

MINISTRY OF AYUSH COMPILED MEDIA REPORT 03 Mar, 2025

Total Mention 14

⊞ Print	Financial	Mainline	Regional	Periodical
10	1	5	4	N/A
	•) Online		

4



🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Why do women live longer than men	Delhi	19
2.	The Morning Standard	Fit Bit	Delhi	2
3.	The New Indian Express	ANANTASANA PADA LIFT VARIATION	Chennai	2
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The Economic Times • 03 Mar • Ministry of Ayush Why do women live longer than men

19 • PG 480 • Sqcm

213600 • AVE

420.14K • Cir

Top Center

ET Panache

Delhi

Why do women live longer than men?

Scientists don't know exactly what factors are boosting life expectancy in one gender, but there are some possible clues

omen outlive men by a long shot:
The global life expectancy for women iscurrently
75, as compared to around 70 for men.
There's a marked difference between the genders, something that's true regardless of location, money and other factors. In fact, it's true even for other mammals.

But the fact that women are outliving men doesn't necessarily mean they are living better. Women tend to have shorter health spans (the number of healthy years a person lives) than men, said Bérénice Benayoun, an associate professor at the USC Leonard Davis School of Gerontology, US.

Women are generally frailer than men in old age; they're also more vulnerable, particularly after menopause, to developing cardiovascular issues and Alzheimer's disease, Benayoun said.

Factors at play

Scientists are trying to uncover the reasons men and women age differently in the hopes of extending health span for both. "If we can understand what makes one sex more resilient or vulnerable, then we have new pathways and new understandings [for] new therapeutics that could help," said Dr Dena Dubal, a professor of neurology

California, US.
Research suggests that
the XX set of female sex
chromosomes may impact
longevity, though it's not
clear exactly how.

at the University of

For example, a 2018 study conducted by Dubal's lab looked at genetically manipulated mice



with different combinations of sex chromosomes and reproductive organs. Those with two X chromosomes and ovaries lived longest, followed by mice with two X chromosomes and testicles. Mice with XY chromosomes had shorter life spans.

"There was something about the second X chromosome that was protecting the mice," Dubal said.

Scientists haven't yet examined this in humans, but Dubal said the fact that we have the same hormones and sex chromosomes, and similar

reproductive systems, suggests that the findings could be similar.

Montserrat Anguera, an associate professor of biomedical sciences at the University of Pennsylvania School of Veterinary Medicine, US, said that epigenetic factors — environmental or lifestyle elements like climate or chronic stress that

impact which genes are expressed, and how — may also play a role. Researchers are also investigating the role of hormones like oestrogen in longevity. "There's decent data showing that, at least before menopause, the female immune system tends to be better able to mount responses," Benayoun said. In general, males "tend to do much worse in response to infection", which, in turn, could shorten their life spans.

One analysis found that women who experienced menopause later — older than 50 — lived longer than those who experienced it earlier. When oestrogen levels drop, women's immune systems seem to weaken.

Lifestyle and behaviour

Behavioural patterns play a key role in the disparity. Women are generally less likely than men to smoke or drink heavily — behaviours that contribute significantly to mortality, said Kyle Bourassa, a psychologist at Duke University, US.

Women also tend to practice more "health-promoting behaviour", like wearing a seat belt or going to the doctor for annual checkups, Bourassa said.

In addition, women are more likely than men to socialise, protecting them from the detrimental effects of social isolation and loneliness.

External factors

Even on a broader societal level, issues like war or randomised violence disproportionately impact men, said Naoko Muramatsu, a professor of community health sciences at the University of Illinois Chicago, US.

During the pandemic, for instance, men died at higher rates. Research showed that they were more likely to hold jobs that exposed them to the virus, like food preparation or construction, or to be homeless or incarcerated, all of which affected mortality rates.

- The New York Times



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

2 • PG 614 • Sqcm 294700 • AVE 300K • Cir Middle Right

Delhi



ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Liff Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving ore strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

- Start lying in the Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head, and grab a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor. The palm supports the back of the head, and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the ground. The foot is extended, with the toes pointing towards the sky. Focus on a point to maintain balance and stability. Keep the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for six breaths. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaia Anantasana Variation.
- Relax in the Constructive Rest Pose.

DENEELTE

- This variation enhances balance, strength, and flexibility.
- Stimulates the apana vayu, promoting the elimination of physical and emotional toxins.
- Can be included in Power, Hot, and Sculpt Yoga sequences.
- Counteracts the effects of prolonged sitting, improving body posture.
- Helps improve cardiovascular function.
- A good addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
- Stretches and strengthens the muscles on the side of the torso.
- Enhances the mobility of the scapula and shoulder joint.
- Regular practice makes the hamstrings and calves supple and flexible, improving movement.
- Stretches the abdominal muscles, assisting in various balancing asanas.
- Improves circulation, induces tranquillity, and promotes mental relaxation, helping to overcome stress and tension.

LIMITATIONS

 People with spondylitis, cervical issues, or a slipped disc should practise with caution.



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



The New Indian Express • 03 Mar • Ministry of Ayush ANANTASANA PADA LIFT VARIATION

2 • PG 712 • Sqcm 939700 • AVE 246.4K • Cir Top Center

Chennai

FITBIT

ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Lift Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving overall core strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

- Start lying in Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head and form a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor.
 The palm supports the back of the head, and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the ground. The foot is extended, with the toes pointing towards the sky, Focus on a point in front of you to maintain balance and stability. Keen the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for about six breaths or as per the body's comfort. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaja Anantasana Variation.
- Relax in Constructive Rest Pose. Then counter the stretch on the other side (left), following the above instructions. As an alternative, students can follow the same practice in a flow — inhale, raise the leg; exhale, lower it down.

LIMITATIONS

- Students with spondylitis, cervical issues, or a slipped disc should practise with caution.
- Those with spinal conditions such as scoliosis should practise only under guidance.
- Practitioners with sciatic pain or shoulder injuries should avoid this pose.

ENEFITS

- This variation enhances balance, strength, and flexibility.
- Stimulates the apana vayu (downward flow of energy), promoting the elimination of physical and emotional toxins.
- Can be included in Power, Hot, and Sculpt Yoga sequences.
- Counteracts the effects of prolonged sitting, improving body posture.
- Helps improve cardiovascular function.
- An excellent addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for yoga for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
- Stretches and strengthens the muscles on the side of the torso.
- Enhances the mobility of the scapula and shoulder joint.
- Regular practice makes the hamstrings and calves supple and flexible, improving movement.
- Stretches the abdominal muscles, assisting in various balancing asanas.
- Improves circulation, induces tranquillity, and promotes mental relaxation, helping to overcome stress and tension.
- Stimulates the Sacral Chakra, encouraging a sense of desire, pleasure, and creativity in practitioners.
- Holding for a longer duration reduces weight from the hips and waist.
- Encourages coordinated function of the heart and lungs, improving cardiorespiratory health in Coronary Artery Disease (ΓΔΝ)

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



The New Indian Express • 03 Mar • Ministry of Ayush ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

2 • PG 680 • Sqcm 679614 • AVE 177.8K • Cir Top Right City Express

Bengaluru



This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Lift Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving overall core strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

- Start lying in Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head, and form a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor. The palm supports the back of the head and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the gound. The foot is extended, with the toes pointing towards the sky, Focus on a point in front of you to maintain balance and stability. Keep the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for about six breaths or as per the body's comfort. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaja Anantasana Variation.
- Relax in Constructive Rest Pose. Then counter the stretch on the other side (left), following the above instructions. As an alternative, students can follow the same practice in a flow – inhale, raise the leg; exhale, lower it down.

LIMITATIONS

- Students with spondylitis, cervical issues, or a slipped disc should practise with caution.
- Those with spinal conditions such as scoliosis should practise only under guidance.
- Practitioners with sciatic pain or shoulder injuries should avoid this pose.

BENEFITS

- This variation enhances balance, strength, and flexibility.
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- Helps improve cardiovascular function.
- An excellent addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for yoga for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
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- Improves circulation, induces tranquillity, and promotes mental relaxation, helping to overcome stress and tension.
- Stimulates the Sacral Chakra, encouraging a sense of desire, pleasure, and creativity in practitioners.
- Holding for a longer duration reduces weight from the hips and waist.
- Encourages coordinated function of the heart and lungs, improving cardiorespiratory health in Coronary Artery Disease (CAD).

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



The Pioneer • 03 Mar • Ministry of Ayush Yogasanas For Belly Fat Loss

11 • PG 1048 • Sqcm 2987400 • AVE 634.42K • Cir Top Left

Delhi





The Hindu • 03 Mar • Ministry of Ayush FROM THE ARCHIVES

7 • PG 182 • Sqcm 136665 • AVE 682.81K • Cir Bottom Right

Delhi

FROM THE ARCHIVES



FIFTY YEARS AGO MARCH 3, 1975

WHO boost for Indian medicine

New Delhi, March 2: Traditional systems of medicine are likely to get a boost if a proposal now before the World Health Organisation goes through.

The reported success of the Chinese health care programme has made the WHO evince interest in traditional systems of medicine in various countries, and a group of experts has been busy during the past few months collecting information about Ayurveda and other systems.

This group is said to have come to the conclusion that these systems can be assigned a useful role in national health services. The findings are expected to come up before the WHO General Assembly session in May, and if the recommendations are accepted by member countries, WHO assistance will be forthcoming for schemes to utilise Indian systems of medicine in the rural health care programme.

The WHO group has been on a study tour in India to have an idea of the role played by the Vaids and Hakims and the people's response. The group visited villages and small towns in Uttar Pradesh and had discussions with medical experts there. The experts have been convinced that practitioners of the Indian systems of medicine are playing a vital role in catering to the health needs not only in rural areas but also in towns, and the answer to the problem of rural medical care lies in deploying Vaids and Hakims.

A HUNDRED YEARS AGO MARCH 3, 1925

Earthquake in America.

New York, March 2: One man was killed and two women seriously injured through being shaken off the platform of an elevated railway at New York during the earthquake shock yesterday evening. The tremor was felt but seen half a minute and two minutes over a wide area in Canada and the United States. It was the most intense shock registered in New York State since 1755. Many big subway buildings were shaken, but no damage has been reported anywhere.

New Hampshire villagers proceeded to the Church fearing that the end of the world had come.

The Ottawa Seismograph reports indicate that the epicentre of the disturbance was 400 miles East of Ottawa in the vicinity of Saguanay River, Quebec.





Prahar • 03 Mar • Ministry of Ayush Spontaneous response to Ayurvedic camp

4 • PG 17 • Sqcm 4640 • AVE 215K • Cir Middle Left

Mumbai

आयुर्वेदिक शिबिराला उत्स्फूर्त प्रतिसाद





Rashtriya Sahara • 03 Mar • Ministry of Ayush Cancer rodhi gunon se bharpur hai Safed Haldi

14 • PG 408 • Sqcm 592411 • AVE 390K • Cir Top Left

Delhi





Dainik Jagran • 03 Mar • Ministry of Ayush Ayush workshop ne student ke liyue khole darwaje

11 • PG 166 • Sqcm 419891 • AVE 1.14M • Cir Middle Right

Delhi

आयुष प्रयोगशालाओं ने छात्रों के लिए खोले दरवाजे

नई दिल्ली, प्रेट्ट: प्रधानमंत्री नरेन्द्र मोदी के आह्वान के बाद आयुष मंत्रालय के संस्थानों ने छात्रों को 'विज्ञानी के रूप में एक दिन' पहल में शामिल होने का अवसर दिया। संस्थानों ने छात्रों को प्रयोगशालाओं को दिखाने के लिए कार्यक्रम आयोजित किए। पीएम ने 'मन की बात' में छात्रों को अनुसंधान प्रयोगशालाओं, विज्ञान संस्थानों का दौरा करने के लिए प्रोत्साहित किया था। उन्होंने युवाओं से 'एक दिन विज्ञानी' के रूप में बिताने का आह्वान किया था।

आयुष मंत्रालय ने कहा, 'विज्ञानी के रूप में एक दिन' पहल के तहत छात्रों ने प्रयोगशाला के काम, उपकरणों और वैज्ञानिक प्रगति के बारे में जाना। छात्रों को विज्ञानियों के साथ बात करने, तकनीक का पता लगाने, स्वास्थ्य देखभाल में आयुष प्रणालियों की क्षमता समझने का मौंका मिला। पहल के तहत एमिटी विवि, जयपुर के छात्र 19 फरवरी को राष्ट्रीय आयुर्वेद संस्थान, जयपुर पहुंचे।





Amar Ujala • 03 Mar • Ministry of Ayush

Bina bijali internet sirf tasveero se cancer ki pusthi kar raha swdeshi Al

8 • PG Bottom Left 247 • Sqcm 182086 • AVE 368.8K • Cir

Chandigarh

कामयाबी

सर्वाइकल कैंसर का पता लगाने वाले मॉडल को 90 फीसदी से ज्यादा असरदार पाया गया

बिना बिजली-इंटरनेट सिर्फ तस्वीरों से कैंसर की पुष्टि कर रहा स्वदेशी एआई

परीक्षित निर्भय

नर्ड दिल्ली। भारत के तकनीक और स्वास्थ्य विशेषज्ञों ने ऐसा स्वदेशी एआई मॉडल विकसित करने में सफलता हासिल की है, जिसके लिए न इंटरनेट की जरूरत है और न ही विजली की। यह सिर्फ तस्वीरों के जरिये सर्वाइकल कैंसर का पूर्वानुमान लगाने में सक्षम है। एम्स वठिंडा के डॉक्टरों ने इसका क्लिनिकल परीक्षण किया है।

आयष्मान आरोग्य मंदिरों सहित देश के अलग-अलग हिस्सों में इस मॉडल को 90 फीसदी से भी ज्यादा असरदार पाया गया है। पणे स्थित स्टॉर्ट कंपनी पेरिविंकल टेक्नोलॉजीज ने इस स्वदेशी एआई आधारित उपकरण को स्मार्ट स्कोप का नाम दिया है जो केवल 30 सेकंड में तस्वीरों के जरिये कैंसर स्क्रीनिंग करने में सक्षम है। यह महिलाओं में घावों



और संक्रमणों के साथ गर्भाशय ग्रीवा की असामान्यताओं का शीघ्र पता लगाने में बेहतर साबित हुआ है। स्मार्ट स्कोप को विकसित करने के बाद अब तक 3.50 लाख से अधिक महिलाओं की स्क्रीनिंग की गई है, जिनमें से पांच हजार महिलाओं को सर्वाङकल केंसर को लेकर संदिग्ध पाया गया। यूएस एफडीए और भारत के केंद्रीय औषधि मानक नियंत्रण संगठन से अनमित मिलने के बाद उसे जिला और ग्रामीण स्तर के स्वास्थ्य सेवाओं में भी शामिल किया जा रहा है।

समय पर । पहचानू से प्रभावी

एमईआईटीवार्ड नैसकॉम सीओई के सीईओ संजीव मल्तोत्रा ने बताया कि सर्वाडकल कैंसर एक ऐसा रोग है. जिसे केवल समय पर पहचान कर ही प्रभावी रूप से इलाज किया जा सकता है। पंजाब के बठिंडा एम्स में इस एआई मॉडल पर काम किया जा रहा है। अभी तक के निष्कर्ष बताते हैं कि इस तकनीक से पहचाने गए इलाज संदिग्ध मामलों में से 24% को आगे की जांच के लिए रेफर किया, जबकि 20% को दवाएं शुरू की गई।

हर आठ मिनट में एक महिला की मौत

भारत में हर आठ मिनट में एक महिला की सर्वाइकल कैंसर से मौत हो रही है। भारतीय महिलाओं में कैंसर से होने वाली मौतों यह दूसरा सबसे प्रमुख कारण है, जिसके लिए समय पर जांच न हो पाना और तीसरी या चौथी स्टेज में कैंसर का पता चलना जिम्मेदार है। हालांकि, इस कैंसर से बचाव के लिए केंद्र सरकार ने टीका भी मंजूर किया है जो अब तक राष्ट्रीय टीकाकरण कार्यक्रम का हिस्सा नहीं बन पाया है।

एक स्क्रीन और रिमोट का कमाल

भारत के साथ-साथ अमेरिका, चीन और इस्राइल सहित छह देशों में अनुमति पाने वाला यह स्वदेशी मॉडल एक स्क्रीन और रिमोट के जरिये काम करता है। एक टॉर्च रूपी रिमोट पर लगे कैमरे से तस्वीरें ली जाती हैं और एआई एल्गोरिदम उनका विश्लेषण करने में मदद करती है। ग्रामीण क्षेत्रों में इसे स्वास्थ्यकर्मी भी इस्तेमाल कर सकते हैं।

इसलिए जरूरी है जल्दी पता चलना : सर्वाइकल केंसर भारत और विश्व स्तर पर एक गंभीर स्वास्थ्य चिंता बना हुआ है। विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) की ओर से 2022 में प्रकाशित आंकड़ों के अनुसार, यह दुनियाभर में महिलाओं में चौथा सबसे आम कैंसर है। सालाना 6.60 लाख से ज्यादा महिलाओं में हर साल इस कैंसर की पहचान हो रही है। 3.50 लाख महिलाओं की मौत हो रही है। सर्वाइकल कैंसर की घटनाओं और मृत्यु दर की उच्चतम दर निम्न और मध्यम आय वाले देशों में है, जिससे भारत जैसे देश पर बड़ा सार्वजनिक स्वास्थ्य बोझ है।





Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dailyhunt	Golden Jubilee At Institute of Yoga Sciences: Celebration of 5 Decades of Dedica.	18.6M
2.	ThePrint	Students taken on visit to Ayush research facilities to see its lab work	11.3M
3.	Indore Samachar	होम्योपैथी महाकुंभ-2025, इनोवेशन इन होम्योपैथी पर हुई बात	N/A
4.	Cliq India	Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri	N/A

