

## MINISTRY OF AYUSH COMPILED MEDIA REPORT 09 Jul, 2025 - 10 Jul, 2025

## Total Mention 83

<b>⊞</b> Print	Financial	Mainline	Regional	Periodical
14	1	10	3	N/A
	(	Online		

69



## 🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	Mint	360 ONE eyes bets on Walko, Kapiva	Hyderabad	3
2.	The Morning Standard	Fit Bit	Delhi	2
3.	The Morning Standard	To be fit, many people are taking supplements lately. Do they work, and which ones do I need in my 2	Delhi	2
4.	The Daily Guardian	Bureaucracy has stalled Ayushman Bharat and Chirayu schemes: Kumari Selja	Chandigarh	4
5.	The Daily Guardian	A push for modernisation, transparency and social security	Chandigarh	1
6.	The Daily Guardian	Auroville Foundation , IIT Madras ink MoU to combine spirituality, sustainability	Delhi	5
7.	Yugmarg	Ayurveda Diet for Monsoon: Expert Tips to Achieve Glowing and Healthy Skin Naturally	Chandigarh	10
8.	The New Indian Express	TADASANA SIRSA SKANDHA ROLL DOWN	Hyderabad + 1	2
9.	The New Indian Express	GUWAHATI DIARY	Bengaluru	10
10.	The Hindu	KCET: Option entry begins for engineering admissions	Bengaluru	5
11.	The Goan	Home remedies for bleeding gums	Goa	10
12.	Deshbandhu	Digestive problems in monsoon These five yogasanas are a panacea	Delhi	10
13.	Rashtriya Sahara	Rambaan hauie ye 5 yogasan	Delhi	12
14.	Navbharat Times	People did spiritual quest on the banks of Ganga	Mumbai	10



## Mint • 10 Jul • Ministry of Ayush 360 ONE eyes bets on Walko, Kapiva

3 • PG 99 • Sqcm 24721 • AVE 45K • Cir Top Left

Hyderabad

## 360 ONE eyes bets on Walko, Kapiva

Priyamvada.C.

Priyamvada.c@livemint.com
MUMBAI

3 60 ONE Asset is evaluating investments in several consumer-facing startups, including NIC Ice Creams maker Walko Foods and ayurvedic wellness brand Kapiva, multiple people familiar with the matter told *Mint*. The funding rounds being discussed range between \$25 million and \$40 million and could also involve participation from existing investors, they said.

Kapiva is in talks to raise \$40-50 million in a fresh funding round that may include a secondary component, allowing early investors to exit. The company has attracted interest from multiple investors, including 360 ONE.

Walko, meanwhile, is negotiating a \$30-35 million round with 360 ONE and other investors to support its expansion plans. Last month, the firm acquired Mumbai-based artisanal dessert brand Meemee's for an undisclosed sum.

To be sure, negotiations with both firms are ongoing, and the final deal structure could change. However, 360 ONE is expected to be the new incoming investor in these rounds if they materialize.

"Fundraising is aligned with our long-term growth strategy and ongoing pursuit of business growth. As these progress, we'll be better placed to share future plans. Walko's strong 45–50% YoY growth is strengthened further after acquiring MeeMee's. The next strategic step is to scale this brand nationally," a spokesperson for Walko said.

360 ONE declined to comment, while Kapiva did not respond to *Mint's* queries.



#### The Morning Standard • 10 Jul • Ministry of Ayush Fit Bit

2 • PG 590 • Sqcm 283036 • AVE 300K • Cir Middle Right

Delhi

#### FITBIT

#### TADASANA SIRSA SKANDHA ROLL DOWN (MOUNTAIN POSE HEAD SHOULDERS ROLL DOWN)

This is a beginner-level pose followed by Tadasana. The roll-down movement of the head brings the chin to the chest, applying the chin lock; further stimulating the Vishuddha Chakra. It is a subtle yet profound stretch that combines physical release, breath awareness, and emotional relaxation. It is a part of the Standing Spinal Roll Up Pose Flow. This is an easy pose, but a warm-up is a must for better mobility of the cervical spine.

#### STEPS

- Start in Tadasana, distributing your weight evenly across both feet.
- Take a big breath in. Exhale, slowly lower your head, bringing your chin to the chest, naturally stretching the back of your neck. Keep your shoulders relaxed, resisting the urge to lift or tighten them.
- Inhale, noticing the gentle stretch along the back of your neck. Continue the movement as you exhale, letting your head lead the way. Begin rolling your shoulders forward and down, allowing the upper spine to follow, creating a gentle curve. Keep the arms hanging loose, as if they're dangling without effort.
- Keep your knees soft. Ensure your mid and lower back and hips remain stable as the upper spine curves gently forward.
- Stay here for about six breaths or fix your gaze down. Inhaling, expand your ribcage even as your spine curves. Feel the breath createing space in the mid-back. Exhale, surrendering to gravity, and letting your arms and head hang freely.
- Release the pose slowly and return to a neutral Tadasana.
- As a counter stretch, practise Mountain
   Pose Head Back for full upper-body release. Roll the shoulders in Shoulder Rolls backward in large, smooth circles to counter the forward motion.
- If balance is a concern, you can do it seated on a chair or the ground in Easy Pose.

#### BENEFITS

- Releases neck and shoulder tightness, increasing flexibility.
- Great therapy for anxiety and depression.
- Clears mind clutter and brain fog, and also clarifies the thought process.
- Stretches and strengthens the muscles around the back of the neck, trapezius, levator scapulae, and shoulders.
- Strengthens the upper-middle back and the rhomboid muscles as well.
- Releases tension built from prolonged sitting or standing.
- Helps with some forward bends/flows.
- Helps perform day-to-day tasks at ease, with no aches and pain in the neck, shoulders, arms, and back.
- Helps expand the back and lower lungs, encouraging fuller breaths.
- Good for asthma or other not-so-serious respiratory disorders.
- Improves breath efficiency, enhancing awareness of the chest and



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



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

#### To be fit, many people are taking supplements lately. Do they work, and which ones do I need in my 2...

2 • PG 130108 • AVE 300K • Cir Middle Center 271 • Sqcm

Delhi



ambassador and celebrity fitness coach

#### To be fit, many people are taking supplements lately. Do they work, and which ones do I need in my 20s?

Currently, social media marketing is ruling. Remember this life mantra: it's always food first, supplements second.

Supplements can support your fitness goals but they aren't magic. In your 20s, focus on building strong habits such as eating balanced meals, getting regular exercise and quality sleep along with learning stress management.

If your diet has gaps, a few supplements may help:



- Vitamin D for immunity, bone health, promotes sleep, prevents anxiety, and aids in weight loss. Sunlight is your natural source of vitamin D.
- Iron helps if you have heavy periods or feel fatigued.
- Omega-3 for skin, hormones, and brain health.
- Protein powder is useful if you're training and not hitting protein goals.
- Magnesium helps with PMS and sleep.
- Multivitamins is a basic safety net if your diet is inconsistent.

Avoid trendy pills, fat burners and quick-fix products. Always consult a professional before starting anything new.



# The Daily Guardian • 10 Jul • Ministry of Ayush Bureaucracy has stalled Ayushman Bharat and Chirayu schemes: Kumari Selia

4 • PG 230 • Sqcm 22974 • AVE N/A • Cir Middle Left

Chandigarh

## Bureaucracy has stalled Ayushman Bharat and Chirayu schemes: Kumari Selja

TDG NETWORK

CHANDIGARH

The General Secretary of the All India Congress Committee, former Union Minister, and Member of Parliament from Sirsa, Kumari Selja expressed strong displeasure over the Haryana government's inactivity and bureaucratic arbitrariness regarding the implementation of the Ayushman Bharat/Chirayu scheme. She said that the purpose of this scheme was to provide free and quality healthcare services to the underprivileged sections of the country. However, due to government negligence, bureaucracy has crippled the scheme, depriving the public of its benefits. If this scheme is to be saved, the Prime Minister or the Union Health Minister should intervene directly, as the situation regarding payments between the government



and private hospital operators is becoming critical.

In a statement released to the media Kumari Selja said that the Haryana government adopted the scheme under the name Chirayu, but what is currently happening is a direct assault on the public's health rights.

Under this scheme, eligible persons are issued Ayushman cards, which allow them to receive free treatment at listed private hospitals.

The government makes payments directly to the hospitals. However, despite praising the scheme at every platform, the government does not pay attention to its implementation. The bureaucracy is acting arbitrarily and has crippled the scheme. Patients and their caregivers, deprived of benefits, are cursing the government bitterly because it is not paying private hospital operators. Even when payments are made, they are done with heavy deductions.

As a result, private hospitals are now reluctant to provide treatment under this scheme. Payments to private hospitals are delayed by 3-6 months, while as per the Memorandum of Understanding (MoU), payments should be made within 15 days with provisions for interest on delays.

Kumari Selja said the government has refused to pay interest and payments are only made when hospitals threaten to withdraw from the scheme.

Unjustified deductions, unnecessary objections, and years-old pending claims are being rejected as false claims. Recently, five popular packages were removed from the private sector, although adequate arrangements for these services are not available in public hospitals.

Even after spending Rs. 1300 crore in the financial year 2023-24 and Rs. 1800 crore in 2024-25, the budget for 2025-26 has been drastically reduced to only Rs. 700 crore, despite including citizens aged 70 and above. The MP said Haryana's bureaucracy is determined to fail this scheme. The participation of private hospitals is the backbone of this scheme, and by harassing them, the scheme is being rendered inactive.



## The Daily Guardian • 10 Jul • Ministry of Ayush A push for modernisation, transparency and social security

1 • PG 205 • Sqcm 20458 • AVE N/A • Cir Bottom Left

Chandigarh

#### MANDAVIYA'S LABOUR REFORMS

## A push for modernisation, transparency and social security

RAKESH SINGH NEW DELHI

Since taking over as Union Minister of Labour & Employment in June 2024, Dr. Mansukh Mandaviya has led a major push to modernise India's labour system. His focus has been on using technology, simplifying laws and expanding social security for workers, especially those in the unorganised sector.

One of the key achievements of the ministry has been the introduction of digital tools like the e-Shram Microsites and the Occupational Shortage Index, These help track employment trends and match workers with job opportunities more efficiently. The ministry is also working on a Unified Employment Data Platform by integrating various job-related databases such as e-Shram, NCS, and state portals. This aims to improve employment planning and the delivery of welfare benefits.



A major reform has been the simplification of India's labour laws. The government is replacing 29 old laws with four new Labour Codes. These are expected to make compliance easier for employers while offering better protection to workers. Most states are expected to adopt these codes by the end of fiscal year 2025.

The ministry has also pushed to expand social security. The government is linking ESIC with Ayushman Bharat to provide better health benefits. More informal and gig workers are now being registered under e-Shram to bring them into the safety net.

To create more jobs and bridge the skills gap, the ministry is promoting Model Career Centres, skill training programmes and employment-linked incentive schemes. Efforts are also being made to boost women's participation in the workforce.

Labour reforms have shown early success. Unemployment has declined to 3.2% in 2023-24 from 6% in 2017-18, and labour force participation has risen by nearly 10%. Social security coverage has also expanded from 24% to 49% — a considerable jump in short time.

However, challenges remain, especially in rural areas and in ensuring effective implementation by states. Still, the Ministry's reforms mark a strong step toward a modern, inclusive labour system for India's future.



# The Daily Guardian • 10 Jul • Ministry of Ayush Auroville Foundation , IIT Madras ink MoU to combine spirituality, sustainability

5 • PG 140 • Sqcm 14004 • AVE N/A • Cir Bottom Center

Delhi

## Auroville Foundation , IIT Madras ink MoU to combine spirituality, sustainability

**BRYAN THOMAS** 

NEW DELHI

Auroville and IIT Madras have signed a landmark agreement to create the Auroville Foundation–IIT Madras Sustainability Campus, bringing together spirituality, science, and sustainability in one of the most ambitious collaborations of its kind.

Backed by the Ministry of Education and rooted in the G2O sustainability declaration of 2023, the project marks a shift from blueprint to breaking ground. As part of the MoU, Auroville will lease 100 acres of land to IIT Madras for 33 years—no equity exchange, just shared vision. In a new dual-MoU structure, IITM Incubation Cell joins the partnership as the execution arm, with clauses ensuring Ministry oversight and long-term stability.

As Dr. Jayanti Ravi, Secretary of the Auroville Foundation, put it, "We are all now coming under one mother—the Divine Mother of Auroville."

The ceremonial signing was held in the presence of Tamil Nadu Governor and Foundation Chairman R.N. Ravi, with top names from both institutions and the Ministry in attendance.

IIT Madras Director V. Kamakoti re-

inforced the unity of purpose, saying, "We all come under one mother—the Ministry of Education."

The collaboration aims to incubate climate tech, sustainable design, and social innovation. With IITM having already fostered over 100 startups this year, Dr. Ravi set a new aspiration: "Perhaps we should incubate 150 in FY26—marking Sri Aurobindo's 150th centenary." For Auroville, it's a continuation of its experimental legacy. For IIT Madras, it's a chance to ground research in lived practice. Together, they're building more than a campus—they're cultivating a future.



#### Yugmarg • 10 Jul • Ministry of Ayush

#### Ayurveda Diet for Monsoon: Expert Tips to Achieve Glowing and Healthy Skin Naturally

10 • PG 231 • Sqcm 47839 • AVE 185K • Cir Middle Right

Chandigarh

## Ayurveda Diet for Monsoon: Expert Tips to Achieve Glowing and Healthy Skin Naturally

handigarh/Ludhiana: During the monsoon season, the skin appears to be dull, lifeless and without any glow. Everybody looks for remedies that are mostly skin deep that give temporary relief at times requiring multiple applications which could result adverse effects such as rashes, dark spots, itching etc. Therefore, Dr. Madhumitha Krishnan, an Ayurveda expert, recommends resorting to simple natural remedies to support optimal skin health and overall well-being from within. She recommends focusing on eating healthy and making mindful food choices by incorporating natural foods like almonds, herbal teas, and turmeric into your diet. Ayurveda suggests that clean eating helps balance the three doshas-Vata, Pitta, and Kapha—ensuring good skin as well as overall health, as the key

to healthy skin is a good metabolism.

Incorporate nutritious foods like almonds Almonds with their ability to balance Vata dosha not only set the imbalance of the season right but are also highly strengthening to the body energizing and rejuvenating all the tissues from within. In fact, almonds hold an important position in traditional Ayurvedic preparations, which are widely followed by people throughout India. When it comes to skin health, Dr. Madhumitha recommends adding almonds as a daily snack to achieve healthy, glowing skin. Additionally, published texts from Avurveda. Siddha, and Unani traditions highlight the benefits of almonds for skin health, emphasizing their ability to enhance skin radiance.

Try adding herbal teas to diet Herbal teas such as ginger, tulsi (holy basil), and chamomile help detoxify the body and improve digestion, which in turn promotes clearer skin. These herbal teas balance the doshas (Vata, Pitta, and Kapha) and reduce inflammation, helping to prevent skin issues like acne. Dr. Madhumitha suggests preparing a soothing ginger tea by boiling fresh ginger slices in water and adding a dash of honey for taste perfect to improve the digestion and rejuvenate the skin from within.

Add seasonal fruits and vegetables In Ayurveda, eating seasonal fruits like pomegranates, apples, and pears is believed to balance the body's doshas, some improve the digestion, others nourish the body and boost overall health in an individual. Light Fruits that are mildly sweet and sour balance the Vata dosha, are rejuvenating to the tissue metabolism thereby influencing skin health and glow.



#### The New Indian Express • 10 Jul • Ministry of Ayush TADASANA SIRSA SKANDHA ROLL DOWN

2 • PG 618 • Sqcm 210069 • AVE 91.08K • Cir Top Right

Hyderabad • Chennai



#### TADASANA SIRSA SKANDHA **ROLL DOWN**(MOUNTAIN POSE HEAD SHOULDERS ROLL DOWN)

This is a beginner-level pose followed in Tadasana (Mountain Pose). The rolldown movement of the head brings the chin to the chest, applying the Chin Lock; further stimulating the Vishuddha Chakra. It is a subtle yet profound stretch that combines physical release, breath awareness, and emotional relaxation. It is a part of Standing Spinal Roll Up Pose Flow. This is an easy pose but warm-up is must for better mobility of the cervical spine.

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- Inhale, noticing the gentle stretch along the back of your neck. Continue the movement as you exhale, letting your head lead the way. Begin rolling your shoulders forward and down, allowing the upper spine to follow, creating a gentle curve. Keep the arms hanging loose, as if they're dangling without effort.
- Keep your knees soft. Ensure your mid and lower back and hips remain stable as the upper spine curves gently forward.
- Stay here for about six breaths or fix your gaze down. Inhaling, expand your ribcage even as your spine curves. Feel the breath create space in the mid-back. Exhale. surrendering to gravity. letting your arms and head hang freely.
- · Release the pose slowly and return to a neutral Tadasana.
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- · If balance is a concern, you can do it seated on a chair or on the ground in Easy Pose.

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- · Strengthens the upper-middle back and the rhomboid muscles as well.
- · Releases tension built from prolonged sitting or standing.
- · Helps with some forward bends/flows.
- · Helps perform day-to-day tasks at ease, with no aches and pain in the neck, shoulders, arms, and back.
- Helps expand the back and lower lungs, encouraging fuller breaths.
- · Good for asthma or other not-so-serious respiratory disorders.
- · Improves breath efficiency, enhancing awareness of the chest and diaphragm's



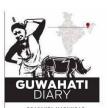
By N Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai



#### The New Indian Express • 10 Jul • Ministry of Ayush **GUWAHATI DIARY**

10 • PG 389 • Sqcm 330572 • AVE 177.8K • Cir Top Right

Bengaluru



#### PRASANTA MAZUMDAR Our correspondent in Guwahati

#### He'll get a Nobel if he can grow hair: Himanta

grow hair: Himanta
Self-proclaimed Ayuvedic healer
Pankaj Pathak has caught the
attention of Chief Minister Himanta
Biswa Sarma with his claims of
regrowing hair for bad individuals. "I
don't know how hair will grow, but if
he can do that, he will get a Nobel
and it will be a big achievement for
Assam? Sarma said in a lighter vein,
dading. "I don't have hair at the back
of my head, I will apply his medicine.
The ministers will also do that."
Pathak organises camps in different
parts of the state, where people tur
up in large numbers in anticipation
of hair regrowth using his medicines.



#### Army's outreach through Caravan Talkies

Caravan Talkies
The Indian Army is launching a
special outreach initiative in Assam's
Jorhat district, in collaboration with
Caravan Talkies, to strengthen its
rapport with rural communities and
inspire the youth. The campaign
utilises a mobile digital cinema van
to screen motivational films, Army
documentaries, and per utiliment documentaries and recruitment documentaries and recruitment campaigns. Arrangements will be made to assist with registration for joining the Indian Army as Agniveers. The mobile unit would reach remote villages, offering an engaging platform that combines entertainment with awareness-building. Representatives of the Army Recruiting Office, Jorhat, will be present to answer queries and provide guidance on joining the Army.

#### Northeast's maritime sector to get a boost

sector to get a boost
The Centre has earmarked ₹5,000
Troots the waterways and
maritime sector in the Northeast.
Union Minister of Ports, Shipping,
and Waterways Sarbananda
Sonowal announced that the
government plans to develop water
metro projects in Guwahati, Tezpur,
and Dibrugarh, with feasibility
studies already completed. He said
₹300 crore would be invested in
building new tourism and cargo
jetties at Silghat, Neamati,
Biswamath Ontat, and Osijan, "The
government will also set up
lighthouses at Pandu, Irzpur,
Biswamath and Bogibeel, Biswanath and Bogibeel, each equipped with IMD centres," he stated.



#### The Hindu • 10 Jul • Ministry of Ayush

#### KCET: Option entry begins for engineering admissions

5 • PG 152 • Sqcm 202007 • AVE 1.4M • Cir Middle Center

Bengaluru

# KCET: Option entry begins for engineering admissions

#### The Hindu Bureau

BENGALURU

The Karnataka Examinations Authority (KEA) has begun the first round of option entry for admissions to engineering, veterinary, agriculture, Bachelor of Physiotherapy (BPT), and Allied Health Sciences (AHS) courses, excluding medical courses. Candidates can enter their choices until July 15.

The seat matrices for the Medical, Dental, Ayurveda, Homeopathy, Unani, BSc Nursing, Architecture, Yoga, and Naturopathy courses have not yet been released by the respective departments. Once these Candidates have been advised to carefully review the seat matrix and follow the preference order while entering their options

are made available, the option entry for these courses will also be opened, stated KEA Executive Director H. Prasanna in a press release. The results of the mock allotment will be announced on July 19, after which candidates will have time until July 22 to rearrange their preferences. The final seat allotment results will be published on July 25.

Candidates have been advised to carefully review the seat matrix and follow the preference order while entering their options. Detailed instructions are provided in the UGCET-2025 Seat Allotment Information Brochure, which candidates are encouraged to read. Additionally, they can refer to videos available on the KEA Vikasana YouTube Channel further guidance.

For courses such as Veterinary Science, Animal Husbandry, and Agricultural Sciences, candidates who have received practical ranks must enter options separately for both practical and regular seats.



#### The Goan • 10 Jul • Ministry of Ayush Home remedies for bleeding gums

Middle Left 10 • PG 200K • Cir 767 • Sqcm 115024 • AVE

Goa

#### Shivangi Karn

leeding gum is common and one may notice it after brushing their teeth or flossing. Bleeding gum is most commonly caused due to the build-up of tartar or plaque, which irritates the lining of the sensitive gums causing it to bleed. Other causes of bleeding gums include using dental floss improperly, using a hard or worn toothbrush, not brushing your teeth regularly, gingivitis and taking certain medicines. Although bleeding gums are usually not serious, the

gums tend to

and swollen.

provide you

with some

remedies

that can

bleeding

home

stop

gums.

Here, we

become tender

## for bleeding gums

**Home remedies** 

#### Green tea

Drinking green tea can reduce the severity of bleeding gums. It is due to the presence of a natural antioxidant called catechin in green tea that can reduce the body's inflammatory response to the bacteria in the mouth. Drink 3 to 4 cups of green tea daily.

#### Oil pulling

Oil pulling is an ancient Ayurvedic practice that involves swishing coconut oil in the mouth for 10 to 15 minutes. This process draws out bacteria that live in the mouth. Coconut oil contains anti-inflammatory and antimicrobial properties which



#### lce pack

Applying an ice pack on the bleeding gums can soothe minor mouth injuries, such as a cut or scrape and it will help reduce pain and swelling. Apply an ice pack on the bleeding gums for 10 minutes. Do this several times a day

#### Salt water rinse

Salt contains antiinflammatory and antiseptic properties that reduce the pain and swelling. Rinsing the mouth with salt water will help kill the harmful bacteria that is causing your gums to bleed. Add 1/2 teaspoon of salt to a glass of water. Swish the salt water around the mouth for a few minutes and spit it out. Do this several times a day.

#### Cinnamon oil

The antibacterial activity of cinnamon oil has the potent ability to fight against bacteria that causes dental plaque. Mix 2 drops of cinnamon oil with i teaspoon of coconut oil. Dab a cotton ball into the mixture and apply it to your bleeding gums. Leave it on for 5-10 minutes.

#### Manuka honey

Manuka honey has antibacterial, anti-inflammatory, and antimicrobial properties that can combat bacterial infections caused by gingivitis. It will furthermore help lower the pain and swelling of the gums. Take a little bit of honey on your fingertips and massage it gently on your gums.

#### Milk

Milk is a good source of calcium that can help strengthen your teeth and gums and stop bleeding. Drink a glass of cold milk daily to reduce and soothe the inflammation caused by bleeding gums.

#### **■ Turmeric**

Turmeric contains a polyphenol compound called curcumin, which has antibacterial and antiinflammatory properties that can lower the pain and inflammation caused by bleeding gums. Apply turmeric paste on the bleeding gum and keep it for 10 minutes. Rinse it off and repeat this twice

#### Eat crunchy vegetables

Consuming crunchy veggies such as carrots and celery can help reduce the plaque in your teeth, maybe because they are rich in fibre and water that can help keep your teeth clean. The crunchiness can eliminate food residue from the teeth, thereby preventing gum problems. Eat a bowl of carrots daily.

#### Clove oil

Clove oil contains a compound called eugenol that possesses antibacterial and anti-inflammatory properties that can help prevent plaque and lower inflammation. Mix 2 drops of clove oil with 1 teaspoon of coconut oil. Dab a cotton ball into the mixture and apply it to your bleeding gums. Leave it on for 5-10 minutes.

#### Tips to prevent bleeding gums

- Use a toothbrush that has soft bristles.
  - Floss regularly.
  - Quit smoking.
- Avoid eating processed & sugary foods.
- Choose a toothpaste with fluoride to strengthen your gums.
- Reduce your stress



#### Deshbandhu • 10 Jul • Ministry of Ayush

#### Digestive problems in monsoon These five yogasanas are a panacea

10 • PG 557 • Sqcm 468166 • AVE 325.52K • Cir Bottom Left

Delhi

# मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन

नई दिल्ली, 9 जुलाई (एजेंसियां)। मानसून आ चुका है, ऐसे में उन लोगों को और भी ज्यादा समस्याओं का सामना करना पड़ता है, जिनका पाचन तंत्र कमजोर है। ऐसे में जठरागिन को संतुलित बनाए रखने के लिए नियमित योगाभ्यास बेहद आवश्यक है। मानसून में इनके नियमित अभ्यास से शरीर को कई लाभ मिलते हैं और पाचन तंत्र भी मजबूत होता है। इससे अपच, वात, एसिडिटी के साथ ही अन्य समस्याओं में राहत मिलती है।

भारत सरकार के आयुष मंत्रालय के अनुसार, पादहस्तासन, वज्ञासन, सेतुबंधासन, त्रिकोणासन और उष्ट्रासन ऐसे पांच योगासन हैं, जो पाचन तंत्र को मजबूत करने में रामबाण साबित हो सकते हैं। पादहस्तासन पेट के अंगों पर दबाव डालकर पाचन तंत्र को और सिक्रिय करता है, अपच को दूर करता है और पेट की मांसपेशियों को मजबूत बनाता है। इसे करने की सही विधि है, सीधे खड़े होकर पैरों को थोड़ा खोलें। गहरी सांस लें और सांस छोड़ते हुए धीरे-धीरे कमर से आगे की ओर झुकें। अपने हाथों से पैरों को छूने की कोशिश करें और सिर

बेहतर बनाता है, अौर पेट की सूजन है। इं 'पादहरतासन, वजासन, सेतुवंधासन, त्रिकोणासन और उष्ट्रासन ऐसे पांच योगासन हैं, जो पाचन तंत्र को मजबूत करने में रामबाण साबित हो सकते हैं'

सक्रिय व और तनाव को कर

को घुटनों के पास लाएं। पादहस्तासन अभ्यास के दौरान 20 से 30 सेकंड तक इस स्थिति में रहने के बीद फिर धीरे–धीरे वापस आना चाहिए।

पादहस्तासन के बाद दूसरा महत्वपूर्ण आसन वज्रासन है। यह एक ऐसा आसन है, जो भोजन के बाद भी किया जा सकता है। यह आसन पाचन को बेहतर बनाता है, गैस और कब्ज से राहत देता है और पेट की सूजन को भी कम करने में मददगार हैं। इसे करने के लिए घुटनों के बल

> बैठें, एड़ियां बाहर की ओर और कूल्हे एड़ियों पर टिकाएं। हथेलियों को जांघों पर रखें और रीढ़ को सीधा रखें। सामान्य सांस लेते हुए 5-10 मिनट तक इस मुद्रा में रहना

सकते हैं'

सेतुबंधासन पेट के अंगों को

सिक्रय करता है, पाचन शक्ति बढ़ाता है
और तनाव को कम करने में मदद करता है। इसके
लिए पीठ के बल लेटें, घुटनों को मोड़ें और पैरों
को कूल्हों के पास लाएं। सांस लेते हुए कूल्हों को
ऊपर उठाएं, रीढ़ को सीधा रखें। 20-30 सेकंड
तक मुद्रा में रुकने के बाद, फिर धीरे-धीरे नीचे
आना चाहिए।

त्रिकोणासन भी पाचन तंत्र की सिक्रयता को बढाता है, आंतों की गतिशीलता बढाता है और कब्ज से राहत देता है। पैरों को 3-4 फीट दूर रखकर खड़े हों। दाएं पैर को 90 डिग्री बाहर की ओर मोड़ें। सांस छोड़ते हुए दाएं हाथ से दाएं पैर को छूएं और बाएं हाथ को ऊपर उठाएं। 20-30 सेकंड रुकें, फिर दूसरी ओर दोहराएं। उष्ट्रासन पेट की मांसपेशियों को खींचता है, पाचन अंगों को सिक्कय करता है और वात, अपच जैसी समस्याओं को कम करने में भी मददगार है। उष्ट्रासन के अभ्यास के दौरान घुटनों पर बैठें, पैरों को कूल्हों की चौड़ाई पर रखें। सांस लेते हुए पीछे की ओर झुकें और हाथों से एड़ियों को पकड़ें। सिर को पीछे ले जाएं और 20-30 सेकंड तक रुकें।

आयुष मंत्रालय के अनुसार ये योगासन मानसून में न केवल पाचन तंत्र को मजबूत करते हैं, बिल्क मानसिक शांति और समग्र स्वास्थ्य के लिए भी फायदेमंद हैं। इनके प्रतिदिन अभ्यास करने से बारिश के मौसम में होने वाली पाचन संबंधित समस्याओं से बचा जा सकता है। एक्सपर्ट के अनुसार, योग शुरू करने से पहले किसी प्रशिक्षित योग गुरु से सलाह जरूर लेनी चाहिए।



### Rashtriya Sahara • 10 Jul • Ministry of Ayush Rambaan hauie ye 5 yogasan

12 • PG 560644 • AVE 390K • Cir 386 • Sqcm Top Center

Delhi

मानसून में पाचन की समस्या?

> नई दिल्ली (आईएएनएस) मानसून आ चुका है, ऐसे में उन लोगों को और भी ज्यादा समस्याओं

> > का सामना करना पडता है, जिनका

वज्रासन

पाचन तंत्र कमजोर है। ऐसे में जठराग्नि को संतलित बनाए रखने के लिए नियमित योगाभ्यास वेहद आवश्यक है। मानसून में इनके नियमित अभ्यास से शरीर को कई लाभ मिलते हैं और पाचन तंत्र भी मजबूत होता है। इससे अपच, वात, एसिडिटी के साथ ही अन्य समस्याओं में राहत मिलती है। भारत सरकार के आयुप मंत्रालय के अनुसार, पादहस्तासन, वजासन, सेतुबंधासन, त्रिकोणासन और उष्टासन ऐसे पांच योगासन हैं, जो पाचन तंत्र को मजबूत करने में रामवाण सावित हो सकते हैं।

पादहस्तासन पेट के अंगों पर दवाव डालकर पाचन तंत्र को और सक्रिय करता है, अपच को दूर करता है और पेट की मांसपेशियों को मजवूत बनाता है। इसे करने की सही विधि है, सीधे खड़े होकर पैरों को थोडा खोलें। गहरी सांस लें और सांस छोड़ते हुए धीरे-धीरे कमर से आगे की ओर झुकें। अपने हाथों से पैरों को छूने की कोशिश करें और सिर को घटनों के पास लाएं।

पादहस्तासन अभ्यास के दौरान 20 से 30 सेकंड तक इस स्थिति में रहने के वीद फिर धीरे-धीरे वापस आना चाहिए।

पादहस्तासन के बाद दूसरा महत्वपूर्ण आसन वज़ासन है। यह एक ऐसा आसन है, जो भौजन के बाद भी किया जा सकता है। यह आसन पाचन को बेहतर बनाता है, गैस और कब्ज से राहत देता है और पेट की स्जन को भी कम करने में मददगार है। इसे करने के लिए घुटनों के वल बैठें, एड़ियां बाहर की ओर और कुल्हे एडियों पर टिकाएं। हथेलियों को जांघों पर रखें और रीढ को सीधा रखें। सामान्य सांस लेते

हुए 5-10 मिनट तक इस मुद्रा में रहना

त्रिकोणासन

सेत्वंधासन पेट के अंगों को सक्रिय करता है, पाचन शक्ति बढाता है और तनाव को कम करने में मदद करता है। इसके लिए पीठ के बल लेटें, घुटनों को मोड़ें और पैरों को कुल्हों के पास लाएं। सांस लेते हुए कुल्हों को ऊपर उठाएं, रीढ को सीधा रखें। 20-30 सेकंड तक मुद्रा में रुकने के बाद, फिर धीरे-धीरे नीचे आना चाहिए। त्रिकोणासन भी पाचन तंत्र की

सक्रियता को बढाता है, आंतों की गतिशीलता बढाता है और कब्ज से राहत देता है। पैरों को 3-4 फीट दूर रखकर खड़े हों। दाएं पैर को 90 डिग्री वाहर की ओर मोड़ें। सांस छोड़ते हुए दाएं ख़थ से दाएं पैर को छुएं और बाएं हाथ को ऊपर उठाएं। 20-30 सेकंड रुकें, फिर दसरी ओर दोहराएं।

उप्टासन पेट की मांसपेशियों को खींचता है, पाचन अंगों को सक्रिय करता है और वात, अपच जैसी समस्याओं को कम करने में भी मददगार है। उप्टासन के अभ्यास के दौरान घुटनों पर बैठें, पैरों को कुल्हों की चौड़ाई पर रखें। सांस लेते हुए पीछे की ओर ड्रांकें और स्थों से एड़ियों को पकड़ें। सिर को पीछे ले जाएं और 20-30 सेकंड तक रुकें। आयुप मंत्रालय के अनुसार ये योगासन मानसून में न केवल पाचन तंत्र को मजबूत करते हैं, विल्क मानसिक शांति और समग्र स्वास्थ्य के लिए भी फायदेमंद हैं। इनके प्रतिदिन अभ्यास करने से वारिश के मौसम में होने वाली पाचन संबंधित समस्याओं से बचा जा सकता है।





#### Navbharat Times • 10 Jul • Ministry of Ayush People did spiritual quest on the banks of Ganga

10 • PG 439 • Sqcm 500661 • AVE 380K • Cir Bottom Left

Mumbai

## योग गुरु सुरक्षित गोस्वामी के सान्निध्य में हुए कई सेशन, लोगों ने जाने जीवन के गूढ़ रहस्य

# ारे लोगों ने की आध्यात्मि

## ऋषिकेश के परमार्थ निकेतन में हुआ NBT स्पीकिंग ट्री रिट्रीट

अलावा

सुरक्षित

■ NBT रिपोर्ट, ऋषिकेश

आयोजन ऋषिकेश के परमार्थ पर एक एनजीं सेंटर है। यहां हजारों साल से साधनाएं होती रही है। यह किया गया। एक ऐसा स्थान है, जो व्यक्ति को खुद माहौल व्यक्ति को ध्यान और साधना में उतरने में मदद करता है। इस रिट्टीट

में दिल्ली, लोगों ने माना मुंबई, कानपुर कि यह एक देश के अन्य ऐसा स्थान है, शहरों से भी जो व्यक्ति को लोग पहुंचे। खुद से जोड़ने में लोगों ने योग मदद करता है

सान्निध्य में ध्यान और योग के कई हुई। सेशन किए।

स्पीकिंग टी रिटीट में लोगों ने सबह 5 वजे से लेकर रात के 9:30 वजे तक योग, ध्यान, प्राणायाम, सत्संग पर चर्चा की। इसके बाद लोगों के होते गए और उनको लग रहा है कि करना चाहिए, क्योंकि यह रिट्रीट उन्हें तरोताजगी से भर रही है। मन जो विचारों से, ख्यालों से, भय से,

दुख से भरा रहता था, वो हल्का हो गया। मानो जीवन जीने का एक नया एनबीटी स्पीकिंग ट्री रिट्रीट का तरीका सीखा और पुरानी आदतों को तोड़ा। नई दिनचर्या में लोगों ने निकेतन में किया गया। ऋषिकेश जब अपने आपको ढाला तो उनको एक ऐसा स्थान है, जो गंगा के तट एक नएपन का एहसास हुआ। यह अभ्यास लगातार, सबह से रात तक

इस रिट्रीट में सुबह 5 बजे से 7 से जोड़ने में मदद करता है। यहां का बजे तक योग, प्राणायाम और ध्यान का अभ्यास कराया गया। इसके बाद गंगा स्नान कर लोगों ने नाश्ता किया। सबह 9:30 बजे से अध्यात्म के गृड रहस्यों की चर्चा की गई। लगभग दो से ढाई घंटे की इस चर्चा के बाद लंच और रेस्ट का टाइम होता है। शाम चार से साढे 4 तक लोग फिर आध्यात्मिक चर्चा के लिए इकट्ठा होते हैं। दिनचर्या में योग किस तरह से मदद कर सकता है? अध्यात्म कैसे हमारे जीवन का हिस्सा बन सकता है? इस पर चर्चाएं

होता है और फिर रात को रात्रि ध्यान के लिए लोग इकट्टा होते है। यह एक अद्भत अभ्यास रहा, जो योग गुरु और अध्यात्म से जुड़े अनेक रहस्यों सुरक्षित गोस्वामी द्वारा आयोजित किया गया। यहां आए हुए लोगों ने यह माना मन, जो प्रश्नों से भरे थे वो हल्के कि इस तरह की रिट्रीट हर व्यक्ति को अपने जीवन में एक बार तो करनी ही इस रिट्रीट को हमें साल में चार बार चाहिए और सीखना चाहिए कि जीवन को जीना कैसे हैं, जीवन को चलाना कैसे है। आने वाली रिटीट की अभी से ही बुकिंग शुरू हो चुकी है।



शाम का समय गंगा आरती का

शुरुआत योग, प्राणायाम और सत्संग से हुई 2) आध्यात्मिक चर्चा के

दौरान योग गुरु ने लोगों की शंकाओं को किया दूर

3) कार्यक्रम में शामिल लोगों ने गंगा आरती में भी लिया हिस्सा

मुझे कुछ तलाश थी कि हम है कौन। गुरु जी ने हमें हमारे अंदर

की यात्रा के बारे में बताया। कहा कि जब तक आप अपने अंदर से नहीं जुड़ेंगे कुछ कमी रहेगी ही। -आशा सिंह

यहां आने के बाद मैने ऐसी चीजें सीखी.

जो मैं मिस कर रहा था। गरु जी से जो प्रेरणा मिली वह मेरे लिए लाइफटाइम अचीवमेट रहा। इसके लिए एनबीटी को धन्यवाद। -जय सेठी



स्पीकिंग टी रिटीट का हिस्सा बनकर मुझे काफी खुशी मिली

है। गुरु जी के विचारों को सनकर मन को शांति मिली वो इससे पहले कभी महसस नही की। -हर्षित



एनबीटी की ओर से हुए इस कार्यक्रम में मुझे काफी अच्छा लगा।

मेरी उम्र 80 साल है, लेकिन यहां आकर लगा कि मेरी शक्ति बढ गई और जीवन में नई ऊर्जा का संचार हुआ। -एमएल दुआ



स्पीकिंग ट्री रिट्रीट प्रोग्राम जबर्दस्त

था। इस कार्यक्रम के बारे में मै शब्दों में बयां नहीं कर सकता हूं। इस पूरे आयोजन को मैं 5 में से 5 स्टार देना चाहंगा। -मनोज बंसल





## Online Coverage

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No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	MCC NEET UG counselling process: Check documents, application process, fee and o	733.9M
2.	Dainik Bhaskar	जॉब & एजुकेशन बुलेटिन: CCRAS में 394 पदों पर भर्ती; जामिया मिलिया इस्लामिया	66.5M
3.	Dainik Bhaskar	राष्ट्रीय आयुर्वेद संस्थान; बस्ती कर्म शिविर 11 से	66.5M
4.	Dainik Bhaskar	एक पेड़ मां के नाम : आयुर्वेदिक औषधालय में पौधा लगाया	66.5M
5.	Dainik Bhaskar	दो दिवसीय योग प्रशिक्षण कार्यक्रम आयोजित	66.5M
6.	Dainik Bhaskar	सरकारी नौकरी: CCRAS में 394 पदों पर भर्ती का नोटिफिकेशन जारी; एज लिमिट 40 साल, 1	66.5M
7.	हिन्दुस्तान(Live Hindustan)	बोले रामगढ़: अंतरराष्ट्रीय योग दिवस तक ही सिमट कर रह गया योगाभ्यास	64.8M
8.	हिन्दुस्तान(Live Hindustan)	BPSC Recruitment 2025: असिस्टेंट प्रोफेसर पदों पर निकली सरकारी नौकरी का सुनहरा म	64.8M
9.	हिन्दुस्तान(Live Hindustan)	मोतीलाल नेहरू मेडिकल कॉलेज में हुआ पौधरोपण	64.8M
10.	हिन्दुस्तान(Live Hindustan)	योग शिक्षक जन-जन तक योग का करें प्रचार-प्रसार : डॉ शिव शंकर	64.8M
11.	The Times of India	Flagging rise in drug abuse in CG, HC rejects PIL on hemp cultivation	64.4M
12.	The Times of India	Chhattisgarh HC flags rising drug abuse, rejects PIL seeking hemp cultivation	64.4M
13.	अमर उजाला (Amar ujala)	Hamirpur (Himachal) News: भुक्कड़ स्कूल में जांचा बच्चों का स्वास्थ्य, आठ छात्र	63.8M
14.	अमर उजाला (Amar ujala)	Kaithal News: बेटियां साबित कर रहीं अपना दम ः महेश	63.8M
15.	अमर उजाला (Amar ujala)	JNU Annual Conference: जेएनयू में पहली बार भारतीय ज्ञान परंपरा पर वार्षिक सम्मेल	63.8M
16.	Dainik Jagran	BPSC 2025: बीपीएससी ने असिस्टेंट प्रोफेसर के पदों पर निकाली भर्ती, 15 जुलाई से श	40.5M
17.	Dainik Jagran	BPSC 2025: बीपीएससी ने असिस्टेंट प्रोफेसर के पदों पर निकाली भर्ती, 15 जुलाई से श	40.5M
18.	The Economic Times	MCC NEET UG counselling process: Check documents, application process, fee and o	28.7M
19.	The Tribune India	SBR DAV Public School, Talwandi Bhai, Principal gets Rabindranath Tagore Nati ona	7M
20.	Live Law	Chhattisgarh High Court Junks PIL Seeking Hemp Cultivation For Industrial Use, F	6.1M
21.	Janta Se Rishta	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	3.8M
22.	Live Law Hindi	छत्तीसगढ़ हाईकोर्ट ने औद्योगिक उपयोग के लिए भांग की खेती की मांग वाली जनहित याचि	2M
23.	The Statesman	Delhi"s Burari hospital to get 55 dialysis machines	1.7M
24.	Dainik Bhaskar	स्वास्थ्य/चिकित्सा: मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	926.1K
25.	Royal Bulletin	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	922.5K



26.	Khas Khabar	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	466.4K
27.	UNI	ASR Homoeopathic Medical College & Hospital launches specialty clinics	219.9K
28.	Sakshipost EN	All Delhi govt hospitals to get Jan Aushadhi Kendra by month-end: Health Ministe	160.8K
29.	5 Dariya News	All Delhi govt hospitals to get Jan Aushadhi Kendra by month-end: Pankaj Kumar S	120.5K
30.	Webdunia (English)	UP govt promotes cow urine-based remedies for 19 diseases, including diabetes &a	96.7K
31.	News X	JNU To Organise 3-day Annual Academic Conference On IKS, VP Jagdeep Dhan khar To	38.5K
32.	Press Note	राजस्थान में "कर्कटोल"से कैंसर पीड़ित लाभांवित करीब 45—50 साल पहले खोजी थी"कर	33K
33.	First Bihar	BPSC 2025: असिस्टेंस प्रोफेसर के पदों पर निकली भर्ती, 15 जुलाई से आवदेन शुरू; जा	N/A
34.	BizWire Express	Penida Dive Center Showcases the Power and Precision of Military Grade Scuba Gea	N/A
35.	Education21	IISER Bhopal Researchers Sequence Genome of Giloy, a Medicinal Herb used wi dely	N/A
36.	Education21	G20-University Connect: 3-day National Youth Conference on Indian Knowledge Syst	N/A
37.	Lawstreet Journal	Chhatisgarh HC Dismisses PIL Seeking Permission For Industrial Hemp Cultivatio n	N/A
38.	Tender Detail	Bids Are invited for Hand Wash - 200 MI Per Unit , Broom - Seek Jhadu Good Qu ali	N/A
39.	Bhaskar English	Job & Education Bulletin: Recruitment opens for 394 posts in CCRAS; 306 vaca	N/A
40.	Pharmacognosy Reviews	Protective Effects of Phytochemicals against Cardiac Hypertrophy by Modulating O	N/A
41.	Speed Job	CCRAS Recruitment 2025	N/A
42.	Education Economictimes Indiatimes	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
43.	Cine Speaks	Cleansing, regulating, and fortifying are the three-pronged approach we use: Dr	N/A
44.	First Check	FACT-CHECK: Homeopathy, acupuncture or medicine?	N/A
45.	Vishvatimes	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	N/A
46.	Vishva Times	All Delhi government hospitals to get Jan Aushadhi Kendra by month-end: Health M	N/A
47.	Daily 24x7 News	Daily 24x7 News - News Website All Delhi govt hospitals to get Jan Aushadhi Ken d	N/A



48.	Cine Buster	Dr. Mickey Mehta believes that healing must be both collaborative and compassio n	N/A
49.	Digi Newz India	मानसून में पेट के लिए रामबाण हैं ये 5 योगासन, कब्ज-गैस की समस्या मिटाने में असरद	N/A
50.	Express Media Service	तनाव और थकान दूर करने वाला योगासन है बालासन	N/A
51.	Cliq India	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
52.	The Printlines	मानसून में पाचन की समस्या से हैं परेशान? राहत दिलाने में मददगार हैं ये 5 योगासन	N/A
53.	Newzfatafat	मानसून में पाचन तंत्र को मजबूत करने वाले पांच योगासन	N/A
54.	Rajasthan News(राजस्थान समाचार)	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	N/A
55.	Uttam Hindu	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	N/A
56.	Khair News	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	N/A
57.	IANS Live	मानसून में पाचन की समस्या? रामबाण हैं ये पांच योगासन	N/A
58.	E - PAO	One-day AYUSH health camp on July 10	N/A
59.	Calcutta News	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
60.	India Shorts	Complementary And Alternative Medicine Market To Attain Remarkable Valuation of	N/A
61.	Mumbai News	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
62.	New Delhi News	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
63.	Indianapolis Post	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
64.	Kolkata Sun	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
65.	India's News	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
66.	The Asia News	JNU to organise three-day conference on Indian Knowledge Systems from July 10 AN	N/A
67.	Digi Newz India	ये 1 योगासान बढ़ती उम्र की समस्याओं पर लगाए लगाम, साइटिका में भी बेहद प्रभावी, ज	N/A
68.	Kashmir Breaking News	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A
69.	Gujarat Samachar	JNU to organise three-day conference on Indian Knowledge Systems from July 10	N/A