



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**01 Mar, 2025**

 **Total Mention 140**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>18</b>	<b>5</b>	<b>7</b>	<b>6</b>	<b>N/A</b>

 <b>Online</b>
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**122**

 Print

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2.	Mint	Shahnaz Husain: The OG beauty influencer	Hyderabad	9
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12.	The Morning Standard	FIT BIT	Delhi	2
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Mint • 01 Mar • Ministry of Ayush  
Move over K-Beauty

2 • PG

99 • Sqcm

34685 • AVE

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Top Left

Bengaluru • Hyderabad

SHALINI UMACHANDRAN

## Move over K-Beauty



At her beautiful farmhouse in Coimbatore a few months ago, serial entrepreneur Rajshree Pathy showed me her new line of shampoos, conditioners and oils that looked, felt and smelled nothing like Ayurvedic formulations but had the same kind of gentle, nourishing impact. Her Qi Ayurveda is mildly scented, the colours are pleasing, the textures far removed from the viscous, smelly *thailanas (oils)* that I had to apply as a teen with eczema. She's taken old Ayurvedic favourites such as hibiscus, *awla* and sandalwood and had them reformulated and certified in a Swiss lab, making them easier for urban—and even international—customers used to squeeze tubes and pump-top jars to slather on. “I’ve only used Ayurveda all my life. So I thought why not blend traditional Ayurvedic wisdom with Swiss innovation,” she explained.

Pathy first did this about 20 years ago with Kama Ayurveda, which she has since exited, but she's not the only one repackaging Ayurvedic beauty treatments as “clean”, “non-toxic” and “safe”, as we report this week. Globally too, beauty brands are turning to botanicals as customers seek out products that aren't too harsh on their skin. Ayurveda, with its long history of using plant extracts, is way ahead of this curve, and its solutions are also gender-neutral in its focus on overall wellness for both men and women. It's the next big trend in the beauty business, giving K-beauty a run for its money, and we examine where it's headed. The first person to see the potential of chemical-free, Ayurvedic treatments was, of course, the fabulous and unorthodox Shahnaz Husain—and she tells us how she did it in an exclusive interview.

Other stories to bookmark include an interview with Copenhagen's Rasmus Munk, recently crowned the world's best chef, who is reimagining the future of food; a dispatch from the Berlin Film Festival; and a review of Kashmiri writer Zahid Rafiq's *The World with its Mouth Open*, the best book I've read so far this year. Do read our story on adaptive fashion for the disabled and the brands making an effort to be more inclusive as well as our many recommendations for what to watch, eat, do and read this weekend.

Write to the editor at [shalini.umachandran@hltive.com](mailto:shalini.umachandran@hltive.com)  
or @shaliniimb

## Mint • 01 Mar • Ministry of Ayush Shahnaz Husain: The OG beauty influencer

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Top Right

Hyderabad

### Shahnaz Husain: The OG beauty influencer

The Delhi-based entrepreneur was the first to take herbal skincare to the world and turn herself into a global brand over a span of five decades



Shahnaz Husain at her Delhi home.

Pooja Singh  
pooja@hivive.com

Never have I ever been asked to cut a cake (read with the words "Welcome Home" after I've finished an interview). But at Shahnaz Husain's mansion in Delhi, it's a ritual for first-time guests. "Now you can't forget me," Husain says, as an in-house photographer takes pictures. It is difficult to forget her. She doesn't look like she's aged a day since I first saw her in the lobby of Delhi's Oberoi hotel 20 years ago. With her henna-coloured halo hair, pea-sized diamond nose pin and peach-red lipstick, she's the original beauty influencer who started a herbal cosmetics revolution in India in the 1970s by putting kitchen remedies in plastic jars and her face and name on the label.

When we meet, she's dressed in an electric-blue *kurta* shirt with matching pants, a long black jacket, pale gold leather gloves with cut-out detailing to reveal just her red nails, and a bright blue scarf with multi-coloured LV logos. Her bold-lined eyes are hidden behind Louis Vuitton sunglasses. "You know, I am here because of you," she says while settling into a chair that resembles a golden throne. She's referring to the press. "If you guys had not written about me all these years, I would have not reached here."

#### KEEPING IT REAL

Since starting her eponymous brand in 1971, Husain, who turns 81 this year, has built a business selling 5,000-year-old Ayurvedic formulations in modern packaging well before terms like "clean beauty" and "organic beauty" were conceived. At present, the brand, which is also managed by her daughter Nishita Currimbhoy, has over 150,000 stores across 138 countries. They sell 300 formulations, some with 24-carat gold, oxygen, pearl and plant stem cells. It recently launched Marold, a skincare line for men. While Husain refuses to talk numbers, estimates put "her peak revenues at about \$375 million," according to a 2024 *Forbes* report.

The journey started with her learning the basics of cosmetics at a beauty school in Delhi's Defence Colony. She was 15, newly married and bored. "I wasn't really interested in beauty, but my father (Nasir Ullah Beg, former chief justice of the Allahabad high court) used to encourage me to read a lot. I came across several reports in newspapers stating that people had died after getting their hair coloured, or that their skin had burnt because they used some chemical cream. It made me wonder why people weren't using traditional herbs and *natural* (remedies), stuff we all grew up with at home," she says. Her own haircare routine has always consisted of henna and a strict weekly routine of "13 eggs, coffee, lime juice" as hair pack.

Soon she, along with her one-year-old daughter, moved to Tehran with her husband Nasir Husain, who was then director for foreign trade at State Trading Corporation. Her interest in beauty had grown, and she wanted to do cosmetology courses, but didn't want to borrow money from her father or husband. So, she started writing articles in an English language newspaper in Iran to eventually fund her education at leading schools in the U.K., Germany and the U.S.

Her decision to promote the use of herbs as skincare in a world of chemicals took shape during the early days at Helena Rubinstein School of Beauty in the 1980s in London, when she learnt about an accident from a classmate-turned-friend. "Her mother had been a model for a make-up company and her eyes had started blurring after using some products and eventually she lost her eyesight and became

blind," she recalls. "That was the point that decided my future. I told myself I am going to study all the chemical formulas, and then recreate them using plants in India."

Back in Delhi in 1971, Husain set up a factory in Okhla. She started creating solutions for dullness, hair fall, acne, stretch marks, dark circles and pigmentation and selling them from her first herbal salon in the veranda of her home. The products were an instant success. She was also setting up salons for housewives to get trained in beauty techniques and earn a living.

Over the next seven years, Husain represented India at international fairs, including the prestigious New York Beauty Congress. In 1982, she became the first Asian woman to retail her products from British store Selfridges. Soon, she was in Harrods (U.K.), La Rinascente (Italy), El Corte Inglés (Spain), Bloomingdale's (U.S.), Japan's Seibu chain and Galleries Lafayette (France). Newspapers and magazines across the world hailed her as the "Ayurveda queen from India". Socialites as well as Hollywood stars wanted her products, especially the saffron-infused skin brightening cream. Shahnaz bridal glow treatment became a must have for brides-to-be.

**FOLLOWING ONE'S OWN TUNE**  
Competition started building two decades ago, with the emergence of premium Ayurveda-focused skincare brands like Kama Ayurveda and Forest Essentials. Husain wasn't too bothered. "I was too consumed with what I was building. I am still like that," she says.

In the past decade, she's launched products like a castor oil-infused Touch-Up in a big lipstick-like bottle to conceal grey hair instantly and gel-like eye mask packed with scented flower for its hydrating properties. Despite the new generation of beauty entrepreneurs, Husain continues to hold sway among loyalists who swear by her *Rapid Jenna*, all-season face cream and face mask with diamond dust—more so because of the price point that falls in the 2,000-2,000 range.

At present, her focus is on Marold, which offers the usual creams, serums, shaving cream, hair oil and tonic for men. The other thing keeping her busy is expansion. She doesn't get into specifics but says she is launching more stores this year.

A large part of her success has come from her in-your-face marketing strategy. Even today, Shahnaz Husain has no influencer-led brand promotions or brand ambassadors. "Tan Shahnaz Husain the brand, the brand is me," she says. "I was selling an ancient science when hardly anyone was talking about it and look around you now, everyone is doing what I was doing 50 years ago. There's no competition, I am going to stick to what I know."

I ask her what she does when she's not working. "Wait," she says, excitedly. She calls one of her assistants on the phone and 10 minutes later, 20 long coats are paraded in front of me. Some have leopard print on the collars, sleeves and shoulder; there's a peplum-style burgundy overcoat with fuchsia pink lining and gold buttons; another has the LV logo embossed all over herring the sleeves. "I shop for bags, shoes and scarves, cut them up and make my own clothes," she says, adding proudly that her outfit of the day is also her own design. She has four in-house tailors. "I don't wear designer clothes, everything from top to bottom is bespoke. I always wanted to start a fashion label."

Then what stopped you? "That's a story for the next interview."

I am Shahnaz Husain the brand, the brand is me. I was selling an ancient science when hardly anyone was talking about it. Now everyone is doing what I was doing 50 years ago.

#### SHAHNAZ HUSAIN

FOUNDER





## Mint • 01 Mar • Ministry of Ayush Skin deep

8 • PG

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Hyderabad • Bengaluru • Chennai



One of the reasons for the popularity of A-Beauty is its use of natural ingredients to make formulations.

# Skin deep

A-Beauty is moving off granny's dressing table and gaining followers worldwide as Ayurveda gets a makeover with easy-to-use creams and oils, quirky packaging and science-based formulations

Pooja Singh  
pooja.singh@mint.com

Kritika D., 25, started a "skincare detox" five months ago. This was around the time she got her hair pulled out after a viral video of her looking like a "natural look". It sent her down an online rabbit hole only to discover an open secret—that skincare products, including some of her favourites, contain toxic chemicals. She began thinking about the "pointlessness" of it—inserting needles to look scratched in a more holistic manner. "These mostly have Ayurveda-related natural ingredients," Kritika says over a video call, showing the seven bottles in her cabinet—each priced well above ₹1,000 and branded with words like "neem," "turmeric," "rose" and "jasmine."

"I'm hoping they will help my skin age better without any harmful side-effects. Now I just need to be patient," she laughs. Kritika's shift in perspective towards beauty syncs with a chorus that's growing louder across genders and age groups: a clean beauty routine with natural ingredients. Think farm-to-table, for the skin.

That's the gap in India's ₹20-plus billion beauty market that Ayurveda, the first beauty, or A-beauty, based on the 5,000-year-old system of traditional medicine, is looking to fill. Established as well as emerging brands, including Kama Ayurveda, Forest Essentials, Pahadi Local, Inde Wild and Has, are going beyond just picking herbs and flowers, boiling and straining the oils and packaging them. They are mining the recognised ancient

science to combine natural ingredients with chemical formulations in labs, passing clinical tests and selling these products as gels, roll-ons, creams like other conventional skincare products. The attempt is to move away from long-term use of Ayurvedic products being sticky, smelly jars of oil that have to be mixed and boiled, and serve the needs of the modern consumer who believes wellness starts when health and beauty merge, even if it means spending over ₹2,000 for a 10ml under-eye cream with an extract from the Ajayna tree, or ₹2,500 on a 20g post-workout hair mask. Even celebrities like Deepika Padukone have been spotted using the Ayurveda language through their skincare brands.

The other hope is to catch the attention of India's young shoppers—aged 20 and above—who are also looking for preventive skincare options, besides quick remedies in a market brimming with home-grown as well as international brand names. The Indian beauty and personal care market is expected to reach \$54 billion by 2028, up from the current \$23 billion, according to a report by retail analyst, in collaboration with IHS Markit consultancy. Globally, the market is projected to generate a revenue of \$677.19 billion this year, estimates Statista.

The worldwide Ayurveda cosmetic products market, on the other hand, is likely to reach over \$9 billion by 2030, up from \$3.36 billion in 2022, growing at a CAGR (compound annual growth rate) of 11% from 2023-30, according to a study published earlier this month by research company Verified Market Reports.

At home, the Ayurveda product market is estimated to hit \$16.27 billion within the next three years, from \$7 billion in 2024, states a report by Ayurveda tech startup NingStreet. Among the reasons for the popularity of A-beauty, especially post-covid, is consumers falling out of love with synthetic ingredients, environmental concerns and fear of toxins. Rising interest from the West has also helped. Spanish conglomerate Puig has a major stake in Kama Ayurveda and US-based L'Oréal Paris has acquired Forest Essentials. Both homegrown brands have over 100 outlets across India and London. Forest Essentials has an additional international presence in Dubai and Kuwait. Sephora is planning to launch Inde Wild in the US next year, taking the three-year-old brand by content creator Dipa Bilal-Rohila that blends Ayurvedic ingredients and modern chemistry stateside. The brand is valued at \$30 million and available in five countries already.

There's something to be said about the timing of the rising interest in A-beauty world. In the past five years, wellness has entered the skincare vernacular in a big way, moving from concealing so-called "flaws" to nourishing and healing. Glowing skin is beginning to receive the social acceptance otherwise earmarked for fairness.

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A-Beauty appeals to customers who read the label to understand the ingredients.

Homeopathy, or AYUSH. But in the world of beauty products, regulations are not hard and fast. You can add some turmeric in a brightening cream, labelling it "Ayurvedic," "clean" or "organic." Regulations will be imposed once consumers become aware, explains Dr. Srivastava. It's only now that Indians have become interested in skincare. Once more people start reading the ingredient list and questioning, we will, hopefully, see a change. It will take at least five years before strict regulations are introduced.

### OLD POTIONS, NEW HOPES

The herb-based tradition of Ayurveda (Sanskrit for "knowledge of life") is said to have divine origins with Lord Brahma offering the knowledge to Dharmantari, the physician of the gods. Ayurveda's simple principle is that your inner beauty essentially, a well-nourished body and a balanced and peaceful mind reflects your outer beauty," says Vivek Sahni, co-founder of skincare brand Kama Ayurveda. "That idea holds a lot of power."

When Kama Ayurveda and Forest Essentials were born over two decades ago, they were among a handful of brands that distilled the science of Ayurveda into bottles. Till then, the Indian beauty market hadn't seen a major domestic player who made a big international mark, besides Shalimar Bhasin who opened her herb clinic in the 1970s in Delhi. "When I was growing up in Delhi, there wasn't much conversation around Ayurveda, at least not in north India. The south definitely had, and still has, a stronger culture of it, but here it was associated with some brown smelly stuff, and oil or a cream. It was all herbal beauty or kitchen remedies for the skin: there was no Ayurveda science," says Sahni. Growth was slow and steady but Ayurveda beauty was seen largely as a luxury indulgence—until the pandemic. Once people started thinking about immunity and putting inner beauty first, Ayurveda made a grand entry in self-care talk. Plus, the desire to spend more grew. Inde's household spending will spill over \$21 billion by 2027, with over a quarter of households holding \$10,000 in disposable income annually, says a 2023 report by BMI, a Fitch Solutions company.

Realising there's a strong consumer demand and a stronger willingness to shop online with disposable income to spare, A-beauty brands started to experiment. Now you can shell out ₹2,000 and get a easy-to-carry 10ml acne spot corrector in a gel form that has condensed oil of water and purifying properties of coriander and thyme. For those fine lines,

there's an anti-ageing cream, priced at close to ₹5,000 for 30ml, that uses gotu kola, a herb with acid plant-based, of course to give firmer-looking skin. A clean make-up enthusiast can pick up concealers packed with sandalwood, skin-toning natural rose extracts and lash and brow serums sealed with castor oil and actives like glycerin, each for around ₹1,000.

"Ayurveda's emphasis on personalised care—tailored to an individual's *dosha* (or body type)—distinguishes it from conventional beauty," says spokesperson from marketplace Tira Beauty, adding that Inde Wild, along with Forest Essentials and Kama Ayurveda, hold the lion's share of A-beauty business on the platform. "Consumers are moving away from generic solutions and opting for products that cater to their unique needs, with a particular focus on mental wellness."

While traditional sub-categories like face moisturisers and hair oils continue to drive revenue,

The lab at Ras Skincare.



growth on Tira, smaller sub-categories like hair serums, masks and peels, eye creams, body scrubs and mists are widening the consumer's basket, says the spokesperson, highlighting the growing interest among A-beauty consumers.

The universe of A-beauty has just started building," says Sahni, who opened the first Kama Ayurveda store in UK's posh Notting Hill neighbourhood a year ago. "A good thing with all this competition with new brands is that there will be more awareness where Ayurveda stands when it comes to beauty. Most customers come to us (A-beauty) after they have tried everything in the market."

Jose Paul, 33, is that customer. A Mumbai-based advertising professional with a hectic job, he had tried every product, chemical, organic as well as medicated, in the market to control his dandruff, but nothing gave him the confidence to wear a black shirt to work. "The most I spent was ₹5,000 on a shampoo that had some chemicals and made my hair very dry. In the end, I switched to an Ayurvedic neem oil," says Paul. After a month of use, his dandruff has reduced but not disappeared.

What Ayurveda can't give is instant results. A-beauty is slow beauty, says Jessica Jayne, founder of wellness-meets-skincare brand Pahadi Local. "It's for the audience that's looking for long-term results." Mumbai-born audio engineer Jayne too had tried expensive serums and medicinal creams 15 years ago to help her skin that wasn't adjusting well to her new home in Shimla. Then someone suggested time-tested *gutti la* (lipstick oil), which eventually became the first and only herb product when she launched Pahadi Local seven years ago, centered around the idea of bringing ingredients from the mountains to the beauty conscious.

Since then, the brand has expanded its range, offering anti-salt scrub from Ladakh salt extracted from the region during extreme winter weeks, which has 27 active ingredients, including magnesium and zinc, a cleansing clay that has volcanic ash, and moisturising milk that has goji berry oil, blueberry oil, lemongrass and shea butter.

"We're basically picking up ingredients from the backyard and connecting ourselves to our older, perhaps wiser, selves," says Jayne. "It also helps when you see the government's pushing for Made in India products, yoga and Ayurveda." What's surprising is that despite sitting on this treasure of knowledge for centuries, the experimentation within skincare has been slow—reminiscent of how yoga revived here after the West turned it into a big business. Suramya Jain offers a different perspective: the idea of skincare has changed over the past few decades. "Make-up was fun, and skincare was really just one cream, it wasn't something we cared about too much," says Jain, co-founder and chief marketing officer of luxury skincare brand Ras. Earlier this month, the seven-year-old luxury skincare brand raised \$5 million in a Series A funding round led by Unilever Ventures. "Actives, molecules, serums—these are terms that even older people lingo only recently. And innovation takes time."

One of the ideas behind Ras, she says, was "Why are people still relying on the beauty brands? Why are brands for their skincare needs? Why can't the consumer trust an Indian brand?"

While trying to do a balancing act between Ayurveda, innovation and trends, Ras has found a sweet spot, offering products like face oils that have oil-based lipids and antioxidants, skin-toning cream, oil-free extract. The team is clear to draw the crowd that's paying more attention to the back of the label. Kritika belongs to that crowd. When we met at a beauty and skincare store in Delhi's Khan Market early February, she showed me the list of ingredients on the back of a brightening cream bottle. "You see salicin here," Kritika pointed out. "It's among the top 5 ingredients that kind of exfoliates gently, has some amount of salicylic acid, at least that's what I have learnt."

The growing mindfulness might have helped A-beauty gain prominence but it can't thrive in a space where Korean and Japanese products are being launched every week and viral ingredients like EMS patches, or electrical muscle stimulation in a patch form that uses micro-currents to expand and lift the skin, are in a targeted area, are making headlines.

Dr. Srivastava recommends people stick with Ayurveda. "It's a holistic approach. Compared to the Japanese and Korean, we have more melanin and thick skin, and we more prone to pigmentation. These viral products might work temporarily but in the long run they aren't meant for us."

### MAKING IT COMPATIBLE

A-beauty has the years of wisdom and the pull of nostalgia but it hasn't caught the attention of everyone. One of the reasons is the small and packaging associated with it—this is something brands are actively trying to change.

Sixconcepts was content creator Biller-Rohila about the stereotypical idea of small and packaging that when she launched Inde Wild in 2022, she ensured the bottles were cheerily bright and marketing was Gen Z-friendly. In fact, her latest brand ambassador is actor Ishan Khatter, promoting the idea that skincare needs to be holistic and gender-neutral. "Ayurveda doesn't have to be boring," says Biller-Rohila. "It needs an image makeover."

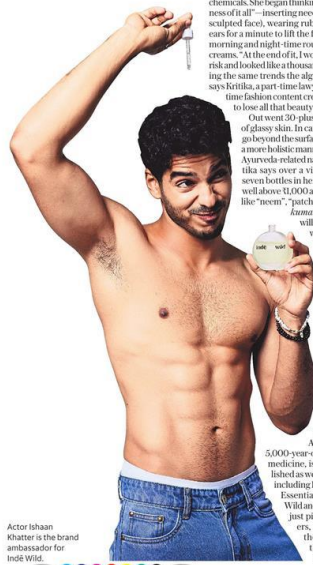
It's evident from the brand's biggest hit, Champi Oil, which contains Brahmi, amla, neem, castor oil, coconut, almond, argan and vitamin E. "Growing up in the UK, doing champi was our little family tradition," she recalls. "While I was researching A-beauty in India, I realised there weren't many efforts being made to create a cool identity for Ayurveda."

A-beauty remains largely inaccessible when it comes to the price point—a large number of products are priced upwards of ₹1,000. But most of the founders aren't really interested in making their products

"How much do you think a kilo of rose oil is?" Jain asks. It costs over ₹10 lakh. "There's a 10ml rose oil bottle for ₹40, ₹300, ₹1,000 and ₹3,000. The market is full of options. A genuine product will command a certain price."

Jayne agrees, adding that there is a need for more development and expansion of the A-beauty space. "There's certainly a lot of noise, but when it comes to innovation, we are moving slowly. Perhaps this is the year conversation on A-beauty will grow a new level."

Kritika, meanwhile, has found her groove in following her slow beauty beauty. She carries a small bottle of organic honey sourced from Uttarakhand in her bag. While she puts a spoon of it in her green tea, she smiles as she says: "This is for the glow."



Actor Ishan Khatter is the brand ambassador for Inde Wild.

Mint • 01 Mar • Ministry of Ayush  
Move over K - Beauty

2 • PG

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SHALINI UMACHANDRAN

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Write to the editor at [shalini.umachandran@hltive.com](mailto:shalini.umachandran@hltive.com)  
or @shaliniimb



Bizz Buzz • 01 Mar • Ministry of Ayush

AP budget outlay at Rs 3.22 L cr; med insurance of Rs 25L to all

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Hyderabad

# AP budget outlay at ₹3.22 L cr; med insurance of ₹25L to all

Made several proposals for a time-bound rebuilding of Andhra Pradesh showing way towards realisation of Swarnandhra Pradesh

## PLANNING GROWTH

- ₹11,636 crore for agriculture
- ₹10,909 crore for social welfare
- ₹10,619 crore for economically weaker sections
- ₹8,785 crore for transport

SANTOSH PATNAIK  
AMARAVATI

ANDHRA Pradesh Finance Minister Payyavula Keshav on Friday presented the budget for 2025-26 with an outlay of Rs3.22 lakh crore by making a provision for providing Rs25 lakh medical insurance to all.

Highest- ever annual outlay has been proposed for the State. This is also for the first time that the allocation has crossed Rs3 lakh crore mark due to commitments made towards Super Six Guarantees. Incidentally, this is the

first full-fledged budget by the coalition. The Finance Minister announced the allocation of Rs11,636 crore for agriculture, Rs10,909 crore for social welfare, Rs10,619 crore for economically weaker sections and Rs 8,785 crore for transport. Revenue expenditure has been put at Rs2.51 lakh crore, revenue deficit pegged at Rs33,185 crore and fiscal deficit is put at Rs79,926 crore. The capital expenditure has been put at Rs40,635 crore. While describing the budget as growth-oriented, the Finance Minister squarely blamed the erstwhile YSRCP Government for ruining the State by indulging in fiscal indiscipline. He said anarchy prevailed during the previous regime.

The budget made several proposals for a time-bound rebuilding of Andhra Pradesh. It showed the way towards realization of 'Swarnandhra Pradesh' by 2047, the centenary year of Independ-



Finance Minister Payyavula Keshav and Irrigation Minister Nirmala Rama Naidu before presenting budget on Friday

ence of the country. It instills confidence in the people of the State that the NDA Government will stand by them in the realization of their hopes and aspirations for which they gave a massive mandate in the last elections, the Finance Minister said.

The budget has made huge allocations for priority sectors like welfare of various sections of the people, agricul-

“The budget has addressed developmental activities, Super Six and other manifesto promises. The budget has sown seeds to realise Swarna Andhra Vision 2047. It is a growth-oriented budget along with allocations for welfare activities. He said “we wholeheartedly welcome the allocation of ₹42,635 crore for the capital expenditure apart from Amaravati and Polavaram projects.

- Potluri Bhaskara Rao, AP Chambers president



ture, education, health, skill development, infrastructure promotion through increased allocation for capital expenditure.

Human Resource Development has been accorded priority in the Budget for 2025-26. Health sector has been allocated Rs19,264 crore which accounts for about 6 per cent of total budget allocation and an increase of about 4 per cent over that of 2024-25. Allocation for Health for 2025-26 marks an increase of

29 per cent over the allocation for 2023-24.

Health Minister Satya Kumar Yadav announced that Health Insurance for Rs.25 lakh for all in the State will be introduced during the financial year 2025-26, Rs4,000 crore has been allocated for Dr.NTR Vaidya Seva, Rs.2,299 crore for National Health Mission and Rs1,158 crore for Pradhan Manti Ayushman Bharat Infrastructure Mission (PMABHIM).

Earlier, the Cabinet meet-

ing was held under the chairmanship of Chief Minister N Chandrababu Naidu discussed the thrust areas to give push towards achieving \$2.41 trillion economy by 2047 with a growth rate of 15 per cent.

Speaking on the budget at the TDLP meeting later, Chief Minister N Chandrababu Naidu despite financial challenges thrown up by the YSRCP regime, the TDP-led coalition has presented the budget with emphasis on welfare and growth. Cautioning the MLAs to discharge their responsibilities in ensuring proper utilisation of funds, he asked them to work in tandem with MPs and avoid internal conflicts.

YSRCP Leader of Opposition in Council Botcha Satyanarayana and former Finance Minister Buggana Rajendranath strongly criticised the coalition for resorting to jugglery of figures stating that the budget outlay has belied the expectations.



# The Times of India • 01 Mar • Ministry of Ayush

## Wellness parties bring the focus on holistic well-being

6 • PG

1009 • Sqcm

1730746 • AVE

2.27M • Cir

Top Center

Bangalore Times

Bengaluru

# 'Wellness parties bring the focus on holistic well-being'



**At wellness parties you celebrate yourself as you come with a common goal - to give back to yourself," shares Kitty Kalra**

**Without a mindful approach, the true purpose can be lost'**

Relationship therapist Kasturi Mahanta, who conducted her session on mental health wellbeing & relationships, at a wellness retreat, shares, "When the goal or focus of the event is holistic well-being, these sessions need to be approached with intention. Without a mindful approach, their true purpose can be lost." She explains her sessions focus on creating a safe space, education about relationships, sharing anecdotes, answering questions, tackling myths or unrealistic concepts and giving out practical tips to implement in life - whether it is theory and concepts that help or exercises to control reactions or regulate emotions. "Holistic health is gaining widespread recognition, with more people understanding the importance of physical, mental, and emotional well-being. As a result, this concept is now being embraced more openly than ever before, unlike in the past," she adds.



**Wellness parties with the approach of holistic health are now gaining popularity**

**What are wellness parties?**

"Wellness parties focus on your mind, body and soul. These are about nourishing your overall well-being," shares Kitty Kalra. She adds that you celebrate yourself at such parties as you come with a common goal - to give back to yourself, to do something meaningful. "When you come for an event like that then you are coming with the mindset that you are going to do something for yourself. You learn the basics of an activity and take the experience back," she explains.

**'Sound baths enhance social connections by creating a shared meditative experience'**

Events like these are redefining our notion of a celebration, mentions Vikas Gutgutia, Founder and MD of a luxury wellness sanctuary. Along with yoga, meditation, mental health, well-being and relationships workshop, sound baths are also becoming increasingly popular at such gatherings. "Bridesmaids, mothers' clubs, and entrepreneurs are opting for these sensory experiences over conventional gatherings. Sound baths enhance social connections by creating a shared meditative experience that fosters unity. Often paired with wellness discussions or holistic workshops, these gatherings encourage open communication and a greater sense of togetherness," Vikas tells us.

**'Tech companies, law firms are increasingly incorporating sound healing and chair yoga'**

Companies are also organising sound bath workshops for their employees as part of their team-building retreat. "Tech companies, law firms, and creative enterprises are increasingly incorporating sound healing into their wellness strategies. By offering a blend of relaxation, connection, and novelty, sound baths are seen as a powerful tool for reducing stress, improving focus, and fostering team camaraderie," shares Vikas Gutgutia. Sonika Uppal tells us that corporate companies usually request for chair yogas for their employees. She says, "Companies expect us to share chair yoga techniques with their employees so they could stretch after long hours of work."

**'Friends and family are gifting experiences to each other'**

These sessions can also be an experiential gift to your loved ones. "People are booking studios for a yoga or sound bath workshop as something that they want to do on their birthdays or anniversaries. The idea is to look for something relaxing and doing something unique on their special day. It is not a typical yoga class when they book an activity like this. We incorporate mindful techniques so that it becomes an experience for them," shares yoga expert Rati S Tehri. "Events like these also help those who are not regular with any sort of exercise and can inspire them to take up something new," adds Yoga instructor Sonika Uppal.

**Since the COVID pandemic, people have changed their lifestyles. They are focusing on working on their body and mind through activities like pilates, meditation, and choosing to eat right**

— Sonika Uppal, Yoga instructor

**Companies are increasingly incorporating activities like chair yoga, which can be done in an office space, to encourage more group activities**



Hindustan Times • 01 Mar • Ministry of Ayush

## SC allows BJP govt to retract appeal against HC order on ABHIM

3 • PG

681 • Sqcm

4033089 • AVE

3.43M • Cir

Middle Right

Delhi

# SC allows BJP govt to retract appeal against HC order on ABHIM

**Utkarsh Anand**

letters@hindustantimes.com

**NEW DELHI:** The Supreme Court on Friday allowed the Delhi government to withdraw its appeal against a Delhi high court order that had mandated the implementation of the Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) in the Capital, after the newly elected Bharatiya Janata Party (BJP) government informed that the scheme is now being implemented.

This marks the first instance of the BJP-led Delhi government reversing a legal challenge initiated by the previous Aam Aadmi Party (AAP) administration. The decision, coming days after the BJP's decisive electoral victory in Delhi, signals a shift in the city's health care policy, aligning it with the Centre's initiative.

A bench of justices Bhushan R Gavai and Prashant Kumar Mishra, taking note of the changed political landscape, quipped: "Now you won't be interested to continue with this case." The court, on January 17, stayed the high court's December 24, 2024 order, which had directed the Delhi government to sign a memorandum of understanding (MoU) with the Union health ministry by January 5.

During Friday's proceedings, advocate Jyoti Mendiratta, representing the Delhi government, informed the bench: "We are now going ahead with the implementation of the PM-ABHIM scheme." Taking note of this, the court allowed the government to withdraw its appeal.

The withdrawal application stated: "The present government is now implementing said policy as directed by the high court and is taking necessary steps to ensure compliance with the objectives of PM-ABHIM. In view of the above developments, the present petition has become infructuous...."

The case had reached the apex court in January when it issued a stay on the high court's December 24 directive, which mandated the Delhi government to sign the MoU by January 5. The high court had ruled that the MoU should be signed to ensure Delhi residents received central funding for health infrastructure.

In January, the AAP government argued that the high court overstepped its jurisdiction by compelling the Delhi government to sign an MoU. The AAP administration insisted its health schemes provided better coverage than the Centre's.

The case became a political flashpoint and a key issue in the recent assembly elections.

The Pioneer • 01 Mar • Ministry of Ayush  
Finding money for 'freebies': BJP faces an uphill task

7 • PG

1136 • Sqcm

681751 • AVE

268.96K • Cir

Top Center

Chandigarh • Delhi • Hyderabad

# Finding money for 'freebies': BJP faces an uphill task



UTTAM GUPTA

The challenge now is not just about delivering on electoral promises but also about balancing an already precarious fiscal equation that could see deficits skyrocket



**H**aving swept the polls in the National Capital Territory (NCT) of Delhi with a clinching 2/3rd majority, Rekha Gupta-led BJP - government faces the daunting challenge of having to find money to fulfil its poll promises. Amongst others, the BJP had 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 had also vowed to continue all existing schemes such as free electricity and free water (for monthly consumption up to a specified threshold) run by the erstwhile AAP - dispensation under the then Chief Minister, Arvind Kejriwal.

**How much will these freebies cost?**  
Let us look at the Mahila Samridhi Yojana (MSY) under which the party has promised to give cash assistance of Rs 2500 per month to every woman. The number of women above the age of 18 years in Delhi is around 6700,000. @ Rs 2500 per month or Rs 30,000 annually to each woman, giving cash assistance to them all will require Rs 20,100 crore per annum (0.67x30,000). The assistance to pregnant women @Rs 21,000 per woman, taking a total of about 1500,000 pregnant women will cost around Rs 3150 crore annually.

As for subsidy on LPG, take consumption of 4 cylinders (14 kg each) per household (HH) in a year. The current cost of supplying a cylinder is around Rs 1000. For two cylinders (Holi and Diwali) promised to be given free, the subsidy will be Rs 2000 whereas for the other two to be given @ Rs 500 each, the outgo will be Rs 1000. This gives an annual subsidy of Rs 3000 per HH. The current population of Delhi is 330 lakh. Taking an average of 4 members per HH,



**NOW, CONSIDER THE IMPACT OF BJP PROMISES. MODI HAS GUARANTEED THAT EXISTING SCHEMES WON'T BE DISCONTINUED. SO, FREE ELECTRICITY/WATER COSTING RS 11,000 CRORE WILL STAY. ADD TO THIS, THE FRESH GUARANTEES WHICH WOULD BE AT LEAST ABOUT RS 30,000 CRORE**

we get a total of over 82.5 lakh HHs. Multiplied by Rs 3000 being the subsidy per HH, the annual outgo comes to Rs 2500 crore. Look at free education for needy students from KG to PG. According to the latest data available, around 10 per cent of Delhi's population was considered below the poverty line in 2011-12. On this basis, the number of poor persons comes to 33 lakh (330x0.1). About one-third of this or 11 lakh would 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 annual expense on "needy students" in the city would be about Rs 2200 crore (0.11x20,000). The additional burden of these four promises 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. Let us take the total to be around Rs 30,000 crore.

**What is the current state of Delhi's finances?**

For the current financial year (FY) 2024-25, the total expenditure of the Delhi government is estimated at Rs 76,000 crore. This includes revenue expenditure (RE) of Rs 61,000 crore and capital expenditure (CE) of Rs 15,000 crore. Against this, the total revenue receipts or RR (tax plus non-tax receipts including transfer from the Central government) is estimated at around Rs 58,000 crore. That leaves a revenue deficit or RD (RR - RE) of Rs 3000 crore. This is disconcerting when seen in the backdrop of Delhi's potential to generate substantial surplus given two fundamental factors working to its advantage.

First, due to its special status of being NCT, three major functions namely law and order, police and land

come under the Centre's jurisdiction hence, the latter foots the bill for expenses on those functions. Second, Delhi being a major hub of economic activity, its propensity to garner its tax revenue in terms of higher GST collection besides VAT on petrol and diesel and excise duty and VAT on alcohol (these products are outside the GST regime) is greater.

The RD will increase drastically when we consider the cost of servicing the loans taken by various departments of the Delhi government such as the Delhi Jal Board (DJB): over Rs 70,000 crore and Delhi Transport Corporation (DTC): Rs 60,000 crore (according to the CAG, these are cumulative losses of DTC as at end of FY 2021-22 and would have ballooned further during the following three FYs till end March 2025).

The liability for servicing those debts is vested entirely in the NCT government and should be reflected in its balance sheet. Look at the fiscal deficit (FD) which is the excess of total receipts over total expenditure. For FY 2024-25, it is estimated at Rs 18,000 crore which is 80 per cent higher than the FD during FY 2023-24 at Rs 10,000 crore. The surge is despite a steep reduction of over 30 per cent in CE from the budget estimate (BE) of Rs 22,000 crore for FY 2023-24 to Rs 15,000 crore for FY 2024-25.

If interest payments on loans taken by DJB and DTC (Rs 130,000 crore plus) which are merely adding to the mountain of debt on the books of those departments year after year are also included, the FD would be much higher. The situation had come to such a pass that the then CM Atishi had 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 galloping freebies and irregularities and mismanagement in running various schemes and overall governance on a monumental scale. During 2024-25, the cost of free electricity and free water alone is estimated to be about Rs 11,000 crore. According to CAG, during 2015-16 and 2021-22, the losses of DTC went up by Rs 35,000 crore and that was due to both free bus rides and misgovernance.

Now, consider the impact of BJP promises. Modi has guaranteed that existing schemes won't be discontinued. So, free electricity/water costing Rs 11,000 crore will stay. Add to this, the fresh guarantees which would be at least about Rs 30,000 crore. This takes the RE from Rs 61,000 crore during FY 2024-25 to Rs 91,000 crore during FY 2025-26 (assuming all other things remain unchanged). The RR is Rs 58,000 crore, we get RD of Rs 33,000 crore - up from Rs 3000 crore budgeted for FY 2024-25.

The incumbent government has also promised to clean Yamuna River, clean the air, renovate/build roads, cleanse the drainage systems, build and renovate hospitals and schools in fact, take up and complete a host of physical and social infrastructure projects needed for ensuring a good quality life for Delhiites. That means even if CE is restored to 2023-24 level Rs 22,000 crore, that won't be enough. Even with this insufficient level, the total expenditure will be Rs 113,000 crore. Minus RR of Rs 58,000 crore, we get FD of Rs 55,000 crore. Put simply, the Centre will have to arrange for at least Rs 55,000 crore to enable the BJP to live up to its promises for Delhi.

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



Deccan Herald • 01 Mar • Ministry of Ayush  
Delhi govt to implement Ayushman Bharat scheme

10 • PG

75 • Sqcm

90222 • AVE

1.4M • Cir

Top Right

Bengaluru



The New Indian Express • 01 Mar • Ministry of Ayush

## PRASARITA BALASANA VARIATION HEAD UP

2 • PG

675 • Sqcm

891219 • AVE

246.4K • Cir

Top Center

Chennai

### FITBIT

## PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

This is a beginner-level forward bend stretch pose. It resembles the Salamba Bhujangasana (Sphinx Pose). People who are not comfortable with the backbend of Sphinx pose can practice this asana. It is a preparatory pose to Prasari Balasana Variation Hasta Sirsa Side. It can be added to yoga poses with animal sequences.

### STEPS

- Start in Vajrasana (Thunderbolt Pose) and take a few breaths.
- Stretch your spine and hip upwards.
- Inhale, widen your knees and thighs. Exhale.
- Place toes together and slowly place the sit bones on the heels.
- Inhale, stretch your arms above the head. Exhale, bend forward and reach the floor with your forearms, and your elbows touching the outer knees.
- Ensure your elbow is perpendicular to the shoulder, and arms are in an L shape with the palms on the floor.
- Look ahead. Take a few slow deep breaths.
- Ensure the knees and ankles are comfortable, stay here for about 1-2 breaths or more.
- Slowly release, and come back to Vajrasana.

### LIMITATIONS

- Students with any injury to the ankles, shoulders, knees, or wrists, or have undergone recent abdominal surgery, hip replacement, or knee surgery, acute arthritis, knees joint pain or rheumatoid arthritis, weak joints, lower back, ankles or shoulders, pregnant and postnatal women, should avoid this pose.

### BENEFITS

- Stretches the hip muscles, quadriceps, back, wrists, forearms, ligaments of the anterior knee, and calves.
- Works as a great advantage for practicing various deep yoga poses.
- Enhances hip flexibility and mobility and the thoracic cavity.
- Keeps the shoulder blades and the torso broad.
- Surrendering the mind and body is the main element of this pose.
- Improves the mobility of the lower limbs.
- Extended spine and elongated torso with broad shoulders improves body posture.
- Energises the body by calming the mind.
- Helps relax the spine, shoulders, neck, and head.
- Regulates heartbeat and breathing rhythm to its natural level.
- Stimulates the parasympathetic nervous system.
- It can be a relief for knee pain.
- Reduces shoulder, upper and lower back stiffness by lengthening the spine.
- Restorative pose when done in a calm serene environment.
- Stimulates the Root and Sacral Chakras and channels the prana to the Crown Chakra.
- Can be a cool down for athletes, swimmers, advanced yoga practitioners, and marathon runners.
- Good preparation for deeper hip opening poses in a prone position.



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



The New Indian Express • 01 Mar • Ministry of Ayush

# PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

2 • PG

596 • Sqcm

596052 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

## FITBIT

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

## The Morning Standard • 01 Mar • Ministry of Ayush

### FIT BIT

2 • PG

609 • Sqcm

292140 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

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Meenakshi Academy of Higher Education & Research, Chennai



Amar Ujala • 01 Mar • Ministry of Ayush

10 saal mein jan aushadhi ne marijo ke 30,000cr bachaye

14 • PG

537 • Sqcm

1139824 • AVE

564.4K • Cir

Bottom Left

Delhi

सुविधा

एक से सात मार्च तक देशभर में अभियान चलाने का फैसला, 200 केंद्र भी होंगे शुरू

# 10 साल में जन औषधि ने मरीजों के 30 हजार करोड़ बचाए

नई दिल्ली। सस्ती और किफायती दवाओं के लिए भारत का जन औषधि मॉडल अब जमीनी स्तर पर हजारों करोड़ों रुपये की बचत के रूप में दिखाई देने लगा है। बीते 10 साल में जन औषधि दवाओं ने मरीजों के 30 हजार करोड़ रुपये बचाए हैं। लोगों के बीच जेनेरिक दवाओं के प्रति जागरूकता लाने के लिए केंद्र सरकार ने एक सप्ताह तक अभियान शुरू करने का फैसला लिया है जिसका उद्घाटन शनिवार को दिल्ली में केंद्रीय स्वास्थ्य मंत्री जगत प्रकाश नड्डा करेंगे।

शुक्रवार को प्रधानमंत्री भारतीय जन औषधि परियोजना (पीएमबीजेपी) के सीईओ रवि दधिचि ने बताया कि बीते 31 जनवरी तक देश में जन औषधि केंद्रों की संख्या बढ़कर 15 हजार तक पहुंची है जिसे अगले कुछ वर्ष में 25



हजार तक लेकर जाने का लक्ष्य है। इन दुकानों पर 2047 दवाएं और 300 तरह के सर्जिकल उपकरण शामिल हैं जो ब्रांडेड दवाओं की तुलना में खुदरा दुकानों पर 50% से 80% सस्ते में बेचे जा रहे हैं। पिछले 10 वर्षों में जन औषधि केंद्रों की संख्या में 180 गुना वृद्धि हुई है। 2014 में केवल 80 केंद्र थे। वित्तीय वर्ष 2023-24 में जन औषधि ने 1,470 करोड़ रुपये का

सात मार्च को देश में जन औषधि दिवस का सातवां वर्ष मनेगा। इसके लिए एक मार्च से अभियान शुरू होगा। इसमें जगह-जगह जन औषधि जन चेतना अभियान या पदयात्रा निकलेगी। दो मार्च को जन आरोग्य मेला, तीन को जन औषधि वाल मित्र भागीदारी, चार को महिला भागीदारी, 5 को सेमिनार, 6 को जन औषधि मित्र पंजीकरण अभियान और 7 मार्च को जन औषधि उत्सव पूरे देश में एक साथ मनेगा। इस दौरान 200 केंद्रों की शुरुआत एक ही दिन होगी।

ऐसे चलेगा अभियान

कारोबार किया जबकि चालू वित्त वर्ष में 31 जनवरी तक 1,606 करोड़ रुपये का कारोबार हुआ है। इस तरह देश में जेनेरिक दवाओं की बिक्री में करीब 200 गुना से ज्यादा की बढ़ोतरी हुई है। जन औषधि केंद्रों पर महिलाओं के लिए ऑक्सी-बायोडिग्रेडेबल सेनेटरी नैपकिन

दवाओं की बिक्री पर प्रोत्साहन

पीएमबीजेपी सीईओ रवि दधिचि ने बताया कि सरकार जन औषधि केंद्र मालिकों को मासिक खरीद का 20% प्रोत्साहन राशि दे रही है जो तकरीबन 20 हजार रुपये तक है। उत्तर-पूर्वी राज्यों, हिमालयी क्षेत्रों, द्वीप क्षेत्रों और नीति आयोग द्वारा आकांक्षी जिलों के अलावा महिला उद्यमियों, पूर्व सैनिकों, दिव्यांगों, एससी और एसटी द्वारा खोले गए केंद्रों को फर्नीचर, कंप्यूटर, रेफ्रिजरेटर और अन्य खर्च को पूरा करने के लिए दो लाख रुपये दिए जा रहे हैं।

भी उपलब्ध हैं जिनकी एक रुपये प्रति पैड कीमत है। अब तक इन केंद्रों से 72 करोड़ से अधिक सेनेटरी पैड बेचे गए। सीईओ ने बताया कि एंटीबायोटिक, एंटी-डायबिटीज, कार्डियोवैस्कुलर, एनाल्जेसिक व एंटीपयरेटिक, एंटी-एलर्जी, जैसी दवाएं यहां उपलब्ध हैं। ब्यूरो

Amar Ujala • 01 Mar • Ministry of Ayush  
Daily health capsul

2 • PG

252 • Sqcm

534278 • AVE

564.4K • Cir

Bottom Right

Delhi

डेली हेल्थ  
कैप्सूल

बालों के लिए  
नीलगिरी  
का तेल

नीलगिरी के तेल में मौजूद  
एंटीफंगल गुण सिर के रोमछिद्रों  
को खोलते हैं और बालों को  
पोषण देकर स्वस्थ बनाते हैं।

नीलगिरी यानी यूकेलिप्टस का  
तेल औषधीय गुणों से भरपूर  
होता है, जो त्वचा के साथ-साथ  
बालों से जुड़ी समस्याओं को दूर  
करने में मदद करता है। बालों  
की खुबसूरती और मजबूती  
बढ़ाने के लिए नीलगिरी का तेल  
लगाने की सलाह बड़ी-नानी के  
समय से चली आ रही है। यह  
तेल बालों का टेक्सचर सुधारता  
है और जड़ों को मजबूत



बनाकर गहराई तक पोषण देता  
है। साथ ही यह तेल बालों से  
जुड़ी कई समस्याओं को दूर  
करने में मदद करता है।  
नीलगिरी के तेल में एंटी-  
बैक्टीरियल गुण होते हैं, जो  
त्वचा को संक्रमण से बचाते हैं।  
साथ ही त्वचा को मुलायम और  
बेदना बनाते हैं। यह तेल त्वचा  
को सूर्य की हानिकारक  
पराबैंगनी किरणों से भी सुरक्षा  
देता है। मूड़ को बेहतर बनाने  
और दिली-दिमाग को सुकून देने  
के लिए नीलगिरी का तेल बहुत  
फायदेमंद होता है। नीलगिरी  
ऑयल की खुशबू ताज़गी और  
सुकून देती है। नीलगिरी के तेल  
में एंटीफंगल गुण होते हैं, जो  
संक्रमण से सुरक्षा प्रदान करते  
हैं। ये सिर के रोमछिद्रों को  
खोलते हैं और बालों को जड़ से  
पोषण देकर उन्हें स्वस्थ बनाते  
हैं। इस तेल से बाल घने होते हैं  
और सिर में होने वाली खुजली  
से आराम मिलता है।

क्या कहते हैं विशेषज्ञ



नीलगिरी  
एसेशियल ऑयल  
शुद्ध और काफी  
गाढ़े होते हैं।

इसलिए आप इस तेल की 2-3  
बूंद किसी और तेल जैसे  
कैस्टर ऑयल या जैतून के तेल  
में मिलाकर लगा सकते हैं।

-डॉ. नवीन चंद्र जोशी  
वरिष्ठ आयुर्वेद चिकित्सक



Loksatta • 01 Mar • Ministry of Ayush

AYUSH' notice to the College of Ministers from their own department

1 • PG

198 • Sqcm

778280 • AVE

784.32K • Cir

Bottom Left

Mumbai

# ‘आयुष’ मंत्र्यांच्या महाविद्यालयास त्यांच्याच विभागाची नोटीस

प्रशांत देशमुख, लोकसत्ता

**वर्धा :** केंद्रीय ‘आयुष’ राज्यमंत्री प्रतापराव जाधव यांच्या आयुर्वेद महाविद्यालयास नियमभंग केल्याची नोटीस त्यांच्याच खात्याने पाठवली आहे.

जाधव यांनी स्थापन केलेल्या संस्थेमार्फत बुलढाणा जिल्ह्यात मेहकर येथे राजश्री आयुर्वेदिक महाविद्यालय आणि रुग्णालय संचालित केले जाते. ते मंत्री झाल्याने आता त्यांचे पुत्र ऋषी प्रतापराव जाधव हे संस्थेचे अध्यक्ष आहेत.

आयोगाच्या वैद्यकीय मूल्यांकन व मानक मंडळाने देशातील आयुष पुरस्कृत सर्व महाविद्यालयांना

को

निर्देशाची पूर्तता न केल्याने या महाविद्यालयास आयुष मंत्रालयाच्या भारतीय चिकित्सा पद्धती राष्ट्रीय आयोगाने नोटीस पाठवली व मुदतीत पूर्तता न झाल्यास प्रवेश प्रक्रिया थांबवण्यात येईल, असा इशाराही दिला.

बायोमेट्रिक हजेरी व्यवस्था लागू करण्याचे निर्देश दिले आहेत. केवळ कागदोपत्री हजेरी दाखवणाऱ्यांना वचक बसावा,



आयोगाने नमूद केलेलीच प्रणाली लावायची असल्याने विलंब झाला. पण आता सर्व प्रक्रिया पूर्ण झाली आहे. या खात्याचे मंत्रीपद माझ्या वडिलांकडे आताच आले. मंत्रालय मात्र १० वर्षांपासून कार्यरत आहे. मंत्रालयाकडून त्यांच्या कार्यप्रणालीची अंमलबजावणी सुरूच असते. आमचे सर्व काम नियमानुसार आहे. - **ऋषी प्रतापराव जाधव** अध्यक्ष, स्व. धर्मवीर दिलीपराव रहाटे शैक्षणिक व ब्रह्म संस्था

असा यामागचा हेतू आहे. ही यंत्रणा कार्यान्वित करण्याची मुदत आधी ८ ते २८ जानेवारी होती. नंतर ती १८ फेब्रुवारीपर्यंत वाढवण्यात

आली. मात्र तरीही महाविद्यालयाकडून निर्देश पाळण्यात टाळाटाळ झाली. म्हणून आयोगाने महाविद्यालयास नोटीस

बजावली. देशात सातशेवर आयुर्वेद व अन्य भारतीय चिकित्सा पद्धतीची महाविद्यालये आहेत. यातील ७२ महाविद्यालयांनी ही पद्धत वारंवार सूचना देऊनही अमलात आणलेली नाही. त्यामुळे ही नोटीस पाठवण्यात आली.

राजश्री आयुर्वेद महाविद्यालयाच्या प्राचार्य डॉ. सोनल लोहिया राठी यांनी नोटीस मिळाल्याची बाब मान्य केली. आयोगाने यापूर्वी आमच्या महाविद्यालयांस सूचित केले होते, पण आरोग्य शिबिरे व अन्य कामांमुळे बायोमेट्रिक प्रणालीचा विषय मागे पडला. मात्र प्रक्रिया सुरू केली असल्याचे त्यांनी सांगितले.

Loksatta • 01 Mar • Ministry of Ayush  
AYUSH Minister's college gets notice from his own department

11 • PG

159 • Sqcm

92875 • AVE

272.51K • Cir

Middle Left

Pune

## ‘आयुष’ मंत्र्यांच्या महाविद्यालयास त्यांच्याच विभागाची नोटीस

प्रशांत देशमुख, लोकसत्ता

**वर्धा :** केंद्रीय ‘आयुष’ राज्यमंत्री प्रतापराव जाधव यांच्या आयुर्वेद महाविद्यालयास निवमभंग केल्याची नोटीस त्यांच्याच खात्याने पाठवली आहे.

जाधव यांनी स्थापन केलेल्या संस्थेमार्फत बुलढाणा जिल्ह्यात मेहकर येथे राजश्री आयुर्वेदिक महाविद्यालय आणि रुग्णालय संचालित केले जाते. ते मंत्री झाल्याने आता त्यांचे पुत्र ऋषी प्रतापराव जाधव हे संस्थेचे अध्यक्ष आहेत.

आयोगाच्या वैद्यकीय मूल्यांकन व मानक मंडळाने देशातील आयुष पुरस्कृत सर्व महाविद्यालयांना बायोमेट्रिक हजेरी व्यवस्था लागू करण्याचे निर्देश दिले आहेत. केवळ कागदोपत्री हजेरी दाखवणाऱ्यांना वचक बसावा, असा यामागचा हेतू आहे. ही यंत्रणा कार्यान्वित करण्याची मुदत आधी ८ ते २८ जानेवारी होती. नंतर ती १८



आयोगाने नमूद केलेलीच प्रणाली लावण्याची असल्याने विलंब झाला. पण आता सर्व प्रक्रिया पूर्ण झाली आहे. या खात्याचे मंत्रीपद माझ्या बडिलांकडे आताच आले. मंत्रालय मात्र १० वर्षांपासून कार्यरत आहे. मंत्रालयाकडून त्यांच्या कार्यप्रणालीची अंमलबजावणी सुरूच असते. आमचे सर्व काम नियमानुसार आहे. - **ऋषी प्रतापराव जाधव** अध्यक्ष, स्व. धर्मवीर दिलीपराव रहाटे शैक्षणिक व बहू संस्था

फेब्रुवारीपर्यंत वाढवण्यात आली. मात्र तरीही महाविद्यालयाकडून निर्देश पाळण्यात टाळाटाळ झाली. म्हणून आयोगाने महाविद्यालयास नोटीस बजावली. देशात सातशेवर आयुर्वेद व अन्य भारतीय चिकित्सा पद्धतीची महाविद्यालये आहेत. यातील ७२ महाविद्यालयांनी ही पद्धत वारंवार सूचना देऊनही अमलात आणलेली नाही. त्यामुळे ही नोटीस

पाठवण्यात आली.

राजश्री आयुर्वेद महाविद्यालयाच्या प्राचार्य डॉ. सोनल लोहिबा राठी यांनी नोटीस मिळाल्याची बाब मान्य केली. आयोगाने यापूर्वी आमच्या महाविद्यालयांस सूचित केले होते, पण आरोग्य शिबिरे व अन्य कामांमुळे बायोमेट्रिक प्रणालीचा विषय मागे पडला. मात्र प्रक्रिया सुरू केली असल्याचे त्यांनी सांगितले.

Samachar Jagat • 01 Mar • Ministry of Ayush

Will make citizens aware about AYUSH systems and healthy lifestyle: Dr. Prem Chand Bairwa

5 • PG

335 • Sqcm

291026 • AVE

1.11M • Cir

Bottom Left

Jaipur

उद्देश्य

जेकेके शिल्पग्राम में आज से भरेगा राज्य स्तरीय आरोग्य मेला

# आयुष पद्धतियों एवं स्वस्थ जीवनशैली को लेकर करेंगे नागरिकों को जागरूक : डॉ. प्रेम चंद बैरवा

समाचार जगत न्यूज

जयपुर. स्वस्थ एवं विकसित राजस्थान के संकल्प को साकार करने के उद्देश्य से आयुष विभाग की ओर से 4 दिवसीय राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 1 मार्च से 4 मार्च तक शिल्पग्राम, जवाहर कला केन्द्र में किया जायेगा।

उप मुख्यमंत्री एवं आयुष मंत्री डॉ. प्रेम चंद बैरवा ने शुक्रवार को यह जानकारी देते हुए बताया कि मेले का उद्देश्य आयुष पद्धतियों की प्रभावशीलता एवं स्वस्थ जीवनशैली के बारे में नागरिकों को जागरूक करना, आयुष विशेषज्ञों के ज्ञान एवं अनुभव का आदान-प्रदान करना तथा रोगों से बचाव व उपचार में इन पद्धतियों की विशेषता से



जनमानस को लाभान्वित करना है। उन्होंने बताया कि राज्य स्तरीय आरोग्य मेले-2025 का शुभारंभ 1 मार्च को प्रातः 11 बजे करेंगे। मेला 4 मार्च तक प्रतिदिन प्रातः 11 बजे से रात्रि 8 बजे तक आयोजित होगा।

आयुष मंत्री ने बताया कि आरोग्य मेला अवधि में प्रतिदिन प्रातः 11 बजे से सायं 5 बजे तक

आयुर्वेद, होम्योपैथी, यूनानी, योग एवं नेचुरोपैथी चिकित्सा पद्धतियों के विशेषज्ञों द्वारा सामान्य, जटिल एवं जीर्ण रोगों के संबंध में निःशुल्क चिकित्सा परामर्श एवं उपचार प्रदान किया जायेगा। प्रतिदिन प्रातः 7 से 8 बजे तक योग विशेषज्ञों द्वारा योगाभ्यास कराया जायेगा। साथ ही मेला अवधि में विभिन्न रोगों

से संबंधित योग क्रियाओं का प्रत्यक्ष प्रदर्शन भी प्रदान किया जाएगा।

विशेषज्ञों द्वारा आयुर्वेद की विशिष्ट पंचकर्म चिकित्सा द्वारा जोड़ व कमर के दर्द तथा वात व्याधि आदि रोगों के लिए परामर्श एवं उपचार किया जायेगा। मेले में जलौका चिकित्सा, अग्निकर्म चिकित्सा, ऑस्टियोपैथी, मर्म

चिकित्सा कंपिंग थेरेपी आदि विशिष्ट आयुष चिकित्सा विधाओं से उपचार की सुविधा भी उपलब्ध रहेगी। सौंदर्य विशेषज्ञों द्वारा सौंदर्य प्रसादन क्लिनिक पर वर्तमान परिप्रेक्ष्य में होने वाली सौंदर्य समस्याओं की हर्बल चिकित्सा व प्राकृतिक साधनों से सौंदर्य बनाये रखने के विषय में भी जानकारी दी

जाएगी। आयुर्वेद, होम्योपैथी, योग एवं यूनानी चिकित्सा के क्षेत्र में कौशल विकास एवं शैक्षिक अवसरों के संबंध में एम.डी., एम.एस., स्नातक डिग्री व डिप्लोमा पाठ्यक्रमों में प्रवेश प्रक्रिया व पात्रता की जानकारी के साथ-साथ आयुर्वेद फार्मसी स्थापित करने की प्रक्रिया की जानकारी प्रदान की जाएगी।



## Rashtriya Sahara • 01 Mar • Ministry of Ayush Ramban hai Punnarva

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नई दिल्ली (आईएनएस)। शायद ही ऐसी कोई शारीरिक समस्या हो, जिसका समाधान आयुर्वेद में न हो। फिर बात गुर्दे से संबंधित हो तो सबसे पहला नाम आता है पुनर्नवा का। पुनर्नवा को आयुर्वेद में रामबाण, अमृत जैसी उपाधियाँ से भी नवाजा जा चुका है। यह छोटा सा पौधा बड़े-बड़े लाभ देता है। यह न केवल गुर्दे, बल्कि हृदय के लिए भी टॉनिक का काम करता है। दरअसल, पुनर्नवा एक संस्कृत शब्द है, जो पुनर और नव दो शब्दों से मिलकर बना है। पुनर का अर्थ एक बार फिर और नव का मतलब नया बनना है।

पुनर्नवा एक औषधीय जड़ी बूटी है, जिसके कई स्वास्थ्य लाभ भी हैं। नेफ्रोनल सेंटर फॉर बायोटेक्नोलॉजी इंफॉर्मेशन को वेबसाइट पर छपे एक अध्ययन के मुताबिक, पुनर्नवा में इम्पूतो माइग्रेलोन, हेपेटो प्रोटेक्शन, एंटी कैसर, एंटीऑक्सीडेंटिक, एंटी-इन्फ्लेमेशन जैसे पोषक तत्व होते हैं, जो कई बीमारियों से बचाव में मदद करते हैं। बताया जाता है कि इस औषधीय जड़ी बूटी का इस्तेमाल इसके गुणों के कारण गुर्दे और मूत्र संबंधी समस्याओं के इलाज में किया जाता है। पुनर्नवा को हृदय और गुर्दे दोनों के लिए रामबाण माना गया है।

हालांकि, यह जड़ी बूटी खाने में कड़वी और तीखी होती है, लेकिन आयुर्वेदिक उपचार में यह कारगर है। पुनर्नवा को पीलिया, दुखार और मोटापे के इलाज के

### गुर्दे, हृदय की समस्याओं में रामबाण है पुनर्नवा



लिए भी इस्तेमाल किया जाता है। इसकी जड़ का रस भी काफी खास होता है, जो रक्तौंधी से पीड़ित लोगों को मदद करता है। इतना ही नहीं, सामयिक उपयोग दर्द और सूजन को भी कम करने का काम करता है। इसके अलावा, यह अस्थमा को कम करने के लिए भी जाना जाता है। इस जड़ी बूटी में मैग्नीशियम, सोडियम, कैल्शियम और पोटेशियम सहित मंकी खनिजों का एक मूल्यवान स्रोत होता है।

मैग्नीशियम रक्तचाप को कम करने में मदद कर सकता है। साथ ही, मधुमेह को भी नियंत्रित करने में पुनर्नवा को फायदेमंद माना जाता है। पुनर्नवा मधुमेह के अलावा अस्थमा, मोटापे का इलाज, ड्रायप्री, जलदर, पेट के कीड़े को मारने, रक्तौंधी (आंखों की एक बीमारी), दर्द और सूजन को कम करने, किडनी की समस्याओं को ठीक करने, त्वचा रोगों, एनीमिया, कब्ज के लिए लाभकारी है। स्वास्थ्य लाभों के लिए आमतौर पर पूरे पौधे या जड़ों का उपयोग किया जाता है।

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	विदेशी कंपनियां सीधे किसानों से प्याज-लहसुन खरीदेंगी: कॉन्ट्रैक्ट के लिए दी सहमत...	66.5M
2.	Dainik Bhaskar	जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला: राजस्थान के आयुर्वेद और योग से जुड़...	66.5M
3.	Dainik Bhaskar	यह कॉलेज पिछले छह साल से नए छात्रों के प्रवेश से वंचित, चालू करने के लिए सीएम से...	66.5M
4.	हिन्दुस्तान(Live Hindustan)	आयुर्वेद चिकित्सा शिविर का हुआ समापन	64.8M
5.	हिन्दुस्तान(Live Hindustan)	सीएम हेमंत सोरेन से मिहिजाम होम्योपैथिक मेडिकल कॉलेज को पुनः खोलने की मांग	64.8M
6.	Times Now News	Struggling After Childbirth? Try These Postnatal Yoga Asanas For Postpartum Re co...	35.4M
7.	Dailyhunt	On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	18.6M
8.	Medical Dialogues	PM Modi reviews AYUSH sector, reiterates government's commitment to strength en ...	16M
9.	Patrika	Giloy में छुपी कैंसर से लड़ने की शक्ति, इम्यूनिटी बूस्टर के रूप में भी कारगर, शो...	14M
10.	Latestly	India News   Ayush Labs Open Doors; Young Minds Step into World of Science U nder...	7.8M
11.	The Tribune India	Abhilashi Ayurvedic College wins AYUSH Ministry's seond prize	7M
12.	PIB	On PM's call Ayush Labs Open Doors: Young Minds Step into the World of Scien ce ...	5.4M
13.	PIB	Towards a Fit and Healthy India: Combating Obesity Through Collective Action	5.4M
14.	Janta Se Rishta	AYUSH प्रयोगशालाओं के दरवाजे खुले	3.8M
15.	Ani News	On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	1.9M
16.	Ani News	Ayush Labs open doors; young minds step into world of Science under "One Day as...	1.9M
17.	Devdiscourse	Igniting Scientific Curiosity: AYUSH's "One Day as a Scientist" Initiative	1.2M
18.	Newstrack	Chandauli News: महाराज जी के नेतृत्व में चल रहा है रामराज का शासन,जानिए मंत्री न...	809.7K
19.	Newstrack	Jaunpur News: पूर्वांचल विश्वविद्यालय को सम्मान उत्तर प्रदेश के लिए गर्व की बात,...	809.7K
20.	Divya Himachal	HRTC News : अब डा. निपुण जिंदल देखेंगे एचआरटीसी, प्रदेश सरकार ने सौंपा अतिरिक्त ...	553.6K
21.	Live Vns	आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज...	382.1K
22.	Pragativadi	'One Day as a Scientist' Program Inspires Future Innovators in Ayush Research	339.1K
23.	NagalandPost	Leverage science, innovation to build Viksit Bharat: PM Modi	315.4K

24.	Samachar Nama	जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वीडियो में देखें प्रमुख डॉक्टर्स औ...	195.8K
25.	HT Syndication	Ayush Labs open doors; young minds step into world of Science under "One Day as...	119.8K
26.	The News Mill	On PM"s call, Ayush labs open doors: Young minds step into 'One Day as Scienti S...	85.1K
27.	The News Mill	Ayush Labs open doors; young minds step into world of Science under 'One Day as ...	85.1K
28.	New Kerala	Modi"s Call Sparks Young Scientists" Ayush Lab Discovery	72K
29.	New Kerala	Modi"s Call Inspires Ayush Labs Science Day Student Visits	72K
30.	WebIndia123	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	61.9K
31.	WebIndia123	Ayush Labs open doors; young minds step into world of Science under "One Day as...	61.9K
32.	Digital Learning	'One Day as a Scientist': Ministry of AYUSH Initiative for students on PM's call	39.3K
33.	Indian Economic Observer	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	16.1K
34.	Indian Economic Observer	Ayush Labs open doors; young minds step into world of Science under "One Day as...	16.1K
35.	Daily Prabhat	On PM"s call, Ayush labs open doors: Young minds step into 'One Day as Scienti S...	280
36.	Daily Prabhat	Ayush Labs open doors; young minds step into world of Science under 'One Day as ...	280
37.	Rajasthan Ki Khabar	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
38.	GNS News: Hindi_GNS	उच्च शिक्षा, तकनीकी शिक्षा एवं आयुष विभाग मंत्री का भ्रमण कार्यक्रम	N/A
39.	Telangana Journal	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
40.	Maharashtra Samachar	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
41.	Punjab Live	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
42.	Kashmir Newslite	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
43.	Karnataka Live	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
44.	Mochansamachar	प्रधानमंत्री के आह्वान पर आयुष लैब्स ने खोले दरवाजे: 'एक वैज्ञानिक के रूप में एक...	N/A





45.	Bihar Times	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
46.	Bihar 24x7	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
47.	West Bengal Khabar	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
48.	Andhra Pradesh Mirror	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
49.	Ndtv	Rajasthan News: डिप्टी CM बैरवा ने 4 दिवसीय आरोग्य मेले का किया शुभारंभ, लोग फ्र...	N/A
50.	Newspoint	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
51.	South India News	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
52.	Himachal Patrika	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
53.	Odisha Post	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
54.	OB News	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
55.	North East Times	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
56.	Vanakkam Tamil Nadu	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
57.	The Mobi World	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
58.	Chhattisgarh Today	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
59.	Maverick News3	Ayush Labs Open Doors: Young Minds Explore Science Under 'One Day as a Sci entist...	N/A
60.	Kashmir Breaking News	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
61.	Haryana Today	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
62.	Gujarat Varta	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
63.	Indian News Network	On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ...	N/A
64.	Rk Tv News	प्रधानमंत्री के आह्वान पर आयुष लैब्स ने खोले दरवाजे: 'एक वैज्ञानिक के रूप में एक...	N/A

65.	Maverick News3	<a href="#">Towards a Fit and Healthy India: Combating Obesity Through Collective Action</a>	N/A
66.	Odisha News Times	<a href="#">On PM's call Ayush Labs Open Doors: Young Minds Step into the World of Science ...</a>	N/A
67.	Observer Voice	<a href="#">Students Dive into Science with Ayush Initiative</a>	N/A
68.	IBC World News	<a href="#">"Hebridean Sky" docks in Mangaluru</a>	N/A
69.	C Bharat	<a href="#">Jaunpur news नई दिल्ली में आयोजित राष्ट्रीय विज्ञान दिवस समारोह में विश्वविद्यालय...</a>	N/A
70.	Udaipur Kiran	<a href="#">उत्तर प्रदेश से वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय को मिला सम्मान</a>	N/A
71.	News Wala	<a href="#">जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वायरल फुटेज में जानिए कौन-कौन होगा...</a>	N/A
72.	News Wala	<a href="#">जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वीडियो में देखें प्रमुख डॉक्टर्स औ...</a>	N/A
73.	Rajasthan News(राजस्थान समाचार)	<a href="#">जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वायरल फुटेज में जानिए कौन-कौन होगा...</a>	N/A
74.	Hamarbani	<a href="#">आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज...</a>	N/A
75.	Observer Voice	<a href="#">Surge in Giloy Research Highlights Herbal Potential</a>	N/A
76.	Guidely	<a href="#">Important Weekly Current Affairs 2025 News - February 22nd to 28th</a>	N/A
77.	Rashtratak	<a href="#">दिव्य ज्योति वेद मन्दिर को मिला तीसरा विश्व रिकॉर्ड सम्मान</a>	N/A
78.	Newzfatafat	<a href="#">आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज...</a>	N/A
79.	Udaipur Kiran	<a href="#">आयुष लैब ने 'वैज्ञानिक के रूप में एक दिन' पहल के तहत खोले छात्रों के लिए दरवाजे</a>	N/A
80.	Guidely	<a href="#">Daily Current Affairs Quiz - 27th February 2025</a>	N/A
81.	Arpa Samachar	<a href="#">आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज...</a>	N/A
82.	Tripurastar News	<a href="#">On PM's call Ayush Labs Open Doors: Young Minds Step into the World of Science ...</a>	N/A
83.	Odisha Post	<a href="#">Ayush Labs open doors; young minds step into world of Science under "One Day as...</a>	N/A
84.	Education Times	<a href="#">GBSHSE Class 10 exams 2025 begins today, check here for guidelines</a>	N/A
85.	Bihar 24x7	<a href="#">Ayush Labs open doors; young minds step into world of Science under "One Day as...</a>	N/A
86.	Jharkhandtimes	<a href="#">Ayush Labs open doors; young minds step into world of Science under "One Day as...</a>	N/A
87.	Kashmir Breaking News	<a href="#">Ayush Labs open doors; young minds step into world of Science under 'One Day as ...</a>	N/A
88.	Chhattisgarh Today	<a href="#">Ayush Labs open doors; young minds step into world of Science under "One Day as...</a>	N/A

89.	Gujarat Varta	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
90.	Rajasthan Ki Khabar	Ayush Labs open doors; young minds step into world of Science under 'One Day as ...	N/A
91.	Punjab Live	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
92.	Gujarat Samachar	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
93.	Haryana Today	Ayush Labs open doors; young minds step into world of Science under 'One Day as ...	N/A
94.	Delhi live news	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
95.	Telangana Journal	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
96.	Karnataka Live	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
97.	Bihar Times	Ayush Labs open doors; young minds step into world of Science under 'One Day as ...	N/A
98.	Sanskritiias	गिलोय: वैश्विक शोध में उभरता आयुर्वेदिक चमत्कार	N/A
99.	Kashmir Newsline	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
100.	Education Times	Ministry of Ayush engages young students through its 'One Day as a Scientist" i...	N/A
101.	West Bengal Khabar	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
102.	Andhra Pradesh Mirror	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
103.	OB News	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
104.	Maharashtra Samachar	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
105.	Himachal Patrika	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
106.	The Mobi World	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
107.	South India News	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
108.	Vanakkam Tamil Nadu	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A



109.	North East Times	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
110.	Indian News Network	Ayush Labs open doors; young minds step into world of Science under "One Day as...	N/A
111.	Madrastribune.com	376.5 pc increase in number of research publications around Giloy in 10 years: S..	N/A
112.	Times Of Taj	Resolution Day: POJK"s Return Possible Only Under Modi Government – Dr. Jite ndr...	N/A
113.	DeshWale	India Fights Fat: Tackling Obesity with Collective Action	N/A
114.	NewsKarnataka	Hebridean Sky Docks at New Mangalore Port, Welcomed with Tradition	N/A
115.	Government of Sikkim	Press Release from Health and Family Welfare Department Namchi	N/A
116.	Health Economictimes	376.5 pc increase in number of research publications around Giloy in 10 years: S..	N/A
117.	Bharat Mahan	Combating Obesity Through Collective Action	N/A
118.	Drug Today Medical Times	National Institute of Homoeopathy (NIH), Kolkata	N/A
119.	Reporter Post	Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry	N/A
120.	Jharkhand State News	Giloy Takes the Global Stage: New Studies Reveal Promising Role of Giloy in Im mu...	N/A
121.	Ne India Broadcast	Giloy Takes the Global Stage: Research Publications Soar Over 300% in a Decade	N/A
122.	Early Times	DST iTBI, IIM Jammu Inaugurated at Vigyan Bhawan	N/A