



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**03 Jan, 2025 – 04 Jan, 2025**

 **Total Mention 111**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>21</b>	<b>4</b>	<b>14</b>	<b>2</b>	<b>1</b>

 <b>Online</b>
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**90**

 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard	A global outreach beyond business	Jaipur + 3	16
2.	The Hindu Business Line	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	Hyderabad + 2	9
3.	The Business Guardian	How to balance spirituality and everyday life for inner joy	Delhi	5
4.	Bizz Buzz	PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls	Hyderabad	3
5.	Deccan Chronicle	Modi asks voters to end 'Aapda' in Delhi	Hyderabad	1
6.	Deccan Chronicle	Free 4 - week yoga classes in city	Chennai	9
7.	Deccan Chronicle	Rural India's health in focus: Dr Jayalal	Hyderabad	7
8.	The Morning Standard	Fit Bit	Delhi	2
9.	Telangana Today	AAP is aapda for Delhi: Modi	Hyderabad	1, 2
10.	The Hindu	Healing inside out	Bengaluru + 3	1
11.	The Hindu	Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back	Hyderabad	11
12.	The Hindu	103 pacts signed to expand ayurveda	Bengaluru	8
13.	The Hans India	PM likens AAP to 'aapda' for Delhi	Hyderabad	3, 7
14.	The New Indian Express	MATSYASANA WHEEL (FISH POSE WHEEL)	Bengaluru	2
15.	The New Indian Express	Nadda: Integrated health policy soon	Bengaluru	1
16.	The New Indian Express	MATSYASANA WHEEL	Chennai	2
17.	The Daily Guardian	How to balance spirituality and everyday life for inner joy	Delhi	8
18.	Pune Mirror	Toxic Ayurveda medicines sold by firm: Doctor	Pune	1, 6
19.	Femina	Jackie Oh!	National	1, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
20.	Punjab Kesari	Nahane se pehle ya baad mein oil lagane ka sahi waqt	Delhi	12
21.	Amar Ujala	Ayushman bharat yojana mein gade jhande ...Kidney transplant mein PGI desh mein number one	Chandigarh	1

Business Standard • 04 Jan • Ministry of Ayush

## A global outreach beyond business

16 • PG

373 • Sqcm

120576 • AVE

89.49K • Cir

Bottom Left

Jaipur • Chandigarh • Delhi • 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](https://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.

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.



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.

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  
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 Kunda'ini 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.



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.

## 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

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 Hindu • 04 Jan • Ministry of Ayush Healing inside out

1 • PG

651 • Sqcm

865910 • AVE

1.4M • Cir

Top Center

Bengaluru • Delhi • Chennai • Hyderabad



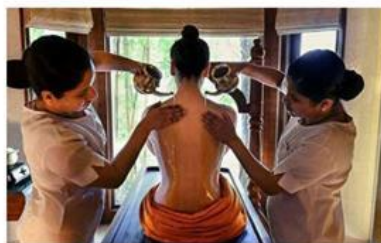
Harry Rodgers  
harry.nathuraj@thehindu.co.in

**T**raditionally, 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 centred 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 Shashay Retreat in Bengaluru offers a 'Menopause Mastery' programme that combines kundalini yoga, natural treatments, and detox therapies to alleviate symptoms like mood disorders, hot flashes, and insomnia, while promoting emotional wellness during menopause.

### Men in focus

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

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

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

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

### Sleep takes centre stage

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, Swastika – 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 Chent Palace in Gabala (Azerbaijan) operates on what they call 'smart longevity'. With younger people becoming increasingly aware of 'age' at an early stage, they understand that their actions affect both the world and their biology.

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



The Hindu • 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

**P**riime 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 Surryaghar 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 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 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 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

## MATSYASANA WHEEL (FISH POSE WHEEL)

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

### STEPS

- Grab a yoga wheel, ensuring it is stable and won't roll or slip during the pose. Sit in Dandasana (Staff Pose) with your legs extended straight in front. Place the yoga wheel directly behind your back, aligning it parallel to your spine. Hold the wheel lightly with your hands and bend your knees.
- Inhale deeply. On exhalation, initiate a backward movement, leaning over the top of the wheel. Allow it to move with your body, releasing your hands for a seamless motion.
- Elevate your hips to deepen the pose, letting the wheel support and massage your spine, particularly between the shoulder blades. Relax your head and neck against the wheel, letting the head hang toward the floor.
- Stretch your legs out in front, open your arms wide to the sides, and relax your palms facing upward with fingers softly curled. Close your eyes and begin deep breathing. Stay in this position for 6-8 breaths, focusing on expanding the chest with each inhalation and relaxing into the backbend with each exhalation.
- To release, bend your knees. Inhale and unroll your back on the wheel to lower your hips to the floor. Sit in Dandasana after removing the wheel.
- Fold forward into Caterpillar Pose as a counter stretch. Finish by relaxing in Staff Pose with hands back and knees bent.

### LIMITATIONS

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

### BENEFITS

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



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

The New Indian Express • 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 • 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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### STEPS

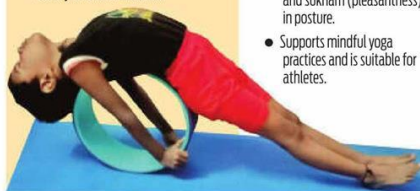
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By N Elumalai, PhD Scholar (Yoga Science) at  
Meenakshi Academy of Higher Education & Research, Chennai



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.

Pune Mirror • 04 Jan • Ministry of Ayush  
Toxic Ayurveda medicines sold by firm: Doctor

1, 6 • PG

418 • Sqcm

361203 • AVE

340.74K • Cir

Bottom Left,Top Right

Pune



## Toxic Ayurveda medicines sold by firm: Doctor

Complaints filed with FDA and CMO against Solapur manufacturer; owner refutes allegations

| Nozia Sayyed nozia.sayyed@punemirror.com

TWEET @ThePuneMirror

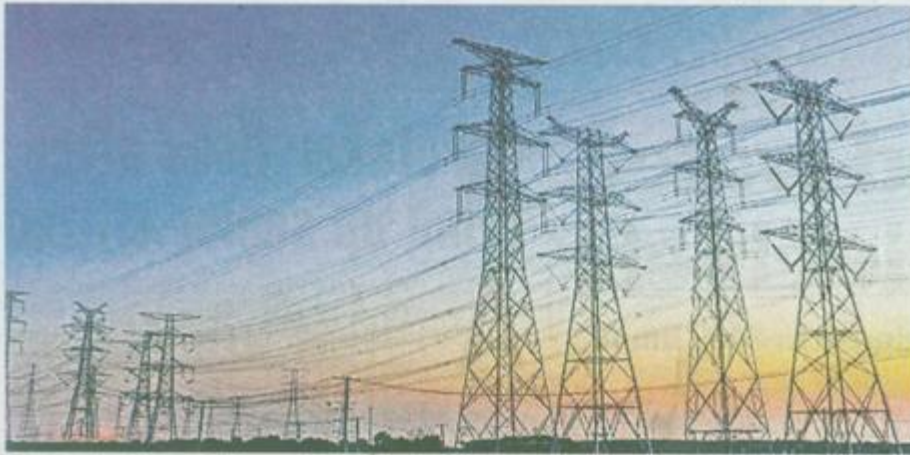
**S**olapur-based Ayurvedic medicine manufacturer Seth Saktharam Nemchand Rasashala has been accused of operating in violation of the Drugs and Cosmetics Act of Food and Drug Administration (FDA).

Dr Pradnya Pranjal Kulkarni has alleged that the factory indulges in producing medicines that are "unlicensed" and contain toxic elements like sulfur and mercury, which pose major health risks to patients if consumed regularly.

Kulkarni, who filed a complaint on December 17, 2024, with not only the FDA Pune but also the Chief Minister's Office, said that the company uses metal-based powders in their products, including gold and silver, in untested formulations. "Many of their medicines are unlicensed and are sold without undergoing any testing. Furthermore, there are serious operational lapses, such as the absence of production in charge and quality control officer for months," she alleged.

CONTINUED ON PAGE 6 >>





## Toxic Ayurveda medicines...

CONTINUED FROM PAGE 1

"These medicines are life-threatening," Kulkarni told Pune Times Mirror, adding, "Despite multiple complaints, FDA Pune has failed to act decisively. Although they ordered a production shutdown on July 12, 2024, it only addressed the absence of a quality control officer, ignoring the critical issues of toxic ingredients and unauthorised operations."

Kulkarni also alleged that FDA Pune's then joint commissioner, SV Pratap Pawar, dismissed her accusations during a meeting on July 2, 2024. "He claimed Ayurvedic medicines do not require testing, which contradicted the established safety norms by the regulatory body itself."

"When pursued further, I was warned about the factory's political and financial influence."

About the serious allegations made by Kulkarni, Mirror contacted the factory trustee, Dr Adarsh Mehta, who refuted all her claims. "Kulkarni is lying. She was caught engaging in financial misappropriation and unauthor-

### Untested medicines and their effects

- Mercury and sulfur are known to cause poisoning and long-term use can damage the kidneys, nervous system, and other organs.
- Metal-based powders are traditionally used in Ayurveda but improper testing and formulation can lead to heavy metal toxicity, causing irreversible health damage.
- Unregulated ayurvedic medicines can also lead to serious health consequences, like long-term organ damage.

ised sales, for which we have filed a complaint. Our institute, which has been operational for 100 years now, is known to comply fully with FDA regulations," he stressed.

Acknowledging the seriousness of the allegations, FDA Pune's joint commissioner (drugs), Girish Hukare, said, "We are investigating the matter, and appropriate action will be taken if violations are confirmed."



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?**

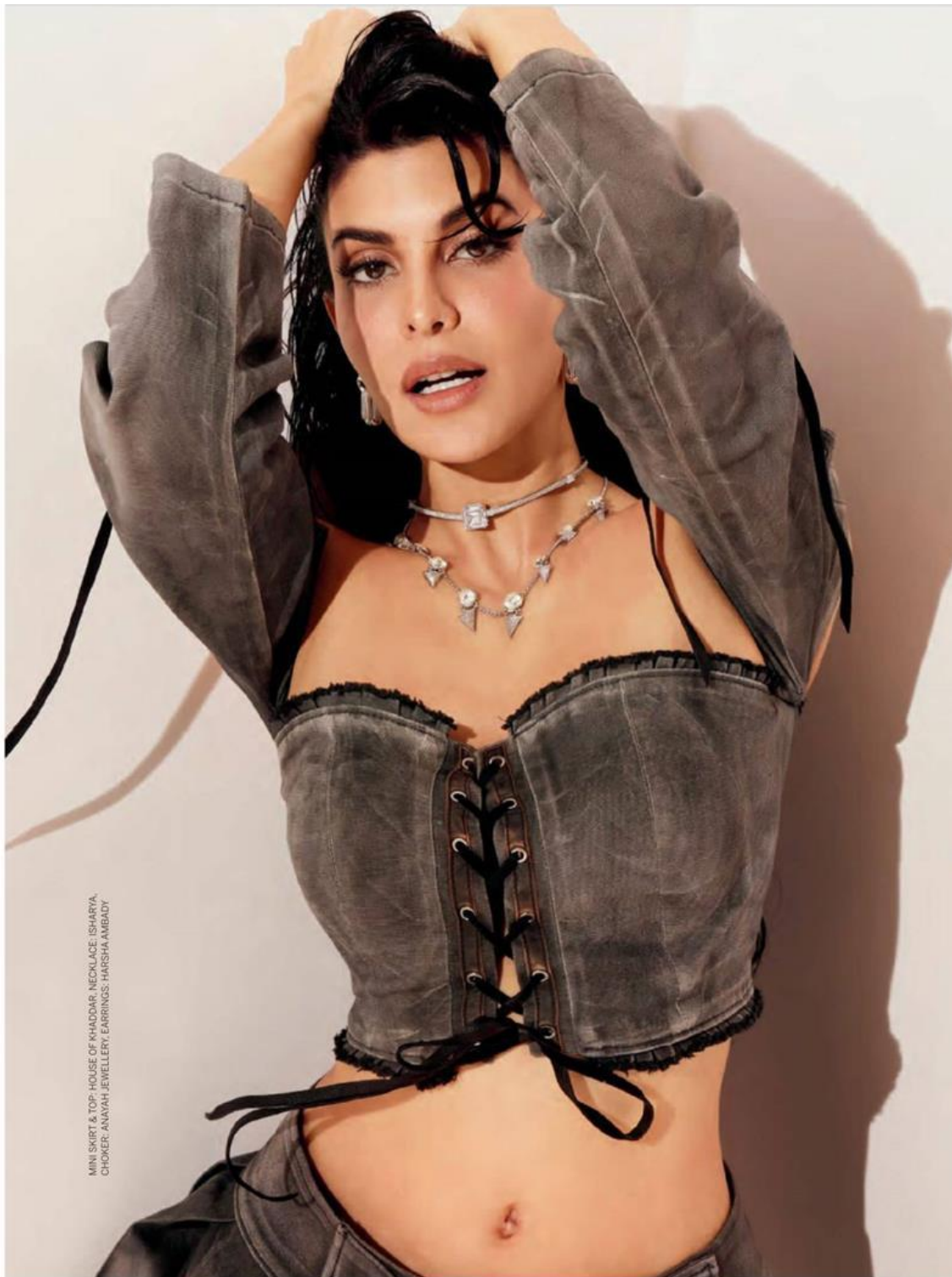
I'm very picky about the songs I choose, but, when *Yimmy Jimmy* was presented to me, I knew I could do justice to it. Shreya Ghoshal has done wonders with the lyrics and Tayc is such an incredible artist – he makes really soulful music. The choreography was done by Shazia Piyush, and it was not something 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  
LAWYER. EARRINGS: BESSON STUDIO. RINGS:  
ANNA KARLÉN. CLOSET/JEWELS:  
SHOES: CHRISTIAN LOUBOUTIN

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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

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COVER STORY



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DRESS: FIERCE LONDON, RINGS: HARSHA AMBADY,  
BOOTS: TWENTY DRESSES

“  
*Flawlessness  
is a myth  
AND OUR  
AUDIENCES  
ARE NOW  
INTELLIGENT  
ENOUGH  
to not always expect  
it from us*  
”

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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. »

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## 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*  
”

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### **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

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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

**ते**ल 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। ●

Amar Ujala • 04 Jan • Ministry of Ayush

## Ayushman bharat yojana mein gade jhande ...Kidney transplant mein PGI desh mein number one

1 • PG

419 • Sqcm

308470 • AVE

368.8K • Cir

Bottom Left

Chandigarh

एक और उपलब्धि

111 मरीजों का किडनी प्रत्यारोपण कर कायम की मिसाल, मरीजों का वेटिंग टाइम 12 माह से घटकर तीन महीने पर आया

# आयुष्मान भारत योजना में गाड़े झंडे... किडनी ट्रांसप्लांट में पीजीआई देश में नंबर वन

## माई सिटी रिपोर्टर

चंडीगढ़। देश के सर्वश्रेष्ठ चिकित्सा संस्थानों में लगातार सात वर्षों से दूसरे पायदान पर कब्जा करने वाला पीजीआई कई अन्य मायनों में भी देश के अन्य चिकित्सा संस्थानों के लिए नज़ीर साबित कर रहा है।



अगर किडनी ट्रांसप्लांट की बात की जाए तो इस क्षेत्र में गरीब और जरूरतमंद मरीजों की जिंदगी को बचाने में संस्थान देश में सबसे आगे है। आयुष्मान भारत योजना के अंतर्गत संस्थान ने देश में अब तक सबसे ज्यादा लाभार्थियों का किडनी प्रत्यारोपण कर नंबर वन पोজीशन प्राप्त की है। इतना ही नहीं सामान्य वर्ग में 5000 से

ज्यादा किडनी ट्रांसप्लांट कर यह अन्य अस्पतालों के लिए मिसाल कायम कर रहा है। संस्थान में किडनी ट्रांसप्लांट की सफलता दर लगभग 80 प्रतिशत तक है।

2023-24 में पीजीआई ने 130 करोड़ रुपये से अधिक पैकेज राशि के साथ 32000 आयुष्मान भारत के मरीजों का इलाज किया। इतने मरीजों का इलाज कर पीजीआई केंद्र शासित प्रदेशों में सबसे अधिक संख्या लोगों को लाभ पहुंचाने वाला सेंटर बन गया है। इसके साथ ही जिन गरीब और जरूरतमंद मरीजों के लिए किडनी ट्रांसप्लांट मुश्किल था, आयुष्मान भारत के तहत सुलभ हो गया है। इस योजना के अंतर्गत पीजीआई ने 111 किडनी ट्रांसप्लांट किए हैं जो राष्ट्रीय स्तर पर संस्थान को सबसे आगे खड़ा कर रहा है।



“पीजीआई एक अस्पताल नहीं धाम है। यहां इलाज के लिए आने वाला हर मरीज हमारे लिए बेहद महत्वपूर्ण है। किडनी ट्रांसप्लांट में आयुष्मान भारत के अंतर्गत देश में सबसे ज्यादा मरीजों को लाभान्वित करने की उपलब्धि पूरे टीम के प्रयास का परिणाम है। - प्रो. विवेक लाल, निदेशक पीजीआई

## अब तक पांच हजार से ज्यादा किडनी ट्रांसप्लांट

पीजीआई में अब तक 5209 किडनी ट्रांसप्लांट किए गए हैं, जो इसे भारत में अंगदान और प्रत्यारोपण में अग्रणी बनाता है। पीजीआई अहमदाबाद के इंस्टीट्यूट ऑफ किडनी डिजीज एंड रिसर्च सेंटर के बाद दूसरे स्थान पर है। जबकि पीजीआई में अहमदाबाद के इंस्टीट्यूट ऑफ किडनी डिजीज एंड रिसर्च सेंटर की 400 की तुलना में केवल 50 बेड की क्षमता है। 2023 के आंकड़ों पर गौर करें तो पीजीआई ने 326 किडनी ट्रांसप्लांट किए।

## 365 के बजाय अब 90 दिन का इंतजार

पीजीआई ने किडनी ट्रांसप्लांट में रफ़्तार पकड़कर इसकी वेटिंग पीरियड भी आधे से ज्यादा कम कर दी है जिससे जीवित प्रत्यारोपण के लिए प्रतीक्षा अवधि 12 महीने से घटकर केवल तीन महीने रह गई। वहीं, संस्थान एक साथ अन्यायाय किडनी (एसपीके) ट्रांसप्लांट में देश में अग्रणी है, जो टाइप 1 डायबिटीज मेलिटस के 56 मरीजों को लाभान्वित कर चुका है। किडनी ट्रांसप्लांट की सफलता दर को बढ़ाने में यूरोलॉजी विभाग भी सहायक साबित हो रहा है। जनवरी 2023 में शुरू किए गए यूरोलॉजी विभाग और रीनल ट्रांसप्लांट सर्जरी विभाग के साथ सहयोग से रीनल ट्रांसप्लांट में 60 प्रतिशत की वृद्धि हुई जो 2022 में 203 से बढ़कर 2023 में 326 हो गई।



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	Modi to inaugurate four projects in Delhi on Sunday	733.9M
2.	MSN Hindi	UP IAS Transfer: उत्तर प्रदेश में चली तबादला एक्सप्रेस, 46 आईएएस अधिकारियों को ...	733.9M
3.	Aaj Tak News	यूपी में बड़ा प्रशासनिक फेरबदल, देर रात 46 IAS अफसरों के ट्रांसफर	571.7M
4.	Hindustan Times	Modi to inaugurate four projects in Delhi on Sunday	124.6M
5.	Dainik Bhaskar	शिविर में विभागीय योजनाओं की जानकारी दी	66.5M
6.	हिन्दुस्तान(Live Hindustan)	आयुष महाकुंभ में बीमारी से बचने के बताएंगे उपाय	64.8M
7.	हिन्दुस्तान(Live Hindustan)	फ्लैग--यूपी की ब्यूरोक्रेसी में भारी फेरबदल, 46 आईएएस के दायित्वों में बदलाव	64.8M
8.	हिन्दुस्तान(Live Hindustan)	यूपी की ब्यूरोक्रेसी में बड़ा बदलाव, योगी के खास संजय प्रसाद को फिर मिला गृह विभ...	64.8M
9.	The Times of India	DAVV to start homoeopathy clinical research unit	64.4M
10.	अमर उजाला (Amar ujala)	Kaithal News: गणतंत्रता दिवस पर विशेष थीम आधारित हों झांकियां	63.8M
11.	अमर उजाला (Amar ujala)	Jind News: साइकिल रैस में ढाकल की आशु व डिस्कस थ्रो में बिधराना की मुन्नी रही प्...	63.8M
12.	अमर उजाला (Amar ujala)	Mandi News: आयुर्वेदिक फार्मसी के आधारभूत ढांचे में विस्तार	63.8M
13.	Navbharat Times - NBT Education	यूपी में बड़ा प्रशासनिक फेरबदल, 46 आईएएस अधिकारियों के तबादले, गृह विभाग में वापस...	57.6M
14.	News18 Hindi	Ayurveda Tips: शुगर का दुश्मन है यह पौधा, पत्ते के सेवन से छूट जाएगी इंसुलिन की ...	43.6M
15.	Dainik Jagran	UP IAS Transfer: उत्तर प्रदेश में चली तबादला एक्सप्रेस, 46 आईएएस अधिकारियों को ...	40.5M
16.	Dailyhunt	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ...	18.6M
17.	Patrika	UP Admin Change: यूपी में बड़ा प्रशासनिक फेरबदल, 46 IAS अफसरों के तबादले, संजय प...	14M
18.	MP Breaking News	IAS Transfer: बड़ा प्रशासनिक फेरबदल, 46 आईएएस अफसरों के तबादले, कईयों को अतिरिक्त...	11.3M
19.	Business Standard	Union minister Nadda inaugurates new S-VYASA university campus in Bengaluru	8.1M
20.	PIB	Union Minister of Health & Family Welfare, Shri J P Nadda, inaugurates the n...	5.4M
21.	Janta Se Rishta	Lucknow: नए साल पर यूपी में 46 आईएएस अधिकारियों का ट्रांसफर	3.8M
22.	Daijiworld	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ...	3M
23.	Amrit Vichar	लखनऊ : 46 IAS अफसरों के तबादले, संजय प्रसाद को फिर मिला गृह विभाग	1.4M
24.	Royal Bulletin	यूपी में 46 आईएएस अफसरों का तबादला, संजय प्रसाद को फिर मिली गृह विभाग की जिम्मेद...	922.5K
25.	The Week	Union Minister Nadda inaugurates new S-VYASA university campus in Bengaluru	888.3K

26.	The Pioneer	AYUSH Deptt"s New Year initiative inspires healthy lifestyle changes	776.4K
27.	The Pioneer	Fresh assignments to 46 IAS officers	776.4K
28.	Social News XYZ	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	415.2K
29.	Sambad English	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	354K
30.	Sakshipost EN	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	160.8K
31.	News Drum	Union Minister Nadda inaugurates new S-VYASA university campus in Bengaluru	158.4K
32.	Lokmattimes.com	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	94.3K
33.	हिन्दी न्यूज़	बायो मेडिकल वेस्ट के डिस्पोजल पर एनजीटी ने मांगा जवाब	59.1K
34.	Bhaskar Live	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	46.5K
35.	UP18 news	योगी सरकार ने किए 46 आईएस अफसरों के तबादले, संजय प्रसाद की गृह विभाग में वापसी	35.1K
36.	UP18 news	Dr. AK Dwivedi Presents His New Book, Homeopathy for Anemia to Madhya Prad esh CM...	35.1K
37.	Ians Live	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	32.1K
38.	Dainikdehat	यूपी: 46 आईएस अफसरों के तबादले, संजय प्रसाद को फिर मिला गृह विभाग	12K
39.	Tennews.in	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	9.1K
40.	ET Government	UP govt transfers 46 IAS officers in major bureaucratic rejig; Sanjay Prasad ret...	5K
41.	Tvi News	बस्ती न्यूज़ :निःशुल्क चिकित्सा शिविर में 250 मरीजों का हुआ उपचार	4.4K
42.	reportercoverage.com	प्रयागराज में आयुष महाकुंभ के वैज्ञानिक सत्र को संबोधित करेंगे डॉ. द्विवेदी	N/A
43.	Globalherald.news	46 आईएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
44.	Janjaagran	46 आईएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
45.	Kamal Sandesh	Union Minister of Health & Family Welfare inaugurates the new campus of the ...	N/A
46.	Tripurastar News	Union Minister Of Health & Family Welfare, J. P. Nadda, Inaugurates The New ...	N/A
47.	World News for All	Copyright © 2025 World News for All	N/A
48.	The secretariat	UP"s Adityanath Govt Shuffles 46 Senior Officers	N/A
49.	Vishleshan	46 आईएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
50.	Mplive24	46 आईएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A

51.	Tender Detail	Maintenance Of Electrical Installation &Fans , Power Plug And Street /Compou...	N/A
52.	Dangaltoday	46 आईएएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
53.	Rajexpose	46 आईएएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
54.	Rajdhanihulchal	46 आईएएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
55.	Samay Jagat	46 आईएएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
56.	Satyaexpress	46 आईएएस अफसरों के तबादले, संजय प्रसाद फिर संभालेंगे गृह विभाग	N/A
57.	मानवी मीडिया	उत्तर प्रदेश में 46 आईएएस अफसर के ट्रांसफर	N/A
58.	INN24 NEWS	सक्ती जिले की प्रभारी मंत्री श्रीमती लक्ष्मी राजवाड़े ने सभी विभागों के अधिकारियों...	N/A
59.	Aaj Ki Jandhara	सक्ती जिले की प्रभारी मंत्री श्रीमती लक्ष्मी राजवाड़े ने सभी विभागों के अधिकारियों...	N/A
60.	The Lucknow Tribune	UP Government Transfers 46 Senior IAS Officers in Major Administrative Overhau l	N/A
61.	Ilouge Media	Forty Six IAS Officers Transferred In Uttar Pradesh	N/A
62.	Youth India News	यूपी में 46 आईएएस अफसरों का तबादला, नौकरशाही में बड़ा उलटफेर	N/A
63.	Live Story Time	योगी सरकार ने किए 46 आईएएस अफसरों के तबादले, संजय प्रसाद की गृह विभाग में वापसी	N/A
64.	Ragazone	यूपी में 46 IAS अधिकारियों के तबादले, CM योगी के मुख्य सचिव को मिली बड़ी जिम्मेद...	N/A
65.	Prime Tv India	UP में बड़ा प्रशासनिक फेरबदल 46 IAS अधिकारियों के हुए ट्रांसफर संजय प्रसाद को फि...	N/A
66.	AAJ KI NEWS	यूपी में बड़ा प्रशासनिक फेरबदल, देर रात 46 IAS अफसरों के ट्रांसफर-यहां देंगे	N/A
67.	News9Network	Dr. AK Dwivedi Presents His New Book, Homeopathy for Anemia to Madhya Prad esh CM...	N/A
68.	Samvaad Live	उत्तर प्रदेश में बड़ा बदलाव , प्रमुख सचिव संजय प्रसाद को एक बार फिर गृह विभाग सौ...	N/A
69.	Yes Punjab	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
70.	Rajpath Mathura	योगी सरकार में 46 IAS अधिकारियों का बड़ा फेरबदल , संजय प्रसाद प्रमुख सचिव गृह विभ...	N/A
71.	Vande Bharat Live Tv News	*नए साल पर उत्तर प्रदेश के नौकरशाही में आईएएस संजय प्रसाद की धमाकेदार वापसी	N/A
72.	International Business Times	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
73.	Daily Lok Manch	UP IAS Transfer यूपी में सीएम योगी ने बड़े स्तर पर किए 46आईएएस अधिकारियों के ट्र...	N/A
74.	Hindi khabar	यूपी में प्रशासनिक फेरबदल, देर रात 46 IAS अधिकारियों के ट्रांसफर, संजय प्रसाद की...	N/A
75.	Public Sentiment(लोकराग)	उत्तर प्रदेश की योगी सरकार ने किए 46 आईएएस अफसरों के तबादले	N/A
76.	Bharat Express	योगी सरकार में बड़ा प्रशासनिक फेरबदल: 46 IAS अधिकारियों के तबादले, कई विभागों मे...	N/A



77.	परिवर्तन चक्र	यूपी में चली तबादला एक्सप्रेस, 46 आईएएस अधिकारियों का हुआ ट्रांसफर	N/A
78.	Chhattisgarh Today	UP IAS Transfer : प्रदेश में चली तबादला एक्सप्रेस : एक साथ 46 IAS अधिकारियों का ...	N/A
79.	India headline	Dr. AK Dwivedi Presents His New Book, Homeopathy for Anemia to Madhya Pradesh CM...	N/A
80.	The Mobi World	46 IAS officers transferred in UP, Principal Secretary Sanjay Prasad again got H...	N/A
81.	Jaihindtimes	UTTAR PRADESH BIG NEWS : 46 आईएएस अधिकारियों के ट्रांसफर, संजय प्रसाद की गृह विभ...	N/A
82.	India Online Mart	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
83.	Newspoint	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
84.	Sakshi Post	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
85.	Today India News	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
86.	Pune News	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
87.	Udaipur Kiran	यूपी में 46 आईएएस अफसरों का तबादला	N/A
88.	Nation Press	Uttar Pradesh Government Implements Transfers for 46 IAS Officials; Sanjay Prasad...	N/A
89.	Thefreedompress	UP govt announces transfers of 46 IAS officers; Sanjay Prasad returns as Princip. ..	N/A
90.	Newzfatafat	यूपी में 46 आईएएस अफसरों का तबादला	N/A