


MINISTRY OF AYUSH COMPILED MEDIA REPORT
03 Jan, 2025 - 04 Jan, 2025

 **Total Mention 34**

 Print	Financial	Mainline	Regional	Periodical
34	4	21	8	1

 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard	A global outreach beyond business	Delhi + 3	16
2.	The Hindu Business Line	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	Hyderabad + 2	9
3.	Bizz Buzz	PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls	Hyderabad	3
4.	The Business Guardian	How to balance spirituality and everyday life for inner joy	Delhi	5
5.	The Times of India	PM To Hand Over 1,675 Flats To City Slum-Dwellers Today	Delhi	4
6.	Deccan Chronicle	Modi asks voters to end 'Aapda' in Delhi	Hyderabad	1
7.	Deccan Chronicle	Rural India's health in focus: Dr Jayalal	Hyderabad	7
8.	Deccan Chronicle	Free 4 - week yoga classes in city	Chennai	9
9.	Free Press Journal	Hibiscus: Ayurvedic beauty and skin care	Mumbai	26
10.	Punjab Express	Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC	Chandigarh	1
11.	Telangana Today	AAP is aapda for Delhi: Modi	Hyderabad	1, 2
12.	The Asian Age	Exercise, be happy, have fun	Delhi	12
13.	The Daily Guardian	How to balance spirituality and everyday life for inner joy	Delhi	8
14.	The Hans India	PM likens AAP to 'aapda' for Delhi	Hyderabad	3, 7
15.	The Hindu	Healing inside out	Hyderabad + 3	1
16.	The Hindu	103 pacts signed to expand ayurveda	Bengaluru	8
17.	The Hindu	Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back	Hyderabad	11
18.	The Morning Standard	Police probe cyber fraud targeting Ayurveda firms	Delhi	4
19.	The Morning Standard	Fit Bit	Delhi	2
20.	The Morning Standard	Fit Bit	Delhi	2
21.	The New Indian Express	MATSYASANA WHEEL (FISH POSE WHEEL)	Bengaluru	2
22.	The New Indian Express	Nadda: Integrated health policy soon	Bengaluru	1
23.	The New Indian Express	RESOLUTIONS FOR LASTING CHANGE	Chennai	11
24.	The New Indian Express	MATSYASANA WHEEL	Chennai	2

25.	The Tribune	CISF tweaks HR policy in bid to prevent suicides	Delhi + 1	11
26.	Femina	Jackie Oh!	National	1, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
27.	Dainik Bhaskar	Ayurvedic utpado ke nakli vigyapano se dhokadhadi, Jaanch	Delhi	4
28.	Dainik Bhaskar	Duniya mein 5 saal mein Ayurvedik beauty product mein bharat ki hissedari 50% hui, Hair care segment...	Delhi	11
29.	Jansatta	Farzi vigyapan ke jariye Ayurvedik utpadan bechne ke mamle ki jaanch shuru	Delhi	4
30.	Mumbai Tarun Bharat	Dose of 'Unani Healing Therapy' for Rheumatoid Arthritis	Mumbai	2
31.	Punjab Kesari	Nahane se pehle ya baad mein oil lagane ka sahi waqt	Delhi	12
32.	Punjab Kesari	Online bech raha tha nakli ayurvedic davayen	Delhi	14
33.	Sandhya Times	Online bech rhe nakli ayurvedic dawaiyaan	Delhi	4
34.	Virat Vaibhav	Farzi Vigyapan ke jariye Ayurvedic utpadan bechne ke mamle ki jaanch shuru	Delhi	3

Business Standard • 04 Jan • Ministry of Ayush

A global outreach beyond business

16 • PG

373 • Sqcm

184784 • AVE

89.49K • Cir

Bottom Left

Delhi • Jaipur • Chandigarh • Mumbai

A global outreach beyond business

An ancient civilisation with a modern outlook, India has a lot of fine strengths – in cinema, sports, art, culture, food, yoga – that it is building on

VISHAL MENON

New Delhi, 3 January

As Dommaraju Gukesh got up from his chair, both arms raised and a beaming smile, the moment felt timeless. The raucous cheers from the crowd only amplified the significance of his epochal triumph.

Gukesh, 18, was crowned the youngest world champion in the history of chess, quelling Ding Liren in the 2024 FIDE World Championship in Singapore — an occasion that took India's soft power to new heights.

Since the turn of the century, the country has expanded its global influence in more ways than one, with yoga, art, sport, cinema and food (with several Michelin star Indian chefs) all contributing to it.

Yoga, in fact, is often described as the biggest export from India, with hundreds of thousands of people today practising it around the world. Popularised globally by yoga gurus such as BKS Iyengar, it got a day to its name on December 11, 2014, when the United Nations General Assembly declared June 21 as the International Day of Yoga following a suggestion by Prime Minister Narendra Modi in his UN address and a subsequent draft resolution introduced by India's permanent representative to the UN.

Like yoga, Indian cinema, too, has been making a mark since before the 2000s — think Satyajit Ray, whose Oscar award was announced by another legend, Audrey Hepburn; or Raj Kapoor, who had Russians singing "Mera joota hai Japani"; or superstars such as Amitabh Bachchan and Shah Rukh Khan; or more recently, "Naatu Naatu", a song from the 2022 Telugu movie, *RRR*, which became a worldwide hit, winning the Academy Award for Best Original Song in 2023.

"Indians have in this period (2000 to 2024) created waves in the field of art, culture, cinema, mathematics, music, pharmaceuticals, science, sports and technology, to name a few areas," Kalikesh Narayan Singh Deo, president, National Rifle Association of India, tells *Business Standard*.

"This quarter century got us two individual gold medals in the Olympics, something which was not achieved in the previous half a century or so of our existence as a modern



ILLUSTRATION: BINAY SINHA

democracy," Deo adds. "Such achievements raise the stature of a nation considerably."

Gukesh's stellar rise in chess apart, from cricket to indigenous sports like kabaddi, kho kho, wrestling and badminton, India's sports ecosystem is blossoming.

This multi-pronged approach, combined with hosting international events, investing in grassroots initiatives, and promoting women in sports, is allowing the country to enhance its global stature, strengthen diplomatic ties, and cultivate a positive image.

Olympic ambitions

During his Independence Day speech in 2024, Modi said India dreams of hosting the Olympics in 2036 — an ambition that was recently backed by International Olympic Committee head Thomas Bach.

Indeed, India's Olympic-sized ambition is more than just a cheeky overreach. For an aspirational country to get a seat at the high table at the global stage, it is important to be a winner in the sporting arena.

In modern history, a nation's rise has been intrinsically linked to its phoenix-like trajectory as a sporting behemoth. It is something ace shooter Manu Bhaker, who bagged two bronze medals

at the 2024 Paris Olympics, attests to.

"Hosting the Olympics will definitely encourage a sporting culture in India and boost the country's profile," she said to *Business Standard* during an earlier interview. If that happens, New Delhi, Mumbai and Ahmedabad will cease to be mere specks on the Olympics map.

Getting there, though, will require significant investment in both sportspersons and sporting infrastructure. In fact, it would require deeper interventions, given that the country doesn't really have a sporting culture. Schools, for example, either don't have sports periods or don't take them seriously.

For now, if there is one sporting event that has truly turned the spotlight on India, it is the Indian Premier League (IPL).

Since its inception in 2008, the IPL has morphed into something more than just a glitzy annual cricket tournament. It is now a powerful vehicle showcasing the country's vibrant culture and fostering international diplomacy, with its viewership spanning countries across the globe.

According to a 2024 report by American investment bank Houlihan Lokey, IPL's business valuation currently stands at \$16.4 billion. "The IPL has its impact in the world of sports and also on the world economy simply because it's one of the richest leagues in the world," Deo says.

More on business-standard.com



The Hindu Business Line • 04 Jan • Ministry of Ayush

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

9 • PG

270 • Sqcm

215936 • AVE

44.5K • Cir

Bottom Left

Hyderabad • Delhi • Mumbai

President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care

Press Trust of India
Bengaluru

President Droupadi Murmu on Friday hailed the National Institute of Mental Health and Neurosciences (NIMHANS) for its integrated medicine services as she considered it a model for all.

The application of yoga and ayurveda in the promotion of mental health and wellbeing is worth emulating, she said.

"The integrative medicine services of NIMHANS has been a model for all to examine the applications of yoga and ayurveda in the promotion of mental health and well-being, and in the treatment of psychiatric and neurological disorders," Murmu said during the Golden Jubilee celebrations of the Institute here.

On the occasion, she inaugurated the Psychiatry



President Droupadi Murmu and Union Health Minister JP Nadda at the Golden Jubilee celebrations of the National Institute of Mental Health and Neuro Sciences in Bengaluru ANI

Specialty Block, Central Laboratory Complex and Bhima Hostel at NIMHANS. The President also dedicated state-of-the-art diagnostic facilities – the advanced 3T MRI Scanner and DSA System to the nation.

She said different kinds of meditations are also useful in countering negative mental forces, and underlined

the importance of using traditional approaches that are beneficial for all.

Murmu said, "Our scriptures tell us that the mind is at the root of everything we perceive in the world."

GROWING AWARENESS

In the past, issues and concerns about mental health had not received enough at-

tention in some societies, the President said, adding that in recent times, awareness about mental health has been rising.

She further said that the unscientific belief and stigma associated with mental illnesses are a matter of the past, making it easier to seek help.

"This has been a welcome

development, especially at this juncture, because a variety of mental health issues are taking epidemic proportions around the world. The Covid-19 pandemic of 2020, in particular, led to a spike in such concerns," she said.

The President said working professionals face more stress, and a large number of elderly people suffer from loneliness due to social challenges. "However, it is truly heartening to note that the rising awareness has made it possible for patients to open up and share their problems," she said.

Murmu lauded initiatives of NIMHANS like Tele-MANAS (Tele Mental Health Assistance and Networking Across States) which facilitates counselling anywhere at any time.

She also appreciated the Institute's SAMVAD platform which addresses mental health issues of children and adults.

Bizz Buzz • 04 Jan • Ministry of Ayush

PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls

3 • PG

229 • Sqcm

22880 • AVE

N/A • Cir

Bottom Left

Hyderabad

PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls

Says, 'Aapda' ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)

Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to fully help the people living here despite his efforts

NEW DELHI

PRIME Minister Narendra Modi on Friday slammed AAP as an "aapda" for Delhi, saying this "aapda" had taken the national capital in its grip in the past 10 years. Addressing people after launching a slew of infrastructure projects in the national capital, including in housing and education sectors, he hit out at the AAP-led city government and said the situation in the national capital would worsen if its reign continued.

On the one hand, the Centre is making a lot of efforts; on the other, the Union Territory government stands for brazen lies, Modi said, accusing the AAP government of committing corruption in a host of sectors ranging from school education to fighting pollution and the liquor trade.

Modi inaugurated a slew of



Prime Minister Narendra Modi with Union Minister for Housing and Urban Affairs Manohar Lal during the inauguration of newly constructed flats for the dwellers of Jhuggi Jhopri (JJ) clusters, in New Delhi, Friday

development projects, including 1,675 flats for residents of 'jhuggi-jhopri' (JJ) or slum clusters and two urban redevelopment projects in the city. The Prime Minister's Office (PMO) in a statement said Modi would also lay the foundation stone of the Veer Savarkar College at Roshanpura, Najafgarh, which would have state-of-the-art facilities for education, besides an academic block in east Delhi and another in Dwarka.

With Assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this "aapda (disaster)" and decided to get rid of it. Giving a call for AAP's defeat, Modi raised the slogan, "Aapda ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)."

"This year will usher in a new politics of nation-

building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said. Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to fully help the people living here despite his efforts.

If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to make houses for the poor, it is because "aapda" does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP supremo Arvind Kejriwal, Modi said he could also have built a "sheesh mahal" for himself but his dream was to ensure homes for everyone in the country.

The Business Guardian • 04 Jan • Ministry of Ayush
How to balance spirituality and everyday life for inner joy

5 • PG

692 • Sqcm

69216 • AVE

N/A • Cir

Middle Left

Delhi

How to balance spirituality and everyday life for inner joy

OPINION

ATMAN IN RAVI



Happiness or joy is intrinsic. It is within us. It is inner joy, always. Happiness is not just an emotion, rather, it is a state of being. Therefore, one cannot 'become happy' but one must 'be happy'. One cannot find happiness in external things like materialism, people and relationships. The happiness that one gains with these is pleasure, a temporary form of feeling happiness. It is ephemeral. It will be a fleeting feeling that will come and go away in no time. But the happiness that one experiences innately, by being in a state of Consciousness is everlasting and eternal. Spirituality helps one reach this inner state of Con-

sciousness, Awareness and Mindfulness and tap the inner happiness or inner joy within oneself.

You must be wondering that I have spelt happiness incorrectly but no! According to me, happiness has 3 Ps that stand for the three ascending peaks of happiness in Spirituality - 'Pleasure' or temporary happiness. Then comes 'Peace', which is the foundation of True Everlasting Happiness and the highest peak is 'Purpose' that comes with Enlightenment. We must ideally experience all these forms of happiness but strive to achieve the third and the highest form - 'Purpose'. When one attains the purpose of life, they experience Enlightenment and a state of Consciousness in which they attain the Realization of the Truth about life, birth, death and everything beyond simple comprehension. They experience an ever-flowing Eternal Bliss that is experienced in Truth Consciousness, also known as SatChitAnanda. SatChitAnanda is Eternal

Bliss, something that is not ephemeral. Therefore, following the path of Spirituality, one can experience the highest form of happiness - SatChitAnanda.

How can one balance Spirituality and everyday life? Spirituality is the science of the Spirit, the Soul or the Atman. It is to understand and more importantly, Realize the Truth about oneself, Self-Realization and further, Realize the Truth about God, God-Realization. Spirituality does not demand one to renounce everything in life and set forth on its path, rather, Spirituality is like a beacon of light that will guide one to live the highest purpose of their life. Thus, we can conclude that there is no need to balance Spirituality and everyday life but one can live their everyday life in a spiritual way. One of the main tenets of Self-Realization of Spirituality is the one is not the body, mind and ego that he identifies with. They are the Soul, the Divine Immortal Soul, a Spark Of Unique Life, which is a part of SIP, the Supreme Immortal Power we call God. An individual on the path of Spirituality, when attains this profound Self-Realization, starts living as an instrument of the Divine, doing only Divine work. He ensures that he does good actions and realizes that it is the Divine that is work-



ing through him. When one realizes that Soul is a part of SIP, they realize that they are a manifestation of the Divine Power. Similarly, everyone has a Soul and everyone and everything is a manifestation of the Supreme Immortal Power, the Divine. Inculcating this Realization of the Truth

about oneself and others in daily life will improve the quality of the life of the individual and also he will see everyone as Divine, love everyone as Divine and serve everyone as Divine beings. Spirituality also inculcates the beautiful art of acceptance and surrender in an individual. They real-

ize that whatever happens, happens as per the Law of Karma, a fruit of some past deed, which they may or may not remember.

Hence, they don't unnecessarily suffer. They may experience pain but don't suffer because first, they understand that the situation is due to Karma and

secondly, they don't identify themselves with their body.

Thus, we can conclude this discussion by stating that Spirituality and everyday life are not two different paths.

An individual on the spiritual path doesn't have to balance the two, rather,

Spirituality will inspire one to live his everyday life to its fullest potential by always being in a state of Consciousness, mindful of the profound truths of life. Infusing Spirituality in everyday life will lead an individual to experience Everlasting and Eternal Inner Joy, Peace, Love and Bliss.

The Times of India • 03 Jan • Ministry of Ayush
PM To Hand Over 1,675 Flats To City Slum-Dwellers Today

4 • PG

353 • Sqcm

1455919 • AVE

4.69M • Cir

Top Left

Delhi

PM To Hand Over 1,675 Flats To City Slum-Dwellers Today

Will Also Open CBSE Complex, Inaugurate Two Key Projects

TIMES NEWS NETWORK

New Delhi: Prime Minister Narendra Modi will on Friday inaugurate and lay the foundation stones for several projects in the city, including 1,675 flats built for slum-dwellers and CBSE's integrated complex in Dwarka.

In an official statement, the Prime Minister's Office (PMO) said Modi will visit the newly-constructed flats for the slum-dwellers as part of slum rehabilitation project at Swabhiman Apartments in Ashok Vihar and hand over keys to the eligible beneficiaries.

The objective of the project, govt said, is to provide decent housing with proper amenities and facilities to people living in slums. For every Rs 25 lakh spent on construction of a flat by central govt, the eligible beneficiaries pay less than 7% of the total amount, comprising Rs 1.4 lakh as a nominal contribution and Rs 30,000 for five years of maintenance.

PM will also inaugurate two flagship projects of the urban affairs ministry — the World Trade Centre (WTC) at Nauroji Nagar and the General Pool Residential Accommodation (GPRA) type-II quarters at Sarojini Nagar. Nearly 1,700 flats have been built



File photo

PM will lay the foundation for DMRC's Rithala-Narela-Kundli corridor and an extension of Magenta Line between Janakpuri and Krishna Park

at Sarojini Nagar for central govt employees as part of the massive redevelopment of govt housing complexes.

The PMO statement said the World Trade Centre has transformed the area by replacing over 600 dilapidated quarters with state-of-the-art commercial towers, offering about 34 lakh square feet of premium commercial space with advanced amenities. The project incorporates green building practices with provisions such as a zero-discharge concept, solar energy generation and rainwater harvesting systems. The GPRA type-II quarters include 28 towers that house over 2,500 residential units, offer-

PMO STATES

The two urban affairs ministry projects to be inaugurated are the World Trade Centre at Nauroji Nagar and the General Pool Residential Accommodation (GPRA) type-II quarters at Sarojini Nagar

ring modern amenities and efficient use of space.

Modi will also inaugurate CBSE's integrated office complex in Dwarka Sector 23, built at a cost of Rs 300 crore. It includes offices, an auditori-

um, advanced data centre and a comprehensive water management system, among others.

Delhi BJP president Virendra Sachdeva said in the fourth phase of Delhi Metro, PM will lay the foundation stone for the Rithala-Narela-Kundli corridor and an extension of the Magenta Line between Janakpuri and Krishna Park.

Modi will also lay the foundation for the Central Ayurvedic Research Institute building in Rohini and unveil the Regional Air Traffic System project to alleviate traffic congestion, with a focus on the New Ashok Nagar to Sahibabad route of the NaMo Bharat train.

According to Sachdeva, "India has made unprecedented progress in the past 10 years, and the world acknowledges and salutes PM Modi's leadership. In Delhi, too, he has launched several initiatives to build a better city."

Central govt had established a network of expressways in Delhi, including the Urban Extension Road 2, Dwarka Expressway, Meerut Expressway, Eastern-Western Peripheral Expressway and Delhi-Mumbai Expressway, he added.

Over two lakh people visited Kartavya Path on the very first day of the new year, "a testimony to the city's dynamic infrastructure", Sachdeva said.

Deccan Chronicle • 04 Jan • Ministry of Ayush
Modi asks voters to end 'Aapda' in Delhi

1 • PG

221 • Sqcm

824579 • AVE

2.55M • Cir

Top Center

Hyderabad

Modi asks voters to end 'Aapda' in Delhi

Accuses AAP of corruption in education, liquor trade

SHASHI BHUSHAN | DC
NEW DELHI, JAN. 3

Prime Minister Narendra Modi on Friday called the Aam Aadmi Party (AAP) an "Aapda" (disaster) for Delhi, alleging its decade-long governance has worsened the city's situation.

"This year usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said.

Addressing a gathering after inaugurating key infrastructure projects, he accused the AAP government of corruption and mismanagement in areas such as education, healthcare, pollution control, and liquor trade.

Modi inaugurated several projects, including 1,675 flats for JJ cluster residents, urban redevelopment projects like the



Prime Minister Narendra Modi during the foundation stone laying and inauguration ceremony of various development projects in New Delhi on Friday. — PTI

World Trade Centre at Nauroji Nagar, CBSE's Integrated Office Complex at Dwarka, and new Delhi University initiatives. He emphasised the Centre's commitment to developing Delhi through infrastructure and social welfare schemes.

In a veiled dig at AAP leader Arvind Kejriwal, Modi remarked he could have built a "sheesh mahal" (palace) for himself but prioritised housing for all. He accused the AAP government of glorifying corruption, neglecting responsibilities, and blocking Central schemes

like the Ayushman Bharat Yojana, depriving Delhi residents of free healthcare benefits.

"Some hardcore corrupt individuals, using Anna Hazare as a front, have pushed Delhi into this crisis," Modi said, adding that Delhi has always envisioned good governance but the ruling state government has failed to deliver on its promises and has only worsened the situation.

The Prime Minister highlighted Central government initiatives, including providing free ration to 75 lakh people, affordable medicines at Jan Aushadhi Kendras, and solar panel subsidies under the 'Pradhan Mantri Suryaghar Muft Bijli Yojana.' He criticised the state government for failing to clean the Yamuna River.

Deccan Chronicle • 04 Jan • Ministry of Ayush
Rural India's health in focus: Dr Jayalal

7 • PG

255 • Sqcm

951610 • AVE

2.55M • Cir

Top Right

Hyderabad

Affordability is a big challenge, says Dr Jayalal

Rural India's health in focus: Dr Jayalal

SHRIMANSI
KAUSHIK | DC
HYDERABAD, JAN. 3

India holds a 'blessed' position among Commonwealth nations in healthcare accessibility, opines Dr J. A. Jayalal, president of the Commonwealth Medical Association (CMA). However, he acknowledged that affordability continues to be a significant challenge, particularly in rural and tribal areas.

Highlighting the disparities, he pointed out, "Corporate hospitals remain inaccessible to a majority of the population, while public hospitals have been providing free care even before these schemes were contemplated. However, it does not cover the cost of healthcare, which is about 30 per cent of administrative expenses."

"India's insurance systems are underdeveloped. Despite noble intentions, government schemes like Ayushman Bharat have limitations," he told *Deccan Chronicle*.

On how Artificial Intelligence (AI) could help in braving these challenges, Dr Jayalal said, "Although it is a welcome technology, it is not going to help on the affordability and accessibility fronts. Moreover, they don't replace doctors, per se. The information that it is presently providing is from hyper-inflated data that lacks credibility. There is also no security to the patient's data that is being collected through

Q&A

Dr J.A. Jayalal



The cost of travel to corporate hospitals adds to the out-of-pocket expenses. People are not able to get treatment for common diseases and cardiac problems.

— DR J. A. JAYALAL
CMA president

AI." Dr Jayalal took a dig at the Ayushman scheme's concept of empanelled hospitals.

"The cost of travel to corporate hospitals adds to the out-of-pocket expenses. People are not able to get treatment for common diseases and cardiac problems. Moreover, they are not able to get treatment at their doorstep. Why should the government bring free healthcare through the backdoor via the insurance sector? Let them come and say that 50 per cent of all private hos-

pitals will provide free services for whatever treatment people get. The international body is looking at it quite critically. Of the nearly 75,000 hospitals in India, only 6,000 are accredited by the Quality Council of India," he observed.

Dr Jayalal expressed concern at India's Budget allocation for healthcare, which stands at less than two per cent of the GDP compared to five per cent in countries like Sri Lanka.

"Public hospitals shoulder 75 per cent of the healthcare burden, yet the funding is inadequate. Despite going through the pandemic and with the increased ambit of healthcare as highlighted by the government in its 'One Health' concept, it is important to make higher budget allocations to healthcare," he stated.

Addressing the increase in violent attacks against healthcare professionals, he said, "This is a global issue. While some countries enforce strict laws, India's fragmented approach undermines security."

He called for a Central Protection Act to safeguard medical professionals.

However, the Centre insists that health is a state subject. But there are many Central acts that have been implemented in states such as the Medical Termination of Pregnancy Act, Pcoso Act, PN-MDP Act and the Clinical Establishment Act, among others.

Deccan Chronicle • 04 Jan • Ministry of Ayush
Free 4 - week yoga classes in city

9 • PG

191 • Sqcm

336081 • AVE

1.15M • Cir

Top Right

Chennai

OTHER STORIES



Free 4-week yoga classes in city

Sannyasi Krishnayogam, founder of Satyananda Yoga Centre, will conduct a 4-week Yoga class as per Bihar School of Yoga tradition for men and women at T.Nagar, Nanganallur, Velachery and Surapet.

Regular classes, which are free, are from 5.30 am to 7.00 am (Monday to Saturday). The classes are aimed at physical, mental and spiritual health. The classes are conducted in a spiritual atmosphere in strict adherence to Bihar School of Yoga (Deemed University) curriculum - asana, pranayama, pratyahara (senses withdrawal techniques), dharana (concentration, meditation, mantra, value education, food habits, shat kriyas (internal pathways cleansing for managing diseases) etc are covered.

The classes at Surapet will start from Monday (Jan. 6) at Aruljothi Arulalayam, Surapet Sanmarga Sangam, Ambattur Puzal Road, Surapet. The Classes at Velachery will start from Jan. 7 at Thiruveethi Amman Kovil, #2, Thiru Veethi Amman Kovil Street, Velachery. The Classes at Nanganallur will start from Jan. 8 at Shri Sudarshan Terrace Hall, B-2, Lakshmi Nagar Main Road, Nanganallur. The Classes at T.Nagar will start from Jan 9 at The Bengal Association, New No.6, Old No.29, Giri Road, T.Nagar, Chennai.

On completion, students can join advanced pranayama course leading to Kirtani Yoga, Prana Vidy and Kriya Yoga courses. Old students who have discontinued their practice can also join and reap the benefits. Please contact the centre on 875449934 or 9445051015 to register.

Free Press Journal • 03 Jan • Ministry of Ayush
Hibiscus: Ayurvedic beauty and skin care

26 • PG

444 • Sqcm

353132 • AVE

251.68K • Cir

Top Center

Mumbai

The origins of hibiscus in ayurveda

Originating in the ancient healing system of Ayurveda, hibiscus, or "Japa Pushpa" as it is known, has been revered for its holistic healing properties for centuries. Ayurveda, a holistic approach to wellness, emphasizes the balance of mind, body, and spirit. Hibiscus has been cherished for its multifaceted role in promoting not just outer beauty, but inner harmony as well.

■ Nurturing skin health

Hibiscus is a treasure trove of nutrients that are beneficial for the skin. Its natural alpha hydroxy acids (AHAs) gently exfoliate the skin, aiding in the removal of dead cells and promoting cellular turnover. This exfoliation process helps reveal a fresher, more youthful complexion underneath. Moreover, hibiscus is replete with antioxidants that combat the damaging effects of free radicals. This helps in preventing premature aging, reducing the appearance of fine lines and wrinkles, and maintaining the skin's elasticity.

■ Acne control

For those grappling with acne and blemishes, hibiscus can be a savior. Its anti-inflammatory and antibacterial properties help soothe irritated skin and prevent further breakouts. The natural acids in hibiscus also play a role in clarifying the skin by unclogging pores and minimizing their appearance.

Neeta Senacha

The hibiscus flower, with its vibrant hues and delicate petals, stands as a symbol of natural splendor. Beyond its visual appeal, this flower holds a plethora of uses that span across various cultures and wellness practices. From ancient Ayurvedic traditions to modern skincare innovations, the hibiscus flower has woven its way into the tapestry of beauty and well-being. Rich in antioxidants, vitamins, and natural acids, hibiscus offers benefits ranging from promoting youthful skin to aiding in hair care. Whether infused in oils, brewed into teas, or incorporated into skincare formulations, the hibiscus flower continues to flourish as a versatile and cherished ingredient, embodying the harmonious blend of nature and self-care. In this article, let's unveil its role as an age-old beauty remedy that captivates and inspires today's beauty enthusiasts.



■ Radiance and glow

Ayurveda believes that true beauty emanates from a balanced and healthy system. Hibiscus supports this philosophy by promoting proper blood circulation. Improved blood circulation means better nutrient delivery to the skin cells, resulting in a radiant and glowing complexion.

■ Natural moisturization

Dry skin can feel parched and lackluster. Hibiscus comes to the rescue with its natural mucilage content, which provides a gentle and effective way to lock in moisture. This natural humectant helps maintain the skin's hydration, leaving it supple and soft.

Harnessing the power of hibiscus

1 Hibiscus face mask

Treat your skin to a spa-like treat with a hibiscus face mask. Mix soft hibiscus petals with yogurt or honey. This combo is rich in good things like antioxidants, vitamins, and gentle exfoliators. Put the mix on your face for 15-20 minutes. Your skin will soak up the good stuff and feel refreshed. Rinse it off with warm water.

Hibiscus: Ayurvedic beauty and skin care

2 Hibiscus toner

Crafting your own hibiscus toner is wonderfully simple. Begin by brewing a cup of hibiscus tea using dried hibiscus petals and hot water. Allow the tea to cool down, and then transfer it to a clean container. This vibrant hibiscus infusion becomes your all-natural toner. Applying it is a breeze: just dip a cotton pad into the hibiscus tea and gently swipe it across your cleansed face. The hibiscus toner harmonizes your skin's pH levels while offering a soothing touch.

3 Hibiscus infused oil

Crafting your own hibiscus infused oil is a delightful way to pamper your skin. Begin by gently drying hibiscus petals and placing them in a clean glass jar. Pour your chosen carrier oil, such as coconut or almond oil, over the petals until they're fully submerged. Seal the jar and let the mixture sit in a cool, dark place for a few weeks. During this time, the oil will absorb the nourishing properties of hibiscus. Once infused, strain the oil to remove the petals, and transfer the liquid to a new container. Your hibiscus infused oil is now ready to use. Apply it as a gentle massage oil to soothe and moisturize your skin, or use it as a natural moisturizer after cleansing.



Punjab Express • 03 Jan • Ministry of Ayush

Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC

1 • PG

207 • Sqcm

41471 • AVE

348.98K • Cir

Bottom Center

Chandigarh

Will implement recommendations of expert panel on NEET-UG exam, Centre tells SC

NEW DELHI, JANUARY 2

The Centre on Thursday told the Supreme Court that it will implement all the measures recommended by an expert panel that reviewed the National Testing Agency's functioning in holding NEET-UG last year.

"We are going to implement all the recommendations and it (matter) can be listed after six months," Solicitor General Tushar Mehta told a Bench of



Justice PS Narasimha and Justice Manoj Misra, which posted the matter for April.

The Bench was told that the entire report of the expert panel had not been

placed on record as it contained certain details on the printing of questions.

Around 24 lakh students appeared for controversy-ridden NEET-UG 2024 Examination conducted on May 5 by the National Testing Agency (NTA) across 4,750 centres in 511 cities and 14 centres abroad for admission to MBBS, BDS, AYUSH and other related courses in more than 700 government and private institutions to fill 1.08 lakh seats. **PTI**

Telangana Today • 04 Jan • Ministry of Ayush
AAP is aapda for Delhi: Modi

1, 2 • PG

133 • Sqcm

172641 • AVE

440K • Cir

Bottom Left,Middle Center

Hyderabad

AAP is *aapda* for Delhi: Modi

NEW DELHI

Prime Minister Narendra Modi on Friday slammed the AAP as an “aapda” for Delhi, saying this “aapda” has taken the national capital in its grip in the past 10 years.

Addressing people after launching a slew of infra projects in the national capital, including in housing and education sectors, he hit out at the city government led by AAP and said the situation in the national capital would worsen if its reign continued. On the one hand, the Centre is making a lot of efforts; on the other, the Union Territory government stands for brazen lies, he said, accusing the AAP government of committing corruption in a host of sectors ranging from school education to fighting pollution and liquor trade.

(SEE PAGE 2)

AAP is *aapda* for Delhi: Modi

With the Assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this “aapda (disaster)” and decided to get rid of it. “This year will usher in a new politics of nation-building and people’s welfare. Therefore, ‘aapda’ has to be removed and the BJP brought in,” he said.

Due to the city government not allowing the Centre’s signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to the people living here fully despite his efforts.

If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to

make houses for the poor, it is because “aapda” does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP leader Arvind Kejriwal, Modi said he could also have built a “sheesh mahal” for himself but his dream was to ensure homes for everyone in the country. “These people commit corruption and then glorify it,” he said, accusing AAP of shamelessness and making false promises.

The BJP has been targeting Kejriwal for allegedly spending a huge amount of money on his official residence when he was chief minister, and described his erstwhile home as “sheesh mahal”. PTI

The Asian Age • 03 Jan • Ministry of Ayush
Exercise, be happy, have fun

12 • PG

1258 • Sqcm

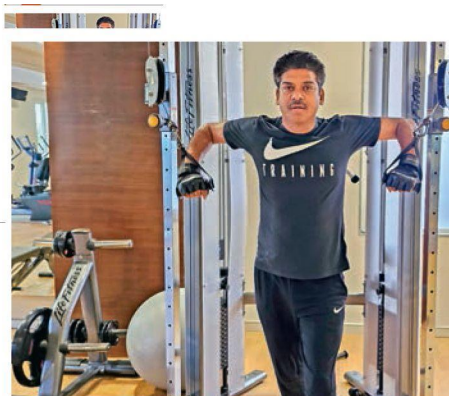
534760 • AVE

389.96K • Cir

Top Left

Delhi Age

Delhi



How I Keep Myself Healthy & Fit!

Exercise, be happy, have fun

Dr Ravi Kanth Athuluri, Senior Interventional Cardiologist, Yashoda Hospitals, Somajiguda, explains why staying fit against a demanding six-day work week is challenging but not impossible

I strive to maintain my health by pursuing happiness and engaging in healthy activities. These activities include working out, listening to music, dancing, and having fun with friends and family, all in addition to my busy career as a senior international cardiologist for the past two and a half decades.

WORK OUT IN THE MORNING

If we have to have a long-standing life and fruitful career, we need to keep ourselves physically and mentally fit. I follow a combination of aerobics, running, jogging, swimming, cycling, and strength training for at least 45 minutes daily. I engage in daily strength training with weights and body weights to maintain muscle health, and occasionally practise yoga to improve flexibility and posture. At work, I strive to minimize the use of the elevator and frequently opt for the stairs instead.

FRIENDS AND FUN

I enjoy spending quality time with friends, going on long drives, watching movies, engaging in conversations, and bonding with each other. I love to go to music shows and concerts, trips, and tours with loved

THINGS TO KEEP IN CHECK

I practice what I preach. For me going for a regular health check-ups is crucial. Monitoring blood pressure, diabetes, cholesterol levels, and other risk factors allows for early intervention and management of our potential health issues.

ones to keep myself happy and stress-free! I believe as we age, maintaining our cardiovascular health and heart care is crucial for maintaining balance, stability, and preventing injuries.

CHOOSING HEALTHY FOODS FOR A BALANCED DIET

I aim to restrict the amount of carbohydrates in my diet, primarily consuming complex carbohydrates such as whole grains, millets, quinoa and so on. Maintaining daily physical activity is another crucial pillar in my fight against heart diseases. To beat chronic stress, I make it a point to adopt stress-reduction techniques such as mindfulness, meditation or yoga. Furthermore, ensuring adequate sleep is vital!

— As told to Swati Sharma

The Daily Guardian • 04 Jan • Ministry of Ayush
How to balance spirituality and everyday life for inner joy

8 • PG

622 • Sqcm

62169 • AVE

N/A • Cir

Middle Left

Delhi

How to balance spirituality and everyday life for inner joy

OPINION

ATMAN IN RAVI



Happiness or joy is intrinsic. It is within us. It is inner joy, always. Happiness is not just an emotion, rather, it is a state of being. Therefore, one cannot 'become happy' but one must 'be happy'. One cannot find happiness in external things like materialism, people and relationships. The happiness that one gains with these is pleasure, a temporary form of feeling happiness. It is ephemeral. It will be a fleeting feeling that will come and go away in no time. But the happiness that one experiences innately, by being

in a state of Consciousness is everlasting and eternal. Spirituality helps one reach this inner state of Consciousness, Awareness and Mindfulness and tap the inner happiness or inner joy within oneself.

You must be wondering that I have spelt happiness incorrectly but no! According to me, happiness has 3 Ps that stand for the three ascending peaks of happiness in Spirituality - 'Pleasure' or temporary happiness. Then comes 'Peace', which is the foundation of True Everlasting Happiness and the highest peak is 'Purpose' that comes with Enlightenment. We must ideally experience all these forms of happiness but strive to achieve the third and the highest form - 'Purpose'. When one attains the purpose of life, they experience Enlightenment and a state of Consciousness in which they attain the Realization of the Truth about life,

birth, death and everything beyond simple comprehension. They experience an ever-flowing Eternal Bliss that is experienced in Truth Consciousness, also known as SatChitAnanda. SatChitAnanda is Eternal Bliss, something that is not ephemeral. Therefore, following the path of Spirituality, one can experience the highest form of happiness - SatChitAnanda.

How can one balance Spirituality and everyday life? Spirituality is the science of the Spirit, the Soul or the Atman. It is to understand and more importantly, Realize the Truth about oneself, Self-Realization and further, Realize the Truth about God, God-Realization. Spirituality does not demand one to renounce everything in life and set forth on its path, rather, Spirituality is like a beacon of light that will guide one to live the highest purpose of their life.

Thus, we can conclude that there is no need to balance Spirituality and everyday life but one can live their everyday life in a spiritual way. One of the main tenets of Self-Realization of Spirituality is the one is not the body, mind and ego that he identifies with. They are the Soul, the Divine Immortal Soul, a Spark Of



Unique Life, which is a part of SIP, the Supreme Immortal Power we call God. An individual on the path of Spirituality, when attains this profound Self-Realization, starts living as an instrument of the Divine, doing only Divine work. He ensures that he does good actions and realizes that it is the Divine that is working through him. When

one realizes that Soul is a part of SIP, they realize that they are a manifestation of the Divine Power. Similarly, everyone has a Soul and everyone and everything is a manifestation of the Supreme Immortal Power, the Divine. Inculcating this Realization of the Truth about oneself and others in daily life will improve the quality of the life of the

individual and also he will see everyone as Divine, love everyone as Divine and serve everyone as Divine beings. Spirituality also inculcates the beautiful art of acceptance and surrender in an individual. They realize that whatever happens, happens as per the Law of Karma, a fruit of some past deed, which they may or may not remember. Hence,

they don't unnecessarily suffer. They may experience pain but don't suffer because first, they understand that the situation is due to Karma and secondly, they don't identify themselves with their body.

Thus, we can conclude this discussion by stating that Spirituality and everyday life are not two different paths. An individual on the

spiritual path doesn't have to balance the two, rather, Spirituality will inspire one to live his everyday life to its fullest potential by always being in a state of Consciousness, mindful of the profound truths of life. Infusing Spirituality in everyday life will lead an individual to experience Everlasting and Eternal Inner Joy, Peace, Love and Bliss.

The Hans India • 04 Jan • Ministry of Ayush
PM likens AAP to 'aapda' for Delhi

3, 7 • PG

355 • Sqcm

106570 • AVE

390.49K • Cir

Bottom Right,Middle Left

Hyderabad

PM likens AAP to 'aapda' for Delhi

Says Centre's development projects will boost self-esteem of poor

NEW DELHI

PRIME Minister Narendra Modi on Friday slammed AAP as an "aapda" for Delhi, saying this "aapda" had taken the national capital in its grip in the past 10 years. The Prime Minister was handing over the keys at an event in the national capital to eligible beneficiaries of EWS (economically weaker section) flats at Swabhiman Apartments in the Ashok Vihar area, describing them as symbols of self-respect, dignity, and new aspirations and dreams. The PM said the Centre's development projects will boost the self-esteem of poor people and instill confidence in them, which is the real energy of Viksit Bharat.

Addressing people after launching a slew of infrastructure projects, including in housing and education sectors, Narendra Modi hit



Prime Minister Narendra Modi with beneficiaries of a housing scheme under which new flats are being provided to residents of Jhuggi Jhopri (JJ) clusters, during the foundation stone laying and inauguration ceremony of various development projects, in New Delhi on Friday. Union Minister Manohar Lal and BJP MP Manoj Tiwari are also seen

out at the AAP-led city government and said the situation in the national capital would worsen if its reign continued.

On the one hand, the Centre is making a lot of efforts; on the other, the Union Territory government stands for brazen lies, Modi said, accusing the AAP government of

committing corruption in a host of sectors ranging from school education to fighting pollution and the liquor trade. With assembly elections set to be held in the city next month, the prime minister said Delhi had launched a war on this "aapda (disaster)" and decided to get rid of it.

Continued on Page 7

PM likens AAP to 'aapda' for Delhi

Continued from front page

Giving a call for AAP's defeat, Modi raised the slogan, "'Aapda' ko nahi sahenge, badal kar rahenge (we will not tolerate 'aapda', we will remove it)." "This year will usher in a new politics of nation-building and people's welfare. Therefore, 'aapda' has to be removed and the BJP brought in," he said.

Due to the city government not allowing the Centre's signature health insurance scheme, Ayushman Bharat, and other programmes in the national capital, Modi said he was unable to fully help the people living here despite his efforts. If highways are being built in the capital and the Delhi Development Authority (DDA) has been able to make houses for the poor, it is because "aapda" does not have much role in these sectors, he added.

Taking a swipe at former Delhi chief minister and AAP supremo Arvind Kejriwal, Modi said he could also have built a "sheesh mahal" for himself but his dream was to ensure homes for everyone in the country. "These people commit corruption and then glorify it," he said, accusing AAP of shamelessness and making false promises.

The BJP has been targeting Kejriwal for allegedly spending a huge amount of

money on his official residence when he was chief minister, and described his erstwhile home as "sheesh mahal". The country knows very well that he never built a home for himself, Modi said. "But in the past 10 years, (my government) has built four crore houses for the poor and fulfilled their dreams. I could have also built a 'sheesh mahal'. But my dream was to give a pucca house to my countrymen," he said, stressing his vision to provide a concrete house to those living in slums.

He said 2025 would bring many new possibilities for India, asserting that the country had become a symbol of political and economic stability in the world. India will rise to become a big manufacturing hub in the new year in which new records in the agriculture sector and women-led development will be registered as well, he said.

The prime minister asserted India's global standing and image would also be strengthened in 2025. Providing affordable housing to the poor and the middle class is a priority for the BJP-led central government, he said and added one crore new houses would be built for the urban poor in the next phase. It is the BJP-led government at the Centre which will help do it, Modi said.

The Hindu • 04 Jan • Ministry of Ayush Healing inside out

1 • PG

1398 • Sqcm

538080 • AVE

956.08K • Cir

Top Left

Metro Plus Weekend

Hyderabad • Bengaluru • Chennai • Delhi



Barry Rodgers
barry.rodgers@thehindu.co.in

Traditionally, wellness in India has been about harmony – between the body, mind, and spirit, and between individuals and their environment. It is not just a lifestyle; it is a philosophy that integrates physical health, mental clarity, emotional resilience, and spiritual growth. And while shows like *The White Lotus* may have popularised the idea of wellness as a glamorous escape with yoga, meditation, and luxury spas, wellness centres and retreats are moving beyond the stereotypical asanas on a cliffside and scented candle-lit meditation to address deeper, more specific concerns.

The Indian wellness market, currently valued at ₹1,300 crores, is projected to grow at a 10% CAGR through 2025, according to FICCI reports. And wellness today requires combining various sciences and approaches. This is the foundation of the integrated wellness concept at Atmantan Wellness Centre in Mulshi, Pune – a multi-specialty wellness centre designed to address health and well-being holistically. Nikhil Kapur, co-founder and director, Atmantan says, when the centre was conceptualised, wellness primarily revolved around relaxation and pampering. “Over time, as people’s needs became more complex and advanced technologies became available, wellness centres like ours began focussing on therapeutic wellness and deep transformations. Guests now expect more than just a relaxing escape – they seek measurable results and lasting change,” he says.

Post-pandemic, there has been a significant rise in individuals seeking emotional healing in the country, informs Nikhil, addressing concerns such as chronic stress, burnout, grief, and unresolved emotional trauma. “Many guests arrive at Atmantan to tackle issues like obesity, diabetes, or physical symptoms that often have roots in untreated emotional stress.

Healing inside out



While emotional and mental wellness was once a focus primarily for international visitors travelling to India for spiritual growth and recovery, more Indians now seek these transformative experiences,” he says.

Over the last two years, the centre has observed a trend centered around conscious living through wellness communities. Senior living programmes are also gaining traction, with around

17-18% of Atmantan’s clientele now over 70. Additionally, wearable technology, such as advanced rings and smart devices, is influencing wellness by providing actionable insights into health metrics, enabling users to achieve incremental gains in their wellness journeys.

The Rebalance Program at Ananda in the Himalayas is a holistic wellness journey designed to address hormonal imbalances in



Inhale, exhale

■ Six percent of Indians are now prioritising health and wellness more than before, according to a Wellness 2023 Survey by ASSOCHAM

■ On average, a seven-14 day retreat in a luxury Indian wellness centre costs anywhere between ₹1.5 lakh to ₹6 lakh, yet centres are reporting 90-95% occupancy during peak seasons

■ International wellness tourists are contributing 30-40% of revenues for premium centres

■ Medical wellness tourism has seen a 30% growth over the last two years

both men and women, tailored to their unique needs. For women, it focusses on managing the challenges of perimenopause and menopause, while for men, it targets testosterone decline and its associated effects on energy, mood, and vitality. Over two to three weeks, participants engage in personalised therapies, anti-inflammatory dietary plans, and natural supplementation to stimulate hormone balance and

(Clockwise from left) Ananda in the Himalayas, for sleep-related issues, centres integrate traditional healing practices with contemporary therapeutic approaches; Acupuncture can help with chronic pain; Centres are focused on therapeutic wellness and deep transformations; Retreats address health and well-being holistically, to help people with hormonal imbalances. SPECIAL ARRANGEMENT



reduce inflammation. The programme continues beyond the retreat with a two to three month post-programme plan, offering self-therapy techniques, diet guidelines, and regular consultations to ensure long-term progress.

Several other wellness centres in the country also offer specialised programmes to support women through menopause by combining traditional practices like Ayurveda and yoga with modern therapies. Naad Wellness in Haryana focusses on hormonal balance and symptom management through naturopathy and Ayurveda. The Beach House Goa offers an eight-day retreat with personalised diets, supplements, and spa treatments. Wellness Garden and Shathayu Retreat in Bengaluru offers a ‘Menopause Mastery’ programme that combines kundalini yoga, natural treatments, and therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

Men in focus

Traditionally, wellness in India has been viewed as a gender-neutral or women-centric domain, with spas, yoga, and mental health initiatives often tailored to female audiences. However, with changing social dynamics and increasing awareness around men’s health, men are increasingly moving away from the idea that prioritising health and self-care is unmasculine. In fact, 58% of Indian men reported prioritising self-care and fitness post-pandemic, according to a report by RedSeer.

“If we look back at 2015-2016, men constituted around 25% of wellness programme participants, but this number has risen sharply to more than 40%. At Ananda, the typical male clientele includes entrepreneurs, industry leaders, and startup founders between the ages of 40 and 60,” says Mahesh Natarajan, COO, Ananda in the Himalayas.

Chronic pain management is another area of focus among men, especially for musculo-skeletal issues. The programme at Ananda combines physiotherapy, posture analysis, and integrated healing therapies to address chronic pain while improving mobility and alignment. For younger men, the holistic detox programme emphasises cholesterol management and toxin reduction, preventing long-term issues such as prostate problems. Recognising shifts in fertility dynamics, Ananda has introduced a fertility management programme, addressing reproductive health challenges like low testosterone, poor sperm quality, and other lifestyle-related issues. These challenges, previously considered women-centric, are now understood as critical for men, with reproductive health requiring longer recovery timelines.

“Emotional health is increasingly becoming a priority for male guests. Stress, burnout, and emotional blockages are addressed through emotional therapy, integrated with other wellness practices,” says Mahesh.

Sleep takes centrestage

Sleep disorders, including insomnia and Obstructive Sleep Apnea (OSA), are increasingly prevalent in India, affecting a significant portion of the population. A systematic review reported that insomnia affects approximately 25.7% of Indians, while OSA has a prevalence of 37.4%, as published in MedRxiv.

In response, wellness retreats are tailoring their programmes to address sleep-related issues, integrating traditional healing practices with contemporary therapeutic approaches. For instance, Swastik – Luxury Wellbeing Sanctuary in Pune has introduced The Art of Restorative Sleep, a programme designed to help individuals combat sleep disorders like insomnia and chronic fatigue. This programme blends traditional Indian wellness practices with modern techniques to address the root causes of poor sleep. It includes personalised sleep assessments, Ayurvedic therapies such as Shirodhara and abhyanga, and mind-body practices like yoga nidra and meditation to promote deep relaxation. Guests receive customised dietary plans with sleep-enhancing foods and herbal teas, alongside sound therapy and aromatherapy with essential oils.

Unnikrishnan Mohandas, yoga guru at Niraamaya Retreats Surya Samudra in Kovalam, Kerala, says it is becoming increasingly common for individuals, especially solo travellers, to seek wellness retreats as a means of stepping away from the demands of balancing careers and family life.

Many express a deep desire to focus on themselves, often stating sentiments like, “I told my family this time, I just want to be alone and take care of myself.” This growing trend reflects the need for personal space and self-care.

Global trends

The Chenot Palace in Gabaia (Azerbaijan) operates on what they call ‘smart longevity’. With younger people becoming increasingly aware of ‘age’ at an early stage, they understand that their actions affect both the world and their biology.

As a result, they are now thinking about longevity in their early 20s, which was not the case for previous generations. Rishad Sharif, general manager of the property, says biohacking tools and genetic testing come into play to track health and make informed decisions. This approach helps to take control of one’s well-being and benefit from advancements in longevity science.

The Hindu • 04 Jan • Ministry of Ayush
103 pacts signed to expand ayurveda

8 • PG

27 • Sqcm

35555 • AVE

1.4M • Cir

Middle Center

Bengaluru

'103 pacts signed to expand ayurveda'

The Hindu Bureau
BENGALURU

India has signed agreements with 103 countries to expand ayurveda and other alternative medical practices, Union Health and Family Welfare Minister J.P. Nadda said on Friday.

Speaking at the inauguration of the 100-acre campus of the 'S-VYASA Higher Education Institute' (Deemed-to-be University) at Sarva Global Park on Mysuru Road, he emphasised the government's commitment to mainstreaming alternative therapies, particularly AYUSH, for holistic healthcare development. He said the number of All-India Institutes of Medical Sciences had been increased to 22, and AYUSH units have been established in all of them.

The Hindu • 04 Jan • Ministry of Ayush

Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back

11 • PG

342 • Sqcm

372763 • AVE

956.08K • Cir

Top Left

Hyderabad

Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back

At the inauguration of Union govt. sponsored projects, the PM accused the Delhi govt. of corruption; Kejriwal retorts that the AAP govt. is 'not the one that lays foundation stones only before the election' but focuses on continuous development

The Hindu Bureau
NEW DELHI

Priime Minister Narendra Modi on Friday attacked the Aam Aadmi Party (AAP) saying that over the last 10 years, an "aap"da (disaster) had befallen Delhi. People of Delhi had made up their minds to vote for the BJP in the Delhi Assembly election scheduled next month so that this "aap"da could be removed, Mr. Modi said.

The remark drew a sharp reaction from AAP national convener Arvind Kejriwal who said that the only disaster that had befallen Delhi was the law and order situation, which came under the purview of the Union government.

Mr. Modi, speaking at an event in Ashok Vihar to inaugurate a host of Central government-sponsored infrastructure projects, raised the slogan "Aapada ko nahi sahenge, badal kar



Affordable housing: Narendra Modi hands over the key of a newly constructed flat to a beneficiary in New Delhi. SHIV KUMAR PUSHKAR

rahenge (we will not tolerate disaster, we will remove it)", drawing the battlelines for the high-stakes election. He hit out at the AAP-led Delhi government – which often refers to itself as *kattar imandar* (staunchly honest) – as a *kattar beiman* (dishonest to the core) government that exploited social activist Anna Hazare's anti-corruption movement to come to power.

He accused the AAP of making false promises and indulging in corruption in numerous sectors ranging

from school education to fighting pollution and liquor trade. "These people commit corruption and then glorify it," he said.

'BJP has no vision'

Addressing a press conference after Mr. Modi's address, Mr. Kejriwal said that in 2015, two governments came to power, the BJP at the Centre and the AAP in Delhi with both having control over the affairs of the capital. "If the BJP had done any work in the capital, Mr. Modi would not have had to

spend 39 minutes of his 43-minute speech cursing the people of the capital and the government they elected with the largest mandate," Mr. Kejriwal said.

He added that he could list a host of developments from education and health to water and sanitation in Delhi but the Centre was unable to do so.

"If there is any disaster in Delhi, it's the disaster that has befallen the BJP. They have no CM face, no vision and no agenda to fight this election. They only have the disastrous law and order situation to show," Mr. Kejriwal said.

Mr. Modi promised that 2025 would usher in a new era of good governance in Delhi. "The year 2025 will strengthen the spirit of 'nation first, countrymen first,' and mark the launch of a new politics focused on nation-building and public welfare," Mr. Modi said. He added that the pe-

ople of Delhi would finally be able to benefit from good national schemes such as Pradhanmantri Suryaghar Muft Bijli Yojana and Ayushman Bharat Yojana that would provide the poor and middle class.

Commenting on the Prime Minister laying the foundation stone of a college and two new campuses for the Delhi University in 10 years, Mr. Kejriwal said: "In these 10 years, I built more than 22,000 new classrooms, three new universities, 11 vocational colleges and six university campuses. Our government is a working government, not the one that only lays foundation stones before elections."

In a veiled attack at the former Chief Minister, Mr. Modi said he could also have built a *sheesh mahal* (glass palace) for himself but his dream was to ensure homes for everyone in the country.

The Morning Standard • 03 Jan • Ministry of Ayush
Police probe cyber fraud targeting Ayurveda firms

4 • PG

382 • Sqcm

183517 • AVE

300K • Cir

Bottom Right

Delhi

Police probe cyber fraud targeting Ayurveda firms

EXPRESS NEWS SERVICE @ New Delhi

DELHI Police has launched an investigation into a cyber fraud targeting an ayurveda merchandise firm.

The probe was prompted after a director of Sanyasi Ayurveda alleged that some frauds were using a promotional video of his brand, according to the FIR filed in the matter.

The complainant, who wished his name is withheld, said his company's name and video were being exploited to sell counterfeit ayurvedic products online without authorisation and approached authorities.

Police registered an FIR in



the matter on December 27 last year.

"A racket/gang is selling spurious drugs for the sake of money, committing organised crime, fraud, and forgery, which

can pose a big threat to society in the form of the loss of thousands of lives," read the FIR.

The complainant claimed that his brand is world-renowned with a substantial customer base in India and abroad.

"We broadcast promotional videos on television and different social media platforms to promote public health awareness. On November 27, my younger brother came across a social media advertisement while browsing, which misused my recorded video ad and our company's name without authorisation," the person said in his complaint.

He told police that the ad was

hosted on a fake page registered under their brand name.

"The user behind this page used my video and company name to promote and sell spurious medicines. My younger brother called the number provided. The tele-caller falsely claimed to represent the company. On the same day, my brother placed an order for medicine, which was received on December 1 for Rs 1,800 cash on delivery," he said.

According to his complaint, the package which he received lacked any consignor address. However, the courier agency provided the sender's address, which was located in Ghaziabad.

The Morning Standard • 03 Jan • Ministry of Ayush Fit Bit

2 • PG

611 • Sqcm

293066 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

CHAKKI CHALANASANA

(MILL CHURNING POSE)

This is a beginner-level practice done at a sitting position. It improves circulation and endocrine function and releases tension. It is a seated balancing pose that focuses on moving the upper body while keeping the lower body grounded. When performing the pose, it looks like you are churning the mill, (an old traditional way of grinding pulses), hence the name Mill Churning Pose. Since it requires the upper body movement to keep the legs wide open; it is also a gentle hip opener.

STEPS

- Sit in Dandasana, lengthening your spine and remain here for three breaths.
- Inhale, bring your feet wide apart as far as you can go, and rotate your hips externally.
- Ensure ankles are grounded, toes and knees are pointing up, exhaling out completely.
- Inhale, raise your arms up by interlocking your fingers and stretching from the hips upwards in Upavistha Konasana Baddhanguliyasana (Seated Straddle Pose Hands Up Interlocked).
- Lengthen your arms to the armpits. Continuing with the inhalation, twist your hips and shoulders towards the left. Gently exhale and move from the side to the forward bend coming all the way to the front, lengthening upwards from the sit bones.
- Finish exhaling in the forward bending movement, come to the right side, lift your body as you inhale, rise with your torso, and come back to the centre, taking the torso in a gentle backbend.
- To complete the round, lengthen the arms above your head and sit tall and straight.
- Repeat this dynamic movement, circling from the left to the right (clockwise) for four rounds.
- Relax, and repeat it moving right to left (anticlockwise) for about four rounds. Come back to centre, lengthening the spine each time.
- While doing the rotations, ensure the abdomen moves and comes close to your legs.
- Release and relax in Dandasana. Repeat it, if required, going a little deeper rotation, consciously moving from the hips and pelvis and not shoulders and head.
- Completely come out and do a counter pose in Dandasana Hands Back Knees Bent.

BENEFITS

- Engages the muscles of the chest, back, legs, and psoas.
- Impacts the digestive, respiratory, reproductive, and circulatory systems.
- A good exercise for toning the abdominal and hamstring muscles.
- A good exercise for growing kids and teenagers as it helps them tone the abdominal area and lower body.
- Takes care of Apana Vayu, removing unnecessary gas in the abdominal area.
- Therapeutic for people with digestion problems.
- Very popular in prenatal and

LIMITATIONS

- People with recent/old injuries on any part of the body, especially the hips, recently recovered from a surgery to internal organs or any other part of the body, arthritis, sciatica, slip disc, etc. should avoid this pose.
- Warm up is a must for people who are feeling tired, tight, and heavy.
- People with a hunchback need to do it with care.



postnatal practice.

- Helps provide a downward flow of energy which is beneficial for people with severe arthritis.
- Opens up hip joints and brings flexibility to the lower body.

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

The Morning Standard • 04 Jan • Ministry of Ayush

Fit Bit

2 • PG

617 • Sqcm

296172 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

MATSYASANA WHEEL (FISH POSE WHEEL)

This pose, as the name suggests, is a supported variation of the foundational pose, Matsyasana (Fish Pose). In this variation, the backbend is supported by a yoga prop wheel. It is perfect for beginners or students with limited strength and flexibility while stretching the pectoral and shoulder muscles. For advanced practitioners, it offers a way to hold a deeper stretch for a longer duration.

STEPS

- Grab a yoga wheel, ensuring it is stable. Sit in Dandasana (Staff Pose) with your legs extended straight in front. Place the yoga wheel directly behind your back, aligning it parallel to your spine. Hold the wheel lightly with your hands and bend your knees.
- Inhale deeply. On exhale, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs, open your arms to the sides, and relax your palms facing upward. Close your eyes and do deep breathing. Stay in this position for six to eight breaths, focusing on expanding the chest with each inhalation.
- Bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana.
- Fold forward into Caterpillar Pose. Finish by relaxing in Staff Pose with hands back and knees bent.

LIMITATIONS

- Avoid if you have injuries or surgeries involving the back, hips, shoulders, or neck, severe back pain, herniated discs, or low blood pressure.
- Not recommended for severe asthma, COPD, vertigo, dizziness, or insomnia.
- Pregnant women should avoid this pose.
- Individuals with excessive abdominal pressure or cervical issues should refrain from practice.
- Seniors should perform the pose slowly and with caution.

BENEFITS

- Encourages a deep backbend, enhancing spinal flexibility and mobility.
- Provides support.
- Engages all major muscles.
- Promotes respiration, rejuvenates energy, and provides profound rest.
- Increases blood flow to the brain, calming the mind, and boosting mood.
- Helps cure mild depression, anxiety and stress.
- Improves posture and addresses rounded shoulders caused by prolonged sitting.
- Beneficial for kids, teens, and working professionals.
- Stimulates fresh blood supply to the abdominal area.
- Strengthens pelvic floor, abdominal, and lower back muscles.
- Therapeutic for sedentary lifestyle.
- Opens the chest, increasing lung capacity and aiding respiratory disorders like asthma and colds.
- Improves abdominal organ function, aiding digestion, diabetes, and IBD.
- Helps with menstrual cramps and PCOD.
- Reduces aches and pains in the neck, shoulders, and upper back.
- Prevents or reduces sagging of the breasts.
- Safe for seniors with bent legs.
- Enhances breath awareness and connection.
- Promotes sthiram (firmness) and sukham (pleasantness) in posture.
- Supports mindful yoga practices and is suitable for athletes.



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

The New Indian Express • 04 Jan • Ministry of Ayush MATSYASANA WHEEL (FISH POSE WHEEL)

2 • PG

698 • Sqcm

697844 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

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- Inhale deeply. On exhalation, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands for a seamless motion.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine, particularly between the shoulder blades. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs out in front, open your arms wide to the sides, and relax your palms facing upward with fingers softly curled. Close your eyes and begin deep breathing. Stay in this position for 6-8 breaths, focusing on expanding the chest with each inhalation and relaxing into the backbend with each exhalation.
- To release, bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana after removing the wheel.
- Fold forward into Caterpillar Pose as a counter stretch. Finish by relaxing in Staff Pose with hands back and knees bent.

LIMITATIONS

- Avoid if you have injuries or surgeries involving the back, hips, shoulders, or neck, severe back pain, herniated discs, or low blood pressure.
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By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

The New Indian Express • 04 Jan • Ministry of Ayush
Nadda: Integrated health policy soon

1 • PG

312 • Sqcm

264812 • AVE

177.8K • Cir

Bottom Center

Bengaluru

Nadda: Integrated health policy soon

EXPRESS NEWS SERVICE

@ Bengaluru

INDIA is set to launch a new health policy that will bring together yoga, ayurveda, and naturopathy with modern medicine, Union Health Minister JP Nadda said on Friday.

He was speaking at a function to inaugurate S-VYASA Deemed-to-be University -- School of Advanced Studies (Swami Vivekananda Yoga Anusandhana Samsthana) campus at Sattva Global City IT Park.

Nadda said this change will help create a healthier future for generations to come and highlighted the need of more institutes such as S-VYASA university, which not only of-



Minister JP Nadda speaks at a function to inaugurate S-VYASA Deemed-to-be University in Bengaluru on Friday

fers courses in engineering, computer applications, and management, but also focuses on yoga, naturopathy, and ayurveda for the comprehensive development of students.

Nadda highlighted how yoga can work alongside modern science to shape a better future and lauded institutes such as S-VYASA for their role in promoting

this blend of ancient wisdom with contemporary health practices. Nadda also highlighted the growing importance of yoga and ayurveda worldwide, with S-VYASA's influence now reaching 30 countries.

Referring to major initiatives in the health sector by Prime Minister Narendra Modi, he said 22 All India Institutes of Medical Sciences (AIIMS) are now functioning across the country. All AIIMS now have separate AYUSH (Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy) blocks across the country. "This reflects the government's effort to ensure that traditional systems of medicine are included in modern healthcare education and treatment," he added.

The New Indian Express • 03 Jan • Ministry of Ayush

RESOLUTIONS FOR LASTING CHANGE

11 • PG

823 • Sqcm

823149 • AVE

246.4K • Cir

Top Center

Indulge

Chennai



mind & body

wellness/week ahead

INDULGE
THE NEW INDIAN EXPRESS
FRIDAY, JANUARY 3, 2025 | CHENNAI

RESOLUTIONS FOR LASTING CHANGE

Here's how you can set meaningful resolutions and work toward them gradually and sustainably

AS THE NEW YEAR arrives, many of us make resolutions with great enthusiasm, only to give up on them weeks later. This often happens because we set unrealistic goals, lack discipline, or fail to align our resolutions with our deeper vision. Here's how you can set meaningful resolutions and work toward them.

- Choose an enjoyable workout routine:** If your resolution is to exercise regularly, start by figuring out what you genuinely enjoy. Do you like gym workouts, yoga, pilates, strength training, or bodyweight exercises? Picking something you enjoy increases your chances of sticking to it. Break your big fitness goals into smaller, manageable ones. For instance, instead of jumping straight into intense weight training, begin by building your stamina through walking, jogging, or brisk walking. Gradually incorporate other forms of exercise to maintain interest and avoid monotony. This approach not only builds your fitness level but also keeps you motivated and helps you achieve your body and health goals.
- Practice moderation with food:** If your goal is to eat healthier, don't completely cut out your favourite foods. Extreme restrictions can make you feel deprived, leading to binge eating. Instead, focus on moderation. Stick to healthy, home-cooked meals for six days a week and designate one day as a "reward day." Calling it a "reward day" frames the indulgence positively, making you feel accomplished rather than guilty. This mindset boosts motivation and encourages moderation, as it's seen as earned rather than forbidden. Cheat day, however, may trigger guilt and unhealthy binging, which can harm both mental and physical well-being. Mindfulness and moderation are
- Manage tea and coffee consumption:** Many people resolve to quit tea or coffee entirely, but this is often unsustainable. If you're used to 3-4 cups a day, sudden withdrawal can lead to strong cravings or irritability. Instead of quitting cold turkey, reduce your intake gradually. Start by cutting down to 2-3 smaller cups or just take half-a-cup a day instead of full cups. Opt for healthier alternatives like black tea or coffee, which are rich in antioxidants. If you prefer milk-based tea or coffee, choose good-quality organic A2 milk
- Prioritise quality sleep:** Deep sleep is crucial for healing, recovery, weight loss, and overall well-being. Many people resolve to sleep early but fail due to late-night screen time or social events. Strive for consistency and maintain a fixed sleep schedule 5-6 days a week. Sleep and wake up at the same time to support your circadian rhythm. On the remaining days, enjoy the flexibility without guilt. Lack of sleep can lead to fatigue, poor focus, mood swings, and even weight gain. By being mindful about the quality sleep on most days, you'll notice better energy levels, improved mental clarity, better gut health, and overall health.

key. Enjoy your treats guilt-free on your reward day.

and natural sweeteners like jaggery or coconut sugar over processed white sugar. Remember, tea and coffee act as diuretics, causing water loss in the body. To counter this, drink a glass of water after your cup to stay hydrated.




HEALTHY LIVING
DEEPIKA RATHOD
Chief Nutrition Officer, Luke Coutinho Holistic Healing Systems. The writer is a clinical nutritionist with a focus on healthy lifestyle choices.

The New Indian Express • 04 Jan • Ministry of Ayush

MATSYASANA WHEEL

2 • PG

712 • Sqcm

940169 • AVE

246.4K • Cir

Top Center

Chennai

FITBIT

MATSYASANA WHEEL

(FISH POSE WHEEL)

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

The Tribune • 03 Jan • Ministry of Ayush
CISF tweaks HR policy in bid to prevent suicides

11 • PG

247 • Sqcm

745276 • AVE

92.25K • Cir

Top Center

Delhi • Chandigarh

CISF tweaks HR policy in bid to prevent suicides

105 personnel ended life in 5 years

UJWAL JALALI

TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 2

Alarmed by a spate of suicides over the past five years, the Central Industrial Security Force (CISF) has tweaked its human resource (HR) policy to relieve the cumulative stress among its personnel.

Besides alterations in the HR policy, the CISF has taken multiple measures to deal with the challenge. These include permitting "choice-based" postings for married couples within the forces. Previously, couples were not allowed the flexibility of posting at the same location.

As many as 105 CISF personnel have died by suicide in the past five years. Across Central Armed Police Forces, National Security Guards and Assam Rifles, more than 700 personnel ended their life during the same period.

As part of the changes effected by the CISF to reduce stress among the personnel, the commanding officers have been instructed to regularly visit duty posts to foster direct communication. Yoga classes for stress management, an hour of daily games between jawans and officers and a 24x7 tele-counselling-based grievance

Officer-jawan games, same place posting for couples to relieve stress

redressal system called "Project Mann" have also been introduced on the back of disturbing findings related to the mental health of the forces.

A senior CISF officer said a comprehensive mental health study was conducted in collaboration with AIIMS, New Delhi, and actionable recommendations are now being implemented at unit level.

As per the study, poor emotional support, owing to nuclear families, marital disagreements, affairs and solitude were listed among common reasons, due to which the personnel were taking the extreme step. The officer said an online grievance redressal system has been implemented that allows timely monitoring of grievances at all levels. "Till Sept 2024, around 4,200 CISF personnel have received help under Project Mann," he said.

A recent study by the CISF revealed 2/3rd of all the personnel grievances were related to posting matters which affected their personal life.

Femina • 04 Jan • Ministry of Ayush
Jackie Oh!

1, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31 • PG 7458 • Sqcm 2491055 • AVE 890K • Cir Cover Story (Magazine only)

National



COVER STORY

“
For me, fitness is therapy.
**I'VE ALWAYS COME OUT OF A SESSION OF
YOGA, THE GYM, OR DANCE just feeling so
much better and so much more accomplished**
”

workouts, time spent in nature, if you focus on eating healthy meals, hydrating, sleeping well, staying away from sugar, from alcohol, smoking, all these toxins, and, of course, spending lots of quality time with your friends and family – this is a great start for a healthy life and I really feel you cannot go wrong.

From a mental perspective, I do breathwork and meditation every single morning. This is the most important part of my day and it helps me deal with stress and anxiety. I feel it's very important for us to connect with ourselves. It's something, I feel, we have stopped doing or are doing less of. I give myself that time in the morning to really connect, to set my intentions for the day, to pray, to be grateful, and to connect with my breathing. For me, these are the essentials of life.

You featured in the video for *Yimmy Jimmy*, which became a viral sensation. Tell us about the experience of working on this song. Did you anticipate such a massive response?

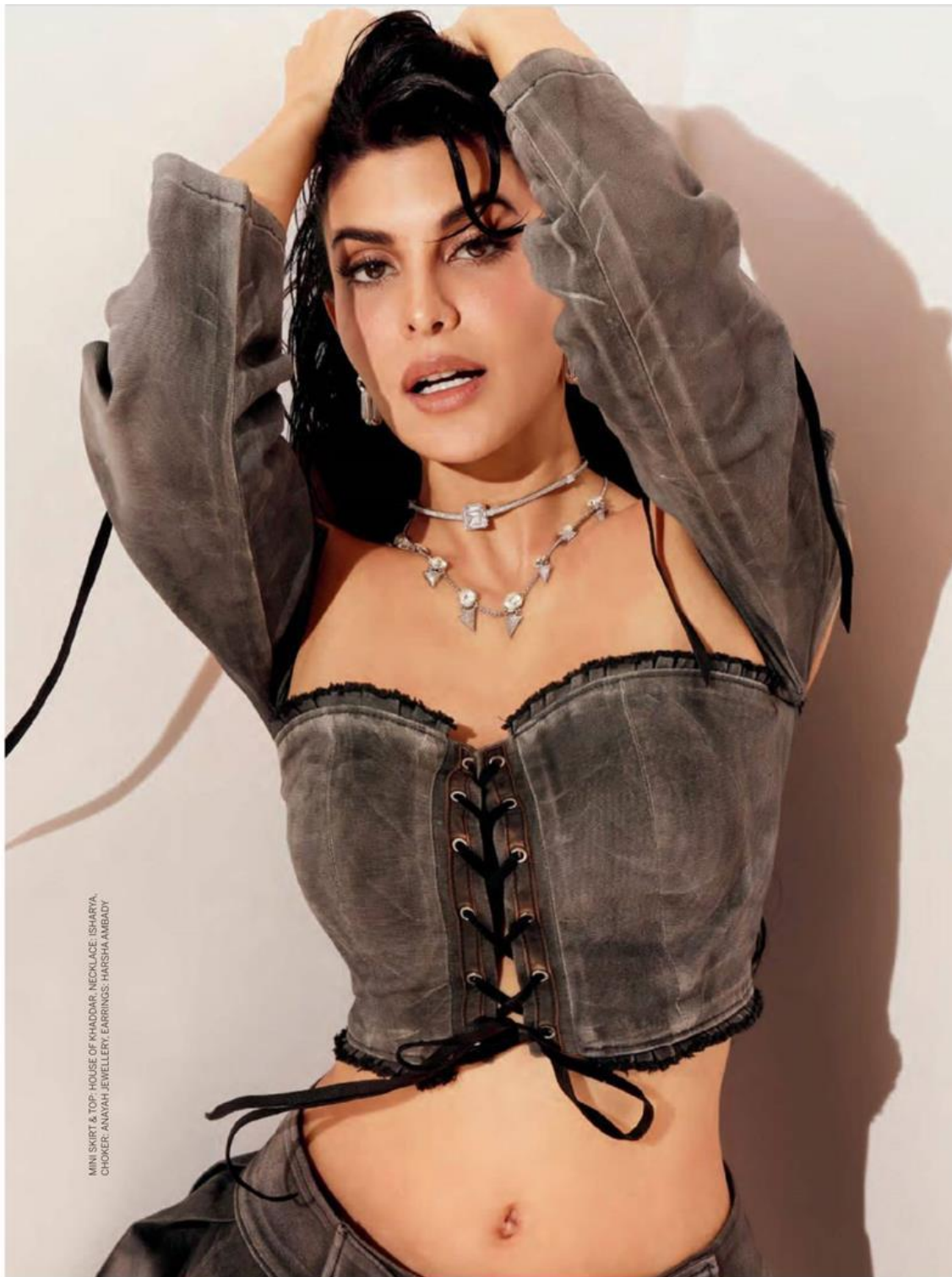
I'm very picky about the songs I choose, but, when *Yimmy Jimmy* was presented to me, I knew I could do justice to it. Shreya Ghoshal has done wonders with the lyrics and Tayc is such an incredible artist – he makes really soulful music. The choreography was done by Shazia Piyush, and it was not something I was really used to doing but I pushed myself and it worked out really well. We shot in freezing temperatures and had 20-hour shoot days – it was harrowing but we all knew it would be worth the effort. It's definitely one of my favourite songs to date.

You've been part of several songs that have become hits and are now a big part of pop culture. How would you like to be perceived by future generations?

I really believe in living in the moment. I don't want to think too much about future generations and perception and legacy. Who can guarantee that? What guarantee do we have? It also comes down to who you are living for. I want to live for myself. I want to be in the present moment. I want to enjoy the little moments of life. I want to be with my friends and my family when I need to be with my friends and my family, and not be pressured by fame or by legacy. I genuinely feel there are more important things in life than that. If I can entertain my audiences, if I can make a difference in the world with the causes that I support while I'm alive, that's truly enough for me.

Singing is the new chapter in your career. How is it being behind a microphone compared to in front of a camera?

Acting and singing both let me express myself in very different ways. When I'm in front of the camera, I'm bringing a character's emotions and journey to life; it's a lot of imagination. I love using that part of my mind because, as you get older, it's not something that you tap into much. When I'm behind the mic, it's my own emotions and experiences that I'm channeling. It's very intimate. It's a small studio, you're there alone, and there's something extremely personal about singing. It's just my voice and my story. Every lyric, every note feels like a piece of my »



COVER STORY



LACE LEOTARD & PANTS: RUDRAKSH
JEWELLERY: BESON STUDIO; RINGS:
ANNA JEWELLERY; CLOUTIER JEWELS
SHOES: CHRISTIAN LOUBOUTIN

30 • FEMINA • DECEMBER 2024-JANUARY 2025

soul. It's like putting a piece of my heart out there for people to connect with. It's a new kind of storytelling.

While acting is very collaborative, music feels more intimate – like having a direct conversation with my audiences. And that's what I really love. The creative fulfillment from both is incredible, though, and I love how they challenge me to grow in different directions.

What advice would the Jacqueliene of 2024 give the Jacqueliene who first stepped onto a Bollywood set in 2009?

The advice I would give younger Jackie would be something I read recently – 'Spend your time in the company of geniuses, sages, children, and books. These four things. The beauty of life lies

What does a lazy day in Jacqueliene's life look like?

They're usually very rare but, on my ideal lazy day, when I do get one, I like to be in my pajamas the whole day, and I like to binge watch a TV show and just cuddle with my cats.

What's your favourite way to decompress after a particularly long day on set?

A really good head massage – nothing feels more relaxing than a really good *champi*!

The new year is upon us. Are you a resolutions person? Any you would like to share with us for 2025?

I've actually stuck to all my resolutions these

“
***I'm grateful for the good experiences
AND EVEN MORE GRATEFUL
FOR THE LESSONS I've learnt through
the bad ones***
”

in the diversity of influences that shape us. Geniuses challenge us to expand our thinking. Children rekindle our sense of wonder and we should always have that whether we're adults or not and books open the doors to endless knowledge and understanding.' That's something I would definitely tell my younger self.

Tell us your thoughts about living life right now...

From an external perspective, I think there's wisdom in knowing that ageing is normal, and every one of us will be going through it at some point. Internally, nothing else can bring you the kind of mental clarity and maturity that real-life experiences can. I'm grateful for the good experiences and even more grateful for the lessons I've learnt through the bad ones.

past two, three years. Meditation was a massive one for me this year. Getting into vegetarianism, into veganism, and into under consumption was another big one for me. I was able to really commit to all of these over the past couple of years.

I think 2025 is going to be a year I go deeper into figuring out what a balanced life for me would be. My parents are getting older, so I'm definitely looking to spend more time with them. The new year will be a balanced time of work, projects, dream projects, and time with my parents, and hopefully joining the SAM club. If there's one little niggling resolution that I want to actually keep in 2025, it would be joining the SAM club. 2025 is also going to be about pursuing work projects that excite me. I plan on taking things on courageously and independently. 📌

MAKEUP: SHAAN MUTTATHIL, HAIR: PRIYANKA TREHAN,
VIDEOGRAPHY: ABHISHEK TRIVEDI, MAKEUP ASSISTANCE:
RESHMI MAHANTI, STYLING ASSISTANCE: SANA KHAN,
HOSPITALITY PARTNER: CAFE MUTTUSWAMI

COVER STORY

Jackie! Oh!

Unapologetic and empowered,
JACQUELINE FERNANDEZ is ready
to take on 2025 with renewed vigour.
The actor opens up about learnings,
and unlearnings in a freewheeling chat
with Karen Alfonso

PHOTOGRAPHS: SURESH NATARAJAN
STYLING: DIVYAK D'SOUZA
ART DIRECTION: BENDI VISHAN

20 • FEMINA • DECEMBER 2024-JANUARY 2025



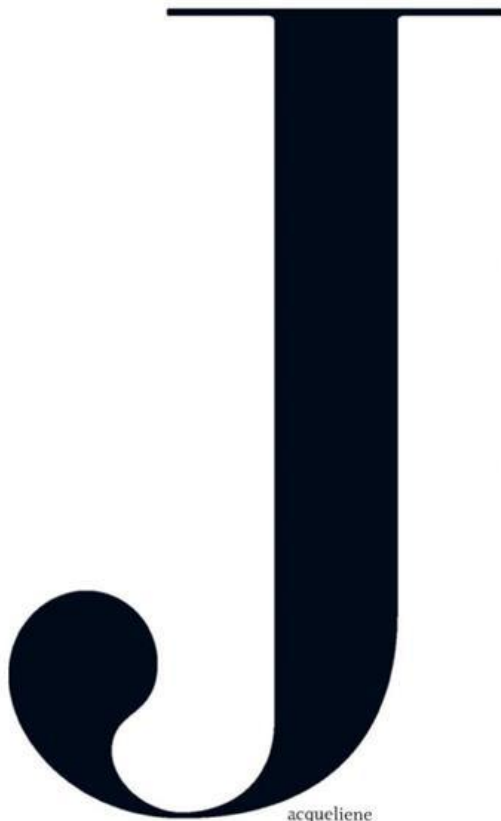
COVER STORY



22 • FEMINA • DECEMBER 2024-JANUARY 2025







Jacqueliene

Fernandez has a face card that doesn't decline. With cheekbones that could cut glass and features a Disney princess would be proud of, it's no wonder her first-ever film role in Bollywood was as Princess Jasmine in *Aladin* (2009). But Jacqueliene is more than just that. She boasts an impressive resume that showcases her versatility as an actor – whether it is her action-packed role in *Kick* (2014) opposite Salman Khan, her impeccable comic timing in *Housefull 3* (2015), or her beguiling vulnerability in *Roy* (2015).

Adding to her appearances in music videos, dance cameos and a stint as a judge on *Jhalak Dikhhla Jaa*, this year Jacqueliene also decided to flex her singing skills, making her debut with *Stormrider*, a single she collaborated on with LA-based record label Myst Music. The song has already amassed 8.4 million views on YouTube, bearing testimony to her immense popularity among her fans.

Walking into our cover shoot, she's disarmingly easygoing and fun – even doing a headstand in heels multiple times, holding each pose for over two minutes. Never losing her smile – the woman is a trooper! It's easy to see that she loves the camera. And that it loves her right back.

As we trace her evolution from ingénue to superstar, Jacqueliene shares unexpected truths about life, her take on living, her newfound success as a singer, and her expectations of the year to come...

Tell us a little about growing up in Bahrain and coming home to India?

My family roots are in Sri Lanka, so I am South Asian by origin. I grew up in Bahrain, a beautiful desert island in the Middle East. It was a great place to grow up in because it was safe and very cosmopolitan. There was a beautiful amalgamation of different cultures within Bahrain so we had a great childhood. Because of the blend of cultures, I never felt the need to fit in. I never felt a need to rebel or stand out in any way. The only thing that seemed alien to a lot of people was the fact that I wanted to pursue acting. It wasn't really a popular choice of career.

I have always been fascinated with other cultures, absorbing and learning from them. Living in India, I developed an interest in practising yoga and meditation and studying a lot of Eastern philosophy, particularly the teachings of the spiritual master Paramahansa Yogananda. My time out of home has shaped a lot of how I am today.

How has your style evolved over the years?

My style has simplified over the years. I used to love very bright and extremely unique styles, sometimes bordering on the eccentric. Right now, the space I am in is not really about following any trends. I think it's more about me. It's more about who I am, what I am comfortable in, and about me fearlessly being myself. Even if a trend comes along that I actually do like, I don't want to be a slave to what colour I need to be wearing this season, or what style, or what brand. »

DECEMBER 2024-JANUARY 2025 • FEMINA • 25

COVER STORY

I just want to be liberated in how I want to dress, what I want to wear, what colour I choose. I think it's about just finding what you really like and going with that, and being really comfortable and fearless with that decision.

Being a public figure, there's always the pressure to look flawless. How do you balance staying authentic while embracing beauty and fashion trends?

Flawlessness is a myth and our audiences are now intelligent enough to not always expect that from us. In fact, I feel that audiences love to see people as they are, how you are at home without all the glam. I always wear what I'm comfortable in. If every individual in society tried their best to not be so judgemental online and offline, it would encourage more authenticity from everybody, whether it's a celebrity or a regular person.

would be beneficial, what has the most nutrients, what is the cleanest. Doing that has been a really good learning experience for me and the results have been amazing – I've seen an immediate change in everything, my overall energy, my skin...

Your definition of beauty...

Over the years, I've changed my focus from aesthetics towards balance and how something makes me feel – whether it's a workout or an outfit. If it makes me feel good and I'm at peace with it, I go for that over the aesthetic and the superficiality of it.

You are known for being dedicated to fitness. What motivated you to start your fitness journey?

For me, fitness is therapy. I've always come out of a session of yoga, the gym, or dance just feeling

“
*If every individual in society
TRIED THEIR BEST NOT TO BE SO
JUDGEMENTAL ONLINE AND OFFLINE,
it would encourage more authenticity from everybody,
whether it's a celebrity or a regular person*
”

Magazines @ 60/m WhatsApp To 8969469464

You've opened up in the past about having PCOD and how it affected your skin...

I've had skin issues since childhood. I've had eczema, and acne has followed me into my adult life. It was difficult because you're worried about it being captured on camera and it did make me lose my confidence at times. Then I realised that these are probably things that I could really heal with a good diet and some lifestyle changes, which I have made along the years. I've made changes in my choice of food and in my lifestyle as well; I've completely omitted dairy and I try to have less gluten.

Dairy was a big one for me because I think that aggravated a lot of my skin issues. My eating is a lot cleaner now. I really want to give my body the best food that it can get in terms of what

so much better and so much more accomplished. We tend to do what we love most without excuses – and, for me, that's fitness. It's been a part of my daily life for over two decades. I consider it a part of my profession as well, so that does give me a lot of motivation to keep up. Over the years and as I get older, I've realised it's not just about keeping up or that I need to stay fit for my job; it's really about how I get better just overall in life. How do I get stronger? How do I keep my mind focused? This is all part of the package. Fitness is a massive part of that because discipline is involved – you can never ever stop learning. And that's how I always want to live my life.

What does fitness bring to your life?

Having a 360° approach to fitness is so important. It all boils down to the basics. If you lead a lifestyle that has movement and ▶



LACE LEOTARD & PANTS: RUDEKASH DWIVEDI, EARRINGS: BESON STUDIO, RINGS:
ANAYAH JEWELLERY, CELESTIC JEWELS, SHOES: CHRISTIAN LOUBOUTIN

DECEMBER 2024-JANUARY 2025 • FEMINA • 27

Dainik Bhaskar • 03 Jan • Ministry of Ayush
Ayurvedic utpado ke nakli vigyapano se dhokadhadi, Jaanch

4 • PG

427 • Sqcm

191983 • AVE

92.28K • Cir

Middle Center

Delhi

आयुर्वेदिक उत्पादों के नकली विज्ञापनों से धोखाधड़ी, जांच

भास्कर न्यूज | नई दिल्ली

दिल्ली पुलिस ने एक आयुर्वेदिक उत्पाद कंपनी को निशाना बनाने वाले एक साइबर धोखाधड़ी मामले की जांच शुरू कर दी है। यह जांच एक आयुर्वेदिक कंपनी सन्यासी आयुर्वेदा के निदेशक की शिकायत के बाद शुरू की गई है, जिसमें उन्होंने आरोप लगाया है कि कुछ धोखेबाज उनके ब्रांड के प्रमोशनल वीडियो का उपयोग करके नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेच रहे हैं। शिकायतकर्ता के अनुसार उनकी कंपनी का नाम और वीडियो का उपयोग बिना अनुमति के नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेचने के लिए किया जा

रहा है। उन्होंने पुलिस में शिकायत दर्ज कराई है और जांच की मांग की है। पुलिस ने इस मामले में 27 दिसंबर को एक एफआईआर दर्ज की है।

शिकायतकर्ता ने दावा किया है कि उनका ब्रांड विश्व प्रसिद्ध है और भारत और विदेशों में एक बड़ा ग्राहक आधार है। वे सार्वजनिक स्वास्थ्य जागरूकता को बढ़ावा देने के लिए टेलीविजन और विभिन्न सोशल मीडिया प्लेटफॉर्म पर प्रमोशनल वीडियो प्रसारित करते हैं। 27 नवंबर को उनके छोटे भाई ने सोशल मीडिया पर एक विज्ञापन देखा, जिसमें उनके रिकॉर्डेड वीडियो विज्ञापन और उनकी कंपनी के नाम का उपयोग बिना अनुमति के किया गया था।

Dainik Bhaskar • 03 Jan • Ministry of Ayush

Duniya mein 5 saal mein Ayurvedik beauty product mein bharat ki hissedari
50% hui, Hair care segment...

11 • PG

1048 • Sqcm

471768 • AVE

92.28K • Cir

Middle Left

Delhi

बदल रही ब्यूटी इंडस्ट्री • आयुर्वेदिक प्रोडक्ट का इस्तेमाल दुनियाभर में बढ़ा रहा; ब्रिटिश, फ्रांसीसी भी मुरीद दुनिया में 5 साल में आयुर्वेदिक ब्यूटी प्रोडक्ट में भारत की हिस्सेदारी 50% हुई, युवाओं के बीच स्किन, हेयर केयर सेगमेंट में मांग सर्वाधिक

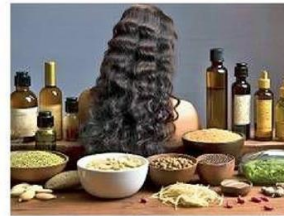
भास्कर न्यूज | नई दिल्ली

5000 साल पुरानी पद्धति आयुर्वेद दुनिया की ब्यूटी इंडस्ट्री को बदल रहा है। ग्लोबल रिसर्च फर्म मिंटेल की रिपोर्ट ग्लोबल न्यू प्रोडक्ट्स डेटाबेस (जीएनपीडी) के मुताबिक भारत आयुर्वेद से जुड़े ब्यूटी और पर्सनल केयर प्रोडक्ट लॉन्च करने में दुनिया में सबसे आगे है। साल 2018 और 2023 के बीच इस सेगमेंट में भारतीय प्रोडक्ट की वैश्विक स्तर पर हिस्सेदारी आधी हो गई है। श्रीलंका, ब्रिटेन, अमेरिका

और फ्रांस जैसे देश भारतीय आयुर्वेदिक प्रोडक्ट के बड़े बाजार उभरे हैं। ब्यूटी डिस्ट्रीब्यूशन एजेंसी स्टेला राइजिंग की सीएमओ मार्ले क्लार्क के मुताबिक मिलेनियल्स को आयुर्वेदिक फॉर्म्यूलेशन के गुणों और लाभों में सबसे अधिक दिलचस्पी है। वे विशेष रूप से त्वचा और हेयर केयर की देखभाल से प्रेरित प्रोडक्ट पर दिलचस्पी रखते हैं। इंटरनेट पर आयुर्वेदिक और इससे संबंधित हैशटैग बढ़ रहे हैं। अश्वगंधा, नीम, तुलसी, आंवला जैसे आयुर्वेदिक शब्द तेजी से प्रचलित हो रहे हैं।

वैश्विक हर्बल ब्यूटी इंडस्ट्री का उत्तर अमेरिका का बड़ा बाजार, 34% हिस्सेदारी

- आयुर्वेद टेक स्टार्टअप निरोगस्ट्रीट के मुताबिक, देश में आयुर्वेद प्रोडक्ट का बाजार 2028 तक 1.2 लाख करोड़ रुपए तक पहुंच सकता है, जो अभी करीब 60 हजार करोड़ का है।
- ग्रैंड व्यू रिसर्च के मुताबिक, वैश्विक हर्बल ब्यूटी इंडस्ट्री 7.5 लाख करोड़ की है। इसके सालाना 13.3% कंपाउंडेड रेट से बढ़ने का अनुमान। आय में 36% हिस्सेदारी के साथ स्किन केयर का दबदबा।
- उत्तर अमेरिका का हर्बल ब्यूटी



प्रोडक्ट बाजार 2024 में 34% की सबसे बड़ी आय हिस्सेदारी के साथ शीर्ष पर रहा। अमेरिका और कनाडा में पर्यावरण पर जोर देने

वाले आयुर्वेदिक सौंदर्य प्रोडक्ट्स को प्राथमिकता देते हैं।
■ ऐसे प्रोडक्ट्स की बढ़ती मांग का कारण स्थानीय और अंतरराष्ट्रीय बाजारों में नेचुरल, हर्बल उपचारों की बढ़ती मांग और इस क्षेत्र में स्टार्टअप के उदय से है।
■ इस सेगमेंट की बड़ी कंपनियां अधिग्रहण भी कर रही हैं। बीते नवंबर नायका ने क्लीन स्कीन केयर ब्रांड अर्थ रिदम का अधिग्रहण कर लिया था।

Jansatta • 03 Jan • Ministry of Ayush

Farzi vigyapan ke jariye Ayurvedik utpadan bechne ke mamle ki jaanch shuru

4 • PG

151 • Sqcm

101877 • AVE

223.14K • Cir

Middle Center

Delhi

फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बेचने के मामले की जांच शुरू

जनसत्ता संवाददाता
नई दिल्ली, 2 जनवरी।

दिल्ली पुलिस ने फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बनाने वाली एक फर्म को निशाना बनाकर साइबर धोखाधड़ी किए जाने के मामले की जांच शुरू की है। मामले में दर्ज प्राथमिकी के मुताबिक सन्यासी आयुर्वेद के एक निदेशक ने आरोप लगाया है कि कुछ साइबर अपराधी उनके ब्रांड के प्रचार वाले वीडियो का इस्तेमाल कर धोखाधड़ी कर रहे हैं।

शिकायतकर्ता ने कहा कि नकली आयुर्वेदिक उत्पादों को आनलाइन बेचने के लिए उनकी कंपनी के नाम और विज्ञापन

वीडियो का इस्तेमाल किया जा रहा है। पुलिस ने पिछले 27 दिसंबर को इस मामले में प्राथमिकी दर्ज की थी। प्राथमिकी में दर्ज किया गया है कि एक गिरोह पैसे के लिए नकली दवाएं बेच रहा है, संगठित अपराध, धोखाधड़ी और जालसाजी कर रहा है, जिससे हजारों लोगों की जान को खतरा हो सकता है।

पुलिस अधिकारी ने बताया कि शिकायत मिलने के बाद दक्षिण-पूर्वी जिले के साइबर पुलिस थाने में प्राथमिकी दर्ज की गई है। प्राथमिकी दर्ज करने के बाद मामले की जांच के लिए कई टीम बनाई हैं। टीम सभी तथ्यों की जांच कर रही हैं और अपराधियों को जल्द ही पकड़ लिया जाएगा।

Mumbai Tarun Bharat • 03 Jan • Ministry of Ayush
Dose of 'Unani Healing Therapy' for Rheumatoid Arthritis

2 • PG

46 • Sqcm

5731 • AVE

17.73K • Cir

Middle Right

Mumbai

संधिवातावर 'युनानी उपचार थेरेपी' ची मात्रा!

ठाणे : संधिवातामुळे हरीराच्या वेदना खूपच्या. या त्रासातून मुक्ती हासपाची कमी होऊन, शारीरिक वेदनांमुळे दुसऱ्यावर अवलंबून राहावे लागले. ऑलोपॅथिक उपचार वेळोवेळी फारसा उपयोग न झालेल्या रुग्णांसाठी ठाणे सिव्हील रुग्णालयाच्या आयुष विभागातील 'युनानी औषधी उपचार थेरेपी' मुजकरी ठरत आहे.

२५ वर्षांपासून सांधेदुखीचा त्रास असलेल्या रुग्णाला युनानीची मात्रा लागू पडल्याने रुग्णाला दितासा मिळाला आहे. ठाण्यातील ५६ वर्षीय गृहस्थांना २० ते २५ वर्षांपासून सांधेदुखीचा त्रास होता. सकाळी उठताना, चालताना

मिळविण्यासाठी अनेक उपचार केले. मात्र, उपचार निरर्थक झाले होते. या आजारातून कसा बरा होईन, याचा विचार सुरू असताना ठाणे सिव्हील रुग्णालयातील आयुष विभागात घांगले उपचार होत असल्याची माहिती त्यांना समजली. युनानी औषधी उपचार करीम धेरेंपेच्या माध्यमातून संधिवातावर जिल्हा शल्यचिकित्सक डॉ. पवार, अतिरिक्त जिल्हा शल्यचिकित्सक डॉ. धीरज महांगडे यांच्या मार्गदर्शनाखाली त्यांच्यावर उपचार केले, अशी माहिती डॉ. शुभे अन्साची यांनी दिली.

केंद्र सरकारच्या आयुष अंतर्गत आयुर्वेदिक, होमियोपॅथी, युनानी हे विभाग सिव्हील रुग्णालयात उत्तम काम करीत आहेत. ऑलोपॅथिक प्रमाणेच आज आयुष उपचार करण्यासाठी रुग्णांचा विकास वाढतो आहे. यापैकी 'युनानी औषधी उपचार करीम धेरेंपे' ही आखाती देशातील जुनी उपचार पद्धती आहे. यामध्ये करीम, मसज आणि औषध आदींच्या माध्यमातून उपचार होतात.

- डॉ. कैलश पवार, जिल्हा शल्यचिकित्सक

Punjab Kesari • 04 Jan • Ministry of Ayush
Nahane se pehle ya baad mein oil lagane ka sahi waqt

12 • PG

235 • Sqcm

254319 • AVE

1.81M • Cir

Middle Center

Delhi

नहाने से पहले या बाद में तेल लगाने का सही वक्त

तेल मालिश तो किसी भी मौसम में काफी ज्यादा फायदेमंद होता है, लेकिन आयुर्वेद के मुताबिक सर्दियों में सरसों तेल लगाने से शरीर गर्म रहता है, आज हम आपको इसके बेनिफिट्स बताने के साथ-साथ इसे लगाने का सही तरीका और समय बताएंगे। सरसों तेल लगाने से मांसपेशियां और हड्डियां मजबूत होती हैं। भारत में तेल से मालिश करने की परंपरा सदियों से चली आ रही है, लेकिन अक्सर लोग एक बात से कनफ्यूज रहते हैं कि तेल मालिश करने का सही वक्त क्या होता है? नहाने से पहले या नहाने के बाद तेल मालिश करने का सही वक्त क्या है?

तेल लगाने का सही वक्त

आयुर्वेद के मुताबिक तेल मालिश हमेशा से नहाने से पहले करना चाहिए। जब हम नहाने से पहले तेल मालिश करते हैं शरीर गर्म होता है। इस कारण जब हम सर्दियों में नहाते हैं तो हमें ठंड नहीं लगती है। लेकिन इस दौरान एक बात का जरूर ख्याल रखें कि जब तेल मालिश करें और नहाएं तो दोनों के बीच एक समय का गैप रहे।

सर्दियों में तेल से मालिश करने से आपकी त्वचा को ठंड और शुष्क मौसम से बचाने में मदद मिल सकती है और यह आपके ब्लड सर्कुलेशन और जोड़ों के स्वास्थ्य को भी बेहतर बना सकता है।

सर्दियों में मालिश के लिए बेस्ट मानी जाती



हैं ये तेल

बादाम का तेल-

सभी तरह की त्वचा के लिए फायदेमंद है बादाम का तेल। इसे लगाने से त्वचा सॉफ्ट होता है, यह तेल अन्य तेलों की तुलना में कम घना होता है और आसानी से त्वचा में समा सकता है। इसकी खुशबू मीठी होती है और यह त्वचा को नमी प्रदान कर सकता है।

नारियल का तेल-

यह तेल त्वचा को पोषण और नमी प्रदान करने के लिए अच्छा होता है। इसमें फैटी एसिड होते

हैं जो त्वचा को हाइड्रेट करते हैं और इसे सूखने से बचाते हैं।

सरसों का तेल-

यह तेल ब्लड सर्कुलेशन को बेहतर बनाने और शरीर को गर्म रखने के लिए अच्छा है। सरसों तेल लगाने से शरीर गर्म रहता है।

तिल का तेल-तिल के तेल में एंटीऑक्सीडेंट से भरपूर होता है और त्वचा को पोषण दे सकता है। इसका शरीर पर गर्माहट देने वाला प्रभाव होता है और यह मांसपेशियों के दर्द, खांसी और जुकाम को कम करने में मदद कर सकता है। ●

Punjab Kesari • 03 Jan • Ministry of Ayush
Online bech raha tha nakli ayurvedic davayen

14 • PG

81 • Sqcm

87727 • AVE

1.81M • Cir

Bottom Center

Delhi

ऑनलाइन बेच रहा था नकली आयुर्वेदिक दवाइयां, कंपनी निदेशक ने कराया मुकदमा

नई दिल्ली, (पंजाब केसरी): ऑनलाइन नकली आयुर्वेदिक दवाइयां बेचकर लोगों के स्वास्थ्य से खिलवाड़ करने वालों के खिलाफ साउथ-ईस्ट डिस्ट्रिक्ट साइबर पुलिस ने केस दर्ज किया है। दरअसल जब कंपनी के निदेशक को उनकी कंपनी की ऑनलाइन नकली देसी दवाइयों का पता चला तो उन्होंने एक ऑर्डर बुक किया। उनके पास इसकी डिलीवरी भी हो गई। जिसके बाद उन्होंने पुलिस में शिकायत दी। पुलिस ने धोखाधड़ी का केस दर्ज कर जांच शुरू कर दी है। दर्ज एफआईआर के मुताबिक 51 वर्षीय शिकायतकर्ता तुगलकाबाद एक्सटेंशन में रहते हैं। वह एक आयुर्वेदिक दवाइयां बनाने वाली कंपनी चलाते हैं। उनका दावा है कि देश-विदेश तक उनके अच्छे ग्राहक हैं। कंपनी की वेबसाइट भी है। गत 27 नवंबर को उनके छोटे भाई ने फेसबुक पर एक विज्ञापन देखा, जिसमें उनके रिकॉर्ड किए गए विडियो विज्ञापन और कंपनी के नाम का इस्तेमाल गत तरीके से नकली दवा बेचने के लिए किया जा रहा था।

Sandhya Times • 03 Jan • Ministry of Ayush
Online bech rhe nakli ayurvedic dawaiyaan

4 • PG

362 • Sqcm

95929 • AVE

106.19K • Cir

Top Right

Delhi

ऑनलाइन बेच रहे नकली आयुर्वेदिक दवाइयां

कंपनी मालिक ने खुद मंगवाई दवाई फिर पुलिस को की शिकायत

Kunal.Kashyap@timesofindia.com

AI Image

■ रुपये कमाने के लिए कोई गैंग हजारों लोगों की जान से खिलवाड़ कर के ऑनलाइन नकली आयुर्वेदिक दवाइयों को बेच रहा है। यह दावा एक आयुर्वेदिक कंपनी के निदेशक ने पुलिस में शिकायत करते हुए किया है। उनकी शिकायत पर साउथ-ईस्ट दिल्ली की साइबर पुलिस ने धोखाधड़ी का केस भी दर्ज कर लिया है। मामले की छानबीन जारी है।

मामले में दर्ज हुई एफआईआर के मुताबिक, 51 वर्षीय शिकायतकर्ता तुंगलकाबाद एक्सटेंशन में रहते हैं। वह एक आयुर्वेदिक दवाइयां बनाने वाली कंपनी चलाते हैं। उनका दावा है कि देश से लेकर विदेश तक उनके अच्छे खासे ग्राहक हैं। जो उन्होंने कई वर्षों में बनाए हैं। कंपनी की वेबसाइट भी है और वह टीवी और सोशल मीडिया के जरिए भी प्रचार-प्रसार करते हैं। 27 नवंबर 2024 को उनके छोटे भाई ने फेसबुक चलाते हुए



एक विज्ञापन देखा, जिसमें उनके रिकॉर्ड किए गए विडियो विज्ञापन और कंपनी के नाम का इस्तेमाल किया जा रहा था। इसके लिए उनसे कोई अनुमति नहीं ली गई थी। जिस पेज से विज्ञापन डाला गया था, वहां जाने पर पता चला कि जालसाजों ने उनकी कंपनी के नाम पर फर्जी पेज बना रखा है, जिस पर वह लोगों को दवाइयां बेच रहे हैं। वहां दिए गए नंबर पर कॉल की तो आरोपियों ने असली कंपनी होने का दावा किया।

पार्सल पर नहीं लिखा था भेजने वाले का पता: इसके बाद शिकायतकर्ता के भाई ने कैश ऑन डिलिवरी पर एक ऑर्डर प्लेस कर दिया। कुछ ही दिन में कूरियर के जरिए उनके घर पर पार्सल पहुंच गया। डिलिवरी बॉय 1800 रुपये लेकर ऑर्डर देकर चला गया। कूरियर पर भेजने वाले का कोई पता नहीं था। मगर उन्होंने कूरियर कंपनी से पार्सल भेजने वालों का पता ले लिया। वो पता गाजियाबाद का था।

वहां संपर्क करने पर आरोपियों ने दावा किया कि यह दवाई असली यानी शिकायतकर्ता की कंपनी की है। जबकि शिकायतकर्ता का दावा है कि आरोपियों ने जो दवाई भेजी है, वो पूरी तरह नकली है। इसके सेवन करने से किसी को कुछ भी नुकसान हो सकता है, क्योंकि उन्हें नहीं पता कि आरोपी कैसे ये दवाइयां तैयार कर रहे हैं। पुलिस आरोपियों के फेसबुक पेज और मोबाइल नंबरों की मदद से उन तक पहुंचने का प्रयास कर रही है।

Virat Vaibhav • 03 Jan • Ministry of Ayush

Farzi Vigyapan ke jariye Ayurvedic utpadan bechne ke mamle ki jaanch shuru

3 • PG

60 • Sqcm

71586 • AVE

625K • Cir

Top Left

Delhi

फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बेचने के मामले की जांच शुरू

नई दिल्ली। दिल्ली पुलिस ने फर्जी विज्ञापन के जरिए आयुर्वेदिक उत्पाद बनाने वाली एक फर्म को निशाना बनाकर साइबर धोखाधड़ी किए जाने के मामले की जांच शुरू की है। मामले में दर्ज प्राथमिकी के अनुसार, सन्यासी आयुर्वेद के एक निदेशक ने आरोप लगाया है कि कुछ साइबर अपराधी उनके ब्रांड के प्रचार वाले वीडियो का इस्तेमाल कर धोखाधड़ी कर रहे हैं। शिकायतकर्ता ने कहा कि नकली आयुर्वेदिक उत्पादों को ऑनलाइन बेचने के लिए उसकी कंपनी के नाम और विज्ञापन वीडियो का इस्तेमाल किया जा रहा है। पुलिस ने गत 27 दिसंबर को इस मामले में प्राथमिकी दर्ज की थी। प्राथमिकी में कहा गया है, एक गिरोह पैसे के लिए नकली दवाएं बेच रहा है, संगठित अपराध, धोखाधड़ी और जालसाजी कर रहा है, जिससे हजारों लोगों की जान को खतरा हो सकता है। एक पुलिस अधिकारी ने बताया कि शिकायत मिलने के बाद दक्षिण-पूर्वी जिले के साइबर पुलिस थाने में प्राथमिकी दर्ज की गई है। उन्होंने कहा, प्राथमिकी दर्ज करने के बाद हमने मामले की जांच के लिए कई टीम बनाई हैं। टीम सभी तथ्यों की जांच कर रही है और अपराधियों को जल्द ही पकड़ लिया जाएगा।