિક શક્તિને મજબૂત કરવા ઉપર ભાર મૂકવામાં આવતો. એનો અર્થ એ કે આ પ્રણાલીમાં શસ્ત્રક્રિયાને બદલે દવાઓ ઉપર ભાર મૂકવામાં આવતો. જ્યારે ધન્વંતરિ પ્રણાલી મુજબ જ સુશ્રુતસંહિતા લખાયું. એમાં વાઢકાપ ઉપર વધુ ભાર મૂકવામાં આવ્યો છે. ભારદ્વાજને પણ આ શાસ્ત્રના પ્રવર્તક માનવામાં આવે છે. કેટલાકના મત પ્રમાણે આયુર્વેદનું શાસ્ત્ર અથર્વવેદનું ઉપાંગ મનાય છે.

આયુર્વેદનાં આઠ અંગ છે : શલ્ય, શાલાક્ય કાયચિકિત્સા ભૂતવિદ્યા, કૌમારતંત્ર (બાલ ચિકિત્સા), અગદતંત્ર. રસાયન અને વાજીકરણ એ તેનાં આઠ અંગ છે. કફ, પિત્ત અને વાયુ એ ત્રણ પ્રકૃતિની માન્યતા ઉપર આયુર્વેદ રચાયેલો છે. આયુર્વેદના આચાર્યોઃ અશ્વિની કુમાર, ધન્વંતરિ, દિવાદાસ (કાશીરાજ), નકુલ, સહદેવ, અર્કિ, ચ્યવન, જનક, બુધ, જાવાલ, જાજલિ, પૈલ, કરથ, અગસ્ત્ય, અત્રિ અને તેના ૬ શિષ્ય (અગ્નિવેશ, ભેડ, જાતૂકર્ણ, પરાશર, સીરપાણિ, હારીત), સુશ્રુત અને ચરક. આયુર્વેદનું જ્ઞાન આરબ અને યુનાની લોકોની મારફત યુરોપમાં પ્રસરવા પામ્યું અને અર્વાચીન વૈદ્યકશાસ્ત્રની ઉત્પત્તિમાં તે ઉપયોગી થઈ પડ્યું. આયુર્વેદના મૂળ ગ્રંથકારો ચરક અને સુશ્રુત લગભગ અઢી હજાર વર્ષ જેટલા જૂના છે. ચરક (ઈ. સ. પૂ. ૫૦૦) ઔષધ સંગ્રહ માટે અને સુશ્રુત (ઈ.સ. ૧૦૦) શસ્ત્રવૈદ્ય તરીકે પ્રસિદ્ધ છે.આયુર્વેદના સમયગાળા વિષે પણ મતમતાંતર છે. જે ઉપલબ્ધ શાસ્ત્રો મળ્યાં છે અને તેમાં જે સમયઅવધિનો ઉલ્લેખ છે એ મુજબ આયુર્વેદ નામની વિદ્યા ઈ.સ. પૂર્વે ૩૩૦૦થી લઈને ઈ.સ. પૂર્વે ૧૦૦૦ ના સમયગાળા દરમિયાન અસ્તિત્વમાં આવી હોય એવું બને.

ઇતિહાસકારોનો એક મત એવો પણ છે કે સિંધુખીણની સંસ્કૃતિ એટલે કે મોહેં-દડો અને હડપ્પાના લોકો આયુર્વેદનો ઉપયોગ કરતા. તે સમયે પણ શરીરમાં કોઈ અવ્યવસ્થા સર્જાય કે કોઈ રોગ આવે તો તેનાં અમુક મુખ્ય લક્ષણોને ધ્યાનમાં લેવામાં આવતાં અને તેના પરથી તેની દવા નક્કી થતી. એ મુખ્ય લક્ષણોમાં કફ, અતિસાર, કબજિયાત, આંચકી, ગાંઠ, ગૂમડાં અને ચામડીના અમુક વિકારો હતા. તે જોઈને દર્દીને દવા આપવામાં આવતી. આમ તામ્રયુગથી આયુર્વેદની શરૂઆત થઈ અને લોહયુગ સુધીમાં તો એ ખૂબ વિકસ્યું.

ભારતમાં ગુપ્ત વંશના શાસનકાળ દરમિયાન આયુર્વેદ વિદ્યા ગ્રંથસ્થ થઈ ત્યાં સુધીમાં તો કરોડો લોકોએ આયુર્વેદની ચિકિત્સાનો લાભ લીધો હતો અને પોતાની જિંદગીનાં દુઃખ-દર્દોમાંથી રાહત મેળવી હતી. આયુર્વેદમાં મુખ્યત્વે ત્રણ દોષ અને તેનું પ્રમાણમાપ જોવામાં આવે. આ તો આપણે બધા જાણીએ છીએ. વાત, પિત્ત અને કફ. માણસની માનસિકતા સાથે પણ ત્રણ દોષ જોડાયેલા છે તેવું આયુર્વેદ માને છે - સતોગુણ, રજોગુણ, તમોગુણ. તે સિવાય શરીર સાત ધાતુઓથી બનેલું હોય તેવું આયુર્વેદ માને છે. (સાત ધાતુઃ રક્ત, રસ, માંસ, શુક્ર, મેદ, અસ્થી, મજ્જા.) અત્યારે તો આખી દુનિયામાં આયુર્વેદ અને યોગ ઉપર પુષ્કળ લખાય છે. આયુર્વેદના અનેક ગ્રંથો પ્રાચીન સમયમાં લખાયા છે. એમાંથી અમુક ગ્રંથ આકૃતિઓ સાથે શરીરવિદ્યા અને ચિકિત્સાશાસ્ત્ર સમજાવે છે. શલ્ય એટલે કે ઓપરેશન પણ એક આર્ટ છે, જે જીવન-મરણ સાથે જોડાયેલું છે. હિમાલયની દુર્ગમ પહાડીઓ કે બીજા અમુક દૂરસુદૂરના પ્રદેશોમાં અલભ્ય જડીબુટ્ટીઓ છે, જે ચમત્કાર કરી શકે છે. ચાઇનીઝ ટ્રેડિશન કે યુનાની પદ્ધતિઓ પણ આવા દાવાઓ કરતી હોય છે. જોકે અત્યારે આયુર્વેદિક પ્રોડક્ટ્સ જે મળે છે એમાંથી ઘણી ભેળસેળવાળી હોય છે. પારો અને સીસું જેવી ઝેરી ધાતુઓ પણ ઘણી આયુર્વેદિક દવાઓમાંથી મળી આવે છે, પણ એ વાંક ઉત્પાદકની દાનતનો છે.

આમ જુવો તો આયુર્વેદ અને એલોપેથી બંને એકબીજાના પૂરક છે. અમુક સંજોગોમાં ઝડપી ઉપચાર માટે એલોપેથીના ઉપચાર જ કારગત નીવડે છે તો નિરોગી રહેવા માટે આયુર્વેદ મદદરૂપ બને છે. આજનું મેડિકલ સાયન્સ અને આયુર્વેદ પણ ઉપકારક છે, પરંતુ બંને જુદાં છે. બંને જુદા જુદા સંજોગોમાં કામ આવી શકે એમ છે. કોઈ જ શાખાનો સાવ છેદ ન ઉડાડી શકાય. જોકે, આ બંનેને સાથે સ્વીકારી શકે એવા લોકો કેટલા? ■

The Sunday Standard • Delhi • 05 Jan, 2025

Making Her Blush Permanently

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	651	N/A	Top Left	292851	215K

Making Her Blush Permanently

A latest beauty trend everyone is buzzing about has a tattoo element

By NOOR ANAND CHAWLA

Rena Goswami, content creator and founder of Ayurvedic brand Maroon Beauty, has never been afraid of experimenting with beauty treatments. One that recently caught her attention is the semi-permanent tattoo blush. She says, "I've seen a lot of videos and posts about tattoo blushes. It's a trendy way to give your cheeks a natural, rosy tint that stays for a long time. It's creative and convenient and can be a great option for those who enjoy long-lasting and low-maintenance beauty enhancement. Trends like these are tempting, and maybe I'll decide to give it a shot someday in the future."

In a traditional tattoo, colour is pushed into the skin with a needle. However, for cosmetic tattoos, the pressure is kept very light. It's more about buffing the colour onto the top layers of the skin to create a watercolour finish.

The procedure begins with numbing the skin, followed by applying pigment and sealing it to ensure longevity. A session typically lasts 2-3 hours, and healing takes 5-10 days. During this time, redness, flaking, or sensitivity may occur.

PERMANENT MAKE-UP CRAZE

Imagine waking up with perfectly flushed cheeks every morning—no makeup required. That's the promise of the latest beauty trend taking over the internet: semi-permanent tattoo blush. It's a cosmetic procedure that deposits pigment under the skin, creating a soft, natural blush effect that lasts for months or even years.

Falling under the category of 'permanent makeup' or PMU, this treatment injects light-coloured pigments into the cheek to enhance its natural flush and provide a youthful and decked-up look. People who love putting on make-up but don't like the hassle of applying and removing it every day feel drawn to this trend. It offers longevity (in some cases the tattoo blush can last up to three years with minor touch-ups) and saves plenty of time.

Further, the result is waterproof, which means the colour won't smudge or wash off even if one sweats or goes for a swim. The desired colour can be customised to match your skin tone and a preferred shade of blush. Some argue that it's also economical, as one doesn't need to keep buying blush regularly. It's a low-maintenance procedure.





"Trends like these are tempting and maybe I will decide to give it a shot someday."
RENA GOSWAMI, Founder, Maroon Beauty

THE RISKS INVOLVED

Afrahim Ross, Dubai-based international certified trainer and PMU artist, has clients lining up for permanent lip colour and eyeliner treatments, but she doesn't perform the tattoo blush procedure, even though it works on similar principles.

"I personally don't do it because I feel it's very risky," she shares with candour. "There is a bigger area being covered in this procedure, and if something goes wrong during the process, it will leave a darker spot on a very noticeable part of your face." Avoiding risk is extremely important, but she also believes that if the trend persists, she may consider it in the future. She adds, "It is not very common in the industry as of now. Other procedures like lips, eyelashes, and more have already been proven risk-free and are performed very frequently. I think it will take some time before the tattoo blush trend receives the same kind of acceptance."



"Beauty should be about enhancing what you already have, not permanently altering it."
RIYA ANN, Content creator

As with any cosmetic treatment, there are certain risks involved. Infections, allergic reactions, uneven pigmentation, or regret about the final results are problems that may arise. The process can't be reversed immediately, and even if one is happy with the immediate result, the colour may fade unevenly over time or turn into an undesired shade eventually.

Before attempting the procedure, it's also imperative to consult a professional PMU artist who follows strict hygiene protocols. However, not every PMU artist is keen to jump on the bandwagon for this particular trend.

Beauty content creator Riya Ann agrees with Ross. Having made it her mission to explore beauty trends and highlight those that truly work, she has kept an eye on the tattoo blush, finally concluding it isn't for her. "While I appreciate how creative beauty trends have become, I believe some things, like the rosy flush on our cheeks, should stay simple and natural. Beauty should be about enhancing what you already have, not permanently altering it. There's something special about taking those few extra moments to apply blush and choose a colour that matches your vibe for the day," is her advice.



EXPERT ADVICE

- This procedure only works on lighter skin tones
- People prone to large breakouts should avoid this
- You can't use retinol on the tattooed area
- No skin lasers can be done until it's fully faded

The Hans India • Hyderabad • 05 Jan, 2025

Some people trying to spread venom in society in name of caste: Modi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	276	N/A	Middle Right	82781	390.49K

Some people trying to spread venom in society in name of caste: Modi

HANS NEWS SERVICE
NEW DELHI

PRIME Minister Narendra Modi on Saturday attacked Opposition for spreading venom in society in the name of caste and asked people to thwart such conspiracies with a view to strengthening the shared culture and heritage of villages. Inaugurating the Grameen Bharat Mahotsav, the Prime Minister said his government has been focusing on rural development since 2014 and villages will play a key role in realising the dream of Viksit Bharat by 2047.

In an oblique reference to Congress leader and Leader of Opposition in the Lok Sabha Rahul Gandhi and other INDIA bloc leaders, Modi said some people are trying to spread venom in society in the name of caste and weaken the social fabric. "We have to thwart these conspiracies, and preserve and strengthen the common heritage of our villages," he stressed.

Opposition leaders including Gandhi and Akhilesh Yadav have been continuously demanding caste census. Modi said that since 2014, he has been constantly in the service of rural India.



Prime Minister Narendra Modi visits stalls during the inauguration of the Grameen Bharat Mahotsav 2025, in New Delhi on Saturday

"Ensuring a dignified life for the people of rural India is the priority of my government," the Prime Minister said and added that the vision of the government is to ensure an empowered rural India, provide ample opportunities for villagers, reduce migration and ensure ease of life to the people of villages.

Talking about the schemes to provide basic amenities in villages, Modi said toilets have been made as part of Swachh Bharat Mission, and crores of people in rural India have been given pucca houses as part of PM Awaas Yojana.

He said safe and clean drinking water is also being provided through Jal Jeevan Mission. "Today, healthcare facilities are being provided in more than 1.5 lakh Ayushman Arogya Mandirs to the people," said the Prime Minister.

Yugmarg • Chandigarh • 05 Jan, 2025

Free dialysis facility will be available with Ayushman card

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	504	N/A	Top Center	104270	185K

Free dialysis facility will be available with Ayushman card

MLA Jagmohan Anand inaugurates the dialysis unit

SHIV KUMAR SHARMA
KARNAL, JAN 4

MLA Jagmohan Anand today inaugurated the dialysis unit set up by the District BJP Medical Cell and Gajraj Hospital. On this occasion, the MLA said that dialysis facilities have started in the field of health, which will benefit the people of Karnal a lot. In this dialysis center, patients with Ayushman card will be given free dialysis facility. Along with this, the rest of the public will get this facility at affordable prices.

On this occasion, the MLA said that today everyone needs good health services. Dialysis is also one of these services. I thank Gajraj Hospital for providing dialysis facilities, and also hope that this hospital will stick to its word and remain dedicated to public service.



MLA Jagmohan Anand, while wishing the New Year, said that the people of Karnal should remain happy and healthy. I will pray to God that if any patient comes here, they treat him properly.

On this occasion, Dr. Mukesh said that our Gajraj Hospital is always ready for public service and public welfare. Dialysis unit is very important for kidney patients. In our hospital, various facilities are provided by Ayushman Bharat with good quality for free. Apart from this, other people will be given these facilities of dialysis at 50 percent less rates.

On this occasion, District Media Incharge and State Executive Member of BJP Medical Cell Dr. Ashok Kumar, District Coordinator Dr. Amit Kumar, Co-ordinator Dr. Mahendra Pratap, General Secretary Dr. Vikram Tuteja, Urban Division General Secretary Ajay Kashyap, Secretary Akash Arora, Dinesh Taneja, Rajesh Diwan and Naveen Gumbar, Chief Medical Officer Dr. Lokveer, Dr. Shubham Kaushik, Dr. Mukesh Kaushik, Dr. Anmol Shiv Arora, Dr. Krantikar, KPS Babbar, Yad Ram, Rakesh Kaushik, Parvinder Kumar, Dr. Sanjay Kumar, Somnath Tanwar were present.

The Hindu • Hyderabad • 05 Jan, 2025

A vision for healthcare in India

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	634	Hindu Magazine	Top Center	202761	956.08K

R.V. Ramani
kanchana@sankaraeye.com

A vision for healthcare in India

Good health is a fundamental human right and it is an attainable social goal



Health development is an integral part of social development. In a vast country such as India, there is a huge need for healthcare. Government alone cannot meet this demand. Therefore, it becomes obligatory on the part of non-governmental, voluntary and private institutions to supplement its efforts.

Looking at the vast canvas, one rightly feels India has come a long way. But still there are miles to go. Health indices since 1947 give us ample reasons to feel happy. At the time of Independence, the average life expectancy was 32 in India; today it is 72. In 1947, infant mortality rate was 160 for every 1,000 babies born. Today it is 24. The maternal mortality rate (MMR) was 2,000 per 1,00,000 live births. Now, it is 97, better than the global average of 158. And since 2005, India has showed a 77% decline in MMR, steeper than the 43% at the world level. We are looking at the glass as half full, instead of saying half empty. Nevertheless, our ultimate goal is to ensure that the glass is full and brimming.

India's healthcare system has primary, secondary and tertiary levels. The coordination among them is far from satisfactory. There is a strong imbalance in rural India. Unavailable, unaffordable and inaccessible healthcare of quality has put rural India on the back foot.

A well-thought-out, well-coordinated and strongly monitored public private partnership (PPP) model will be the key to success in the sector. Towards a road map, let us zero in on primary and secondary healthcare systems and enumerate the challenges and the solutions. To achieve the vision of quality, affordable and accessible healthcare, particularly for the underprivileged, a multi-pronged approach is needed. There is a need to establish more primary and community health centres in rural areas, upgrade district hospitals to tertiary-care standards, encourage private sector investment in underserved regions through PPPs and persuade and prompt corporates to adopt primary health centres or establish them and monitor them with government guidance.

More colleges

The country needs to enhance the number of medical and nursing colleges, especially in remote areas. It needs to introduce training programmes in basic nursing, advanced medical technologies and emergency care. There is an imminent urgency to retain medical and health talent through better working conditions and incentives. Apart from the regular nursing cadre, a mid-level support system has to be created with students trained in a diploma course after Plus Two. They will become the backbone of the centre.

There is a need to focus on preventive healthcare through health and wellness centres and induce heavy investment in sanitation, nutrition, and immunisation programmes to reduce the disease burden. Universal health coverage is a vital consideration in an impoverished country such as India and expanding the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana to include a broader population base is without doubt a crucial initiative.

India needs to see a significant and sharp increase in government spending on healthcare to at least 2.5% of the GDP by 2025 (as per the National Health Policy, 2017). Health insurance coverage needs to be expanded rapidly to cover the informal sector. Out-of-pocket expenditure needs to be reduced drastically by regulating drug prices and promoting generic medicines.

Promoting awareness campaigns for lifestyle diseases, mental health, and substance abuse are urgent interventions, given the vast scale of problems in these domains. There is no second opinion that accredited social health activists and community health volunteers need to be empowered to act as the first line of care. Initiatives have to be taken to guarantee inter-sectoral collaboration among health, education, and sanitation departments.

Given that it's the digital era, implementing the National Digital Health Mission to create digital health IDs and integrating healthcare systems, and leveraging AI, telemedicine and big data to address the rural-urban divide are vital for equal and easy access to healthcare.

India has great technical and technological competency and hence promoting domestic manufacturing under the "Make in India" initiative to reduce dependence on imports will help make the country self-reliant and self-dependent in healthcare, reducing dramatically sky-rocketing healthcare costs, which rise especially in the wake of imports. This endeavour will further get buttressed by scaling up research and development for vaccines, biotechnology, and indigenous innovations.

India needs to focus on the establishment of innovation hubs for affordable medical solutions that are vital in a country with a huge population, expand telemedicine services to remote regions as people may not be able to travel long distances owing to a variety of factors such as high costs, non-availability of transport infrastructure or broken roads or deep inaccessibility, simply put. And in the era of mass disease, we have to strengthen epidemiological research to prepare for future pandemics.

The National Health Policy, 2017 needs to be effectively strengthened. There has to be greater enforcement of accountability through data-driven decision-making and there is an urgent need to promote decentralised governance to empower local healthcare providers.

While executing initiatives to improve healthcare in the country, India needs to have key performance indicators. What will they be? There has to be further reduction in maternal and infant mortality rates and enhancement in life expectancy, massive upgrade of health infrastructure in underserved regions and enhanced financial protection for the economically weak. If a country can fulfil these objectives and meet these goals, we can surely say that performance on health indicators is positive and that a country will develop well.

A robust and resilient healthcare system is key to India's economic growth and social well-being. By addressing gaps and implementing innovative solutions, India can achieve a healthcare model that is inclusive, sustainable and futuristic.

The author is the founder & managing trustee of Sankara Eye Foundation India

The Sunday Guardian • Delhi • 05 Jan, 2025

CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	377	N/A	Top Left	194311	380K

UNHEALTHY

CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP

There is a shortage of 22,845 healthcare workers across institutions due to unfilled sanctioned posts.

ABHINANDAN MISHRA
NEW DELHI

A recently released report by the Comptroller and Auditor General of India on public health infrastructure and management of health services in Madhya Pradesh, which is based on the audit done from 2017-18 to 2021-22, has brought out in public how officials and public representatives failed to do their job.

The 350 pages plus audit report, tabled in the state assembly on 18 December, has revealed glaring shortcomings, including the presentation of a false certificate to claim that a centrally funded medical center was completed when, in reality, the construction was still ongoing.

Among others, the report has found that there is a shortage of 22,845 healthcare workers across institutions due to unfilled sanctioned posts, particularly in Primary Health Centers (PHCs), Community Health Centers (CHCs), and Sub Health Centers (SHCs). Trauma care centers are not operating in 26 districts. Key outpatient (OPD) and inpatient (IPD) services are unavailable or incomplete in multiple hospitals. Essential OPD services are missing in hospitals, and there is a critical shortage of medical equipment, including X-ray machines, diagnostic tools, and surgical instruments. Drugs and consumables are either in short supply or mismanaged. Essential drugs for respiratory, cardiac, reproductive, and emergency care are missing in several District Hospitals (DHs).

Similarly, it found that while India made significant progress in reducing the Maternal Mortality Rate (MMR), achieving a 45.51% reduction from 178 in 2012 to 97 in 2020, Madhya Pradesh lagged behind significantly, reducing its MMR by only 24.78% during the same period, from 230 to 173.

In terms of child health, India set a target to reduce the under-five mortality rate to at least 25 per 1,000 live births by 2030. However, in Madhya Pradesh, this rate



stood at 49.2 per 1,000 live births in 2020-21.

Additionally, the state government failed to achieve 100% vaccination coverage for newborns, with the vaccination rates for Measles and DPT standing at just 13% and 0.12% respectively between 2017-2022. As a result, the target of full immunization for children under five years was not met, as even zero-day immunization for newborns was not fully accomplished.

Due to non-functioning of outdated machines, more than 27,000 cancer patients could not get treatment of Cobalt therapy in government run hospitals in state capital Bhopal.

The state during this audit period was headed by Shivraj Singh Chouhan and then Congress's Kamal Nath as the Chief Minister who served as the CM from December 2018 to March 2020.

The shortcomings highlighted in the audit report are largely attributed to long-term neglect and inefficiency. These issues stem from the actions or lack thereof of those in positions of power, specifically the health ministers, bureaucrats, and the Chief Minister prior to the audit. Union agriculture minister Shivraj Singh Chouhan, served as the Chief Minister of Madhya Pradesh from December 2008 to December 2023, with the exception of a 15-month period when Kamal Nath was in office.

One of the most glaring examples of how the babus and netas have swindled public money can be seen from how regarding an ongoing project in Trauma Care Center (TCCC) at the Gajra Raja Medical College (GRMC) in Gwalior, Madhya Pradesh. As per the Project Implementation Unit completion date of TCCC was mentioned as 17-09-2020, however, the work had yet to be completed. Further during joint physical inspection (June 2022), the audit noticed that civil work for the establishment of TCCC was not completed.

During the audit, records maintained at the Directorate of Health Services (DHS), Directorate of Medical Education (DME), National Health Mission, AYUSH (Ayurved, Unani, Siddha and Homeopathy) and Madhya Pradesh Public Health Service Corporation Limited (MPPHSCL) were examined. Records of three Government Medical Colleges and its attached hospitals, 10 CMHOs, 10 DHs, 10 District Health Societies, Eight CHs, 20 CHCs, 20 PHCs, five Government Ayurvedic Colleges, 10 District AYUSH Offices (four District AYUSH Hospitals and 39 dispensaries), Government Autonomous Homoeopathic College and Hospital, Bhopal and Hakim Saiyad Ziaul Hasan Government Autonomous Unani College and Hospital, Bhopal were also examined. Further statistical information was also collected from all the 51 districts of the State.

The CAG held its exit conference with the state government officials on 2 November 2023 with the Additional Chief Secretary, PH&FWD, Medical Education Department and Commissioner, Department of AYUSH wherein the audit findings were discussed with the Government and replies of audit observations were sought. The Public Health and Family Welfare Department furnished a partial reply while the AYUSH Department did not share any response with the CAG.

For in-depth article visit https://sundayguardianlive.com/

The Indian Express • Delhi • 05 Jan, 2025

LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	400	N/A	Middle Left	655470	388.5K

SCIENTIFIC COMMUNITY PAYS TRIBUTE TO PRINCIPAL SCIENTIFIC ADVISOR R CHIDAMBARAM

LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems

ANJALI MARAR & AMITABH SINHA
PUNE, NEW DELHI, JANUARY 4

DR R CHIDAMBARAM is mainly remembered for his contribution to the development of India's nuclear programme and the two nuclear tests in Pokhran in 1974 and 1998, but he was also the originator of several initiatives in other scientific streams that he believed were crucial to India's economic development.

As Principal Scientific Advisor (2001-2018), Chidambaram, who died in Mumbai Saturday, set up the National Knowledge Network for high-speed connectivity to educational and research institutions, besides establishing rural technology laboratories at several engineering colleges.

He backed several mega science projects, including the National Supercomputing Mission, or the mission on quantum technologies.

And he also pushed for the development of cleaner and more efficient thermal power plants, backed research in Ayurveda, and set up a platform for interaction between academia and industry on research and development in the automobile sector.

R A Mashelkar, former DG of CSIR, said Chidambaram was "in fact a very interesting Principal Scientific Advisor".

"Of course, he would forever be known as the nuclear man, and rightly so. But look at what he was doing elsewhere. The intervention in Ayurveda, for example. It was an idea originally proposed by Dr M S Valiathan, and Chidambaram began implementing it. It was about understanding the biology of Ayurveda. He funded a number of projects that looked at integrating Ayurveda with modern medicine," said Mashelkar.

"Similar were his initiatives on climate change or rural technologies. He was a believer in directed research, meaning scientific research should be directed towards a purpose and objective, solving societal problems, and serving peoples' needs," Mashelkar added.



Then Prime Minister Atal Bihari Vajpayee, then DRDO chief A P J Abdul Kalam and R Chidambaram, then AEC Chairman, during a visit to Pokhran on May 20, 1998. *Archive*

Chidambaram believed it was important for India to have all-round development. In a book he co-authored with fellow nuclear scientist Suresh Gangotra last year, he wrote, "I have always said that national development and national security are two sides of the same coin. Development without security is vulnerable; security without development is meaningless."

"The India of my dreams has always been one which is economically developed, scientifically advanced and militarily strong. Our technology needs range from nuclear and space to rural development," he wrote.

After his stint as PSA ended, Chidambaram continued to maintain and attend an office at Bhabha Atomic Research Centre in Mumbai, where he was quite active in meeting and talking to students and scientists.

Former ISRO chief K Kasturirangan remembered Chidambaram as one of his "finest and valued colleagues". "His talents spread across several areas of science, technology development and planning. He played a crucial role in moving India to higher pedestals of achievements through his extraordinary insights. His absence is sure to be felt not only in scientific community but also in the broader cross-section of intellectual society," he said.

Former CSIR DG Shekhar Mande said Chidambaram's extremely endearing personality was also one of the reasons why his advice was valued and he could work so closely with so many PMs across the political spectrum.

"He rose through the ranks yet remained simple and grounded. I remember while serving as the PSA, he was once denied a visa to travel to the US to attend a conference on crystallography, his main specialisation. But he chose not to make an issue out of it, and no one came to know. It was that kind of simplicity," Mande said.

A key project which saw through during Chidambaram's tenure as PSA was the Laser Interferometer Gravitational Wave Observatory (LIGO) India, the Indian node in the global network of labs to probe the universe.

Working closely with the PSA office when LIGO India was at the proposal stage, Tarun Souradeep, director of the Raman Research Institute and former LIGO India Spokesperson (Science), recalled invaluable guidance the project had received from Chidambaram.

Soon after receiving the Union Cabinet's in-principle approval came in 2016 (it got full approval in April 2023), the LIGO India team had called on PM Narendra Modi. "Prior to the meeting, Dr Chidambaram met us at the guest house. He guided us in finalising the presentation and accompanied us throughout the meeting. His interest and understanding of science was deep. He belonged to a generation of scientists who favoured mega science projects in India," Souradeep recalled.

Ajit Kumar Mohanty, Secretary of the Department of Atomic Energy, said, "Dr Chidambaram was a doyen of science and technology, whose contributions furthered India's nuclear prowess and strategic self-reliance..."

The Statesman • Delhi • 05 Jan, 2025

PM to launch multiple development projects worth over Rs 12,000 crore in Delhi today

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	477	N/A	Middle Center	85867	225K

PM to launch multiple development projects worth over ₹12,000 crore in Delhi today

STATESMAN NEWS SERVICE
NEW DELHI, 4 JANUARY

Prime Minister Narendra Modi will inaugurate and lay the foundation stone of multiple development projects worth over Rs 12,200 crore on Sunday in Delhi, which is expected to go to the polls in February.

He will also undertake a ride in Namo Bharat Train from Sahibabad RRTS Station to New Ashok Nagar RRTS Station.

Marking a significant milestone in enhancing regional connectivity, the PM will inaugurate the 13 km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around Rs 4,600 crore.

With this inauguration, Delhi will get its first Namo Bharat connectivity. This will significantly ease travel between Delhi and Meerut and benefit millions of people through high-speed and comfortable travel along with unmatched safety and reliability.



The PM will also inaugurate the 2.8 km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV worth around Rs 1,200 crore. This will be the first stretch of Delhi Metro Phase-IV to be inaugurated. The areas of West Delhi such as Krishna Park, parts of Vikaspuri, Janakpuri, among others, will be benefitted.

The PM will lay the foundation stone of the 26.5 km Rithala-Kundli section of Delhi Metro Phase-IV, worth around Rs 6,230 crore. This corridor will connect Rithala in Delhi to Nathupur (Kundli) in Haryana, significantly enhancing connectivity in the North-Western parts of Delhi and Haryana.

Key areas to benefit include Rohini, Bawana, Narela, and Kundli, improving access to residential, commercial, and industrial zones. Once operational, it will facilitate travel across Delhi, Haryana, and Uttar Pradesh through the extended Red Line.

He will also lay the foundation stone for the new state-of-the-art building for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi, to be constructed at a cost of around Rs 185 crore.

The campus will provide state of art healthcare and medicine infrastructure. The new building will house the Administrative Block, OPD Block, IPD Block, and a dedicated Treatment Block, ensuring an integrated and seamless healthcare experience for patients and researchers alike.

The Hindu • Hyderabad • 05 Jan, 2025

Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	292	N/A	Top Right	317976	956.08K

Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister

The Hindu Bureau
NEW DELHI

In a dig at the Opposition, Prime Minister Narendra Modi on Saturday said that "some people" were working to "weaken the social fabric" of the nation by trying to "spread poison in society in the name of caste", as he inaugurated the Grameen Bharat Mahotsav, 2025 at Bharat Mandapam in New Delhi.

With the Congress and other Indian National Developmental, Inclusive Alliance (INDIA) bloc parties raising the pitch on their demand for a nation-wide caste census since the results of the Lok Sabha elections were announced, Mr. Modi said these "conspiracies" had to be thwarted so that the common heritage of villages could be "preserved and strengthened".

Stating that his government had been consistently in service of rural India since 2014, he highlighted a host of schemes and programmes that had benefited rural Indians in the past 10 years, and also cited a recent study by the State Bank of India to say that rural poverty had dropped below 5% in 2024, compared with 26% in 2012, and that his government was closing the urban-rural gap in consumption.

Mr. Modi said that under his government, toilets had been made a part of the Swachh Bharat Mission, crores of people in rural India had been given pucca houses as part of the PM Awas Yojana, safe and clean drinking water was reaching people through the Jal Jeevan Mission, and healthcare facilities were being provided via more than 1.5 lakh 'Ayushman Arogya Mandirs'.

"For the first time since Independence, the expenditure on food in rural areas has fallen below 50%, and they are now spending on other desires and needs, improving their quality of life," he said, quoting a "recent large-scale survey".



Empowering rural areas: Prime Minister Narendra Modi visiting a stall at Grameen Bharat Mahotsav in New Delhi on Saturday. ANI

'Deprived of necessities'

He said that these were achievements that previous governments could have made "but for decades after Independence, lakhs of villages were deprived of basic necessities".

During his speech, Mr. Modi highlighted the importance of creating economic policies to strengthen the rural economy.

Inaugurating the Grameen Bharat Mahotsav, which will be held from January 4 to 9 with a focus on enhancing rural infrastructure, creating self-reliant economies, and fostering innovation within rural communities, Mr. Modi said that his government had been centring the development of villages since 2014, adding that villages would play a key role in realising the dream of a Viksit Bharat by 2047.

The Mahotsav will celebrate rural India's "entrepreneurial spirit and cultural heritage", a statement from the Prime Minister's Office said, adding that its theme this year was "Building a resilient rural India for a Viksit Bharat, 2047" with a motto of "Nation will progress when villages do".

It will see various discussions, workshops, and masterclasses being conducted to enhance rural infrastructure, create self-reliant economies, and foster innovation in rural communities with a special focus on empowering rural women through entrepreneurship.

Navbharat Times • Delhi • 05 Jan, 2025

Ayuved Sanshtan ki adharshila rakhnge

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Hindi	40	N/A	Middle Right	78126	2.68M



आयुर्वेद संस्थान की आधारशिला रखेंगे

■ प्रधानमंत्री रविवार को रोहिणी में केंद्रीय आयुर्वेद अनुसंधान संस्थान के लिए 185 करोड़ रुपये की लागत से बनने वाली नई इमारत की आधारशिला भी रखेंगे। परिसर मॉडर्न स्वास्थ्य देखभाल और चिकित्सा बुनियादी ढांचा प्रदान करेगा। नई इमारत में प्रशासनिक ब्लॉक, ओपीडी ब्लॉक, आईपीडी ब्लॉक और एक ट्रीटमेंट ब्लॉक होगा। वहीं, शनिवार को LG वी. के. सक्सेना ने शनिवार को ISBT कश्मीरी गेट पर प्री पेड ऑटो बूथ का शुभारंभ किया। इस पहल के बाद अब बस अड्डे के बाहर ऑटो वालों की भीड़ में कमी आएगी।

185 करोड़ रुपये की लागत से बनेगी नई इमारत

Femina • National • 04 Jan, 2025

Jackie Oh!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31	English	7458	N/A	Cover Story (Magazine only)	2491055	890K



> *For me, fitness is therapy.* ***I'VE ALWAYS COME OUT OF A SESSION OF YOGA, THE GYM, OR DANCE*** *just feeling so much better and so much more accomplished*

workouts, time spent in nature, if you focus on eating healthy meals, hydrating, sleeping well, staying away from sugar, from alcohol, smoking, all these toxins, and, of course, spending lots of quality time with your friends and family – this is a great start for a healthy life and I really feel you cannot go wrong.

From a mental perspective, I do breathwork and meditation every single morning. This is the most important part of my day and it helps me deal with stress and anxiety. I feel it's very important for us to connect with ourselves. It's something, I feel, we have stopped doing or are doing less of. I give myself that time in the morning to really connect, to set my intentions for the day, to pray, to be grateful, and to connect with my breathing. For me, these are the essentials of life.

You featured in the video for *Yimmy Yimmy*, which became a viral sensation. Tell us about the experience of working on this song. Did you anticipate such a massive response?

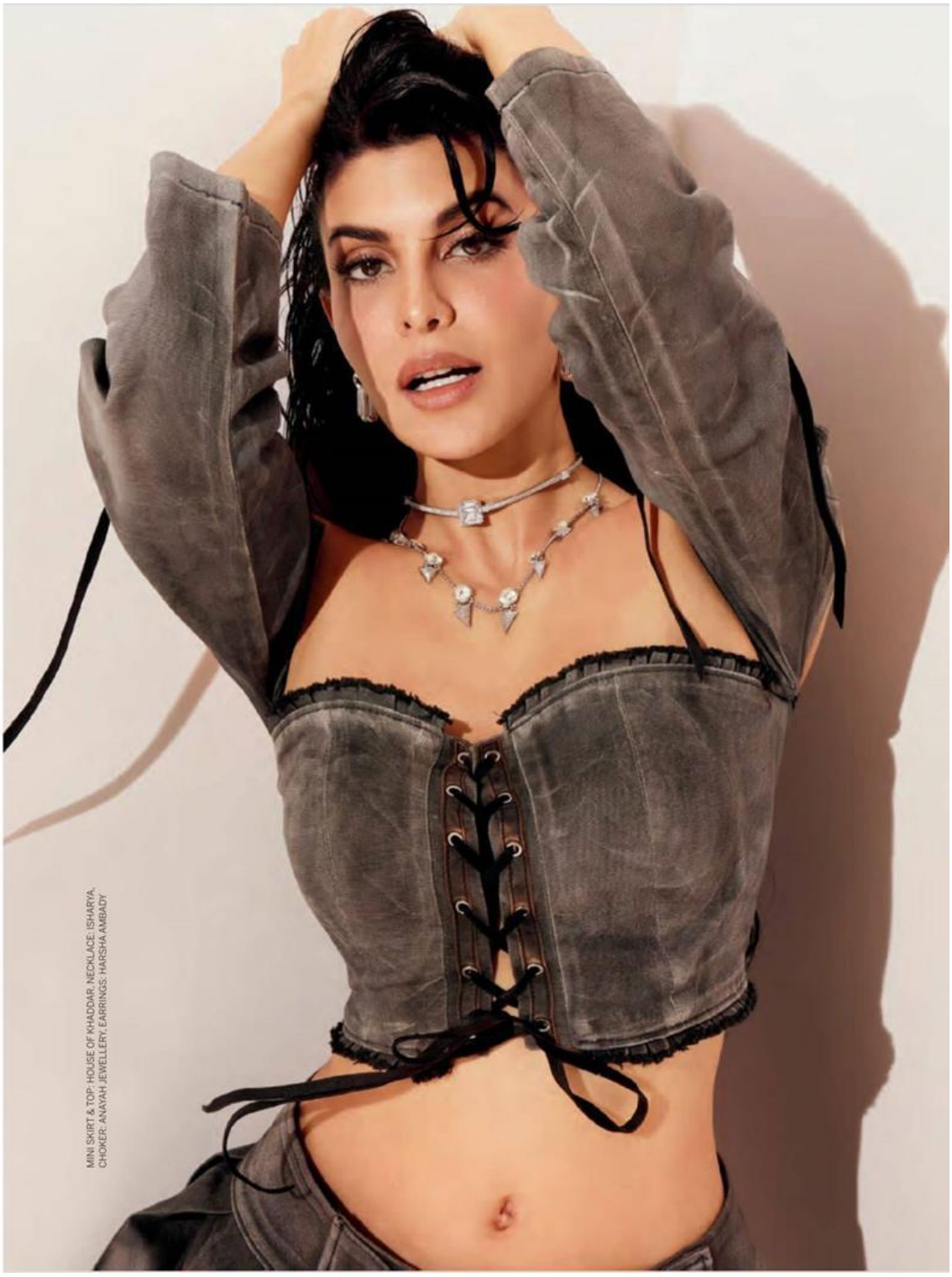
I'm very picky about the songs I choose, but, when *Yimmy Yimmy* was presented to me, I knew I could do justice to it. Shreya Ghoshal has done wonders with the lyrics and Tayc is such an incredible artist – he makes really soulful music. The choreography was done by Shazia Piyush, and it was not something I was really used to doing but I pushed myself and it worked out really well. We shot in freezing temperatures and had 20-hour shoot days – it was harrowing but we all knew it would be worth the effort. It's definitely one of my favourite songs to date.

You've been part of several songs that have become hits and are now a big part of pop culture. How would you like to be perceived by future generations?

I really believe in living in the moment. I don't want to think too much about future generations and perception and legacy. Who can guarantee that? What guarantee *do* we have? It also comes down to who you are living for. I want to live for myself. I want to be in the present moment. I want to enjoy the little moments of life. I want to be with my friends and my family when I need to be with my friends and my family, and not be pressured by fame or by legacy. I genuinely feel there are more important things in life than that. If I can entertain my audiences, if I can make a difference in the world with the causes that I support while I'm alive, that's truly enough for me.

Singing is the new chapter in your career. How is it being behind a microphone compared to in front of a camera?

Acting and singing both let me express myself in very different ways. When I'm in front of the camera, I'm bringing a character's emotions and journey to life; it's a lot of imagination. I love using that part of my mind because, as you get older, it's not something that you tap into much. When I'm behind the mic, it's my own emotions and experiences th.at I'm channeling. It's very intimate. It's a small studio, you're there alone, and there's something extremely personal about singing. It's just my voice and my story. Every lyric, every note feels like a piece of my ›


MINI SKIRT & TOP: HOUSE OF KHADDAR. NECKLACE: ISHARYA.
CHOKER: ANAYAH JEWELLERY. EARRINGS: HARSHA AMBADY



LACE LEOTARD & PANTS: RUDRAKSH DWIVEDI. EARRINGS: BESOIN STUDIO. RINGS: ANAYAH JEWELLERY, CELESTIC JEWELS. SHOES: CHRISTIAN LOUBOUTIN

soul. It's like putting a piece of my heart out there for people to connect with. It's a new kind of storytelling.

While acting is very collaborative, music feels more intimate – like having a direct conversation with my audiences. And that's what I really love. The creative fulfillment from both is incredible, though, and I love how they challenge me to grow in different directions.

What advice would the Jacqueliene of 2024 give the Jacqueliene who first stepped onto a Bollywood set in 2009?

The advice I would give younger Jackie would be something I read recently – 'Spend your time in the company of geniuses, sages, children, and books. These four things. The beauty of life lies in the diversity of influences that shape us. Geniuses challenge us to expand our thinking. Children rekindle our sense of wonder and we should always have that whether we're adults or not and books open the doors to endless knowledge and understanding.' That's something I would definitely tell my younger self.

Tell us your thoughts about living life right now...

From an external perspective, I think there's wisdom in knowing that ageing is normal, and every one of us will be going through it at some point. Internally, nothing else can bring you the kind of mental clarity and maturity that real-life experiences can. I'm grateful for the good experiences and even more grateful for the lessons I've learnt through the bad ones.

What does a lazy day in Jacqueliene's life look like?

They're usually very rare but, on my ideal lazy day, when I do get one, I like to be in my pajamas the whole day, and I like to binge watch a TV show and just cuddle with my cats.

What's your favourite way to decompress after a particularly long day on set?

A really good head massage – nothing feels more relaxing than a really good *champi*!

The new year is upon us. Are you a resolutions person? Any you would like to share with us for 2025?

I've actually stuck to all my resolutions these past two, three years. Meditation was a massive one for me this year. Getting into vegetarianism, into veganism, and into under consumption was another big one for me. I was able to really commit to all of these over the past couple of years.

I think 2025 is going to be a year I go deeper into figuring out what a balanced life for me would be. My parents are getting older, so I'm definitely looking to spend more time with them. The new year will be a balanced time of work, projects, dream projects, and time with my parents, and hopefully joining the 5AM club. If there's one little niggling resolution that I want to actually keep in 2025, it would be joining the 5AM club. 2025 is also going to be about pursuing work projects that excite me. I plan on taking things on courageously and independently. F

> *"I'm grateful for the good experiences AND EVEN MORE GRATEFUL FOR THE LESSONS I've learnt through the bad ones"*

MAKEUP: SHAAN MUTTATHIL. HAIR: PRIYANKA TREHAN. VIDEOGRAPHY: ABHISHEK TRIVEDI. MAKEUP ASSISTANCE: RESHUU MAHANTI. STYLING ASSISTANCE: SANA KHAN. HOSPITALITY PARTNER: CAFE MUTTUSWAMI

COVER STORY

Jackie Oh!

Unapologetic and empowered, JACQUELIENE FERNANDEZ is ready to take on 2025 with renewed vigour. The actor opens up about learnings, and unlearnings in a freewheeling chat with Karen Alfonso

PHOTOGRAPHS: **SURESH NATARAJAN**
STYLING: **DIVYAK D'SOUZA**
ART DIRECTION: **BENDI VISHAN**




PANTS: AFEW RAHUL MISHRA. KNIT TOP & EARRINGS:
H&M. SHOES: CHRISTIAN LOUBOUTIN




"Flawlessness is a myth AND OUR AUDIENCES ARE NOW INTELLIGENT ENOUGH to not always expect it from us"
DRESS: FIERCE LONDON. RINGS: HARSHA AMBADY. BOOTS: TWENTY DRESSES
DECEMBER 2024-JANUARY 2025 • FEMINA • 23


"I want to live for myself. I WANT TO BE IN THE CURRENT MOMENT. I want to enjoy the little moments of life"
PANTS: AFEW RAHUL MISHRA. KNIT TOP, EARRINGS: H&M. SHOES: CHRISTIAN LOUBOUTIN

Jacqueliene Fernandez has a face card that doesn't decline. With cheekbones that could cut glass and features a Disney princess would be proud of, it's no wonder her first-ever film role in Bollywood was as Princess Jasmine in *Aladin* (2009). But Jacqueliene is more than just that. She boasts an impressive resume that showcases her versatility as an actor – whether it is her action-packed role in *Kick* (2014) opposite Salman Khan, her impeccable comic timing in *Housefull 3* (2015), or her beguiling vulnerability in *Roy* (2015).

Adding to her appearances in music videos, dance cameos and a stint as a judge on *Jhalak Dikhhla Jaa*, this year Jacqueliene also decided to flex her singing skills, making her debut with *Stormrider*, a single she collaborated on with LA-based record label Myst Music. The song has already amassed 8.4 million views on YouTube, bearing testimony to her immense popularity among her fans.

Walking into our cover shoot, she's disarmingly easygoing and fun – even doing a headstand in heels multiple times, holding each pose for over two minutes. Never losing her smile – the woman is a trooper! It's easy to see that she loves the camera. And that it loves her right back.

As we trace her evolution from ingénue to superstar, Jacqueliene shares unexpected truths about life, her take on living, her newfound success as a singer, and her expectations of the year to come…

Tell us a little about growing up in Bahrain and coming home to India?

My family roots are in Sri Lanka, so I am South Asian by origin. I grew up in Bahrain, a beautiful desert island in the Middle East. It was a great place to grow up in because it was safe and very cosmopolitan. There was a beautiful amalgamation of different cultures within Bahrain so we had a great childhood. Because of the blend of cultures, I never felt the need to fit in. I never felt a need to rebel or stand out in any way. The only thing that seemed alien to a lot of people was the fact that I wanted to pursue acting. It wasn't really a popular choice of career.

I have always been fascinated with other cultures, absorbing and learning from them. Living in India, I developed an interest in practising yoga and meditation and studying a lot of Eastern philosophy, particularly the teachings of the spiritual master Paramahansa Yogananda. My time out of home has shaped a lot of how I am today.

How has your style evolved over the years?

My style has simplified over the years. I used to love very bright and extremely unique styles, sometimes bordering on the eccentric. Right now, the space I am in is not really about following any trends. I think it's more about me. It's more about who I am, what I am comfortable in, and about me fearlessly being myself. Even if a trend comes along that I actually do like, I don't want to be a slave to what colour I need to be wearing this season, or what style, or what brand. ›

Government of India
Ministry of Ayush
सत्यमेव जयते
01 Jan, 2025 - 31 Jan, 2025

I just want to be liberated in how I want to dress, what I want to wear, what colour I choose. I think it's about just finding what you really like and going with that, and being really comfortable and fearless with that decision.

Being a public figure, there's always the pressure to look flawless. How do you balance staying authentic while embracing beauty and fashion trends?

Flawlessness is a myth and our audiences are now intelligent enough to not always expect that from us. In fact, I feel that audiences love to see people as they are, how you are at home without all the glam. I always wear what I'm comfortable in. If every individual in society tried their best to not be so judgemental online and offline, it would encourage more authenticity from everybody, whether it's a celebrity or a regular person.

> *If every individual in society TRIED THEIR BEST NOT TO BE SO JUDGEMENTAL ONLINE AND OFFLINE, it would encourage more authenticity from everybody, whether it's a celebrity or a regular person*

Magazines @ 60/m WhatsApp To 8969469464

You've opened up in the past about having PCOD and how it affected your skin...

I've had skin issues since childhood. I've had eczema, and acne has followed me into my adult life. It was difficult because you're worried about it being captured on camera and it did make me lose my confidence at times. Then I realised that these are probably things that I could really heal with a good diet and some lifestyle changes, which I have made along the years. I've made changes in my choice of food and in my lifestyle as well; I've completely omitted dairy and I try to have less gluten.

Dairy was a big one for me because I think that aggravated a lot of my skin issues. My eating is a lot cleaner now. I really want to give my body the best food that it can get in terms of what would be beneficial, what has the most nutrients, what is the cleanest. Doing that has been a really good learning experience for me and the results have been amazing – I've seen an immediate change in everything, my overall energy, my skin…

Your definition of beauty...

Over the years, I've changed my focus from aesthetics towards balance and how something makes me feel – whether it's a workout or an outfit. If it makes me feel good and I'm at peace with it, I go for that over the aesthetic and the superficiality of it.

You are known for being dedicated to fitness. What motivated you to start your fitness journey?

For me, fitness is therapy. I've always come out of a session of yoga, the gym, or dance just feeling so much better and so much more accomplished. We tend to do what we love most without excuses – and, for me, that's fitness. It's been a part of my daily life for over two decades. I consider it a part of my profession as well, so that does give me a lot of motivation to keep up. Over the years and as I get older, I've realised it's not just about keeping up or that I need to stay fit for my job; it's really about how I get better just overall in life. How do I get stronger? How do I keep my mind focused? This is all part of the package. Fitness is a massive part of that because discipline is involved – you can never ever stop learning. And that's how I always want to live my life.

What does fitness bring to your life?

Having a 360° approach to fitness is so important. It all boils down to the basics. If you lead a lifestyle that has movement and ›

Tattva creations
Simpleey.io | Page 545 of 645



LACE LEOTARD & PANTS: RUDRAKSH DWIVEDI. EARRINGS: BESOIN STUDIO. RINGS: ANAYAH JEWELLERY, CELESTIC JEWELS. SHOES: CHRISTIAN LOUBOUTIN

Deccan Chronicle • Chennai • 04 Jan, 2025

Free 4 - week yoga classes in city

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	191	N/A	Top Right	336081	1.15M

OTHER STORIES



Free 4-week yoga classes in city

Sannyasi Krishnayogam, founder of Satyananda Yoga Centre, will conduct a 4-week Yoga class as per Bihar School of Yoga tradition for men and women at T.Nagar, Nanganallur, Velachery and Surapet.

Regular classes, which are free, are from 5.30 am to 7.00 am (Monday to Saturday). The classes are aimed at physical, mental and spiritual health. The classes are conducted in a spiritual atmosphere in strict adherence to Bihar School of Yoga (Deemed University) curriculum - asana, pranayama, pratyahara (senses withdrawal techniques), dharana (concentration, meditation, mantra, value education, food habits, shat kriyas (internal pathways cleansing for managing diseases) etc are covered.

The classes at Surapet will start from Monday (Jan. 6) at Aruljothi Arulalayam, Surapet Sanmarga Sangam, Ambattur Puzal Road, Surapet. The Classes at Velachery will start from Jan. 7 at Thiruveethi Amman Kovil, #2, Thiru Veethi Amman Kovil Street, Velachery. The Classes at Nanganallur will start from Jan. 8 at Shri Sudarshan Terrace Hall, B-2, Lakshmi Nagar Main Road, Nanganallur. The Classes at T.Nagar will start from Jan 9 at The Bengal Association, New No.6, Old No.29, Giri Road, T.Nagar, Chennai.

On completion, students can join advanced pranayama course leading to Kundalini Yoga, Prana Vidya and Kriya Yoga courses. Old students who have discontinued their practice can also join and reap the benefits. Please contact the centre on 8754499334 or 9445051015 to register.

The New Indian Express • Chennai • 04 Jan, 2025

MATSYASANA WHEEL

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	712	N/A	Top Center	940169	246.4K

FITBIT

MATSYASANA WHEEL

(FISH POSE WHEEL)

This pose, as the name suggests, is a supported variation of the foundational pose, Matsyasana (Fish Pose). In this variation, the backbend is supported by a yoga prop wheel. It is perfect for beginners or students with limited strength and flexibility while stretching the pectoral and shoulder muscles. For advanced practitioners, it offers a way to hold a deeper stretch for a longer duration.

STEPS

- Grab a yoga wheel, ensuring it is stable and won't roll or slip during the pose. Sit in Dandasana (Staff Pose) with your legs extended straight in front. Place the yoga wheel directly behind your back, aligning it parallel to your spine. Hold the wheel lightly with your hands and bend your knees.
- Inhale deeply. On exhale, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands for a seamless motion.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine, particularly between the shoulder blades. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs out in front, open your arms wide to the sides, and relax your palms facing upward with fingers softly curled. Close your eyes and begin deep breathing. Stay in this position for 6-8 breaths, focusing on expanding the chest with each inhalation and relaxing into the backbend with each exhale.
- To release, bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana after removing the wheel.
- Fold forward into Caterpillar Pose as a counter stretch. Finish by relaxing in Staff Pose with hands back and knees bent.

LIMITATIONS

- Avoid if you have injuries or surgeries involving the back, hips, shoulders, or neck, severe back pain, herniated discs, or low blood pressure.
- Not recommended for severe asthma, COPD, vertigo, dizziness, or insomnia.
- Pregnant women should avoid this pose.
- Individuals with excessive abdominal pressure or cervical issues should refrain from practice.
- Seniors should perform the pose slowly and with caution.

BENEFITS

- Encourages a deep backbend, enhancing spinal flexibility and mobility.
- Provides support, making poses more accessible for beginners.
- Engages all major muscle groups.
- Promotes respiration, rejuvenates energy, and provides profound rest.
- Increases blood flow to the brain, calming the mind and boosting mood.
- Helps alleviate mild depression, stress, and anxiety.
- Improves posture and addresses rounded shoulders caused by prolonged sitting.
- Beneficial for kids, teens, and working professionals.
- Stimulates fresh blood supply to the abdominal area.
- Strengthens pelvic floor, abdominal, and lower back muscles.
- Therapeutic for sedentary lifestyles.
- Opens the chest, increasing lung capacity and aiding respiratory disorders like asthma and colds.
- Improves abdominal organ function, aiding digestion, diabetes, and IBD.
- Helps with menstrual cramps and PCOD.
- Reduces aches and pains in the neck, shoulders, and upper back.
- Prevents or reduces sagging of the breasts.
- Safe for seniors with bent legs.
- Enhances breath awareness and connection.
- Promotes sthiram (firmness) and sukham (pleasantness) in posture.
- Supports mindful yoga practices and is suitable for athletes.



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

The Hindu • Chennai • 04 Jan, 2025

Healing inside out

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 5	English	2384	Metro Plus Weekend	Top Center	4804662	1.99M



As the Indian wellness market grows, retreats in India now combine various sciences and approaches so they can cater to unique needs like menopause, chronic stress and unresolved emotional trauma

Healing inside out

Barry Rodgers
barry.nathaniel@thehindu.co.in

Traditionally, wellness in India has been about harmony – between the body, mind, and spirit, and between individuals and their environment. It is not just a lifestyle; it is a philosophy that integrates physical health, mental clarity, emotional resilience, and spiritual growth. And while shows like *The White Lotus* may have popularised the idea of wellness as a glamorous escape with yoga, meditation, and luxury spas, wellness centres and retreats are moving beyond the stereotypical asanas on a cliffside and scented candle-lit meditation to address deeper, more specific concerns.

The Indian wellness market, currently valued at ₹1,300 crores, is projected to grow at a 10% CAGR through 2025, according to FICCI reports. And wellness today requires combining various sciences and approaches. This is the foundation of the integrated wellness concept at Atmantan Wellness Centre in Mulshi, Pune – a multi-specialty wellness centre designed to address health and well-being holistically. Nikhil Kapur, co-founder and director, Atmantan says, when the centre was conceptualised, wellness primarily revolved around relaxation and pampering. "Over time, as people's needs became more complex and advanced technologies became available, wellness centres like ours began focussing on therapeutic wellness and deep transformations. Guests now expect more than just a relaxing escape – they seek measurable results and lasting change," he says.

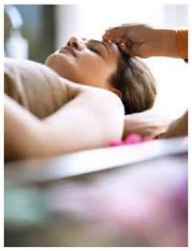
Post-pandemic, there has been a significant rise in individuals seeking emotional healing in the country, informs Nikhil, addressing concerns such as chronic stress, burnout, grief, and unresolved emotional trauma. "Many guests arrive at Atmantan to tackle issues like obesity, diabetes, or physical symptoms that often have roots in untreated emotional stress. While emotional and mental wellness was once a focus primarily for international visitors travelling to India for spiritual growth and recovery, more Indians now seek these transformative experiences," he says.

Over the last two years, the centre has observed a trend centered around conscious living through wellness communities. Senior living programmes are also gaining traction, with around 17-18% of Atmantan's clientele now over 70. Additionally, wearable technology, such as advanced rings and smart devices, is influencing wellness by providing actionable insights into health metrics, enabling users to achieve incremental gains in their wellness journeys.

CONTINUED ON
» PAGE 5



Retreats now address health and well-being holistically, and there is an increased focus on conscious living through wellness communities. SPECIAL ARRANGEMENT





Inhale, exhale

- Six percent of Indians are now prioritising health and wellness more than before, according to a Wellness 2023 Survey by ASSOCHAM
- On average, a seven-14 day retreat in a luxury Indian wellness centre costs anywhere between ₹1.5 lakh to ₹6 lakh, yet centres are reporting 90-95% occupancy during peak seasons
- International wellness tourists are contributing 30-40% of revenues for premium centres
- Medical wellness tourism has seen a 30% growth over the last two years



Healing inside out

From hormonal imbalances to emotional trauma, wellness retreats are covering a whole gamut of needs while providing relaxation.
SPECIAL ARRANGEMENT





CONTINUED FROM
» PAGE 1

The Rebalance Program at Ananda in the Himalayas is a holistic wellness journey designed to address hormonal imbalances in both men and women, tailored to their unique needs. For women, it focusses on managing the challenges of perimenopause and menopause, while for men, it targets testosterone decline and its associated effects on energy, mood, and vitality. Over two to three weeks, participants engage in personalised therapies, anti-inflammatory dietary plans, and natural supplementation to stimulate hormone balance and reduce inflammation. The programme continues beyond the retreat with a two to three month post-programme plan, offering self-therapy techniques, diet guidelines, and regular consultations to ensure long-term progress.

Several other wellness centres in the country also offer specialised programmes to support women through menopause by combining traditional practices like Ayurveda and yoga with modern therapies. Naad Wellness in Haryana focusses on hormonal balance and symptom management through naturopathy and Ayurveda. The Beach House Goa offers an eight-day retreat with personalised diets, supplements, and spa treatments. Wellness Garden and Shathayu Retreat in Bengaluru offers a 'Menopause Mastery' programme that combines kundalini yoga, natural treatments, and detox therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

Men in focus

Traditionally, wellness in India has been viewed as a gender-neutral or women-centric domain, with spas, yoga, and mental health initiatives often tailored to female audiences. However, with changing social dynamics and increasing awareness around men's health, men are increasingly moving away from the idea that prioritising health and self-care is unmasculine. In fact, 58% of Indian men reported prioritising self-care and fitness post-pandemic, according to a report by RedSeer.

"If we look back at 2015-2016, men constituted around 25% of wellness programme participants, but this number has risen sharply to more than 40%. At Ananda, the typical male clientele includes entrepreneurs, industry leaders, and startup founders between the ages of 40 and 60," says Mahesh Natarajan, COO, Ananda in the Himalayas.

Chronic pain management is another area of focus among men, especially for musculo-skeletal issues. The programme at Ananda combines physiotherapy, posture analysis, and integrated healing therapies to address chronic pain while improving mobility and alignment. For younger men, the holistic detox programme emphasises cholesterol management and toxin reduction, preventing long-term issues such as prostate problems. Recognising shifts in fertility dynamics, Ananda has introduced a fertility management programme, addressing reproductive health challenges like low testosterone, poor sperm quality, and other lifestyle-related issues. These challenges, previously considered women-centric, are now understood as critical for men, with reproductive health requiring longer recovery timelines.

"Emotional health is increasingly becoming a priority for male guests. Stress, burnout, and emotional blockages are addressed through emotional therapy, integrated with other wellness practices," says Mahesh.

Sleep takes centrestage

Sleep disorders, including insomnia and Obstructive Sleep Apnea (OSA), are increasingly prevalent in India, affecting a significant portion of the population. A systematic review reported that insomnia affects approximately 25.7% of Indians, while OSA has a prevalence of 37.4%, as published in MedRxiv.

In response, wellness retreats are tailoring their programmes to address sleep-related issues, integrating traditional healing practices with contemporary therapeutic approaches. For instance, Swastik – Luxury Wellbeing Sanctuary in Pune has introduced The Art of Restorative Sleep, a programme designed to help individuals combat sleep disorders like insomnia and chronic fatigue. This programme blends traditional Indian wellness practices with modern techniques to address the root causes of poor sleep. It includes personalised sleep assessments, Ayurvedic therapies such as shirodhara and abhyanga, and mind-body practices like yoga nidra and meditation to promote deep relaxation. Guests receive customised dietary plans with sleep-enhancing foods and herbal teas, alongside sound therapy and aromatherapy with essential oils.

Unnikrishnan Mohandas, yoga guru at Niraamaya Retreats Surya Samudra in Kovalam, Kerala, says it is becoming increasingly common for individuals, especially solo travellers, to seek wellness retreats as a means of stepping away from the demands of balancing careers and family life.

Many express a deep desire to focus on themselves, often stating sentiments like, "I told my family this time, I just want to be alone and take care of myself." This growing trend reflects the need for personal space and self-care.

Global trends

The Chenot Palace in Gabala (Azerbaijan) operates on what they call 'smart longevity'. With younger people becoming increasingly aware of 'age' at an early stage, they understand that their actions affect both the world and their biology.

As a result, they are now thinking about longevity in their early 20s, which was not the case for previous generations. Rishad Sharifov, general manager of the property, says biohacking tools and genetic testing come into play to track health and make informed decisions. This approach helps to take control of one's well-being and benefit from advancements in longevity science.

The Hans India • Hyderabad • 04 Jan, 2025

PM likens AAP to 'aapda' for Delhi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3, 7	English	355	N/A	Bottom Right,Middle Left	106570	390.49K

PM likens AAP to 'aapda' for Delhi

Says Centre's development projects will boost self-esteem of poor

NEW DELHI

PRIME Minister Narendra Modi on Friday slammed AAP as an "aapda" for Delhi, saying this "aapda" had taken the national capital in its grip in the past 10 years. The Prime Minister was handing over the keys at an event in the national capital to eligible beneficiaries of EWS (economically weaker section) flats at Swabhiman Apartments in the Ashok Vihar area, describing them as symbols of self-respect, dignity, and new aspirations and dreams. The PM said the Centre's development projects will boost the self-esteem of poor people and instill confidence in them, which is the real energy of Viksit Bharat.

Addressing people after launching a slew of infrastructure projects, in-cluding in housing and education sectors, Narendra Modi hit out at the AAP-led city government and said the situation in the national capital would worsen if its reign continued.

On the one hand, the Centre is making a lot of efforts; on the other, the Union Territory government stands for brazen lies, Modi said, accusing the AAP government of committing corruption in a host of sectors rang-ing from school education to fighting pollution and the liquor trade. With assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this "aapda (disaster)" and de-cided to get rid of it.

Continued on Page 7



Prime Minister Narendra Modi with beneficiaries of a housing scheme under which new flats are being provided to residents of Jhuggi Jhopri (JJ) clusters, during the foundation stone laying and inauguration cere-mony of various development projects, in New Delhi on Friday. Union Minister Manohar Lal and BJP MP Manoj Tiwari are also seen

PM likens AAP to 'aapda' for Delhi

Continued from front page

Giving a call for AAP's defeat, Modi raised the slogan, "'Aapda' ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)." "This year will usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said.

Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the na-tional capital, Modi said he was unable to fully help the people living here despite his efforts. If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to make houses for the poor, it is because "aapda" does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP supremo Arvind Kejriwal, Modi said he could also have built a "sheesh mahal" for himself but his dream was to ensure homes for everyone in the country. "These people commit corruption and then glorify it," he said, accusing AAP of shamelessness and making false promises.

The BJP has been targeting Kejriwal for allegedly spending a huge amount of money on his official residence when he was chief minister, and described his erstwhile home as "sheesh mahal". The country knows very well that he never built a home for himself, Modi said. "But in the past 10 years, (my government) has built four crore houses for the poor and fulfilled their dreams. I could have also built a 'sheesh mahal'. But my dream was to give a pucca house to my countrymen," he said, stress-ing his vision to provide a concrete house to those living in slums.

He said 2025 would bring many new possibilities for India, asserting that the country had become a symbol of political and economic stability in the world. India will rise to become a big manufacturing hub in the new year in which new records in the agriculture sector and women-led de-velopment will be registered as well, he said.

The prime minister asserted India's global standing and image would also be strengthened in 2025. Providing affordable housing to the poor and the middle class is a priority for the BJP-led central government, he said and added one crore new houses would be built for the urban poor in the next phase. It is the BJP-led government at the Centre which will help do it, Modi said.

Bizz Buzz • Hyderabad • 04 Jan, 2025

PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	229	N/A	Bottom Left	22880	N/A

PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls

Says, 'Aapda' ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)

Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to fully help the people living here despite his efforts



Prime Minister Narendra Modi with Union Minister for Housing and Urban Affairs Manohar Lal during the inauguration of newly constructed flats for the dwellers of Jhuggi Jhopri (JJ) clusters, in New Delhi, Friday

NEW DELHI

PRIME Minister Narendra Modi on Friday slammed AAP as an "aapda" for Del-hi, saying this "aapda" had taken the national capital in its grip in the past 10 years. Address-ing people after launching a slew of infrastructure projects in the national capital, includ-ing in housing and education sectors, he hit out at the AAP-led city government and said the situation in the national capital would worsen if its reign continued.

On the one hand, the Cen-tre is making a lot of efforts; on the other, the Union Ter-ritory government stands for brazen lies, Modi said, accus-ing the AAP government of committing corruption in a host of sectors ranging from school education to fighting pollution and the liquor trade.

Modi inaugurated a slew of development projects, includ-ing 1,675 flats for res-idents of 'jhuggi-jhopri' (JJ) or slum clusters and two urban re-development projects in the city. The Prime Minister's Office (PMO) in a statement said Modi would also lay the foundation stone of the Veer Savarkar College at Roshan-pura, Najafgarh, which would have state-of-the-art facilities for education, besides an aca-demic block in east Delhi and another in Dwarka.

With Assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this "aapda (disaster)" and decided to get rid of it. Giving a call for AAP's defeat, Modi raised the slogan, "'Aapda' ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)."

"This year will usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said. Due to the city government not allowing the Centre's signature health insurance scheme, Ayush-man Bharat, and other pro-grammes in the national capi-tal, Modi said he was unable to fully help the people living here despite his efforts.

If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to make houses for the poor, it is be-cause "aapda" does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP supremo Arvind Kejriwal, Modi said he could also have built a "sheesh mahal" for himself but his dream was to ensure homes for everyone in the country.

The Morning Standard • Delhi • 04 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	617	N/A	Middle Right	296172	300K

FITBIT

MATSYASANA WHEEL

(FISH POSE WHEEL)

This pose, as the name suggests, is a supported variation of the foundational pose, Matsyasana (Fish Pose). In this variation, the backbend is supported by a yoga prop wheel. It is perfect for beginners or students with limited strength and flexibility while stretching the pectoral and shoulder muscles. For advanced practitioners, it offers a way to hold a deeper stretch for a longer duration.

STEPS

- Grab a yoga wheel, ensuring it is stable. Sit in Dandasana (Staff Pose) with your legs extended straight in front. Place the yoga wheel directly behind your back, aligning it parallel to your spine. Hold the wheel lightly with your hands and bend your knees.
- Inhale deeply. On exhale, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs, open your arms to the sides, and relax your palms facing upward. Close your eyes and do deep breathing. Stay in this position for six to eight breaths, focusing on expanding the chest with each inhalation.
- Bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana.
- Fold forward into Caterpillar Pose. Finish by relaxing in Staff Pose with hands back and knees bent.

LIMITATIONS

- Avoid if you have injuries or surgeries involving the back, hips, shoulders, or neck, severe back pain, herniated discs, or low blood pressure.
- Not recommended for severe asthma, COPD, vertigo, dizziness, or insomnia.
- Pregnant women should avoid this pose.
- Individuals with excessive abdominal pressure or cervical issues should refrain from practice.
- Seniors should perform the pose slowly and with caution.

BENEFITS

- Encourages a deep backbend, enhancing spinal flexibility and mobility.
- Provides support.
- Engages all major muscles.
- Promotes respiration, rejuvenates energy, and provides profound rest.
- Increases blood flow to the brain, calming the mind, and boosting mood.
- Helps cure mild depression, anxiety and stress.
- Improves posture and addresses rounded shoulders caused by prolonged sitting.
- Beneficial for kids, teens, and working professionals.
- Stimulates fresh blood supply to the abdominal area.
- Strengthens pelvic floor, abdominal, and lower back muscles.
- Therapeutic for sedentary lifestyle.
- Opens the chest, increasing lung capacity and aiding respiratory disorders like asthma and colds.
- Improves abdominal organ function, aiding digestion, diabetes, and IBD.
- Helps with menstrual cramps and PCOD.
- Reduces aches and pains in the neck, shoulders, and upper back.
- Prevents or reduces sagging of the breasts.
- Safe for seniors with bent legs.
- Enhances breath awareness and connection.
- Promotes sthiram (firmness) and sukham (pleasantness) in posture.
- Supports mindful yoga practices and is suitable for athletes.



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

Business Standard • Jaipur • 04 Jan, 2025

A global outreach beyond business

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	373	N/A	Bottom Left	120576	89.49K

A global outreach beyond business

An ancient civilisation with a modern outlook, India has a lot of fine strengths – in cinema, sports, art, culture, food, yoga – that it is building on

ILLUSTRATION: BINAY SINHA



VISHAL MENON
New Delhi, 3 January

As Dommaraju Gukesh got up from his chair, both arms raised and a beaming smile, the moment felt timeless. The raucous cheers from the crowd only amplified the significance of his epochal triumph.

Gukesh, 18, was crowned the youngest world champion in the history of chess, quelling Ding Liren in the 2024 FIDE World Championship in Singapore — an occasion that took India's soft power to new heights.

Since the turn of the century, the country has expanded its global influence in more ways than one, with yoga, art, sport, cinema and food (with several Michelin star Indian chefs) all contributing to it.

Yoga, in fact, is often described as the biggest export from India, with hundreds of thousands of people today practising it around the world. Popularised globally by yoga gurus such as BKS Iyengar, it got a day to its name on December 11, 2014, when the United Nations General Assembly declared June 21 as the International Day of Yoga following a suggestion by Prime Minister Narendra Modi in his UN address and a subsequent draft resolution introduced by India's permanent representative to the UN.

Like yoga, Indian cinema, too, has been making a mark since before the 2000s — think Satyajit Ray, whose Oscar award was announced by another legend, Audrey Hepburn; or Raj Kapoor, who had Russians singing "*Mera joota hai Japani*"; or superstars such as Amitabh Bachchan and Shah Rukh Khan; or more recently, "*Naatu Naatu*", a song from the 2022 Telugu movie, *RRR*, which became a worldwide hit, winning the Academy Award for Best Original Song in 2023.

"Indians have in this period (2000 to 2024) created waves in the field of art, culture, cinema, mathematics, music, pharmaceuticals, science, sports and technology, to name a few areas," Kalikesh Narayan Singh Deo, president, National Rifle Association of India, tells *Business Standard*.

"This quarter century got us two individual gold medals in the Olympics, something which was not achieved in the previous half a century or so of our existence as a modern democracy," Deo adds. "Such achievements raise the stature of a nation considerably."



Gukesh's stellar rise in chess apart, from cricket to indigenous sports like kabaddi, kho kho, wrestling and badminton, India's sports ecosystem is blossoming.

This multi-pronged approach, combined with hosting international events, investing in grassroots initiatives, and promoting women in sports, is allowing the country to enhance its global stature, strengthen diplomatic ties, and cultivate a positive image.

Olympic ambitions

During his Independence Day speech in 2024, Modi said India dreams of hosting the Olympics in 2036 — an ambition that was recently backed by International Olympic Committee head Thomas Bach.

Indeed, India's Olympic-sized ambition is more than just a cheeky overreach. For an aspirational country to get a seat at the high table at the global stage, it is important to be a winner in the sporting arena.

In modern history, a nation's rise has been intrinsically linked to its phoenix-like trajectory as a sporting behemoth. It is something ace shooter Manu Bhaker, who bagged two bronze medals at the 2024 Paris Olympics, attests to.

"Hosting the Olympics will definitely encourage a sporting culture in India and boost the country's profile," she said to *Business Standard* during an earlier interview. If that happens, New Delhi, Mumbai and Ahmedabad will cease to be mere specks on the Olympics map.

Getting there, though, will require significant investment in both sportspersons and sporting infrastructure. In fact, it would require deeper interventions, given that the country doesn't really have a sporting culture. Schools, for example, either don't have sports periods or don't take them seriously.

For now, if there is one sporting event that has truly turned the spotlight on India, it is the Indian Premier League (IPL).

Since its inception in 2008, the IPL has morphed into something more than just a glitzy annual cricket tournament. It is now a powerful vehicle showcasing the country's vibrant culture and fostering international diplomacy, with its viewership spanning countries across the globe.

According to a 2024 report by American investment bank Houlihan Lokey, IPL's business valuation currently stands at $16.4 billion. "The IPL has its impact in the world of sports and also on the world economy simply because it's one of the richest leagues in the world," Deo says.

More on business-standard.com

Business Standard • Delhi • 04 Jan, 2025

A global outreach beyond business

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	373	N/A	Bottom Left	184784	89.49K

A global outreach beyond business

An ancient civilisation with a modern outlook, India has a lot of fine strengths – in cinema, sports, art, culture, food, yoga – that it is building on

ILLUSTRATION: BINAY SINHA



VISHAL MENON
New Delhi, 3 January

As Dommaraju Gukesh got up from his chair, both arms raised and a beaming smile, the moment felt timeless. The raucous cheers from the crowd only amplified the significance of his epochal triumph.

Gukesh, 18, was crowned the youngest world champion in the history of chess, quelling Ding Liren in the 2024 FIDE World Championship in Singapore — an occasion that took India's soft power to new heights.

Since the turn of the century, the country has expanded its global influence in more ways than one, with yoga, art, sport, cinema and food (with several Michelin star Indian chefs) all contributing to it.

Yoga, in fact, is often described as the biggest export from India, with hundreds of thousands of people today practising it around the world. Popularised globally by yoga gurus such as BKS Iyengar, it got a day to its name on December 11, 2014, when the United Nations General Assembly declared June 21 as the International Day of Yoga following a suggestion by Prime Minister Narendra Modi in his UN address and a subsequent draft resolution introduced by India's permanent representative to the UN.

Like yoga, Indian cinema, too, has been making a mark since before the 2000s — think Satyajit Ray, whose Oscar award was announced by another legend, Audrey Hepburn; or Raj Kapoor, who had Russians singing "*Mera joota hai Japani*"; or superstars such as Amitabh Bachchan and Shah Rukh Khan; or more recently, "*Naatu Naatu*", a song from the 2022 Telugu movie, *RRR*, which became a worldwide hit, winning the Academy Award for Best Original Song in 2023.

"Indians have in this period (2000 to 2024) created waves in the field of art, culture, cinema, mathematics, music, pharmaceuticals, science, sports and technology, to name a few areas," Kalikesh Narayan Singh Deo, president, National Rifle Association of India, tells *Business Standard*.

"This quarter century got us two individual gold medals in the Olympics, something which was not achieved in the previous half a century or so of our existence as a modern democracy," Deo adds. "Such achievements raise the stature of a nation considerably."

2000-2024
THE INDIA STORY
SOFT POWER

Gukesh's stellar rise in chess apart, from cricket to indigenous sports like kabaddi, kho kho, wrestling and badminton, India's sports ecosystem is blossoming.

This multi-pronged approach, combined with hosting international events, investing in grassroots initiatives, and promoting women in sports, is allowing the country to enhance its global stature, strengthen diplomatic ties, and cultivate a positive image.

Olympic ambitions

During his Independence Day speech in 2024, Modi said India dreams of hosting the Olympics in 2036 — an ambition that was recently backed by International Olympic Committee head Thomas Bach.

Indeed, India's Olympic-sized ambition is more than just a cheeky overreach. For an aspirational country to get a seat at the high table at the global stage, it is important to be a winner in the sporting arena.

In modern history, a nation's rise has been intrinsically linked to its phoenix-like trajectory as a sporting behemoth. It is something ace shooter Manu Bhaker, who bagged two bronze medals at the 2024 Paris Olympics, attests to.

"Hosting the Olympics will definitely encourage a sporting culture in India and boost the country's profile," she said to *Business Standard* during an earlier interview. If that happens, New Delhi, Mumbai and Ahmedabad will cease to be mere specks on the Olympics map.

Getting there, though, will require significant investment in both sportspersons and sporting infrastructure. In fact, it would require deeper interventions, given that the country doesn't really have a sporting culture. Schools, for example, either don't have sports periods or don't take them seriously.

For now, if there is one sporting event that has truly turned the spotlight on India, it is the Indian Premier League (IPL).

Since its inception in 2008, the IPL has morphed into something more than just a glitzy annual cricket tournament. It is now a powerful vehicle showcasing the country's vibrant culture and fostering international diplomacy, with its viewership spanning countries across the globe.

According to a 2024 report by American investment bank Houlihan Lokey, IPL's business valuation currently stands at $16.4 billion. "The IPL has its impact in the world of sports and also on the world economy simply because it's one of the richest leagues in the world," Deo says.

More on business-standard.com

The Hindu • Hyderabad • 04 Jan, 2025

Healing inside out

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	1398	Metro Plus Weekend	Top Left	538080	956.08K



As the Indian wellness market grows, retreats in India now combine various sciences and approaches so they can cater to unique needs like menopause, chronic stress and unresolved emotional trauma

Healing inside out

Barry Rodgers
barry.nathaniel@thehindu.co.in

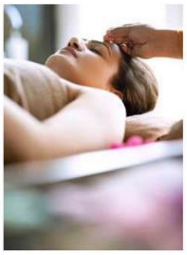
Traditionally, wellness in India has been about harmony – between the body, mind, and spirit, and between individuals and their environment. It is not just a lifestyle; it is a philosophy that integrates physical health, mental clarity, emotional resilience, and spiritual growth. And while shows like *The White Lotus* may have popularised the idea of wellness as a glamorous escape with yoga, meditation, and luxury spas, wellness centres and retreats are moving beyond the stereotypical asanas on a cliffside and scented candle-lit meditation to address deeper, more specific concerns.

The Indian wellness market, currently valued at ₹1,300 crores, is projected to grow at a 10% CAGR through 2025, according to FICCI reports. And wellness today requires combining various sciences and approaches. This is the foundation of the integrated wellness concept at Atmantan Wellness Centre in Mulshi, Pune – a multi-specialty wellness centre designed to address health and well-being holistically. Nikhil Kapur, co-founder and director, Atmantan says, when the centre was conceptualised, wellness primarily revolved around relaxation and pampering. "Over time, as people's needs became more complex and advanced technologies became available, wellness centres like ours began focussing on therapeutic wellness and deep transformations. Guests now expect more than just a relaxing escape – they seek measurable results and lasting change," he says.

Post-pandemic, there has been a significant rise in individuals seeking emotional healing in the country, informs Nikhil, addressing concerns such as chronic stress, burnout, grief, and unresolved emotional trauma. "Many guests arrive at Atmantan to tackle issues like obesity, diabetes, or physical symptoms that often have roots in untreated emotional stress.









Inhale, exhale

- Six percent of Indians are now prioritising health and wellness more than before, according to a Wellness 2023 Survey by ASSOCHAM
- On average, a seven-14 day retreat in a luxury Indian wellness centre costs anywhere between ₹1.5 lakh to ₹6 lakh, yet centres are reporting 90-95% occupancy during peak seasons
- International wellness tourists are contributing 30-40% of revenues for premium centres
- Medical wellness tourism has seen a 30% growth over the last two years

While emotional and mental wellness was once a focus primarily for international visitors travelling to India for spiritual growth and recovery, more Indians now seek these transformative experiences," he says.

Over the last two years, the centre has observed a trend centered around conscious living through wellness communities. Senior living programmes are also gaining traction, with around 17-18% of Atmantan's clientele now over 70. Additionally, wearable technology, such as advanced rings and smart devices, is influencing wellness by providing actionable insights into health metrics, enabling users to achieve incremental gains in their wellness journeys.

The Rebalance Program at Ananda in the Himalayas is a holistic wellness journey designed to address hormonal imbalances in both men and women, tailored to their unique needs. For women, it focusses on managing the challenges of perimenopause and menopause, while for men, it targets testosterone decline and its associated effects on energy, mood, and vitality. Over two to three weeks, participants engage in personalised therapies, anti-inflammatory dietary plans, and natural supplementation to stimulate hormone balance and reduce inflammation. The programme continues beyond the retreat with a two to three month post-programme plan, offering self-therapy techniques, diet guidelines, and regular consultations to ensure long-term progress.

(Clockwise from left) Ananda in the Himalayas; for sleep-related issues, centres integrate traditional healing practices with contemporary therapeutic approaches; Acupuncture can help with chronic pain; Centres are focused on therapeutic wellness and deep transformations; Retreats address health and well-being holistically, to help people with hormonal imbalances. SPECIAL ARRANGEMENT



Several other wellness centres in the country also offer specialised programmes to support women through menopause by combining traditional practices like Ayurveda and yoga with modern therapies. Naad Wellness in Haryana focusses on hormonal balance and symptom management through naturopathy and Ayurveda. The Beach House Goa offers an eight-day retreat with personalised diets, supplements, and spa treatments. Wellness Garden and Shathayu Retreat in Bengaluru offers a 'Menopause Mastery' programme that combines kundalini yoga, natural treatments, and detox therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

Men in focus

Traditionally, wellness in India has been viewed as a gender-neutral or women-centric domain, with spas, yoga, and mental health initiatives often tailored to female audiences. However, with changing social dynamics and increasing awareness around men's health, men are increasingly moving away from the idea that prioritising health and self-care is unmasculine. In fact, 58% of Indian men reported prioritising self-care and fitness post-pandemic, according to a report by RedSeer.

"If we look back at 2015-2016, men constituted around 25% of wellness programme participants, but this number has risen sharply to more than 40%. At Ananda, the typical male clientele includes entrepreneurs, industry leaders, and startup founders between the ages of 40 and 60," says Mahesh Natarajan, COO, Ananda in the Himalayas.

Chronic pain management is another area of focus among men, especially for musculo-skeletal issues. The programme at Ananda combines physiotherapy, posture analysis, and integrated healing therapies to address chronic pain while improving mobility and alignment. For younger men, the holistic detox programme emphasises cholesterol management and toxin reduction, preventing long-term issues such as prostate problems. Recognising shifts in fertility dynamics, Ananda has introduced a fertility management programme, addressing reproductive health challenges like low testosterone, poor sperm quality, and other lifestyle-related issues. These challenges, previously considered women-centric, are now understood as critical for men, with reproductive health requiring longer recovery timelines.

"Emotional health is increasingly becoming a priority for male guests. Stress, burnout, and emotional blockages are addressed through emotional therapy, integrated with other wellness practices," says Mahesh.

Sleep takes centrestage

Sleep disorders, including insomnia and Obstructive Sleep Apnea (OSA), are increasingly prevalent in India, affecting a significant portion of the population. A systematic review reported that insomnia affects approximately 25.7% of Indians, while OSA has a prevalence of 37.4%, as published in MedRxiv.

In response, wellness retreats are tailoring their programmes to address sleep-related issues, integrating traditional healing practices with contemporary therapeutic approaches. For instance, Swastik – Luxury Wellbeing Sanctuary in Pune has introduced The Art of Restorative Sleep, a programme designed to help individuals combat sleep disorders like insomnia and chronic fatigue. This programme blends traditional Indian wellness practices with modern techniques to address the root causes of poor sleep. It includes personalised sleep assessments, Ayurvedic therapies such as shirodhara and abhyanga, and mind-body practices like yoga nidra and meditation to promote deep relaxation. Guests receive customised dietary plans with sleep-enhancing foods and herbal teas, alongside sound therapy and aromatherapy with essential oils.

Unnikrishnan Mohandas, yoga guru at Niraamaya Retreats Surya Samudra in Kovalam, Kerala, says it is becoming increasingly common for individuals, especially solo travellers, to seek wellness retreats as a means of stepping away from the demands of balancing careers and family life.

Many express a deep desire to focus on themselves, often stating sentiments like, "I told my family this time, I just want to be alone and take care of myself." This growing trend reflects the need for personal space and self-care.

Global trends

The Chenot Palace in Gabala (Azerbaijan) operates on what they call 'smart longevity'. With younger people becoming increasingly aware of 'age' at an early stage, they understand that their actions affect both the world and their biology.

As a result, they are now thinking about longevity in their early 20s, which was not the case for previous generations. Rishad Sharifov, general manager of the property, says biohacking tools and genetic testing come into play to track health and make informed decisions. This approach helps to take control of one's well-being and benefit from advancements in longevity science.

The Hindu • Bengaluru • 04 Jan, 2025

Healing inside out

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	651	N/A	Top Center	865910	1.4M



As the Indian wellness market grows, retreats in India now combine various sciences and approaches so they can cater to unique needs like menopause, chronic stress and unresolved emotional trauma

Healing inside out

Barry Rodgers
barry.nathaniel@thehindu.co.in

Traditionally, wellness in India has been about harmony – between the body, mind, and spirit, and between individuals and their environment. It is not just a lifestyle; it is a philosophy that integrates physical health, mental clarity, emotional resilience, and spiritual growth. And while shows like *The White Lotus* may have popularised the idea of wellness as a glamorous escape with yoga, meditation, and luxury spas, wellness centres and retreats are moving beyond the stereotypical asanas on a cliffside and scented candle-lit meditation to address deeper, more specific concerns.

The Indian wellness market, currently valued at ₹1,300 crores, is projected to grow at a 10% CAGR through 2025, according to FICCI reports. And wellness today requires combining various sciences and approaches. This is the foundation of the integrated wellness concept at Atmantan Wellness Centre in Mulshi, Pune – a multi-specialty wellness centre designed to address health and well-being holistically. Nikhil Kapur, co-founder and director, Atmantan says, when the centre was conceptualised, wellness primarily revolved around relaxation and pampering. "Over time, as people's needs became more complex and advanced technologies became available, wellness centres like ours began focussing on therapeutic wellness and deep transformations. Guests now expect more than just a relaxing escape – they seek measurable results and lasting change," he says.

Post-pandemic, there has been a significant rise in individuals seeking emotional healing in the country, informs Nikhil, addressing concerns such as chronic stress, burnout, grief, and unresolved emotional trauma. "Many guests arrive at Atmantan to tackle issues like obesity, diabetes, or physical symptoms that often have roots in untreated emotional stress.









Inhale, exhale

- Six percent of Indians are now prioritising health and wellness more than before, according to a Wellness 2023 Survey by ASSOCHAM
- On average, a seven-14 day retreat in a luxury Indian wellness centre costs anywhere between ₹1.5 lakh to ₹6 lakh, yet centres are reporting 90-95% occupancy during peak seasons
- International wellness tourists are contributing 30-40% of revenues for premium centres
- Medical wellness tourism has seen a 30% growth over the last two years

While emotional and mental wellness was once a focus primarily for international visitors travelling to India for spiritual growth and recovery, more Indians now seek these transformative experiences," he says.

Over the last two years, the centre has observed a trend centered around conscious living through wellness communities. Senior living programmes are also gaining traction, with around 17-18% of Atmantan's clientele now over 70. Additionally, wearable technology, such as advanced rings and smart devices, is influencing wellness by providing actionable insights into health metrics, enabling users to achieve incremental gains in their wellness journeys.

The Rebalance Program at Ananda in the Himalayas is a holistic wellness journey designed to address hormonal imbalances in both men and women, tailored to their unique needs. For women, it focusses on managing the challenges of perimenopause and menopause, while for men, it targets testosterone decline and its associated effects on energy, mood, and vitality. Over two to three weeks, participants engage in personalised therapies, anti-inflammatory dietary plans, and natural supplementation to stimulate hormone balance and

(Clockwise from left) Ananda in the Himalayas; for sleep-related issues, centres integrate traditional healing practices with contemporary therapeutic approaches; Acupuncture can help with chronic pain; Centres are focused on therapeutic wellness and deep transformations; Retreats address health and well-being holistically, to help people with hormonal imbalances. SPECIAL ARRANGEMENT



reduce inflammation. The programme continues beyond the retreat with a two to three month post-programme plan, offering self-therapy techniques, diet guidelines, and regular consultations to ensure long-term progress.

Several other wellness centres in the country also offer specialised programmes to support women through menopause by combining traditional practices like Ayurveda and yoga with modern therapies. Naad Wellness in Haryana focusses on hormonal balance and symptom management through naturopathy and Ayurveda. The Beach House Goa offers an eight-day retreat with personalised diets, supplements, and spa treatments. Wellness Garden and Shathayu Retreat in Bengaluru offers a 'Menopause Mastery' programme that combines kundalini yoga, natural treatments, and detox therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

Men in focus

Traditionally, wellness in India has been viewed as a gender-neutral or women-centric domain, with spas, yoga, and mental health initiatives often tailored to female audiences. However, with changing social dynamics and increasing awareness around men's health, men are increasingly moving away from the idea that prioritising health and self-care is unmasculine. In fact, 58% of Indian men reported prioritising self-care and fitness post-pandemic, according to a report by RedSeer.

"If we look back at 2015-2016, men constituted around 25% of wellness programme participants, but this number has risen sharply to more than 40%. At Ananda, the typical male clientele includes entrepreneurs, industry leaders, and startup founders between the ages of 40 and 60," says Mahesh Natarajan, COO, Ananda in the Himalayas.

Chronic pain management is another area of focus among men, especially for musculo-skeletal issues. The programme at Ananda combines physiotherapy, posture analysis, and integrated healing therapies to address chronic pain while improving mobility and alignment. For younger men, the holistic detox programme emphasises cholesterol management and toxin reduction, preventing long-term issues such as prostate problems. Recognising shifts in fertility dynamics, Ananda has introduced a fertility management programme, addressing reproductive health challenges like low testosterone, poor sperm quality, and other lifestyle-related issues. These challenges, previously considered women-centric, are now understood as critical for men, with reproductive health requiring longer recovery timelines.

"Emotional health is increasingly becoming a priority for male guests. Stress, burnout, and emotional blockages are addressed through emotional therapy, integrated with other wellness practices," says Mahesh.

Sleep takes centrestage

Sleep disorders, including insomnia and Obstructive Sleep Apnea (OSA), are increasingly prevalent in India, affecting a significant portion of the population. A systematic review reported that insomnia affects approximately 25.7% of Indians, while OSA has a prevalence of 37.4%, as published in MedRxiv.

In response, wellness retreats are tailoring their programmes to address sleep-related issues, integrating traditional healing practices with contemporary therapeutic approaches. For instance, Swastik – Luxury Wellbeing Sanctuary in Pune has introduced The Art of Restorative Sleep, a programme designed to help individuals combat sleep disorders like insomnia and chronic fatigue. This programme blends traditional Indian wellness practices with modern techniques to address the root causes of poor sleep. It includes personalised sleep assessments, Ayurvedic therapies such as shirodhara and abhyanga, and mind-body practices like yoga nidra and meditation to promote deep relaxation. Guests receive customised dietary plans with sleep-enhancing foods and herbal teas, alongside sound therapy and aromatherapy with essential oils.

Unnikrishnan Mohandas, yoga guru at Niraamaya Retreats Surya Samudra in Kovalam, Kerala, says it is becoming increasingly common for individuals, especially solo travellers, to seek wellness retreats as a means of stepping away from the demands of balancing careers and family life.

Many express a deep desire to focus on themselves, often stating sentiments like, "I told my family this time, I just want to be alone and take care of myself." This growing trend reflects the need for personal space and self-care.

Global trends

The Chenot Palace in Gabala (Azerbaijan) operates on what they call 'smart longevity'. With younger people becoming increasingly aware of 'age' at an early stage, they understand that their actions affect both the world and their biology.

As a result, they are now thinking about longevity in their early 20s, which was not the case for previous generations. Rishad Sharifov, general manager of the property, says biohacking tools and genetic testing come into play to track health and make informed decisions. This approach helps to take control of one's well-being and benefit from advancements in longevity science.

The Hindu Business Line • Delhi • 04 Jan, 2025

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	287	N/A	Middle Left	147973	195.42K

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Press Trust of India
Bengaluru

President Droupadi Murmu on Friday hailed the National Institute of Mental Health and Neurosciences (NIMHANS) for its integrated medicine services as she considered it a model for all.

The application of yoga and ayurveda in the promotion of mental health and wellbeing is worth emulating, she said.

"The integrative medicine services of NIMHANS has been a model for all to examine the applications of yoga and ayurveda in the promotion of mental health and well-being, and in the treatment of psychiatric and neurological disorders," Murmu said during the Golden Jubilee celebrations of the Institute here.

On the occasion, she inaugurated the Psychiatry Specialty Block, Central Laboratory Complex and Bhima Hostel at NIMHANS. The President also dedicated state-of-the-art diagnostic facilities – the advanced 3T MRI Scanner and DSA System to the nation.



President Droupadi Murmu and Union Health Minister JP Nadda at the Golden Jubilee celebrations of the National Institute of Mental Health and Neuro Sciences in Bengaluru ANI

She said different kinds of meditations are also useful in countering negative mental forces, and underlined the importance of using traditional approaches that are beneficial for all.

Murmu said, "Our scriptures tell us that the mind is at the root of everything we perceive in the world."

GROWING AWARENESS

In the past, issues and concerns about mental health had not received enough attention in some societies, the President said, adding that in recent times, awareness about mental health has been rising.

She further said that the unscientific belief and stigma associated with mental illnesses are a matter of the past, making it easier to seek help.

"This has been a welcome development, especially at this juncture, because a variety of mental health issues are taking epidemic proportions around the world. The Covid-19 pandemic of 2020, in particular, led to a spike in such concerns," she said.

The President said working professionals face more stress, and a large number of elderly people suffer from loneliness due to social challenges. " However, it is truly heartening to note that the rising awareness has made it possible for patients to open up and share their problems," she said.

Murmu lauded initiatives of NIMHANS like Tele-MANAS (Tele Mental Health Assistance and Networking Across States) which facilitates counselling anywhere at any time.

She also appreciated the Institute's SAMVAD platform which addresses mental health issues of children and adults.

The Hindu • Hyderabad • 04 Jan, 2025

Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	342	N/A	Top Left	372763	956.08K

Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back

At the inauguration of Union govt. sponsored projects, the PM accused the Delhi govt. of corruption; Kejriwal retorts that the AAP govt. is 'not the one that lays foundation stones only before the election' but focuses on continuous development

The Hindu Bureau
NEW DELHI

Prime Minister Narendra Modi on Friday attacked the Aam Aadmi Party (AAP) saying that over the last 10 years, an *"aap"da* (disaster) had befallen Delhi. People of Delhi had made up their minds to vote for the BJP in the Delhi Assembly election scheduled next month so that this *"aap"da* could be removed, Mr. Modi said.

The remark drew a sharp reaction from AAP national convener Arvind Kejriwal who said that the only disaster that had befallen Delhi was the law and order situation, which came under the purview of the Union government.

Mr. Modi, speaking at an event in Ashok Vihar to inaugurate a host of Central government-sponsored infrastructure projects, raised the slogan *"Aapada ko nahi sahenge, badal kar rahenge* (we will not tolerate disaster, we will remove it)", drawing the battlelines for the high-stakes election. He hit out at the AAP-led Delhi government – which often refers to itself as *kattar imandar* (staunchly honest) – as a *kattar beiman* (dishonest to the core) government that exploited social activist Anna Hazare's anti-corruption movement to come to power.

He accused the AAP of making false promises and indulging in corruption in numerous sectors ranging from school education to fighting pollution and liquor trade. "These people commit corruption and then glorify it," he said.



Affordable housing: Narendra Modi hands over the key of a newly constructed flat to a beneficiary in New Delhi. SHIV KUMAR PUSHPAKAR

'BJP has no vision'

Addressing a press conference after Mr. Modi's address, Mr. Kejriwal said that in 2015, two governments came to power, the BJP at the Centre and the AAP in Delhi with both having control over the affairs of the capital. "If the BJP had done any work in the capital, Mr. Modi would not have had to spend 39 minutes of his 43-minute speech cursing the people of the capital and the government they elected with the largest mandate," Mr. Kejriwal said.

He added that he could list a host of developments from education and health to water and sanitation in Delhi but the Centre was unable to do so.

"If there is any disaster in Delhi, it's the disaster that has befallen the BJP. They have no CM face, no vision and no agenda to fight this election. They only have the disastrous law and order situation to show," Mr. Kejriwal said.

Mr. Modi promised that 2025 would usher in a new era of good governance in Delhi. "The year 2025 will strengthen the spirit of 'nation first, countrymen first,' and mark the launch of a new politics focused on nation-building and public welfare," Mr. Modi said. He added that the people of Delhi would finally be able to benefit from good national schemes such as Pradhanmantri Suryaghar Muft Bijli Yojana and Ayushman Bharat Yojana that would provide the poor and middle class.

Commenting on the Prime Minister laying the foundation stone of a college and two new campuses for the Delhi University in 10 years, Mr. Kejriwal said: "In these 10 years, I built more than 22,000 new classrooms, three new universities, 11 vocational colleges and six university campuses. Our government is a working government, not the one that only lays foundation stones before elections."

In a veiled attack at the former Chief Minister, Mr. Modi said he could also have built a *sheesh mahal* (glass palace) for himself but his dream was to ensure homes for everyone in the country.

Business Standard • Mumbai • 04 Jan, 2025

A global outreach beyond business

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	365	N/A	Bottom Left	182422	101.93K

A global outreach beyond business

An ancient civilisation with a modern outlook, India has a lot of fine strengths – in cinema, sports, art, culture, food, yoga – that it is building on

ILLUSTRATION: BINAY SINHA



VISHAL MENON
New Delhi, 3 January

As Dommaraju Gukesh got up from his chair, both arms raised and a beaming smile, the moment felt timeless. The raucous cheers from the crowd only amplified the significance of his epochal triumph.

Gukesh, 18, was crowned the youngest world champion in the history of chess, quelling Ding Liren in the 2024 FIDE World Championship in Singapore — an occasion that took India's soft power to new heights.

Since the turn of the century, the country has expanded its global influence in more ways than one, with yoga, art, sport, cinema and food (with several Michelin star Indian chefs) all contributing to it.

Yoga, in fact, is often described as the biggest export from India, with hundreds of thousands of people today practising it around the world. Popularised globally by yoga gurus such as BKS Iyengar, it got a day to its name on December 11, 2014, when the United Nations General Assembly declared June 21 as the International Day of Yoga following a suggestion by Prime Minister Narendra Modi in his UN address and a subsequent draft resolution introduced by India's permanent representative to the UN.



Like yoga, Indian cinema, too, has been making a mark since before the 2000s — think Satyajit Ray, whose Oscar award was announced by another legend, Audrey Hepburn; or Raj Kapoor, who had Russians singing "*Mera joota hai Japani*"; or superstars such as Amitabh Bachchan and Shah Rukh Khan; or more recently, "*Naatu Naatu*", a song from the 2022 Telugu movie, *RRR*, which became a worldwide hit, winning the Academy Award for Best Original Song in 2023.

"Indians have in this period (2000 to 2024) created waves in the field of art, culture, cinema, mathematics, music, pharmaceuticals, science, sports and technology, to name a few areas," Kalikesh Narayan Singh Deo, president, National Rifle Association of India, tells *Business Standard*.

"This quarter century got us two individual gold medals in the Olympics, something which was not achieved in the previous half a century or so of our existence as a modern democracy," Deo adds. "Such achievements raise the stature of a nation considerably."

Gukesh's stellar rise in chess apart, from cricket to indigenous sports like kabaddi, kho kho, wrestling and badminton, India's sports ecosystem is blossoming.

This multi-pronged approach, combined with hosting international events, investing in grassroots initiatives, and promoting women in sports, is allowing the country to enhance its global stature, strengthen diplomatic ties, and cultivate a positive image.

Olympic ambitions

During his Independence Day speech in 2024, Modi said India dreams of hosting the Olympics in 2036 — an ambition that was recently backed by International Olympic Committee head Thomas Bach.

Indeed, India's Olympic-sized ambition is more than just a cheeky overreach. For an aspirational country to get a seat at the high table at the global stage, it is important to be a winner in the sporting arena.

In modern history, a nation's rise has been intrinsically linked to its phoenix-like trajectory as a sporting behemoth. It is something ace shooter Manu Bhaker, who bagged two bronze medals at the 2024 Paris Olympics, attests to.

"Hosting the Olympics will definitely encourage a sporting culture in India and boost the country's profile," she said to *Business Standard* during an earlier interview. If that happens, New Delhi, Mumbai and Ahmedabad will cease to be mere specks on the Olympics map.

Getting there, though, will require significant investment in both sportspersons and sporting infrastructure. In fact, it would require deeper interventions, given that the country doesn't really have a sporting culture. Schools, for example, either don't have sports periods or don't take them seriously.

For now, if there is one sporting event that has truly turned the spotlight on India, it is the Indian Premier League (IPL).

Since its inception in 2008, the IPL has morphed into something more than just a glitzy annual cricket tournament. It is now a powerful vehicle showcasing the country's vibrant culture and fostering international diplomacy, with its viewership spanning countries across the globe.

According to a 2024 report by American investment bank Houlihan Lokey, IPL's business valuation currently stands at $16.4 billion. "The IPL has its impact in the world of sports and also on the world economy simply because it's one of the richest leagues in the world," Deo says.

More on business-standard.com

The Hindu • Bengaluru • 04 Jan, 2025

103 pacts signed to expand ayurveda

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	27	N/A	Middle Center	35555	1.4M

'103 pacts signed to expand ayurveda'

The Hindu Bureau
BENGALURU

India has signed agreements with 103 countries to expand ayurveda and other alternative medical practices, Union Health and Family Welfare Minister J.P. Nadda said on Friday.

Speaking at the inauguration of the 100-acre campus of the 'S-VYASA Higher Education Institute' (Deemed-to-be University) at Satva Global Park on Mysuru Road, he emphasised the government's commitment to mainstreaming alternative therapies, particularly AYUSH, for holistic healthcare development. He said the number of All-India Institutes of Medical Sciences had been increased to 22, and AYUSH units have been established in all of them.

The New Indian Express • Bengaluru • 04 Jan, 2025

MATSYASANA WHEEL (FISH POSE WHEEL)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	698	City Express	Top Right	697844	177.8K

FITBIT

MATSYASANA WHEEL
(FISH POSE WHEEL)

This pose, as the name suggests, is a supported variation of the foundational pose, Matsyasana (Fish Pose). In this variation, the backbend is supported by a yoga prop wheel. It is perfect for beginners or students with limited strength and flexibility while stretching the pectoral and shoulder muscles. For advanced practitioners, it offers a way to hold a deeper stretch for a longer duration.

STEPS

- Grab a yoga wheel, ensuring it is stable and won't roll or slip during the pose. Sit in Dandasana (Staff Pose) with your legs extended straight in front. Place the yoga wheel directly behind your back, aligning it parallel to your spine. Hold the wheel lightly with your hands and bend your knees.
- Inhale deeply. On exhalation, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands for a seamless motion.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine, particularly between the shoulder blades. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs out in front, open your arms wide to the sides, and relax your palms facing upward with fingers softly curled. Close your eyes and begin deep breathing. Stay in this position for 6-8 breaths, focusing on expanding the chest with each inhalation and relaxing into the backbend with each exhalation.
- To release, bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana after removing the wheel.
- Fold forward into Caterpillar Pose as a counter stretch. Finish by relaxing in Staff Pose with hands back and knees bent.

LIMITATIONS

- Avoid if you have injuries or surgeries involving the back, hips, shoulders, or neck, severe back pain, herniated discs, or low blood pressure.
- Not recommended for severe asthma, COPD, vertigo, dizziness, or insomnia.
- Pregnant women should avoid this pose.
- Individuals with excessive abdominal pressure or cervical issues should refrain from practice.
- Seniors should perform the pose slowly and with caution.



BENEFITS

- Encourages a deep backbend, enhancing spinal flexibility and mobility.
- Provides support, making poses more accessible for beginners.
- Engages all major muscle groups.
- Promotes respiration, rejuvenates energy, and provides profound rest.
- Increases blood flow to the brain, calming the mind and boosting mood.
- Helps alleviate mild depression, stress, and anxiety.
- Improves posture and addresses rounded shoulders caused by prolonged sitting.
- Beneficial for kids, teens, and working professionals.
- Stimulates fresh blood supply to the abdominal area.
- Strengthens pelvic floor, abdominal, and lower back muscles.
- Therapeutic for sedentary lifestyles.
- Opens the chest, increasing lung capacity and aiding respiratory disorders like asthma and colds.
- Improves abdominal organ function, aiding digestion, diabetes, and IBD.
- Helps with menstrual cramps and PCOD.
- Reduces aches and pains in the neck, shoulders, and upper back.
- Prevents or reduces sagging of the breasts.
- Safe for seniors with bent legs.
- Enhances breath awareness and connection.
- Promotes sthiram (firmness) and sukham (pleasantness) in posture.
- Supports mindful yoga practices and is suitable for athletes.

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

The New Indian Express • Bengaluru • 04 Jan, 2025

Nadda: Integrated health policy soon

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	312	N/A	Bottom Center	264812	177.8K

Nadda: Integrated health policy soon

EXPRESS NEWS SERVICE
@ Bengaluru

INDIA is set to launch a new health policy that will bring together yoga, ayurveda, and naturopathy with modern medicine, Union Health Minister JP Nadda said on Friday.

He was speaking at a function to inaugurate S-VYASA Deemed-to-be University -- School of Advanced Studies (Swami Vivekananda Yoga Anusandhana Samsthana) campus at Sattva Global City IT Park.

Nadda said this change will help create a healthier future for generations to come and highlighted the need of more institutes such as S-VYASA university, which not only offers courses in engineering, computer applications, and management, but also focuses on yoga, naturopathy, and ayurveda for the comprehensive development of students.



Minister JP Nadda speaks at a function to inaugurate S-VYASA Deemed-to-be University in Bengaluru on Friday

Nadda highlighted how yoga can work alongside modern science to shape a better future and lauded institutes such as S-VYASA for their role in promoting this blend of ancient wisdom with contemporary health practices. Nadda also highlighted the growing importance of yoga and ayurveda worldwide, with S-VYASA's influence now reaching 30 countries.

Referring to major initiatives in the health sector by Prime Minister Narendra Modi, he said 22 All India Institutes of Medical Sciences (AIIMS) are now functioning across the country. All AIIMS now have separate AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy) blocks across the country. "This reflects the government's effort to ensure that traditional systems of medicine are included in modern healthcare education and treatment," he added.

Punjab Kesari • Delhi • 04 Jan, 2025

Nahane se pehle ya baad mein oil lagane ka sahi waqt

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	235	N/A	Middle Center	254319	1.81M

नहाने से पहले या बाद में तेल लगाने का सही वक्त

तेल मालिश तो किसी भी मौसम में काफी ज्यादा फायदेमंद होता है, लेकिन आयुर्वेद के मुताबिक सर्दियों में सरसों तेल लगाने से शरीर गर्म रहता है. आज हम आपको इसके बेनिफिट्स बताने के साथ-साथ इसे लगाने का सही तरीका और समय बताएंगे। सरसों तेल लगाने से मांसपेशियां और हड्डियां मजबूत होती हैं। भारत में तेल से मालिश करने की परंपरा सदियों से चली आ रही है, लेकिन अक्सर लोग एक बात से कनफ्यूज रहते हैं कि तेल मालिश करने का सही वक्त क्या होता है? नहाने से पहले या नहाने के बाद तेल मालिश करने का सही वक्त क्या है?

तेल लगाने का सही वक्त

आयुर्वेद के मुताबिक तेल मालिश हमेशा से नहाने से पहले करना चाहिए। जब हम नहाने से पहले तेल मालिश करते हैं शरीर गर्म होता है। इस कारण जब हम सर्दियों में नहाते हैं तो हमें ठंड नहीं लगती है। लेकिन इस दौरान एक बात का जरूर ख्याल रखें कि जब तेल मालिश करें और नहाएं तो दोनों के बीच एक समय का गैप रहे।

सर्दियों में तेल से मालिश करने से आपकी त्वचा को ठंड और शुष्क मौसम से बचाने में मदद मिल सकती है और यह आपके ब्लड सर्कुलेशन और जोड़ों के स्वास्थ्य को भी बेहतर बना सकता है।

सर्दियों में मालिश के लिए बेस्ट मानी जाती हैं ये तेल



बादाम का तेल-
सभी तरह की त्वचा के लिए फायदेमंद है बादाम का तेल। इसे लगाने से त्वचा सॉफ्ट होता है, यह तेल अन्य तेलों की तुलना में कम घना होता है और आसानी से त्वचा में समा सकता है। इसकी खुशबू मीठी होती है और यह त्वचा को नमी प्रदान कर सकता है।

नारियल का तेल-
यह तेल त्वचा को पोषण और नमी प्रदान करने के लिए अच्छा होता है। इसमें फैटी एसिड होते हैं जो त्वचा को हाइड्रेट करते हैं और इसे सूखने से बचाते हैं।

सरसों का तेल-
यह तेल ब्लड सर्कुलेशन को बेहतर बनाने और शरीर को गर्म रखने के लिए अच्छा है। सरसों तेल लगाने से शरीर गर्म रहता है।

तिल का तेल-तिल के तेल में एंटीऑक्सीडेंट से भरपूर होता है और त्वचा को पोषण दे सकता है। इसका शरीर पर गर्माहट देने वाला प्रभाव होता है और यह मांसपेशियों के दर्द, खांसी और जुकाम को कम करने में मदद कर सकता है।

The Hindu Business Line • Hyderabad • 04 Jan, 2025

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	270	N/A	Bottom Left	215936	44.5K

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Press Trust of India
Bengaluru



President Droupadi Murmu and Union Health Minister JP Nadda at the Golden Jubilee celebrations of the National Institute of Mental Health and Neuro Sciences in Bengaluru ANI

President Droupadi Murmu on Friday hailed the National Institute of Mental Health and Neurosciences (NIMHANS) for its integrated medicine services as she considered it a model for all.

The application of yoga and ayurveda in the promotion of mental health and wellbeing is worth emulating, she said.

"The integrative medicine services of NIMHANS has been a model for all to examine the applications of yoga and ayurveda in the promotion of mental health and well-being, and in the treatment of psychiatric and neurological disorders," Murmu said during the Golden Jubilee celebrations of the Institute here.

On the occasion, she inaugurated the Psychiatry Specialty Block, Central Laboratory Complex and Bhima Hostel at NIMHANS. The President also dedicated state-of-the-art diagnostic facilities – the advanced 3T MRI Scanner and DSA System to the nation.

She said different kinds of meditations are also useful in countering negative mental forces, and underlined the importance of using traditional approaches that are beneficial for all.

Murmu said, "Our scriptures tell us that the mind is at the root of everything we perceive in the world."

GROWING AWARENESS

In the past, issues and concerns about mental health had not received enough attention in some societies, the President said, adding that in recent times, awareness about mental health has been rising.

She further said that the unscientific belief and stigma associated with mental illnesses are a matter of the past, making it easier to seek help.

"This has been a welcome development, especially at this juncture, because a variety of mental health issues are taking epidemic proportions around the world. The Covid-19 pandemic of 2020, in particular, led to a spike in such concerns," she said.

The President said working professionals face more stress, and a large number of elderly people suffer from loneliness due to social challenges. " However, it is truly heartening to note that the rising awareness has made it possible for patients to open up and share their problems," she said.

Murmu lauded initiatives of NIMHANS like Tele-MANAS (Tele Mental Health Assistance and Networking Across States) which facilitates counselling anywhere at any time.

She also appreciated the Institute's SAMVAD platform which addresses mental health issues of children and adults.

The Daily Guardian • Delhi • 04 Jan, 2025

How to balance spirituality and everyday life for inner joy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
8	English	622	N/A	Middle Left	62169	N/A

How to balance spirituality and everyday life for inner joy

OPINION

ATMAN IN RAVI





Happpiness or joy is intrinsic. It is within us. It is inner joy, always. Happpiness is not just an emotion, rather, it is a state of being. Therefore, one cannot 'become happpy' but one must 'be happpy'. One cannot find happpiness in external things like materialism, people and relationships. The happpiness that one gains with these is pleasure, a temporary form of feeling happpiness. It is ephemeral. It will be a fleeting feeling that will come and go away in no time. But the happpiness that one experiences innately, by being in a state of Consciousness is everlasting and eternal. Spirituality helps one reach this inner state of Consciousness, Awareness and Mindfulness and tap the inner happpiness or inner joy within oneself.

You must be wondering that I have spelt happpiness incorrectly but no! According to me, happpiness has 3 Ps that stand for the three ascending peaks of happpiness in Spirituality - 'Pleasure' or temporary happpiness. Then comes 'Peace', which is the foundation of True Everlasting Happpiness and the highest peak is 'Purpose' that comes with Enlightenment. We must ideally experience all these forms of happpiness but strive to achieve the third and the highest form – 'Purpose'. When one attains the purpose of life, they experience Enlightenment and a state of Consciousness in which they attain the Realization of the Truth about life, birth, death and everything beyond simple comprehension. They experience an ever-flowing Eternal Bliss that is experienced in Truth Consciousness, also known as SatChitAnanda. SatChitAnanda is Eternal Bliss, something that is not ephemeral. Therefore, following the path of Spirituality, one can experience the highest form of happpiness – SatChitAnanda.

How can one balance Spirituality and everyday life? Spirituality is the science of the Spirit, the Soul or the Atman. It is to understand and more importantly, Realize the Truth about oneself, Self-Realization and further, Realize the Truth about God, God-Realization. Spirituality does not demand one to renounce everything in life and set forth on its path, rather, Spirituality is like a beacon of light that will guide one to live the highest purpose of their life. Thus, we can conclude that there is no need to balance Spirituality and everyday life but one can live their everyday life in a spiritual way. One of the main tenets of Self-Realization of Spirituality is the one is not the body, mind and ego that he identifies with. They are the Soul, the Divine Immortal Soul, a Spark Of Unique Life, which is a part of SIP, the Supreme Immortal Power we call God. An individual on the path of Spirituality, when attains this profound Self-Realization, starts living as an instrument of the Divine, doing only Divine work. He ensures that he does good actions and realizes that it is the Divine that is working through him. When one realizes that Soul is a part of SIP, they realize that they are a manifestation of the Divine Power. Similarly, everyone has a Soul and everyone and everything is a manifestation of the Supreme Immortal Power, the Divine. Inculcating this Realization of the Truth about oneself and others in daily life will improve the quality of the life of the individual and also he will see everyone as Divine, love everyone as Divine and serve everyone as Divine beings. Spirituality also inculcates the beautiful art of acceptance and surrender in an individual. They realize that whatever happens, happens as per the Law of Karma, a fruit of some past deed, which they may or may not remember. Hence, they don't unnecessarily suffer. They may experience pain but don't suffer because first, they understand that the situation is due to Karma and secondly, they don't identify themselves with their body.

Thus, we can conclude this discussion by stating that Spirituality and everyday life are not two different paths. An individual on the spiritual path doesn't have to balance the two, rather, Spirituality will inspire one to live his everyday life to its fullest potential by always being in a state of Consciousness, mindful of the profound truths of life. Infusing Spirituality in everyday life will lead an individual to experience Everlasting and Eternal Inner Joy, Peace, Love and Bliss.

The Business Guardian • Delhi • 04 Jan, 2025

How to balance spirituality and everyday life for inner joy

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
5	English	692	N/A	Middle Left	69216	N/A

How to balance spirituality and everyday life for inner joy

OPINION

ATMAN IN RAVI



Happpiness or joy is intrinsic. It is within us. It is inner joy, always. Happpiness is not just an emotion, rather, it is a state of being. Therefore, one cannot 'become happpy' but one must 'be happpy'. One cannot find happpiness in external things like materialism, people and relationships. The happpiness that one gains with these is pleasure, a temporary form of feeling happpiness. It is ephemeral. It will be a fleeting feeling that will come and go away in no time. But the happpiness that one experiences innately, by being in a state of Consciousness is everlasting and eternal. Spirituality helps one reach this inner state of Consciousness, Awareness and Mindfulness and tap the inner happpiness or inner joy within oneself.

You must be wondering that I have spelt happpiness incorrectly but no! According to me, happpiness has 3 Ps that stand for the three ascending peaks of happpiness in Spirituality - 'Pleasure' or temporary happpiness. Then comes 'Peace', which is the foundation of True Everlasting Happpiness and the highest peak is 'Purpose' that comes with Enlightenment. We must ideally experience all these forms of happpiness but strive to achieve the third and the highest form – 'Purpose'. When one attains the purpose of life, they experience Enlightenment and a state of Consciousness in which they attain the Realization of the Truth about life, birth, death and everything beyond simple comprehension. They experience an ever-flowing Eternal Bliss that is experienced in Truth Consciousness, also known as SatChitAnanda. SatChitAnanda is Eternal Bliss, something that is not ephemeral. Therefore, following the path of Spirituality, one can experience the highest form of happpiness – SatChitAnanda.

How can one balance Spirituality and everyday life? Spirituality is the science of the Spirit, the Soul or the Atman. It is to understand and more importantly, Realize the Truth about oneself, Self-Realization and further, Realize the Truth about God, God-Realization. Spirituality does not demand one to renounce everything in life and set forth on its path, rather, Spirituality is like a beacon of light that will guide one to live the highest purpose of their life. Thus, we can conclude that there is no need to balance Spirituality and everyday life but one can live their everyday life in a spiritual way. One of the main tenets of Self-Realization of Spirituality is the one is not the body, mind and ego that he identifies with. They are the Soul, the Divine Immortal Soul, a Spark Of Unique Life, which is a part of SIP, the Supreme Immortal Power we call God. An individual on the path of Spirituality, when attains this profound Self-Realization, starts living as an instrument of the Divine, doing only Divine work. He ensures that he does good actions and realizes that it is the Divine that is working through him. When one realizes that Soul is a part of SIP, they realize that they are a manifestation of the Divine Power. Similarly, everyone has a Soul and everyone and everything is a manifestation of the Supreme Immortal Power, the Divine. Inculcating this Realization of the Truth about oneself and others in daily life will improve the quality of the life of the individual and also he will see everyone as Divine, love everyone as Divine and serve everyone as Divine beings. Spirituality also inculcates the beautiful art of acceptance and surrender in an individual. They realize that whatever happens, happens as per the Law of Karma, a fruit of some past deed, which they may or may not remember.



Hence, they don't unnecessarily suffer. They may experience pain but don't suffer because first, they understand that the situation is due to Karma and secondly, they don't identify themselves with their body.

Thus, we can conclude this discussion by stating that Spirituality and everyday life are not two different paths.

An individual on the spiritual path doesn't have to balance the two, rather, Spirituality will inspire one to live his everyday life to its fullest potential by always being in a state of Consciousness, mindful of the profound truths of life. Infusing Spirituality in everyday life will lead an individual to experience Everlasting and Eternal Inner Joy, Peace, Love and Bliss.

The Hindu • Delhi • 04 Jan, 2025

Healing inside out

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	1420	N/A	Bottom Left,Top Center	1065304	682.81K



As the Indian wellness market grows, retreats in India now combine various sciences and approaches so they can cater to unique needs like menopause, chronic stress and unresolved emotional trauma

Healing inside out

Barry Rodgers
barry.nathaniel@thehindu.co.in



Traditionally, wellness in India has been about harmony – between the body, mind, and spirit, and between individuals and their environment. It is not just a lifestyle; it is a philosophy that integrates physical health, mental clarity, emotional

(Clockwise from left) Ananda in the Himalayas; for sleep-related issues, centres integrate traditional healing practices with contemporary therapeutic approaches; Acupuncture can help with chronic pain; Centres are focused on therapeutic wellness and deep transformations; Retreats address health and well-being holistically, to help people with hormonal imbalances. SPECIAL ARRANGEMENT



reduce inflammation. The programme continues beyond the retreat with a two to three month post-programme plan, offering self-therapy techniques, diet guidelines, and regular consultations to ensure long-term progress.

Several other wellness centres in the country also offer specialised programmes to support women through menopause by combining traditional practices like Ayurveda and yoga with modern therapies. Naad Wellness in Haryana focusses on hormonal balance and symptom management through naturopathy and Ayurveda. The Beach House Goa offers an eight-day retreat with personalised diets, supplements, and spa treatments. Wellness Garden and Shathayu Retreat in Bengaluru offers a 'Menopause Mastery' programme that combines kundalini yoga, natural treatments, and detox therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

"Emotional health is increasingly becoming a priority for male guests. Stress, burnout, and emotional blockages are addressed through emotional therapy, integrated with other wellness practices," says Mahesh.

Sleep takes centrestage

Sleep disorders, including insomnia and Obstructive Sleep Apnea (OSA), are increasingly prevalent in India, affecting a significant portion of the population. A systematic review reported that insomnia affects approximately 25.7% of Indians, while OSA has a prevalence of 37.4%, as published in MedRxiv.

In response, wellness retreats are tailoring their programmes to address sleep-related issues, integrating traditional healing practices with contemporary therapeutic approaches. For instance, Swastik – Luxury Wellbeing Sanctuary in Pune has introduced The Art of Restorative Sleep, a programme designed to help individuals combat sleep disorders like insomnia and

resilience, and spiritual growth. And while shows like *The White Lotus* may have popularised the idea of wellness as a glamorous escape with yoga, meditation, and luxury spas, wellness centres and retreats are moving beyond the stereotypical asanas on a cliffside and scented candle-lit meditation to address deeper, more specific concerns.

The Indian wellness market, currently valued at ₹1,300 crores, is projected to grow at a 10% CAGR through 2025, according to FICCI reports. And wellness today requires combining various sciences and approaches. This is the foundation of the integrated wellness concept at Atmantan Wellness Centre in Mulshi, Pune – a multi-specialty wellness centre designed to address health and well-being holistically. Nikhil Kapur, co-founder and director, Atmantan says, when the centre was conceptualised, wellness primarily revolved around relaxation and pampering. "Over time, as people's needs became more complex and advanced technologies became available, wellness centres like ours began focussing on therapeutic wellness and deep transformations. Guests now expect more than just a relaxing escape – they seek measurable results and lasting change," he says.

Post-pandemic, there has been a significant rise in individuals seeking emotional healing in the country, informs Nikhil, addressing concerns such as chronic stress, burnout, grief, and unresolved emotional trauma. "Many guests arrive at Atmantan to tackle issues like obesity, diabetes, or physical symptoms that often have roots in untreated emotional stress.





While emotional and mental wellness was once a focus primarily for international visitors travelling to India for spiritual growth and recovery, more Indians now seek these transformative experiences," he says.

Over the last two years, the centre has observed a trend centered around conscious living through wellness communities. Senior living programmes are also gaining traction, with around 17-18% of Atmantan's clientele now over 70. Additionally, wearable technology, such as advanced rings and smart devices, is influencing wellness by providing actionable insights into health metrics, enabling users to achieve incremental gains in their wellness journeys.

The Rebalance Program at Ananda in the Himalayas is a holistic wellness journey designed to address hormonal imbalances in both men and women, tailored to their unique needs. For women, it focusses on managing the challenges of perimenopause and menopause, while for men, it targets testosterone decline and its associated effects on energy, mood, and vitality. Over two to three weeks, participants engage in personalised therapies, anti-inflammatory dietary plans, and natural supplementation to stimulate hormone balance and





Inhale, exhale

- Six percent of Indians are now prioritising health and wellness more than before, according to a Wellness 2023 Survey by ASSOCHAM
- On average, a seven-14 day retreat in a luxury Indian wellness centre costs anywhere between ₹1.5 lakh to ₹6 lakh, yet centres are reporting 90-95% occupancy during peak seasons
- International wellness tourists are contributing 30-40% of revenues for premium centres
- Medical wellness tourism has seen a 30% growth over the last two years

Men in focus

Traditionally, wellness in India has been viewed as a gender-neutral or women-centric domain, with spas, yoga, and mental health initiatives often tailored to female audiences. However, with changing social dynamics and increasing awareness around men's health, men are increasingly moving away from the idea that prioritising health and self-care is unmasculine. In fact, 58% of Indian men reported prioritising self-care and fitness post-pandemic, according to a report by RedSeer.

"If we look back at 2015-2016, men constituted around 25% of wellness programme participants, but this number has risen sharply to more than 40%. At Ananda, the typical male clientele includes entrepreneurs, industry leaders, and startup founders between the ages of 40 and 60," says Mahesh Natarajan, COO, Ananda in the Himalayas.

Chronic pain management is another area of focus among men, especially for musculo-skeletal issues. The programme at Ananda combines physiotherapy, posture analysis, and integrated healing therapies to address chronic pain while improving mobility and alignment. For younger men, the holistic detox programme emphasises cholesterol management and toxin reduction, preventing long-term issues such as prostate problems. Recognising shifts in fertility dynamics, Ananda has introduced a fertility management programme, addressing reproductive health challenges like low testosterone, poor sperm quality, and other lifestyle-related issues. These challenges, previously considered women-centric, are now understood as critical for men, with reproductive health requiring longer recovery timelines.

chronic fatigue. This programme blends traditional Indian wellness practices with modern techniques to address the root causes of poor sleep. It includes personalised sleep assessments, Ayurvedic therapies such as shirodhara and abhyanga, and mind-body practices like yoga nidra and meditation to promote deep relaxation. Guests receive customised dietary plans with sleep-enhancing foods and herbal teas, alongside sound therapy and aromatherapy with essential oils.

Unnikrishnan Mohandas, yoga guru at Niraamaya Retreats Surya Samudra in Kovalam, Kerala, says it is becoming increasingly common for individuals, especially solo travellers, to seek wellness retreats as a means of stepping away from the demands of balancing careers and family life.

Many express a deep desire to focus on themselves, often stating sentiments like, "I told my family this time, I just want to be alone and take care of myself." This growing trend reflects the need for personal space and self-care.

Global trends

The Chenot Palace in Gabala (Azerbaijan) operates on what they call 'smart longevity'. With younger people becoming increasingly aware of 'age' at an early stage, they understand that their actions affect both the world and their biology.

As a result, they are now thinking about longevity in their early 20s, which was not the case for previous generations. Rishad Sharifov, general manager of the property, says biohacking tools and genetic testing come into play to track health and make informed decisions. This approach helps to take control of one's well-being and benefit from advancements in longevity science.

Telangana Today • Hyderabad • 04 Jan, 2025

AAP is aapda for Delhi: Modi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 2	English	133	N/A	Bottom Left,Middle Center	172641	440K

AAP is *aapda* for Delhi: Modi

NEW DELHI

Prime Minister Narendra Modi on Friday slammed the AAP as an "aapda" for Delhi, saying this "aapda" has taken the national capital in its grip in the past 10 years.

Addressing people after launching a slew of infra projects in the national capital, including in housing and education sectors, he hit out at the city government led by AAP and said the situation in the national capital would worsen if its reign continued. On the one hand, the Centre is making a lot of efforts; on the other, the Union Territory government stands for brazen lies, he said, accusing the AAP government of committing corruption in a host of sectors ranging from school education to fighting pollution and liquor trade. (SEE PAGE 2)

AAP is *aapda* for Delhi: Modi

With the Assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this "aapda (disaster)" and decided to get rid of it. "This year will usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said.

Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to the people living here fully despite his efforts.

If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to make houses for the poor, it is because "aapda" does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP leader Arvind Kejriwal, Modi said he could also have built a "sheesh mahal" for himself but his dream was to ensure homes for everyone in the country. "These people commit corruption and then glorify it," he said, accusing AAP of shamelessness and making false promises.

The BJP has been targeting Kejriwal for allegedly spending a huge amount of money on his official residence when he was chief minister, and described his erstwhile home as "sheesh mahal". PTI

The Hindu Business Line • Mumbai • 04 Jan, 2025

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
9	English	283	N/A	Middle Left	120462	63.5K

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Press Trust of India
Bengaluru

President Droupadi Murmu on Friday hailed the National Institute of Mental Health and Neurosciences (NIMHANS) for its integrated medicine services as she considered it a model for all.

The application of yoga and ayurveda in the promotion of mental health and wellbeing is worth emulating, she said.

"The integrative medicine services of NIMHANS has been a model for all to examine the applications of yoga and ayurveda in the promotion of mental health and well-being, and in the treatment of psychiatric and neurological disorders," Murmu said during the Golden Jubilee celebrations of the Institute here.

On the occasion, she inaugurated the Psychiatry Specialty Block, Central Laboratory Complex and Bhima Hostel at NIMHANS. The President also dedicated state-of-the-art diagnostic facilities – the advanced 3T MRI Scanner and DSA System to the nation.



President Droupadi Murmu and Union Health Minister JP Nadda at the Golden Jubilee celebrations of the National Institute of Mental Health and Neuro Sciences in Bengaluru ANI

She said different kinds of meditations are also useful in countering negative mental forces, and underlined the importance of using traditional approaches that are beneficial for all.

Murmu said, "Our scriptures tell us that the mind is at the root of everything we perceive in the world."

GROWING AWARENESS

In the past, issues and concerns about mental health had not received enough attention in some societies, the President said, adding that in recent times, awareness about mental health has been rising.

She further said that the unscientific belief and stigma associated with mental illnesses are a matter of the past, making it easier to seek help.

"This has been a welcome development, especially at this juncture, because a variety of mental health issues are taking epidemic proportions around the world. The Covid-19 pandemic of 2020, in particular, led to a spike in such concerns," she said.

The President said working professionals face more stress, and a large number of elderly people suffer from loneliness due to social challenges. " However, it is truly heartening to note that the rising awareness has made it possible for patients to open up and share their problems," she said.

Murmu lauded initiatives of NIMHANS like Tele-MANAS (Tele Mental Health Assistance and Networking Across States) which facilitates counselling anywhere at any time.

She also appreciated the Institute's SAMVAD platform which addresses mental health issues of children and adults.

Business Standard • Chandigarh • 04 Jan, 2025

A global outreach beyond business

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	373	N/A	Bottom Left	57862	19.8K

A global outreach beyond business

An ancient civilisation with a modern outlook, India has a lot of fine strengths – in cinema, sports, art, culture, food, yoga – that it is building on

ILLUSTRATION: BINAY SINHA



VISHAL MENON
New Delhi, 3 January

As Dommaraju Gukesh got up from his chair, both arms raised and a beaming smile, the moment felt timeless. The raucous cheers from the crowd only amplified the significance of his epochal triumph.

Gukesh, 18, was crowned the youngest world champion in the history of chess, quelling Ding Liren in the 2024 FIDE World Championship in Singapore — an occasion that took India's soft power to new heights.

Since the turn of the century, the country has expanded its global influence in more ways than one, with yoga, art, sport, cinema and food (with several Michelin star Indian chefs) all contributing to it.

Yoga, in fact, is often described as the biggest export from India, with hundreds of thousands of people today practising it around the world. Popularised globally by yoga gurus such as BKS Iyengar, it got a day to its name on December 11, 2014, when the United Nations General Assembly declared June 21 as the International Day of Yoga following a suggestion by Prime Minister Narendra Modi in his UN address and a subsequent draft resolution introduced by India's permanent representative to the UN.

Like yoga, Indian cinema, too, has been making a mark since before the 2000s — think Satyajit Ray, whose Oscar award was announced by another legend, Audrey Hepburn; or Raj Kapoor, who had Russians singing "*Mera joota hai Japani*"; or superstars such as Amitabh Bachchan and Shah Rukh Khan; or more recently, "*Naatu Naatu*", a song from the 2022 Telugu movie, *RRR*, which became a worldwide hit, winning the Academy Award for Best Original Song in 2023.

"Indians have in this period (2000 to 2024) created waves in the field of art, culture, cinema, mathematics, music, pharmaceuticals, science, sports and technology, to name a few areas," Kalikesh Narayan Singh Deo, president, National Rifle Association of India, tells *Business Standard*.

"This quarter century got us two individual gold medals in the Olympics, something which was not achieved in the previous half a century or so of our existence as a modern democracy," Deo adds. "Such achievements raise the stature of a nation considerably."



SOFT POWER

Gukesh's stellar rise in chess apart, from cricket to indigenous sports like kabaddi, kho kho, wrestling and badminton, India's sports ecosystem is blossoming.

This multi-pronged approach, combined with hosting international events, investing in grassroots initiatives, and promoting women in sports, is allowing the country to enhance its global stature, strengthen diplomatic ties, and cultivate a positive image.

Olympic ambitions

During his Independence Day speech in 2024, Modi said India dreams of hosting the Olympics in 2036 — an ambition that was recently backed by International Olympic Committee head Thomas Bach.

Indeed, India's Olympic-sized ambition is more than just a cheeky overreach. For an aspirational country to get a seat at the high table at the global stage, it is important to be a winner in the sporting arena.

In modern history, a nation's rise has been intrinsically linked to its phoenix-like trajectory as a sporting behemoth. It is something ace shooter Manu Bhaker, who bagged two bronze medals at the 2024 Paris Olympics, attests to.

"Hosting the Olympics will definitely encourage a sporting culture in India and boost the country's profile," she said to *Business Standard* during an earlier interview. If that happens, New Delhi, Mumbai and Ahmedabad will cease to be mere specks on the Olympics map.

Getting there, though, will require significant investment in both sportspersons and sporting infrastructure. In fact, it would require deeper interventions, given that the country doesn't really have a sporting culture. Schools, for example, either don't have sports periods or don't take them seriously.

For now, if there is one sporting event that has truly turned the spotlight on India, it is the Indian Premier League (IPL).

Since its inception in 2008, the IPL has morphed into something more than just a glitzy annual cricket tournament. It is now a powerful vehicle showcasing the country's vibrant culture and fostering international diplomacy, with its viewership spanning countries across the globe.

According to a 2024 report by American investment bank Houlihan Lokey, IPL's business valuation currently stands at $16.4 billion. "The IPL has its impact in the world of sports and also on the world economy simply because it's one of the richest leagues in the world," Deo says.

More on business-standard.com

Deccan Chronicle • Hyderabad • 04 Jan, 2025

Modi asks voters to end 'Aapda' in Delhi

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	221	N/A	Top Center	824579	2.55M

Modi asks voters to end 'Aapda' in Delhi

Accuses AAP of corruption in education, liquor trade

SHASHI BHUSHAN | DC
NEW DELHI, JAN. 3

Prime Minister Narendra Modi on Friday called the Aam Aadmi Party (AAP) an "Aapda" (disaster) for Delhi, alleging its decade-long governance has worsened the city's situation.

"This year usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said.

Addressing a gathering after inaugurating key infrastructure projects, he accused the AAP government of corruption and mismanagement in areas such as education, healthcare, pollution control, and liquor trade.

Modi inaugurated several projects, including 1,675 flats for JJ cluster residents, urban redevelopment projects like the World Trade Centre at Nauroji Nagar, CBSE's Integrated Office Complex at Dwarka, and new Delhi University initiatives. He emphasised the Centre's commitment to developing Delhi through infrastructure and social welfare schemes.



Prime Minister Narendra Modi during the foundation stone laying and inauguration ceremony of various development projects in New Delhi on Friday. — PTI

In a veiled dig at AAP leader Arvind Kejriwal, Modi remarked he could have built a "sheesh mahal" (palace) for himself but prioritised housing for all. He accused the AAP government of glorifying corruption, neglecting responsibilities, and blocking Central schemes like the Ayushman Bharat Yojana, depriving Delhi residents of free healthcare benefits.

"Some hardcore corrupt individuals, using Anna Hazare as a front, have pushed Delhi into this crisis," Modi said, adding that Delhi has always envisioned good governance but the ruling state government has failed to deliver on its promises and has only worsened the situation.

The Prime Minister highlighted Central government initiatives, including providing free ration to 75 lakh people, affordable medicines at Jan Aushadhi Kendras, and solar panel subsidies under the 'Pradhanmantri Suryaghar Muft Bijli Yojana.' He criticised the state government for failing to clean the Yamuna River.

Deccan Chronicle • Hyderabad • 04 Jan, 2025

Rural India's health in focus: Dr Jayalal

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
7	English	255	N/A	Top Right	951610	2.55M

Affordability is a big challenge, says Dr Jayalal

Rural India's health in focus: Dr Jayalal

SHRIMANSI KAUSHIK | DC
HYDERABAD, JAN. 3

India holds a 'blessed' position among Commonwealth nations in healthcare accessibility, opines Dr J. A. Jayalal, president of the Commonwealth Medical Association (CMA). However, he acknowledged that affordability continues to be a significant challenge, particularly in rural and tribal areas.

Highlighting the disparities, he pointed out, "Corporate hospitals remain inaccessible to a majority of the population, while public hospitals have been providing free care even before these schemes were contemplated. However, it does not cover the cost of healthcare, which is about 30 per cent of administrative expenses."

"India's insurance systems are underdeveloped. Despite noble intentions, government schemes like Ayushman Bharat have limitations," he told *Deccan Chronicle*.

On how Artificial Intelligence (AI) could help in braving these challenges, Dr Jayalal said, "Although it is a welcome technology, it is not going to help on the affordability and accessibility fronts. Moreover, they don't replace doctors, per se. The information that it is presently providing is from hyper-inflated data that lacks credibility. There is also no security to the patient's data that is being collected through AI." Dr Jayalal took a dig at the Ayushman scheme's concept of empanelled hospitals.

Q&A

Dr J.A. Jayalal



The cost of travel to corporate hospitals adds to the out-of-pocket expenses. People are not able to get treatment for common diseases and cardiac problems.

— DR J. A. JAYALAL
CMA president

"The cost of travel to corporate hospitals adds to the out-of-pocket expenses. People are not able to get treatment for common diseases and cardiac problems. Moreover, they are not able to get treatment at their doorstep. Why should the government bring free healthcare through the backdoor via the insurance sector? Let them come and say that 50 per cent of all private hospitals will provide free services for whatever treatment people get. The international body is looking at it quite critically. Of the nearly 75,000 hospitals in India, only 6,000 are accredited by the Quality Council of India," he observed.

Dr Jayalal expressed concern at India's Budget allocation for healthcare, which stands at less than two per cent of the GDP compared to five per cent in countries like Sri Lanka.

"Public hospitals shoulder 75 per cent of the healthcare burden, yet the funding is inadequate. Despite going through the pandemic and with the increased ambit of healthcare as highlighted by the government in its 'One Health' concept, it is important to make higher budget allocations to healthcare," he stated.

Addressing the increase in violent attacks against healthcare professionals, he said, "This is a global issue. While some countries enforce strict laws, India's fragmented approach undermines security."

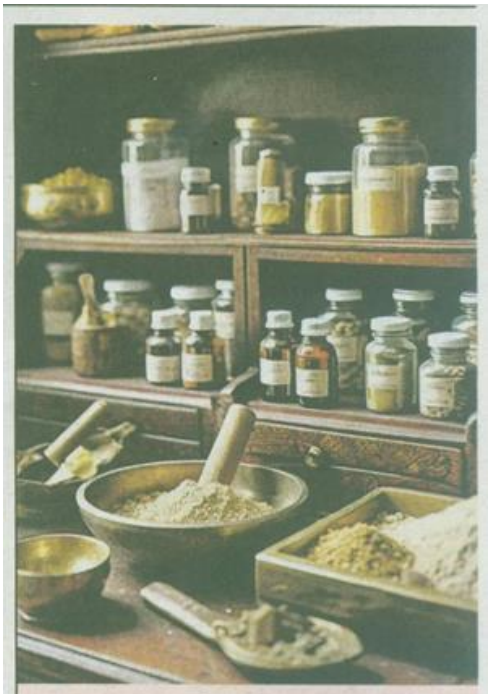
He called for a Central Protection Act to safeguard medical professionals.

However, the Centre insists that health is a state subject. But there are many Central acts that have been implemented in states such as the Medical Termination of Pregnancy Act, Pocso Act, PN-MDP Act and the Clinical Establishment Act, among others.

Pune Mirror • Pune • 04 Jan, 2025

Toxic Ayurveda medicines sold by firm: Doctor

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 6	English	418	N/A	Bottom Left,Top Right	361203	340.74K



Toxic Ayurveda medicines sold by firm: Doctor

Complaints filed with FDA and CMO against Solapur manufacturer; owner refutes allegations

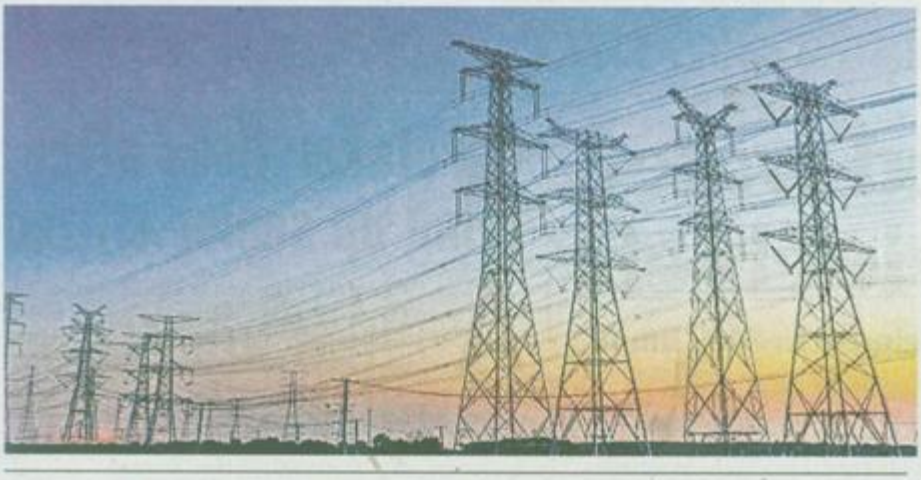
Nozia Sayyed nozia.sayyed@punemirror.com
TWEET @ThePuneMirror

Solapur-based Ayurvedic medicine manufacturer Seth Sakharam Nemchand Rasashala has been accused of operating in violation of the Drugs and Cosmetics Act of Food and Drug Administration (FDA).

Dr Pradnya Pranjal Kulkarni has alleged that the factory indulges in producing medicines that are "unlicensed" and contain toxic elements like sulfur and mercury, which pose major health risks to patients if consumed regularly.

Kulkarni, who filed a complaint on December 17, 2024, with not only the FDA Pune but also the Chief Minister's Office, said that the company uses metal-based powders in their products, including gold and silver, in untested formulations. "Many of their medicines are unlicensed and are sold without undergoing any testing. Furthermore, there are serious operational lapses, such as the absence of production in charge and quality control officer for months," she alleged.

CONTINUED ON PAGE 6 »



Toxic Ayurveda medicines...

CONTINUED FROM PAGE 1

"These medicines are life-threatening," Kulkarni told Pune Times Mirror, adding, "Despite multiple complaints, FDA Pune has failed to act decisively. Although they ordered a production shutdown on July 12, 2024, it only addressed the absence of a quality control officer, ignoring the critical issues of toxic ingredients and unauthorised operations."

Kulkarni also alleged that FDA Pune's then joint commissioner, SV Pratap Pawar, dismissed her accusations during a meeting on July 2, 2024. "He claimed Ayurvedic medicines do not require testing, which contradicted the established safety norms by the regulatory body itself.

"When pursued further, I was warned about the factory's political and financial influence."

About the serious allegations made by Kulkarni, Mirror contacted the factory trustee, Dr Adarsh Mehta, who refuted all her claims. "Kulkarni is lying. She was caught engaging in financial misappropriation and unauthorised sales, for which we have filed a complaint. Our institute, which has been operational for 100 years now, is known to comply fully with FDA regulations," he stressed.

Acknowledging the seriousness of the allegations, FDA Pune's joint commissioner (drugs), Girish Hukare, said, "We are investigating the matter, and appropriate action will be taken if violations are confirmed."

Untested medicines and their effects

- Mercury and sulfur are known to cause poisoning and long-term use can damage the kidneys, nervous system, and other organs.
- Metal-based powders are traditionally used in Ayurveda but improper testing and formulation can lead to heavy metal toxicity, causing irreversible health damage.
- Unregulated ayurvedic medicines can also lead to serious health consequences, like long-term organ damage.

Amar Ujala • Chandigarh • 04 Jan, 2025

Ayushman bharat yojana mein gade jhande ...Kidney transplant mein PGI desh mein number one

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	Hindi	419	N/A	Bottom Left	308470	368.8K

एक और उपलब्धि 111 मरीजों का किडनी प्रत्यारोपण कर कायम की मिसाल, मरीजों का वेटिंग टाइम 12 माह से घटकर तीन महीने पर आया

आयुष्मान भारत योजना में गाड़े झंडे... किडनी ट्रांसप्लांट में पीजीआई देश में नंबर वन

माई सिटी रिपोर्टर

चंडीगढ़। देश के सर्वश्रेष्ठ चिकित्सा संस्थानों में लगातार सात वर्षों से दूसरे पायदान पर कब्जा करने वाला पीजीआई कई अन्य मायनों में भी देश के अन्य चिकित्सा संस्थानों के लिए नजीर साबित कर रहा है।



अगर किडनी ट्रांसप्लांट की बात की जाए तो इस क्षेत्र में गरीब और जरूरतमंद मरीजों की जिंदगी को बचाने में संस्थान देश में सबसे आगे है। आयुष्मान भारत योजना के अंतर्गत संस्थान ने देश में अब तक सबसे ज्यादा लाभार्थियों का किडनी प्रत्यारोपण कर नंबर वन पोजीशन प्राप्त की है। इतना ही नहीं सामान्य वर्ग में 5000 से ज्यादा किडनी ट्रांसप्लांट कर यह अन्य अस्पतालों के लिए मिसाल कायम कर रहा है। संस्थान में किडनी ट्रांसप्लांट की सफलता दर लगभग 80 प्रतिशत तक है।

2023-24 में पीजीआई ने 130 करोड़ रुपये से अधिक पैकेज राशि के साथ 32000 आयुष्मान भारत के मरीजों का इलाज किया। इतने मरीजों का इलाज कर पीजीआई केंद्र शासित प्रदेशों में सबसे अधिक संख्या लोगों को लाभ पहुंचाने वाला सेंटर बन गया है। इसके साथ ही जिन गरीब और जरूरतमंद मरीजों के लिए किडनी ट्रांसप्लांट मुश्किल था, आयुष्मान भारत के तहत सुलभ हो गया है। इस योजना के अंतर्गत पीजीआई ने 111 किडनी ट्रांसप्लांट किए हैं जो राष्ट्रीय स्तर पर संस्थान को सबसे आगे खड़ा कर रहा है।



पीजीआई एक अस्पताल नहीं धाम है। यहां इलाज के लिए आने वाला हर मरीज हमारे लिए बेहद महत्वपूर्ण है। किडनी ट्रांसप्लांट में आयुष्मान भारत के अंतर्गत देश में सबसे ज्यादा मरीजों को लाभान्वित करने की उपलब्धि पूरे टीम के प्रयास का परिणाम है। -प्रो. विवेक लाल, निदेशक पीजीआई



अब तक पांच हजार से ज्यादा किडनी ट्रांसप्लांट

पीजीआई में अब तक 5209 किडनी ट्रांसप्लांट किए गए हैं, जो इसे भारत में अंगदान और प्रत्यारोपण में अग्रणी बनाता है। पीजीआई अहमदाबाद के इंस्टीट्यूट ऑफ किडनी डिजीज एंड रिसर्च सेंटर के बाद दूसरे स्थान पर है। जबकि पीजीआई में अहमदाबाद के इंस्टीट्यूट ऑफ किडनी डिजीज एंड रिसर्च सेंटर की 400 की तुलना में केवल 50 बेड की क्षमता है। 2023 के आंकड़ों पर गौर करें तो पीजीआई ने 326 किडनी ट्रांसप्लांट किए।

365 के बजाय अब 90 दिन का इंतजार

पीजीआई ने किडनी ट्रांसप्लांट में रफ्तार पकड़कर इसकी वेटिंग पीरियड भी आधे से ज्यादा कम कर दी है जिससे जीवित प्रत्यारोपण के लिए प्रतीक्षा अवधि 12 महीने से घटकर केवल तीन महीने रह गई। वहीं, संस्थान एक साथ अग्न्याशय किडनी (एसपीके) ट्रांसप्लांट में देश में अग्रणी है, जो टाइप 1 डायबिटीज मेलिटस के 56 मरीजों को लाभान्वित कर चुका है। किडनी ट्रांसप्लांट की सफलता दर को बढ़ाने में यूरोलॉजी विभाग भी सहायक साबित हो रहा है। जनवरी 2023 में शुरू किए गए यूरोलॉजी विभाग और रीनल ट्रांसप्लांट सर्जरी विभाग के साथ सहयोग से रीनल ट्रांसप्लांट में 60 प्रतिशत की वृद्धि हुई जो 2022 में 203 से बढ़कर 2023 में 326 हो गई।

Daily Thanti • Chennai • 04 Jan, 2025

4 yoga poses to reduce belly fat fast

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	326	N/A	Bottom Center	227195	2M

தொப்பையை வேகமாக குறைக்கும் 4 யோகாசனம்

தொப்பையை வேகமாக கரைக்க உதவும் சில எளிய யோகாசனங்கள் கொடுக்கப்பட்டுள்ளன. அவற்றை தினமும் தவறாமல் பின்பற்றினால், தொப்பையை வேகமாக குறைக்க முடியும்.

*** புஜங்காசனம்**

இந்த ஆசனத்தை செய்யும் போது, வயிற்றுப் பகுதியில் உள்ள தசைகள் வலிமையடைவதோடு, வயிற்றில் தேங்கியுள்ள கொழுப்புகளும் கரையும். மேலும் இந்த ஆசனத்தினால் முதுகு, அடி வயிறு மற்றும் உடலின் மேல் பகுதி



யும் வலிமையடையும். இந்த ஆசனம் தண்டு வடத்தையும் வலிமையாக்கும்.

முதலில் குப்புறப்படுத்து, இரு உள்ளங்கைகளையும் மார்பு பகுதிக்கு பக்கவாட்டில் தரையில் ஊன்றி, மூச்சை உள்ளிழுத்தவாறு முகத்தையும், உடலையும் உயர்த்த வேண்டும். இந்நிலையில் 15–30 நொடிகள் இருக்க வேண்டும். பின் மூச்சை வெளியிட்டவாறு பழைய நிலைக்கு திரும்பவும். இப்படி ஒரு நாளைக்கு 5 முறை செய்ய வேண்டும்.

*** தனுராசனம்**

தனுர் என்றால் வில். வில்லைப் போல் உடலை வளைத்து செய்வதால், இந்த ஆசனத்தின் பெயர் தனுராசனம் என்று வந்தது. இந்த ஆசனத்தின் மூலம் அடிவயிற்று தசைகள் நல்ல நிலையைப் பெறும். மேலும் இந்த ஆசனத்தினால் வயிற்றுக் கொழுப்புகளும், தொடையில் உள்ள கொழுப்புகளும் கரையும்



மற்றும் செரிமான மண்டலம் நன்கு செயல்பட்டு, மலச்சிக்கல் பிரச்சினை அகலும். இந்த ஆசனத்திற்கு குப்புறப்படுத்து, இரண்டு கைகளாலும் கணுக்காலைப் பிடித்து, உடலை வில் போன்று வளைக்க வேண்டும். இப்படி 5 முறை செய்ய வேண்டும்.

*** நாகாசனம்**

இந்த யோகாசனம் தட்டையான வயிற்றைப் பெற உதவும் மற்றும் இடுப்பு பகுதியைச் சுற்றி



யுள்ள கொழுப்புகளைக் கரைக்கும். மேலும் இந்த ஆசனத்தினால் முதுகு மற்றும் கால் தசைகள் வலிமைப் பெறும்.

இந்த ஆசனத்திற்கு முதலில் தரையில் குப்புற படுத்து, பின் மூச்சை உள்ளிழுத்தவாறு மேல் உடலையும், இடுப்பு பகுதிகளையும் மேலே உயர்த்த வேண்டும். முடிந்த வரை 45 டிகிரி கோணத்தில் உடலைக் கொண்டு வர முயற்சி செய்யுங்கள். இந்நிலையில் 15 நொடிகள் இருந்து, பின் மூச்சை வெளியே விட்டவாறு பழைய நிலைக்கு திரும்புங்கள்.

*** பவனமுக்தாசனம்**

இந்த யோகாசனத்தினால் குடலுக்கு மசாஜ் செய்தது போன்று இருப்பதோடு, வயிற்று



அமிலத்தை ஒழுங்குபடுத்தவும், மலச்சிக்கலைத் தடுக்கவும், மெட்டபாலிசத்தை அதிகரிக்கவும், முதுகு வலியைக் குறைக்கவும், அடிவயிறு, தொடை, இடுப்பு பகுதியில் உள்ள கொழுப்புகளைக் கரைத்து அழகாக வைத்துக் கொள்ளவும் உதவும்.

பவனமுக்தாசனம் செய்வதற்கு தரையில் மல்லாந்து படுத்துக் கொண்டு, முழங்கால்களை மடித்து, மார்பை தொடும் வண்ணம் தூக்கி, பின் இரு கைகளால் முழங்கால்களைப் பிடித்துக் கொண்டு, தலையால் முழங்காலைத் தொட முயற்சிக்க வேண்டும்.

Maharashtra Times • Mumbai • 04 Jan, 2025

Credit to Hrithik for fitness!

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Marathi	160	Mumbai Times	Bottom Center	114646	1.3M

फिटनेसचं श्रेय ह्रतिकला!

मुंबई टाइम्स टीम



'बंदिश बँडिट्स' या सीरिजचा दुसरा सीझन प्रदर्शित झाल्यापासून त्याची बरीच चर्चा आहे. विशेषतः त्यातील मुख्य अभिनेत्री **श्रेया चौधरी** हिच्या कामाची प्रशंसा होतेय. काही दिवसांपूर्वी तिच्या प्रेरणादायी फिटनेस ट्रान्सफॉर्मेशनमुळे तिचं कौतुक झालं. तरूण असताना श्रेया तिच्या वाढत्या वजनामुळे त्रस्त होती. त्यामुळे तिचा आत्मविश्वास कमी झाला होता. पण त्याच वेळी तिनं तिचा आदर्श असलेल्या अभिनेता **ह्रतिक रोशन** याला त्याच्या फिटनेस प्रवासाविषयी बोलताना पाहिलं. याबाबत श्रेया म्हणाली, 'लहानपणी माझं वजन जास्त होतं. काहीही केलं तरी माझं वजन कमी होणार नाही असं मला नेहमी वाटे. दरम्यान मी ह्रतिक रोशन यांना फिटनेसबद्दल बोलताना ऐकलं. त्यांचा प्रवास प्रेरणादायी होता. त्यांनी अडचणींमधून कसा मार्ग काढला याविषयी ऐकल्यावर आपणही ते करू शकतो असा विश्वास वाटू लागला आणि मी त्या दिशेनं पावलं उचलू लागले.' श्रेयानं तिच्या ट्रान्सफॉर्मेशनचे काही प्रेरणादायी फोटो सोशल मीडियावर शेअर केले आहेत. श्रेया तिच्या फिटनेसच्या प्रवासाचं श्रेय ह्रतिक रोशनला देते. श्रेया चौधरी लवकरच बोमन इराणीच्या बहुचर्चित डायरेक्टोरियल डेब्यू द मेहता बॉयज मध्ये अविनाश तिवारीसोबत दिसणार आहे.



Manifest Life • National • 04 Jan, 2025

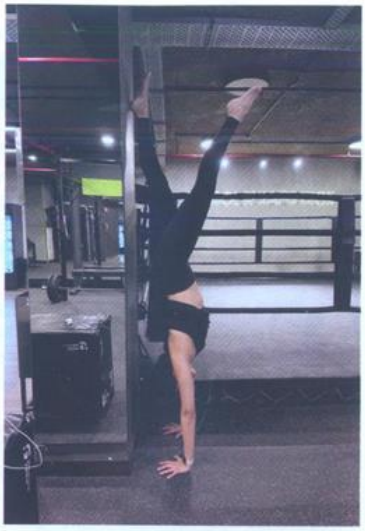
FIT to WED

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
138, 139	English	1175	N/A	Inside Page (Magazine only)	0	N/A

FIT to WED

The way to the aisle is through the treadmill, says 431-88 designer, Shweta Kapur. She shares her fitness and wellness journey with Manifest, as she gets ready to slip into her wedding lehenga.

Text by Akanksha Kamath







SWEAT, SMILE, REPEAT. Every bride wants to feel her best on her wedding day, but for Shweta Kapur — fashion designer, wellness devotee, and self-proclaimed "workout junkie" — the journey is less about shedding a few kilos and more about maxing out on strength, sanity, and style. Forget the traditional bridal cleanse; Kapur's approach to her big day is a fitness regime that's equal parts skill-building and zen. It's a diary full of "good-for-you" hacks: everything from 7,500 daily steps to a little bit of ghee in her morning Americano for an extra metabolism kick. And for any bride in the throes of wedding planning, her blend of discipline and fun might just be the holy grail.

WEEK 1: Keep Calm and Carry On

A friend of mine gave me the best advice from his own wedding: attend your wedding like a guest and just have fun. Wedding prep is not stressful, but it is overwhelming. The only thing you can do is tackle one task at a time. I meditate a lot and keep 15 minutes in the morning and evening for myself where I do my meditation and keep my sanity. If you can, get a wedding planner. @VandanaBhardwaj_wp is planning mine, and I pass on all my stress to her ;)

WEEK 2: All The Right Moves

I'm a workout junkie. I love movement, and for me, workouts are more about skill-building and less about losing weight. My week consists of strength training, yoga, pilates, and running. I started my fitness journey fairly early in my 20s, and now I'm in a phase where I love to push myself to see what my body can do. I workout at Knox in New Delhi with Adito Sen (@adito_sen), with whom I've been training for the last five years, and once a week, I go to Life Yoga (@lifeyoga_) for active recovery. Also, because I excercise every day, nutrition plays a huge role. Arun Chahal (@arun.movefit), founder of Sweat Project (@sweatproject.in) is my go-to person for all things nutrition. He's helped me figure out exactly what works for me and how many macros I need on a daily basis.

WEEK 3: One Day at a Time
Like Adito says, consistency is key. Just starting somewhere is important, and all you have to do is take one step forward every day. My workout is also my only hour where I can completely switch off from everything and focus just on myself. Maximum health and fitness for me is to make sure you get 60 minutes of exercise at least five times a week, and you follow the 80-20 rule with clean food.

WEEK 4: Walk This Way
The only thing I added was to ensure that I get in at least 7,500 steps every day. Simple but effective. Also, I zipped my mouth and avoided my weekly hot chocolate fudge. It's true what they say: abs are made in the kitchen.



WEEK 5: Harder, Better, Faster, Stronger
I started yoga and my daily walks roughly six months before the wedding, and pilates two months before. This is particularly helpful because I work out a lot and my muscles get really tight. I didn't really change much with my workout since I've hacked what works for me, so I increased the intensity because I didn't want to mess around with what was working. But yes, I went cold turkey with alcohol and sugar.

WEEK 6: Food For Thought
I eat a lot. I'm perpetually hungry, and nothing comes between me and my love for cake. But like everything else, consistency is key when it comes to my food. On weekdays, I keep it clean, and on weekends, I pick one vice — alcohol or sugar, not both. Here's how my typical day shapes up:

WAKE-UP ROUTINE
- **Hydration:** Start the day with 2 glasses of water
- **Meditation:** A 20-minute session to centre myself before the day begins
- **Morning Brew:** Americano with a pinch of salt (enhances flavour, reduces bitterness) and a spoon of ghee (boosts metabolism).

PRE-WORKOUT FUEL
- **Hydration:** Aim for 1 litre of water — split across pre, during, and post-workout

BREAKFAST (Post-Workout)
- Protein shake
- 2 boiled eggs
- 10 soaked almonds
- Oat latte

MID-MORNING SNACK
- Choice of cottage cheese or Greek yogurt with blueberries, depending on my mood

LUNCH
- A balanced plate of rice, paneer or chicken, and veggies
- Side of cucumber slices

AFTERNOON SNACK
- Pick one, based on energy needs: Greek yogurt, makhanas, or a fistful of nuts.

DINNER (Early, around 6:30-7 p.m.)
- Chicken and veggies — light and nourishing
- A piece of dark chocolate to satisfy my sweet tooth

Divya Bhaskar • Ahmedabad • 04 Jan, 2025

India's Share In Ayurvedic Beauty Care Products In The World Is 50%, The Market Will Touch 1.2 Lakh ...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Gujarati	233	N/A	Bottom Center	376963	1.54M

ભાસ્કર ખાસ | બ્યૂટી ઇન્ડસ્ટ્રીઝમાં બદલાવ, ભારતની આયુર્વેદિક બ્યુટી બ્રાન્ડ વિશ્વમાં ઝડપથી વિસ્તરી

વિશ્વમાં આયુર્વેદિક બ્યૂટી કેર પ્રોડક્ટમાં ભારતનો હિસ્સો 50%, માર્કેટ 2028 સુધીમાં 1.2 લાખ કરોડને આંબી જશે

ભાસ્કર ન્યૂઝ | નવી દિલ્હી

આયુર્વેદ 5000 વર્ષ જૂની ભારતીય તબીબી પદ્ધતિ છે જે વિશ્વની બ્યૂટી ઈન્ડસ્ટ્રીઝને બદલી રહી છે. આ પદ્ધતિમાં વર્ણવેલ ફોર્મ્યુલેશનના આધારે બનાવેલ બ્યૂટી પ્રોડક્ટ સમગ્ર વિશ્વમાં વધુને વધુ લોકપ્રિય થઈ રહ્યા છે. ગ્લોબલ ન્યૂ પ્રોડક્ટ્સ ડેટાબેઝ (GNPD, ગ્લોબલ રિસર્ચ ફર્મ મિન્ટેલના રિપોર્ટ અનુસાર ભારત આયુર્વેદ સંબંધિત બ્યૂટી અને પર્સનલ કેર પ્રોડક્ટ્સ રજૂ કરવામાં વિશ્વમાં અગ્રેસર છે. 2018 અને 2023 ની વચ્ચે આ સેગમેન્ટમાં ભારતીય ઉત્પાદનોનો વૈશ્વિક હિસ્સો અડધો થઈ ગયો છે. પ્રમાણિત કેમિકલ્સ રહિત બ્યૂટી ઉકેલોની વધતી જતી માંગે આ ઈન્ડસ્ટ્રીઝના દ્વાર ખોલ્યા છે.

રિપોર્ટ અનુસાર આ સમયગાળા દરમિયાન શ્રીલંકા, બ્રિટન, અમેરિકા અને ફ્રાન્સ જેવા દેશોમાં ભારતીય આયુર્વેદિક ઉત્પાદનો માટે મોટા બજારો ઉભરી આવ્યા છે. બ્યૂટી પ્રોડક્ટ્સ સાથે સંકળાયેલા વિશ્લેષકોના જણાવ્યા અનુસાર આ પ્રોડક્ટ્સ દેશના ટિયર 2 અને ટિયર 3 શહેરોના માર્કેટમાં પણ વિસ્તરી રહી છે.

આયુર્વેદ ટેક સ્ટાર્ટઅપ નિરોગસ્ટ્રીટના અહેવાલ મુજબ નાણાકીય વર્ષ 2028 સુધીમાં ભારતમાં આયુર્વેદ ઉત્પાદનોનું બજાર રૂ. 1.2 લાખ કરોડ સુધી પહોંચવાનો અંદાજ છે. હાલમાં તેની કિંમત લગભગ 60 હજાર કરોડ રૂપિયા છે. તે વાર્ષિક 15 ટકાના ચક્રવૃદ્ધિ દરે વધી રહી છે.

હર્બલ પ્રોડક્ટ્સ યુવાનોમાં લોકપ્રિય બની, સ્કિનકેર પર ફોકસ

આયુર્વેદ ટેક સ્ટાર્ટઅપ નિરોગસ્ટ્રીટના એક અહેવાલ મુજબ આ વધતી માંગ પાછળનું કારણ સ્થાનિક અને આંતરરાષ્ટ્રીય બજારોમાં કુદરતી અને હર્બલ ઉપચારની વધતી માંગ, આયુર્વેદ પ્રેક્ટિશનરોની સંખ્યામાં વધારો અને આ ક્ષેત્રમાં મોટા પાયે સ્ટાર્ટઅપ્સનો વધારો છે. બ્યૂટી પ્રોડક્ટ ડિસ્ટ્રીબ્યુશન એજન્સી સ્ટેલા રાઇઝિંગના સીએમઓ માર્લી ક્લાર્કના જણાવ્યા અનુસાર મિલેનિયલ્સ આયુર્વેદિક ફોર્મ્યુલેશનના ગુણધર્મો અને ફાયદાઓમાં સૌથી વધુ રસ ધરાવે છે. તેઓ ખાસ કરીને ત્વચા અને વાળની સંભાળથી પ્રેરિત ઉત્પાદનોમાં રસ ધરાવે છે. ઈન્ટરનેટ પર આયુર્વેદિક અને સંબંધિત હેશટેગ્સ વધી રહ્યા છે. અશ્વગંધા, લીમડો, તુલસી, આમળા જેવા આયુર્વેદિક શબ્દો લોકપ્રિય થઈ રહ્યા છે.

ભારતમાં 60 હજાર કરોડનું માર્કેટ 4 વર્ષમાં બમણું થઈ જશે

- ગ્રાન્ડ વ્યૂ રિસર્ચના રિપોર્ટ અનુસાર 2024માં વૈશ્વિક હર્બલ બ્યૂટી પ્રોડક્ટ્સ માર્કેટન સાઈઝ 7.5 લાખ કરોડ રૂપિયાની આસપાસ છે. તે 2025 થી 2030 સુધી વાર્ષિક 13.3% ના ચક્રવૃદ્ધિ દરે વૃદ્ધિ પામવાનો અંદાજ છે.
- સ્કિનકેર 2024માં સૌથી મોટા રેવન્યુ શેર 36.2% સાથે બજારમાં પ્રભુત્વ ધરાવે છે. સ્કિનકેર પ્રોડક્ટ્સમાં કુદરતી અને ઓર્ગેનિક ઘટકોના ફાયદા અંગેની જાગૃતિ વધવાથી ગ્રાહકોની માંગમાં નોંધપાત્ર વૃદ્ધિ થઈ રહી છે.
- ઉત્તર અમેરિકા હર્બલ બ્યૂટી પ્રોડક્ટ્સ માર્કેટ 2024 માં 34.3% ના સૌથી મોટા રેવન્યુ હિસ્સા સાથે વૈશ્વિક બજારમાં ટોચ પર છે.

The New Indian Express • Chennai • 03 Jan, 2025

RESOLUTIONS FOR LASTING CHANGE

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	823	Indulge	Top Center	823149	246.4K

mind & body



RESOLUTIONS FOR LASTING CHANGE



Here's how you can set meaningful resolutions and work toward them gradually and sustainably

AS THE NEW YEAR arrives, many of us make resolutions with great enthusiasm, only to give up on them weeks later. This often happens because we set unrealistic goals, lack discipline, or fail to align our resolutions with our deeper vision. Here's how you can set meaningful resolutions and work toward them.

● **Choose an enjoyable workout routine:** If your resolution is to exercise regularly, start by figuring out what you genuinely enjoy. Do you like gym workouts, yoga, pilates, strength training, or bodyweight exercises? Picking something you enjoy increases your chances of sticking to it. Break your big fitness goals into smaller, manageable ones. For instance, instead of jumping straight into intense weight training, begin by building your stamina through walking, jogging, or brisk walking. Gradually incorporate other forms of exercise to maintain interest and avoid monotony. This approach not only builds your fitness level but also keeps you motivated and helps you achieve your body and health goals.

● **Practice moderation with food:** If your goal is to eat healthier, don't completely cut out your favourite foods. Extreme restrictions can make you feel deprived, leading to binge eating. Instead, focus on moderation. Stick to healthy, home-cooked meals for six days a week and designate one day as a "reward day." Calling it a "reward day" frames the indulgence positively, making you feel accomplished rather than guilty. This mindset boosts motivation and encourages moderation, as it's seen as earned rather than forbidden. Cheat day, however, may trigger guilt and unhealthy binging, which can harm both mental and physical well-being. Mindfulness and moderation are key. Enjoy your treats guilt-free on your reward day.





● **Manage tea and coffee consumption:** Many people resolve to quit tea or coffee entirely, but this is often unsustainable. If you're used to 3–4 cups a day, sudden withdrawal can lead to strong cravings or irritability. Instead of quitting cold turkey, reduce your intake gradually. Start by cutting down to 2–3 smaller cups or just take half-a-cup a day instead of full cups. Opt for healthier alternatives like black tea or coffee, which are rich in antioxidants. If you prefer milk-based tea or coffee, choose good-quality organic A2 milk and natural sweeteners like jaggery or coconut sugar over processed white sugar. Remember, tea and coffee act as diuretics, causing water loss in the body. To counter this, drink a glass of water after your cup to stay hydrated.

● **Prioritise quality sleep:** Deep sleep is crucial for healing, recovery, weight loss, and overall well-being. Many people resolve to sleep early but fail due to late-night screen time or social events. Strive for consistency and maintain a fixed sleep schedule 5–6 days a week. Sleep and wake up at the same time to support your circadian rhythm. On the remaining days, enjoy the flexibility without guilt. Lack of sleep can lead to fatigue, poor focus, mood swings, and even weight gain. By being mindful about the quality sleep on most days, you'll notice better energy levels, improved mental clarity, better gut health, and overall health.



HEALTHY LIVING
DEEPIKA RATHOD
Chief Nutrition Officer, Luke Coutinho Holistic Healing Systems. The writer is a clinical nutritionist with a focus on healthy lifestyle choices.

The Morning Standard • Delhi • 03 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	611	N/A	Middle Right	293066	300K

FITBIT

CHAKKI CHALANASANA

(MILL CHURNING POSE)

This is a beginner-level practice done at a sitting position. It improves circulation and endocrine function and releases tension. It is a seated balancing pose that focuses on moving the upper body while keeping the lower body grounded. When performing the pose, it looks like you are churning the mill, (an old traditional way of grinding pulses), hence the name Mill Churning Pose. Since it requires the upper body movement to keep the legs wide open; it is also a gentle hip opener.

STEPS

- Sit in Dandasana, lengthening your spine and remain here for three breaths.
- Inhale, bring your feet wide apart as far as you can go, and rotate your hips externally.
- Ensure ankles are grounded, toes and knees are pointing up, exhaling out completely.
- Inhale, raise your arms up by interlocking your fingers and stretching from the hips upwards in Upavistha Konasana Baddhanguliyasana (Seated Straddle Pose Hands Up Interlocked).
- Lengthen your arms to the armpits. Continuing with the inhalation, twist your hips and shoulders towards the left. Gently exhale and move from the side to the forward bend coming all the way to the front, lengthening upwards from the sit bones.
- Finish exhaling in the forward bending movement, come to the right side, lift your body as you inhale, rise with your torso, and come back to the centre, taking the torso in a gentle backbend.
- To complete the round, lengthen the arms above your head and sit tall and straight.
- Repeat this dynamic movement, circling from the left to the right (clockwise) for four rounds.
- Relax, and repeat it moving right to left (anticlockwise) for about four rounds. Come back to centre, lengthening the spine each time.
- While doing the rotations, ensure the abdomen moves and comes close to your legs.
- Release and relax in Dandasana. Repeat it, if required, going a little deeper rotation, consciously moving from the hips and pelvis and not shoulders and head.
- Completely come out and do a counter pose in Dandasana Hands Back Knees Bent.

LIMITATIONS

- People with recent/old injuries on any part of the body, especially the hips, recently recovered from a surgery to internal organs or any other part of the body, arthritis, sciatica, slip disc, etc. should avoid this pose.
- Warm up is a must for people who are feeling tired, tight, and heavy.
- People with a hunchback need to do it with care.



BENEFITS

- Engages the muscles of the chest, back, legs, and psoas.
- Impacts the digestive, respiratory, reproductive, and circulatory systems.
- A good exercise for toning the abdominal and hamstring muscles.
- A good exercise for growing kids and teenagers as it helps them tone the abdominal area and lower body.
- Takes care of Apana Vayu, removing unnecessary gas in the abdominal area.
- Therapeutic for people with digestion problems.
- Very popular in prenatal and postnatal practice.
- Helps provide a downward flow of energy which is beneficial for people with severe arthritis.
- Opens up hip joints and brings flexibility to the lower body.

— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

Free Press Journal • Mumbai • 03 Jan, 2025

Hibiscus: Ayurvedic beauty and skin care

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
26	English	444	N/A	Top Center	353132	251.68K

Neeta Senacha

The hibiscus flower, with its vibrant hues and delicate petals, stands as a symbol of natural splendor. Beyond its visual appeal, this flower holds a plethora of uses that span across various cultures and wellness practices. From ancient Ayurvedic traditions to modern skincare innovations, the hibiscus flower has woven its way into the tapestry of beauty and well-being. Rich in antioxidants, vitamins, and natural acids, hibiscus offers benefits ranging from promoting youthful skin to aiding in hair care. Whether infused in oils, brewed into teas, or incorporated into skincare formulations, the hibiscus flower continues to flourish as a versatile and cherished ingredient, embodying the harmonious blend of nature and self-care. In this article, let's unveil its role as an age-old beauty remedy that captivates and inspires today's beauty enthusiasts.



The origins of hibiscus in ayurveda

Originating in the ancient healing system of Ayurveda, hibiscus, or "Japa Pushpa" as it is known, has been revered for its holistic healing properties for centuries. Ayurveda, a holistic approach to wellness, emphasizes the balance of mind, body, and spirit. Hibiscus has been cherished for its multifaceted role in promoting not just outer beauty, but inner harmony as well.

Nurturing skin health

Hibiscus is a treasure trove of nutrients that are beneficial for the skin. Its natural alpha hydroxy acids (AHAs) gently exfoliate the skin, aiding in the removal of dead cells and promoting cellular turnover. This exfoliation process helps reveal a fresher, more youthful complexion underneath. Moreover, hibiscus is replete with antioxidants that combat the damaging effects of free radicals. This helps in preventing premature aging, reducing the appearance of fine lines and wrinkles, and maintaining the skin's elasticity.

Acne control

For those grappling with acne and blemishes, hibiscus can be a savior. Its anti-inflammatory and antibacterial properties help soothe irritated skin and prevent further breakouts. The natural acids in hibiscus also play a role in clarifying the skin by unclogging pores and minimizing their appearance.





Radiance and glow

Ayurveda believes that true beauty emanates from a balanced and healthy system. Hibiscus supports this philosophy by promoting proper blood circulation. Improved blood circulation means better nutrient delivery to the skin cells, resulting in a radiant and glowing complexion.

Natural moisturization

Dry skin can feel parched and lackluster. Hibiscus comes to the rescue with its natural mucilage content, which provides a gentle and effective way to lock in moisture. This natural humectant helps maintain the skin's hydration, leaving it supple and soft.

Harnessing the power of hibiscus

1 Hibiscus face mask

Treat your skin to a spa-like treat with a hibiscus face mask. Mix soft hibiscus petals with yogurt or honey. This combo is rich in good things like antioxidants, vitamins, and gentle exfoliators. Put the mix on your face for 15-20 minutes. Your skin will soak up the good stuff and feel refreshed. Rinse it off with warm water.

Hibiscus: Ayurvedic beauty and skin care

2 Hibiscus toner

Crafting your own hibiscus toner is wonderfully simple. Begin by brewing a cup of hibiscus tea using dried hibiscus petals and hot water. Allow the tea to cool down, and then transfer it to a clean container. This vibrant hibiscus infusion becomes your all-natural toner. Applying it is a breeze: just dip a cotton pad into the hibiscus tea and gently swipe it ac your cleansed face. The hibiscus toner harmonizes your skin's pH levels while offering a soothing touch.

3 Hibiscus infused oil

Crafting your own hibiscus infused oil is a delightful way to pamper your skin. Begin by gently drying hibiscus petals and placing them in a clean glass jar. Pour your chosen carrier oil, such as coconut or almond oil, over the petals until they're fully submerged. Seal the jar and let the mixture sit in a cool, dark place for a few weeks. During this time, the oil will absorb the nourishing properties of hibiscus. Once infused, strain the oil to remove the petals, and transfer the liquid to a new container. Your hibiscus infused oil is now ready to use. Apply it as a gentle massage oil to soothe and moisturize your skin, or use it as a natural moisturizer after cleansing.



The Morning Standard • Delhi • 03 Jan, 2025

Police probe cyber fraud targeting Ayurveda firms

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	382	N/A	Bottom Right	183517	300K

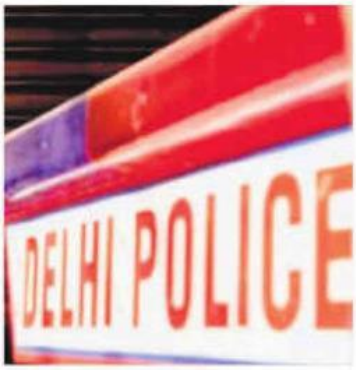
Police probe cyber fraud targeting Ayurveda firms

EXPRESS NEWS SERVICE @ New Delhi

DELHI Police has launched an investigation into a cyber fraud targeting an ayurveda merchandise firm.

The probe was prompted after a director of Sanyasi Ayurveda alleged that some frauds were using a promotional video of his brand, according to the FIR filed in the matter.

The complainant, who wished his name is withheld, said his company's name and video were being exploited to sell counterfeit ayurvedic products online without authorisation and approached authorities.



Police registered an FIR in the matter on December 27 last year.

"A racket/gang is selling spurious drugs for the sake of money, committing organised crime, fraud, and forgery, which can pose a big threat to society in the form of the loss of thousands of lives," read the FIR.

The complainant claimed that his brand is world-renowned with a substantial customer base in India and abroad.

"We broadcast promotional videos on television and different social media platforms to promote public health awareness. On November 27, my younger brother came across a social media advertisement while browsing, which misused my recorded video ad and our company's name without authorisation," the person said in his complaint.

He told police that the ad was hosted on a fake page registered under their brand name.

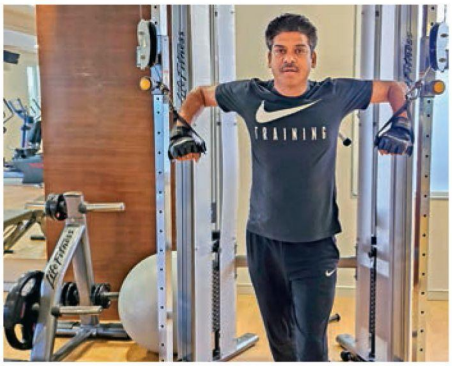
"The user behind this page used my video and company name to promote and sell spurious medicines. My younger brother called the number provided. The tele-caller falsely claimed to represent the company. On the same day, my brother placed an order for medicine, which was received on December 1 for Rs 1,800 cash on delivery," he said.

According to his complaint, the package which he received lacked any consignor address. However, the courier agency provided the sender's address, which was located in Ghaziabad.

The Asian Age • Delhi • 03 Jan, 2025

Exercise, be happy, have fun

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	English	1258	Delhi Age	Top Left	534760	389.96K



How I Keep Myself Healthy & Fit!

Exercise, be happy, have fun

Dr Ravi Kanth Athuluri, Senior Interventional Cardiologist, Yashoda Hospitals, Somajiguda, explains why staying fit against a demanding six-day work week is challenging but not impossible

I strive to maintain my health by pursuing happiness and engaging in healthy activities. These activities include working out, listening to music, dancing, and having fun with friends and family, all in addition to my busy career as a senior international cardiologist for the past two and a half decades.

WORK OUT IN THE MORNING

If we have to have a long-standing life and fruitful career, we need to keep ourselves physically and mentally fit. I follow a combination of aerobics, running, jogging, swimming, cycling, and strength training for at least 45 minutes daily. I engage in daily strength training with weights and body weights to maintain muscle health, and occasionally practise yoga to improve flexibility and posture. At work, I strive to minimize the use of the elevator and frequently opt for the stairs instead.

FRIENDS AND FUN

I enjoy spending quality time with friends, going on long drives, watching movies, engaging in conversations, and bonding with each other. I love to go to music shows and concerts, trips, and tours with loved ones to keep myself happy and stress-free! I believe as we age, maintaining our cardiovascular health and heart care is crucial for maintaining balance, stability, and preventing injuries.

CHOOSING HEALTHY FOODS FOR A BALANCED DIET

I aim to restrict the amount of carbohydrates in my diet, primarily consuming complex carbohydrates such as whole grains, millets, quinoa and so on. Maintaining daily physical activity is another crucial pillar in my fight against heart diseases. To beat chronic stress, I make it a point to adopt stress-reduction techniques such as mindfulness, meditation or yoga. Furthermore, ensuring adequate sleep is vital!

— As told to Swati Sharma

THINGS TO KEEP IN CHECK

I practice what I preach. For me going for a regular health check-ups is crucial. Monitoring blood pressure, diabetes, cholesterol levels, and other risk factors allows for early intervention and management of our potential health issues.

Jansatta • Delhi • 03 Jan, 2025

Farzi vigyapan ke jariye Ayurvedik utpadan bechne ke mamle ki jaanch shuru

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	151	N/A	Middle Center	101877	223.14K

फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बेचने के मामले की जांच शुरू

जनसत्ता संवाददाता
नई दिल्ली, 2 जनवरी।

दिल्ली पुलिस ने फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बनाने वाली एक फर्म को निशाना बनाकर साइबर धोखाधड़ी किए जाने के मामले की जांच शुरू की है। मामले में दर्ज प्राथमिकी के मुताबिक सन्यासी आयुर्वेद के एक निदेशक ने आरोप लगाया है कि कुछ साइबर अपराधी उनके ब्रांड के प्रचार वाले वीडियो का इस्तेमाल कर धोखाधड़ी कर रहे हैं।

शिकायतकर्ता ने कहा कि नकली आयुर्वेदिक उत्पादों को आनलाइन बेचने के लिए उनकी कंपनी के नाम और विज्ञापन वीडियो का इस्तेमाल किया जा रहा है। पुलिस ने पिछले 27 दिसंबर को इस मामले में प्राथमिकी दर्ज की थी। प्राथमिकी में दर्ज किया गया है कि एक गिरोह पैसे के लिए नकली दवाएं बेच रहा है, संगठित अपराध, धोखाधड़ी और जालसाजी कर रहा है, जिससे हजारों लोगों की जान को खतरा हो सकता है।

पुलिस अधिकारी ने बताया कि शिकायत मिलने के बाद दक्षिण-पूर्वी जिले के साइबर पुलिस थाने में प्राथमिकी दर्ज की गई है। प्राथमिकी दर्ज करने के बाद मामले की जांच के लिए कई टीम बनाई हैं। टीम सभी तथ्यों की जांच कर रही हैं और अपराधियों को जल्द ही पकड़ लिया जाएगा।

Virat Vaibhav • Delhi • 03 Jan, 2025

Farzi Vigyapan ke jariye Ayurvedic utpadan bechne ke mamle ki jaanch shuru

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	Hindi	60	N/A	Top Left	71586	625K

फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बेचने के मामले की जांच शुरू

नई दिल्ली। दिल्ली पुलिस ने फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बनाने वाली एक फर्म को निशाना बनाकर साइबर धोखाधड़ी किए जाने के मामले की जांच शुरू की है। मामले में दर्ज प्राथमिकी के अनुसार, सन्यासी आयुर्वेद के एक निदेशक ने आरोप लगाया है कि कुछ साइबर अपराधी उनके ब्रांड के प्रचार वाले वीडियो का इस्तेमाल कर धोखाधड़ी कर रहे हैं। शिकायतकर्ता ने कहा कि नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेचने के लिए उसकी कंपनी के नाम और विज्ञापन वीडियो का इस्तेमाल किया जा रहा है। पुलिस ने गत 27 दिसंबर को इस मामले में प्राथमिकी दर्ज की थी। प्राथमिकी में कहा गया है, एक गिरोह पैसे के लिए नकली दवाएं बेच रहा है, संगठित अपराध, धोखाधड़ी और जालसाजी कर रहा है, जिससे हजारों लोगों की जान को खतरा हो सकता है। एक पुलिस अधिकारी ने बताया कि शिकायत मिलने के बाद दक्षिण-पूर्वी जिले के साइबर पुलिस थाने में प्राथमिकी दर्ज की गई है। उन्होंने कहा, प्राथमिकी दर्ज करने के बाद हमने मामले की जांच के लिए कई टीम बनाई हैं। टीम सभी तथ्यों की जांच कर रही हैं और अपराधियों को जल्द ही पकड़ लिया जाएगा।

Sandhya Times • Delhi • 03 Jan, 2025

Online bech rhe nakli ayurvedic dawaiyaan

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	362	N/A	Top Right	95929	106.19K

ऑनलाइन बेच रहे नकली आयुर्वेदिक दवाइयां

कंपनी मालिक ने खुद मंगवाई दवाई फिर पुलिस को की शिकायत

Kunal.Kashyap@timesofindia.com

AI Image



■ रुपये कमाने के लिए कोई गैंग हजारों लोगों की जान से खिलवाड़ कर के ऑनलाइन नकली आयुर्वेदिक दवाइयों को बेच रहा है। यह दावा एक आयुर्वेदिक कंपनी के निदेशक ने पुलिस में शिकायत करते हुए किया है। उनकी शिकायत पर साउथ-ईस्ट दिल्ली की साइबर पुलिस ने धोखाधड़ी का केस भी दर्ज कर लिया है। मामले की छानबीन जारी है।

मामले में दर्ज हुई एफआईआर के मुताबिक, 51 वर्षीय शिकायतकर्ता तुगलकाबाद एक्सटेंशन में रहते हैं। वह एक आयुर्वेदिक दवाइयां बनाने वाली कंपनी चलाते हैं। उनका दावा है कि देश से लेकर विदेश तक उनके अच्छे खासे ग्राहक हैं। जो उन्होंने कई वर्षों में बनाए हैं। कंपनी की वेबसाइट भी है और वह टीवी और सोशल मीडिया के जरिए भी प्रचार-प्रसार करते हैं। 27 नवंबर 2024 को उनके छोटे भाई ने फेसबुक चलाते हुए एक विज्ञापन देखा, जिसमें उनके रिकॉर्ड किए गए विडियो विज्ञापन और कंपनी के नाम का इस्तेमाल किया जा रहा था। इसके लिए उनसे कोई अनुमति नहीं ली गई थी। जिस पेज से विज्ञापन डाला गया था, वहां जाने पर पता चला कि जालसाजों ने उनकी कंपनी के नाम पर फर्जी पेज बना रखा है, जिस पर वह लोगों को दवाइयां बेच रहे हैं। वहां दिए गए नंबर पर कॉल की तो आरोपियों ने असली कंपनी होने का दावा किया।

पार्सल पर नहीं लिखा था भेजने वाले का पता: इसके बाद शिकायतकर्ता के भाई ने कैश ऑन डिलिवरी पर एक ऑर्डर प्लेस कर दिया। कुछ ही दिन में कूरियर के जरिए उनके घर पर पार्सल पहुंच गया। डिलिवरी बॉय 1800 रुपये लेकर ऑर्डर देकर चला गया। कूरियर पर भेजने वाले का कोई पता नहीं था। मगर उन्होंने कूरियर कंपनी से पार्सल भेजने वालों का पता ले लिया। वो पता गाजियाबाद का था।

वहां संपर्क करने पर आरोपियों ने दावा किया कि यह दवाई असली यानी शिकायतकर्ता की कंपनी की है। जबकि शिकायतकर्ता का दावा है कि आरोपियों ने जो दवाई भेजी है, वो पूरी तरह नकली है। इसके सेवन करने से किसी को कुछ भी नुकसान हो सकता है, क्योंकि उन्हें नहीं पता कि आरोपी कैसे ये दवाइयां तैयार कर रहे हैं। पुलिस आरोपियों के फेसबुक पेज और मोबाइल नंबर्स की मदद से उन तक पहुंचने का प्रयास कर रही है।

The Tribune • Delhi • 03 Jan, 2025

CISF tweaks HR policy in bid to prevent suicides

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	247	N/A	Top Center	745276	92.25K

CISF tweaks HR policy in bid to prevent suicides

105 personnel ended life in 5 years

UJWAL JALALI
TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 2

Alarmed by a spate of suicides over the past five years, the Central Industrial Security Force (CISF) has tweaked its human resource (HR) policy to relieve the cumulative stress among its personnel.

Besides alterations in the HR policy, the CISF has taken multiple measures to deal with the challenge. These include permitting "choice-based" postings for married couples within the forces. Previously, couples were not allowed the flexibility of posting at the same location.

As many as 105 CISF personnel have died by suicide in the past five years. Across Central Armed Police Forces, National Security Guards and Assam Rifles, more than 700 personnel ended their life during the same period.

As part of the changes effected by the CISF to reduce stress among the personnel, the commanding officers have been instructed to regularly visit duty posts to foster direct communication. Yoga classes for stress management, an hour of daily games between jawans and officers and a 24x7 tele-counselling-based grievance redressal system called "Project Mann" have also been introduced on the back of disturbing findings related to the mental health of the forces.

Officer-jawan games, same place posting for couples to relieve stress

A senior CISF officer said a comprehensive mental health study was conducted in collaboration with AIIMS, New Delhi, and actionable recommendations are now being implemented at unit level.

As per the study, poor emotional support, owing to nuclear families, marital disagreements, affairs and solitude were listed among common reasons, due to which the personnel were taking the extreme step. The officer said an online grievance redressal system has been implemented that allows timely monitoring of grievances at all levels. "Till Sept 2024, around 4,200 CISF personnel have received help under Project Mann," he said.

A recent study by the CISF revealed 2/3rd of all the personnel grievances were related to posting matters which affected their personal life.

The Times of India • Delhi • 03 Jan, 2025

PM To Hand Over 1,675 Flats To City Slum-Dwellers Today

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	353	N/A	Top Left	1455919	4.69M

PM To Hand Over 1,675 Flats To City Slum-Dwellers Today

Will Also Open CBSE Complex, Inaugurate Two Key Projects

TIMES NEWS NETWORK

New Delhi: Prime Minister Narendra Modi will on Friday inaugurate and lay the foundation stones for several projects in the city, including 1,675 flats built for slum-dwellers and CBSE's integrated complex in Dwarka.

In an official statement, the Prime Minister's Office (PMO) said Modi will visit the newly-constructed flats for the slum-dwellers as part of slum rehabilitation project at Swabhiman Apartments in Ashok Vihar and hand over keys to the eligible beneficiaries.

The objective of the project, govt said, is to provide decent housing with proper amenities and facilities to people living in slums. For every Rs 25 lakh spent on construction of a flat by central govt, the eligible beneficiaries pay less than 7% of the total amount, comprising Rs 1.4 lakh as a nominal contribution and Rs 30,000 for five years of maintenance.

PM will also inaugurate two flagship projects of the urban affairs ministry — the World Trade Centre (WTC) at Nauroji Nagar and the General Pool Residential Accommodation (GPRA) type-II quarters at Sarojini Nagar. Nearly 1,700 flats have been built at Sarojini Nagar for central govt employees as part of the massive redevelopment of govt housing complexes.

File photo



PM will lay the foundation for DMRC's Rithala-Narela-Kundli corridor and an extension of Magenta Line between Janakpuri and Krishna Park

The PMO statement said the World Trade Centre has transformed the area by replacing over 600 dilapidated quarters with state-of-the-art commercial towers, offering about 34 lakh square feet of premium commercial space with advanced amenities. The project incorporates green building practices with provisions such as a zero-discharge concept, solar energy generation and rainwater harvesting systems. The GPRA type-II quarters include 28 towers that house over 2,500 residential units, offering modern amenities and efficient use of space.

PMO STATES

The two urban affairs ministry projects to be inaugurated are the World Trade Centre at Nauroji Nagar and the General Pool Residential Accommodation (GPRA) type-II quarters at Sarojini Nagar

Modi will also inaugurate CBSE's integrated office complex in Dwarka Sector 23, built at a cost of Rs 300 crore. It includes offices, an auditorium, advanced data centre and a comprehensive water management system, among others.

Delhi BJP president Virendra Sachdeva said in the fourth phase of Delhi Metro, PM will lay the foundation stone for the Rithala-Narela-Kundli corridor and an extension of the Magenta Line between Janakpuri and Krishna Park.

Modi will also lay the foundation for the Central Ayurvedic Research Institute building in Rohini and unveil the Regional Air Traffic System project to alleviate traffic congestion, with a focus on the New Ashok Nagar to Sahibabad route of the NaMo Bharat train.

According to Sachdeva, "India has made unprecedented progress in the past 10 years, and the world acknowledges and salutes PM Modi's leadership. In Delhi, too, he has launched several initiatives to build a better city."

Central govt had established a network of expressways in Delhi, including the Urban Extension Road 2, Dwarka Expressway, Meerut Expressway, Eastern-Western Peripheral Expressway and Delhi-Mumbai Expressway, he added.

Over two lakh people visited Kartavya Path on the very first day of the new year, "a testimony to the city's dynamic infrastructure", Sachdeva said.

The Tribune • Chandigarh • 03 Jan, 2025

CISF tweaks HR policy in bid to prevent suicides

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	English	247	N/A	Top Center	745276	893.04K

CISF tweaks HR policy in bid to prevent suicides

105 personnel ended life in 5 years

UJWAL JALALI
TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 2

Alarmed by a spate of suicides over the past five years, the Central Industrial Security Force (CISF) has tweaked its human resource (HR) policy to relieve the cumulative stress among its personnel.

Besides alterations in the HR policy, the CISF has taken multiple measures to deal with the challenge. These include permitting "choice-based" postings for married couples within the forces. Previously, couples were not allowed the flexibility of posting at the same location.

As many as 105 CISF personnel have died by suicide in the past five years. Across Central Armed Police Forces, National Security Guards and Assam Rifles, more than 700 personnel ended their life during the same period.

As part of the changes effected by the CISF to reduce stress among the personnel, the commanding officers have been instructed to regularly visit duty posts to foster direct communication. Yoga classes for stress management, an hour of daily games between jawans and officers and a 24x7 tele-counselling-based grievance redressal system called "Project Mann" have also been introduced on the back of disturbing findings related to the mental health of the forces.

Officer-jawan games, same place posting for couples to relieve stress

A senior CISF officer said a comprehensive mental health study was conducted in collaboration with AIIMS, New Delhi, and actionable recommendations are now being implemented at unit level.

As per the study, poor emotional support, owing to nuclear families, marital disagreements, affairs and solitude were listed among common reasons, due to which the personnel were taking the extreme step. The officer said an online grievance redressal system has been implemented that allows timely monitoring of grievances at all levels. "Till Sept 2024, around 4,200 CISF personnel have received help under Project Mann," he said.

A recent study by the CISF revealed 2/3rd of all the personnel grievances were related to posting matters which affected their personal life.

Dainik Bhaskar • Delhi • 03 Jan, 2025

Ayurvedic utpado ke nakli vigyapano se dhokadhadi, Jaanch

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	Hindi	427	N/A	Middle Center	191983	92.28K

आयुर्वेदिक उत्पादों के नकली विज्ञापनों से धोखाधड़ी, जांच

भास्कर न्यूज | नई दिल्ली

दिल्ली पुलिस ने एक आयुर्वेदिक उत्पाद कंपनी को निशाना बनाने वाले एक साइबर धोखाधड़ी मामले की जांच शुरू कर दी है। यह जांच एक आयुर्वेदिक कंपनी सन्यासी आयुर्वेदा के निदेशक की शिकायत के बाद शुरू की गई है, जिसमें उन्होंने आरोप लगाया है कि कुछ धोखेबाज उनके ब्रांड के प्रमोशनल वीडियो का उपयोग करके नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेच रहे हैं। शिकायतकर्ता,के अनुसार उनकी कंपनी का नाम और वीडियो का उपयोग बिना अनुमति के नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेचने के लिए किया जा रहा है। उन्होंने पुलिस में शिकायत दर्ज कराई है और जांच की मांग की है। पुलिस ने इस मामले में 27 दिसंबर को एक एफआईआर दर्ज की है।

शिकायतकर्ता ने दावा किया है कि उनका ब्रांड विश्व प्रसिद्ध है और भारत और विदेशों में एक बड़ा ग्राहक आधार है। वे सार्वजनिक स्वास्थ्य जागरूकता को बढ़ावा देने के लिए टेलीविजन और विभिन्न सोशल मीडिया प्लेटफॉर्म पर प्रमोशनल वीडियो प्रसारित करते हैं। 27 नवंबर को उनके छोटे भाई ने सोशल मीडिया पर एक विज्ञापन देखा, जिसमें उनके रिकॉर्डेड वीडियो विज्ञापन और उनकी कंपनी के नाम का उपयोग बिना अनुमति के किया गया था।

Punjab Kesari • Delhi • 03 Jan, 2025

Online bech raha tha nakli ayurvedic davayen

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	Hindi	81	N/A	Bottom Center	87727	1.81M

ऑनलाइन बेच रहा था नकली आयुर्वेदिक दवाइयां, कंपनी निदेशक ने कराया मुकदमा

नई दिल्ली, (पंजाब केसरी): ऑनलाइन नकली आयुर्वेदिक दवाइयां बेचकर लोगों के स्वास्थ्य से खिलवाड़ करने वालों के खिलाफ साउथ-ईस्ट डिस्ट्रिक्ट साइबर पुलिस ने केस दर्ज किया है। दरअसल जब कंपनी के निदेशक को उनकी कंपनी की ऑनलाइन नकली देसी दवाइयों का पता चला तो उन्होंने एक ऑर्डर बुक किया। उनके पास इसकी डिलीवरी भी हो गई। जिसके बाद उन्होंने पुलिस में शिकायत दी। पुलिस ने धोखाधड़ी का केस दर्ज कर जांच शुरू कर दी है। दर्ज एफआईआर के मुताबिक 51 वर्षीय शिकायतकर्ता तुगलकाबाद एक्सटेंशन में रहते हैं। वह एक आयुर्वेदिक दवाइयां बनाने वाली कंपनी चलाते हैं। उनका दावा है कि देश-विदेश तक उनके अच्छे ग्राहक हैं। कंपनी की वेबसाइट भी है। गत 27 नवंबर को उनके छोटे भाई ने फेसबुक पर एक विज्ञापन देखा, जिसमें उनके रिकॉर्ड किए गए विडियो विज्ञापन और कंपनी के नाम का इस्तेमाल गत तरीके से नकली दवा बेचने के लिए किया जा रहा था।

Punjab Express • Chandigarh • 03 Jan, 2025

Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	207	N/A	Bottom Center	41471	348.98K

Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC

NEW DELHI, JANUARY 2

The Centre on Thursday told the Supreme Court that it will implement all the measures recommended by an expert panel that reviewed the National Testing Agency's functioning in holding NEET-UG last year.

"We are going to implement all the recommendations and it (matter) can be listed after six months," Solicitor General Tushar Mehta told a Bench of



Justice PS Narasimha and Justice Manoj Misra, which posted the matter for April.

The Bench was told that the entire report of the expert panel had not been placed on record as it contained certain details on the printing of questions.

Around 24 lakh students appeared for controversy-ridden NEET-UG 2024 Examination conducted on May 5 by the National Testing Agency (NTA) across 4,750 centres in 511 cities and 14 centres abroad for admission to MBBS, BDS, AYUSH and other related courses in more than 700 government and private institutions to fill 1.08 lakh seats. **PTI**

Mumbai Tarun Bharat • Mumbai • 03 Jan, 2025

Dose of 'Unani Healing Therapy' for Rheumatoid Arthritis

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Marathi	46	N/A	Middle Right	5731	17.73K

संधिवातावर 'युनानी उपचार थेरेपी'ची मात्रा!

ठाणे : संधिवातामुळे शरीराच्या हालचाली कमी होऊन, शारीरिक वेदनांमुळे दुसऱ्यावर अवलंबून राहावे लागते. ॲलोपॅथिक उपचार केल्यावरही फारसा उपयोग न झालेल्या रुग्णांसाठी ठाणे सिव्हिल रुग्णालयाच्या आयुष विभागातील 'युनानी औषधी उपचार थेरेपी' गुणकारी ठरत आहे.



२५ वर्षांपासून सांधेदुखीचा त्रास असलेल्या रुग्णाला युनानीची मात्रा लागू पडल्याने रुग्णाला दिलासा मिळाला आहे. ठाण्यातील ५६ वर्षीय गृहस्थांना २० ते २५ वर्षांपासून सांधेदुखीचा त्रास होता. सकाळी उठताना, चालताना वेदना व्हायच्या. या त्रासातून मुक्ती मिळविण्यासाठी अनेक उपचार केले. मात्र, उपचार निरर्थक झाले होते. या आजारातून कसा बरा होईन, याचा विचार सुरु असताना ठाणे सिव्हिल रुग्णालयातील आयुष विभागात चांगले उपचार होत असल्याची माहिती त्यांना समजली. युनानी औषधी उपचार कपिंग थेरेपीच्या माध्यमातून संधिवातावर जिल्हा शल्यचिकित्सक डॉ. पवार, अतिरिक्त जिल्हा शल्यचिकित्सक डॉ. धीरज महांगडे यांच्या मार्गदर्शनाखाली त्यांच्यावर उपचार केले, अशी माहिती डॉ. झुबेर अन्सारी यांनी दिली.

केंद्र सरकारच्या आयुष अंतर्गत आयुर्वेदिक, होमियोपॅथी, युनानी हे विभाग सिव्हिल रुग्णालयात उत्तम काम करीत आहेत. ॲलोपॅथिक प्रमाणेच आता आयुष उपचार करण्यासाठी रुग्णांचा विश्वास वाढतो आहे. यापैकी 'युनानी औषधी उपचार कपिंग थेरेपी' ही आखाती देशातील जुनी उपचार पद्धती आहे. यामध्ये कपिंग, मसाज आणि औषध आदींच्या माध्यमातून उपचार होतात.

– डॉ. कैलास पवार, जिल्हा शल्यचिकित्सक

Dainik Bhaskar • Delhi • 03 Jan, 2025

Duniya mein 5 saal mein Ayurvedik beauty product mein bharat ki hissedari 50% hui, Hair care segment...

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
11	Hindi	1048	N/A	Middle Left	471768	92.28K

बदल रही ब्यूटी इंडस्ट्री • आयुर्वेदिक प्रोडक्ट का इस्तेमाल दुनियाभर में बढ़ा रहा; ब्रिटिश, फ्रांसीसी भी मुरीद

दुनिया में 5 साल में आयुर्वेदिक ब्यूटी प्रोडक्ट में भारत की हिस्सेदारी 50% हुई, युवाओं के बीच स्किन, हेयर केयर सेगमेंट में मांग सर्वाधिक

भास्कर न्यूज | नई दिल्ली

5000 साल पुरानी पद्धति आयुर्वेद दुनिया की ब्यूटी इंडस्ट्री को बदल रहा है। ग्लोबल रिसर्च फर्म मिंटेल की रिपोर्ट ग्लोबल न्यू प्रोडक्ट्स डेटाबेस (जीएनपीडी) के मुताबिक भारत आयुर्वेद से जुड़े ब्यूटी और पर्सनल केयर प्रोडक्ट लॉन्च करने में दुनिया में सबसे आगे है। साल 2018 और 2023 के बीच इस सेगमेंट में भारतीय प्रोडक्ट की वैश्विक स्तर पर हिस्सेदारी आधी हो गई है। श्रीलंका, ब्रिटेन, अमेरिका और फ्रांस जैसे देश भारतीय आयुर्वेदिक प्रोडक्ट के बड़े बाजार उभरे हैं। ब्यूटी डिस्ट्रीब्यूशन एजेंसी स्टेला राइजिंग की सीएमओ मार्ले क्लार्क के मुताबिक मिलेनियल्स को आयुर्वेदिक फॉर्मुलेशन के गुणों और लाभों में सबसे अधिक दिलचस्पी है। वे विशेष रूप से त्वचा और हेयर केयर की देखभाल से प्रेरित प्रोडक्ट पर दिलचस्पी रखते हैं। इंटरनेट पर आयुर्वेदिक और इससे संबंधित हैशटैग बढ़ रहे हैं। अश्वगंधा, नीम, तुलसी, आंवला जैसे आयुर्वेदिक शब्द तेजी से प्रचलित हो रहे है।

वैश्विक हर्बल ब्यूटी इंडस्ट्री का उत्तर अमेरिका का बड़ा बाजार, 34% हिस्सेदारी

- आयुर्वेद टेक स्टार्टअप निरोगस्ट्रीट के मुताबिक, देश में आयुर्वेद प्रोडक्ट का बाजार 2028 तक 1.2 लाख करोड़ रुपए तक पहुंच सकता है, जो अभी करीब 60 हजार करोड़ का है।
- ग्रैंड व्यू रिसर्च के मुताबिक, वैश्विक हर्बल ब्यूटी इंडस्ट्री 7.5 लाख करोड़ की है। इसके सालाना 13.3% कंपाउंडेड रेट से बढ़ने का अनुमान। आय में 36% हिस्सेदारी के साथ स्किन केयर का दबदबा।
- उत्तर अमेरिका का हर्बल ब्यूटी



प्रोडक्ट बाजार 2024 में 34% की सबसे बड़ी आय हिस्सेदारी के साथ शीर्ष पर रहा। अमेरिका और कनाडा में पर्यावरण पर जोर देने वाले आयुर्वेदिक सौंदर्य प्रोडक्ट्स को प्राथमिकता देते हैं।

- ऐसे प्रोडक्ट्स की बढ़ती मांग का कारण स्थानीय और अंतरराष्ट्रीय बाजारों में नेचुरल, हर्बल उपचारों की बढ़ती मांग और इस क्षेत्र में स्टॉर्टअप के उदय से है।
- इस सेगमेंट की बड़ी कंपनियां अधिग्रहण भी कर रही हैं। बीते नवंबर नायका ने क्लीन स्किन केयर ब्रांड अर्थ रिदम का अधिग्रहण कर लिया था।

The Morning Standard • Delhi • 02 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	602	N/A	Middle Right	288869	300K

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 Upavistha 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

Deccan Chronicle • Chennai • 02 Jan, 2025

CEOs Need Mini Booster Breaks

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
14	English	1437	Chennai Chronicle	Top Center	1538043	1.15M



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

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 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, 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.



"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*



"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 smother 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!

The New Indian Express • Chennai • 02 Jan, 2025

WALL UPAVISTHA KONASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	701	N/A	Top Right	925069	246.4K

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 Upavistha 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

Hindustan Times • Mumbai • 02 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	603	HT City	Top Right	844150	1.1M



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.

HT HEALTH on Thursday

Scan here to visit HTHealth

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.

The Hindu Business Line • Pune • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	7726	5K

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 Hindu Business Line • Chennai • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	15452	57.88K

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 Hindu Business Line • Bengaluru • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	14293	53.22K

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 Hindu Business Line • Ahmedabad • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	19315	12.4K

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 Hindu Business Line • Kochi • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	12362	32.08K

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 Hindu Business Line • Hyderabad • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	61808	44.5K

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 Hindu Business Line • Chandigarh • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	19315	131.35K

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 Hindu Business Line • Mumbai • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	32835	63.5K

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 Hindu Business Line • Kolkata • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	16611	40.13K

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 Hindu Business Line • Delhi • 02 Jan, 2025

Get fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	77	N/A	Bottom Left	39789	195.42K

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.

Hindustan Times • Delhi • 02 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	641	HT City	Top Right	1282543	3.43M







The Morning Standard • Delhi • 02 Jan, 2025

How can I track progress effectively without obsessing over the scale

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	265	N/A	Middle Center	127082	300K



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.

ASK AN XPERT

- 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.



Hindustan Times • Noida • 02 Jan, 2025

AI, Longevity, And Beyond: A Glimpse Into 2025 Wellness Trends

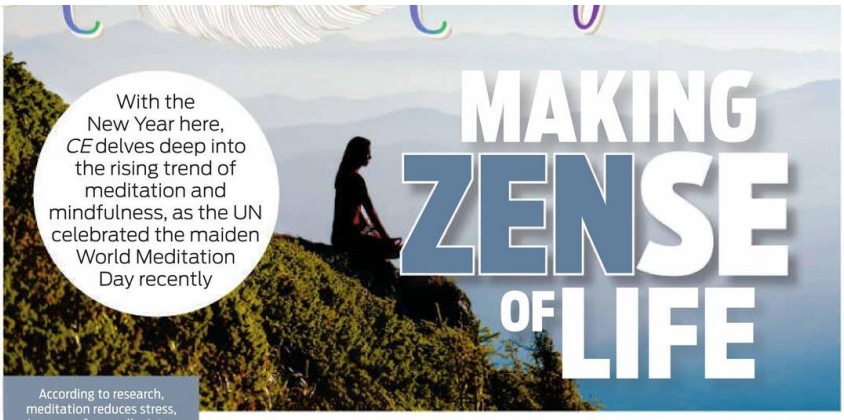
Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	641	HT City	Top Right	1282543	4.88M



The New Indian Express • Bengaluru • 02 Jan, 2025

MAKING ZENSE OF LIFE

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
3	English	1316	City Express	Top Center	1315516	177.8K



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

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

APARNA NAIR

FORMER UN Secretary-General Dag Hammarskjold 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 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 seven-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 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 • Bengaluru • 02 Jan, 2025

WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	642	City Express	Top Right	642237	177.8K

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

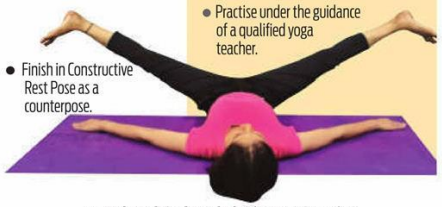
- Place your yoga mat close to the wall. Begin by sitting straight, facing the wall, with your buttocks close to it. Inhale, use your hands, and lie down on your back. Simultaneously, sweep or extend your legs up the wall in Viparita Karani (Legs Up The Wall). Slide back if you move away from the wall.
- 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 Upavistha 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

Hindustan Times • Gurugram • 02 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
4	English	641	HT City	Top Right	160318	650K



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.

HT HEALTH on Thursday

Scan here to visit HTHealth

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 • Chandigarh • 02 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	607	HT City	Top Center	212556	267.13K

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.



HT HEALTH on Thursday

Scan here to visit HTHealth

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

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.



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

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.

The Times of India • Kochi • 02 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
16	English	1404	N/A	Middle Left	393200	210.4K

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

Move Part Of Preparedness For Future Pandemic Outbreaks

DurgeshNandan.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 bioterrorism, 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 • Chandigarh • 02 Jan, 2025

Adopting the slow life new year

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	490	N/A	Bottom Left	237610	46.88K

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."

Decoding slow living

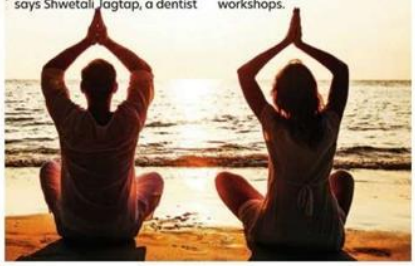
Slow living is not about doing less, but doing things with intention, about prioritising what truly matters. Whether it's savouring your morning coffee, investing time in hobbies, or spending meaningful moments with loved ones.

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 Shwetali 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.



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 • Chandigarh • 02 Jan, 2025

ICMR lists test musts at facilities

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1, 16	English	198	N/A	Bottom Center,Middle Left	95933	46.88K



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



The draft has been put out in public domain for comments

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.

Bartaman • Kolkata • 02 Jan, 2025

Why eat Amla everyday

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	Bengali	307	N/A	Middle Left	429460	1.3M

রোজ কেন আমলকী খাবেন?



আয়ুর্বেদ চিকিৎসা শাস্ত্রে আমলকী খুব গুরুত্বপূর্ণ ভেষজ দ্রব্য। এতে রয়েছে পর্যাপ্ত ভিটামিন সি। আয়ুর্বেদ ওষুধ তৈরিতেও কাঁচা ও শুকনো আমলকী ব্যবহার করা হয়। বৈদিক যুগ থেকেই এই ফলের ব্যবহার শুরু হয়।

মধুর-অম্ল-লবণ-তিক্ত-কটু-কষা— ছ'টি রসই মেলে আমলকীতে।

ভিটামিন সি-র কারখানা

প্রতি ১০ গ্রাম কাঁচা আমলকীতে ২৫০-৩৫০ মিলিগ্রাম ভিটামিন-সি থাকে। এই ভিটামিন শরীরের রোগ প্রতিরোধ ক্ষমতাকে উন্নত করতে সাহায্য করে। সংক্রমণজনিত সমস্যাও প্রতিহত করে।

সর্দিকাশির সমস্যা মেটাতে এই ফল বিশেষ উপকারী। তবে কে, কীভাবে আমলকী খাচ্ছেন, তার উপর নির্ভর করবে তিনি কতটা ভিটামিন সি পাবেন।

আমলকীতে যে পরিমাণে ভিটামিন-সি থাকে, তা পুরোটা পেতে চাইলে এই ফল কাঁচা অবস্থাতেই খেতে হবে।

ভিটামিন সি ছাড়া আর কী কী?

ভিটামিন-সি ব্যতীত আমলকীতে পাবেন সবচেয়ে শক্তিশালী পদার্থ 'সায়াভানাপ্রা'। পটাশিয়াম, প্রোটিন, ফ্যাট, ট্যানিন, কার্বোহাইড্রেট, ফাইবার, ক্যালশিয়াম ইত্যাদি নানা পুষ্টিগুণে ঠাসা এই ফল। এছাড়া বেশ কিছু অ্যামাইনো অ্যাসিড যেমন পলিফেনলস, সাইটোকাইনিন, ম্যালিক অ্যাসিড ইত্যাদি আমলকীতে আছে। সামান্য পরিমাণে ভিটামিন বি-ও আমলকীতে রয়েছে।

আর কী কী কারণে খাবেন আমলকী?

• **টক্সিন দূর করে:** আমলকীতে থাকা অ্যান্টি অক্সিডেন্ট শরীর থেকে টক্সিন পদার্থ বের করে লিভারকে সুস্থ রাখে। অনিয়মিত খাদ্যাভ্যাস, অবৈজ্ঞানিক ও অসংযমী জীবনে ইদানীং অনেকেই কমবেশি অভ্যস্ত হয়ে পড়ছেন। ফলে লিভার-ফেলিওর হওয়ার শঙ্কাও বাড়ছে। সুষ্ঠু জীবনযাপনের সঙ্গে কাঁচা আমলকীও যোগ করুন খাদ্যতালিকায়।

• **ডায়াবেটিস নিয়ন্ত্রণ:** আমলকীতে থাকে পলিফেনল এবং ফ্ল্যাভোনয়েড। গবেষণায় প্রমাণিত, ডায়াবেটিস টাইপ টু-তে আমলকী খুব ভালো কাজ করে। আমলকী চূর্ণ ও হলুদ চূর্ণ সমান পরিমাণে নিয়ে একটি বায়ুনিরুদ্ধ শিশিতে ভরে রাখুন। এই মিশ্রণ সকালে ও সন্ধ্যায় খালি পেটে ২-৩ গ্রাম মাত্রায় খান। ডায়াবেটিসের জন্য যে ওষুধ খাচ্ছেন, তার পাশাপাশি এই মিশ্রণও খেতে থাকুন।

• **কোলেস্টেরল কন্ট্রোল:** শরীরে জমে থাকা খারাপ কোলেস্টেরলের পরিমাণ কমিয়ে ভালো কোলেস্টেরলের পরিমাণ বাড়াতে সাহায্য করে আমলকী।

• **হজমশক্তি বাড়িয়ে তুলুন:** আমলকীতে সহজপাচ্য ফাইবার আছে। তাই হজমে সহায়ক উৎসেচক ক্ষরণে সাহায্য করে আমলকী।

• **চুলের পুষ্টি:** চুলের ত্বকে রক্ত চলাচল ভালো না হলে ত্বক ও চুল নির্জীব হয়ে পড়ে। মাথার ত্বক থেকে চুল উপযুক্ত পুষ্টি না পেলে চুলের স্বাস্থ্য ভালো থাকে না। আমলকীর রস চুলের গোড়াকে পুষ্টিপ্রদান করে। চুলের যে কোনও সমস্যায় আমলকী বড় সমাধান।

• **অম্ল, অজীর্ণ ও অরুচি প্রতিরোধ:** রাতে ৫ থেকে ৬ গ্রাম শুকনো আমলকী এক কাপ ঠান্ডা বা গরম জলে ভিজিয়ে রাখুন। পরদিন সকালে ছেঁকে ওই জল খালিপেটে পান করুন। ২ থেকে ৩ মাস নিয়মিত খান এই জল। এতে মুখের রুচি ফিরবে, অজীর্ণ থেকে হওয়া সমস্যা থেকেও পরিত্রাণ পাবেন।

পরামর্শে কেন্দ্রীয় সরকারের আয়ুর্বেদ গবেষণা বিভাগের অবসরপ্রাপ্ত চিকিৎসা বিজ্ঞানী ও অধ্যাপক ডাঃ সুবল কুমার মাইতি।

এছাড়া আমলকী ভেজানো জল চোখের দৃষ্টি ভালো রাখে, প্রদাহ কমায়, অম্ল নাশ করে হার্টের গতিকে স্বাভাবিক রাখে।

বুদ্ধি-স্মৃতি-মেধাতে সমতা এনে মস্তিষ্ককে সুস্থ রাখে। অকালবার্ধক্য দূর করতেও এই ফলের ভূমিকা আছে। তাই এই ফল চিরযৌবনের ধারক।

কারা খাবেন না?

সাধারণত সকলেই এই অমৃতফল খেতে পারেন। তবে কিডনির বড় ধরনের সমস্যা থাকলে, কিডনি প্রতিস্থাপন হলে ও কিডনি ফেলিওরের ইতিহাস থাকলে সেই ব্যক্তি আমলকী খাবেন না।

লিখেছেন মনীষা মুখোপাধ্যায়

WOMENS FITNESS • National • 02 Jan, 2025

How Yoga Helps Parents

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
42, 43, 44, 45, 46, 47, 48	English	4223	N/A	Inside Page (Magazine only)	422257	N/A





Creating a peaceful home amidst all this can be challenging but deeply rewarding. A calm home environment nurtures children emotionally and mentally, making them feel secure, supported, and loved. Yoga is a powerful tool for parents to cultivate this balance in themselves, which reflects in the atmosphere they create for their children.

Yoga is more than physical exercise; it is a holistic practice that integrates mental calm, emotional resilience, and inner strength. When parents embrace yoga, they can manage stress more effectively, respond with patience, communicate with clarity, and build emotional stability that children mirror. Yoga can empower parents to create a nurturing, peaceful home where children thrive.



The Foundation of a Peaceful Home

When parents are calm, they set a peaceful tone for the entire household. Inner calm is a foundation upon which a nurturing environment is built, and yoga offers tools to help parents achieve this. Kids are highly receptive to the emotions of their parents. When parents exude peace, children are less likely to experience anxiety, tantrums, or emotional restlessness. Here are some calming techniques for parents:

- **Meditative Practices:** Simple meditation techniques like focusing on the breath for 5–10 minutes in Sukhasana allow parents to calm their minds, making them more responsive rather than reactive.
- **Pranayama Techniques:** Breathing exercises, such as Anuloma Viloma balance energy and induce a deep sense of calm. When practiced daily, they help parents approach family interactions with greater peace.
- **Diaphragmatic Breathing:** Practicing deep, slow breathing calms the nervous system, instantly soothing emotions.
- **Mantra Chanting:** Softly chanting a simple mantra can help cultivate tranquility and project calm energy into the home.

Strengthen Patience And Emotional Resilience

The demands of parenting require immense patience. Yoga not only improves physical strength but also strengthens mental resilience, helping parents cultivate the patience required for the inevitable challenges of parenting.

- **Benefits of Pranayama IV:** Practicing diaphragmatic breathing in a lying-down position brings relaxation and builds a pause between stimulus and response, which is required for patient parenting.
- **Mindful Pausing:** A regular yoga practice creates a natural pause between an impulse (like reacting to a child's outburst) and response. This mindful pause allows for calm, patient responses that promote healthier relationships and positive communication patterns.

Parents can enhance their emotional resilience by practising:

- **Balancing Postures:** Poses like Ekpadasana create a sense of grounding and stability, allowing parents to feel centered and less easily thrown off balance by life's ups and downs.
- **Reflection Exercises:** Spending a few minutes each day reflecting on positive aspects of the day brings emotional resilience, which can help parents stay patient and positive even during challenging moments with children.



A Solution for Rest and Renewal

Parenting often leaves little time for rest, and fatigue can make even the simplest tasks feel overwhelming. Relaxation techniques can bring profound rest in just a few minutes and helps parents recharge.

- **Shavasana:** When lying in this relaxed pose, parents enter a deeply restful state that feels restorative, reducing stress and boosting patience for handling family matters.

Regular practice of Shavasana can benefit parents by:

- Reducing stress and fatigue, leading to increased patience with children.
- Improving sleep quality, ensuring parents are well-rested and more engaged with family.
- Enhancing mental calmness, allowing parents to respond thoughtfully to children rather than reacting impulsively.



Better Communication

Clear communication is essential for a peaceful home. Yoga helps improve focus, reduces mental distractions, and sharpens communication, enabling parents to address their children's needs with clarity.

- **Bhramari Pranayama:** This breathing exercise promotes mental calmness and reduces stress. By focusing on the sound of the hum, parents can relieve mental strain and communicate with a clear, calm mind.
- **Poses for Focus:** Practicing Garudasana improves balance and concentration, cultivating mental focus essential for patient, clear communication.



Benefits of better communication include:

- **Calm Decision-Making:** When parents can communicate from a space of calm, their decisions become more thoughtful and less reactionary.
- **Enhanced Listening:** Yoga's meditative aspects improve listening skills, encouraging parents to truly hear their children's needs, strengthening mutual understanding.
- **Effective Boundary-Setting:** With clearer minds, parents can set boundaries in a way that children feel is fair and not harsh.



Confidence and Boundaries with Kindness

Setting boundaries is essential for healthy family dynamics, yet it can feel challenging for many parents. Yoga empowers parents to set these boundaries confidently, with love rather than rigidity.

- **Inner Strength through Asanas:** Practicing poses like Ushtrasana and Vajrasana strengthens confidence. These poses create stability, helping parents communicate boundaries confidently without feeling guilty.
- **Assertive Energy:** When parents feel centered through yoga, they exude a natural confidence that reassures children, making boundary-setting feel fair rather than controlling.

With consistent yoga practice, parents can set limits with:

- **Calmness:** Boundaries established from a place of inner peace are more likely to be respected by children.
- **Kindness:** When limits are set with compassion, children feel valued, fostering trust.
- **Consistency:** Yoga helps create consistent habits in parents, making it easier to enforce routines and rules in a supportive way.

Bond Through Family Yoga Sessions

Introducing yoga as a family activity can enhance the parent-child relationship and provide a shared space of joy and connection. Family yoga is a fun way for everyone to relax and learn together.

- **Simple Asanas for All Ages:** Gentle postures like Talasana and Balasana are good for parents and children, creating a shared experience of calm and balance.
- **Breathing Exercises:** Practicing pranayama with children teaches them valuable skills for self-soothing and emotional regulation.

Benefits of family yoga include:

- **Connection:** Yoga sessions become a dedicated time for connection, free from distractions.
- **Learning Through Imitation:** Children learn by observing their parents' calmness and practice, which they'll carry into their own behavior.
- **Fun and Relaxation:** Yoga becomes a bonding activity that promotes relaxation, laughter, and shared moments of joy.







Establish a Peaceful Routine for Stability

A daily routine creates predictability and comfort, especially for children. Incorporating a few minutes of yoga into the family's routine helps create a structured rhythm that benefits everyone.

- **Morning Practice:** Starting the day with a few minutes of breathing exercises or sun salutations helps set a peaceful tone for the day.
- **Evening Wind-Down:** Practicing gentle poses or short meditations in the evening can help the family transition to a calm, restful evening.



Benefits of Yoga-inspired routines:

- **Predictability:** Children thrive in predictable environments, and a regular yoga practice signals moments of calm.
- **Consistency:** When parents commit to a daily practice, it shows children the value of discipline and self-care.
- **Healthier Sleep:** Routines involving evening relaxation practices can improve sleep quality for both parents and children, promoting better moods and behavior.



Encourage Self-Care and Compassion

Yoga teaches the importance of self-compassion, which is essential for effective, patient parenting. When parents approach themselves with kindness, they model that same compassion for their children.

- **Heart-Opening Poses:** Poses like Matsyasana create a feeling of openness, promoting empathy and kindness.
- **Daily Reflection:** Spending a few moments reflecting on personal growth and acknowledging efforts in parenting fosters a more compassionate attitude toward oneself and others.

Benefits include:

- **Empathy:** Parents who practice self-compassion are more likely to respond to their children with understanding.
- **Emotional Safety:** A compassionate approach creates a safe space for children to express themselves.
- **Strengthened Bonds:** Families that practice compassion together build strong, loving relationships that support emotional well-being.

Yoga's Role in Creating a Calmer Home

Yoga offers practical tools for parents to create a calm, supportive home. The benefits extend beyond one's well-being because it encourages a home environment where children feel grounded and secure. Through yoga, parents become models of calm, strength, and compassion, setting a foundation for a nurturing, peaceful family life. While embodying these values, parents build a legacy of inner peace, discipline, and resilience—qualities that children carry forward into their own lives.

Dainik Jagran • Delhi • 01 Jan, 2025

Ayurved mein arogya ke avashyak niyam

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	650	N/A	Middle Center	1644487	1.14M

नया साल, नई शुरुआत

आयुर्वेद में आरोग्य के आवश्यक नियम

यदि आप आयुर्वेद को अपनाना चाहते हैं तो सबसे जरूरी चीज है तन व मन के बीच सामंजस्य बनाने का प्रयास। अधिकतर लोग वर्ष के आरंभिक कुछ दिन तक उत्साहपूर्वक दिनचर्या में नियमों को शामिल करते हैं, पर कई कारणों से अधिक दिनों तक अपने संकल्प पर नहीं टिक पाते। इसके लिए अच्छा होगा थोड़ा लचीलापन लाएं, यानी सारे नियम न पूरे हो सकें तो कम से कम कुछ चीजें अवश्य शामिल करें।



डा. तनुजा नेसारी
निदेशक, अखिल भारतीय आयुर्वेद संस्थान, नई दिल्ली

सुबह उठने की क्रिया: कामकाजी लोग, युवाओं में देर रात सोने की प्रवृत्ति बढ़ रही है। आयुर्वेद के अनुसार ब्रह्ममुहूर्त में उठना आवश्यक है। ऐसे लोग प्रयास करें कि सूर्योदय से पूर्व उठ जाएं अथवा 45 मिनट बाद उठने के लिए घड़ी सेट कर लें तो भी नुकसान नहीं है। इसके बाद उठने से शरीर में विकारों का प्रभाव बढ़ने की आशंका होती है। पाचन सही नहीं रहता और मन पर भी कुप्रभाव पड़ता है।

प्रदूषण से ऐसे होगा बचाव: सेहतमंद रहने के लिए यह अनिवार्य है कि आप प्रदूषण से बचाव करें, इसलिए आयुर्वेद का नियम कारगर है। अणुतेल का घर से बाहर निकलते समय और रात को सोते समय सेवन करना चाहिए। अपनी नासिका में रोजाना एक-एक बूंद डालें तो प्रदूषणकारी कणों व सूक्ष्मजीवों से बचा जा सकता है।

मानसिक सेहत के लिए: मन स्वस्थ रखने में केवल ध्यान क्रिया ही नहीं, आप भोजन के रूप में जो ग्रहण कर रहे हैं, उसका भी योगदान रहता है। बनाने वाला शुद्ध व प्रसन्न मन से भोजन तैयार करें तो खाने वाले पर इसका सकारात्मक प्रभाव पड़ता है। इसी तरह, भोजन परिवार के साथ करने प्रयास करना चाहिए।



नींद सेहत का स्तंभ: आयुर्वेद में नींद को सेहत का मुख्य स्तंभ माना गया है। यदि नींद पूरी न हो तो पित्तदोष का प्रकोप होता है। इससे हार्मोन संतुलन बिगड़ सकता है। माइग्रेन या ज्यादा भूख व प्यास लगना, बाल झड़ने, तनाव, क्रोध आदि समस्याएं हो सकती हैं। यह सब जीवनशैली को अस्त-व्यस्त कर सकता है और बीमारियों के कारण जीवन का संतुलन भी बिगड़ जाता है।

मौसमी फल-सब्जियां व गाय का घी: आयुर्वेद में आप जो कुछ भोजन के रूप में ग्रहण करते हैं, वे औषधि की तरह प्रभावकारी होते हैं। मौसम के हिसाब से फल व सब्जियों का सेवन रोजमर्रा में आपकी सेहत को बेहतर करने में मदद करता है। इसी तरह गाय के घी का सेवन भी लाभकारी है। शर्त यह है कि यह बिलौना कर बनाया गया घी हो। यह अच्छा कोलेस्ट्रोल बढ़ाता है।

आवश्यक बातों का रखें ध्यान

- सुबह नींद खुलने के बाद बिस्तर से तुरंत न उठें। आंख खुलने के कुछ क्षण बाद उठकर बैठें व शरीर के बारे में चिंतन करें। ध्यान करें कि अंग सुचारु चल रहे हैं या कठिनाई आ रही है।
- ब्रश करने के दौरान नमक व गुनगुने पानी से गरारे का अभ्यास करें। इससे आप विभिन्न प्रकार की एलर्जी से बचे रह सकते हैं।
- यदि कामकाजी हैं, रोजाना लंच लेकर कार्यस्थल पर जाते हैं तो प्रयास करें कि उससे पूर्व कुछ ताजा भोजन करके जाएं।
- ऋतुओं के साथ दिनचर्या का सामंजस्य बनाकर चलें तो यह अधिक लाभकारी होगा।
- स्नान पूर्व अभ्यांग यानी तेल मालिश करने से रक्तसंचार बढ़ता है।

भोजन के नियम: आयुर्वेद के अनुसार, भोजन में 6 रस शामिल होने चाहिए। ये हैं- मधुर (मीठा), लवण (नमकीन), अम्ल (खट्टा), कटु (कड़वा), तिक्त (तीखा) और कषाय (कसैला)। भोजन के समय ध्यान रखें कि पेट के आधे भाग में ठोस भोजन, एक-चौथाई में द्रव और चौथाई भाग खाली रहे। ताजा भोजन न कर सकें तो आपका प्रयास होना चाहिए कि वह साफ-सुथरा व उचित रीति से बनाया गया हो। साथ बैठकर खाने का नियम लुप्त हो रहा है, प्रयास करें इसे अपनी दिनचर्या में शामिल करें।

Dainik Jagran (Rashtriya) • Delhi • 01 Jan, 2025

Ayurved mein arogya ke avashyak niyam

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
13	Hindi	663	N/A	Middle Center	304102	1.54M

नया साल, नई शुरुआत

आयुर्वेद में आरोग्य के आवश्यक नियम

यदि आप आयुर्वेद को अपनाना चाहते हैं तो सबसे जरूरी चीज है तन व मन के बीच सामंजस्य बनाने का प्रयास। अधिकतर लोग वर्ष के आरंभिक कुछ दिन तक उत्साहपूर्वक दिनचर्या में नियमों को शामिल करते हैं, पर कई कारणों से अधिक दिनों तक अपने संकल्प पर नहीं टिक पाते। इसके लिए अच्छा होगा थोड़ा लचीलापन लाएं, यानी सारे नियम न पूरे हो सकें तो कम से कम कुछ चीजें अवश्य शामिल करें।



डा. तनुजा नेसारी
निदेशक, अखिल भारतीय आयुर्वेद संस्थान, नई दिल्ली

सुबह उठने की क्रिया: कामकाजी लोग, युवाओं में देर रात सोने की प्रवृत्ति बढ़ रही है। आयुर्वेद के अनुसार ब्रह्ममुहूर्त में उठना आवश्यक है। ऐसे लोग प्रयास करें कि सूर्योदय से पूर्व उठ जाएं अथवा 45 मिनट बाद उठने के लिए घड़ी सेट कर लें तो भी नुकसान नहीं है। इसके बाद उठने से शरीर में विकारों का प्रभाव बढ़ने की आशंका होती है। पाचन सही नहीं रहता और मन पर भी कुप्रभाव पड़ता है।

प्रदूषण से ऐसे होगा बचाव: सेहतमंद रहने के लिए यह अनिवार्य है कि आप प्रदूषण से बचाव करें, इसलिए आयुर्वेद का नियम कारगर है। अणुतेल का घर से बाहर निकलते समय और रात को सोते समय सेवन करना चाहिए। अपनी नासिका में रोजाना एक-एक बूंद डालें तो प्रदूषणकारी कणों व सूक्ष्मजीवों से बचा जा सकता है।

मानसिक सेहत के लिए: मन स्वस्थ रखने में केवल ध्यान क्रिया ही नहीं, आप भोजन के रूप में जो ग्रहण कर रहे हैं, उसका भी योगदान रहता है। बनाने वाला शुद्ध व प्रसन्न मन से भोजन तैयार करें तो खाने वाले पर इसका सकारात्मक प्रभाव पड़ता है। इसी तरह, भोजन परिवार के साथ करने प्रयास करना चाहिए।



नींद सेहत का स्तंभ: आयुर्वेद में नींद को सेहत का मुख्य स्तंभ माना गया है। यदि नींद पूरी न हो तो पित्तदोष का प्रकोप होता है। इससे हार्मोन संतुलन बिगड़ सकता है। माइग्रेन या ज्यादा भूख व प्यास लगना, बाल झड़ने, तनाव, क्रोध आदि समस्याएं हो सकती हैं। यह सब जीवनशैली को अस्त-व्यस्त कर सकता है और बीमारियों के कारण जीवन का संतुलन भी बिगड़ जाता है।

मौसमी फल-सब्जियां व गाय का घी: आयुर्वेद में आप जो कुछ भोजन के रूप में ग्रहण करते हैं, वे औषधि की तरह प्रभावकारी होते हैं। मौसम के हिसाब से फल व सब्जियों का सेवन रोजमर्रा में आपकी सेहत को बेहतर करने में मदद करता है। इसी तरह गाय के घी का सेवन भी लाभकारी है। शर्त यह है कि यह बिलौना कर बनाया गया घी हो। यह अच्छा कोलेस्ट्रोल बढ़ाता है।

आवश्यक बातों का रखें ध्यान

- सुबह नींद खुलने के बाद बिस्तर से तुरंत न उठें। आंख खुलने के कुछ क्षण बाद उठकर बैठें व शरीर के बारे में चिंतन करें। ध्यान करें कि अंग सुचारु चल रहे हैं या कठिनाई आ रही है।
- ब्रश करने के दौरान नमक व गुनगुने पानी से गरारे का अभ्यास करें। इससे आप विभिन्न प्रकार की एलर्जी से बचे रह सकते हैं।
- यदि कामकाजी हैं, रोजाना लंच लेकर कार्यस्थल पर जाते हैं तो प्रयास करें कि उससे पूर्व कुछ ताजा भोजन करके जाएं।
- ऋतुओं के साथ दिनचर्या का सामंजस्य बनाकर चलें तो यह अधिक लाभकारी होगा।
- स्नान पूर्व अभ्यांग यानी तेल मालिश करने से रक्तसंचार बढ़ता है।

भोजन के नियम: आयुर्वेद के अनुसार, भोजन में 6 रस शामिल होने चाहिए। ये हैं- मधुर (मीठा), लवण (नमकीन), अम्ल (खट्टा), कटु (कड़वा), तिक्त (तीखा) और कषाय (कसैला)। भोजन के समय ध्यान रखें कि पेट के आधे भाग में ठोस भोजन, एक-चौथाई में द्रव और चौथाई भाग खाली रहे। ताजा भोजन न कर सकें तो आपका प्रयास होना चाहिए कि वह साफ-सुथरा व उचित रीति से बनाया गया हो। साथ बैठकर खाने का नियम लुप्त हो रहा है, प्रयास करें इसे अपनी दिनचर्या में शामिल करें।

Hindustan • Delhi • 01 Jan, 2025

Naye saal mein majbut irado ke sath chhote kadmon se khud ko rakhein fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
21	Hindi	82	N/A	Top Left	101928	1.29M

नए साल में मजबूत इरादों के साथ छोटे कदमों से खुद को रखें फिट

नए साल के पहले दिन लोग उत्साहित हो खुद को फिट रखने के लिए संकल्प लेते हैं। हालांकि पहले महीने में ही संकल्प दम तोड़ने लगते हैं। 2020 में हेल्थ प्लेटफॉर्म स्ट्रावा के शोध में यह बात सामने आई। इसलिए 2025 में फिट रखने के लिए मजबूत इरादों से कदम उठाएं।



निर्धारित करें मकसद

नए साल में फिटनेस को लेकर ऐसे ही कोई लक्ष्य न बना लें बल्कि निश्चित मकसद बनाएं और उसे पूरा भी करने की ठान लें। उदाहरण के लिए यदि दौड़ने का फैसला लिया है, तो एक निश्चित समय तय कर हर दिन 5 किलोमीटर बिना ब्रेक के दौड़ लगाएं। इसके लिए ऐप का भी सहारा लिया जा सकता है।

धीरज रखना जरूरी

धीरे-धीरे रे मना, धीरे सब कुछ होय.... ऐसा ही कुछ यहां भी लागू होता है। जुनून में बदलाव दिखे यह जरूरी नहीं इसलिए फिटनेस के लिए उठाए गए कदमों को बीच में कभी छोड़ने का मन न बनाएं। यदि दौड़ना शुरू किया है या फिर व्यायाम कर रहे हों तो सिलसिलेवार तरीके से करते रहें। देर से ही सही बदलाव आएगा।

खुद के लिए सहानुभूति

व्यायाम या शारीरिक गतिविधियों को शुरू करते हुए खुद के साथ सहानुभूति रखें। कम से कम अपने तुलना, मोटापे, फिटनेस और व्यायाम जैसी चीजों के लिए कभी तनाव न लें। किसी कारणवश यदि कुछ दिन इसे छोड़ना पड़े तो हर्ज नहीं। इसके लिए तनाव में रहना बिल्कुल असर कर सकता है।

छोटे से करें शुरुआत

किसी और से अपनी तुलना न करें। इससे केवल निराशा और असफलता के कुछ हासिल न होगा। छोटे से शुरुआत करें। एक बार में ही बड़ा बदलाव नहीं होगा। यदि आपने कभी व्यायाम नहीं किया है तो छोटा टार्गेट बनाएं। कम से कम पूरे साल में 100 दिन व्यायाम करने का लक्ष्य बनाएं। साल में हर सप्ताह केवल दो दिन व्यायाम के लिए समय निकालें।

mint

सुंदरता नहीं स्वास्थ्य पर हो ध्यान

फिटनेस से जुड़े जो भी कदम उठाएं वह स्वास्थ्य के लिए हो न कि खुद को स्लिम दिखाने या सिक्स पैक के लिए। दौड़ने, व्यायाम करने से कमर दर्द, रक्तचाप, मधुमेह आदि से नियंत्रित रहते ही हैं। साथ ही हृदय संबंधित रोगों में भी लाभ मिलता है।

Punjab Express • Chandigarh • 01 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
6	English	527	N/A	Bottom Right	105465	348.98K

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 Ender
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

DISCLAIMER: The opinions expressed in the articles published in these columns are the personal opinions of the authors. The facts and opinions appearing in the articles do not reflect the views of Bright Punjab Express and Bright Punjab Express does not assume any responsibility or liability for the same.

Dainik Bhaskar • Chandigarh • 01 Jan, 2025

Ayushman bima yojana ki mobile app launch

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	90	N/A	Bottom Center	111730	446.92K

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 हैं। मंत्री ने कहा कि पंजाब में आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के तहत 1.68 करोड़ लाभार्थी पंजीकृत हैं।

The New Indian Express • Chennai • 01 Jan, 2025

SAITHALYASANA

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
1	English	687	N/A	Top Right	907454	246.4K

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

The Morning Standard • Delhi • 01 Jan, 2025

Fit Bit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	593	N/A	Middle Right	284651	300K

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

Veer Arjun • Delhi • 01 Jan, 2025

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

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
12	Hindi	385	N/A	Bottom Right	28907	60K

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 करे और आयुर्वेद से होने वाली चिकित्सा का योग्य प्रचार-प्रसार हो, इसके लिए भी राज्यपालश्री आचार्य देवव्रतजी ने मार्गदर्शन दिया।

Dainik Jagran • Chandigarh • 01 Jan, 2025

State health agency punjab mobile app launch milegi ayushman yojana ki jaankari

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	177	N/A	Middle Left	280278	107.62K

'स्टेट हेल्थ एजेंसी पंजाब' मोबाइल एप लांच, मिलेगी आयुष्मान योजना की जानकारी

राज्य ब्यूरो, जागरण • चंडीगढ़: स्वास्थ्य एवं परिवार कल्याण मंत्री डा. बलबीर सिंह ने मंगलवार को एक एंड्रॉइड मोबाइल एप्लिकेशन 'स्टेट हेल्थ एजेंसी पंजाब' लांच किया। स्वास्थ्य मंत्री ने बताया कि इस डिजिटल प्लेटफार्म का उपयोग करके व्यक्ति अब अपने मोबाइल के माध्यम से आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के लिए अपनी पात्रता की आसानी से जांच कर सकते हैं।

डा. बलबीर सिंह ने बताया कि राज्य में आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के तहत 1.68 करोड़ लाभार्थी पंजीकृत हैं। इनमें से लगभग 88 लाख लाभार्थी पहले ही अपने ई-कार्ड बनवा चुके हैं। आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना में जे-फार्म वाले किसान, छोटे व्यापारी, स्मार्ट राशन



डा. बलबीर सिंह 'स्टेट हेल्थ एजेंसी पंजाब' एप लांच करते हुए • लोसंवि

कार्ड धारक, श्रम बोर्ड में पंजीकृत निर्माण मजदूर और मान्यता प्राप्त पत्रकारों सहित लगभग 45 लाख परिवार शामिल हैं। इस अवसर पर स्वास्थ्य एवं परिवार कल्याण विभाग के प्रबंधकीय सचिव कुमार राहुल, सीईओ स्टेट हेल्थ एजेंसी बबीता, निदेशक मेडिकल शिक्षा एवं अनुसंधान डा. अवनीश कुमार और पंजाब इंस्टीट्यूट आफ लिवर एंड बाइलियरी साइंसेज के डॉ. वरिंदर सिंह भी उपस्थित थे।

Hindustan • Chandigarh • 01 Jan, 2025

Naye saal mein majboot irado ke sath chote se khud ko rakhe fit

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
21	Hindi	82	N/A	Top Left	69311	1.53M

नए साल में मजबूत इरादों के साथ छोटे कदमों से खुद को रखें फिट

नए साल के पहले दिन लोग उत्साहित हो खुद को फिट रखने के लिए संकल्प लेते हैं। हालांकि पहले महीने में ही संकल्प दम तोड़ने लगते हैं। 2020 में हेल्थ प्लेटफॉर्म स्ट्रावा के शोध में यह बात सामने आई। इसलिए 2025 में फिट रखने के लिए मजबूत इरादों से कदम उठाएं।



निर्धारित करें मकसद

नए साल में फिटनेस को लेकर ऐसे ही कोई लक्ष्य न बना लें बल्कि निश्चित मकसद बनाएं और उसे पूरा भी करने की ठान लें। उदाहरण के लिए यदि दौड़ने का फैसला लिया है, तो एक निश्चित समय तय कर हर दिन 5 किलोमीटर बिना ब्रेक के दौड़ लगाएं। इसके लिए एप का भी सहारा लिया जा सकता है।

धीरज रखना जरूरी

धीरे-धीरे रे मना, धीरे सब कुछ होय.... ऐसा ही कुछ यहां भी लागू होता है। जल्दी में बदलाव दिखे यह जरूरी नहीं इसलिए फिटनेस के लिए उठाए गए कदमों को बीच में कभी छोड़ने का मन न बनाएं। यदि दौड़ना शुरू किया है या फिर व्यायाम कर रहे हों तो सिलसिलेवार तरीके से करते रहें। देर से ही सही बदलाव आएगा।

खुद के लिए सहानुभूति

व्यायाम या शारीरिक गतिविधियों को शुरू करते हुए खुद के साथ सहानुभूति रखें। कम से कम आपने तुलना, मोटापे, फिटनेस और व्यायाम जैसी चीजों के लिए कभी तनाव न लें। किसी कारणवश यदि कुछ दिन इसे छोड़ना पड़े तो हर्ज नहीं। इसके लिए तनाव में रहना बिल्कुल असर कर सकता है।

छोटे से करें शुरुआत

किसी और से अपनी तुलना न करें। इससे केवल निराशा और असफलता के कुछ हासिल न होगा। छोटे से शुरुआत करें। एक बार में ही बड़ा बदलाव नहीं होगा। यदि आपने कभी व्यायाम नहीं किया है तो छोटा टार्गेट बनाएं। कम से कम पूरे साल में 100 दिन व्यायाम करने का लक्ष्य बनाएं। साल में हर सप्ताह केवल दो दिन व्यायाम के लिए समय निकालें।

mint

सुंदरता नहीं स्वास्थ्य पर हो ध्यान

फिटनेस से जुड़े जो भी कदम उठाएं वह स्वास्थ्य के लिए हो न कि खुद को स्लिम दिखाने या सिक्स पैक के लिए। दौड़ने, व्यायाम करने से कमर दर्द, रक्तचाप, मधुमेह आदि से नियंत्रित रहते ही हैं। साथ ही हृदय संबंधित रोगों में भी लाभ मिलता है।

Amar Ujala • Chandigarh • 01 Jan, 2025

Ayushman yojana ke liye yogey hai ya nahi aashani se kar sakege check

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	Hindi	214	N/A	Middle Center	157720	368.8K

आयुष्मान योजना के लिए योग्य हैं या नहीं, आसानी से कर सकेंगे चेक

चंडीगढ़। पंजाब में अब लोग आसानी से यह चेक कर सकेंगे कि वे आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के लिए योग्य है या नहीं। स्वास्थ्य एवं परिवार कल्याण मंत्री डॉ. बलबीर सिंह ने मंगलवार को एंड्रॉइड मोबाइल एप्लिकेशन 'स्टेट हेल्थ एजेंसी पंजाब' को लॉन्च किया।

स्वास्थ्य मंत्री ने बताया कि इस डिजिटल प्लेटफॉर्म का उपयोग करके व्यक्ति अब अपने मोबाइल फोन के माध्यम से अपनी पात्रता को आसानी से चेक कर सकते हैं। यह एप इस योजना से संबंधित सूचीबद्ध सरकारी और निजी अस्पतालों की जानकारी भी प्रदान करता है, जहां जरूरतमंद लोग इस सरकारी स्वास्थ्य बीमा योजना के तहत इलाज करवा सकते हैं।

डॉ. बलबीर सिंह ने बताया कि पंजाब में आयुष्मान भारत मुख्यमंत्री स्वास्थ्य बीमा योजना के तहत 1.68 करोड़ लाभार्थी पंजीकृत हैं। इनमें से लगभग 88 लाख लाभार्थी पहले ही अपने ई-कार्ड बनवा चुके हैं।

उन्होंने बताया कि आयुष्मान योजना में जे-फॉर्म वाले किसान, छोटे व्यापारी, स्मार्ट राशन कार्ड धारक, श्रम बोर्ड में पंजीकृत निर्माण मजदूर सहित लगभग 45 लाख परिवार शामिल हैं। पहले आम लोगों को स्वास्थ्य बीमा योजना संबंधित कार्डों के लिए अपनी पात्रता का पता लगाने के लिए सरकारी अस्पतालों या सेवा केंद्रों में जाना पड़ता था, लेकिन अब यह झंझट खत्म हो जाएगा। ब्यूरो

The New Indian Express • Bengaluru • 01 Jan, 2025

SAITHALYASANA (ANIMAL RELAXATION POSE)

Page no	Language	Article Dimension	Supplement	Position	AVE	Circulation
2	English	639	City Express	Top Right	639483	177.8K

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