

MINISTRY OF AYUSH COMPILED MEDIA REPORT
05 Jun, 2025

 **Total Mention 26**

 Print	Financial	Mainline	Regional	Periodical
12	1	8	3	N/A

 Online

14

 Print

No	Newspaper	Headline	Edition	Pg
1.	Mint	Can Cult.fit build durable muscle	Delhi	1,12
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10.	Dainik Savera	Nagar nigam ward mein jansadharan ko yog protocol ka karwaya abhyash	Chandigarh	5
11.	Rashtriya Sahara	For peaceful sleep Do these yogasanas at night, digestion will improve	Delhi	12
12.	Ajit Samachar	Sarkari model high school manimazara mein yog fitness camp ka safalatapuravak aayojan	Chandigarh	5

Mint • 05 Jun • Ministry of Ayush
Can Cult.fit build durable muscle

1,12 • PG

1921 • Sqcm

1536522 • AVE

375K • Cir

Top Center,Top Left

Delhi



CAN CULT.FIT BUILD DURABLE MUSCLE?

The company wants to go public with a \$2 billion valuation. But it faces fitness challenges

Samiksha Goel
samiksha.goel@livemint.com
BENGALURU

In early 2023, Baibhav Mishra started attending Cult.fit's group fitness classes at a centre in Bandra, Mumbai. It quickly became part of his routine, until one morning when he and a few others showed up at 6am, only to be halted in their tracks by a security guard. The gym had shut down.

"No email, no app notification, nothing," Mishra recalled. "I had paid ₹20,000 upfront for an annual plan for me and my partner." He says Cult.fit was unresponsive when he sought help and that pushed him to air his frustration on microblogging platform X.

Determined to squeeze out some value for his money, Mishra shifted to Cult.fit's Juhu centre, a few kilometers away. Six months later, that one shut too. The next option? Lokhandwala, over 7km away. "Some days, the auto fare was more than what I was paying per class," he said. But even that centre closed its doors in April this year.

Mishra's story isn't an outlier. Social media is awash with similar complaints—of customers locked into year-long memberships only to find their neighbourhood centres shuttered. While gym closures aren't rare in the fitness industry, Cult.fit's recent wave of shutdowns has raised eyebrows.

However, the company—officially known as Curefit Healthcare Pvt. Ltd.—maintains it's a routine operational matter. "There will always be the bottom 5-6% that don't pan out," chief executive officer (CEO) Naresh Krishnaswamy told *Mint*. "That churn is what we do every year."

He insists that proper communication is ensured during centre closures, with timely updates, nearby alternatives and refund or transfer options.

But with multiple centres closing across cities, the churn raises questions on the scalability of Cult.fit's model. Rivals cite their own record to question the closures. "I will not say that Anytime Fitness has not shut gyms in the past, but of about 175 gyms, we have shut down 7-8 in the last 13 years," said Vikas Jain, the chain's managing director. "But yes, in other brands or other standalone gyms, there are a lot of



Cult.fit built a large pan-India footprint through an aggressive acquisition strategy—the company has snapped up over 20 startups since inception.

closures, which is not good. As we are an industry where people pay full amounts in advance, when you shut down, the trust goes down."

RAPID RISE

Cult.fit was founded by former Flipkart colleagues Ankit Nagori and Mukesh Bansal in 2016. Within a few years, they turned it into India's biggest organized fitness chain, backed by funding from marquee names such as Zomato, Tata Capital, HDFC Bank and Kotak Mahindra Bank. That war chest helped put Cult.fit's growth on steroids, as it took the inorganic path to set up a network of 700 centres across major cities.

But after bulking up at a rapid pace, the company's growth has begun to lose pace. Cult.fit has slipped deeper into the red, reporting losses of around ₹869 crore in 2023-24 against revenue of ₹927 crore.

Cult.fit claims to have an active subscriber base of about a million. Services, including gyms, group classes and Cult Play contribute two-thirds of the business, while sports apparel and equipment account for the other one-third.

Balancing pricing to improve margins without stalling growth will be a key challenge in the company's core fitness centre business, especially as the broader market remains limited. At the same time, it is still burning cash in its sportswear and equipment vertical, where gaining ground against established players has proven difficult.

According to media reports, the company is now eyeing an initial public offering (IPO). This will be a milestone if it happens, as it will be India's first serious fitness IPO attempt since the last one, by Tallywackers, a dominant gym chain that eventually crumbled under the weight of debt and unchecked expansion.

Krishnaswamy, a long-time insider who took over the CEO role in October 2023, having previously served as Cult.fit's head of finance for over three years and then leading its growth and business divisions, isn't worried about going the Tallywackers way. Indeed, despite Cult.fit's heavy losses, he claims profitability is just around the corner. If that happens, it will be a turning point. But from a long-term perspective, can the startup show endurance and scale up sustainably?

The fitness chain has 700 centres spread across 40 cities, with about 80% concentrated in Bengaluru, Delhi, Hyderabad and Mumbai.

PREMIUM FITNESS CENTRES

Nagori and Bansal started the company in 2016 as Curefit, with the intent of creating a holistic wellness platform covering physical and mental health, food and nutrition. Many earlier startups focused solely on the physical side of fitness, a model that didn't quite click, prompting the founders to build a broader preventive health platform. Bengaluru, Cult.fit's biggest market, is where operations kicked off.

Curefit began by acquiring a controlling stake in Cult, a startup founded by Rishabh Telang, which differentiated itself from traditional gyms by offering fitness training in the form of martial arts, kickboxing and other activities. Interestingly, Bansal, formerly fashion retailer Myntra's CEO, was a user of the original Cult gym and had invested his own money in it. Cult operated two fitness centres in Bengaluru when it was acquired. It expanded to Delhi, Hyderabad and Mumbai, and eventually to Chennai, Jaipur and Pune, among other cities.

The holistic wellness idea gained traction, with the company raising over ₹650 million from the investors mentioned above as well as others such as Accel, Temasek and Chiratae.

Ventures, Curefit rebranded to Cult.fit in 2021 to reflect the company's focus on its flagship fitness vertical. Efit, the food vertical, which was severely impacted during the covid-19 pandemic with subscriptions declining, was spun off as a separate entity.

Over the years, the company has managed to become the largest branded fitness chain in the country—while its 700 centres are spread across 40 cities, about 80% are in Bengaluru, Delhi, Hyderabad and Mumbai, according to Krishnaswamy.

Cult.fit built that huge footprint through a rapidfire acquisition strategy, and has snapped up over 20 startups since inception. In 2021 alone, it acquired seven companies. The most prominent was India operations of the Gold's Gym, which gave it a massive boost in reach, adding over 140 centres across 90 cities, including deep access into tier-II and III markets.

The company's competitors in India include global fitness chains Anytime Fitness and Snap Fitness. In the last few years, it has been trying to build a brand in

the products business, selling apparel, shoes and sports equipment.

A typical Cult.fit fitness subscription costs ₹14,000-16,000 annually. For context, Indians on an average spend between ₹1,000 and ₹10,000 annually on preventive healthcare, which includes exercise, healthy nutrition, health insurance, early diagnosis and health tracking. Nikhil Kamath, co-founder at Zerodha, had noted in an X post in February. Moreover, 33% of the richest Indians account for 98% of preventive healthcare spending, according to the post.

CHASING NUMBERS

Cult.fit reported a 33.5% rise in revenue in 2023-24 to ₹927 crore, even as its losses widened 43% to ₹869 crore, according to financials sourced from Tracxn. The losses were driven by goodwill impairment costs. A year earlier, the company had recorded 22% growth in its top line, albeit on a smaller base.

There's a downturn in performance in FY24, but Krishnaswamy believes Cult.fit will comfortably hit 30% year-on-year growth over the next few years. "The growth in 2022-23 was on the back of a lower base the year before (the pandemic year). The growth rate has normalized in 2023-24. I frankly don't feel any pressure to grow faster," he said, adding that the industry is growing at about 15%.

While the CEO believes that there's no saturation, multiple current and former executives, as well as industry watchers told *Mint* that penetrating existing cities further has been tough. As compared to about 21.2% of the adult population with a gym membership in the US, only 0.2% are gym members in India.

A rising urban middle class and disposable incomes are all factors that point in a positive direction, but the revolution in fitness awareness is happening only in a limited set of customers in small pockets. "While there's huge scope, the growth's happening very slowly," an industry executive, who didn't want to be identified, told *Mint*.

The capex-heavy fitness centre business in India faces two persistent, structural challenges: first, a chronic underutilization of assets with only 30% of gym capacity being used; and second, poor renewal rates, often below 25%, according to Akshay Verma, co-founder of FITPASS, a platform offering users access to various gyms and workout classes.

"These stem from a mix of issues: high



WHAT

Founded less than a decade ago, Cult.fit has grown quickly to become India's largest fitness chain, aided to some extent by pandemic-induced health consciousness.

AND

Much of that growth has taken the inorganic path, thanks to the firm raising ₹650 million from marquee investors such as Accel, Temasek, Tata Capital, HDFC Bank and Kotak Mahindra Bank.

NOW

With the pandemic waning, Cult.fit's growth has tapered. And while the company's revenue has grown, it is still deep in the red, which does not bode well for its IPO plans.

upfront membership costs, consumers wanting variety in workout formats, high trainer attrition and a general sense of not receiving enough value from the service experience," Verma added. "Over \$3.4 billion in fitness infrastructure lies idle every year. The problem is not a lack of supply—infrastructure is ready and waiting. The real question is why are people not gushing through the gates?"

Krishnaswamy, however, is optimistic about Cult.fit's prospects. "The fitness services business or gym business is already cash flow-positive and we are about a quarter away from becoming Ebitda positive. We continue to invest in the product business because it's a growth category for us and we are still a relatively small player in a large market," he said.

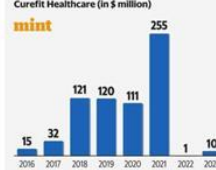
"Towards the last two quarters of this year, the combined business will be Ebitda-profitable with the services business obviously being heavily profitable," Krishnaswamy added.

Ebitda is short for earnings before interest, taxes, depreciation and amortization.

BULKING UP

Cult has raised over ₹650 million in venture funding.

Annual funding received by Curefit Healthcare (in ₹ million)



While Cult's growth spiked after the pandemic, it has slipped deeper into the red.

Curefit Healthcare's consolidated financials (in ₹ crore)



SOURCE: TRACXN

VERTICAL LIMIT

Apparel, shoes and sports equipment, which Cult.fit refers to as the products vertical, are seeing a big push. The company expects this line of business to increase its contribution from the current 30% or so to about 50% in the next two-three years and surpass the core business eventually. Krishnaswamy believes there is a gap the company is tapping between entry-level player Decathlon and high-end brand Nike or Puma.

"They started this because in the gym business you won't get the valuation for an IPO. But they really have not been able to translate their brand position in the gym business into sales of apparel or footwear," said a former company executive who didn't want to be identified.

Cult.fit also expanded offline in 2023, which, according to current employees and industry executives, is going well. Continuing to improve products and making offline work will be key determi-

nants for the company's future success, said Krishnaswamy.

While products is a big category, the major hurdle is competition, with many brands operating in the space, Decathlon being the biggest one. The company needs to spend heavily if it is to take on the French giant.

But Cult.fit is stuck, say industry insiders, as it cannot spend much because it has to become profitable. At the same time, the revenue numbers need to rise for it to get a good valuation.

Another bet by the company, Cult Play, has not worked out despite multiple attempts, according to sources. Play essentially included badminton and swimming courts under Cult.fit's brand for users to learn the sports. The CEO said it is a small category, but it is building the vertical steadily as it is important from a long-term perspective.

THE ROAD AHEAD

According to media reports, Cult.fit is planning to raise ₹2,500 crore through an IPO at a proposed valuation of \$2 billion. Analysts, however, are worried about the startup's profitability challenges. "Despite brand visibility and the involvement of big names, the company's financial conditions do not justify a confident entry. Investors should adopt a cautious approach," V.L.A. Ambala, a Securities and Exchange Board of India-registered research analyst, said.

To be fair, Cult.fit built India's biggest fitness chain and made premium workouts mainstream in urban India. But the real challenge is getting more people through the door and keeping the growth engine running.

Krishnaswamy, meanwhile, has his task cut out, with the two founders now focused on other ventures—Nagori is leading Curefit's food business in 2020, and Bansal is focusing on new startups he has cofounded, such as omnichannel fashion brand Lyskraft, and agentic artificial intelligence company Nurix AI.

In its core business, Cult.fit is ahead of the pack, but as Krishnaswamy admitted, "What we are fighting is the resistance of people to join fitness programmes." Over the next three-five years, he added, the company will look to expand the market.

But for that to happen, Indians will need to get off the couch.



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Hindustan Times • 05 Jun • Ministry of Ayush
Yoga twist to Haryana's anti-drug campaign

4 • PG

166 • Sqcm

257556 • AVE

267.13K • Cir

Bottom Center

Chandigarh

{ WELLNESS OVER ILLNESS }

Yoga twist to Haryana's anti-drug campaign

Pawan Sharma

pawan.sharma@htlive.com

CHANDIGARH: Do-it-yourself (DIY)! That's the latest mantra from the Haryana State Narcotics Control Bureau (HSNCB) under the ADII Yoga — Anti-Drug Initiation in Yoga — programme launched on Wednesday to encourage individuals, particularly the youth, to lead a drug-free life.

The HSNCB module in the run-up to International Yoga Day on June 21 is a minimalist, no-frills intervention that requires only 20 minutes, three times a week. Backed by the Union government's *Nasha Mukta Bharat Abhiyan*, the campaign's catch phrase in Hindi is: "Saptah mein teen din, jio jeevan drug bin (Three days a week, live a drug-free life)."

The move comes at a time when the youth are increasingly vulnerable to stress, peer pressure, and addictive behaviours.

ADII Yoga Module

Anyone can do it.

Three days a week (Monday, Wednesday, Friday).

20 minutes per session.

Can be done at home, in schools, or outdoors, anywhere with a clean, flat surface.

All you need is a yoga mat, towel, or blanket.

No teacher necessary — just follow YouTube tutorials, yoga apps, or a friend.



Feeling pressured by substance use?
The MANAS helpline (1933) is just a call away.

The HSNCB approach empowers but with tools for wellness. "The initiative is part of a growing effort to blend ancient wellness practices with modern behavioural health strategies," HSNCB chief and DGP OP Singh said.

The HSNCB is inviting people to post their yoga photos and videos on X with the hashtag

#YogaYuktNashaMukt and tag @hsncb. The top 100 participants will receive a free yoga mat as encouragement.

According to the HSNCB chief, the ADII Yoga programme stems from the growing body of research linking stress reduction and enhanced self-regulation with a decline in substance use.

He said a 2023 Lancet psychiatry study highlighted yoga's ability to ease stress, while *Frontiers in Psychology* (2024) found that just three weekly sessions significantly boost mental resilience. "We wanted a sustainable and practical approach. ADII Yoga is easy to follow, requires no supervision, and fits into anyone's schedule — a student or working professional alike," the HSNCB official said at the launch.

The HSNCB is encouraging Haryana residents to join local government yoga camps on June 21 and begin their ADII Yoga journey with a message: "Yoga zaroor karo, drugs ko dur karo (Embrace yoga, keep drugs at bay)." DGP Singh expressed optimism that ADII Yoga would serve as more than just a fitness habit. "It aims to become a preventive movement, rooting strength, discipline, and mindfulness into the lives of thousands," he said.

Yugmarg • 05 Jun • Ministry of Ayush

IIT Mandi signs MoU with Art of Living Foundation to advance research in consciousness and mental we...

6 • PG

293 • Sqcm

60597 • AVE

185K • Cir

Bottom Center

Chandigarh

IIT Mandi signs MoU with Art of Living Foundation to advance research in consciousness and mental well-being

DINESH AGARWAL
MANDI, JUNE 4

The prestigious Mind, Brain, and Consciousness Conference (MBCC 2025) commenced today at IIT Mandi, bringing together leading scientists, scholars, thinkers, and spiritual leaders from across the world. Organized by the Indian Knowledge System and Mental Health Applications (IKSMHA) Center, this four-day conference (June 4–7) is an interdisciplinary confluence at the frontier of science, consciousness studies, neuroscience, mental health, and Indian philosophical wisdom.

The day witnessed the keynote address by Sri Sri Ravi Shankar, founder of the Art of Living Foundation, addressed participants



virtually, stating, “Science now agrees that spirituality plays a vital role in mind and consciousness. Happiness is a concept of consciousness, nurtured through meditation, sattvic food, and pranayama.” During the occasion, Prof. Laxmidhar Behera, Director of IIT Mandi and General Chair of MBCC, emphasized that consciousness is central to both science and self-realization, “Without consciousness, the body is nothing. MBCC 2025 opens pathways for practical education, innovation, and

interdisciplinary research rooted in Indian knowledge systems.” Prof. Arnav Bhavsar, Chair of the IKSMHA Center, shared the center’s mission and achievements, including the establishment of a dedicated sleep research lab and active collaboration with national institutions like DRDO, AYUSH Ministry, and others.

Renowned Indologist Acharya Shrivatsa Goswami called the conference a “yagya of knowledge,” led by students and fueled by the light of consciousness.

The New Indian Express • 05 Jun • Ministry of Ayush

VIRABHADRASANA III FOOT ON WALL

2 • PG

637 • Sqcm

841479 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

VIRABHADRASANA III FOOT ON WALL (WARRIOR POSE III FOOT ON WALL)

This is an intermediate level standing/forward bend pose. This modification makes it easier to maintain balance and proper alignment, particularly for beginners or those with less-developed core strength. The wall support helps focus on the alignment of the hips and torso, making it a useful preparatory pose for achieving the full expression of Warrior III. This variation ensures that the hips remain squared and the torso stays parallel to the floor. The wall support allows for a deeper engagement of the standing leg's muscles, including the quadriceps, hamstrings, and glutes.

STEPS

- Start in Tadasana (Mountain Pose), facing away from a wall, about one leg's length away.
- Measure the distance to the wall by extending one leg straight back and placing the foot flat against the wall, toes pointing downward.
- Shift your weight onto the standing leg, the left leg, grounding firmly through the foot.
- Inhale deeply, lift the arms overhead, keep them shoulder-width apart and parallel.
- Exhale, hinge at the hips, extending the torso forward while lifting the right leg back.
- Place the right foot flat against the wall, leg straight and toes pointing downward.
- Align your torso parallel to the ground, extending the arms forward in line with your ears. Ensure your hips are squared to the floor, engaging the core muscles for stability.
- Inhale, lengthening through the spine and reaching forward with your fingertips.
- Exhale, press the foot into the wall and ground through the standing leg. Maintain a steady breath, inhaling and exhaling deeply.
- Hold the pose for 6 to 8 breaths or as per your capacity, focusing on maintaining balance and proper alignment.
- To release, inhale, slowly bring the torso upright while lowering the extended leg back to the starting position. Return to Mountain Pose.
- Repeat the pose on the opposite side by extending the left leg towards the wall and grounding the right leg on the mat.
- Finally, release the pose and relax in Three Part Breath Mountain Pose for 6 to 8 breaths before moving towards further practice.
- **Note:** Alternatively, you can first align the foot on the wall with your torso parallel to the ground and hands on hips. Once you feel comfortable, then extend your arms forward.

BENEFITS

- Enables practitioners to hold the pose longer, deepening the mental focus and concentration.
- It can help reduce stress and improve overall mindfulness.
- Provides a gentle stretch to the hamstrings and hip flexors, making it accessible for individuals with stiffness in these areas.
- Engages the core muscles effectively, promoting stability and strength in the lower back and abdominal region.
- Relieves stiffness in the neck, shoulders and back.
- Helps reduce stubborn fat from hips.
- Helps people suffering from sciatica.
- Helps enhance blood circulation in the body.
- Helps tone and strengthen knees, thighs and ankles.
- Stimulates abdominal organs and aids in digestion.
- Builds stamina; develops a sense of balance and coordination.



LIMITATIONS

- Students who suffer from heart problems, severe neck or shoulder pain, knee pain, high blood pressure or spinal ailments, or had recent

chronic illness, avoid this practice.

- Since this is an arduous pose, avoid holding it for too long.

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

The New Indian Express • 05 Jun • Ministry of Ayush VIRABHADRASANA III FOOT ON WALL (WARRIOR POSE III FOOT ON WALL)

2 • PG

592 • Sqcm

591768 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

VIRABHADRASANA III FOOT ON WALL (WARRIOR POSE III FOOT ON WALL)

This is an intermediate-level standing/forward bend pose. This modification makes it easier to maintain balance and proper alignment, particularly for beginners or those with less-developed core strength. The wall support helps focus on the alignment of the hips and torso, making it a useful preparatory pose for achieving the full expression of Warrior III. This variation ensures that the hips remain squared and the torso stays parallel to the floor. The wall support allows for a deeper engagement of the standing leg's muscles, including the quadriceps, hamstrings, and glutes.

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- Measure the distance to the wall by extending one leg straight back and placing the foot flat against the wall, toes pointing downward.
- Shift your weight onto the standing leg, the left leg, grounding firmly through the foot.
- Inhale deeply, lift the arms overhead, and keep them shoulder-width apart and parallel.
- Exhale, hinge at the hips, extending the torso forward while lifting the right leg back.
- Place the right foot flat against the wall, leg straight and toes pointing downward.
- Align your torso parallel to the ground, extending the arms forward in line with your ears. Ensure your hips are squared to the floor, engaging the core muscles for stability.
- Inhale, lengthening through the spine and reaching forward with your fingertips.
- Exhale, press the foot into the wall and ground through the standing leg. Maintain a steady breath, inhaling and exhaling deeply.
- Hold the pose for 6 to 8 breaths or as per your capacity, focusing on maintaining balance and proper alignment.
- To release, inhale, slowly bring the torso upright while lowering the extended leg back to the starting position. Return to Mountain Pose.
- Repeat the pose on the opposite side by extending the left leg towards the wall and grounding the right leg on the mat.
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The Daily Guardian • 05 Jun • Ministry of Ayush
Health Dept reviews cashless treatment scheme for victims

4 • PG

118 • Sqcm

11816 • AVE

N/A • Cir

Bottom Center

Chandigarh

Health Dept reviews cashless treatment scheme for victims

TDG NETWORK
CHANDIGARH

Sudhir Rajpal, Additional Chief Secretary, Health and Family Welfare, on Wednesday chaired a review meeting on the implementation of the scheme aimed at providing free and cashless emergency medical treatment to road accident victims across the state.

During the meeting, it was informed that all hospitals empanelled under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) are by default automatically included under the road accident treatment scheme.

However, it was highlighted that a greater number of hospitals need to be brought on board to ensure that accident victims receive timely and quality care at the nearest available health facility.

To address this gap, the Additional Chief Secretary

issued directions to the Nodal Officer of the Clinical Establishments Act to instruct all registered private and government hospitals under the Act to also register under the Road Accident Victim Treatment Scheme—regardless of their participation in Ayushman Bharat. This move aims to expand the network of treatment centres and enhance access to immediate medical care, particularly in remote and accident-prone areas.

Rajpal emphasized the urgency of streamlining the empanelment process and ensuring robust coordination between the health department and hospital administrators.

He also called for greater awareness among the public and hospital staff regarding the provisions of the scheme so that no accident victim is denied critical care due to administrative delays or lack of information.

The Morning Standard • 05 Jun • Ministry of Ayush

I want to get fit, but I'm not sure where to start. How do I set realistic fitness goals

2 • PG

279 • Sqcm

133974 • AVE

300K • Cir

Middle Center

Delhi



MISS-FIT
Wanitha Ashok
The expert is a Fit India Movement ambassador and celebrity fitness coach

I want to get fit, but I'm not sure where to start. How do I set realistic fitness goals?

Getting started with the right goals can make all the difference. Instead of saying 'I want to get fit', try something more specific like, 'I want to do 10 push-ups in a row', or 'I want to lose five kgs in three months'. Clear goals are easier to track and stick with.

Here's a simple framework to guide you:

- Make it measurable — choose goals you can track like reps, time, distance, weight or even energy levels.

ASK AN XPERT

- Keep it achievable — be realistic about your current lifestyle and fitness level. If you're new to training, starting with three workouts a week is more sustainable than aiming for seven.
- Deadlines help you stay focussed — Break big goals into weekly or monthly milestones. Be flexible, life happens, and goals may need adjusting but consistency always wins over perfection.



The Morning Standard • 05 Jun • Ministry of Ayush

VIRABHADRASANA III FOOT ON WALL

2 • PG

604 • Sqcm

289831 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

VIRABHADRASANA III FOOT ON WALL (WARRIOR POSE III FOOT ON WALL)

This is an intermediate level standing/forward bend pose. This modification makes it easier to maintain balance and proper alignment, particularly for beginners or those with less-developed core strength. The wall support helps focus on the alignment of the hips and torso, making it a useful preparatory pose for achieving the full expression of Warrior III. This variation ensures that the hips remain squared and the torso stays parallel to the floor. The wall support allows for a deeper engagement of the standing leg's muscles, including the quadriceps, hamstrings, and glutes.

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- Shift your weight onto the standing leg, the left leg, grounding firmly through the foot.
- Inhale deeply, lift the arms overhead, keep them shoulder-width apart and parallel.
- Exhale, hinge at the hips, extending the torso forward while lifting the right leg back.
- Place the right foot flat against the wall, leg straight and toes pointing downward.
- Align your torso parallel to the ground, extending the arms forward in line with your ears. Ensure your hips are squared to the floor, engaging the core muscles for stability.
- Inhale, lengthening through the spine and reaching forward with your fingertips.
- Exhale, press the foot into the wall and ground through the standing leg. Maintain a steady breath, inhaling and exhaling deeply.
- Hold the pose for eight breaths or as per your capacity, focussing on maintaining balance and proper alignment.
- To release, inhale, slowly bring the torso upright while lowering the extended leg back to the starting position. Return to Mountain Pose.
- Repeat the pose on the opposite side by extending the left leg towards the wall and grounding the right leg on the mat.
- Finally, release the pose and relax in Three Part Breath Mountain Pose for eight breaths before moving towards further practice.
- **Note:** Alternatively, you can first align the foot on the wall with your torso parallel to the ground and hands on hips. Once you feel comfortable, extend your arms forward.

BENEFITS

- Enables practitioners to hold the pose longer, deepening the mental focus and concentration.
- It can help reduce stress and improve overall mindfulness.
- Provides a gentle stretch to the hamstrings and hip flexors, making it accessible for individuals with stiffness in these areas.
- Engages the core muscles effectively, promoting stability and strength in the lower back and abdominal region.
- Relieves stiffness in the neck, shoulders, and back.
- Helps reduce stubborn fat from the hips.
- Helps people suffering from sciatica.
- Helps enhance blood circulation in the body.
- Helps tone and strengthen knees, thighs, and ankles.
- Stimulates abdominal organs and aids in digestion.
- Builds stamina; develops a sense of balance and coordination.



LIMITATIONS

- People suffering from heart problems, severe neck or shoulder pain, knee pain, high blood pressure, or spinal ailments, or who have

had recent chronic illness, avoid this practice.

- Since this is an arduous pose, avoid holding it for too long.

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

The Morning Standard • 05 Jun • Ministry of Ayush

Majhi says will bring back minerals under control of revenue dept for efficiency

5 • PG

312 • Sqcm

149602 • AVE

300K • Cir

Middle Center

Delhi

Majhi says will bring back minerals under control of revenue dept for efficiency

EXPRESS NEWS SERVICE
@ Bhubaneswar

CHIEF Minister Mohan Charan Majhi on Wednesday raised concern over waterlogging in the state capital and asked officials to remain prepared to deal with such situations during monsoon.

Addressing the revenue officers' workshop here, Majhi said, "It rained so heavily in Old Town (Puruna Bhubaneswar) area yesterday that the road got damaged and the water couldn't be drained out."

This has happened when Asadha month is yet begin, the chief minister said, while underlining that there could be a flood-like situation and damage to infrastructure due to heavy rains during monsoon and SOP should be followed to deal with it effectively.

Heavy rainfall on Tuesday evening caused substantial

damage to the Badagada Canal road in Old Town area of the city disrupting connection to the main route. Locals raised strong concern over the matter and also complained about the same to mayor Sulochana Das during her visit to the site.

As it is, the chief minister has already asked authorities of Bhubaneswar Municipal Corporation (BMC) to complete the ongoing drainage and desilting works by June 20 to tackle the problem of urban flooding and waterlogging in the Twin City in the current monsoon season.

The CM, who had chaired a high-level meeting with authorities of H&UD department last week, has sought adequate measures to address the problem of waterlogging on Iskcon Temple road, Cuttack road, Ahalya Nagar, Ayurveda College area and other vulnerable areas of the state capital.



Dainik Savera • 05 Jun • Ministry of Ayush

Nagar nigam ward mein jansadharan ko yog protocol ka karwaya abhyash

5 • PG

170 • Sqcm

40696 • AVE

40.03K • Cir

Top Right

Chandigarh

नगर निगम वार्ड में जनसाधारण को योग प्रोटोकॉल का करवाया अभ्यास



11वें अंतर्राष्ट्रीय योग दिवस-2025 के उपलक्ष्य में योगाभ्यास करते हुए।

सवेरा न्यूज/ संतोष पंचकूला : 11वें अंतर्राष्ट्रीय योग दिवस-2025 के उपलक्ष्य में महानिदेशक आयुष विभाग हरियाणा संजीव वर्मा, आई0ए0एस0 के निदेशानुसार, जिला प्रशासन पंचकूला एवं आयुष विभाग द्वारा 21 जून को 11 वां अंतर्राष्ट्रीय योग दिवस मनाया जा रहा है। डा. दिलीप कुमार मिश्रा, जिला आयुर्वेदिक अधिकारी, पंचकूला की अध्यक्षता में 11वें अंतर्राष्ट्रीय योग दिवस-2025 के अवसर पर आज जिला पंचकूला के समस्त नगर निगम वार्ड में जनसाधारण को योग प्रोटोकॉल का अभ्यास करवाया गया। लगभग 600 लोगों ने पूर्ण उत्साह से इस योग प्रोटोकॉल का अभ्यास किया।

Rashtriya Sahara • 05 Jun • Ministry of Ayush

For peaceful sleep Do these yogasanas at night, digestion will improve

12 • PG

253 • Sqcm

366834 • AVE

390K • Cir

Middle Right

Delhi

सुकून की नींद के लिए रात में करें ये योगासन, पाचन क्रिया होगी बेहतर

नई दिल्ली (आईएनएस)। ताजी हवा और उगते सूरज के बीच योगासन जिंदगी को बेहतर बनाने में मददगार होता है। हालांकि, क्या आप जानते हैं कि कुछ योग ऐसे भी होते हैं, जिन्हें आप रात के समय कर सकते हैं। इस लिस्ट में वज्रासन, सुप्त बद्ध कोणासन, सेतु बंधासन, शवासन और योग निद्रा ये कुछ ऐसे आसन हैं, जिन्हें करने से कई लाभ मिलते हैं।

योग ट्रेनर कविता अरोड़ा कहती हैं कि रात में खाने के तुरंत बाद कोई भी ऐसा योगासन नहीं करना चाहिए, जिससे पेट पर दबाव पड़े, क्योंकि इससे पाचन प्रक्रिया बाधित हो सकती

योग विशेषज्ञों के अनुसार, रात के खाने के बाद 5 से 10 मिनट तक वज्रासन में बैठने से पाचन में सुधार होता है। इस आसन में बैठने से शरीर का रक्त संचार सही होता है और भोजन का पाचन तेजी से होता है। यह आसन जांघों और पैरों में रक्त प्रवाह को ठीक करता है, जिससे पाचन तंत्र को अधिक ऊर्जा मिलती है। ये आसन दिनभर की थकान, मांसपेशियों की जकड़न, तनाव और चिंता को कम करने में मदद करते हैं, साथ ही अच्छी नींद भी आने में सहायक हैं। वहीं, सुप्त बद्ध कोणासन को विस्तर पर लेटकर किया जा सकता है। पैरों को तितली की तरह खोलकर और पकड़कर हल्के-हल्के अंदर-बाहर की ओर गति करें। यह आसन तनाव

कम करता है, प्रजनन क्षमता को बढ़ाता है और पॉलीसिस्टिक ओवरी डिजीज (पीसीओडी) जैसी समस्याओं में भी लाभकारी है। सेतु बंधासन को गतिशील रूप से करें, जिसमें सांस लेते हुए कूल्हों को ऊपर उठाएं और सांस छोड़ते हुए नीचे लाएं। इसे स्थिर न रखें, क्योंकि खाने के बाद पेट पर अधिक दबाव नहीं डालना चाहिए। यह आसन रोग प्रतिरोधक क्षमता, पाचन और शायराइड के लिए फायदेमंद है। विशेषज्ञ 20 राउंड करने की सलाह देते हैं। शवासन में लेटकर योग निद्रा का अभ्यास करें।

यह माइंडफुलनेस को बढ़ाता है, डिप्रेशन को कम करता है और एकाग्रता में सुधार करता है। 10 से 15 मिनट की योग निद्रा तनाव और चिंता को दूर करने में प्रभावी है। योग निद्रा के बाद कुछ हल्के प्राणायाम जैसे भ्रामरी, अनुलोम-विलोम या ओम का उच्चारण किया जा सकता है। ये अभ्यास तनाव को कम करते हैं और अच्छी नींद लाने में मदद करते हैं। विशेषज्ञों का कहना है कि रात के खाने के बाद सही योगासन और प्राणायाम न केवल पाचन को बेहतर बनाते हैं, बल्कि दिनभर की थकान, मांसपेशियों की जकड़न और मानसिक तनाव को भी कम करते हैं। यह समग्र स्वास्थ्य को बढ़ावा देता है और सुबह तरोताजा महसूस करने में मदद करता है।



हैं और एसिडिटी जैसी समस्याएं हो सकती हैं। हालांकि, खाने के एक या दो घंटे बाद कुछ हल्के योगासन किए जा सकते हैं, जो थकान, तनाव और मांसपेशियों की जकड़न को दूर करने में मदद करते हैं। इससे पाचन क्रिया बेहतर होती है और अच्छी नींद भी आती है। उन्होंने बताया, खाने के तुरंत बाद केवल वज्रासन करना चाहिए। अन्य आसनों के लिए कम से कम एक घंटे का अंतराल रखना चाहिए, ताकि पाचन क्रिया प्रभावित न हो। सुप्त बद्धकोणासन, सेतु बंधासन, शवासन और योग निद्रा भी करना चाहिए।

Ajit Samachar • 05 Jun • Ministry of Ayush

Sarkari model high school manimazara mein yog fitness camp ka safalatapuravak aayojan

5 • PG

175 • Sqcm

26176 • AVE

177.4K • Cir

Middle Center

Chandigarh

सरकारी मॉडल हाई स्कूल मनीमाजरा में योग फिटनेस कैंप का सफलतापूर्वक आयोजन



फिटनेस कैंप में हिस्सा लेते विद्यार्थी। (छाया : गुरिंदर सिंह)

चंडीगढ़, 4 जून (विशेष संवाददाता): मनीमाजरा के पॉकेट 1 स्थित सरकारी मॉडल हाई स्कूल में योग प्रशिक्षक मंजू पन्नू के नेतृत्व में योग फिटनेस कैंप का सफल आयोजन किया गया। इस आयोजन को प्रधानाध्यापिका पूजा शर्मा और स्कूल काउंसलर मेनका चौहान का भरपूर सहयोग मिला। कैंप के दौरान मंजू पन्नू ने छात्रों को योग के कई लाभों के बारे में बताया और भ्रामरी प्राणायाम जैसे अभ्यासों के महत्व पर जोर दिया। उन्होंने बताया कि कैसे यह विशेष श्वास तकनीक बेहतर स्वास्थ्य में योगदान दे सकती है और बच्चों को नशीली दवाओं के सेवन से दूर रखने में सहायता कर सकती है। काउंसलर मेनका चौहान ने छात्रों को प्रेरणादायी उद्धरण 'छह बार गिरो, सात बार खड़े हो जाओ' के साथ प्रोत्साहित किया। इसके अलावा, उन्होंने नशीली दवाओं से दूर रहने के महत्व पर जोर दिया। प्रधानाध्यापिका पूजा शर्मा ने शिविर के दौरान सीखे गए पाठों के महत्व पर जोर दिया और छात्रों के जीवन में योग आसन, प्राणायाम और माइंडफुलनेस अभ्यासों को शामिल करने की वकालत की। प्रधानाध्यापिका पूजा शर्मा और काउंसलर मेनका चौहान ने मिलकर अपनी गर्मी की छुट्टियों का बुद्धिमानी से उपयोग करने और अपने समय का प्रभावी ढंग से प्रबंधन करने के महत्व पर जोर दिया। शिविर ने न केवल शारीरिक फिटनेस को बढ़ावा दिया, बल्कि मानसिक स्वास्थ्य को भी प्रोत्साहित किया।

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	73 बुजुर्गों की जांच कर जरूरी सामान बांटे, 10 के वय वंदना कार्ड बनाए गए	66.5M
2.	Dainik Bhaskar	राजनगर में योगा समावेश कार्यक्रम	66.5M
3.	अमर उजाला (Amar ujala)	तनाव प्रबंधन में अनुलोम विलोम, भ्रामरी उपयोगी : डॉ. शकुंतला	63.8M
4.	Live Vns	उज्जैन में आज स्फिरिचुअल एंड वेलनेस समिट, मुख्यमंत्री करेंगे शुभारंभ	382.1K
5.	News on AIR	More than 30 thousand organisations register to participate in Yoga Sangam 2025	314.3K
6.	Ht Syndication	DM reviews preparations for President Murmu's Doon visit on 20 June	119.8K
7.	Swadesh News	Spiritual and Wellness Summit: उज्जैन में आज स्फिरिचुअल एंड वेलनेस समिट का शुभारंभ...	93.2K
8.	Chamakta Rajasthan	आईआईटी मंडी और आर्ट ऑफ लिविंग फाउंडेशन के बीच MoU पर हस्ताक्षर	N/A
9.	Udaipur Kiran	उज्जैन में आज स्फिरिचुअल एंड वेलनेस समिट, मुख्यमंत्री करेंगे शुभारंभ	N/A
10.	News of Fatehpur	11वें अंतर्राष्ट्रीय योग दिवस को लेकर जिलाधिकारी की अध्यक्षता में बैठक संपन्न	N/A
11.	Newzfatafat	हरियाणा में अंतरराष्ट्रीय योग दिवस 2025 के लिए रजिस्ट्रेशन शुरू	N/A
12.	Bharatiya Digital News	उज्जैन में स्फिरिचुअल एंड वेलनेस समिट 5 जून को	N/A
13.	Saahas Samachar	उज्जैन में स्फिरिचुअल एंड वेलनेस समिट 5 जून को	N/A
14.	Early Times	SWD Reasi hosts Yoga, Meditation Camp	N/A