


**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**09 Jan, 2025 – 10 Jan, 2025**

 **Total Mention 21**

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3.	The Hindu Business Line	ITC smells an opportunity in aromatic, medicinal herbal market	Chandigarh + 9	10
4.	The Pioneer	How India's healthcare sector is accelerating towards Viksit Bharat 2047	Delhi + 1	6
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Mint • 09 Jan • Ministry of Ayush

## We should let clarity prevail over nonsense: Here's a handy guide

12 • PG

414 • Sqcm

103608 • AVE

45K • Cir

Top Right

Hyderabad

# We should let clarity prevail over nonsense: Here's a handy guide

*We must use simple language, empathize with people, not take ourselves too seriously and be kind*



**ANURAG BEHAR**  
is CEO of Azim Premji Foundation.

Harry Frankfurt, in a 1986 essay and later in his book *On Bullshit*, explored the phenomenon that may politely be described as 'talking nonsense.' The essence that he arrived at was that while a liar tries to hide the truth, the one speaking such nonsense has no regard for the truth. This is more dangerous than lying, as it spreads the very notion of truth being up for grabs. I wrote earlier about a particular kind of such nonsense, which I called WIBS, or well-intentioned nonsense.

Bad-intentioned nonsense is not in short supply either, particularly in social arenas where the goal is to influence large masses of people, such as in politics or business. But WIBS comes from people who sincerely believe they are speaking the truth, or something about the truth, and for good purposes. But they are untethered from reality as they are in the vice grip of three forces.

A commitment to abstraction and methods of abstractions—from economics or sociology or from policy discourse and the like. Self-righteousness—stoked by ideology or the self-gratifying notion that they are doing good or know better, or both. And finally, a distancing from the lives of people that leaves them out of touch.

Our world is increasingly full of WIBS, manufactured by the three-force engine of abstraction, self-righteousness and distancing. Some arenas of our

work are particularly suitable for this engine: universities, think-tanks, policymaking circles, multilateral agencies, donors and such-like. Not all people in these places nor all of these places are sources of WIBS. But most of these institutions are structurally suited for it.

It would be a bit too much for me to claim that I know how to deal with this phenomenon, particularly because I am myself part of many of these institutions and so can be justifiably charged with being one more contributor to WIBS. But I try not to, having learnt from observation how some others manage to stay clear of it.

Let us focus on what individuals can do to inoculate and insulate themselves from becoming sources of WIBS. Because it does boil down to the individual, even if the institutional setting provides the soil for the phenomenon to grow or die. Actions can be taken, and institutions should use their structures and mechanisms to encourage and even mandate these actions.

So, what can individuals do?

*First*, we must talk simply and directly. Without any jargon from any discipline, area of expertise or ideology. An excellent test of this is to be able to communicate effectively with the people who will be affected by whatever one is saying and the front-line that will do the work. Can we explain to them what we are trying, why it will work and how they will be affected? Can we also explain how all this will happen in the reality of the here-and-now, with the available resources and constraints, including the unchanging political and governance culture. And for this, go and talk to them in their milieu, not ours.

*Second*, we must reduce the distance from the lives of real people. The best of us have the courage to eliminate these distances by living with other people. But most of us who can't do that can reduce the gap. A few days of village or slum tourism won't help. We must do this enough to feel the lives of others. Their sorrows and joy, hopes and

despair, and the intricate mesh of community that fosters all this. We can only do this by establishing connections, and not by visiting. For example, walk across to the nearest slum and try to get Aadhaar or Ayushman Bharat cards made for those who don't have them. This will reveal a parallel universe to ours.

Spending a third of our work time with these real lives is a good rule of thumb to keep us connected to the real world.

*Third*, let's not take ourselves too seriously. "Main pal do pal ka shaayar hun, pal do pal meri kahaani hai; Pal do pal meri hasti hai, pal do pal meri jawaani hai". I can't say it better than the great Sahir. "I am but a poet of a few moments," meaning better people than us have come and gone and will do so again. More dedicated, more knowledgeable and wiser, and thus more effective. Whatever ideology fires us also has flaws. It too will get replaced.

*Fourth*, let us be kind. As kind as we can be. In everyday interactions. With the vegetable seller, street sweeper, CISF personnel at the airport, street dogs and other animals around us, just about everyone. Kindness in everyday life is a magic wand that I can only aspire for. Those who wield it banish abstractions, cut distances, make connections and most certainly take themselves lightly. There is no particular silver bullet for anything in this world; but kindness is a solution for WIBS and much else. It also helps us become better human beings, bit-by-bit.

One early winter evening, as we exited a Japanese restaurant, the driver of our car opened the boot to excitedly show us the track pants that he had bought for his son for ₹200. Invaluable joy for ₹200 outside a place where you don't get a soda for twice that price. Revealed only by the kindness that had set up a relationship where he felt like sharing his joy.

Such kindness, we can all aim for in our daily lives. And it washes away all the WIBS and other sins to reveal truth and humanity.

+

## The Financial Express • 09 Jan • Ministry of Ayush Tech Bytes

9 • PG

190 • Sqcm

168513 • AVE

175K • Cir

Middle Left

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

### TECH BYTES

#### Drones to boost fisheries sector

DRONES ARE NOW pivotal in managing aquaculture farms, assessing fisheries infrastructure, and enhancing disaster response efforts. In a recent initiative, ideaForge Technology has partnered with Schnell Drone Technologies in a project initiated by the Maharashtra government for using drone technology for sustainable fisheries management. Spanning a coastline of 720 km this project deploys drones across seven key coastal districts of the state.



ideaForge's Switch UAVs are being deployed to ensure compliance with maritime regulations, protect marine ecosystems, and enable real-time monitoring of fishing vessels and detection of illegal activities.

#### Vaidyaratnam ties up with Johns Hopkins

THRISSUR-BASED VAIDYARATNAM Group, known for its practice

and propagation of Ayurveda, and Johns Hopkins University, USA, will jointly conduct research in cardiovascular diseases. "Our proposed collaboration with the world's most renowned private research university will benefit the healthcare sector at large," said ET Neelakandhan Mooss, MD of Vaidyaratnam Group, who held talks with university officials at the Baltimore campus. The Kerala-based group is at the forefront of validating Ayurveda through scientific research, using AI.

#### AI mouse to support voice typing

SINCE ITS INVENTION 50 years ago, the computer mouse has remained a fairly simple device. OTEK, a startup in consumer

electronics & computer accessories, wants to change that with its AI-integrated mouse. The BM09 has features like voice typing, translation, OCR scanning, and smart AI tools. Prashant Bora, MD & CEO of OTEK, said, "The BM09 comes equipped with features that enhance productivity while making user operations simpler, smarter, and more connected."

#### Smart helmet with Bluetooth connectivity

PROXGY HAS INTRODUCED two innovative devices that transform standard industrial

helmets into advanced AC helmets and smart helmets for comfort and connectivity. Priced under ₹10k, the objective of Hat+ Band and ProHat Band is to enhance the lives of industrial workers working in harsh environments.

With 8-10 hours of battery back up, the Hat+ Band is a lightweight and affordable device that ensures uninterrupted cooling throughout demanding work shifts. It comes equipped

with features like audio/video conferencing, 4G and Bluetooth low energy (BLE) connectivity, and AI-powered edge processing. It enables real-time communication and situational awareness for industrial workers.





## The Hindu Business Line • 09 Jan • Ministry of Ayush

### ITC smells an opportunity in aromatic, medicinal herbal market

10 • PG

296 • Sqcm

73995 • AVE

131.35K • Cir

Bottom Left

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

## ITC smells an opportunity in aromatic, medicinal herbal market

The FMCG conglomerate showcases model farm where it developed demo plots for 27 plants

**KV Kurmanath**  
Hyderabad

Smelling an opportunity in the burgeoning global wellness market, ITC Ltd is branching out beyond traditional crops such as wheat and rice to cultivate new crops — medicinal and aromatic plants — to focus on value-added agriculture.

To equip farmers with the necessary knowledge and skills and showcase the agronomical practices in growing a variety of medicinal and aromatic plants, the company has set up a dedicated 101 acres of organic certified farm in Se-hore, Madhya Pradesh.

The farm serves as a demonstration and training centre, where 27 varieties of medicinal plants are evaluated. It incorporates sus-

tainable practices such as water harvesting and in-house organic fertilizer production.

#### BEST PRACTICES

The initiative, being taken up under the Medicinal and Aromatic Plants Extracts (MAPE) programme, is anchored in two key segments — raw herbs segment and value-added products. In the raw herbs segment, the Kolkata-headquartered company works closely with farmers to identify suitable medicinal plant varieties, implement best cultivation practices and establish robust market linkages.

The current portfolio of medicinal plants that ITC is promoting for cultivation with farmers includes ashwagandha, tulsi (holy basil), kalonji (black cumin) and



Extracts collected from various medicinal and aromatic plants

turmeric, among others. The company is also actively engaged in research and development on various medicinal plants, including stevia and roselle.

The company is also providing support for post-harvest management, including grading and sorting, to enhance the value of the produce. In the value-addition segment, ITC pro-

cesses raw herbs into extracts, formulations and other value-added products, catering primarily to the health and wellness industry.

While the farm serves as a central hub, ITC's medicinal plant programme extends beyond this plot. "We are working with farmers across 14 districts in Madhya Pradesh, training them

and providing support for cultivating these crops on their land. The total acreage cultivated by farmers in the programme is over 4,200 acres so far," an ITC official said.

#### TRAINING PROVIDED

Farmers who show interest are offered comprehensive training on various aspects of medicinal plant cultivation, including crop selection, cultivation techniques and post-harvest management.

"Farmers engaged in medicinal plant cultivation are experiencing a significant income increase of 26-35 per cent compared to traditional crops. Average yields have witnessed a substantial improvement, rising from 200 kg per acre to 300-350 kg, with some

farmers achieving close to 700 kg per acre," he said.

He said the company offers buyback plan similar to those being offered in ITC's traditional supply chain models. While farmers have the flexibility to sell their produce elsewhere, ITC acts as a willing buyer, ensuring a stable market for their harvest.

While ITC's foray into the medicinal plant sector is still in its nascent stage, the company believes that the model is yielding results.

S Ganesh Kumar, Chief Executive of ITC Agri Business Division, said, "In line with the larger ITC Next-Gen Agriculture vision, we are focusing on promoting the cultivation of value-added crops, such as medicinal and aromatic plants like ashwagandha."

The Pioneer • 10 Jan • Ministry of Ayush

## How India's healthcare sector is accelerating towards Viksit Bharat 2047

6 • PG

382 • Sqcm

1087312 • AVE

634.42K • Cir

Bottom Left

Delhi • Hyderabad

## How India's healthcare sector is accelerating towards Viksit Bharat 2047



P N ARORA

As India embarks on its journey toward becoming a \$35 trillion economy by 2047, the healthcare sector emerges as a critical pillar in this transformation.

As India aims to achieve its ambitious goal of becoming a \$35 trillion economy by 2047, the healthcare sector stands as the cornerstone of this transformation. With aspirations to increase the average life expectancy from 71 to over 85, India's vision of Viksit Bharat aligns closely with the sentiment of "Swasth Bharat, Viksit Bharat, and Niramaya Bharat." It considers a robust healthcare system not just as a necessity but as the foundation for a healthier, more productive nation.

### A Visionary Healthcare System

As part of its vision, the government strives to establish a healthcare system capable of addressing the diverse needs of a population exceeding 1.4 billion.

Not only are efforts underway to improve physician and hospital bed ratios, expand access to affordable healthcare, and ensure universal health insurance coverage but the inclusion of senior citizens over 70 years through the Ayushman Bharat Vay Vandana Card highlights the commitment to an inclusive healthcare approach. India's



Viksit Bharat 2047 journey builds upon substantial achievements in the healthcare sector. Since independence, the nation has witnessed notable reductions in neonatal, infant, under-five, and maternal mortality rates, reflecting improved healthcare outcomes.

Flagship initiatives such as Ayushman Bharat Health and Wellness Centres, the establishment of new AIIMS, and a growing network of medical colleges have bolstered healthcare delivery. Moreover, digital advancements through initiatives like CoWIN, the Ayushman Bharat Digital Mission, and e-Sanjeevani have revolutionized healthcare accessibility, particularly in rural areas.

### Role of the Pharmaceutical Sector

India's pharmaceutical leadership has further solidified the country's position as a global healthcare contributor. As a leading producer of vaccines and generic medicines, the nation plays a pivotal role in ensuring global healthcare equity. Coupled with its steadily increasing medical tourism industry, India continues to attract patients worldwide, offering advanced care at affordable costs.

The private sector continues to play a crucial role in complementing public healthcare efforts. Innovation, R&D, and cost-effective healthcare models spearheaded by private players have extended quality healthcare to remote and underserved regions. Technological advancements, from AI and robotics to telemedicine and wearables, are shaping the future of healthcare delivery, making it more accessible.

**Roadmap of Viksit Bharat 2047:** Looking ahead, the roadmap to Viksit Bharat 2047 includes priorities such as workforce development through the expansion of medical and nursing colleges, further integration of cutting-edge technologies, and an

emphasis on preventive care, mental health, and holistic wellness. The transition from mass-produced to biotech-based personalized medicine, supported by advancements in CRISPR and nano-technology, is set to redefine pharmaceutical practices.

India's healthcare system is also poised to transform its business models, shifting from predominantly out-of-pocket expenses to public and insurance-funded frameworks. This evolution will not only strengthen the healthcare sector but also ensure equity and affordability for all. As India strives toward its 2047 goals, public-private partnerships and an unwavering commitment to equitable healthcare are vital. India's healthcare providers remain dedicated to contributing to this transformative journey. By fostering innovation, enhancing accessibility, and ensuring quality care for all, the sector aims to play an integral role in building a healthier, stronger, and more prosperous India.

*(The writer is CMD, Yashoda Super Speciality Hospitals, Kaushambi, Ghaziabad; views are personal)*



The Pioneer • 10 Jan • Ministry of Ayush

## How India's healthcare sector is accelerating towards Viksit Bharat 2047

6 • PG

382 • Sqcm

228908 • AVE

268.96K • Cir

Bottom Left

Chandigarh

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*(The writer is CMD, Yashoda Super Speciality Hospitals, Kaushambi, Ghaziabad; views are personal)*

## The Morning Standard • 10 Jan • Ministry of Ayush

### FIT BIT

2 • PG

604 • Sqcm

289777 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### UTTANA PADASANA VARIATION HANDS ON FLOOR (RAISED LEGS POSE VARIATION HANDS ON FLOOR)

#### VARIATION HANDS ON FLOOR)

This is also called Raised Legs Pose Variation Hands On Floor which provides an intense stretch to the legs. This is practised when the back is supported supine and it engages the core muscles of the body. This is more beneficial for women as it strengthens their reproductive organs to fight symptoms related to menstruation. It also helps boost energy in the body and hence can be included in flow yoga sequences.

#### STEPS

- First, you can start the pose in Savasana (Corpse Pose).
- After that, exhale and lift both the legs off the floor, engaging the core muscles while tightening the abdominal area, bringing the legs to 45 degrees.
- While lifting the legs and maintaining your balance, use the support of your hands placed on the floor close to your body.
- Now, exhale, bring your legs together, and keep them in position using the abdominal muscle strength.
- You can hold it here for eight breaths or more if possible.
- While holding the pose, focus on the lower back and the abdomen because of the pressure. Try to hold the stretch at the thighs and the pelvic area.
- A proper breathing will help to maintain the pose while not finding it strenuous.
- Ensure that breathing should be slow and steady.
- Inhale and release the legs and bring them down.
- Relax and repeat this for one to two rounds, with each round holding the pose longer.
- It helps encourage the reproductive organs to practise this asana.
- Ensure the legs get enough support to keep them raised.
- Helps to support the spine and the upper body.
- Helps people who are suffering from issues related to the spine and lower back.
- Intense leg stretch pose in supine engages the core muscles and the entire lower body (legs and feet).
- Compressing the abdomen while practising helps to burn the excess fat at the belly, buttocks, thighs, side back, and hips.
- Toning flexible muscles helps in challenging poses like Chakrasana (Wheel Pose) and many others.
- This pose stimulates the internal organs like the stomach, spleen, kidney, and liver.
- The release provides a stretch to the same muscles that are compressed while practising.
- People having issues related to the reproductive organs can be encouraged to practise this.

#### BENEFITS

- It strengthens the quadriceps, gluteus maximus, core muscles, pelvic floor, psoas, and hips.
- Stronger muscles help support the organs and the spine.
- Builds a stronger back ensuring ease with pain and stiffness.
- This is a good pose for toning the entire body.
- Stimulates core and abdominal area, internal organs like the stomach, spleen, kidney, and liver.
- A good pose to improve digestion and the control of blood sugar.

#### LIMITATIONS

- People with injuries in the hamstrings, quadriceps, calves, gluteus maximus, adductors (inner thighs), or core muscles, recovering from surgeries to any part of the body, back part discomfort, and women during pregnancy, should avoid this practice.
- Those with issues related to the heart, blood pressure, severe migraine, hernia, or anything else that may cause acute discomfort, avoid exercising this asana.



— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78



The Morning Standard • 09 Jan • Ministry of Ayush

## How can I avoid injuries during workouts, especially with strength training

2 • PG

272 • Sqcm

130562 • AVE

300K • Cir

Middle Center

Delhi




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

### How can I avoid injuries during workouts, especially with strength training?

Here are a few guidelines to follow to prevent injuries while strength training:

- Five to 10 minutes of warm-up with dynamic stretches increases blood flow and flexibility, preparing the body for activity.
- If you are not training under the guidance of a trainer then ensure you know how to use the equipment correctly or it can lead to injuries. Begin with lighter weights and progress gradually to avoid overexertion. It's important to maintain proper form and technique throughout the exercise.
- Ensure that the equipment in the gym is in good condition. Do not hold your breath while lifting weights. Breathe naturally.
- Do not push yourself. Listen to your body and stop immediately if you experience pain or discomfort. Hydrate before, during, and after exercise.
- Post workout, stretch the muscles that were engaged. Hold each stretch for 30 seconds to one minute. Let the muscles rest for 48 hours before you work out again. A certified trainer will be able to chalk out a well-rounded workout routine.



## The Morning Standard • 09 Jan • Ministry of Ayush Fit Bit

2 • PG

612 • Sqcm

293883 • AVE

300K • Cir

Middle Right

Delhi

### FITBIT

## PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

This pose is a twisting (revolved/parivrtta) variation of the Seated Straddle Pose. It is a good warm-up and beginner's preparation for Parivrtta Dandasana and other advanced twisting poses. This seated twist is a great alternative to standing twists and can thus support practitioners who have difficulty sitting tall and following the twist in Dandasana.

### STEPS

- Begin in Dandasana (Staff Pose) and take a few deep breaths. Inhale, and stretch your legs wide apart, around 3 feet. Exhale and root down your femur (thigh bone), sitting with your spine erect.
- Inhale and stretch your arms at the heart centre with your palms facing each other. Twist on the right, inhale and draw your navel in.
- Exhale, twist and turn your torso to the right along with your neck. Bend forward. Swing your right arm back and your left arm to touch the right ankle. Gaze at the fingertips of your right arm. Rest your left hand on your right ankle.
- Bring your shoulder blades together. Stay here for one breath cycle. Inhale, twist and turn to look back in the centre, taking the arms in front of the chest.
- To continue with the flow, inhale, engage the core and stretch the body up.
- Exhale, twist on the other side (left) by placing the right hand on the left ankle and left arm stretched back above the shoulders.
- Stay here for one deep breath, and inhale, come back to the centre while taking your arms in front of the chest.
- This is one round of the flow. Perform five rounds with your spine erect, maintaining a slight forward

bend while twisting from the lower spine.

- After five rounds, release your arms and come back to Seated Straddle Pose Variation Sitting Upright.
- Bring your legs together back to the centre in Dandasana, one at a time. Cool down or counter the stretch by following a few rounds of Seated Cat Cow Pose.

### BENEFITS

- Stretches the arms, neck, shoulders, upper/middle/lower back, hips, hamstrings, psoas and core.
- Helps release tension from any part of the body.
- Increases spinal flexibility, for advanced twists and bends.
- As a cool-down practice, this pose can help release the back, neck, and hips pain.
- Included in the Shakti Bandha Asana sequence, which helps reduce blocks in the energy channels for a smooth flow of prana (energy).
- Activates the Root and Sacral Chakras.
- Promotes good digestion and helps ease symptoms of endometriosis.
- Keep the legs active, thigh rotated inwards, feet flexed, toes and knees pointed up, spine erect, the back in a little forward bend throughout the flow.

### LIMITATIONS

- Practitioners with injuries to the neck, shoulders, lower back, hips, pelvic floor muscles, or any issues with internal organs and migraine, avoid this.
- Pregnant women and those new to yoga can practise while being seated using a blanket or cushion.



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

## The New Indian Express • 09 Jan • Ministry of Ayush PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

2 • PG

668 • Sqcm

668399 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru • Chennai

**FITBIT**

### PARIVRTTA UPAVISTHA KONASANA (REVOLVED SEATED STRADDLE POSE)

This pose is a twisting (revolved/parivrtta) variation of the Seated Straddle Pose. It is a good warm-up and beginner's preparation for Parivrtta Dandasana and other advanced twisting poses. This seated twist, a great alternative to standing twists, can therefore support practitioners who have difficulty sitting tall and following the twist in Dandasana.

#### STEPS

- Start in Dandasana (Staff Pose) and take a few deep breaths. Inhale, stretch your legs wide apart, around 3 feet. Exhale, root down your femur (thigh bone), sitting with spine erect.
- Inhale, stretch your arms at the heart centre with your palms facing each other. Twist on the right, inhale, draw your navel in.
- Exhale, twist and turn the torso to the right along with the neck. Bend forward to swing your right arm back and left arm to touch the right ankle, gazing at your back arm's fingertips (right). The hand in the front (left) is resting on the right ankle.
- Bring your shoulder blades together. Stay here for one breath cycle. Inhale, twist and turn to look back in the centre, taking the arms in front of the chest.
- To continue with the flow, inhale, engage the core and stretch the body up.
- Exhale, twist on the other side (left) by placing the right hand on the left ankle and left arm stretched back above the shoulders.
- Stay here for one deep breath, and inhale, come back to the centre while taking your arms in front of the chest.
- This is a one round flow. Follow five rounds with the spine erect and with awareness twisting the body from the lower spine, maintaining little forward bend in the flow to touch the ankles.
- After five rounds, release the arms down and come back to Seated Straddle Pose Variation Sitting Upright.
- Bring your legs together back to the centre in Dandasana, one at a time. Cool down or counter the stretch by following a few rounds of Seated Cat Cow Pose.
- Finally, release and relax in Dandasana Hands Back Knees Bent.

#### BENEFITS

- Stretches the arms, neck, shoulders, upper/middle/lower back, hips, hamstrings, psoas and core.
- Helps release tension from any part of the body.
- Increases spinal flexibility, for advanced twists and bends.
- As a cool-down practice, this pose can help release the back, neck, and hips pain.
- Included in power yoga, hot yoga, and flow yoga sequences.
- Included in the Shakti Bandha Asana sequence, which helps reduce blocks in the energy channels for a smooth flow of prana (energy).
- Activates the Root and Sacral Chakras.
- Promotes good digestion.
- Helps ease symptoms of endometriosis.
- Keep the legs active, thigh rotated inwards, feet flexed, toes and knees pointed up, spine erect, the back in a little forward bend throughout the flow.
- Engages the core muscles.
- Repeated practise helps open the hips and increase spine flexibility.

#### LIMITATIONS

- Students who have injuries to the neck, shoulders, lower back, hips, pelvic floor muscles, or any issues with internal organs and migraine, avoid this.
- Pregnant women and those new to yoga can practise while being seated using a blanket or cushion.



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



The New Indian Express • 09 Jan • Ministry of Ayush  
Top 5 Mental Health Treatments for 2025

3 • PG

193 • Sqcm

193128 • AVE

177.8K • Cir

Middle Center

City Express

Bengaluru

## Top 5 Mental Health Treatments for 2025

In our busy schedules and overlooked priorities, we often forget to take care of our mental health. Kalari Rasayana, an Ayurvedic wellness centre in Kerala, introduced the top five wellness trends to follow in 2025. Leading the list is **mental health through meditation and mindfulness**. As mental health continues to be a global priority, ancient practices like yoga, pranayama, and meditation are regaining prominence in fostering emotional and mental well-being. Another key trend is **healthy ageing and panchakarma**, which involves periodic detoxification, purification, and rejuvenation therapies rooted in Ayurveda. **Detoxification and digital wellness**, With a peaceful setting encouraging digital detox, it offers an opportunity for restoring balance and wellness. With India's menopausal population projected to rise significantly, **natural menopause relief** is another priority. The retreat provides tailored Ayurvedic treatments to alleviate symptoms such as hot flashes, mood swings, and insomnia while supporting hormonal and emotional equilibrium. An important aspect of Kalari Rasayana's philosophy is **sustainability in wellness**. The centre prioritises eco-conscious practices, such as using locally-sourced medicinal herbs and sustainable treatments, ensuring a holistic approach to health and wellness while minimising its environmental impact.

The Tribune • 09 Jan • Ministry of Ayush

## Farmers, ayurvedic manufacturers join hands to eliminate middlemen

2 • PG

96 • Sqcm

289399 • AVE

92.25K • Cir

Bottom Right

Delhi

## Farmers, ayurvedic manufacturers join hands to eliminate middlemen

### TRIBUNE NEWS SERVICE

CHANDIGARH, JANUARY 8

In a bid to eliminate middlemen and ensure fair prices for farmers, the Ayush Department organised a one-day conference between medicinal plant cultivators and Ayurvedic medicine manufacturers at Tau Devi Lal Stadium, Panchkula, yesterday. The event, hosted by the State Medicinal Plants Board of the Ayush Department, aimed to directly connect farmers

with pharmacy owners.

Highlighting the need for such initiatives, Sanjeev Verma, Director General of the Ayush Department, said, "Due to the lack of a proper market for marketing and selling options, farmers do not receive fair prices for their produce. Therefore, a meeting of pharmacy owners and medicinal plant cultivators was organised."

The conference witnessed the participation of 30 farmers and 20 Ayurvedic medicine manufacturers. Currently,

around 4,000 farmers in Haryana are engaged in cultivating medicinal plants. During the event, farmers voiced concerns about limited market access and low returns for their crops. In response, pharmacy owners advised farmers to focus on improving the quality of their produce through better drying, storage, and primary processing techniques. "This will enable drug manufacturers to purchase directly from them," suggested one of the manufacturers.

Investors India • 09 Jan • Ministry of Ayush

## Add Health to Your Wealth

28, 29 • PG

1246 • Sqcm

124622 • AVE

N/A • Cir

Inside Page (Magazine only)

National

### FINANCIAL PLANNING

## Add Health to Your Wealth



**By: Abhishek Tiwari,**  
**Executive Director & Chief Business Officer,**  
**PGIM India Mutual Fund**

Life is unpredictable because it is influenced by countless unpredictable factors such as accidents, illness, economic changes, natural disasters or personal circumstances. The complexity of the world and the limits of human foresight means that not everything can be controlled or planned for. But we can transfer some of the risk/mitigate the financial risk by buying a life and a health insurance. The earlier we insure ourselves the better as rising costs can burn a hole in one's pocket.

Insurance premiums on an average in India have increased by 25-30% over the last three years and we have one of the highest medical inflation in the world at 14%.<sup>1</sup> Setting aside some emergency buffer for healthcare expenses needs thus is a necessity. Most working professionals in India are covered by their employers through health and life insurance but rising inflation also necessitates having additional cover if one is in job transition or there is a unforeseen loss of employment.

The covid pandemic acted as a catalyst for ushering in a sense of awareness of having a health/life insurance to protect our loved ones against life's unforeseen emergencies. IRDAI data shows that India's insurance penetration was 4% of the GDP in 2022-23, which implies we have a long

way to go. Even before one begins her investment journey for fulfilling long term goals, it is essential to create a financial back up with health and life insurance to support the family.

Now, how can one benefit from the rapid growth we are set to witness in the healthcare sector? India's healthcare ecosystem has seen rapid advancement and growth in the past and is likely to witness similar growth in the future. Let us understand why a dedicated healthcare fund deserves an additional allocation in your portfolio. The BSE Healthcare Index currently has a higher weightage (76.8%) comprising pharmaceutical companies, which are large cap firms. Although the sector offers a broad investible universe, the index does not adequately capture the full spectrum of opportunities that are available in the market for investors.<sup>4</sup> In addition to pharma companies, more attractive opportunities like contract development and manufacturing organizations, contract research organizations, diagnostics, hospitals, medical devices, health insurance, specialty chemicals, medical technology, and more lie outside the BSE Healthcare Index. As medical costs rise accruing as profits to companies in this sector, it can add to one's portfolio for diversification and stability.

The Indian healthcare sector, one of the fastest-growing industries globally, presents a wealth of investment opportunities fueled by robust government initiatives, a rising middle class, and increasing demand for quality healthcare. In 2023, this sector reached a value of \$372 billion and expected to reach \$638 billion by 2025, driven by technological advancements, public-private partnerships, and an expanding ecosystem of services. Broadly, the sector consists of segments like hospitals, pharma, diagnostics, manufacturing, medical devices, contract development and manufacturing organizations, contract research organizations, insurance, and more.

**Let's look at some of the key growth drivers and opportunities in this sector**

Ayushman Bharat-Pradhan Mantri Jan Arogya



## FINANCIAL PLANNING

**Yojana (AB-PMJAY):** This program provides cashless treatment of up to ₹5 lakh per family annually, targeting over 500 million people, comprising the bottom 40% of the population. Such initiatives foster infrastructure development and widen healthcare access.

**National Medical Devices Policy 2023:** This policy aims to boost India's medical device market from \$11 billion in 2020 to \$50 billion by 2028. Incentives like Production Linked Incentive (PLI) schemes and the establishment of medical device parks are set to catalyse growth. India is the 4th largest Asian medical devices market after Japan, China, and South Korea.

**Medical Tourism:** Indian medical tourism market was valued at \$7.69 billion in 2024 and is expected to reach \$14.31 billion by 2029. With \$5-6 billion size of medical value travel (MVT) and 5 lakh international patients annually, India is among the global leader destinations for international patients seeking advanced treatment. Key drivers for India in this segment are affordable quality services, well reputed doctors, increased connectivity and a preferred hub for developing nations. For ex: the cost of bypass surgery in US is \$1.44 lakh versus \$5,200 in India.<sup>2</sup>

**National AYUSH Mission:** Emphasis on traditional systems like Ayurveda and yoga, which are witnessing global acceptance, offers investment potential in alternative medicine.

**Pharmaceutical and Biotechnology:** India is the largest supplier of generic drugs globally, accounting for 20% of the world's supply. With initiatives like "Make in India" and research incentives, pharmaceutical R&D and manufacturing are lucrative sectors.

**MedTech and Digital Health:** Telemedicine and health-tech platforms have seen rapid adoption, especially post-COVID-19. The market is expected to grow substantially, supported by startups and innovation hubs - AI, IoT, and robotics are revolutionizing diagnostics, surgery, and patient care, attracting venture capital and private equity investments.

**Hospital and Infrastructure Development:** The rise in non-communicable diseases (NCDs)

and urbanization is driving demand for super-specialty hospitals. Public-private partnerships under schemes like the Pradhan Mantri Swasthya Suraksha Yojana (PMSSY) facilitate infrastructure upgrades.

**Focus on Rural and Tier-II/III Markets:** Programs such as Mobile Medical Units (MMUs) and health and wellness centres are expanding access in underserved areas, creating opportunities in affordable healthcare.

### Summing up

With strong government backing and a large consumer base, the Indian healthcare industry stands as a promising domain for both domestic and foreign investors. Current healthcare expenditure in India, on a per capita basis is \$74, significantly lower even when compared to other emerging markets like Brazil (\$761), China (\$671), Mexico (\$611).<sup>3</sup> This expenditure is set to increase due to factors like rising household income, improved affordability, increase in lifestyle diseases and more. Investors looking to tap into the Indian healthcare market should focus on emerging areas like MedTech, rural healthcare delivery, and pharmaceutical innovation with a fund which focuses on investing in this thriving structural theme. Diversified and other funds such as Flexi Cap, Multi Cap, Mid Cap, and others, may provide limited exposure (6%-10%) to healthcare theme which can be fulfilled with a dedicated healthcare fund.

Adding health to your wealth can be a good addition to your portfolio!

Sources:

1: <https://www.cnbctv18.com/personal-finance/health-life-insurance-premiums-price-rise-30-pc-three-years-claims-factor-disease-19469317.htm>

2: <https://www.medicalindiatourism.com/>

3: <https://www.who.int/data/gho/data/indicators/indicator-details/GHO/current-health-expenditure-che-per-capita-in-us-dollar>

4: Source: BSE, PGIM India Internal Analysis. Data as of 31st October 2024. Classification based on AMFI Basic Industry and IBEF.

Dainik Savera • 10 Jan • Ministry of Ayush  
Ayushman card par chikatsa na milane ki shikayat

8 • PG

319 • Sqcm

76564 • AVE

40.03K • Cir

Middle Left

Chandigarh

## आयुष्मान कार्ड पर चिकित्सा न मिलने की शिकायतें

आम जनता के लिए यह एक सुसंवाद था कि वरिष्ठजनों के लिए एक सम्पूर्ण सुरक्षा की दिलासा थी, जब पिछले वर्ष यह घोषणा की गई कि 70 वर्ष से ऊपर के सभी वरिष्ठजनों को 5 लाख रुपये तक का इलाज मुफ्त कर दिया जाएगा। चुनावों के करीब चुनावी एजेंडे जारी होते हैं। दिल्ली में चुनाव 5 फरवरी को होने जा रहे हैं। प्रतियोगी दलों ने फ्री इलाज की सीमा बढ़ानी शुरू कर दी है। कांग्रेस के एजेंडे में फ्री इलाज की सुविधा 5 लाख से बढ़ाकर 25 लाख कर दी गई है। उपचार की मुफ्त सुविधा के लिए कैंप लगाए जा रहे हैं जहां आम जनता और वरिष्ठजनों को आयुष्मान कार्ड बांटे जा रहे हैं।

वरिष्ठों के संतोष का अंत नहीं क्योंकि निजी अस्पतालों में इलाज करवाना इतना महंगा हो गया है कि अपनी जेब से इलाज करवा पाना संभव नहीं रहा। 2024-25 के बजट में यह घोषणा हुई थी और प्रधानमंत्री ने पिछले वर्ष धनतेरस के दिन इस योजना का शुभारम्भ किया था। लोगों के पास आयुष्मान कार्ड आ गए लेकिन इन कार्डों पर वास्तविक रूप से इलाज नहीं हो पा रहा। पंजाब को ही ले लें, वरिष्ठों के आयुष्मान कार्ड्स की बात छोड़िए, पिछले दिनों पंजाब के निजी अस्पतालों ने यह घोषणा कर दी थी कि हम आयुष्मान कार्ड स्वीकार करके इलाज नहीं कर पाएंगे क्योंकि सरकार की ओर से इस मुफ्त उपचार के बदले जो भुगतान करना है, वह नहीं हो पा रहा।

करोड़ों रुपये के बकाए इकट्ठे हो गए हैं। राज्य सरकारों ने भुगतान की इस लेटलतपी का जिम्मा केन्द्र पर लगाया और केन्द्र ने राज्य सरकारों पर। पंजाब सरकार ने यह कहा कि हम जल्द से जल्द सब बकाए देने का प्रयास कर रहे हैं ताकि आयुष्मान योजना या मुफ्त उपचार योजना सुचारू रूप से चल सके। लेकिन यहां भी अभी वरिष्ठ लोगों के आयुष्मान कार्ड स्वीकार नहीं किए जा रहे क्योंकि निजी क्षेत्र या अर्द्धसरकारी क्षेत्र के अस्पतालों का यह कहना है कि हमें अभी तक आदेश सा सर्कुलर ही नहीं मिले हैं कि वरिष्ठ रोगियों का इलाज मुफ्त कर दिया जाए और उनका भुगतान सरकार दे दे।

निश्चय ही इस कमी की ओर समय की सरकारों को ध्यान देना होगा। अगर वरिष्ठजनों को मुफ्त उपचार देना है और एक-दूसरे से बढ़कर देना है तो पहले वे सर्कुलर तो जारी हो जाने चाहिए जिनके अधीन वरिष्ठजनों को निजी क्षेत्र में या सरकारी क्षेत्र में मुफ्त इलाज मिल जाएगा। केवल आयुष्मान कार्ड जारी हो जाने से उपचार और सेहत समस्याओं का समाधान नहीं हो जाता।

Email: [letter2editor@dainiksaveratimes.net](mailto:letter2editor@dainiksaveratimes.net)

Dainik Bhaskar • 10 Jan • Ministry of Ayush  
Cm se mile doctor Ayushman ke Rs 200 crore manjur

3 • PG

107 • Sqcm

132655 • AVE

446.92K • Cir

Middle Right

Chandigarh

## सीएम से मिले डॉक्टर, आयुष्मान के ₹200 करोड़ मंजूर

चंडीगढ़ | आईएमए से जुड़े डॉक्टरों ने सीएम नायब सिंह सैनी से भेंट की। जिसके बाद उनके आयुष्मान के बकाया 200 करोड़ रुपए की मंजूरी मिल गई है। आईएमए के अनुसार सरकार पर उनका 400 करोड़ रुपए बकाया है। विस चुनाव के बाद पैसा नहीं दिया गया। सरकार द्वारा 360

करोड़ बाकी बताए गए। आईएमए हरियाणा के पूर्व अध्यक्ष डॉ. अजय महाजन ने कहा कि बाकी कई मुद्दे थे। जिनके लिए सीएम के मुख्य प्रधान सचिव आरके खुल्लर की अध्यक्षता में कमेटी का गठन हुआ है। जिसमें भाजपा महामंत्री डॉ. अर्चना गुप्ता व आईएमए के 5-6 प्रतिनिधि होंगे।



Amar Ujala • 10 Jan • Ministry of Ayush

Ayushmann yojana ke 400 crore bakaya .Cm se mulakat ke baad 200 crore  
jaari karne ke aadesh

4 • PG

380 • Sqcm

280280 • AVE

368.8K • Cir

Middle Right

Chandigarh

## हरियाणा

# आयुष्मान योजना के 400 करोड़ बकाया, सीएम से मुलाकात के बाद 200 करोड़ जारी करने के आदेश आयुष्मान से जुड़ी अन्य समस्याओं को दूर करने के लिए कमेटी गठित

अमर उजाला ब्यूरो

चंडीगढ़। आयुष्मान-चिरायु योजना के तहत गरीबों का मुफ्त इलाज करने वाले निजी अस्पतालों का करीब 400 करोड़ रुपये राज्य सरकार पर बकाया है। पिछले चार महीने से राज्य सरकार की ओर से यह राशि निजी अस्पतालों को नहीं दी गई है। इससे निजी अस्पतालों के सामने संकट खड़ा हो गया है। काफी कोशिश के बाद आईएमए के डॉक्टरों ने सीएम नायब सिंह सैनी से मुलाकात की और बकाया राशि समेत कई मुद्दे उनके सामने रखे।

सीएम ने मौके पर ही 200 करोड़ रुपये रिलीज करने के जारी कर दिए हैं। वहीं, बाकी मुद्दों के लिए सीएम ने कमेटी गठित कर दी है। कमेटी में आईएमए के सदस्य, भाजपा की महामंत्री अर्चना गुप्ता व सीएम के मुख्य प्रधान सचिव राजेश खुल्लर को शामिल किया गया है। आईएमए के पूर्व प्रधान डॉ. अजय महाजन ने



**1200** से ज्यादा निजी  
और सरकारी  
अस्पतालों को पैनल में रखा

बताया, पिछले चार महीने से राज्य सरकार की ओर से आयुष्मान व चिरायु योजना की राशि निजी अस्पतालों को जारी नहीं की गई है। इससे निजी अस्पतालों को इलाज में दिक्कत आने लगी है।

निजी अस्पतालों को करीब 400 करोड़ रुपये बकाया है। हालांकि सरकार 360 करोड़ रुपये का दावा कर रही है। यह पहली बार नहीं है, जब सरकार की ओर से आयुष्मान की राशि जारी करने में देरी की गई है। पिछले साल भी राशि रुकी रही और

यह भी समस्याएं बताईं

वहीं, आईएमए के डॉक्टरों का कहना है कि कई बार देखा गया है कि मरीज पहले इलाज करवा देता है और बाद में कहता है कि उसके पास आयुष्मान का कार्ड है। इससे काफी परेशानी आती है और कई बार अराजकता की भी स्थिति बनती है।

■ वहीं, बिना ठोस कारण के मरीजों के इलाज के बिलों में कटौती कर दी जाती है। बिल बलीयर होने में काफी समय लगता है। योजना में हरियाणा के 1200 से ज्यादा अस्पतालों को पैनल में रखा है। इसमें 700 से ज्यादा सरकारी और 500 निजी अस्पताल हैं। इनमें मरीजों का पांच लाख तक मुफ्त इलाज किया जाता है। निजी अस्पताल मरीज के बिलों को सरकार के पास भेजते हैं और सरकार भुगतान करती है।

राशि जारी करवाने के लिए आईएमए को दो बार इलाज बंद कर आंदोलन करना पड़ा और उसके बाद सरकार ने राशि की गई।



## Pudhari • 09 Jan • Ministry of Ayush Obesity and Ayurveda

6 • PG

394 • Sqcm

354384 • AVE

893.13K • Cir

Top Center

Pune

वेळीच काळजी घेतल्यास लठ्ठपणा आटोक्यात आणता येतो. मात्र त्यासाठी आहार, विहार आणि उपचार यांची योग्य दिशा ठरवायला हवी. काही नियमांचे काटेकोर पालन करावयाला हवे. पथ्यपाणी, व्यायाम, औषधी उपाययोजना यांचा विचार रुग्ण अगोदर का करीत नाहीत? स्थूलपणाच्या मूळ कारणांत कफ या दोषाच्या प्रवृत्तीत आहे. कफ म्हणजे मंद, सावकाश, मुंगीच्या गतीने हालचाल. त्यामुळे मेद, चरबी वाढतेय हे लक्षात येईपर्यंत बराच वेळ झालेला असतो. त्यानंतर मनुष्य थोडा आळस आणि चुकीचे उपचार करतो. मग मात्र रोग पोखे घर करून बसतो. काही पालकांना त्यांची मुलं लठ्ठ होत आहेत हेच पटत नाही. आपली मुलं सुदृढ आहेत असेच त्यांना वाटते. सुदृढ आणि सुजलेले शरीर यातील फरक त्यांच्या लक्षात येत नाही.

अनुवंशिकता आणि वीजदोष ही लठ्ठपणाच्या दृष्टीने गुंतागुंतीची कारणे असतात. मुलांच्याकडे नीट लक्ष देणे, त्यांच्यावर अवाजवी बंधने घालणे यामुळेही त्यांच्या शरीरात चरबी साठू लागते. आजचे जीवन यांत्रिक बनले आहे. त्यामुळे अनेक गोष्टी विनाश्रम मिळण्याची व्यवस्था झाली आहे. व्यायामाचा, हालचालीचा अभाव, बैठे काम आणि सुखासीन जीवन हा अनेकांचा जीवनक्रम बनला आहे. मेद वाढवणारी दुपारची झोपही त्यात येतेच. थंड, जड, गोड, आंबट, खारट पदार्थांचा अतिरेकी वापरही लठ्ठपणा वाढवायला कारण ठरतो. मेदवर्धक आणि मांसवर्धक पदार्थांचा अतिरेकी आहारही त्यात भर घालतो. कारण त्यामुळे फक्त मेद, मांसाधातूचे पोषण अधिक होते.

फास्टफूडच्या नावाखाली अलीकडे अनेकजण पोटात वाट्टेल ते ढकलत असतात. त्यात मांसाहार, मद्यपान, आईस्क्रीम, मेकामिठाचा आस्वाद यांची भर पडते. तेलकट, तूपकट आहारही लठ्ठपणाच्या दृष्टीने हानिकारक असतो. खाण्यात गहू, हरभरा, कडधान्य, कांदा, बटाटा, साखर यांचे प्रमाण वाजवीपेक्षा जास्त असणे हेही मेदवाढीचे एक महत्वाचे कारण ठरते.

अनेक स्त्रियांना विटाळ कमी जातो, पाळी अनियमित असते. त्यामुळे त्यांचे वजन वाढते. पाळी चुकवण्यासाठी गोळ्या, औषधे घेणे किती हानिकारक ठरत असेल याची कल्पना न केलेली बरी. उपाययोजना करण्यासाठी या कारणांचा शोध घेणे आणि

सडपातळ, लवचिक शरीर हे तारुण्याचे एक लक्षण असते. ही देणगी नसणारी व्यक्ती तरुण असली तरीही तरुण वाटत नाही. आजकाल तर फिजिकल फिटनेसचा जमाना आहे. त्यामुळे शरीर सडपातळ ठेवण्याकडे, त्यासाठी व्यायाम, डाएटिंग वगैरे करण्याकडे अनेकांचा कल असतो. आयुर्वेदही या दृष्टीने व्यक्तीला अत्यंत उपयुक्त मदत करू शकतो.



लक्षणे समजावून घेणे अर्थातच आवश्यक आहे.

### लठ्ठपणाची प्रमुख लक्षणे

उंचीच्या मानाने वजन जास्त असणे, पोटात, छाती, कुल्ले, मांड्या मान या ठिकाणी बेढबपणा येणे, थोड्याशा श्रमाने धाप लागणे, पायावर, चेहऱ्यावर सूज येणे, लघवी कमी होणे, लघवीला पुन्हा पुन्हा जावे लागणे, स्त्रियांना विटाळ कमी जाणे, अंगाला खाज सुटणे, त्वचा फाजील स्निग्ध दिसणे, कार्यशक्ती कमी होणे, विश्रांती घ्यावीशी वाटणे, जास्त झोप येणे, अंगाला घाण वास मारणे अशी लठ्ठपणा येण्याची लक्षणे असू शकतात. लठ्ठपणावर उपाय करायला सुरुवात करण्यापूर्वी प्रथम वजन पाहणे आवश्यक आहेच, पण त्याचबरोबर कोणते स्नायू शिथिल आहेत, कुठे चरबी वाढली आहे हेही पाहायला हवे, त्यामुळे नेमका व्यायाम सुचवणे सोपे जाते.

मलमूत्र, घाम यांचा वेग आणि परिणाम पाहणेही आवश्यक आहे. लागलेली भूक, घेतलेला आहार आणि प्यायलेले पाणी या मानाने मल, मूत्र आणि घाम यांचा निचरा होत नसेल तर त्याचा परिणाम वजन वाढण्यात होणारच. स्त्रियांच्या बाबतीत पाळीच्या अनियमितपणाचा हाच परिणाम संभवतो. लठ्ठपणा, स्थूलता किती जास्त आहे हे ठरवण्यासाठी अनुवंशिकतेचा विचार उपयोगी पडतो. मलमूत्र साफ होण्यासाठी शोधनाचे

## स्थूलपणा आणि आयुर्वेद

### वैद्य विनायक खडीवाले

उपचार उपयोगी पडतात. स्त्रियांची पाळी नियमित होण्यासाठी उपचार करावे लागतात. शरीरातून पुरेसा घाम निघत नसेल तर त्यासाठीही बरी सहा योजना येतात. रूक्ष अग्र्यंग, व्यायाम यांचे नाना प्रकार उपयोगात आणता येतात. मात्र उपवास, लंघन असा उपायानी थकवा, रसक्षय आणि पंडुता येणार नाही याची काळजी घ्यायला हवी.

आयुर्वेदात लठ्ठपणावर काही अनुपचिक उपचार आहेत. मलप्रवृत्ती साफ होत नसल्यास कपिलाती वटी सहा गोळ्या आणि एक चमचा एरंडहरीतकी चूर्ण गरम पाण्याबरोबर घ्यावे. त्रिफळा गुग्गुळ आणि आरोग्यवर्धनी प्रत्येकी सहा गोळ्या आणि आरोग्यवर्धनी प्रत्येकी सहा गोळ्या अशा बारा गोळ्या दोन वेळा रिकाम्या पोटी सकाळी आणि सायंकाळी बारीक करून गरम पाण्याबरोबर घ्याव्यात. लघवी साफ होत नसल्यास वरीलप्रमाणे औषधे घ्यावीत. रसायन चूर्ण सकाळी आणि सायंकाळी एक चमचा घ्यावे. मासिक पाळी साफ होत नसल्यास कुमारीआसव चार चमचे समभाग पाण्याबरोबर दोन्ही जेवणानंतर घ्यावे.

स्थूल शरीराबरोबर गुडपेटुखी, कंवरदुखी, पाठदुखी संधिवात, आमवात ही लक्षणे असल्यास त्रिफळा गुग्गुळ, लाक्षादि गुग्गुळ, सिंहाद गुग्गुळ आणि आरोग्यवर्धनी प्रत्येकी तीन गोळ्या बारीक करून सकाळी आणि सायंकाळी रिकाम्या पोटी गरम पाण्याबरोबर घ्याव्यात. दोन्ही जेवणानंतर सौभाग्य सुंद अर्धा चमचा घ्यावी. पंडुता, मुखशोष, पादशोष या तक्रारी असल्यास चंद्रप्रभा, आरोग्यवर्धनी, गौक्षुरादि गुग्गुळ, त्रिफळा गुग्गुळ आणि लाक्षादि गुग्गुळ प्रत्येकी तीन गोळ्या बारीक

करून गरम पाण्याबरोबर घ्याव्यात. शुद्ध गुग्गुळ गोळ्या सकाळी, सायंकाळी आणि रात्री तीन वेळा अशा सहा गोळ्या पाण्यात विरचळवून घ्याव्यात. यामुळे शरीरात उष्णता वाढते. ज्यांना मानवेळ त्यांनीच घ्यावे. चांगला कात तीन ग्रॅम, गुग्गुळ दहा ग्रॅम असे सकाळ, सायंकाळ दोन वेळा गरम पाण्याबरोबर घ्यावे.

पुरेसा घाम येत नसल्याने स्मूल्यणा वाढलेला असल्यास त्रिफळा, वावडिंग चित्रक, नागरमोथा, दशमुळे, वाहवा, एरंडमुळ, देवदार आणि दारुहळद प्रत्येकी दोन ग्रॅम अशी एक पुडी चार कप पाण्यात उकळून त्याचा काढा एक कप उकळवून गाळावा. तो सकाळी घ्यावा. पुन्हा उरलेला चोथा सायंकाळी पाण्यात उकळून आटवावा. अर्धा कप उरल्यावर गाळून घ्यावा. नुसता उकडलेला दुध्या भोफळा किंचित मिरपूड टाकून घ्यावा. ज्याचीही भाकरी आणि पालेभाज्यांचे सूप यावर राहण्याचा प्रयत्न करावा.

आयुर्वेद उपचार घेताना त्याच्याबरोबर पथ्य पाळणेही आवश्यक असते. लठ्ठपणावर उपचार सुरू केल्यावर गोड, आंबट, थंड आणि जड पदार्थ आहारातून बंद करावेत. पाणीमुद्धा कमी घ्यावे, तेही उकळून गार केलेले असावे. वनस्पती तूप, दही, साखर, बटाटा, कांदा, चवळी, मटकी, वाटाणा, हरभरा, गहू, तूप, दूध, पोहे, चुरमुरे, तळलेले पदार्थ, मांसाहार, लोणची, पापड, थंड पेये, आईस्क्रीम, चॉकलेट आदी गोष्टीही कटाक्षाने टाळाव्यात. एवढे पदार्थ टाळल्यावर खाद्यचे काय हा प्रश्न पडला असेल. भाजलेल्या लाड्या, ज्वारीची भाकरी, मुगाची पातळ आमटी, दुध्या भोफळा, कोहळा, दोडका, पडवळ, कारले, शेवगा, राजगिरा या भाज्यांचा आहारात वापर करावा. पाणी जेवणाअगोदर घ्यावे. जेवणानंतर पिकू नये. दुपारची झोप सुस्ती वाढवते. बैठे काम टाळावे. पण पर्यायच नसेल तर त्याला पुरेसा व्यायामाची जोड द्यावी. रात्रीच्या जेवणानंतर लगेच झोपू नये. शतपावलीची सवय चांगली, पण ती पंधराशे ते अडीच हजार पावलांची असावी.

लठ्ठपणावर उपचार सुरू केल्यावर साध्या साध्या बाबतीत दक्षता बाळगल्यास त्याचा खूप उपयोग होतो. उदाहरणार्थ, भूक आणि तहान मारायला शिकावे. ठरवून काम, व्याप, श्रम यामध्ये सतत बुडलेलं असावे. शरीरातून भरपूर घाम निघाला पाहिजे. दुपारची झोप तर टाळावीच, पण अनुभंगाने येणारे विलासी आणि ऐपोरामी जीवनही न जगण्याचा निर्धार करावा. लठ्ठपणा हा तारुण्याची हानी करणारा असतो. म्हणून ते टिकवायचे असेल तर लठ्ठपणा शरीराचा ताबा घेणार नाही, हे कटाक्षाने पाहायला हवे.

## Navshakti • 09 Jan • Ministry of Ayush Sedentary work and health problems

12 • PG

443 • Sqcm

89119 • AVE

419.55K • Cir

Top Left

Mumbai

# बैठे काम आणि आरोग्य समस्या



बदलत्या जीवनशैलीमुळे आरोग्यावर परिणाम होत आहेत. या वर्षात डॉ. ऋतुजा कुडाळकर यांचे 'फिट & फाईन' सदर सुरु करत असून आरोग्याच्या समस्या आणि त्यांचे निराकरण यावर त्या मार्गदर्शन करणार आहेत.

**S**itting is the new smoking' असे का बरे म्हटले जाते. कारण जास्त वेळ बसून राहणे हे धूमपानाइनकेच हानिकारक आहे. वैद्य जीवन्शीली ही नवीन वैधानिक चेतावणी आहे, जी प्रत्येक कार्यालया किंवा कामाच्या ठिकाणी ठळक अक्षरात हायलाईट करणे आवश्यक आहे.

आरण नवनवीन कामाच्या जागा आणि 'कोवर्किंग स्पेस' अशा कल्पनांचा प्रयोग करीत असताना 'वर्क लाईफ बॅलन्स', 'पोस्चर ऑफ वर्क अँड वर्क प्रेशर' या बाबतीत मात्र मागे पडतोय.

काही वर्षांपूर्वी कार्यरत लोकसंख्येच्या काही भागाने 'वर्क फ्रॉम होम' चा आनंद घेतला. परंतु नंतर त्यांना आरोग्यावर व फिटनेसवर झालेल्या दुष्परिणामांचा सामना करावा लागला. 'हायड्रीड वर्किंग स्टार्डल' पासून आता आठ-दहा तास (काहीसाठी १२ तास) पर्यंत कामाच्या वेळापत्रकाकडे वाटचाल करताना व्यक्ती त्यांचे आरोग्य, आहार, फिटनेस, झोप व मानसिक आरोग्य गमावत आहेत. बैठ्या जीवन्शीलीचे परिणाम मध्यम वयोगटांमध्ये म्हणजे ४० आणि अधिक वयाच्या लोकांमध्ये स्पष्ट दिसत आहेत. तथापि बैठ्या जीवन्शीलीमुळे तरुण

वर्गांवरही परिणाम होत आहेत. बरेच जण संगणकावर काम करतात आणि त्यायोगे वैयक्तिक संवाद टाळतात. एका अभ्यासात असे आढळून आले आहे की, बैठ्या जीवन्शीलीमुळे वय वर्ष १८-२९ मधील ६९.१ टक्के लोक; वय वर्ष ३०-३९ मधील ७६.२ टक्के लोक; वय वर्ष ४०-४९ मधील ६२.० टक्के लोक; वय वर्ष ५०-५९ मधील ६७.५ टक्के लोक शारीरिकदृष्ट्या निष्क्रिय होत आहेत.

एका राष्ट्रीय डॉस सेक्शनल कम्युनिटी सर्वेक्षणात असे आढळून आले की, भारतातील ३६.७ टक्के मध्यमवयीन व प्रौढ माणसे शारीरिकदृष्ट्या निष्क्रिय होतात. एका अभ्यासात असे दिसून आले आहे की, भारतातील ३८ टक्के कार्यरत व्यावसायिक बसून वेळ घालवतात. वैद्य जीवन्शीली हृदय, रक्तवाहिन्यासंबंधी रोग, कर्करोग व मानसिक समस्यांचा धोका काही अंशी वाढवू शकते. यामुळे अर्स्टि ओपॅरस, अर्स्टि ओआर्ग्रायटिस, स्पॉन्डिलोअसिस असे आजार वाढतात



**फिट & फाईन**  
डॉ. ऋतुजा कुडाळकर

दिसत आहेत. पुढे जाऊन लठ्ठपणा, मधुमेह, असंसर्गजन्य रोगांची गुंतागुंत वाढते. **शारीरिक क्रिया कूटल्या कारणांनी कमी होऊ शकते :**

- १) व्यायाम करण्याची व फिट राहण्याची तयारी नसल्याने
- २) प्रेरणा व आत्मविश्वास कमी असल्यास
- ३) मर्यादित मोकळा वेळ
- ४) पडण्याची भीती
- ५) खर्च

- ६) वाहतूक / सुविधांची कमतरता
- ७) साधेदुखी व इतर वेदना देणारे आजार
- ८) लिंगभेद, सामाजिक व आर्थिक स्थिती
- ९) टिक्की व किडीओ गेम्स खेळत बसल्यामुळे
- १०) मोबाईलवर तासतास स्क्रोल करत बसल्यामुळे

**बैठ्या जीवन्शीलीमुळे येणाऱ्या तक्रारी कशा टाळाव्यात -**

- १) दर आठवड्याला रोज किमान ३०-४० मिनिटे मध्यम व्यायाम करावा.
- किंवा २५-३० मिनिटे जोपदार व्यायाम

करावा.

- २) ऑफिसमध्ये लंच ब्रेक दरम्यान १०-१५ मिनिटे चालावे. डेस्क एव्हरसाईज (Desk - Exercise) करणे किंवा आपल्या डेस्कवर काम करताना दर ३० मिनिटांनी उभे राहणे, पाणी पिणे, लक्षात राहत नसल्यास मोबाईलवर ३० मिनिटांचा रिमोईंडर लावणे.

- ३) मोकळ्या वेळेत चालणे, पोहणे, खेळणे, नृत्य, योगा असे आपल्याला आवडणारे एव्हरसाईज निवडा. घुप एव्हरसाईज, एकत्रित केल्या जाणाऱ्या उपक्रमांमध्ये भाग घ्या. आपणाली करा व आपल्या मित्रमंडळींना, नातेवाईकांनाही त्यात सहभागी करा

- ४) स्ट्रीटिंग डेस्क ऑफ स्टॉबिलिटी बॉल व्हायर अशा नवीन साधनांचा कामाच्या जागी समावेश केला जाऊ शकतो.

- ५) फिटनेस ट्रॅकर वापरा.
- ६) तुमची कार पार्किंगच्या अगदी टोकाला पार्क करा. लिफ्टपर्यंत चालत जा. घरापासून स्टेशनपर्यंत चालत जा. दर दिवशी १०८ स्टेप्स पूर्ण करा.
- ८) लिफ्टपेवजी पायऱ्या चढण्यास प्राधान्य द्या. फोनवर बोलतानाही उठून चाला.

- ९) केव्हर झोपणे, झोपण्याआधी मोबाईल स्क्रीनचा वापर करणे टाळा.
- १०) फास्ट फूड, सोडा, गोड पेव, प्रोसेस्ड फूडचा खाण्यात वापर करू नये.

**फिजिओथेरेपिस्ट**



The Hindu Tamil • 09 Jan • Ministry of Ayush  
Inter-university yoga competition held at Kalinga Institute of Education in  
Bhubaneswar, Odisha

4 • PG

101 • Sqcm

298209 • AVE

416.52K • Cir

Bottom Center

Chennai



• ஒடிசா தலைநகர் புவனேஸ்வரில் உள்ள கலிங்கா கல்வி நிறுவனத்தில் நடைபெற்ற பங்கலைக் கழகங்களுக்கு இடையிலான யோகா போட்டியில், தமிழ்நாடு டாக்டர் எம்ஜிஆர் மருத்துவப் பங்கலைக்கழகத்தின் கீழ் உள்ள சென்னை அரசு யோகா மற்றும் கியற்கை மருத்துவக் கல்லூரி மாணவர். எஸ்.கபிலன் தங்கப்பதக்கம், செங்கல்பட்டு சர்வதேச யோகா மற்றும் கியற்கை மருத்துவ நிறுவன மாணவி கே.தர்ஷினி வெண்கலப் பதக்கம் வென்றனர். அவர்களை பங்கலை, துணைவேந்தர் கே.நாராயணசாமி நேரில் அழைத்துப் பாராட்டினார்.

Rashtriya Sahara • 09 Jan • Ministry of Ayush  
Ayurved gastrology certiicate course tayar

4 • PG

44 • Sqcm

63556 • AVE

390K • Cir

Middle Left

Delhi

आयुर्वेदिक गैस्ट्रोलॉजी  
सर्टिफिकेट कोर्स तैयार

नई दिल्ली। भारतीय मूल के  
कैनेडियन कॉलेज ऑफ आयुर्वेद एवं  
योगा के अध्यक्ष आयुर्वेदाचार्य डा.  
हरीश वर्मा 12 जनवरी कार्यक्रम -  
आयुर्वेद 2025 में भाग लेंगे। इसमें  
वह बताएंगे कि कैसे भारतीय  
आयुर्वेदिक चिकित्सक विदेशों में  
जाकर आयुर्वेदिक प्रैक्टिस कर  
सकते हैं। अमेरिका, कनाडा, लंदन,  
यूरोप तथा एशिया के देशों में रहने  
वाले आयुर्वेदिक गैजुएट तथा  
नैचुरोपैथ्स के लिए पारुल यूनिवर्सिटी  
तथा कैनेडियन कॉलेज ऑफ  
आयुर्वेद एंड योगा ने मिलकर  
आयुर्वेदिक गैस्ट्रोएंटेरोलॉजी का  
सर्टिफिकेट कोर्स तैयार किया है। इस  
कोर्स में पेट की जटिल बीमारियां  
जैसे अल्सरोटिव कोलाइटिस,  
गैस्ट्राइटिस, पेटिक अल्सर आदि  
रोगों की पूरी जानकारी व आयुर्वेदिक  
इलाज की ट्रेनिंग दी जाएगी।

Divya Bhaskar • 09 Jan • Ministry of Ayush

It is necessary to know four beliefs related to diet, you will be healthy, your weight will be balan...

6 • PG

232 • Sqcm

34772 • AVE

316.29K • Cir

Bottom Right

Mumbai

## તંદુરસ્તીનું વિજ્ઞાન • વજન ઘટાડવા માટે કોઈ વિશેષ ડાયટની જરૂર નથી, ઘરનું સંતુલિત ભોજન ફાયદાકારક ડાયટ સંબંધી ચાર માન્યતા જાણવી જરૂરી, તંદુરસ્ત રહેશો, વજન સંતુલિત રહેશે



રેણુ રબોજા  
બહુરંગીય  
રસો દેવચંદ્ર

તેજ ગતિએ દોડતા જીવનમાં તંદુરસ્તી અને ફિટનેસ મોટી પ્રાથમિકતા બની ગઈ છે. એવામાં નવા-નવા ડાયટ પ્લાન્સ ઝડપી અને ચમત્કારી પરિણામ આપવાનો દાવો કરે છે, પરંતુ અનેક ડાયટ માત્ર દંતકથાઓ પર આધારિત હોય છે અને લાંબા સમયે તે તંદુરસ્તીને નુકસાન પહોંચાડી શકે છે. સાચી તંદુરસ્તી શરીરને સમજવા, સાચી માહિતી પ્રાપ્ત કરવા અને સંતુલિત ખાણીપીણીમાં છે. એટલે આજે જાણો, ડાયટ સંબંધિત આવી જ દંતકથા વિશે.

### દંતકથા-1: કાર્બ્સવાળાં ફૂડ વજન વધારે છે

કોમ્પ્લેક્સ કાર્બોહાઈડ્રેટથી વજન વધતું નથી, ફાયદાકારક પણ પ્રોસેસ કર્યા વગર બનાવાયેલી સફેદ બ્રેડ, પેસ્ટ્રી અને ગળ્યા સ્નેક્સ જેમકે રિફાઈન્ડ કાર્બોહાઈડ્રેટવાળા ફૂડ વજન વધારવા માટે જવાબદાર હોય છે. જ્યારે જવ, રાગી, બાજરી, શ્રાઉન રાઈસ અને કિનોઆ જેવા અનાજમાંથી મળતા કાર્બોહાઈડ્રેટ ફાયદાકારક હોય છે. જેને કોમ્પ્લેક્સ કાર્બોહાઈડ્રેટ કહે છે. તે શરીર માટે જરૂરી ફાઈબર, વિટામિન અને ખનિજ જેવા પોષક તત્વો પૂરા પાડે છે.

### દંતકથા-2: ઈન્ટરમિટન્ટ ફાસ્ટિંગ સૌ માટે છે

18 વર્ષથી નાની વયના બાળકો, ગર્ભવતી મહિલાઓ માટે નહીં ઈન્ટરમિટન્ટ ફાસ્ટિંગ ઉપવાસની એક રીત છે. જેમાં એક ચોક્કસ સમયે જ ખમવાનું હોય છે. જેમકે દિવસનું ભોજન 8 કલાકમાં અને બાકીના 16 કલાક ઉપવાસ. એક રીત 12 કલાકમાં ભોજન અને 12 કલાક ઉપવાસની છે. તેના અનેક ફાયદા છે, પરંતુ 18 વર્ષથી નાની વયના બાળકો, ગર્ભવતી અને સ્તનપાન કરાવતી મહિલાઓ તથા ટાઈપ-1 ડયાબિટીસના દર્દીઓ માટે નથી. વિશેષજ્ઞની સલાહ પછી જ તેને શરૂ કરવું.



હેલ્થી ફેટ્સ પણ શરીર માટે જરૂરી છે. તે હોર્મોન્સને સંતુલિત રાખવા, મગજના કાર્યોને સારી રીતે કરવામાં મદદ કરે છે. થી, સરસિયા અને નારિયેળનું તેલ, નટ્સ અને બીજ વગેરે હેલ્થી ફેટના શ્રેષ્ઠ વિકલ્પ છે.

### દંતકથા-3: વજન ઘટાડવા માટે અલગ ડાયટ જરૂરી

સંતુલિત અને ઘરનું ભોજન વજન ઘટાડવામાં મદદરૂપ છે કીટોથી માંડીને ડિટોક્સ ક્લીનસેસ જેવા ટ્રેન્ડી ડાયેટ્સના ફાયદા ઓછા, નુકસાનની આશંકા વધુ છે. તેનાથી શરીરમાં જરૂરી પોષક તત્વોની ઊણપ સર્જાય છે. લાંબા સમયમાં મેટાબોલિઝમને નુકસાન પહોંચે છે. તેના બદલે પ્રોટીન, હેલ્થી ફેટ્સ અને તંદુરસ્ત કાર્બ્સવાળા સંતુલિત, ઘરે બનેલા ભોજન પર ધ્યાન આપો. દાળ, શાકભાજી, જાડા અનાજની રોટલીઓ અને દહીં વગેરે પૌષ્ટિક અને તંદુરસ્ત ભોજન છે.

### દંતકથા-4: દર 2-3 કલાકમાં ભોજનથી વજન ઘટે છે

ભૂખ લાગે તો જ જમો, નહિંતર મેટાબોલિઝમ બગડી શકે છે કાયમ પાચનતંત્રને સારું રાખવા માટે થોડા-થોડા સમયે ભોજનની ભલામણ કરાય છે. પરંતુ ભોજનનો ધાર્મિક પ્રભાવ લઘુત્તમ હોય છે. એટલે ભોજન પચાવવામાં અત્યંત ઓછી ઊર્જા ખર્ચાય છે. તેના બદલે, જ્યારે ખરેખર ભૂખ લાગે ત્યારે જ જમો. પ્રયાસ કરો કે દરેકવાર સંતુલિત ભોજન જમો. નક્કી સમયે ભોજન કરવાથી ફાયદો વધુ મળે છે. મોડી રાતથી ભોજન કરવાથી બચો.



Naya India • 09 Jan • Ministry of Ayush

## Pilgrims will have access to AYUSH health services in Maha Kumbh

2 • PG

155 • Sqcm

34096 • AVE

89.78K • Cir

Middle Left

Delhi

### महाकुंभ में होगी आयुष स्वास्थ्य सेवाओं तक तीर्थयात्रियों की पहुंच

नई दिल्ली, वार्ता। महाकुंभ 2025 में आयुष स्वास्थ्य सेवाओं तक तीर्थयात्रियों की चौबीसों घंटे - सातों दिन 'आयुष मल्टी-ओपीडी क्लिनिक' तक पहुँच होगी जो विभिन्न चिकित्सा प्रणालियों की प्राकृतिक और समग्र प्रक्रियाओं पर आधारित परामर्श और उपचार प्रदान करेंगे। केंद्रीय आयुष मंत्री प्रताप राव जाधव ने बुधवार को महाकुंभ 2025 में आयुष तैयारियों की एक समीक्षा बैठक में यह जानकारी दी। उन्होंने बताया कि ये क्लिनिक सभी आगंतुकों के लिए निरंतर स्वास्थ्य सहायता सुनिश्चित करेंगे। उन्होंने बताया कि दिल्ली का मोरारजी देसाई राष्ट्रीय योग संस्थान और राज्य सरकार के विशेषज्ञों के नेतृत्व में विशेष योग शिविर लगायेंगे। ये शिविर संतुलन, मन की शांति और शारीरिक स्वास्थ्य में सुधार पर ध्यान केंद्रित करेंगे। कुंभ के आध्यात्मिक माहौल के साथ, ये सत्र स्वास्थ्य और आध्यात्मिकता का एक आदर्श मिश्रण होंगे। श्री जाधव ने बताया कि महाकुंभ में एक प्रदर्शनी में भारत के समृद्ध औषधीय वनस्पतियों के उपचारात्मक गुणों को प्रदर्शित किया जाएगा। आगंतुकों को प्रकृति की उपचारात्मक शक्ति और आधुनिक स्वास्थ्य सेवा प्रक्रियाओं में इसकी प्रासंगिकता को समझने का अवसर मिलेगा। राज्य आयुष सोसायटी महाकुंभ मैदान में पूरी तरह से सुसज्जित मोबाइल स्वास्थ्य सेवा इकाइयाँ तैनात करेगी। केंद्रीय मंत्री ने कहा कि महाकुंभ केवल लाखों भक्तों का जमावड़ा नहीं है बल्कि यह आध्यात्मिकता, संस्कृति और स्वास्थ्य का एक पवित्र संगम है। यह आयोजन स्वास्थ्य में पारंपरिक आयुष प्रणालियों की शक्ति को प्रदर्शित करने का एक अवसर है। उन्होंने कहा कि आयुष मंत्रालय ने राज्य सरकार के साथ मिलकर यह सुनिश्चित करने के लिए बहुत प्रयास किए हैं कि महाकुंभ 2025 ऐतिहासिक समागम में भाग लेने वाले भक्तों को एक समग्र अनुभव प्रदान करे। नौसेना ने असम में फंसे खनिकों को निकालने के लिए विशेष दल भेजा