


MINISTRY OF AYUSH COMPILED MEDIA REPORT
04 Jan, 2025 – 06 Jan, 2025

 **Total Mention 58**

 Print	Financial	Mainline	Regional	Periodical
58	7	37	12	2

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Health, Fitness Products Fly Off the Shelves at D2C, QuickComm	Bengaluru	2
2.	The Economic Times	Health, fitness products fly off the shelves at D2C,quickcomm	Mumbai	2
3.	Business Standard	A global outreach beyond business	Mumbai + 3	16
4.	The Hindu Business Line	Blending startup agility with expertise	Mumbai + 9	8
5.	The Hindu Business Line	President Murmu hails NIMHANS for integrating yoga and ayurveda in mental health care	Hyderabad + 2	9
6.	Bizz Buzz	PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls	Hyderabad	3
7.	The Business Guardian	How to balance spirituality and everyday life for inner joy	Delhi	5
8.	The Times of India	Adopting the slow life this new year	Chennai	2
9.	The Indian Express	LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems	Delhi	9
10.	The Pioneer	Vision for rural India	Hyderabad	6
11.	The Pioneer	The Bhagvad Gita: A blueprint for resilience, holistic health and leadership	Chandigarh	7
12.	The Pioneer	The Bhagavad Gita: A blueprint for resilience, holistic health and leadership	Delhi + 1	7
13.	The Pioneer	World will soon adopt 'Heal in India	Hyderabad	1, 2
14.	The Pioneer	Breathe In And Breathe Out	Delhi + 1	11
15.	The Morning Standard	Fit Bit	Delhi	2
16.	The Morning Standard	PM raises Delhi Dungal pitch with projects, AAP sees red	Delhi	1, 3
17.	The Morning Standard	Fit Bit	Delhi	2
18.	The New Indian Express	FITBIT	Chennai	2
19.	The New Indian Express	BHADRASANA (GRACIOUS POSE)	Bengaluru	2
20.	The New Indian Express	MATSYASANA WHEEL (FISH POSE WHEEL)	Bengaluru	2
21.	The New Indian Express	Nadda: Integrated health policy soon	Bengaluru	1
22.	The New Indian Express	MATSYASANA WHEEL	Chennai	2

23.	Yugmarg	Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC	Chandigarh	6
24.	Yugmarg	Free dialysis facility will be available with Ayushman card	Chandigarh	3
25.	Free Press Journal	World will soon adopt 'Heal in India	Mumbai	2
26.	The Tribune	Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train	Delhi	1, 2
27.	The Statesman	PM lays stone for new building of Central Ayurveda Research Institute in Rohini	Delhi	4
28.	The Statesman	PM to launch multiple development projects worth over Rs 12,000 crore in Delhi today	Delhi	5
29.	The Hindu	Health insurance	Hyderabad	2
30.	The Hindu	India needs to prioritise preventive care	Hyderabad	9
31.	The Hindu	Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister	Hyderabad	8
32.	The Hindu	A vision for healthcare in India	Hyderabad	6
33.	The Hindu	103 pacts signed to expand ayurveda	Bengaluru	8
34.	The Hindu	Healing inside out	Bengaluru + 3	1
35.	The Hindu	Modi calls AAP a 'disaster' that needs to be removed; Kejriwal strikes back	Hyderabad	11
36.	The Sunday Guardian	CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP	Delhi	4
37.	The Hans India	Some people trying to spread venom in society in name of caste: Modi	Hyderabad	3
38.	The Hans India	PM likens AAP to 'aapda' for Delhi	Hyderabad	3, 7
39.	Deccan Chronicle	Rural India's health in focus: Dr Jayalal	Hyderabad	7
40.	Deccan Chronicle	Modi asks voters to end 'Aapda' in Delhi	Hyderabad	1
41.	Deccan Chronicle	Free 4 - week yoga classes in city	Chennai	9
42.	Pune Mirror	Toxic Ayurveda medicines sold by firm: Doctor	Pune	1, 6
43.	The Daily Guardian	How to balance spirituality and everyday life for inner joy	Delhi	8
44.	Telangana Today	AAP is aapda for Delhi: Modi	Hyderabad	1, 2
45.	Manifest Life	FIT to WED	National	138, 139

46.	Femina	Jackie Oh!	National	1, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31
47.	Punjab Kesari	DPI mein bharat bana duniya ka bada khiladi	Chandigarh	10
48.	Punjab Kesari	Nahane se pehle ya baad mein oil lagane ka sahi waqt	Delhi	12
49.	Navbharat Times	Ayurved sansthan mein chalengi aur special OPD	Delhi	6
50.	Navbharat Times	Ayurved Sanshtan ki adharshila rakhnge	Delhi	1
51.	Prahar	Research paper on brain cancer published in Ayurveda conference	Mumbai	7
52.	Rashtrdoot	After yoga revolution, now the call for five revolutions: Swami Ramdev	Jaipur	3
53.	Jag Bani	DPI mein bharat bana duniya ka bada khiladi	Chandigarh	10
54.	Veer Arjun	Modi ne ayurved anusandhan sanstha ki adharshila rakhi	Delhi	8
55.	Maharashtra Times	Credit to Hrithik for fitness!	Mumbai	6
56.	Divya Bhaskar	India's Share In Ayurvedic Beauty Care Products In The World Is 50%, The Market Will Touch 1.2 Lakh ...	Ahmedabad	12
57.	Amar Ujala	Ayushman bharat yojana mein gade jhande ...Kidney transplant mein PGI desh mein number one	Chandigarh	1
58.	Daily Thanti	4 yoga poses to reduce belly fat fast	Chennai	12

The Economic Times • 06 Jan • Ministry of Ayush
Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

2 • PG

131 • Sqcm

108445 • AVE

215.44K • Cir

Bottom Center

Bengaluru

Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

Tier-II and Tier-III cities contributing big to this demand spike: Experts

Jessica Rajan and Ajay Rag

New Delhi | Mumbai: Direct-to-consumer (D2C) brands and quick commerce platforms are experiencing surging demand for health and fitness-focused products in the New Year propelled by a growing focus on fitness and personal well-being by consumers.

Unilever Ventures-backed startup Healthify, a provider of services such as nutrition tracking, calorie monitoring and fitness coaching, said it earned around ₹2.5 crore in revenue on New Year's Eve and New Year's Day combined. This is a sharp

rise from the company's average daily revenue of ₹65-70 lakhs. "New Year resolutions prompt many customers to immediately take up digital health and fitness services like Healthify... This year, we have noticed people adopting their resolutions even earlier before New Year," Tushar Vashisht, cofounder of Healthify told ET.

Boldfit, a bootstrapped D2C brand offering fitness products, saw highest traction for categories like fitness accessories, yoga mats, and activewear during this period. "With awareness around health and wellness at an all-time high, we are projecting a 30-40% overall growth in revenue for FY25," said Boldfit founder Pallav Bihani.

According to industry executives, tier II and tier III cities are increasingly contributing to the demand surge.



The Economic Times • 06 Jan • Ministry of Ayush
Health, fitness products fly off the shelves at D2C, quickcomm

2 • PG

125 • Sqcm

336440 • AVE

1.1M • Cir

Bottom Left

Mumbai

Health, Fitness Products Fly Off the Shelves at D2C, QuickComm

Tier-II and Tier-III cities contributing big to this demand spike: Experts

Jessica Rajan and Ajay Rag

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Business Standard • 04 Jan • Ministry of Ayush

A global outreach beyond business

16 • PG

365 • Sqcm

182422 • AVE

101.93K • Cir

Bottom Left

Mumbai • Jaipur • Chandigarh • Delhi

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

ILLUSTRATION: BINAY SINHA

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



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

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

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

Olympic ambitions

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

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

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

at the 2024 Paris Olympics, attests to.

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

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

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

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

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

More on business-standard.com

The Hindu Business Line • 06 Jan • Ministry of Ayush

Blending startup agility with expertise

8 • PG

278 • Sqcm

118013 • AVE

63.5K • Cir

Bottom Right

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

Blending startup agility with expertise

bl.interview

Aishwarya Kumar

Wipro Consumer Care Ventures, the venture capital arm of Wipro Consumer Care & Lighting, was founded in 2019 to invest in emerging companies.

The firm's portfolio of 12 investments across India and Southeast Asia includes Ustraa, MyGlamm (acquired by the Good Glamm Group), Gynoveda, Soulflower, The Baker's Dozen, TAC - The Ayurveda Co, LetsShave, Youvit (Indonesia), Power Gummies, and OneLife Nutraceuticals.

The focus is on innovative and transformative businesses with a potential to create an indelible mark, Sumit Keshan, Managing Partner of Wipro Consumer Care Ventures, tells *businessline*.

Edited excerpts from the interview:

What is your investment thesis?

We support startups by leveraging our deep domain knowledge. As a large corporate entity, we recognise that we lack the agility and operational style of startups. This realisation shaped our approach as minority investors, where we act as external advisors rather than attempting to replicate a startup's framework.

With a presence in multiple countries, we leverage our global reach and expertise to assist startups effectively.

We started with Fund I, sized ₹200 crore, followed by Fund II at ₹250 crore.



We act as external advisors rather than attempting to replicate a startup's framework

SUMIT KESHAN

Managing Partner, Wipro Consumer Care Ventures

At what stage do you typically prefer to invest?

We prefer to invest when a company is beyond the early stage and has established some level of revenue, typically around ₹1 crore or more per month. This is usually at the pre-Series A stage or later. We are flexible in our approach — we can lead a funding round or participate as a co-investor, depending on the opportunity.

What is your average cheque size, and how do you approach follow-on funding?

Our average ticket size ranges

between ₹10 crore and ₹20 crore, both initial and follow-on investments.

Follow-on funding depends on the performance and specific needs of each company. Not all companies need it, so the decision is made on a case-by-case basis.

What kind of support do you provide to startups, and how do you approach governance? Do you prefer to take a board seat?

Our approach involves minority investments, where we act as mentors and advisors. While we typically take a board seat, our focus is on adding value without interfering in daily operations, leveraging our industry knowledge and market insights.

Governance is a key area where we offer support, especially for early-stage startups. By assisting with statutory compliance and operational discipline, we enable startups to see governance not as a cost but a critical enabler of growth.

How many investments are you planning for 2025?

We expect to make four to five new investments in 2025, with two or three deals already in advanced stages of discussion. Our focus is on innovative startups in the digital space in the personal care, food, fragrances, health and wellness or allied segments.

Typically, we make three to four new investments annually and explore follow-on investments. We aim to fully deploy Fund I by the end of this financial year (March 2025) and begin deploying Fund II in the new financial year.

The Hindu Business Line • 04 Jan • Ministry of Ayush

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

9 • PG

270 • Sqcm

215936 • AVE

44.5K • Cir

Bottom Left

Hyderabad • Delhi • Mumbai

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

Press Trust of India
Bengaluru

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

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

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

On the occasion, she inaugurated the Psychiatry



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

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

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

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

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

GROWING AWARENESS

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

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

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

"This has been a welcome

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

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

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

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

Bizz Buzz • 04 Jan • Ministry of Ayush
PM Modi likens AAP to 'aapda' for Delhi, calls for its defeat in polls

3 • PG

229 • Sqcm

22880 • AVE

N/A • Cir

Bottom Left

Hyderabad

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

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

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

NEW DELHI

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

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

Modi inaugurated a slew of



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

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

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

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

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

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

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

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

5 • PG

692 • Sqcm

69216 • AVE

N/A • Cir

Middle Left

Delhi

How to balance spirituality and everyday life for inner joy

OPINION

ATMAN IN RAVI



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

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

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

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

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



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

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

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

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

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

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

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

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

The Times of India • 06 Jan • Ministry of Ayush
Adopting the slow life this new year

2 • PG

586 • Sqcm

638322 • AVE

1.27M • Cir

Bottom Center

Chennai Times

Chennai

Adopting the slow life this new year

Shourya Jha

There's been a conscious shift in Vineet Kalshe's morning routine over the last few months. Now, the stock trader starts his day with a quiet bicycle ride through lush, palm-lined roads, a far cry from his once-hectic mornings filled with hurried coffees and early meetings. This new routine is part of adopting a slower, more intentional life. "I always thought success was tied to constant motion," Vineet reflects, adding, "But I've realised peace brings more clarity, purpose, and joy." This isn't a standalone case. Stepping away from a packed schedule for a slow life has become a trend among many young professionals.



#TalkingPoint

For years, success was tied to a paycheck and a title. But today's professionals are defining success differently with happiness, health, and a sense of balance

— Kasturi Subha, clinical psychologist



Shashank Sane

Escaping the hustle

"Many of us are stressed and burnt out due to the hectic work and hustle culture, which barely offers opportunities for self-care and personal growth. Pollution, overcrowding, and high cost of living also add to the dissatisfaction," shares Dr Aparna

Ramakrishnan, consultant psychiatrist at a Mumbai-based hospital. She adds, "A more relaxed environment, and low cost of living offer an opportunity to connect with nature and foster meaningful relationships in close-knit communities."

The appeal of slower living

RECLAIMING WELLNESS:

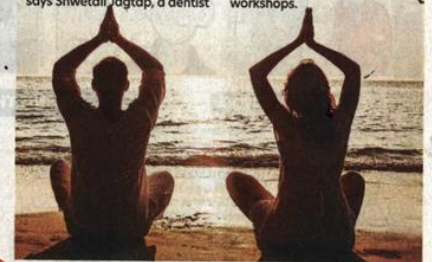
Encourages practices like yoga, gardening, and mindful eating. "I now have time to enjoy a real breakfast," shares Vineet, adding, "Something as simple as a quiet meal can transform your day."

DEEPENING CONNECTIONS:

A slower life allows people to cultivate deeper relationships, with family, friends, and even themselves. "For years, I hardly spent time with my children," says Shwetal, Jagtap, a dentist

who shifted her work schedule to prioritise family. "Now, I schedule my work around their needs, not the other way around," she adds.

REDISCOVERING JOY: With less pressure to constantly achieve, people are rediscovering the things that make them happy - painting, playing music, or simply enjoying a quiet walk. "It's about finding joy in the little things," says Shreeraksha Vinod, who runs pottery workshops.



Decoding slow living

Slow living is not about doing less, but doing things with intention, about prioritising what truly matters. Whether it's savouring your morning coffee, investing time in hobbies, or spending meaningful moments with loved ones.

Embrace slow living

- Introduce simple habits, like taking a 15-minute walk or meditation
 - Take digital breaks to reconnect with yourself
 - Practice mindfulness in daily tasks
 - Define your priorities
- Arjun Desai, a lifestyle coach

Challenges in slowing down

- Many feel pressure to 'keep up' with peers and overcoming guilt
 - The slower rhythm can feel unfamiliar for those used to fast-paced routines
 - Slowing down means redefining what success means to one
- Kasturi Subha, clinical psychologist

CMK

The Indian Express • 05 Jan • Ministry of Ayush
LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems

9 • PG

400 • Sqcm

655470 • AVE

388.5K • Cir

Middle Left

Delhi

SCIENTIFIC COMMUNITY PAYS TRIBUTE TO PRINCIPAL SCIENTIFIC ADVISOR R CHIDAMBARAM

LIGO to Ayurveda, 'nuclear man' believed in research to solve societal problems

ANJALI MARAR &
AMITABH SINHA
PUNE, NEW DELHI, JANUARY 4

DR R CHIDAMBARAM is mainly remembered for his contribution to the development of India's nuclear programme and the two nuclear tests in Pokhran in 1974 and 1998, but he was also the originator of several initiatives in other scientific streams that he believed were crucial to India's economic development. As Principal Scientific Advisor (2001-2018), Chidambaram, who died in Mumbai Saturday, set up the National Knowledge Network for high-speed connectivity to educational and research institutions, besides establishing rural technology laboratories at several engineering colleges.

He backed several mega science projects, including the National Supercomputing Mission, or the mission on quan-

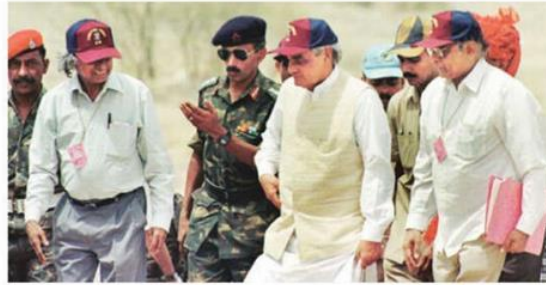
tum technologies.

And he also pushed for the development of cleaner and more efficient thermal power plants, backed research in Ayurveda, and set up a platform for interaction between academia and industry on research and development in the automobile sector.

R A Mashelkar, former DG of CSIR, said Chidambaram was "in fact a very interesting Principal Scientific Advisor".

"Of course, he would forever be known as the nuclear man, and rightly so. But look at what he was doing elsewhere. The intervention in Ayurveda, for example. It was an idea originally proposed by Dr MS Valiathan, and Chidambaram began implementing it. It was about understanding the biology of Ayurveda. He funded a number of projects that looked at integrating Ayurveda with modern medicine," said Mashelkar.

"Similar were his initiatives on climate change or rural technologies. He was a believer in di-



Then Prime Minister Atal Bihari Vajpayee, then DRDO chief A P J Abdul Kalam and R Chidambaram, then AEC Chairman, during a visit to Pokhran on May 20, 1998. Archive

rected research, meaning scientific research should be directed towards a purpose and objective, solving societal problems, and serving peoples' needs,"

Mashelkar added.

Chidambaram believed it was important for India to have all-round development. In a book he co-authored with fellow nu-

clear scientist Suresh Gangotra last year, he wrote, "I have always said that national development and national security are two sides of the same coin.

Development without security is vulnerable; security without development is meaningless."

"The India of my dreams has always been one which is economically developed, scientifically advanced and militarily strong. Our technology needs range from nuclear and space to rural development," he wrote.

After his stint as PSA ended, Chidambaram continued to maintain and attend an office at Bhabha Atomic Research Centre in Mumbai, where he was quite active in meeting and talking to students and scientists.

Former ISRO chief K Kasturirangan remembered Chidambaram as one of his "finest and valued colleagues". "His talents spread across several areas of science, technology development and planning. He played a crucial role in moving India to higher pedestals of achievements through his extraordinary insights. His absence is sure to be felt not only in scientific community but

also in the broader cross-section of intellectual society," he said.

Former CSIR DG Shekhar Mande said Chidambaram's extremely endearing personality was also one of the reasons why his advice was valued and he could work so closely with so many PMs across the political spectrum.

"He rose through the ranks yet remained simple and grounded. I remember while serving as the PSA, he was once denied a visa to travel to the US to attend a conference on crystallography, his main specialisation. But he chose not to make an issue out of it, and no one came to know. It was that kind of simplicity," Mande said.

A key project which saw through during Chidambaram's tenure as PSA was the Laser Interferometer Gravitational Wave Observatory (LIGO) India, the Indian node in the global network of labs to probe the universe.

Working closely with the PSA office when LIGO India was at the proposal stage, Tarun

Souradeep, director of the Raman Research Institute and former LIGO India Spokesperson (Science), recalled invaluable guidance the project had received from Chidambaram.

Soon after receiving the Union Cabinet's in-principle approval in 2016 (it got full approval in April 2023), the LIGO India team had called on PM Narendra Modi. "Prior to the meeting, Dr Chidambaram met us at the guest house. He guided us in finalising the presentation and accompanied us throughout the meeting. His interest and understanding of science was deep. He belonged to a generation of scientists who favoured mega science projects in India," Souradeep recalled.

Ajit Kumar Mohanty, Secretary of the Department of Atomic Energy, said, "Dr Chidambaram was a doyen of science and technology, whose contributions furthered India's nuclear prowess and strategic self-reliance."

The Pioneer • 06 Jan • Ministry of Ayush
Vision for rural India

6 • PG

242 • Sqcm

82401 • AVE

275K • Cir

Top Left

Hyderabad

Vision for rural India

PM Modi hails rural resilience at Grameen Bharat Mahotsav;
says rural prosperity is essential for national growth

Prime Minister Narendra Modi delivered an inspiring address at the Grameen Bharat Mahotsav 2025, held in New Delhi, highlighting the transformative strides made in rural development. The event celebrated the resilience and progress of rural India under the theme "Building a Resilient Rural India for Viksit Bharat 2047"—a vision to make India a developed nation by its centenary year of independence. PM Modi emphasised that the government's intentions, policies and decisions are invigorating rural India with newfound energy. He highlighted significant achievements in healthcare, agriculture and basic infrastructure that have elevated the quality of life in villages and driven economic growth. Reflecting on India's response to the COVID-19 pandemic, he proudly noted how Indian villages defied global doubts by ensuring vaccine access to the last mile. He attributed this success to inclusive economic policies that cater to every section of society. Prime Minister Narendra Modi's address at the Grameen Bharat Mahotsav



2025 highlighted significant achievements in rural development, painting an optimistic picture of progress. While these strides are commendable, a closer examination reveals underlying challenges that must be addressed to ensure holistic and sustainable rural transformation. PM Modi emphasised healthcare advancements, noting the establishment of over 1.5 lakh Ayushman Arogya Mandirs and the growing reach of telemedicine in rural areas. These initiatives reflect substantial progress; however, challenges such as a shortage of trained healthcare professionals, limited infrastructure, and inconsistent internet access in remote villages continue to hinder equitable healthcare delivery.

Agriculture has been a central focus of rural development efforts, with financial assistance under PM-KISAN and a significant increase in agricultural loans helping farmers enhance productivity. Yet, structural problems persist in the agrarian sector, including reliance on unpredictable monsoon, insufficient crop diversification and market volatility. The protests against contentious agricultural reforms also highlight the need for more inclusive policy-making and effective stakeholder engagement. The Prime Minister highlighted the sharp reduction in rural poverty, which has reportedly fallen below 5 per cent from 26 per cent in 2012. While this represents significant progress, the persistence of rural inequality and exclusion of marginalised communities from development initiatives cannot be ignored. Poverty metrics alone do not capture the broader challenges of deprivation, including limited access to quality education, healthcare and social mobility. Infrastructure gaps, such as unreliable road connectivity, inadequate digital networks, and inconsistent electricity supply, limit the potential of rural economies. Furthermore, rural India's heavy dependence on agriculture underscores the urgent need for economic diversification and the creation of jobs in manufacturing and services. Prime Minister's vision is indeed laudable but a lot needs to be done for upliftment of rural masses.

The Pioneer • 06 Jan • Ministry of Ayush

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

7 • PG

346 • Sqcm

207580 • AVE

268.96K • Cir

Bottom Left

Chandigarh

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

From inspiring modern management practices to enriching prenatal care, the Gita's teachings resonate deeply in today's fast-paced world

The Bhagavad Gita is revered as a profound source of resilience, wisdom, and ethical guidance, often referred to as the essence of the Upanishads. Known as Brahnavidya or "Superior Knowledge," it offers timeless insights into life, existence, and cosmic truths. Despite being composed millennia ago, the Gita remains relevant today, providing practical teachings for navigating the complexities of modern life.

Its wisdom extends across diverse fields such as management, leadership, psychology, and medicine. For example, many prestigious

The Relevance of Beeja Sanskara and Garbha Sanskara

A lesser-known yet significant



KASHINATH
SAMAGANDI

aspect of the Gita is its emphasis on Beeja Sanskara (pre-conception practices) and Garbha Sanskara (post-conception practices). Through the concept of Atmaja Bhava, it highlights the importance of establishing a deep connection with the unborn child. These practices, rooted in Ayurveda and

Yoga, nurture wisdom, emotional stability, and virtuous qualities in the foetus, fostering holistic development. The scripture also underscores the importance of Satvika Ahara—a pure, balanced diet. During pregnancy, this diet not only supports the physical health of the mother and foetus but also nurtures emotional and spiritual harmony, laying the foundation for a well-rounded individual.

Resilience, Energy and Cosmic Balance

Rather than considering the Gita as the book of any person, caste, creed, country or religion, it is a guide to one's own personal, mental, social, and spiritual resilience and adaptability.

Its teachings on perseverance, balance, and inner

strength resonate deeply with those facing modern challenges. The Gita's perspective on energy and cosmic balance aligns with contemporary scientific principles.

Ayurvedic Insights on Foetal Development

The Gita's teachings influence Ayurvedic principles, particularly in prenatal care. It identifies six essential Bhavas contributing to foetal development: Matruja Bhava (mother's qualities), Pitruja Bhava (father's qualities), Atmaja Bhava (soul connection), Satmyaja Bhava (compatibility), Rasaja Bhava (nutrition), and Satvaja Bhava (mental stability).

These emphasise the importance of parental health, nutrition, emotional well-being, and spiritual align-



ment in shaping the child's future. Such principles form the core of Garbha Sanskara practices, increasingly recognised in modern prenatal care for their holistic approach.

The Balanced Mind: Sthitaprajna

One of the Gita's most profound teachings is the concept of Sthitaprajna. This idea of remaining unaffected

by success or failure, challenges or triumphs, is particularly relevant in today's fast-paced world. Cultivating such equanimity fosters mental resilience and emotional stability, enabling individuals to navigate life's ups and downs with composure.

Holistic Health Through Integration

The Gita advocates an integrated approach to Ahar (diet), Vihar (lifestyle), Nidra (sleep), Achar (conduct), and Vichar (thoughts).

These elements must work cohesively to promote comprehensive health and wellness. This holistic philosophy supports inter-science and intra-science integration in medicine. Intra-science integration ensures that all aspects of a medical system

work together to manage chronic conditions effectively, while inter-science integration leverages the strengths of multiple systems for optimal care. This collaborative approach is essential for addressing both acute and chronic conditions.

Holistic Development and Liberation

The Gita offers a roadmap for holistic self-development, encompassing physical, mental, and spiritual growth.

Its teachings on Dharma (duty), Karma (action), and Bhakti (devotion) provide practical guidance for leading a purposeful and ethical life. Moreover, the Gita provides insights into personality development, emotional mastery, and the attainment of Moksha (liberation).

Its universal principles resonate across disciplines such as psychology, philosophy, and leadership, offering a framework for self-realisation and collective well-being. In conclusion, the enduring relevance of the Bhagavad Gita lies in its universal message of harmony, balance, and self-awareness. It inspires individuals and societies towards holistic growth and ethical living.

Whether guiding inner conflicts or addressing societal complexities, the Gita remains an effective tool for achieving balance, resilience, and self-mastery in an ever-changing world.

(The author is Director of the Morarji Desai National Institute of Yoga; views are personal)

The Pioneer • 06 Jan • Ministry of Ayush

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

7 • PG

346 • Sqcm

986006 • AVE

634.42K • Cir

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Delhi • Hyderabad

The Bhagavad Gita: A blueprint for resilience, holistic health and leadership

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KASHINATH
SAMAGANDI

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(The author is Director of the Morarji Desai National Institute of Yoga; views are personal)

The Pioneer • 06 Jan • Ministry of Ayush
World will soon adopt 'Heal in India'

1, 2 • PG

163 • Sqcm

55533 • AVE

275K • Cir

Bottom Left, Bottom Right

Hyderabad

World will soon adopt 'Heal in India'

Says PM Modi, lays foundation for Ayurveda institute

PNS ■ NEW DELHI

India has immense potential to become the health and wellness capital of the world, and the day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra, Prime Minister Narendra Modi said on Sunday.

Modi made the remarks while virtually laying the foundation for a new Central Ayurveda Research Institute building in Rohini, terming it as "Ayurveda's next big leap".



The ceremony was attended by Union Minister of State for Ayush (Independent Charge), Prataprao Jadhav, among other dignitaries.

The new facility spanning 2.92 acres with an investment of Rs 187 crore will house a 100-bed hospital dedicated to advancing ayurveda research and providing healthcare services to people, an official statement said.

Emphasising the Centre's focus on making healthcare accessible to the poorest of the poor, the prime minister said

2

World will ...

Continued from page 1

the government is promoting traditional Indian medicine systems like AYUSH and Ayurveda.

Over the past decade, the AYUSH system has been expanded to more than 100 countries, he said.

Modi also highlighted that the first World Health Organization (WHO) institution related to traditional medicine is being established in India.

Stating that he inaugurated the second phase of the All India Institute of Ayurveda a few weeks ago, Modi said today the foundation for the Central Ayurveda Research Institute has been laid for which he congratulated the people of Delhi.

India has immense potential to become the health and wellness capital of the world, and the day is not far when the world would adopt 'Heal in India' as a mantra, just like the 'Make in India' initiative, he said.

To facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility, Modi added.

Speaking at the event, Jadhav expressed his gratitude to the prime minister for his leadership, saying, "This facility will drive forward research and quality healthcare, making a lasting impact on millions of lives across the country."

The Pioneer • 06 Jan • Ministry of Ayush

Breathe In And Breathe Out

11 • PG

416 • Sqcm

1185965 • AVE

634.42K • Cir

Bottom Left

Delhi • Chandigarh

BREATHE IN AND BREATHE OUT

Ever wondered sometimes you take a deep breath in and you feel happy, but you don't know how that happiness comes from? Ever wondered why even one of the nostrils gets blocked and throws you off the track? Well in this article we are about to find out the healing through breathing. Now there will be no more queues for the doctor's appointment for little things and no more worries as we're about to find out how and why.

Before starting and before telling let's just figure it out I hope everybody has two holes in the nostrils. One is on the right and one is on the left. In yoga it is said one is *Ida* and the other is *pingla*, one is a feminine and the other is a masculine. Before starting, let's just figure it out. Let's go for the test now tell me which nostril is working more than the other, is it left or is it right. Just test it. As per the science of yoga the right nostril is associated with the heat and with the sun and that is why it is also called the *Suryanadi*.

The left nostril is associated with calmness and coolness and that is why it is known as the *Chandra nadi*. Both of the *nadis* are equally important as one heats the body which is essential for living and one cools the body which is also equivalent for the living. But real bliss happens only when these two are working absolutely fine. That means you're breathing from both of your nostrils which is a rare phenomena and it is also known as a *Sushumna nadi* (middle nadi). The more both nostrils are working the



Simple breathing techniques can regulate your energy, calm your mind, and enhance overall well-being without relying on medicine, says **YASH GUPTA**

better the body the mind and the life will be as per the yoga and in the spiritual path as well. So all of the spiritual paths are associated only and only with the breath, nothing more but nothing less. So once if you're feeling very anxious and the restlessness comes up, are you feeling a high blood pressure just do one very simple thing: put your right arm onto your level as you're placing your arm on the shoulder of your friend? This will activate your left nostril and help you cool down the body. With this all of



the anxiety, worries, restlessness and the blood pressure will cool down naturally and you don't have to rely on any sort of medicine. Just your nostrils are enough to keep you in the balance and the same way if you're feeling very cold, like the winter season right now, try raising your left arm onto the shoulder of a friend and then see what magic happens to your body would naturally start to heat up. Now you can switch between your modes and regulate your body temperature accordingly. If

you don't have time to raise your arm and sit for five minutes simply use the cotton and plug it in your opposite ear and just stuff it completely so that it creates a vacuum. And then bingo that's done. You become your own doctor using just a breath as simple as that it is possible the healing lies in your breathing. Remember to breathe properly to live harmoniously.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Morning Standard • 06 Jan • Ministry of Ayush

Fit Bit

2 • PG

613 • Sqcm

294448 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

BHADRASANA (GRACIOUS POSE)

This is a basic yoga pose suitable for beginners. It is a good asana for meditation as it is comfortable and can be held for extended periods. Practising this pose calms the mind and brings feelings of groundedness. It also activates the Muladhara (root) chakra. In the Hatha Yoga Pradipika, it is mentioned as one of the four main positions suitable for meditation. It is also referred in the yoga texts of *Gheranda Samhita* and *Hathratnavali*. This pose controls the body as well as the mind. It is very beneficial for our bodies. It helps to keep us away from many problems occurring in our bodies.

STEPS

- Sit in Dandasana, legs stretched forward, toes pointing upwards. Keep your hands beside the body, and palms resting on the mat.
- Keep the chin drawn in and look at a point forward while keeping your head and neck straight.
- Take slow and deep breaths and relax the body.
- Now, separate the knees as far as possible, fold both legs, and bring them close to each other. The heels can touch the perineum very closely.
- Make sure that your toes are in contact with the floor while separating the knees.
- You may clasp the feet to bring the heels as close to the perineum. Ensure the knees touch the ground.
- Take slow and deep breaths, and relax the whole body. If you feel a strain or heaviness in the eyes, close them for a while.
- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose).

BENEFITS

- Sharpens the mind while increasing concentration and memory.
- Beneficial for the lungs and heart function.
- Reduces extra belly fat as well as the fat on the waist.
- It is a good alternative for meditation poses like Padmasana and Siddhasana.
- Helps relieve pain in the neck and back and resolves sciatica.
- Helps strengthen the backbone, thighs, hips, and buttocks.
- Beneficial for increasing, lengthening, and strengthening the pelvic floor.
- Strengthens leg muscles.
- Boosts functioning of the thyroid gland as well as the reproductive and abdominal organs.
- Improves the health of the prostate, kidneys, and urinary tract.
- Practising this regularly helps stimulate the ovaries and removes frigidity.
- Helps in resolving anal-rectal diseases, hemorrhoids and hernias.
- Helps stretch the ligaments and muscles.
- Best asana for eliminating symptoms of gastritis, acidity, and constipation.
- It helps realign the rounded back and drooping shoulders.
- Good for the patients who are suffering from aching leg muscles and varicose veins.

LIMITATIONS

- People suffering from knee or joint pain, knee or hip injuries, arthritis, sciatic nerve, tenderness, misalignment, swelling, and pain, should avoid this practice.
- Start practising this asana mildly and then increase repetitions gradually.
- Pregnant women should consult a yoga expert before practising it.



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

The Morning Standard • 06 Jan • Ministry of Ayush
PM raises Delhi Dungal pitch with projects, AAP sees red

1, 3 • PG

1091 • Sqcm

523827 • AVE

300K • Cir

Top Center,Top Right

Delhi

PM raises Delhi Dungal pitch with projects, AAP sees red

RAJESH KUMAR THAKUR
& ANUP VERMA @ New Delhi

POSITIONING himself as a pivotal figure for the party's electoral fortunes, Prime Minister Narendra Modi on Sunday made a strategic effort to undermine AAP's main strength—its social welfare initiatives, which the party is heavily relying on to win the upcoming assembly elections.

The PM urged the people of Delhi to remove the 'AAPda' (a term he uses to label AAP a disaster) to usher in a new era of development through a "double-engine" government.

He assured the public, particularly the economically disadvantaged and middle classes, that "no public welfare scheme" would be scrapped if the BJP came to power. "But, the BJP government would weed out corruption in implementing welfare schemes. The welfare schemes under the present government in Delhi exist only on paper," he alleged.

Speaking at a rally in Rohini, Modi highlighted the Centre's efforts in Delhi, including the development of highways, expansion of the Metro network, initiation of the Namoo Bharat Regional Rapid Transit System, and the establishment



of major hospitals.

Modi stressed that the next 25 years would be crucial for Delhi, with India approaching its goal of becoming a developed nation. He also lashed out at the Arvind Kejriwal government over a host of issues, including infrastructure, Covid, 'sheeshmahal' and pollution.

Meanwhile, Kejriwal tore into the PM, saying the RRTS would have remained only on papers had his party not cooperated with the Centre.

Kejriwal questioned PM Modi on "unfulfilled promises" made to Delhi's rural populace during 2020 elections, repeal of Sections 81 and 33 of the Delhi Land Reform Act, granting land ownership rights and implementing the long-pending Delhi Land Pooling Policy. **P3**

₹12,200 CR PROJECTS

- **13-km** stretch of Delhi-Ghaziabad-Meerut corridor between Sahibabad and New Ashok Nagar at a cost of **₹4,600 cr**
- **2.8-km** stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV at a cost of **₹1,200 cr**
- Foundation stone of **26.5-km** Rithala-Kundli section of Delhi Metro Phase-IV at a cost of **₹6,230 cr**
- State-of-the-art building for Central Ayurveda Research Institute in Rohini to be constructed at a cost of **₹185 cr**

2 INFRA PROJECTS

- Yamuna Vatika, a green space spanning **494** acres near Rajghat Power Plant, to be developed by DDA
- Aarambh, a state-of-the-art library in Old Rajinder Nagar

PM unveils ₹12k cr capital projects

Delhi section of the Delhi-Meerut RRTS & first stretch of Metro Phase IV key highlights

ANUP VERMA @ New Delhi

PRIME Minister Narendra Modi inaugurated and laid the foundation stone for multiple development projects worth over ₹12,200 crore in Delhi on Sunday, just days ahead of the announcement of the Delhi Assembly elections. Among the projects unveiled was the Delhi section of the Delhi-Meerut Regional Rapid Transit System (RRTS) project.

The Prime Minister inaugurated the 13 km stretch of the Delhi-Ghaziabad-Meerut Namo Bharat corridor, extending from Sahibabad to New Ashok Nagar. This ₹4,600 crore project will drastically reduce travel time between Delhi and Meerut, making the journey possible in under an hour.

The new stretch is now operational, and the PM also took a ride on the Namo Bharat train from Sahibabad to New Ashok Nagar RRTS station.

In addition to this, PM Modi



Prime Minister Narendra Modi during a public meeting in Rohini on Sunday | PTI

inaugurated a 2.8 km stretch of the Delhi Metro Phase-IV, connecting Janakpuri and Krishna Park. Valued at approximately ₹1,200 crore, this marks the first stretch of Delhi Metro Phase-IV to be launched. Key areas in West Delhi, including Krishna Park, parts of Vikaspuri, and Janakpuri, will benefit from this new connectivity. The Prime Minister also

laid the foundation stone for the 26.5 km Rithala-Kundli section of Delhi Metro Phase-IV, estimated at ₹6,230 crore.

This new corridor will link Rithala in Delhi to Nathupur (Kundli) in Haryana, enhancing connectivity for regions like Rohini, Bawana, Narela, and Kundli. The extended Red Line will provide seamless travel across Delhi, Haryana,

and Uttar Pradesh. In addition to transportation infrastructure, PM Modi laid the foundation for a state-of-the-art building for the Central Ayurveda Research Institute (CARI) in Rohini, with an investment of around ₹185 crore.

The new facility will feature an administrative block, OPD and IPD blocks, and a dedicated treatment block, ensuring a comprehensive healthcare and research environment.

Addressing the occasion, the Prime Minister expressed that Delhi-NCR had received a significant boost in urban mobility, with the Namo Bharat train offering a transformative shift in traffic dynamics on the Delhi-Meerut route. Recalling his interaction with several young passengers during his train ride, Modi highlighted their enthusiasm and optimism for the future. He said that India's metro network now spans over 1,000 kilometres.

The Morning Standard • 04 Jan • Ministry of Ayush

Fit Bit

2 • PG

617 • Sqcm

296172 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

MATSYASANA WHEEL (FISH POSE WHEEL)

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

STEPS

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

LIMITATIONS

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

BENEFITS

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



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

The New Indian Express • 06 Jan • Ministry of Ayush

FITBIT

2 • PG

729 • Sqcm

962365 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

BHADRASANA
(GRACIOUS POSE)

This is a basic yoga pose suitable for beginners. It is a great asana for meditation as it is comfortable and can be held for extended periods of time. Practising this pose calms the mind and brings about feelings of groundedness. It also activates the Muladhara (root) chakra. In the Hatha Yoga Pradipika, it is mentioned as one of the four main positions suitable for meditation. It is also mentioned in the yoga texts of Gheranda Samhita and Hathratnavali. This pose controls the body as well as mind. It is very beneficial for our body. It helps to keep us away from many problems occurring in our body.

STEPS

- Sit in Dandasana (Staff Pose), legs fully stretched forward, toes pointing upwards. You can keep your both hands beside the body, palms resting on the mat.
- Keep the chin drawn in, look at a point forward while keeping your head and neck straight.
- Take slow and deep breaths and relax the entire body.
- Now, separate the knees as far as possible and fold both legs and bring them close to each other. The heels can touch the perineum very closely.
- Make sure that your toes are in contact with the floor while separating the knees.
- You may clasp the feet to bring the heels as close to the perineum. Ensure the knees touch the ground.
- Take slow and deep breaths, and relax the whole body. If you feel a strain or heaviness in the eyes, then close them for a while.
- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose)

LIMITATIONS

- Students suffering from knee or joint pain, knee or hip injuries, arthritis, sciatic nerve, have tenderness, misalignment, swelling and pain, should avoid this practice.
- Start practicing this asana mildly and then increase repetitions gradually.
 - Pregnant women should consult a yoga expert before practising it.



BENEFITS

- Sharpens the mind while increasing your concentration and memory.
- Beneficial for the lungs and heart function.
- Reduces extra belly fat as well as the fat on the waist.
- Good alternative for meditation poses like Padmasana and Siddhasana.
- Helps relieve pain in the neck, back and resolves sciatica.
- Natural and safe way treats many stomach problems.
- Helps strengthen the backbone, thighs, hips and buttocks.
- Beneficial for increasing, lengthening and strengthening the pelvic floor, which is helpful in a smooth delivery.
- Strengthens leg muscles.
- Boosts functioning of the thyroid gland as well as the reproductive and abdominal organs.
- Improves the health of prostate, kidneys and the urinary tract.
- Regular practice helps stimulate the ovaries and removes frigidity.
- Help in resolving anal-rectal diseases, hemorrhoids and hernia.
- Helps stretch the ligaments and muscles.
- Best asana for removing symptoms of gastritis, acidity, and constipation.
- Regular practise helps realign the rounded back and drooping shoulders.
- Good for the patients who are suffering from aching leg muscles and varicose veins.

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

The New Indian Express • 06 Jan • Ministry of Ayush BHADRASANA (GRACIOUS POSE)

2 • PG

712 • Sqcm

712072 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

BHADRASANA (GRACIOUS POSE)

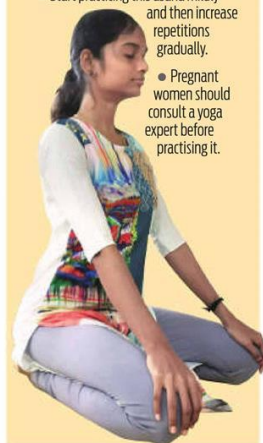
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The New Indian Express • 04 Jan • Ministry of Ayush MATSYASANA WHEEL (FISH POSE WHEEL)

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.
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By N Elumalai, PhD Scholar (Yoga Science) at
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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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By N Elumalai, PhD Scholar (Yoga Science) at
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Yugmarg • 06 Jan • Ministry of Ayush

Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC

6 • PG

224 • Sqcm

46294 • AVE

185K • Cir

Middle Right

Chandigarh

Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC

RANVIR PARASHAR

KAITHAL: DC Preeti said that Ayushman Bharat and Chirayu Ayushman Haryana Yojana are proving to be helpful in free treatment for eligible families. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana was launched by Prime Minister Narendra Modi in view of health needs of countrymen. Under Ayushman Bharat scheme, an annual benefit of up to Rs 5 lakhs is given to beneficiary family. This medical benefit is absolutely cashless and paperless, in which beneficiary can get his treatment done in panel hospital by showing his Ayushman card. Second and third class medical facilities have been included in this scheme. In connection with this, Chirayu Ayushman Haryana Yojana was launched by Haryana government in November 2022. Under this scheme, families with verified income below Rs 1.80 lakh 80 per annum have been made beneficiaries of this ambitious scheme, in which database of verified income families is consumed by the National Health Agency. On other hand, families with an annual income of Rs 1.8 lakh to Rs 3 lakh can avail benefits of scheme by paying a premium of only Rs 1500. Such families will have to renew card by paying premium amount every year. One can apply by visiting portal <https://chirayuayushmanharyana.in/>. He informed that beneficiary family can also make Ayushman card themselves, for which one can login as beneficiary by going to app link <https://play.google.com/store/apps/details?id=com.beneficiaryapp> and get their Ayushman card made on their own mobile sitting at home. To get the card made, eligible beneficiary is required to bring along Aadhar card, family identity card and mobile attached to the Aadhar card. The DC informed that the government is also providing the benefits of Ayushman scheme to senior citizens above 70 years of age. One can visit <https://beneficiary.nha.gov.in> to generate card. He has called upon the eligible beneficiaries to take advantage of the Chirayu Ayushman Haryana scheme.

Yugmarg • 05 Jan • Ministry of Ayush

Free dialysis facility will be available with Ayushman card

3 • PG

504 • Sqcm

104270 • AVE

185K • Cir

Top Center

Chandigarh

Free dialysis facility will be available with Ayushman card

MLA Jagmohan Anand inaugurates the dialysis unit

SHIV KUMAR SHARMA
KARNAL, JAN 4

MLA Jagmohan Anand today inaugurated the dialysis unit set up by the District BJP Medical Cell and Gajraj Hospital. On this occasion, the MLA said that dialysis facilities have started in the field of health, which will benefit the people of Karnal a lot. In this dialysis center, patients with Ayushman card will be given free dialysis facility. Along with this, the rest of the public will get this facility at affordable prices.

On this occasion, the MLA said that today everyone needs good health services. Dialysis is also one of these services. I thank Gajraj Hos-

pital for providing dialysis facilities, and also hope that this hospital will stick to its word and remain dedicated to public service.

they treat him properly.

On this occasion, Dr. Mukesh said that our Gajraj Hospital is always ready for public service and public wel-

people will be given these facilities of dialysis at 50 percent less rates.

On this occasion, District Media Incharge and State Executive Member of BJP Medical Cell Dr. Ashok Kumar, District Coordinator Dr. Amit Kumar, Co-ordinator Dr. Mahendra Pratap, General Secretary Dr. Vikram Tuteja, Urban Division General Secretary Ajay Kashyap, Secretary Akash Arora, Dinesh Taneja, Rajesh Diwan and Naveen Gumber, Chief Medical Officer Dr. Lokveer, Dr. Shubham Kaushik, Dr. Mukesh Kaushik, Dr. Anmol Shiv Arora, Dr.



MLA Jagmohan Anand, while wishing the New Year, said that the people of Karnal should remain happy and healthy. I will pray to God that if any patient comes here,

fare. Dialysis unit is very important for kidney patients. In our hospital, various facilities are provided by Ayushman Bharat with good quality for free. Apart from this, other

Krantikar, KPS Babbar, Yad Ram, Rakesh Kaushik, Parvinder Kumar, Dr. Sanjay Kumar, Somnath Tanwar were present.

Free Press Journal • 06 Jan • Ministry of Ayush
World will soon adopt 'Heal in India'

2 • PG

71 • Sqcm

56692 • AVE

251.68K • Cir

Top Center

FP School

Mumbai

World will soon adopt 'Heal in India'

India has immense potential to become the health and wellness capital of the world, and the day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra, Prime Minister Narendra Modi said on Sunday. Modi made the remarks while virtually laying the foundation for a new Central Ayurveda Research Institute building in Rohini in Delhi. The prime minister said over the past decade, the AYUSH system has been expanded to more than 100 countries.



The Tribune • 06 Jan • Ministry of Ayush

Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train

1, 2 • PG

604 • Sqcm

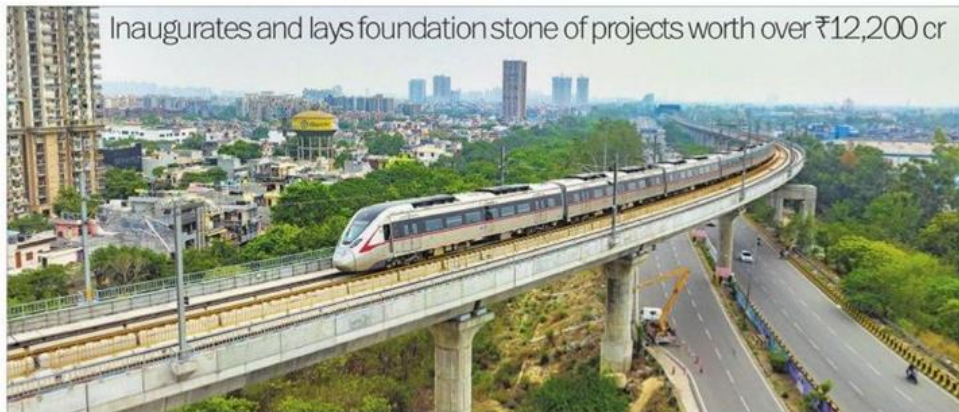
1824561 • AVE

92.25K • Cir

Middle Right,Top Center

Delhi

Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train



Inaugurates and lays foundation stone of projects worth over ₹12,200 cr

A view of the newly inaugurated Namo Bharat train, running between Sahibabad and New Ashok Nagar, in New Delhi on Sunday. ANI

TRIBUNE NEWS SERVICE

NEW DELHI, JANUARY 5

Ahead of the Assembly elections in Delhi, Prime Minister Narendra Modi on Sunday launched several projects in the National Capital which involved the inauguration of the first Namo Bharat Train from Sahibabad to New Ashok Nagar and the extension of Metro Phase-IV.

The PM inaugurated and laid the foundation stone of multiple development projects worth over Rs 12,200 crore in Delhi. Union Minister of Housing and Urban Affairs, Manohar Lal and Delhi Lieutenant Governor VK Saxena, Delhi CM Atishi were present at the event.

He also undertook a ride in Namo Bharat Train from Sahibabad Regional Rapid Transit System (RRTS). "Delhi-NCR has received a significant gift from the Government of India... India's urban mobility has expanded further. Once the Namo Bharat project is completed, there will be a significant change in traffic on the Delhi-Meerut route," Prime Minister Narendra Modi said.

The 13 km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around Rs 4,600 crore will cut travel time, commuters will be able to reach Meerut South within 40 minutes, a government official said.

The fare from New Ashok Nagar Station to Meerut South is Rs150 for standard coach



Prime Minister Narendra Modi interacts with passengers; (below) purchases a ticket to take a ride on the train during its inauguration. PTI



FIRST STRETCH OF METRO PHASE-IV INAUGURATED

- PM inaugurates the 2.8 km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV built at a cost of around ₹1,200 crore
- Foundation stone laid for 26.5 km Rithala - Kundli section of Delhi Metro Phase-IV, that will incur a cost of around ₹6,230 cr
- Will connect Rithala in Delhi to Nathupur (Kundli) in Haryana, with Rohini, Bawana, Narela falling on the way
- Foundation stone for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi was also laid. The project will be constructed at a cost of around ₹185 crore

and Rs 225 for premium coach. Currently, there are two stations in Delhi which are operational - New Ashok Nagar and Anand Vihar. While the other two RRTS

station - Sarai Kale Khan and Jangpura - are expected to be operational by April and May 2025, respectively.

PM remarked that in 2014, when the country gave his

QUALITY LIFE FOR ALL

“Modern infrastructure is helping to ensure a dignified and quality life for everyone, including the poor and the middle class.” — Narendra Modi, PM

DELHI TO MEERUT SOUTH IN 40 MINUTES

- The 13 km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around ₹4,600 crore will cut travel time. Commuters will be able to reach Meerut South within 40 minutes
- The fare from New Ashok Nagar Station to Meerut South is ₹150 for standard coach and ₹225 for premium coach. Two stations in Delhi already operational - New Ashok Nagar and Anand Vihar
- The other two RRTS station - Sarai Kale Khan and Jangpura - expected to be operational by April and May

country in the world in terms of Metro network, he said.

“India's Metro network has now reached 1,000 km... during the current tenure of the BJP government, India will have the second-largest metro network in the world,” he added. He also inaugurated the 2.8 km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV worth around Rs 1,200 crore. This was the first stretch of Delhi Metro Phase-IV to be inaugurated. The areas of West Delhi such as Krishna Park, parts of Vikaspuri, Janakpuri, among others will be connected.

“Over the past decade, the government's primary focus has been on infrastructure development... Ten years ago, the budget for infrastructure was around Rs two lakh crore, which has now increased to over Rs 11 lakh crore. Modern infrastructure is helping to ensure a dignified and quality life for everyone, including the poor and the middle class,” Modi said.

While, foundation stone was laid for 26.5 km Rithala - Kundli section of Delhi Metro Phase-IV, built at a cost around Rs 6,230 crore. This corridor will connect Rithala in Delhi to Nathupur (Kundli) in Haryana. Among the key areas which will connect the line include Rohini, Bawana, Narela, and Kundli.

Foundation stone for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi was also laid. The project will be constructed at a cost of around Rs 185 crore.

CONTINUED ON PAGE 2

Poll bonanza: PM Modi...

The campus will provide healthcare and medicine infrastructure, it will house the Administrative Block, the OPD Block, the IPD Block, and a Treatment Block.

"India has immense potential to become the world's health and wellness capital... The day is not far when, along with 'Make in India', the world will also adopt 'Heal in India' as a mantra. To facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility," he added.

The Statesman • 06 Jan • Ministry of Ayush

PM lays stone for new building of Central Ayurveda Research Institute in Rohini

4 • PG

262 • Sqcm

47203 • AVE

225K • Cir

Top Right

Delhi

PM lays stone for new building of Central Ayurveda Research Institute in Rohini

STATESMAN NEWS SERVICE

NEW DELHI, 5 JANUARY

Prime Minister Narendra Modi, on Sunday, laid the foundation stone for the new state-of-the-art building for the Central Ayurveda Research Institute (CARI) at Rohini in the national capital to be constructed at the cost of around Rs 185 crore.

The campus will provide state-of-the-art healthcare and medicine infrastructure. The new building will house the Administrative Block, the OPD Block, the IPD Block, and a dedicated Treatment Block, to ensure an integrated and seamless healthcare experience for patients and researchers alike.

Emphasising the government's focus on making healthcare accessible to the poorest of the poor, the prime minister said the Centre is also promoting traditional Indian medicine systems like AYUSH and Ayurveda.

Addressing a gathering on the occasion, Modi said over the past

decade, the AYUSH system has expanded to more than 100 countries.

Highlighting that the first World Health Organization (WHO) institution related to traditional medicine is being established in India, he pointed out that he inaugurated the second phase of the All India Institute of Ayurveda a few weeks ago. "Today, the foundation stone for the Central Ayurveda Research Institute has been laid," he said, extending his special congratulations to the people of Delhi.

"India has immense potential to become the world's health and wellness capital", the prime minister stressed, adding that the day is not far when, along with "Make in India", the world will adopt "Heal in India" as a mantra.

Modi further said that to facilitate foreign citizens in availing AYUSH treatments in India, a special AYUSH visa facility has been introduced and in a short span, hundreds of foreign nationals have benefited from this facility.

The Statesman • 05 Jan • Ministry of Ayush

PM to launch multiple development projects worth over Rs 12,000 crore in Delhi today

5 • PG

477 • Sqcm

85867 • AVE

225K • Cir

Middle Center

Delhi

PM to launch multiple development projects worth over ₹12,000 crore in Delhi today

STATESMAN NEWS SERVICE

NEW DELHI, 4 JANUARY

Prime Minister Narendra Modi will inaugurate and lay the foundation stone of multiple development projects worth over Rs 12,200 crore on Sunday in Delhi, which is expected to go to the polls in February.

He will also undertake a ride in Namo Bharat Train from Sahibabad RRTS Station to New Ashok Nagar RRTS Station.

Marking a significant milestone in enhancing regional connectivity, the PM will inaugurate the 13 km stretch of Delhi-Ghaziabad-Meerut Namo Bharat corridor between Sahibabad and New Ashok Nagar, worth around Rs 4,600 crore.

With this inauguration, Delhi will get its first Namo Bharat connectivity. This will significantly ease travel



between Delhi and Meerut and benefit millions of people through high-speed and comfortable travel along with unmatched safety and reliability.

The PM will also inaugurate the 2.8 km stretch between Janakpuri and Krishna Park of Delhi Metro Phase-IV worth around Rs 1,200 crore. This will be the first stretch of Delhi Metro Phase-IV to be inaugurated. The areas

of West Delhi such as Krishna Park, parts of Vikaspuri, Janakpuri, among others, will be benefitted.

The PM will lay the foundation stone of the 26.5 km Rithala-Kundli section of Delhi Metro Phase-IV, worth around Rs 6,230 crore. This corridor will connect Rithala in Delhi to Nathupur (Kundli) in Haryana, significantly enhancing connectivity in the North-Western parts of

Delhi and Haryana.

Key areas to benefit include Rohini, Bawana, Narela, and Kundli, improving access to residential, commercial, and industrial zones. Once operational, it will facilitate travel across Delhi, Haryana, and Uttar Pradesh through the extended Red Line.

He will also lay the foundation stone for the new state-of-the-art building for the Central Ayurveda Research Institute (CARI) at Rohini, New Delhi, to be constructed at a cost of around Rs 185 crore.

The campus will provide state of art healthcare and medicine infrastructure. The new building will house the Administrative Block, OPD Block, IPD Block, and a dedicated Treatment Block, ensuring an integrated and seamless healthcare experience for patients and researchers alike.

The Hindu • 06 Jan • Ministry of Ayush
Health insurance

2 • PG

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Hyderabad

informing us that there is no such coverage in their facility under the scheme and also we are unable to download the Ayushman cards after acceptance. I request the authorities concerned to clarify these issues.

K. Durga Prasad Rao,
Hyderabad

Health insurance

This is regarding the Ayushman Bharat insurance coverage scheme for senior citizens, announced by the Central government. Private and corporate hospitals are

The Hindu • 06 Jan • Ministry of Ayush
India needs to prioritise preventive care

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India needs to prioritise preventive care

India is facing a healthcare crisis that is growing both in scope and cost. We face an alarming dichotomy today: while life expectancy of Indians is expected to increase further, many are facing disease burden earlier. As the country sees an alarming rise in non-communicable diseases (NCDs) such as heart disease, stroke, diabetes, and cancer, the financial burden on individuals and the healthcare system continues to escalate.

NCDs accounted for about 65% of all deaths in 2022, up from about 50% in 2010-13, as per the National Family Health Survey-5. The prevalence of risk factors for NCDs is worryingly high. One in four adult men are hypertensive. One in eight are diabetic. Further, breast, lung, and cervical cancer are on the rise, with the median age of diagnosis occurring earlier than global averages.

Millions of people who are facing these conditions could have been managed better, at often lower costs, had they been diagnosed earlier. In this context, shifting the focus from reactive treatment to proactive prevention is crucial, not only to improve health outcomes but also to control the ever-increasing healthcare expenses.

A growing economic burden

The Union Budget for 2024 allocated ₹87,657 crore to the Ministry of Health and Family Welfare, marking a 13% increase from the previous year. While this is a step forward, experts agree that this allocation remains insufficient given the scale of India's health challenges.

The National Health Accounts show the total current health expenditure estimate in 2021-22 as ₹7.9 lakh crore, growing at a rate more than overall inflation. The share of household health expenditure, including insurance contributions, while decreasing over time, still drives nearly 50%+ of the spend. This remains one of the highest globally.



Sathya R. Sriram

CEO, Preventive Health, Apollo Hospitals



Akshay Ravi

Partner, Healthcare practice, EY Parthenon

By prioritising preventive care over reactive treatments, India can pave the way for a healthier and more economically resilient future.

The World Health Organization (WHO) projects that the economic burden of NCDs in India will surpass ₹280 lakh crore by 2030 – a cost equivalent to ₹2 lakh per household. This escalating cost, driven by rising healthcare expenses and productivity losses, poses a severe threat to financial stability, particularly for middle and lower-income families.

Regular screenings, especially for high-risk individuals, could significantly reduce the incidence of serious, life-threatening and debilitating conditions and its resultant cascading economic and social effects. In a large hospital network, for every 1,000 people screened, at least three people are identified for pre-emptive cardiac or cancer interventions.

Targeted but periodic screening investigations for individuals such as mammograms for breast cancer, pap smears for cervical cancer, X-ray or low-dose computed tomography for lung cancer, ultrasound for liver disease, echo cardiography and treadmill stress test for heart disease beyond the physical vitals and blood tests enable early intervention.

Unfortunately, comprehensive health checks (which can cost anywhere between ₹8,000 and ₹15,000 in metro cities today) are perceived as expensive. If the government were to enable a step change in preventive health services adoption, it could significantly reduce the overall financial burden on individuals and the healthcare system.

Tax incentives, subsidised screenings, and public awareness are key policy tools that can enable this. As part of the Finance Act, 2013, the Union government made efforts to encourage preventive healthcare by offering a ₹5,000 tax deduction under Section 80D of the Income Tax Act for health checks. However, this amount has remained stagnant for the last decade, despite the 12-14% estimated healthcare inflation rate and the rising cost of healthcare services. Thus, it would be

prudent for our policymakers to consider revising the tax deduction limit to at least ₹15,000 in the Union Budget for 2025-26. This would incentivise more individuals to undergo preventive health checks, potentially saving the nation several thousand of crores in future healthcare costs. The incremental tax foregone to the exchequer from such a measure is estimated to be less than ₹5,000 crore, a worthy investment towards improving the health of the nation.

The path forward

We need to prioritise preventive care to mitigate the increasing economic and financial burden of chronic diseases. A three-pronged approach can potentially drive a change in the adoption of preventive health services.

First, we need to strengthen early intervention capabilities through the Ayushman Health and Wellness Centres, including capturing trends effectively and enabling risk-driven targeted screening using AI-enabled imaging modalities to offer lower cost screenings at-scale.

Second, we need to improve the adoption of screening at private centres by encouraging insurers and private health providers to offer a subsidised minimum screening programme for every individual between 40-60 years. For example, for women after the age of 40, a mammogram is necessary annually or once in two years, based on her risk factors. Exploring part funding through allocations from proceeds from the healthcare cess or the proposed 35% GST slab on tobacco and sugar products can help reduce funding needs.

Finally, the increase in tax deduction limit can further incentivise people to complete comprehensive health checks.

By prioritising preventive care over reactive treatments, India can pave the way for a healthier and more economically resilient future.

The Hindu • 05 Jan • Ministry of Ayush

Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister

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Hyderabad

Villages will play a key role in realising dream of Viksit Bharat, says Prime Minister

The Hindu Bureau
NEW DELHI

In a dig at the Opposition, Prime Minister Narendra Modi on Saturday said that “some people” were working to “weaken the social fabric” of the nation by trying to “spread poison in society in the name of caste”, as he inaugurated the Grameen Bharat Mahotsav, 2025 at Bharat Mandapam in New Delhi.

With the Congress and other Indian National Developmental, Inclusive Alliance (INDIA) bloc parties raising the pitch on their demand for a nation-wide caste census since the results of the Lok Sabha elections were announced, Mr. Modi said these “conspiracies” had to be thwarted so that the common heritage of villages could be “preserved and strengthened”.

Stating that his government had been consistently in service of rural India since 2014, he highlighted a host of schemes and programmes that had benefited rural Indians in the past 10 years, and also cited a recent study by the State Bank of India to say that rural poverty had dropped below 5% in 2024, compared with 26% in 2012, and that his government was closing the urban-rural gap in consumption.

Mr. Modi said that under his government, toilets had been made a part of the Swachh Bharat Mission, crores of people in rural India had been given pucca houses as part of the PM



Empowering rural areas: Prime Minister Narendra Modi visiting a stall at Grameen Bharat Mahotsav in New Delhi on Saturday. ANI

Awas Yojana, safe and clean drinking water was reaching people through the Jal Jeevan Mission, and healthcare facilities were being provided via more than 1.5 lakh ‘Ayushman Arogya Mandirs’.

“For the first time since Independence, the expenditure on food in rural areas has fallen below 50%, and they are now spending on other desires and needs, improving their quality of life,” he said, quoting a “recent large-scale survey”.

‘Deprived of necessities’
He said that these were achievements that previous governments could have made “but for decades after Independence, lakhs of villages were deprived of basic necessities”.

During his speech, Mr. Modi highlighted the importance of creating economic policies to strengthen the rural economy.

Inaugurating the Grameen Bharat Mahotsav, which will be held from Ja-

nuary 4 to 9 with a focus on enhancing rural infrastructure, creating self-reliant economies, and fostering innovation within rural communities, Mr. Modi said that his government had been centring the development of villages since 2014, adding that villages would play a key role in realising the dream of a Viksit Bharat by 2047.

The Mahotsav will celebrate rural India’s “entrepreneurial spirit and cultural heritage”, a statement from the Prime Minister’s Office said, adding that its theme this year was “Building a resilient rural India for a Viksit Bharat, 2047” with a motto of “Nation will progress when villages do”.

It will see various discussions, workshops, and masterclasses being conducted to enhance rural infrastructure, create self-reliant economies, and foster innovation in rural communities with a special focus on empowering rural women through entrepreneurship.

The Hindu • 05 Jan • Ministry of Ayush
A vision for healthcare in India

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Hindu Magazine

Hyderabad

R.V. Ramani

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Health development is an integral part of social development. In a vast country such as India, there is a huge need for healthcare. Government alone cannot meet this demand. Therefore, it becomes obligatory on the part of non-governmental, voluntary and private institutions to supplement its efforts.

Looking at the vast canvas, one rightly feels India has come a long way. But still there are miles to go. Health indices since 1947 give us ample reasons to feel happy. At the time of Independence, the average life expectancy was 32 in India; today it is 72. In 1947, infant mortality rate was 160 for every 1,000 babies born. Today it is 24. The maternal mortality rate (MMR) was 2,000 per 1,00,000 live births. Now, it is 97, better than the global average of 158. And since 2005, India has showed a 77% decline in MMR, steeper than the 43% at the world level. We are looking at the glass as half full, instead of saying half empty. Nevertheless, our ultimate goal is to ensure that the glass is full and brimming.

India's healthcare system has primary, secondary and tertiary levels. The coordination among them is far from satisfactory. There is a strong imbalance in rural India. Unavailable, unaffordable and inaccessible healthcare of quality has put rural India on the back foot.

A well-thought-out, well-coordinated and strongly monitored public private partnership (PPP) model will be the key to success in the sector. Towards a road map, let us zero in on primary and secondary healthcare systems and enumerate the challenges and the solutions. To achieve the vision of quality, affordable and accessible healthcare, particularly for the underprivileged, a multi-pronged approach is needed. There is a need to establish more primary and community health centres in rural areas, upgrade district hospitals to tertiary-care standards, encourage private sector investment in underserved regions through PPPs and persuade and prompt corporates to adopt primary health centres or establish them and monitor them with government guidance.

More colleges

The country needs to enhance the number of medical and nursing colleges, especially in remote areas. It needs to introduce training programmes in basic nursing, advanced medical technologies and emergency care. There is an imminent urgency to retain medical and health talent through better working conditions and incentives. Apart from the regular nursing cadre, a mid-level support system has to be created with students trained in a diploma course after Plus Two. They will become the backbone of the centre.

There is a need to focus on preventive healthcare through health and wellness centres and induce heavy investment in sanitation, nutrition, and immunisation programmes to reduce the disease burden. Universal health coverage is a

A vision for healthcare in India

Good health is a fundamental human right and it is an attainable social goal



vital consideration in an impoverished country such as India and expanding the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana to include a broader population base is without doubt a crucial initiative.

India needs to see a significant and sharp increase in government spending on healthcare to at least 2.5% of the GDP by 2025 (as per the National Health Policy, 2017). Health insurance coverage needs to be expanded rapidly to cover the informal sector. Out-of-pocket expenditure needs to be reduced drastically by regulating drug prices and promoting generic medicines.

Promoting awareness campaigns for lifestyle diseases, mental health, and substance abuse are urgent interventions, given the vast scale of problems in these domains. There is no second opinion that accredited social health activists and community health volunteers need to be empowered to act as the first line of care. Initiatives have to be taken to guarantee inter-sectoral collaboration among health, education, and sanitation departments.

Given that it's the digital era, implementing the National Digital Health Mission to create digital health IDs and integrating healthcare systems, and leveraging AI, telemedicine and big data to address the rural-urban divide are vital for equal and easy access to healthcare.

India has great technical and technological competency and hence promoting domestic manufacturing under the "Make in India" initiative to reduce dependence on imports will help make the country self-reliant and self-dependent in healthcare, reducing dramatically sky-rocketing healthcare costs, which rise especially in the wake of imports. This endeavour will further get buttressed by scaling up research and development for vaccines, biotechnology, and indigenous

innovations.

India needs to focus on the establishment of innovation hubs for affordable medical solutions that are vital in a country with a huge population, expand telemedicine services to remote regions as people may not be able to travel long distances owing to a variety of factors such as high costs, non-availability of transport infrastructure or broken roads or deep inaccessibility, simply put. And in the era of mass disease, we have to strengthen epidemiological research to prepare for future pandemics.

The National Health Policy, 2017 needs to be effectively strengthened. There has to be greater enforcement of accountability through data-driven decision-making and there is an urgent need to promote decentralised governance to empower local healthcare providers.

While executing initiatives to improve healthcare in the country, India needs to have key performance indicators. What will they be? There has to be further reduction in maternal and infant mortality rates and enhancement in life expectancy, massive upgrade of health infrastructure in underserved regions and enhanced financial protection for the economically weak. If a country can fulfil these objectives and meet these goals, we can surely say that performance on health indicators is positive and that a country will develop well.

A robust and resilient healthcare system is key to India's economic growth and social well-being. By addressing gaps and implementing innovative solutions, India can achieve a healthcare model that is inclusive, sustainable and futuristic.

The author is the founder & managing trustee of Sankara Eye Foundation India

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

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Bengaluru

'103 pacts signed to expand ayurveda'

The Hindu Bureau
BENGALURU

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

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

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

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Top Center

Bengaluru • Delhi • Hyderabad • Chennai



Harry Rodgers
harry.nathuraj@thehindu.co.in

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

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

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

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 biobacking 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

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Hyderabad

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

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

The Hindu Bureau
NEW DELHI

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

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

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



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

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

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

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

'BJP has no vision'

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

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

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

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

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

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

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

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

The Sunday Guardian • 05 Jan • Ministry of Ayush
CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP

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Delhi

UNHEALTHY

CAG REPORT REVEALS DISMAL STATE OF HEALTH CARE IN MP

There is a shortage of 22,845 healthcare workers across institutions due to unfilled sanctioned posts.

ABHINANDAN MISHRA
NEW DELHI

A recently released report by the Comptroller and Auditor General of India on public health infrastructure and management of health services in Madhya Pradesh, which is based on the audit done from 2017-18 to 2021-22, has brought out in public how officials and public representatives failed to do their job.

The 350 pages plus audit report, tabled in the state assembly on 18 December, has revealed glaring shortcomings, including the presentation of a false certificate to claim that a centrally funded medical center was completed when, in reality, the construction was still ongoing.

Among others, the report has found that there is a shortage of 22,845 healthcare workers across institutions due to unfilled sanctioned posts, particularly in Primary Health Centers (PHCs), Community Health Centers (CHCs), and Sub Health Centers (SHCs).

Trauma care centers are not operating in 26 districts. Key outpatient (OPD) and inpatient (IPD) services are unavailable or incomplete in multiple hospitals. Essential OPD services are missing in hospitals, and there is a critical shortage of medical equipment, including X-ray machines, diagnostic tools, and surgical instruments. Drugs and consumables are either in short supply or mismanaged. Essential drugs for respiratory, cardiac, reproductive, and emergency care are missing in several District Hospitals (DHs).

Similarly, it found that while India made significant progress in reducing the Maternal Mortality Rate (MMR), achieving a 45.51% reduction from 178 in 2012 to 97 in 2020, Madhya Pradesh lagged behind significantly, reducing its MMR by only 24.78% during the same period, from 230 to 173.

In terms of child health, India set a target to reduce the under-five mortality rate to at least 25 per 1,000 live births by 2030. However, in Madhya Pradesh, this rate



stood at 49.2 per 1,000 live births in 2020-21.

Additionally, the state government failed to achieve 100% vaccination coverage for newborns, with the vaccination rates for Measles and DPT standing at just 13% and 0.12% respectively between 2017-2022. As a result, the target of full immunization for children under five years was not met, as even zero-day immunization for newborns was not fully accomplished.

Due to non-functioning of outdated machines, more than 27,000 cancer patients could not get treatment of Cobalt therapy in government run hospitals in state capital Bhopal.

The state during this audit period was headed by

Shivraj Singh Chouhan and then Congress's Kamal Nath as the Chief Minister who served as the CM from December 2018 to March 2020.

The shortcomings highlighted in the audit report are largely attributed to long-term neglect and inefficiency. These issues stem from the actions or lack thereof of those in positions of power, specifically the health ministers, bureaucrats, and the Chief Minister prior to the audit. Union agriculture minister Shivraj Singh Chouhan, served as the Chief Minister of Madhya Pradesh from December 2008 to December 2023, with the exception of a 15-month period when Kamal Nath was in office.

One of the most glaring

examples of how the babus and netas have swindled public money can be seen from how regarding an ongoing project in Trauma Care Center (TCCC) at the Gajra Raja Medical College (GRMC) in Gwalior, Madhya Pradesh. As per the Project Implementation Unit completion date of TCCC was mentioned as 17-09-2020, however, the work had yet to be completed. Further during joint physical inspection (June 2022), the audit noticed that civil work for the establishment of TCCC was not completed.

During the audit, records maintained at the Directorate of Health Services (DHS), Directorate of Medical Education (DME), National Health Mission, AYUSH (Ayurved, Unani, Siddha and Homeopathy) and Madhya Pradesh Public Health Service Corporation Limited (MPPHSC) were examined. Records of three Government Medical Colleges and its attached hospitals, 10 CMHOs, 10 DHs, 10 District Health Societies, Eight CHs, 20 CHCs,

20 PHCs, five Government Ayurvedic Colleges, 10 District AYUSH Offices (four District AYUSH Hospitals and 39 dispensaries), Government Autonomous Homoeopathic College and Hospital, Bhopal and Hakim Saiyad Ziaul Hasan Government Autonomous Unani College and Hospital, Bhopal were also examined. Further statistical information was also collected from all the 51 districts of the State.

The CAG held its exit conference with the state government officials on 2 November 2023 with the Additional Chief Secretary, PH&FWD, Medical Education Department and Commissioner, Department of AYUSH wherein the audit findings were discussed with the Government and replies of audit observations were sought. The Public Health and Family Welfare Department furnished a partial reply while the AYUSH Department did not share any response with the CAG.

For in-depth article visit <https://sundayguardianlive.com/>

The Hans India • 05 Jan • Ministry of Ayush

Some people trying to spread venom in society in name of caste: Modi

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Hyderabad

Some people trying to spread venom in society in name of caste: Modi

HANS NEWS SERVICE
NEW DELHI

PRIME Minister Narendra Modi on Saturday attacked Opposition for spreading venom in society in the name of caste and asked people to thwart such conspiracies with a view to strengthening the shared culture and heritage of villages. Inaugurating the Grameen Bharat Mahotsav, the Prime Minister said his government has been focusing on rural development since 2014 and villages will play a key role in realising the dream of Viksit Bharat by 2047.

In an oblique reference to Congress leader and Leader of Opposition in the Lok Sabha Rahul Gandhi and other INDIA bloc leaders, Modi said some people are trying to spread venom in society in the name of caste and weaken the social fabric. "We have to thwart these conspiracies, and preserve and strengthen the common heritage of our villages," he stressed.

Opposition leaders including Gandhi and Akhilesh Yadav have been continuously demanding caste census. Modi said that



Prime Minister Narendra Modi visits stalls during the inauguration of the Grameen Bharat Mahotsav 2025, in New Delhi on Saturday

since 2014, he has been constantly in the service of rural India.

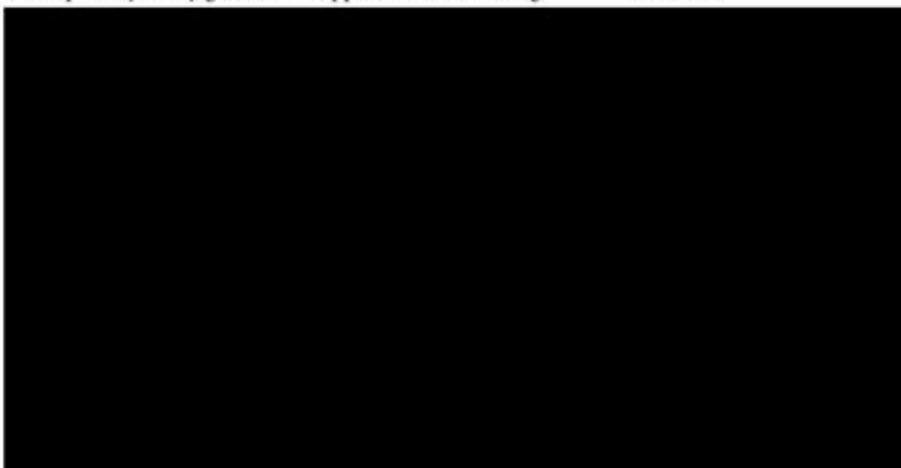
"Ensuring a dignified life for the people of rural India is the priority of my govern-

ment," the Prime Minister said and added that the vision of the government is to ensure an empowered rural India, provide ample opportunities for villag-

ers, reduce migration and ensure ease of life to the people of villages.

Talking about the schemes to provide basic amenities in villages, Modi said toilets have been made as part of Swachh Bharat Mission, and crores of people in rural India have been given pucca houses as part of PM Awaas Yojana.

He said safe and clean drinking water is also being provided through Jal Jeevan Mission. "Today, healthcare facilities are being provided in more than 1.5 lakh Ayushman Arogya Mandirs to the people," said the Prime Minister.



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.

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

7 • PG

255 • Sqcm

951610 • AVE

2.55M • Cir

Top Right

Hyderabad

Affordability is a big challenge, says Dr Jayalal

Rural India's health in focus: Dr Jayalal

SHRIMANSI
KAUSHIK | DC
HYDERABAD, JAN. 3

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

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

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

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

Q&A

Dr J.A. Jayalal



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

— DR J. A. JAYALAL
CMA president

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

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

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

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

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

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

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

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

Deccan Chronicle • 04 Jan • Ministry of Ayush
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 Kirtani Yoga, Prana Vidy and Kriya Yoga courses. Old students who have discontinued their practice can also join and reap the benefits. Please contact the centre on 875449934 or 9445051015 to register.

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

Solapur-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."

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.

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

Manifest Life • 04 Jan • Ministry of Ayush

FIT to WED

138, 139 • PG

1175 • Sqcm

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N/A • Cir

Inside Page (Magazine only)

National

create

HEALTH

FIT to WED

The way to the aisle is through the treadmill, says 431-88 designer, Shweta Kapur. She shares her fitness and wellness journey with Manifest, as she gets ready to slip into her wedding lehenga.

Text by Akanksha Kamath

SWEAT, SMILE, REPEAT. Every bride wants to feel her best on her wedding day, but for Shweta Kapur — fashion designer, wellness devotee, and self-proclaimed "workout junkie" — the journey is less about shedding a few kilos and more about maxing out on strength, sanity, and style. Forget the traditional bridal cleanse; Kapur's approach to her big day is a fitness regime that's equal parts skill-building and zen. It's a diary full of "good-for-you" hacks: everything from 7,500 daily steps to a little bit of ghee in her morning Americano for an extra metabolism kick. And for any bride in the throes of wedding planning, her blend of discipline and fun might just be the holy grail.

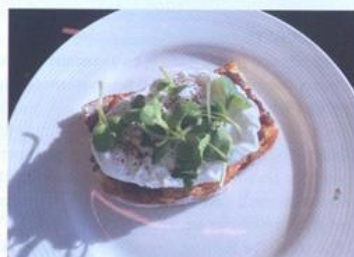
WEEK 1: Keep Calm and Carry On

A friend of mine gave me the best advice from his own wedding: attend your wedding like a guest and just have fun. Wedding prep is not stressful, but it is overwhelming. The only thing you can do is tackle one task at a time. I meditate a lot and keep 15 minutes in the morning and evening for myself where I do my meditation and keep my sanity. If you can, get a wedding planner.

@VandanaBhardwaj_wp is planning mine, and I pass on all my stress to her ;)

WEEK 2: All The Right Moves

I'm a workout junkie. I love movement, and for me, workouts are more about skill-building and less about losing weight. My week consists of strength training, yoga, pilates, and running. I started my fitness journey fairly early in my 20s, and now I'm in a phase where I love to push myself to see what my body can do. I workout at Knox in New Delhi with Adito Sen (@adito_sen), with whom I've been training for the last five years, and once a week, I go to Life Yoga (@lifeyoga_) for active recovery. Also, because I exercise every day, nutrition plays a huge role. Arun Chahal (@arun.movefit), founder of Sweat Project (@sweatproject.in) is my go-to person for all things nutrition. He's helped me figure out exactly what works for me and how many macros I need on a daily basis.



WEEK 3: One Day at a Time

Like Adito says, consistency is key. Just starting somewhere is important, and all you have to do is take one step forward every day. My workout is also my only hour where I can completely switch off from everything and focus just on myself. Maximum health and fitness for me is to make sure you get 60 minutes of exercise at least five times a week, and you follow the 80-20 rule with clean food.

WEEK 4: Walk This Way

The only thing I added was to ensure that I get in at least 7,500 steps every day. Simple but effective. Also, I zipped my mouth and avoided my weekly hot chocolate fudge. It's true what they say: abs are made in the kitchen.



WEEK 5: Harder, Better, Faster, Stronger

I started yoga and my daily walks roughly six months before the wedding, and pilates two months before. This is particularly helpful because I work out a lot and my muscles get really tight. I didn't really change much with my workout since I've hacked what works for me, so I increased the intensity because I didn't want to mess around with what was working. But yes, I went cold turkey with alcohol and sugar.

WEEK 6: Food For Thought

I eat a lot. I'm perpetually hungry, and nothing comes between me and my love for cake. But like everything else, consistency is key when it comes to my food. On weekdays, I keep it clean, and on weekends, I pick one vice — alcohol or sugar, not both. Here's how my typical day shapes up:

WAKE-UP ROUTINE

- **Hydration:** Start the day with 2 glasses of water
- **Meditation:** A 20-minute session to centre myself before the day begins
- **Morning Brew:** Americano with a pinch of salt (enhances flavour, reduces bitterness) and a spoon of ghee (boosts metabolism).

PRE-WORKOUT FUEL

- **Hydration:** Aim for 1 litre of water — split across pre, during, and post-workout

BREAKFAST (Post-Workout)

- Protein shake
- 2 boiled eggs
- 10 soaked almonds
- Oat latte

MID-MORNING SNACK

- Choice of cottage cheese or Greek yogurt with blueberries, depending on my mood

LUNCH

- A balanced plate of rice, paneer or chicken, and veggies
- Side of cucumber slices

AFTERNOON SNACK

- Pick one, based on energy needs: Greek yogurt, makhanas, or a fistful of nuts.

DINNER (Early, around 6:30-7 p.m.)

- Chicken and veggies — light and nourishing
- A piece of dark chocolate to satisfy my sweet tooth

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 »



MINI SKIRT & TOP: HOUSE OF KHADDAR, NECKLACE: ISHARYA,
CHOKER: ANAVAH, JEWELLERY: EARRINGS: HARSHA AMBADI

COVER STORY



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

30 • FEMINA • DECEMBER 2024-JANUARY 2025

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

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

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

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

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

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

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

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

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

I've actually stuck to all my resolutions these

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

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

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

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

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

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

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

COVER STORY

Jackie! Oh!

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

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

20 • FEMINA • DECEMBER 2024-JANUARY 2025



COVER STORY



22 • FEMINA • DECEMBER 2024-JANUARY 2025



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

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

DECEMBER 2024-JANUARY 2025 • FEMINA • 23





Jacqueliene

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

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

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

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

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

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

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

How has your style evolved over the years?

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

DECEMBER 2024-JANUARY 2025 • FEMINA • 25

COVER STORY

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

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

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

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

Your definition of beauty...

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

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

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

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

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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

DECEMBER 2024-JANUARY 2025 • FEMINA • 27

Punjab Kesari • 06 Jan • Ministry of Ayush
DPI mein bharat bana duniya ka bada khiladi

10 • PG

342 • Sqcm

316740 • AVE

867.98K • Cir

Top Left

Chandigarh

DPI में भारत बना दुनिया का बड़ा खिलाड़ी

अनिल श्रीवास्तव

डिजिटल पब्लिक इन्फ्रास्ट्रक्चर (डी.पी.आई.) में भारत दुनिया की अग्रिम पंक्ति के देशों में शामिल है। अन्य देशों में डीपीआई में निजी क्षेत्र की बड़ी भूमिका है, जबकि भारत में यह सरकार और सरकार से सहायता प्राप्त सेवाओं द्वारा संचालित है।

भारत में इस समय शिक्षित लोगों की संख्या दुनिया में सबसे ज्यादा है। यहां तक कि गलियों में खोमचे और ठेले लगाने वाले भी क्यूआर कोड और यूपीआई के जरिए भुगतान स्वीकार करते हैं। भारत दुनिया का प्रमुख पेमेंट वालेट प्लेयर बन चुका है। इसके पीछे का आधार काफी व्यापक है।

आयुष्मान भारत डिजिटल मिशन ने देश में डिजिटल हैल्थ इकोसिस्टम



50 करोड़ सक्रिय जनधन खाते

आज देश में 50 करोड़ सक्रिय जनधन खाते हैं। इनमें 56 फीसदी खाते महिलाओं के हैं। कुल 67 फीसद बैंक खाते ग्रामीण और कस्बों में हैं।

99.8 फीसदी भारतीयों के पास आधार नंबर

आधार प्रोजेक्ट 2009 में प्रधानमंत्री मनमोहन सिंह ने आईटी मैनेजर नंदन नीलकेणी के नेतृत्व में शुरू कराया था। इसे शुरू में विपक्ष के विरोध का भी सामना करना पड़ा मगर यह आधार नंबर ही भारत में डीपीआई की प्रगति का मुख्य आधार बना।

विकसित किया है। आधार से लिंक ईपीआईसी के जरिए लोगों को

ऑनलाइन वोटिंग की सुविधा दी जा सकती है।

डिजिटल ट्रांजेक्शन प्रगति

वर्ष	डिजिटल ट्रांजेक्शन संख्या	डिजिटल ट्रांजेक्शन राशि
2015	57 लाख ट्रांजेक्शन प्रति दिन	25205 करोड़ रुपए प्रतिदिन
2020	2.42 करोड़ ट्रांजेक्शन प्रति दिन	1.2 लाख करोड़ रुपए प्रतिदिन
2025	28.4 करोड़ ट्रांजेक्शन प्रति दिन	6.3 लाख करोड़ रुपए प्रतिदिन

सरकार से लाभ सीधे खातों में

आज प्रतिदिन सरकारी डायरेक्ट बेंचिफिट्स ट्रांसफर (डीबीटी) 17.26 करोड़ रुपए का है। वर्ष 2023-24 में कुल डीबीटी 6.9 लाख करोड़ रुपए का रहा।

(अनुमानित)



यह बताते हैं
आंकड़े

1.2 अरब सक्रिय मोबाइल कनेक्शन (अक्टूबर 2024)

94.1 करोड़ ब्रॉडबैंड सब्सक्राइबर्स हैं

89.6 करोड़ वायरलेस सब्सक्राइबर्स हैं

99 फीसद परिवारों में कम से कम एक सदस्य का बैंक खाता है
51 फीसद भारतीय ऑनलाइन बैंकिंग कर रहे हैं



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

12 • PG

235 • Sqcm

254319 • AVE

1.81M • Cir

Middle Center

Delhi

नहाने से पहले या बाद में तेल लगाने का सही वक्त

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

तेल लगाने का सही वक्त

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

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

सर्दियों में मालिश के लिए बेस्ट मानी जाती



हैं ये तेल

बादाम का तेल-

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

नारियल का तेल-

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

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

सरसों का तेल-

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

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

Navbharat Times • 06 Jan • Ministry of Ayush
Ayurved sansthan mein chalengi aur special OPD

6 • PG

91 • Sqcm

177084 • AVE

2.68M • Cir

Middle Center

Delhi

आयुर्वेद संस्थान में चलेगी तीन और स्पेशल OPD

Abhishek.Gautam1
@timesofindia.com

■ नई दिल्ली: नए साल पर नजफाबद स्थित दिल्ली सरकार का चौधरी ब्रह्म प्रकाश आयुर्वेद चरक संस्थान मरीजों को नई संपन्न देने जा रहा है। संस्थान में तीन सुपर स्पेशलिटी ओपीडी खोलने का रस्ता साफ हो गया है। यहां लिवर की बीमारी, हड्डी की गंभीर बीमारी और बुजुर्गों का इलाज हो सकेगा। दावा है कि जल्द ओपीडी शुरू कर दी जाएगी।

जानकारी के मुताबिक, चौधरी ब्रह्म प्रकाश आयुर्वेद चरक संस्थान दिल्ली का सबसे बड़ा आयुर्वेदिक अस्पताल है, जहां इलाज के साथ-साथ रिसर्च वर्क भी होता है। संस्थान के डायरेक्टर एमबी गौड़ ने बताया कि अभी सर्जरी, इंफेक्शन, गायत्री, फिजियोथेरेपिस्ट और मेडिसिन की ओपीडी चलती है। लेकिन कुछ महीनों से शर्करा के मरीजों की संख्या बढ़ने लगी। जिसके

लिवर, हड्डी
के साथ
बुजुर्गों के लिए
जेरियाट्रिक
OPD होगी



AI Image

बाद यहां शर्करा के मरीजों के लिए अलग से ओपीडी खोली गई है। अब तक संस्थान में करीब 22 ओपीडी चलती हैं, जहां हर रोज करीब 2000 मरीजों की ओपीडी होती

है। डॉ. गौड़ ने बताया कि लिवर की बीमारी से ग्रसित कई मरीजों को बेहतर इलाज नहीं मिल पा रहा था। ऐसे मरीजों को दूसरे अस्पताल जाना पड़ता था। लिवर से जुड़ी बीमारी के लिए सुपर स्पेशलिटी

ओपीडी अलग से चलेगी। बुजुर्गों के लिए जेरियाट्रिक ओपीडी और आर्थो ओपीडी भी शुरू होगी। आर्थो ओपीडी में हड्डी से जुड़ी गंभीर बीमारी का इलाज हो सकेगा।

Navbharat Times • 05 Jan • Ministry of Ayush
Ayurved Sanshtan ki adharshila rakhnge

1 • PG

40 • Sqcm

78126 • AVE

2.68M • Cir

Middle Right

Delhi



Prahar • 06 Jan • Ministry of Ayush

Research paper on brain cancer published in Ayurveda conference

7 • PG

58 • Sqcm

16166 • AVE

215K • Cir

Middle Center

Mumbai

आयुर्वेद परिषदेत
मस्तिष्क
कर्करोगावरील
शोधनिबंध प्रसिद्ध

◆ पनवेल (वार्ताहर):

डेहराडून येथे १०व्या विश्व आयुर्वेद परिषदेचे आयोजन संपन्न झाले. देश तथा परदेशातून दहा हजाराहून अधिक डॉक्टर या परिषदेमध्ये उपस्थित होते. तसेच तीस देशांचे राष्ट्रीय प्रतिनिधी या कार्यक्रमास हजर होते. आधुनिक काळातील

नवनवीन आजार, आयुर्वेदात होणारे वेगवेगळे इनोव्हेशन, संशोधन व डिजिटल हेल्थ आदी विषयांवर शोधनिबंध प्रसिद्ध करण्यात आले. खारघर येथील गत पंधरा वर्षे कर्करोगावर आयुर्वेदीय उपचार करणारे डॉ. किरण कल्याणकर यांचा "ब्रेन कॅन्सर व आयुर्वेदीय उपचार" या शिर्षकाचा "एव्हीडेन्स बेस्ड केस सिरीज" हा शोध निबंध सादर केला गेला.

Rashtradoot • 06 Jan • Ministry of Ayush

After yoga revolution, now the call for five revolutions: Swami Ramdev

3 • PG

446 • Sqcm

443688 • AVE

999.38K • Cir

Bottom Center

Jaipur

योग क्रांति के बाद अब पंच क्रांतियों का शंखनाद : स्वामी रामदेव

जयपुर/हरिद्वार। पतंजलि योगपीठ के परमाध्यक्ष स्वामी रामदेव व महामंत्री आचार्य बालकृष्ण की उपस्थिति में पतंजलि संस्थान का 30वाँ स्थापना दिवस पतंजलि वेलनेस, हरिद्वार स्थित योगभवन सभागार में सम्पन्न हुआ। कार्यक्रम में देशभर के पतंजलि योगपीठ संगठन के 6000 से अधिक प्रभारीगणों की उपस्थिति में स्वामी रामदेव ने विगत 30 वर्षों की सेवा, संघर्ष व साधना से परिचय कराया तथा पतंजलि योगपीठ की भावी योजनाओं पर प्रकाश डाला। उन्होंने योग क्रांति की सफलता के बाद पञ्च क्रांतियों का शंखनाद करते हुए कहा कि शिक्षा, चिकित्सा, आर्थिक, वैचारिक-सांस्कृतिक व रोगों-भोगों-ग्लानि-कुण्ठाओं से आजादी का बड़ा कार्य पतंजलि से प्रारंभ करना है।

उन्होंने कहा कि आज 50 से 90 और कहीं-कहीं तो 99 प्रतिशत पड़े-लिखे बेरोजगार, नशेड़ी, चरित्रहीन निस्तेज बच्चे तैयार हैं जिनका बचपन, यौवन और हमारा कुलवंश खतरे में है। हमने यह तय किया है कि पहले भारतवर्ष में और फिर पूरी दुनिया में नई शिक्षा व्यवस्था का शंखनाद करेंगे और उसका नेतृत्व भारत करेगा। पतंजलि गुरुकुलम्, आचार्यकुलम्, पतंजलि विश्वविद्यालय और भारतीय शिक्षा बोर्ड अब नये प्रतिमान गर्देंगे। हमारा संकल्प है कि हम आगामी पाँच वर्षों में 5 लाख विद्यालयों को भारतीय शिक्षा बोर्ड से जोड़ेंगे। ये शिक्षा की अभिनव क्रांति होगी।

हमें बच्चों को केवल शब्दबोध नहीं कराना है, शब्दबोध के साथ विषयबोध, आत्मबोध, सत्यपरक भारतबोध व अपने गौरव का बोध कराना है। हम हिन्दी, अंग्रेजी व संस्कृत में पूरे विश्व की जानकारी का समावेश करेंगे, पूरे विश्व के साथ अपडेट रखेंगे लेकिन उसमें भी 80



पतंजलि योगपीठ के परमाध्यक्ष स्वामी रामदेव व महामंत्री आचार्य बालकृष्ण की उपस्थिति में पतंजलि संस्थान का 30वाँ स्थापना दिवस पतंजलि वेलनेस, हरिद्वार स्थित योगभवन सभागार में सम्पन्न हुआ।

प्रतिशत कन्टेंट वेद, दर्शन, उपनिषद, पुराणों का होगा, भारत के गौरव का होगा। उसमें अध्यात्म विद्या होगी, सनातन बोध होगा, भारत बोध होगा। यह मैकाले का एजुकेशन सिस्टम नहीं है। जब भारतीय शिक्षा बोर्ड से पहले एक लाख और बाद में 5 लाख स्कूल एफिलिएट हो जाएँ तो भारत का बचपन और यौवन सुरक्षित हो जाएगा, यही शिक्षा की आजादी का संकल्प है। हम भारतीय शिक्षा बोर्ड के माध्यम से विदेशी आक्रमणकारियों, अकबर, औरंगजेब या अंग्रेजों की झुठी महानता नहीं बल्कि छत्रपति शिवाजी महाराज, महाराणा प्रताप व क्रांतिकारियों का सच्चा इतिहास पढ़ाएँगे।

रोग हमारा स्वभाव नहीं, योग ही

हमारा स्वभाव है। आज पूरी दुनिया में सिंथेटिक दवा, अलग-अलग प्रकार स्टेरॉयड, पेन किलर इत्यादि खा-खाकर लोगों के शरीर खराब हो रहे हैं। चिकित्सा की आजादी के लिए पतंजलि वेलनेस, योगग्राम, निरामयम, चिकित्सालयों एवं आरोग्य केन्द्रों से लेकर, आधुनिक रिसर्च के माध्यम से ऋषियों की विरासत और विज्ञान को लेकर हम आगे बढ़ रहे हैं। हमने 5000 से अधिक रिसर्च प्रोटोकॉल व 500 से अधिक रिसर्च पेपर्स वर्ल्ड क्लास इंटरनेशनल जर्नल्स में पब्लिश करके असाध्य रोगों से मुक्ति का मार्ग दुनिया के सामने रखा है। हमारा संकल्प है कि हम लोगों को रोगी होने से बचायेंगे भी और रोग होने के बाद उन रोगों से योग-

आयुर्वेद के माध्यम से लोगों को मुक्ति दिलाएँगे।

आज पूरी दुनिया में कुछ चंद मुद्दे भर लोगों ने अपने क्रूर पंजों में पूरे अर्थतंत्र को जकड़ रखा है। हमारा लक्ष्य है समृद्धि सेवा के लिए व अर्थ परमार्थ के लिए। अभी तक पतंजलि ने शिक्षा, स्वास्थ्य, अनुसंधान, चरित्र निर्माण, राष्ट्र निर्माण आदि में 1 लाख करोड़ रुपए की चैरिटी की है। 10 हजार से अधिक सेंटर्स के साथ 25 लाख से अधिक प्रशिक्षित योग शिक्षकों तथा 1 करोड़ कार्यकर्ताओं की निस्वार्थ सेवा से यह सब राष्ट्र निर्माण व चरित्र निर्माण का सेवा कार्य हो रहा है। हमारा संकल्प है कि स्वदेशी का आंदोलन इतना बड़ा खड़ा हो कि आर्थिक लूट, गुलामी और

- 30 वर्ष पूर्ण होने पर पतंजलि का संकल्प
- 'आगामी पाँच वर्षों में 5 लाख विद्यालयों को भारतीय शिक्षा बोर्ड से जोड़ने का लक्ष्य'
- 'अभी तक पतंजलि 1 लाख करोड़ से ज्यादा की चैरिटी कर चुका है'
- '500 करोड़ से ज्यादा दुनिया के लोग योग धर्म, सनातन धर्म में श्रद्धा रखते हैं'

को, ऋषिधर्म को, योगधर्म को युगधर्म के रूप में बढ़ाया है। दुनिया के 500 करोड़ से ज्यादा लोग योग धर्म, सनातन धर्म में श्रद्धा रखते हैं। सब मिलकर साथ चलेंगे तो पूरी दुनिया से रिलिजियस टैरिजम, पॉलिटिकल टैरिजम और ये शिक्षा व चिकित्सा के नाम पर चल रहा आतंकवाद खत्म होगा।

दुनिया में चारों तरफ नशे का खतरनाक खेल चल रहा है। भारत में नशे के दलदल में धंसकर रोग, नशा व अश्लीलता में लोगों के जीवन तबाह हो रहा है। रोग, नशा, अश्लीलता से आजादी का हमारा संकल्प है। पतंजलि के 30 वर्ष पूर्ण होने पर यही है हमारा संकल्प है कि हम पूरे विश्व को योगमय बनायेंगे, चरित्र निर्माण करके आदर्श विश्व नागरिकों का निर्माण करेंगे।

कार्यक्रम में आचार्य बालकृष्ण महाराज ने कहा कि श्रद्धेय स्वामी के अखण्ड प्रचण्ड पुरुषार्थ से पतंजलि का योगदान आज पूरी दुनिया को प्रेरणा दे रहा है। पतंजलि में लोगों को स्वास्थ्य देने के लिए अर्थ से परमार्थ का अभियान चलाया है। पतंजलि का 100 प्रतिशत प्राफिट केवल चैरिटी के लिए है। पतंजलि के लिए भारत एक बाजार नहीं बल्कि परिवार है। पतंजलि में 500 से अधिक विश्वस्तरीय वैज्ञानिकों की टीम लगातार रिसर्च करके रोगानुसार विविध प्रकार के रस, क्वाथ, वटियाँ, कैप्सूल, व्हीट ग्रास, एलोवेरा जूस, आँवला जूस, नीम रस, गिलोय रस आदि रिसर्च एवं एविडेंस बेस्ड दवाइयाँ पूरी दुनिया को उपलब्ध करा रहे हैं। भारत की प्राचीन ज्ञान परम्परा को आधुनिक विज्ञान का प्रयोग करके जन-जन तक पहुँचाने का कार्य भी सर्वप्रथम पतंजलि ने ही किया है। आज पतंजलि ने दुनिया के 200 देशों में करोड़ों लोगों तक योग को गुफाओं व कन्दराओं से निकालकर जन-जन तक पहुँचाया है।

Jag Bani • 06 Jan • Ministry of Ayush
DPI mein bharat bana duniya ka bada khiladi

10 • PG

265 • Sqcm

106184 • AVE

124.76K • Cir

Top Left

Chandigarh

DPI 'ਚ ਭਾਰਤ ਦੁਨੀਆ ਦਾ ਸਭ ਤੋਂ ਵੱਡਾ ਖਿਡਾਰੀ

ਅਨਿਲ ਸ਼ੀਵਾਸਤਵ

ਡਿਜੀਟਲ ਪਬਲਿਕ ਇਨਫ੍ਰਾਸਟਰਕਚਰ (ਡੀ. ਪੀ. ਆਈ.) 'ਚ ਭਾਰਤ ਦੁਨੀਆ ਦੇ ਮੋਹਰੀ ਦੇਸ਼ਾਂ 'ਚੋਂ ਇਕ ਹੈ। ਦੂਜੇ ਦੇਸ਼ਾਂ 'ਚ ਪ੍ਰਾਈਵੇਟ ਸੈਕਟਰ ਡੀ. ਪੀ. ਆਈ. 'ਚ ਇਕ ਮੁੱਖ ਭੂਮਿਕਾ ਨਿਭਾਉਂਦਾ ਹੈ, ਜਦ ਕਿ ਭਾਰਤ 'ਚ ਇਹ ਸਰਕਾਰ ਅਤੇ ਸਰਕਾਰੀ ਸਹਾਇਤਾ ਪ੍ਰਾਪਤ ਸੇਵਾਵਾਂ ਵੱਲੋਂ ਚਲਾਇਆ ਜਾਂਦਾ ਹੈ।

ਭਾਰਤ 'ਚ ਇਸ ਸਮੇਂ ਵਿਸ਼ਵ 'ਚ ਸਭ ਤੋਂ ਵੱਧ ਪੜ੍ਹੇ-ਲਿਖੇ ਲੋਕ ਹਨ। ਇਥੋਂ ਤੱਕ ਕਿ ਗਲੀਆਂ 'ਚ ਰੇਹੜੀਆਂ ਲਗਾਉਣ ਵਾਲੇ ਵੀ ਕਿਊ. ਆਰ. ਕੋਡ ਅਤੇ ਯੂ. ਪੀ. ਆਈ. ਰਾਹੀਂ ਭੁਗਤਾਨ ਸਵੀਕਾਰ ਕਰਦੇ ਹਨ। ਭਾਰਤ ਦੁਨੀਆ ਦਾ ਮੋਹਰੀ 'ਪੇਮੈਂਟ ਵਾਲੇਟ ਪਲੇਅਰ' ਬਣ ਗਿਆ ਹੈ। ਇਸ ਦੇ ਪਿੱਛੇ ਆਧਾਰ ਕਾਫ਼ੀ ਵਿਆਪਕ ਹਨ।

ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਡਿਜੀਟਲ ਮਿਸ਼ਨ ਨੇ ਦੇਸ਼ 'ਚ ਇਕ ਡਿਜੀਟਲ ਹੈਲਥ ਈਕੋ



50 ਕਰੋੜ ਸਰਗਰਮ ਜਨ-ਧਨ ਖਾਤੇ

ਅੱਜ ਦੇਸ਼ 'ਚ 50 ਕਰੋੜ ਸਰਗਰਮ ਜਨ-ਧਨ ਖਾਤੇ ਹਨ। ਇਨ੍ਹਾਂ 'ਚੋਂ 56 ਫੀਸਦੀ ਖਾਤੇ ਅੱਰਤਾਂ ਦੇ ਹਨ। ਕੁੱਲ 67 ਫੀਸਦੀ ਬੈਂਕ ਖਾਤੇ ਪੇਂਡੂ ਅਤੇ ਕਸਬਿਆਂ 'ਚ ਹਨ।

99.8 ਫੀਸਦੀ ਭਾਰਤੀਆਂ ਕੋਲ ਆਧਾਰ ਨੰਬਰ

ਆਧਾਰ ਪ੍ਰਾਜੈਕਟ 2009 'ਚ ਪ੍ਰਧਾਨ ਮੰਤਰੀ ਮਨਮੋਹਨ ਸਿੰਘ ਵੱਲੋਂ ਆਈ. ਟੀ. ਮੈਨੇਜਰ ਨੰਦਨ ਨੀਲਕੰਠੀ ਦੀ ਅਗਵਾਈ 'ਚ ਸ਼ੁਰੂ ਕੀਤਾ ਗਿਆ ਸੀ। ਇਸ ਨੂੰ ਸ਼ੁਰੂਆਤ 'ਚ ਵਿਰੋਧੀ ਧਿਰ ਦੇ ਵਿਰੋਧ ਦਾ ਸਾਹਮਣਾ ਕਰਨਾ ਪਿਆ ਪਰ ਇਹ ਆਧਾਰ ਨੰਬਰ ਭਾਰਤ 'ਚ ਡੀ.ਪੀ.ਆਈ. ਦੀ ਤਰੱਕੀ ਦਾ ਮੁੱਖ ਆਧਾਰ ਬਣ ਗਿਆ।

ਸਿਸਟਮ ਵਿਕਸਿਤ ਕੀਤਾ ਹੈ। ਆਧਾਰ ਨਾਲ ਜੁੜੇ ਈ. ਪੀ. ਆਈ. ਸੀ. ਰਾਹੀਂ

ਲੋਕਾਂ ਨੂੰ ਆਨਲਾਈਨ ਵੋਟਿੰਗ ਦੀ ਸਹੂਲਤ ਮੁਹੱਈਆ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।

ਡਿਜੀਟਲ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਪ੍ਰਗਤੀ

ਸਾਲ	ਡਿਜੀਟਲ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਗਿਣਤੀ	ਡਿਜੀਟਲ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਦੀ ਰਕਮ
2015	57 ਲੱਖ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਹਰ ਦਿਨ	25,205 ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ
2020	2.42 ਕਰੋੜ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਹਰ ਦਿਨ	1.2 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ
2025	28.4 ਕਰੋੜ ਟ੍ਰਾਂਜੈਕਸ਼ਨ ਹਰ ਦਿਨ	6.3 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਹਰ ਦਿਨ

ਸਰਕਾਰ ਤੋਂ ਲਾਭ ਸਿੱਧੇ ਖਾਤਿਆਂ 'ਚ

ਅੱਜ ਹਰ ਦਿਨ ਸਰਕਾਰੀ ਡਾਇਰੈਕਟ ਬੇਨੇਫਿਟਸ ਟ੍ਰਾਂਸਫਰ (ਡੀ. ਬੀ. ਟੀ.) 17.26 ਕਰੋੜ ਰੁਪਏ ਹੈ। ਸਾਲ 2023-24 'ਚ ਕੁੱਲ ਡੀ.ਬੀ.ਟੀ. 6.9 ਲੱਖ ਕਰੋੜ ਰੁਪਏ ਸੀ।



ਇਹ ਦੱਸਦੇ ਹਨ ਅੰਕੜੇ

1.2 ਅਰਬ ਸਰਗਰਮ ਮੋਬਾਈਲ ਕਨੈਕਸ਼ਨ (ਅਕਤੂਬਰ 2024)।

94.1 ਕਰੋੜ ਬ੍ਰਾਂਡਬੈਂਡ ਸਬਸਕ੍ਰਾਈਬਰਜ਼ ਹਨ।

89.6 ਕਰੋੜ ਵਾਇਰਲੈੱਸ ਸਬਸਕ੍ਰਾਈਬਰਜ਼ ਹਨ।

99 ਫੀਸਦੀ ਪਰਿਵਾਰਾਂ 'ਚ ਘੱਟੋ-ਘੱਟ ਇਕ ਮੈਂਬਰ ਦਾ ਬੈਂਕ ਖਾਤਾ ਹੈ।

51 ਫੀਸਦੀ ਭਾਰਤੀ ਆਨਲਾਈਨ ਬੈਂਕਿੰਗ ਕਰ ਰਹੇ ਹਨ।



Veer Arjun • 06 Jan • Ministry of Ayush
Modi ne ayurved anusandhan sanstha ki adharshila rakhi

8 • PG

292 • Sqcm

21907 • AVE

60K • Cir

Top Left

Delhi

मोदी ने आयुर्वेद अनुसंधान संस्थान की आधारशिला रखी, कहा-दुनिया जल्द ही हील इन इंडिया अपनाएगी

विशेष प्रतिनिधि

नई दिल्ली। प्रधानमंत्री नरेन्द्र मोदी ने रविवार को कहा कि भारत में विश्व की स्वास्थ्य एवं आरोग्य राजधानी बनने की अपार क्षमता है और वह दिन दूर नहीं जब दुनिया मेक इन इंडिया के साथ-साथ हील इन इंडिया को भी मंत्र के रूप में अपनाएगी।

मोदी ने यह टिप्पणी रोहिणी में केंद्रीय आयुर्वेद अनुसंधान संस्थान के नये भवन की डिजिटल तरीके से आधारशिला रखते हुए की और इसे 'आयुर्वेद की अगली बड़ी छलांगें' करार दिया। समारोह में केंद्रीय आयुष राज्य मंत्री त्रिवेणी प्रभारा प्रतापराव जाधव सहित अन्य गणमान्य व्यक्तियों ने हिस्सा लिया। एक आधिकारिक बयान में कहा गया है कि 187 करोड़ रुपये के निवेश से 2.92 एकड़ में

फैली नयी सुविधा में 100 बिस्तरों वाला एक अस्पताल होगा जो आयुर्वेद अनुसंधान को आगे बढ़ाने और लोगों को स्वास्थ्य सेवाएं प्रदान करने के लिए समर्पित होगा। गरीब से गरीब व्यक्ति तक स्वास्थ्य सेवा सुलभ कराने पर केंद्र के जोर का उल्लेख करते हुए, प्रधानमंत्री ने कहा कि सरकार आयुष और आयुर्वेद जैसी पारंपरिक भारतीय चिकित्सा प्रणालियों को बढ़ावा दे रही है। उन्होंने कहा कि पिछले एक दशक में आयुष पद्धति का विस्तार 100 से अधिक देशों में किया गया है। मोदी ने इस बात पर भी प्रकाश डाला कि पारंपरिक चिकित्सा से संबंधित विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) का पहला संस्थान भारत में स्थापित किया जा रहा है। मोदी ने कहा कि उन्होंने

कुछ सप्ताह पहले अखिल भारतीय आयुर्वेद संस्थान के दूसरे चरण का उद्घाटन किया था। उन्होंने कहा कि आज केंद्रीय आयुर्वेद अनुसंधान संस्थान की नींव रखी गई है और इसके लिए उन्होंने दिल्ली के लोगों को बधाई दी। उन्होंने कहा कि भारत में स्वास्थ्य और तंदुरुस्ती की राजधानी बनने की अपार संभावनाएं हैं और वह दिन दूर नहीं जब दुनिया मेक इन इंडिया पहल की तरह हील इन इंडिया को मंत्र के रूप में अपनाएगी। मोदी ने कहा कि विदेशी नागरिकों को भारत में आयुष उपचार का लाभ उठाने में सुविधा प्रदान करने के लिए विशेष आयुष वीजा सुविधा शुरू की गई है और बहुत कम समय में सैकड़ों विदेशी नागरिकों को इस सुविधा का लाभ मिला है।

Maharashtra Times • 04 Jan • Ministry of Ayush
Credit to Hrithik for fitness!

6 • PG

160 • Sqcm

114646 • AVE

1.3M • Cir

Bottom Center

Mumbai Times

Mumbai

फिटनेसचं श्रेय हृतिकला!

मुंबई टाइम्स टीम

‘बॅन्डिश बॉर्डर्स’ या सीरिजचा दुसरा सीझन प्रदर्शित झाल्यापासून त्याची बरीच चर्चा आहे. विशेषतः त्यातील मुख्य अभिनेत्री श्रेया चौधरी हिच्या कामाची प्रशंसा होतेय. काही दिवसांपूर्वी तिच्या प्रेरणादायी फिटनेस ट्रान्सफॉर्मेशनमुळे तिचं कौतुक झालं. तरूण असताना श्रेया तिच्या वाढत्या वजनामुळे त्रस्त होती. त्यामुळे तिचा आत्मविश्वास कमी झाला होता. पण त्याच वेळी तिने तिचा आदर्श असलेल्या अभिनेता हृतिक रोशन याला त्याच्या फिटनेस प्रवासाविषयी बोलताना पाहिलं. याबाबत श्रेया म्हणाली, ‘लहानपणी माझं वजन जास्त होतं. काहीही केलं तरी माझं वजन कमी होणार नाही असं मला नेहमी वाटे. दरम्यान मी हृतिक रोशन यांना फिटनेसबद्दल बोलताना ऐकलं. त्यांचा प्रवास प्रेरणादायी होता. त्यांनी अडचणींमधून कसा मार्ग काढला याविषयी ऐकल्यावर आपणही ते करू शकतो असा विश्वास वाटू लागला आणि मी त्या दिशेने पावलं उचलू लागले.’ श्रेयानं तिच्या ट्रान्सफॉर्मेशनचे काही प्रेरणादायी फोटो सोशल मीडियावर शेअर केले आहेत. श्रेया तिच्या फिटनेसच्या प्रवासाचं श्रेय हृतिक रोशनला देते. श्रेया चौधरी लवकरच बोमन इराणीच्या बहुचर्चित डायरेक्टोरियल डेब्यू द मेहता बॉयज मध्ये अविनाश तिवारीसोबत दिसणार आहे.



Divya Bhaskar • 04 Jan • Ministry of Ayush

India's Share In Ayurvedic Beauty Care Products In The World Is 50%, The Market Will Touch 1.2 Lakh ...

12 • PG

233 • Sqcm

376963 • AVE

1.54M • Cir

Bottom Center

Ahmedabad

ભાસ્કર ખાસ | બ્યૂટી ઇન્ડસ્ટ્રીઝમાં બદલાવ, ભારતની આયુર્વેદિક બ્યૂટી બ્રાન્ડ વિશ્વમાં ઝડપથી વિસ્તરી

વિશ્વમાં આયુર્વેદિક બ્યૂટી કેર પ્રોડક્ટમાં ભારતનો હિસ્સો 50%, માર્કેટ 2028 સુધીમાં 1.2 લાખ કરોડને આંબી જશે

ભાસ્કર બ્યૂટી | નવી દિલ્હી

આયુર્વેદ 5000 વર્ષ જૂની ભારતીય તબીબી પદ્ધતિ છે જે વિશ્વની બ્યૂટી ઇન્ડસ્ટ્રીઝને બદલી રહી છે. આ પદ્ધતિમાં વર્ણવેલ કોસ્મેટીક્સના આધારે બનાવેલ બ્યૂટી પ્રોડક્ટ સમગ્ર વિશ્વમાં વધુને વધુ લોકપ્રિય થઈ રહ્યા છે, ગ્લોબલ ન્યૂ પ્રોડક્ટ્સ ડેટાબેઝ (GNPD, ગ્લોબલ રિસર્ચ ફર્મ મિન્ટેલના રિપોર્ટ અનુસાર ભારત આયુર્વેદ સંબંધિત બ્યૂટી અને પર્સનલ કેર પ્રોડક્ટ્સ રજૂ કરવામાં વિશ્વમાં અગ્રેસર છે. 2018 અને 2023 ની વચ્ચે આ સેગમેન્ટમાં ભારતીય ઉત્પાદનોનો વૈશ્વિક હિસ્સો અડધો થઈ ગયો છે. પ્રમાણિત કેમિકલ્સ સહિત બ્યૂટી ઉકેલોની વધતી જતી માંગે આ ઇન્ડસ્ટ્રીઝના દ્વાર ખોલ્યા છે.

રિપોર્ટ અનુસાર આ સમયગાળા દરમિયાન શ્રીલંકા, બ્રિટન, અમેરિકા અને ફ્રાન્સ જેવા દેશોમાં ભારતીય આયુર્વેદિક ઉત્પાદનો માટે મોટા બજારો ઉભરી આવ્યા છે. બ્યૂટી પ્રોડક્ટ્સ સાથે સંકળાયેલા વિશ્લેષકોના જણાવ્યા અનુસાર આ પ્રોડક્ટ્સ દેશના ટિયર 2 અને ટિયર 3 શહેરોના માર્કેટમાં પણ વિસ્તરી રહી છે.

આયુર્વેદ ટેક સ્ટાર્ટઅપ નિરોગસ્ટ્રીટના અહેવાલ મુજબ નાણાકીય વર્ષ 2028 સુધીમાં ભારતમાં આયુર્વેદ ઉત્પાદનોનું બજાર રૂ. 1.2 લાખ કરોડ સુધી પહોંચવાનો અંદાજ છે. હાલમાં તેની કિંમત લગભગ 60 હજાર કરોડ રૂપિયા છે. તે વાર્ષિક 15 ટકાના ચક્રવૃદ્ધિ દરે વધી રહી છે.

હર્બલ પ્રોડક્ટ્સ યુવાનોમાં લોકપ્રિય બની, સ્કિનકેર પર ફોકસ

આયુર્વેદ ટેક સ્ટાર્ટઅપ નિરોગસ્ટ્રીટના એક અહેવાલ મુજબ આ વધતી માંગ પાછળનું કારણ સ્થાનિક અને આંતરરાષ્ટ્રીય બજારોમાં કુદરતી અને હર્બલ ઉપચારની વધતી માંગ, આયુર્વેદ પ્રેક્ટિશનરોની સંખ્યામાં વધારો અને આ ક્ષેત્રમાં મોટા પાયે સ્ટાર્ટઅપ્સનો વધારો છે. બ્યૂટી પ્રોડક્ટ ડિસ્ટ્રીબ્યુશન એજન્સી સ્ટેલા રાઈઝિંગના સીએમઓ માર્લી કલાર્કના જણાવ્યા અનુસાર મિલેનિયલ્સ આયુર્વેદિક કોસ્મેટીક્સના ગુણધર્મો અને ફાયદાઓમાં સૌથી વધુ રસ ધરાવે છે. તેઓ ખાસ કરીને ત્વચા અને વાળની સંભાળથી પ્રેરિત ઉત્પાદનોમાં રસ ધરાવે છે. ઇન્ટરનેટ પર આયુર્વેદિક અને સંબંધિત હેશટેગ્સ વધી રહ્યા છે. અશ્વગંધા, લીમડો, તુલસી, આમળા જેવા આયુર્વેદિક શબ્દો લોકપ્રિય થઈ રહ્યા છે.

ભારતમાં 60 હજાર કરોડનું માર્કેટ 4 વર્ષમાં બમણું થઈ જશે

■ ગ્રાન્ડ વ્યૂ રિસર્ચના રિપોર્ટ અનુસાર 2024માં વૈશ્વિક હર્બલ બ્યૂટી પ્રોડક્ટ્સ માર્કેટનું સાઈઝ 7.5 લાખ કરોડ રૂપિયાની આસપાસ છે. તે 2025 થી 2030 સુધી વાર્ષિક 13.3% ના ચક્રવૃદ્ધિ દરે વૃદ્ધિ પામવાનો અંદાજ છે.

■ સ્કિનકેર 2024માં સૌથી મોટા રેવન્યુ શેર 36.2% સાથે બજારમાં પ્રભુત્વ ધરાવે છે. સ્કિનકેર પ્રોડક્ટ્સમાં કુદરતી અને ઓર્ગેનિક ઘટકોના ફાયદા અંગેની જાગૃતિ વધવાથી ગ્રાહકોની માંગમાં નોંધપાત્ર વૃદ્ધિ થઈ રહી છે.

■ ઉત્તર અમેરિકા હર્બલ બ્યૂટી પ્રોડક્ટ્સ માર્કેટ 2024 માં 34.3% ના સૌથી મોટા રેવન્યુ હિસ્સા સાથે વૈશ્વિક બજારમાં તોચ પર છે.

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। यहाँ 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 रफतार 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।

Daily Thanti • 04 Jan • Ministry of Ayush
4 yoga poses to reduce belly fat fast

12 • PG

326 • Sqcm

227195 • AVE

2M • Cir

Bottom Center

Chennai

தொப்பையை வேகமாக கரைக்க
உதவும் சில எளிய யோகாசனங்
கள் கொடுக்கப்பட்டுள்ளன. அவற்றை தின
மும் தவறாமல் பின்பற்றினால், தொப்பையை
வேகமாக குறைக்க முடியும்.

*** புணங்காசனம்**

இந்த ஆசனத்தை செய்யும் போது, வயிற்றைப்
பகுதியில் உள்ள தசைகள் வலிமையடை
வதோடு, வயிற்றில் தேங்கியுள்ள கொழுப்பு
களும் கரையும். மேலும் இந்த ஆசனத்தினால்
முதுகு, அடி வயிறு மற்றும் உடலின் மேல் பகுதி



யும் வலிமையடையும். இந்த ஆசனம் தண்டு
வடத்தையும் வலிமையாக்கும்.

முதலில் குப்புறப்படுத்து, இரு உள்ளங்கை
களையும் மார்பு பகுதிக்கு பக்கவாட்டில் தரை
யில் ஊன்றி, மூச்சை உள்ளிழுத்தவாறு
முகத்தையும், உடலையும் உயர்த்த வேண்டும்.
இந்நிலையில் 15-30 நொடிகள் இருக்க வேண்
டும். பின் மூச்சை வெளியிட்டவாறு பழைய
நிலைக்கு திரும்பவும். இப்படி ஒரு நாளைக்கு
5 முறை செய்ய வேண்டும்.

*** தனுராசனம்**

தனுர் என்றால் வில், வில்லைப் போல்
உடலை வளைத்து செய்வதால், இந்த ஆசனத்
தின் பெயர் தனுராசனம் என்று வந்தது. இந்த
ஆசனத்தின் மூலம் அடிவயிற்று தசைகள்
நல்ல நிலையைப் பெறும். மேலும் இந்த
ஆசனத்தினால் வயிற்றுக் கொழுப்புகளும்,
தொடையில் உள்ள கொழுப்புகளும் கரையும்

தொப்பையை வேகமாக குறைக்கும் 4 யோகாசனம்



மற்றும் செரிமான மண்டலம் நன்கு செயல்
பட்டு, மலச்சிக்கல் பிரச்சினை அகலும். இந்த
ஆசனத்திற்கு குப்புறப்படுத்து, இரண்டு
கைகளாலும் கணுக்காலைப் பிடித்து, உடலை
வில் போன்று வளைக்க வேண்டும். இப்படி 5
முறை செய்ய வேண்டும்.

*** நாகாசனம்**

இந்த யோகாசனம் தட்டையான வயிற்றைப்
பெற உதவும் மற்றும் இடுப்பு பகுதியைச் சுற்றி



யுள்ள கொழுப்புகளைக் கரைக்கும். மேலும்
இந்த ஆசனத்தினால் முதுகு மற்றும் கால்
தசைகள் வலிமைப் பெறும்.

இந்த ஆசனத்திற்கு முதலில் தரையில்

குப்புறப்படுத்து, பின் மூச்சை உள்ளிழுத்தவாறு
மேல் உடலையும், இடுப்பு பகுதிகளையும்
மேலே உயர்த்த வேண்டும். முடிந்த வரை 45
டிகிரி கோணத்தில் உடலைக் கொண்டு வர
முயற்சி செய்யுங்கள். இந்நிலையில் 15 நொடி
கள் இருந்து, பின் மூச்சை வெளியே விட்ட
வாறு பழைய நிலைக்கு திரும்புங்கள்.

*** பவனமுக்தாசனம்**

இந்த யோகாசனத்தினால் குடலுக்கு மசாஜ்
செய்தது போன்று இருப்பதோடு, வயிற்று



அமிலத்தை ஒழுங்குபடுத்தவும், மலச்
சிக்கலைத் தடுக்கவும், மெட்டபாலிசத்தை
அதிகரிக்கவும், முதுகு வலியைக் குறைக்க
வும், அடிவயிறு, தொடை, இடுப்பு பகுதியில்
உள்ள கொழுப்புகளைக் கரைத்து அழகாக
வைத்துக் கொள்ளவும் உதவும்.

பவனமுக்தாசனம் செய்வதற்கு தரையில்
மல்லாந்து படுத்துக் கொண்டு, முழங்கால்
களை மடித்து, மார்பை தொடும் வண்ணம்
தாக்கி, பின் இரு கைகளால் முழங்கால்களைப்
பிடித்துக் கொண்டு, தலையால் முழங்காலைத்
தொட முயற்சிக்க வேண்டும்.