


MINISTRY OF AYUSH COMPILED MEDIA REPORT
06 Jan, 2025 – 07 Jan, 2025

 **Total Mention 38**

 Print	Financial	Mainline	Regional	Periodical
38	4	25	9	N/A

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Health, fitness products fly off the shelves at D2C,quickcomm	Mumbai	2
2.	The Economic Times	Health, Fitness Products Fly Off the Shelves at D2C, QuickComm	Bengaluru	2
3.	Mint	For a balanced life, take the heroine's journey	Bengaluru + 1	14
4.	The Hindu Business Line	Blending startup agility with expertise	Mumbai + 9	8
5.	The Times of India	Adopting the slow life this new year	Chennai	2
6.	The Times of India	Pilates, tai chi: Fitness faves for '25	Bengaluru	3
7.	The Hindu	Highest hospital registrations under Ayushman in U.P.	Mumbai	4
8.	The Hindu	India needs to prioritise preventive care	Hyderabad	9
9.	The Hindu	Health insurance	Hyderabad	2
10.	The Morning Standard	What When Why Where	Delhi	2
11.	The Morning Standard	Fit Bit	Delhi	2
12.	The Morning Standard	Fit Bit	Delhi	2
13.	The Morning Standard	PM raises Delhi Dangal pitch with projects, AAP sees red	Delhi	1, 3
14.	The Daily Guardian	Boost Your Eye Health With Nutraceuticals: Preventing Cataracts And Diabetic Complications	Delhi	14
15.	The Tribune	Ayurvedic doctors cry foul in HPSC hiring, seek probe	Delhi	2
16.	The Tribune	Poll bonanza: PM Modi launches Delhi-Meerut Namo Bharat train	Delhi	1, 2
17.	The Pioneer	THE TRANSFORMATIVE POWER OF YOGA	Chandigarh	7
18.	The Pioneer	The Bhagvad Gita: A blueprint for resilience, holistic health and leadership	Chandigarh	7
19.	The Pioneer	Breathe In And Breathe Out	Delhi + 1	11
20.	The Pioneer	World will soon adopt 'Heal in India	Hyderabad	1, 2
21.	The Pioneer	The Bhagavad Gita: A blueprint for resilience, holistic health and leadership	Delhi + 1	7
22.	The Pioneer	Vision for rural India	Hyderabad	6
23.	The New Indian Express	TRIKONASANA CHAIR	Chennai	2

24.	The New Indian Express	TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)	Bengaluru	2
25.	The New Indian Express	FITBIT	Chennai	2
26.	The New Indian Express	BHADRASANA (GRACIOUS POSE)	Bengaluru	2
27.	Free Press Journal	World will soon adopt 'Heal in India	Mumbai	2
28.	The Statesman	PM lays stone for new building of Central Ayurveda Research Institute in Rohini	Delhi	4
29.	Yugmarg	Beneficiaries are getting free treatment facility under Ayushman and Chirayu Yojana: DC	Chandigarh	6
30.	Loksatta	14 independent AYUSH district hospitals in the state	Mumbai	5
31.	Veer Arjun	Canadian Company will open Ayurvedic clinic	Delhi	4
32.	Veer Arjun	Modi ne ayurved anusandhan sanstha ki adharshila rakhi	Delhi	8
33.	Navbharat Times	Ayurved sansthan mein chalengi aur special OPD	Delhi	6
34.	Mumbai Tarun Bharat	From resolution to accomplishment	Mumbai	5
35.	Rashtradoot	After yoga revolution, now the call for five revolutions: Swami Ramdev	Jaipur	3
36.	Prahar	Research paper on brain cancer published in Ayurveda conference	Mumbai	7
37.	Punjab Kesari	DPI mein bharat bana duniya ka bada khiladi	Chandigarh	10
38.	Jag Bani	DPI mein bharat bana duniya ka bada khiladi	Chandigarh	10

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

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, co-founder 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

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

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Mint • 07 Jan • Ministry of Ayush
For a balanced life, take the heroine's journey

14 • PG

927 • Sqcm

324336 • AVE

125K • Cir

Top Left

Bengaluru • Chennai

For a balanced life, take the heroine's journey

Tired of the busy life, people today are embracing workshops that explore an alternate idea of living anchored in feminine wisdom

Hariprasad Varma
lounge@livemint.com

Modern workplaces and social systems we have in place today reflect a deep-rooted misalignment with natural feminine cycles and energies. Perhaps, the most significant indicator of this is the global shift in the way time is perceived. Indigenous cultures around the world followed the lunar calendar which honored natural rhythms. Lunar time is cyclical in nature and emphasizes the patterns of death and rebirth captured metaphorically in the phenomena of the waxing and waning moon.

Modern-day Gregorian calendar, first introduced by Pope Gregory XIII in October 1582, is a solar calendar. Solar calendar emphasizes linear time over cyclical patterns and standardizes months into artificial lengths that do not correspond to natural cycles. The design and intent behind this view of time was primarily to cater to the industrial and commercial needs of the time rather than serve one's biological rhythms.

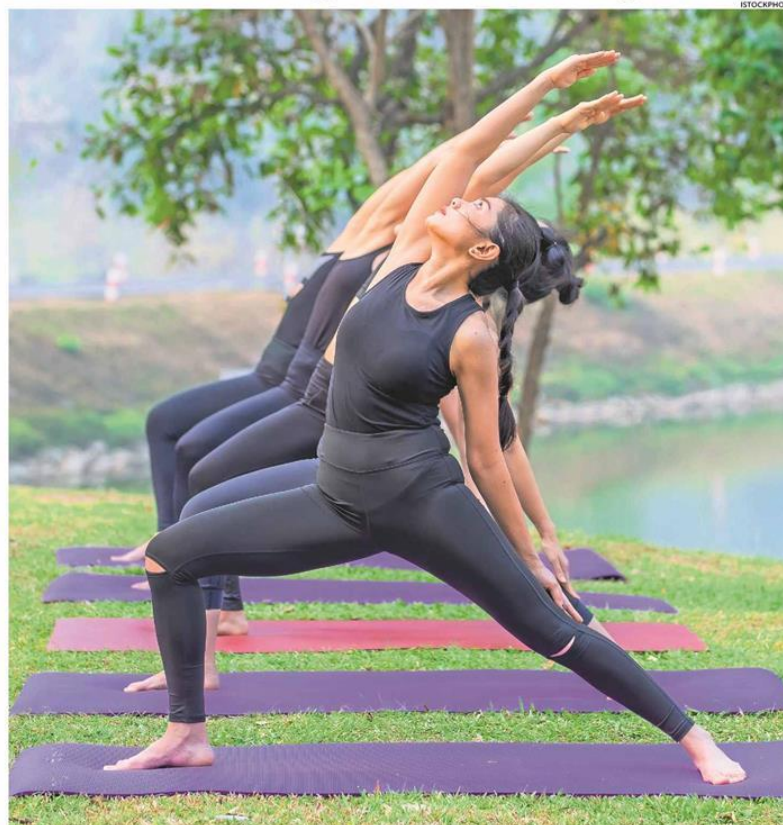
This fundamental shift has led to a loss of connection of daily routine with the rhythms of nature. Companies and governments follow systems of artificial division of time into business quarters and fiscal years rather than natural seasons. What has got lost in this reasoning is the knowledge that our bodies respond differently to each season. Our energy levels and sleep and dietary requirements among others tend to vary with the seasons. This suppression of natural cycles has a grave impact on mental health. Stress induced from the efforts to fit into artificial rhythms, for instance, affects digestive and reproductive health.

GETTING INTO A RHYTHM

The impact of misaligned structures on health is felt more acutely by women. Often, their peak career-building years coincide with peak fertility years, and the biological rhythm of motherhood is seen as a "career setback". Even the natural need for rest during menstruation is considered a weakness, and career women are expected to maintain high energy and engagement regardless of their physical and emotional state in corporate and social spaces. The recent debate and controversy in India around the necessity for a menstrual day leave in organizations bear testimony to this reality.

"The menstrual woman lives in a male-oriented society which influences her perception of the world and herself. In the industrialized western culture, which likes to think of itself as 'enlightened', the menstrual cycle is still rarely talked about except in medical terms. Menstruation is still viewed today as a biological disadvantage to women, making them emotional, unreasoning, and unreliable workers," Miranda Gray, author and mentor of a women's cycle-based life-coaching course, wrote in her 1994 book *Red Moon*.

While it may seem interminable, there's a quiet yet profound shift unfolding that questions the current paradigms. Globally, there is a growing interest about the ancient wisdom of



the divine feminine and its contemporary applications in daily life for healthy living. An extremely current illustration of this interest is the trend of cycle syncing that got popular last year among millennials and Gen Z. The practice encourages women to align their diet and lifestyle with the menstrual cycle. The menstrual phase, for instance, is a time to do low-impact exercises like yoga or walking while the follicular phase when estrogen levels are rising is a time to go for high intensity exercises. In *Red Moon*, Gray treats the whole of the cycle as the menstrual experience rather than the time of bleeding alone. And she sounds prescient when she says, "If women become aware that they are cyclic beings during their menstrual lives, then they begin to recognize that they are part of the greater rhythms of the universe and come closer to accepting their true nature and finding harmony in their lives."

In addition to trends fuelled by social media

apps, there are women facilitators today who are extending these conversations offline by designing workshops that seek to explore an alternate idea of power and way of living anchored in common feminine archetypes such as the Maiden, the Mother and the Crone.

"Working with archetypes is universal and women can easily connect to them," says Kolkata-based Sukhvinder Sircar. A senior facilitator with Indian Society for Applied Behavioural Sciences (ISABS), Sircar hosts the Joyous Women community, which offers programmes that teach men and women to get in touch with their feminine energies for a balanced life. "Working with feminine archetypes and the menstrual mandala (a visual period tracker) have brought me in tune with my body's natural rhythm and cycles, creating much ease in my being," says Akanksha Thakore, a well-being facilitator based in Mumbai and a member of the Joyous Women community.

A FRAMEWORK FOR HEALING

Sylvia Savita, a practitioner of Sensual Somatic Healing in Bali, organises workshops based on the Heroine's Journey. Designed by Maureen Murdock, a family therapist and writer based in California, the Heroine's Journey framework draws inspiration from Joseph Campbell's model of the heroic quest. Here, the heroine's journey begins with "separation from the feminine" and ends with "integration of masculine and feminine". This framework, overall, offers a map of the feminine healing process. "Reconnecting, reclaiming, and rewriting your sexual narrative is a big part of the Heroine's Journey," explains Savita. As for why such communal retreats are beneficial, she says, "When you sit in a women's circle and engage fully, you will find stories that resonate with you. Also, sharing an experience together instills a sense of belonging in each person in the circle."

Hariprasad Varma is an executive coach & yoga therapist based out of Hyderabad.

For more stories on health and wellness, visit livemint.com/mint-lounge.

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

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 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:

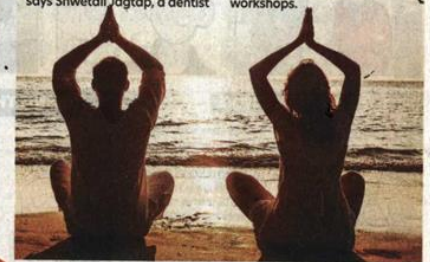
Encourages practices like yoga, gardening, and mindful eating. "I now have time to enjoy a real breakfast," shares Vineet, adding, "Something as simple as a quiet meal can transform your day."

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

The Times of India • 06 Jan • Ministry of Ayush
Pilates, tai chi: Fitness faves for '25

3 • PG

596 • Sqcm

1022930 • AVE

2.27M • Cir

Bottom Left

Bangalore Times

Bengaluru

Pilates, tai chi: Fitness faves for '25

©sajapataudi

A fitness enthusiast, Soha Ali Khan often shares glimpses of her yoga, weight training, and Pilates sessions on social media

Mind and body connection workouts
This year will be all about fusing physical fitness with mental wellness. Mind-body workouts focus on integrating physical movement with mental focus and awareness. **Include:** Pilates, tai chi, and yoga, which now integrate meditation, breathwork, and mindfulness.

Fitness Fundas

In 2025, fitness enthusiasts will be leaning towards personalisation. Outdoor group fitness sessions are gaining traction, too
— Virakti Shah, fitness instructor at a gym

Virtual reality group classes ↑
Virtual reality (VR) classes offer an engaging way to experience fitness. Imagine cycling through virtual environments like museums, or performing yoga in fantasy worlds.

AI-powered training
Get ready for AI driven fitness regimens in 2025. Using advanced apps and devices, AI will be delivering tailored training plans. AI algorithms will analyse your data (fitness trackers, sleep patterns, etc) to create customised workout plans and provide real-time feedback.

Recovery-first fitness ←
This fitness approach prioritises rest and recovery as much as it does exercise. **Include:** Simple exercises like walking or swimming, yoga, foam rolling, cryotherapy, or infrared saunas can help increase blood flow, accelerate muscle repair, reduce soreness

Functional fitness ↑
Functional fitness focuses on improving your ability to perform everyday activities more easily. It's all about training your body to work as a whole unit, rather than isolating individual muscles. **Include:** Kettlebell swings, squats

— Inputs by Kanksha Vasavada and Masumi Shah

The Hindu • 07 Jan • Ministry of Ayush
Highest hospital registrations under Ayushman in U.P.

4 • PG

84 • Sqcm

38426 • AVE

245K • Cir

Top Left

Mumbai



'Highest hospital registrations under Ayushman in U.P.'

Uttar Pradesh has achieved the highest number of hospital registrations in the country under the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana, both at government and private hospitals, Deputy Chief Minister Brajesh Pathak said on Monday. The beneficiaries of the health insurance scheme are receiving free treatment up to ₹5 lakh, Mr. Pathak said, as he directed authorities to ensure maximum coverage for the eligible patients. The State boasts a total of 5,834 hospitals operating under Ayushman Bharat scheme, of which 2,949 are govt.-run and 2,885 are private facilities, the highest in India, Mr. Pathak said. PTI

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

9 • PG

476 • Sqcm

518900 • AVE

956.08K • Cir

Top Left

Hyderabad

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 • 06 Jan • Ministry of Ayush
Health insurance

2 • PG

64 • Sqcm

69649 • AVE

956.08K • Cir

Bottom Center

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 Morning Standard • 07 Jan • Ministry of Ayush
What When Why Where

2 • PG

509 • Sqcm

244308 • AVE

300K • Cir

Middle Center

Delhi

WHATWHENWHYWHERE

Laugh Your Head Off

Comedian Kunal Kamra, famed for shows like 'Uncle Logic' and 'Premises & Punchlines', is all set to present his latest comedy set, 'Kunal Kamra Live.'

WHEN: January 11, 5 pm

WHERE: Imperfecto Patio, Gurugram



Sufi Beats

Enjoy a night of blissful Sufi music as Drink and Dine By The Terrace hosts 'Sufi Night', featuring a live performance of the Aakaar Band.

WHEN: January 11, 8 pm

WHERE: Drink and Dine By The Terrace, Noida



Sharing Words

Nojot Creator Hub presents 'Mix Mic,' a live-mic event where authors and storytellers can share their works.

WHEN: January 11, 12 pm

WHERE: Nojoto Creator Hub, Saiyad-Ul-Ajaib, Saket

TICKETS: bookmyshow.com

Dive Into The Universe

Science enthusiasts can visit Nehru Planetarium to enjoy *Biography of the Universe*, a 2D show depicting interesting facts about the universe.

WHEN: Today, 11 am onwards

WHERE: Nehru Planetarium, Teen Murti Marg

Calm Your Mind

Dive deep into the world of yoga as Soulebration is all set to host Hatha Vinyasa Yoga sessions, offering a blend of relaxation and mindfulness in a serene setting.

WHEN: Today, 7 am onwards

WHERE: Near CDR Chowk, Chhatarpur



Kabir's Critique

Enjoy *Kabira Khada Bazaar Me*, a play directed by Shilpi Marwaha, portraying Kabir as a fearless critic of religious orthodoxy, challenging rigid dogmas.

WHEN: January 12, 7 pm

WHERE: Shri Ram Centre, Mandi House

Mouthwatering Kebabs

Dive deep into mouthwatering kebabs as Punjab Grill is all set to host 'Kebab Di Kahaniya', a food festival bringing delicacies from across the region.

WHEN: Today, 11 am onwards

WHERE: Punjab Grill, Connaught Place

The Morning Standard • 07 Jan • Ministry of Ayush Fit Bit

2 • PG

627 • Sqcm

300881 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)

This beginner level variation helps people understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, and the prop gives the right support. Using a chair helps avoid bending forward instead of stretching laterally and keeping the hips square.

STEPS

- Start by standing with your feet apart, using the support of the chair placed by your side, while slowly releasing from Utkatasana.
- Keeping the chair towards the left side at an arm's distance from you, focus on placing the left hand on the resting side of the chair.
- Inhale and stretch the arm while making sure the left foot is placed at 90 degrees and the right foot is placed inwards at 45 degrees.
- Practise Triangle Pose with the chair, ensuring the stretch is felt deep at the lower side of the hips towards the right side.
- Stay here for eight breaths, release, and practise on the other side.
- Stretching of the side abdominal muscles, while the feet are apart, emphasises more on using the pelvic floor muscles to remain in balance, gazing at the sky. If you are confident, practising this pose without support is more beneficial.

LIMITATIONS

- People with injuries hamstrings, hips, legs, lower back, spine, ribs, neck, arms, and shoulders injuries, have undergone any recent hip, shoulder, or abdominal surgeries, avoid this pose.
- Those with weak bone structure or musculature or weak joints, any pain in the tailbone, lower back, hips, or shoulders, and chronic hip or knee issues should take it slow and be mindful.
- People experiencing dizziness, vertigo, nausea, or balancing issues can do with the additional support of the wall.
- Chair support can be helpful, but super senior citizens and pregnant women in their later trimesters should avoid this.

BENEFITS

- Beginners in Triangle Pose tend to perform this pose by bending forward to touch their toes.
- Builds a foundation of the alignment required for Trikonasana.
- Allows intermediate-level practitioners to go deeper into the lateral extension.
- Those with limited flexibility in the hamstrings or hips can strengthen the spinal and core muscles.
- Helps access the psoas muscles and other muscles in the pelvic floor.
- Provides the support required to roll the outer thigh open to stretch from the hips.
- Stretching and opening the psoas muscles has a couple of benefits: it improves the flexibility of the hips and torso and helps release accumulated tension stiffness and stress in these muscles.
- Helps build proper posture with focussed breathing and alignment.
- Can be taught to teens, seniors, or other adults needing help to correct postural defects.
- Deep core muscles and hip flexors are strengthened.
- Helps open the chest, which will help teenagers or people who with a hunchback due to long hours of working on computers.
- People suffering from spine scoliosis may not be able to perform Trikonasana in a way that would benefit them.
- Helps in lengthening the spine when done on the compressed side.



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

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 Dangal pitch with projects, AAP sees red

1, 3 • PG

1091 • Sqcm

523827 • AVE

300K • Cir

Top Center, Top Right

Delhi

PM raises Delhi Dangal 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 Namo 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 Daily Guardian • 07 Jan • Ministry of Ayush

Boost Your Eye Health With Nutraceuticals: Preventing Cataracts And Diabetic Complications

14 • PG

438 • Sqcm

43833 • AVE

N/A • Cir

Top Center

Delhi

BOOST YOUR EYE HEALTH WITH NUTRACEUTICALS: PREVENTING CATARACTS AND DIABETIC COMPLICATIONS



FOOD IS MEDICINE
DR ANISH DESAI

Diet plays a crucial role in protecting against ocular diseases, drawing increasing focus from researchers and healthcare professionals. Nutraceuticals, which are bioactive compounds sourced from food, provide a natural and affordable means of preventing and managing eye conditions such as cataracts and diabetic retinopathy. These disorders, often worsened by oxidative stress and metabolic imbalances, can be effectively addressed through carefully designed dietary strategies.

Cataracts, characterized by the clouding of the eye's lens, are a leading cause of blindness worldwide. Oxidative stress, fueled by reactive oxygen species (ROS), plays a central role in cataract formation by damaging lens proteins. Nutraceuticals with antioxidant properties are vital in counteracting this process.

Lutein and Zeaxanthin: Found in spinach, kale, and egg yolks, these carotenoids protect the lens from oxidative damage by filtering harmful blue light and stabilizing cellular membranes.

Vitamin C: Abundant in citrus fruits and amla, vitamin C acts as a potent antioxidant, neutralizing ROS and preventing protein aggregation in the lens.

Vitamin E: Present in nuts and seeds, vitamin E protects cellular membranes from lipid peroxidation, reducing cataract risk.

Flavonoids: These compounds, present in apples, berries, and green tea, scavenge free radicals, reducing oxidative stress in the lens.

Diabetes exacerbates the risk of cataracts and diabetic retinopathy due to high blood glucose levels, which



Aldose Reductase Inhibitors: These compounds, found in turmeric (curcumin), green tea, and bitter melon, prevent sorbitol accumulation, mitigating osmotic stress.

trigger advanced glycation end products (AGEs) and oxidative stress. The polyol pathway, wherein glucose is converted to sorbitol, further contributes to osmotic stress in lens cells, leading to damage.

lial cells by reducing ROS production and enhancing cellular resilience. A diet rich in colorful fruits and vegetables, whole grains, and functional foods can significantly lower the risk of cataracts and diabetic eye



Aldose Reductase Inhibitors: These compounds, found in turmeric (curcumin), green tea, and bitter melon, prevent sorbitol accumulation, mitigating osmotic stress.

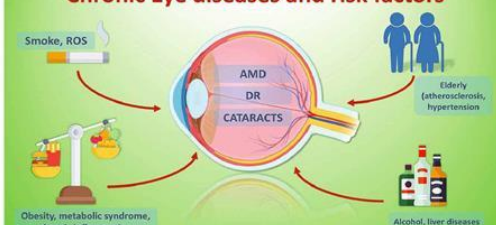
Polyphenols: Found in tea, coffee, and grapes, polyphenols inhibit AGE formation, reducing oxidative damage and preserving lens transparency.

Resveratrol: Derived from grapes and berries, resveratrol protects lens epithe-

complications.

Nutraceuticals and functional foods represent a powerful, natural approach to eye health, particularly in preventing cataracts and diabetic complications. By adopting a nutrient-rich diet, you can not only enhance your vision but also take a proactive step toward overall well-being. Regular eye check-ups, combined with these dietary strategies, ensure a comprehensive approach to preserving vision.

Chronic Eye diseases and risk factors



The Tribune • 07 Jan • Ministry of Ayush
Ayurvedic doctors cry foul in HPSC hiring, seek probe

2 • PG

161 • Sqcm

486696 • AVE

92.25K • Cir

Middle Right

Delhi

Ayurvedic doctors cry foul in HPSC hiring, seek probe

TRIBUNE NEWS SERVICE

CHANDIGARH, JANUARY 6

Ayurvedic doctors who appeared for the Ayurvedic Medical Officers (AMO) recruitment exam have demanded access to their answersheets after several top-performing candidates, including gold medallists, were declared not qualified.

At a press conference held with Congress leader Shweta Dhull, the doctors alleged discrepancies in the results of the Haryana Public Service Commission (HPSC). Dr Ankit Phogat revealed that the HPSC advertised 805 AMO posts after a 12-year gap and approximately 18,000 candidates appeared for Paper 1 on October 9, 2024. This objective-type paper required 25% marks to qualify.

The second stage, the Subject Knowledge Test (SKT), was held on November 17, 2024, where candidates needed 35% to pass. However, many top candidates, including university gold medallists and a PhD scholar from IIT Delhi, failed despite their exceptional academic records.

"Many of us scored over 70% in Paper 1. How can we fail the second paper? Are our degrees fake?" asked one of the candidates.

The affected candidates have demanded a judicial inquiry under a sitting judge and the suspension of interviews, scheduled to start on January 20, 2025, until the matter is investigated.

Dhull alleged that the HPSC has a history of corruption, citing past bribery scandals involving senior officials. "No reasonable person can believe that candidates who consistently scored 65-75% in BAMS and other exams failed to achieve even 35% in such an easy paper," she said.

Dhull also accused the Commission of misleading candidates by denying access to answersheets, citing the Supreme Court judgment in Angesh Kumar vs UPSC. "This case involved optional papers in UPSC with raw and normalised scores, which is irrelevant here. In this recruitment, all candidates had the same paper. As per the Vikas Sharma vs. Govt of Haryana judgment, candidates have the right to know their marks," she explained.

The candidates further alleged that the reservation policy was not followed in this recruitment, as the same qualifying criteria (25% for Paper 1 and 35% for Paper 2) were applied to all categories.

Doctors have filed a petition in the high court seeking justice.

The Tribune • 06 Jan • Ministry of Ayush

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

1, 2 • PG

604 • Sqcm

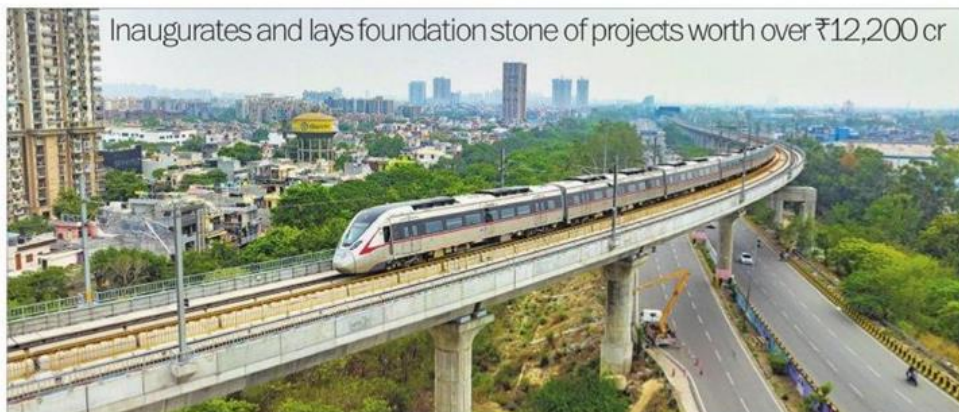
1824561 • AVE

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, the first operational 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 Pioneer • 07 Jan • Ministry of Ayush
THE TRANSFORMATIVE POWER OF YOGA

7 • PG

463 • Sqcm

278036 • AVE

268.96K • Cir

Top Left

Chandigarh

FIRST COLUMN
**THE TRANSFORMATIVE
POWER OF YOGA**

Hatha Yoga emphasises holistic well-being,
nurturing the body, mind and spirit in harmony



RAVI VALLURI

Hatha Yoga lays emphasis on the overall well-being of the body while nurturing the mind and spirit of the seeker. The bedrock of this yogic technique is strongly based on the traditional eight limbs of yoga as expounded by Patanjali in his Yoga Sutras. These are 10 quotes on yoga by Gurudev Sri Sri Ravi Shankar which help one to appreciate the depth of yoga.

1. "Like a flower bud, human life has the potential to blossom fully. Blossoming of human potential to fullness is yoga." Yoga is a discipline that is both gentle and powerful for uniting body, breath and mind in awareness. It integrates elements from all the different paths of yoga where you get a glimpse of Raj Yoga, Ashtanga or Hatha Yoga, Karma Yoga, Bhakti Yoga as well Gnana Yoga making the yogic experience wholesome.
2. "Yoga brings knowledge, passion and action together." Yoga is not just doing some body-twisting postures – it is experiencing the union of the body, mind and breath.
3. "Yoga is a study of life, study of your body, breath, mind, intellect, memory and ego; study of your inner faculties." The practice of yoga has been known for centuries to produce benefits in the areas of health, mental clarity and spiritual connection.
4. "Withdraw your senses from the object to its source, then the union happens, then the yoga happens." One must learn the correct way of doing asanas and pranayama.
5. "Peace is our very nature, and yoga leads you to inner peace." Yoga teaches one how to pay attention to what one experiences inside and what is the state of mind. Declutter the mental chatter.



6. "The purpose of yoga is to stop suffering even before it arises." Yoga is a holistic way of energising and integrating mind, body and spirit.
7. "Yoga is not just weight-loss programme; it is a science to make one feel lighter. It helps to lose the mental stuff of anger, jealousy, hatred, greed, etc." During the Sri Sri Yoga basic programme that is taught in 10 to 12 hours at the Art of Living Retreat, certified teachers help to experience the real depth of yoga that brings benefits not just at the physical level but at the mental, emotional and spiritual level too.
8. "One of the rules of yoga is to cultivate the practice of being happy." Everybody ultimately wants to be happy. But what is real happiness? The wise say that shifting gears from the pursuit of happiness to being happy makes happiness a journey rather than the destination, which is the key.
9. "The wisdom of yoga transforms one from arrogance to self-confidence, meekness to humility; from dependence to a realisation of interdependence." One may wonder if yoga is a self-help programme. Taught at various levels, yoga programmes connect one with ancient wisdom and nourish one's inner beauty as a human being.
10. "The wisdom of yoga transforms one from craving freedom to recognition of the 'unboundedness', from limited ownership to oneness with the whole." Does it seem incredulous? But yes, this is indeed the real potential of yoga. Simple yogic postures, rejuvenating breathing techniques, and blissful meditations integrated with the invaluable ancient wisdom of yoga put one on the path of genuine life transformation. As a yoga explorer with over a decade and a half of experience, I can state that all fellow explorers can dive deeper and experience what it takes to be a real yogi (or yogini).

(The writer is the CEO of Chhattisgarh East Railway Ltd. and Chhattisgarh East West Railway Ltd. He is a faculty of the Art of Living)

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

cant 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
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 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

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

7 • PG

346 • Sqcm

986006 • AVE

634.42K • Cir

Bottom Left

Delhi • Hyderabad

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
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 New Indian Express • 07 Jan • Ministry of Ayush

TRIKONASANA CHAIR

2 • PG

634 • Sqcm

836538 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)

This beginner level variation helps students understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, and the prop gives the right support. Using a chair helps avoid the possibility of bending forward instead of stretching laterally and keeping the hips square.

STEPS

- While slowly releasing from Utkatasana, stand with the feet apart, using the support of the chair placed by your side.
- Keeping the chair towards the left side at arm's distance from you, focus on placing the left hand on the resting side of the chair.
- Inhale and stretch the arm while making sure the left foot is placed at 90 degrees and the right foot is placed inwards at 45 degrees.
- Practice Triangle Pose with the chair, making sure the stretch is felt deep at the lower side of the hips towards the right side.
- Stay here for 8 breaths, release and practise on the other side.
- Stretching of the side abdominal muscles while the feet are apart emphasises more on using the pelvic floor muscles to remain in balance, gazing at the sky. If you are confident, practising this pose without support is more beneficial.

LIMITATIONS

- Students with injuries in the hamstrings, hips, legs, lower back, spine, ribs, neck, arms, and shoulders, undergone any recent hip, shoulder, or abdominal surgeries, avoid this pose.
- Students with weak bone structure or musculature or weak joints, any pain in the tailbone, lower back, hips, or shoulders, chronic hip or knee issues should take it slow and be mindful.
- Students experiencing dizziness, vertigo, nausea, or balancing issues can do with the additional support of the wall.
- Chair support can be helpful, but super senior citizens and pregnant women in their later trimester should avoid this.

BENEFITS

- Beginners in the practice of Triangle Pose tend to perform this pose by bending forward to touch their toes.
- Builds a foundation of the alignment required for Trikonasana.
- Allows intermediate-level students to go deeper into the lateral extension.
- Those with limited flexibility in the hamstrings or hips can strengthen the spinal and core muscles.
- Helps access the psoas muscles and other muscles in the pelvic floor.
- Provides the support required to roll the outer thigh open, in order to stretch from the hips.
- Stretching and opening the psoas muscles comes with a couple of benefits – gain better flexibility of the hips and torso, and helps release accumulated tensions in these muscles, releasing stiffness and stress.
- Helps build proper posture with focused breathing and alignment.
- Can be taught to teens, seniors or other adults who might need help to correct postural defects.
- Deep core muscles, and hip flexors are strengthened.
- Helps open the chest, which will help teenagers or people who have developed a hunchback due to long hours of working on computers.
- Students suffering from scoliosis of the spine may not be able to perform Trikonasana in a way that would benefit them.
- Helps in lengthening the spine when done on the compressed side of the spine.



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

The New Indian Express • 07 Jan • Ministry of Ayush TRIKONASANA CHAIR (TRIANGLE POSE CHAIR)

2 • PG

604 • Sqcm

603532 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

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This beginner level variation helps students understand the body alignment that supports the deeper stretch. The placing of the feet, shoulders, and hips plays an important role in achieving the best from this variation, while the prop gives the right support. Using a chair helps avoid the possibility of bending forward instead of stretching laterally and keeping the hips square.

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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)

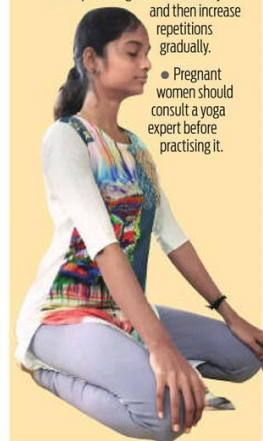
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- You can practise this asana according to your ability.
- Finally, release the pose and relax in Balasana (Child Pose)

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

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 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.

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.

Loksatta • 07 Jan • Ministry of Ayush

14 independent AYUSH district hospitals in the state

5 • PG

571 • Sqcm

2239783 • AVE

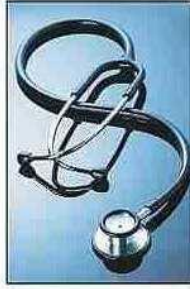
784.32K • Cir

Middle Left

Mumbai

राज्यात स्वतंत्र १४ आयुष जिल्हा रुग्णालये

संदीप आचार्य, लोकसत्ता



मुंबई : राष्ट्रीय आयुष अभियानांतर्गत देशभरात आयुष जिल्हा रुग्णालये उभारून

त्याअंतर्गत राज्यात १४ स्वतंत्र आयुष जिल्हा रुग्णालये सुरू करण्यास मान्यता देण्यात आली आहे. यापैकी अहमदनगर, पुणे व नंदूरबार येथे ३० खाटांच्या जिल्हा रुग्णालयांचे बांधकाम पूर्ण होऊन रुग्णालयांचे काम सुरू झाले आहे. या रुग्णालयांच्या माध्यमातून आयुर्वेद, युनानी, होमिओपॅथी, तसेच योग, निर्सर्गोपचार आणि वृद्धापकाळातील उपचार दिले जाणार आहेत. महाराष्ट्रात दोन ते पाच लाख लोकसंख्येसाठी ३० व ५० खाटांची १४ रुग्णालये सुरू करण्यास मान्यता देण्यात आली असून यासाठी बांधकामाचा खर्च १० ते १५ कोटी रुपये येणार असल्याचे आरोग्य विभागाच्या

सूत्रांनी सांगितले. या रुग्णालयांमध्ये बाह्यरुग्णसेवा, तसेच रुग्णांना दाखल करून उपचार देण्यात येणार आहेत. साधारणपणे प्रत्येक रुग्णालयात ६० ते ७० पदे असतील, तसेच विशेषज्ञांची सात पदे असणार आहेत. आयुर्वेदिक उपचार घेण्याकडे कल वाढतो आहे. पंचकर्म करणाऱ्यांची संख्या वाढत असून होमिओपॅथी उपचार घेणाऱ्यांची संख्याही मोठी आहे.

ठाण्यातील रुग्णालयासाठी १५ कोटी मंजूर

राष्ट्रीय आयुष अभियानांतर्गत ठाणे जिल्हा आयुष रुग्णालयाचे काम येत्या काही दिवसांतच सुरू होणार असल्याची माहिती जिल्हा शल्यचिकित्सक डॉ. कैलास पवार यांनी दिली. आयुष रुग्णालय बांधण्यासाठी १५ कोटी मंजूर झाले आहेत. वृद्धापकाळीन रुग्णोपचाराचे महत्त्वही मोठे आहे. वृद्धापकाळात पर्यायी उपचार घेण्याकडे कल वाढत असून, जेरिक्ट्रिक रुग्णांना या रुग्णालयांमध्ये फायदा होईल, असा विश्वास आरोग्य विभागाच्या सूत्रांनी व्यक्त केला.

Veer Arjun • 07 Jan • Ministry of Ayush
Canadian Company will open Ayurvedic clinic

4 • PG

232 • Sqcm

17419 • AVE

60K • Cir

Middle Center

Delhi

कनाडा की कम्पनी खोलेगी आयुर्वेदिक गैस्ट्रोएंट्रोलोजी के क्लीनिक

नई दिल्ली, (वीअ)। भारतीय मूल के कॅनेडियन आयुर्वेदिक डाक्टर व आयुर्वेदाचार्य डॉ हरीश वर्मा 12 जनवरी को श्रीरामपुर जेला अहिल्यानगर महाराष्ट्र में होने वाले कार्यक्रम -आर्युकोन 2025 - में भाग लेंगे तथा इस कार्यक्रम में अपने 30 मिनट के भाषण में कैसे भारतीय आयुर्वेदिक चिकित्सक विदेशों में जाकर आयुर्वेदिक प्रैक्टिस कर सकते हैं इस विषय की विस्तार से जानकारी देंगे। डॉ वर्मा ने बताया कि इसके लिये देश व्यापी जागरूकता अभियान की जरूरत है ताकि आयुर्वेद के चिकित्सकों को विदेशों में अवसर मिल सके तथा आयुर्वेदिक चिकित्सक विश्व स्तर पर ट्रेडिशनल चाईनीज मेडिसिन के प्रैक्टिसनर्स का मुकाबला कर सकें।

डॉ वर्मा ने बताया कि अमेरिका, कनाडा, लंदन, यूरोप तथा एशिया के देशों में रहने वाले

आयुर्वेदिक ग्रैजुएट तथा नैचुरोपैथ्स के लिए पारुल यूनिवर्सिटी तथा कॅनेडियन कॉलेज ऑफ आयुर्वेदा एंड योगा ने मिलकर आयुर्वेदिक गैस्ट्रोएंट्रोलोजी का सर्टिफिकेट कोर्स तैयार किया है। इस कोर्स में पेट की जटिल बिमारियां जैसे अल्सररेटिव कोलाइटिस, गैस्ट्राइटिस, पेट्टिक अल्सर आदि रोगों की पूरी जानकारी व आयुर्वेदिक इलाज की ट्रेनिंग दी जायेगी। डॉ वर्मा ने बताया कि कनाडा की कम्पनी वैस्ट आयुर्वेदा लिमिटेड पूरे भारत में आयुर्वेदिक गैस्ट्रोइंटेस्टिनल क्लीनिक की फ्रैंचाईज खोलने जा रही है जिससे भारत में भी आयुर्वेद के चिकित्सकों को रोजगार के नए अवसर मिलेंगे। यह जानकारी एक संवाददाता सम्मेलन में कॅनेडियन कॉलेज ऑफ आयुर्वेद एवं योगा के अध्यक्ष डॉ हरीश वर्मा ने दी।

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।

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

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AI Image



■ नई दिल्ली: नए साल पर नजफाबाद स्थित दिल्ली सरकार का चौधरी ब्रह्म प्रकाश आयुर्वेद चरक संस्थान मरीजों को नई संपन्नता 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, फिजियॉलॉजिक 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
जैरियाट्रिक
OPD होगी

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 जैरियाट्रिक ओपीडी और आर्थो ओपीडी भी शुरू होगी। आर्थो ओपीडी में हड्डी से जुड़ी गंभीर बीमारी का इलाज हो सकेगा।

Mumbai Tarun Bharat • 06 Jan • Ministry of Ayush
From resolution to accomplishment

5 • PG

74 • Sqcm

9274 • AVE

17.73K • Cir

Bottom Left

Mumbai

संकल्पाकडून सिद्धीकडे

पंतप्रधान नरेंद्र मोदी यांच्या नेतृत्वाखाली देशाच्या विकासाचा बदलता आलेख कायम आहे. आता केंद्रीयमंत्री शिवराज सिंह चौहान यांनी २०२५ सालापर्यंत गरिबीमुक्त गावांचा संकल्प व्यक्त केला आहे. या संकल्पाचा विश्वास केंद्र सरकारच्या ठोस योजनांमुळे आला असून, केंद्र सरकारला स्वतः विषयी वाटणारा विश्वास आज जनतेच्या मनातदेखील निर्माण झाला आहे. मोदी सरकारने सुरू केलेल्या 'प्रधानमंत्री आवास योजना' ग्रामीण अंतर्गत अडीच कोटी घरे बांधण्यात आली. ज्यामुळे लाखो कुटुंबांना निवारा मिळाला. 'उन्नतता योजने'मुळे दहा कोटींच्या वर महिलांना गॅस कनेक्शन मिळाले, तर 'आयुष्मान भारत योजने'ने कित्येक गरीब कुटुंबांना आरोग्य सुरक्षा प्रदान केली. 'प्रधानमंत्री कितान सन्मान निधी'ने शेतकऱ्यांच्या खात्यात थेट आर्थिक मदत पोहोचवली. 'स्वच्छ भारत मिशन'मुळे गावागावांत स्वच्छतेचे प्रमाण वाढले व आजपर्यंत गावांची सुटका झाल्याचे चित्र आहे.

वाउलट, १९७१ साली इंदिरा गांधींनी दिलेला 'गरीबी हटाव' हा नारा केवळ राजकीय तमाशा ठरला आहे. काँग्रेसने गरीबी हटवण्याच्या नावाखाली अनेक योजना जाहीर केल्या, पण त्या केवळ कागदोपत्री राहिल्या. गरीबी हटवण्याऐवजी गरीबीचा उपयोग मतांसाठी केला गेला, हेच काँग्रेसच्या राजकारणाचे खरे स्वरूप होते. आज ग्रामीण भारतातील उत्पन्न वाढल्याने ग्रामीण भारतातील खर्चात मोठ्या प्रमाणात वाढ झाली आहे. त्यामुळे ग्रामीण भारतातील दारिद्र्याचे प्रमाण २०२३-२४ साली ४.८६ टक्क्यांपर्यंत खाली गेली आहे. विशेष म्हणजे २०११-१२ साली हा आकडा २५.७ टक्के इतका होता. आजही ग्रामीण भारतातील जनतेची जपशक्ती वाढवण्याकडे केंद्र सरकार लक्ष देत असून, यामुळे ग्रामीण भारतातील जनतेच्या खर्च करण्याच्या प्रमाणात वाढ झाली आहे. त्यातच, 'पंतप्रधान गरीब कल्याण योजने'चा लाभ होत असल्याने, त्याचे सकारात्मक बदलही ग्रामीण समाजजीवनामध्ये दिसत आहेत. काँग्रेसने आजवर केवळ राजकीय हितासाठी देशात गरीबी पोसली होती. मोदी सरकारने गरीबांचे जीवनमान सुधारण्याचा प्रामाणिक प्रयत्न मोहीम म्हणून सुरू केला आहे. त्यामुळेच २०२५ सालापर्यंत गरीबीमुक्त गावांचा संकल्प वास्तवतः साकार होणार आहे. कारण, मोदी सरकारने याची पायाभरणी आधीच केली आहे. ♦♦

वेद्य

कौस्तुभ वीरकर



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 प्रवण्ड 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।

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 १० व्या 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.

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

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



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।

(ਅੰਦਾਜ਼ਨ)



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।

