

# MINISTRY OF AYUSH COMPILED MEDIA REPORT 02 Jan, 2025

# Total Mention 14

<b>⊞</b> Print	Financial	Mainline	Regional	Periodical
12	1	11	N/A	N/A
	•	Online		

2



# 🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Hindu Business Line	Get fit	Pune + 9	4
2.	The Times of India	13 new quarantine centres to be established at int'l airports	Kochi	16
3.	The Times of India	Adopting the slow life new year	Chandigarh	1
4.	The Times of India	ICMR lists test musts at facilities	Chandigarh	1, 16
5.	Hindustan Times	Al, longevity, and beyond: A glimpse into 2025 wellness trends	Mumbai + 3	2
6.	Hindustan Times	AI, LONGGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS	Delhi	4
7.	The Morning Standard	Fit Bit	Delhi	2
8.	The Morning Standard	How can I track progress effectively without obsessing over the scale	Delhi	2
9.	Deccan Chronicle	CEOs Need Mini Booster Breaks	Chennai	14
10.	The New Indian Express	WALL UPAVISTHA KONASANA	Chennai	2
11.	The New Indian Express	MAKING ZENSE OF LIFE	Bengaluru	3
12.	The New Indian Express	WALL UPAVISTHA KONASANA (WALL STRADDLE POSE)	Bengaluru	2



# The Hindu Business Line • 02 Jan • Ministry of Ayush Get fit

4 • PG 77 • Sqcm 7726 • AVE 5K • Cir Bottom Left

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

### Get fit



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





# The Times of India • 02 Jan • Ministry of Ayush 13 new quarantine centres to be established at int'l airports

16 • PG 1404 • Sqcm 393200 • AVE 210.4K • Cir Middle Left

Kochi

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

# Move Part Of Preparedness For Future Pandemic Outbreaks

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 PHE-MA 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 • 02 Jan • Ministry of Ayush Adopting the slow life new year

1 • PG 237610 • AVE 490 • Sqcm 46.88K • Cir **Bottom Left** 

Chandigarh

# Adopting the slow life this new year

here'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-bectie 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 is nit a standalone case. Stepping away from a packed schedule for a slow life has become a trend among many young professionals. #TalkingPoi

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

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

The appeal of slower living

RECLAIMING WELLNESS:
Encourages practices like yaga, gordening, and mindful eating.
Thow have time to enjoy a real breakfast, shares Vineet, adding. "Econylating as Employee and share with the interest, not the other way around," she adds.

PENECOVERING JOY, With less RECLAIMING WELLNESS:
Encourages practices like yaga,
gardening, and mindful eating.
"I now have time to enjay a
real breakfast," shares Vineet,
adding, "Something as simple
as a quiet meal can transform
your day."
DEEPENING CONNECTIONS:
A slower life allows peopole to

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 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



### **Embrace slow** living

daily tasks

Define your priorities

### Challenges in slowing down

Many feel pressure to keep up' with peers and overcoming guilt If he slower rhythm can feel unfamiliar for those used to fost-paced routines Slowing down means redefining what success means to one Kalani Sucha, cinical psycholo



# The Times of India • 02 Jan • Ministry of Ayush ICMR lists test musts at facilities

1, 16 • PG 198 • Sqcm 95933 • AVE 46.88K • Cir Bottom Center, Middle Left

Chandigarh

# ICMR lists test musts at facilities

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



# ICMR drafts list on tests to be available at health facilities

DurgeshNandan.Jha @timesofindia.com

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

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

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

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



The draft has been put out in public domain for comments

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

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



# Hindustan Times • 02 Jan • Ministry of Ayush Al, longevity, and beyond: A glimpse into 2025 wellness trends

2 • PG 603 • Sqcm 844150 • AVE 1.1M • Cir Top Right HT City

Mumbai • Noida • Gurugram • Chandigarh



### AI-DRIVEN WELLNESS

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





# Hindustan Times • 02 Jan • Ministry of Ayush AI, LONGGEVITY, AND BEYOND: A GLIMPSE INTO 2025 WELLNESS TRENDS

4 • PG 1282543 • AVE 641 • Sqcm 3.43M • Cir Top Right HT City

Delhi



injections will become

increasingly popular," says Dr Geetika Mittal Gupta.

growing sector, with a

projected market value of

\$30.56 billion (₹262 lakh crore) by 2030.



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

2 • PG 602 • Sqcm 288869 • AVE 300K • Cir Middle Right

Delhi



### **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,
- 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







# The Morning Standard • 02 Jan • Ministry of Ayush How can I track progress effectively without obsessing over the scale

2 • PG 265 • Sqcm 127082 • AVE 300K • Cir Middle Center

Delhi



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 mus-



inch loss. Measure yourself with an inch of tape rather than a weighing scale. Trackchanges using tape at your waist, hip, and chest.

- Other ways to track your performance include tracking the weight lifted, reps completed, or time taken.
   Endurance tests include your performance in activities like walking, swimming, cycling or lifting.
- Monitor changes in your blood lipid profiles, blood sugar, blood pressure, sleep quality, duration, or consistency. Wear fitness trackers or smart watches to monitor your activity levels, sleep, and other health metrics.







# Deccan Chronicle • 02 Jan • Ministry of Ayush CEOs Need Mini Booster Breaks

14 • PG 1437 • Sqcm 1538043 • AVE 1.15M • Cir Top Center Chennai Chronicle

Chennai



### **ROSEINA COUTINHO**

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

#### RESET-REWIND

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

# **CEOs Need Mini Booster Breaks**

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



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

#### INEVITABLE GRIND

While CEOs are the ultimate power in their companies, most of them put in 15-17 hours of heavy work. A few years ago, car lovers and media persons were flabbergasted when Harald Krüger, former CEO of BMW fainted during a German motor show.

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



EVERY WORKING
PROFESSIONAL, CEO
OR ANY SHOULD ENGAGE
IN AN ACTIVITY THAT
THEY ALIGN WITH, FROM

HITTING THE GYM TO SWIMMING OR SIMPLY BY CYCLING OR GOING FOR LONG WALKS"

- UDIT GOENKA, Founder CEO, TinyCheque

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

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

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

determination.

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 • 02 Jan • Ministry of Ayush WALL UPAVISTHA KONASANA

2 • PG 701 • Sqcm 925069 • AVE 246.4K • Cir Top Right

Chennai

### **FITBIT**

### **WALL UPAVISTHA KONASANA**

(WALL STRADDLE POSE)

This is considered as a restorative yoga pose. It is a great way to improve the flexibility of the leg muscles and the hips using the wall which otherwise might be difficult with the practice of Seated Straddle Pose. This is a wide stretched leg pose on the wall. forming a V shape that helps to activate the hips and the hamstrings in an efficient way. It helps boat 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. Peel 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.

#### 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.

• Finish in Constructive
Rest Pose as a
counterpose.

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



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

3 • PG 1316 • Sqcm 1315516 • AVE 177.8K • Cir **Top Center** City Express

Bengaluru

APARNA NAIR

ORMER UN SecretaryGeneral 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 streets and thirsting to come

ORMER UN Secretary-

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

to motivate its readers to take on this practice, and talks to practitioners who share how meditation has helped them. Yoga trainer Aleena Sajut 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 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 It gave me a profound sense of calm. I've continued this prac-tice for two years now, and it has been instrumental in re-lieving my daily stress." Meanwhile, Simple Jain, a fashion designer and medita-tion practitioner, had an almost identical expressioner to Darks

tion practitioner, had an amost 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 the steep weditation. but in vain. In 2015, one of her clients took her to a meditation retreat – Pyramid Spiritual So-cieties Movement (PSSM). "I had attended a few meditation and yoga camps earlier, but this ne was different. I sat there for 45 minutes and all my sup-pressed motions came out. I

one was united in Sax there to the Market Sam all Imy 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, "Tve 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

With the New Year here. CE delves deep into the rising trend of meditation and mindfulness, as the UN celebrated the maiden World Meditation Day recently 

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 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 any being launched od, with apps being launched promising guided meditation

classes and prompts for person-al meditation schedules. "I had signed up for Headspace, an app for meditation. It offers guided sessions and lectures. I am now leaking for such on a print Me sessions and tectures. Fam 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 trebia a techie.

However, according to Na-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 ait in meditation. The 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 med-itation, desnite interest due to

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 set-

utes. Once this progress is set-tled, 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 state of the pattern of the pattern state of the pattern of t tern, reduces stress and tension, and enhances concentra-tion boosting performance. Mentally, it gives a sense of in-ner calm and awareness. Emo-tionally, 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 deci-sions," she notes. According to Saju, mindful-ness and meditation are more sion, and enhances concentra

ness and meditation are more about an attitude that brings a ENEFITS OF MEDITATION

Reduces anxiety, stress, body temperature, respiratory rate, lifestyle disorders, improves memory, general intelligence

Enhances the functioning of the prefrontal cortex

Reduces jerky reactions and instils calmness

Improves awareness, reduces impact of past trauma and future concerns

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

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. she concludes

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

(Inputs from Aashna Reddy, Sonu M Kothari)



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

2 • PG 642 • Sqcm 642237 • AVE 177.8K • Cir Top Right City Express

Bengaluru

### **FITBIT**

### **WALL UPAVISTHA KONASANA**

(WALL STRADDLE POSE)

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

#### STEPS

- Place your yoga mat close to the wall. Begin by sitting straight, facing the wall, with your buttocks close to it. Inhale, use your hands, and lie down on your back.
   Simultaneously, sweep or extend your legs up the wall in Viparita Karani (Legs Up The Wall). Slide back if you move away from the wall.
- Exhale completely, spread your palms on the floor near the hips. Maintain straight legs together on the wall, continue to 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

#### 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





# Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	आयुष अस्पताल में 10 रुपए में मिलेगी ओपीडी पर्ची	66.5M
2.	Divya Himachal	अस्पताल की सडक़ बहाल, पानी बना परेशानी	553.6K

