


**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**10 Jan, 2025 – 11 Jan, 2025**

 **Total Mention 14**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>14</b>	<b>N/A</b>	<b>11</b>	<b>3</b>	<b>N/A</b>

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Times of India	Maintain a fitness calendar, set goals: Make your resolutions last	Bengaluru	16
2.	The New Indian Express	TADASANA GOOLF CHAKRA	Chennai	2
3.	The New Indian Express	TADASANA GOOLF CHAKRA (STANDING ANKLE ROTATION)	Bengaluru	2
4.	The Morning Standard	Fit Bit	Delhi	2
5.	The Morning Standard	Transformative Health Trends 2025	Delhi	12
6.	The Morning Standard	FIT BIT	Delhi	2
7.	The Daily Guardian	Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chya...	Delhi	10
8.	The Pioneer	How India's healthcare sector is accelerating towards Viksit Bharat 2047	Chandigarh	6
9.	The Pioneer	How India's healthcare sector is accelerating towards Viksit Bharat 2047	Delhi + 1	6
10.	Deccan Herald	Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz	Bengaluru	7
11.	Eastern Chronicle	JISIASR signs 8 MoUs with Ministry of AYUSH	Kolkata	3
12.	Dainik Savera	Ayushman card par chikatsa na milane ki shikayat	Chandigarh	8
13.	Dainik Bhaskar	Cm se mile doctor Ayushman ke Rs 200 crore manjur	Chandigarh	3
14.	Amar Ujala	Ayushmann yojana ke 400 crore bakaya .Cm se mulakat ke baad 200 crore jaari karne ke aadesh	Chandigarh	4

The Times of India • 11 Jan • Ministry of Ayush  
Maintain a fitness calendar, set goals: Make your resolutions last

16 • PG

365 • Sqcm

625349 • AVE

2.27M • Cir

Bottom Left

Bangalore Times

Bengaluru



# Maintain a fitness calendar, set goals: Make your resolutions last

Experts recommend scheduling time into your calendar to help you keep your resolution, like blocking off a specific period every morning or evening

**EXPERTS SAY JANUARY CAN BE A GOOD TIME TO REFLECT ON SELF-IMPROVEMENT, BUT LET'S ACKNOWLEDGE IT – IT TAKES EFFORT TO MAKE RESOLUTIONS STICK. HERE ARE SOME TIPS ON HOW TO MAKE THOSE RESOLUTIONS STICK.**

## BREAK MAJOR GOALS INTO SMALLER TARGETS

Psychologist Lynn Bufka suggests being realistic about any resolutions. "It's easy to say that you want to lose 50 pounds and thus, will never eat dessert again. It might be more helpful to say, you're only going to have dessert on the weekends and for special occasions," she says. Once you start hitting these smaller goals, the bigger one might not seem so daunting.

## FOCUS ON WHAT YOU GAIN

Focusing on what the resolution is helping you to accomplish in the long run – rather than what you are being deprived of – can be a powerful way to reframe your thinking, experts say.

## CONSISTENTLY REVIEW YOUR PROGRESS

To better keep resolutions, Tamara Russell of the British Psychological Society suggests reviewing each week what has and hasn't worked. "Keep refining and don't be afraid to adjust and fine-tune what you are doing. Study your own behaviour like a scientist," she says.

**A great resolution might be, 'I will be less judgmental with myself'. Research shows that the more we develop self-compassion, the more compassionate we can become towards others**

– Tamara Russell of the British Psychological Society

## JOIN A GROUP, SEEK SUPPORT

Change is difficult, so don't expect perfection or the best results immediately. There will inevitably be times when it feels impossible to keep your resolution or you want to give up. Involving others in your efforts, both for support and to hold yourself accountable, may help. Someone who decides to start exercising more, for example, might find it useful to join a running group or find a gym class with friends, to make training less of a chore.

2025 New Years Resolutions

The New Indian Express • 11 Jan • Ministry of Ayush  
**TADASANA GOOLF CHAKRA**

2 • PG

652 • Sqcm

860013 • AVE

246.4K • Cir

Top Right

Chennai

**FITBIT**

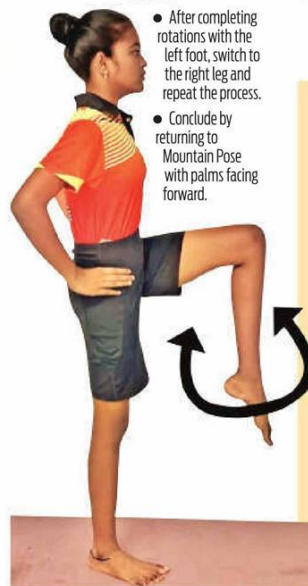
**TADASANA GOOLF CHAKRA**  
(STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

**STEPS**

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform 8-10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.

- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.



**BENEFITS**

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery for injured ankles or post-surgery (with precautions).
- Included in therapy yoga for hip replacement recovery and back pain relief.

**LIMITATIONS**

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

## The New Indian Express • 11 Jan • Ministry of Ayush TADASANA GOOLF CHAKRA (STANDING ANKLE ROTATION)

2 • PG

617 • Sqcm

617154 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

### FITBIT

## TADASANA GOOLF CHAKRA (STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

#### STEPS

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform 8-10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.

#### BENEFITS

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery for injured ankles or post-surgery (with precautions).
- Included in therapy yoga for hip replacement recovery and back pain relief.



- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.

#### LIMITATIONS

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

## The Morning Standard • 11 Jan • Ministry of Ayush

### Fit Bit

2 • PG

601 • Sqcm

288677 • AVE

300K • Cir

Middle Right

Delhi

#### **FITBIT**

### **TADASANA GOOLF CHAKRA** (STANDING ANKLE ROTATION)

This is a foot and ankle exercise performed while standing on one leg in the Standing Wind Release Pose with hands on the waist, making it a balance-focused yoga practice. It is particularly beneficial for beginners or individuals with limited mobility, improving joint health and flexibility in the lower body. The practice focuses on ankle joints.

#### **STEPS**

- Begin in Tadasana with feet hip-width apart, hands on the waist, and take a couple of deep breaths.
- Roll the shoulders back, stretch the spine, broaden the chest, and keep the chin parallel to the floor. Ensure the head, neck, and back are aligned.
- Shift your weight onto the right foot. Inhale and bend the left knee, lifting the foot so the knee aligns with the hips, forming an L-shape.
- Once stable in the Standing Wind Release Pose with hands on the waist, begin rotating the ankle.
- Slowly rotate the left foot clockwise from the ankle, moving it through a full range of motion while avoiding rapid or jerky movements.
- Engage the core muscles to stabilise the body and maintain balance. Avoid leaning excessively in any direction.
- Perform around 10 slow and steady rotations clockwise, then repeat the same number of rotations anticlockwise. Sync movements with the breath, inhale during upward motion and exhale during downward motion.

- After completing rotations with the left foot, switch to the right leg and repeat the process.
- Conclude by returning to Mountain Pose with palms facing forward.



#### **BENEFITS**

- Stretches and strengthens ankle muscles, joints, and the feet and toes.
- Improves blood circulation to the feet.
- Strengthens the ankles, calves, and knee joints.
- Relieves cramps and varicose vein discomfort.
- Suitable for pregnant women, seniors, children, athletes, and dancers.
- Prepares muscles and joints for more advanced poses.
- Promotes breath awareness and calmness of mind.
- Enhances posture, digestion, and overall confidence.
- Supports recovery of injured ankles or post-surgery (with precautions) conditions.
- Included in therapy yoga for hip replacement recovery and back pain relief.

#### **LIMITATIONS**

- Avoid if you have injuries to the ankles, knees, or feet, recent hip or abdominal surgeries, weak bones, fibromyalgia, severe arthritis, or vertigo.
- Pregnant women should take appropriate precautions.
- Seniors can perform this exercise against a wall or using a chair for support.

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

## The Morning Standard • 11 Jan • Ministry of Ayush Transformative Health Trends 2025

12 • PG

1239 • Sqcm

594718 • AVE

300K • Cir

Bottom Left

Delhi



### Healthy eating

**DR Y RAJYALAKSHMI DEVI, PhD FOOD & NUTRITION, DDM, CHIEF DIETITIAN & SENIOR CLINICAL NUTRITIONIST AT KIMS - LIVLIFE**



As we move into 2025, the world of nutrition continues to evolve, driven by advancements in science, sustainability, and personalised approaches. One key trend gaining traction is 'personalised nutrition through genetic testing'. With the rise of accessible genetic testing, individuals will have tailored nutrition plans based on their unique genetic makeup, microbiome, and lifestyle, helping optimise health outcomes. Another growing focus is 'functional foods for mental health', which emphasises the connection between the gut and brain. Probiotics, prebiotics, and adaptogens like *ashwagandha* and lion's mane mushrooms will become popular for reducing stress, improving sleep, and enhancing mental clarity. Plant-friendly diets will also remain a priority, emphasising sustainable food choices like plant-based and lab-grown alternatives and carbon-labelled products to highlight their environmental impact. The 'food as medicine' approach will continue to grow, focusing on anti-inflammatory foods and ingredients that help manage chronic diseases such as diabetes and cardiovascular issues. Tech-enhanced nutrition through wearables and apps will track biomarkers like glucose levels and nutrient absorption, offering real-time feedback for diet optimisation. Zero-waste and upcycled foods, like banana peel flour and beet pulp crackers, will reflect a commitment to reducing food waste. Diet trends like Microbiome Diet 2.0 and Flexitarian 2.0 will emerge, emphasising personalised gut health and ethical eating. In 2025, the emphasis will be on balance, hydration, and mindful food choices, prioritising quality and sustainability for overall well-being.

## TRANSFORMATIVE HEALTH TRENDS 2025

Health will become more personalised and accessible, with innovations across nutrition, paediatrics, dermatology, cardiology, and mental health. From tailored nutrition plans to AI-driven diagnostics, these advancements will focus on holistic care, early detection, and sustainable choices, promoting overall well-being.

**Darshita Jain** speaks to experts about the trends in 2025



### Mental health

**RADHIKA ACHARYA, CONSULTANT CLINICAL PSYCHOLOGIST, DECCAN HOSPITAL, SOMAJIGUDA**



AFTER the pandemic, mental health challenges became more prominent, leading to several key innovations, especially with the use of technology. The shift toward integrating digital tools into mental health programs has made interventions more accessible and effective. Combining technology with a human-centred approach has become crucial, as AI plays a significant role in diagnosing, analysing data, and guiding clinicians in treatment planning. Tools like chatbots and AI-powered apps offer immediate emotional support, helping reduce distress and improve overall well-being. As we move into 2025, the focus will continue to be on building resilience, emphasising its importance for long-term mental health success. Support groups, such as those for ADHD or schizophrenia, have gained more recognition, helping professionals facilitate meaningful connections and offer targeted support. Overall, technology remains a powerful enabler, working alongside human care to drive better outcomes in mental health.

### Child wellness

**DR VITTAL KUMAR KESIREDDY, CONSULTANT & IN CHARGE - DEPARTMENT OF PAEDIATRICS, CARE HOSPITALS, BANJARA HILLS**



IN 2025, paediatric healthcare is set to undergo some exciting changes to improve outcomes and care. One key trend is using artificial intelligence (AI) for earlier detection of conditions like autism and ADHD. Using data from wearable devices, AI-powered tools help spot developmental delays sooner, enabling timely interventions.

Telemedicine continues to grow, offering virtual mental health services that make support more accessible, especially for families in remote areas. Preventive care is also becoming more personalised, using genetic data to create tailored wellness programmes for children. On the treatment side, gene therapy is advancing for rare genetic disorders like Duchenne muscular dystrophy and spinal muscular atrophy, while immunotherapy, including CAR T-cell therapy, is improving paediatric cancer care. Vaccines are evolving too, with new RSV vaccines for infants and improved combination vaccines to reduce the number of injections while enhancing immunity. Precision medicine and digital tools are transforming how chronic conditions like ADHD and diabetes are managed, offering more personalised and effective treatments. These innovations are a shift towards more personalised, holistic care for children in 2025.



## 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 Daily Guardian • 11 Jan • Ministry of Ayush

## Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chya...

10 • PG

332 • Sqcm

33177 • AVE

N/A • Cir

Middle Left

Delhi

# Delhi High Court seeks Patanjali's response on Dabur's fresh injunction plea over 'disparaging' Chyavanprash ads

TDG NETWORK  
NEW DELHI

The Delhi High Court in the case Dabur India Limited v. Patanjali Ayurved observed and has sought response of Patanjali Ayurved on a fresh injunction petition filed by Dabur in its suit wherein it alleged that the former was running disparaging advertisements against its Chyavanprash product.

Last year, on December 24, Summons in the writ were issued along with the notice on Dabur's application seeking ad interim injunction against the advertisements.

In the present matter, a fresh injunction application was filed by Dabur wherein it alleged that after issuance of summons, Patanjali ran 6,182 advertisements against its product in last one week.

The counsel, Senior Advocate Sandeep Sethi appearing for Dabur submitted before the bench of Justice Mini Pushkarna that Patanjali, in the advertisements, claims that



*However, while denying the submissions made by Senior Advocate Sandeep Sethi, Mehta stated that all the ingredients which are used in Patanjali's product are as per prescribed formula and fit for human consumption.*

its product is made using more than 51 herbs whereas only 47 herbs have been used.

The counsel, Senior Advocate Sandeep Sethi appearing for Dabur stated that Patanjali was using mercury in the product which is not fit for con-

sumption of children.

It was also submitted before the court that Patanjali advertisement specifically refers to Dabur's product made with using 40 herbs as 'ordinary.' Senior Advocate Sandeep Sethi also drew court's attention to Dabur's product

which states that it is made using 40 plus herbs.

Sethi also submitted before the court that Patanjali's reference to the product made using 40 herbs clearly refers to Dabur who is the market leader in the product having more than 60% of the market share.

He also stated that, 'They refer to us as ordinary. They make a market leader ordinary.'

Senior Advocate Sandeep Sethi stated that there being disparagement carried out by Patanjali by calling Dabur as ordinary as if to show that the former is the

only one who follows the books and not the latter.

It has also been alleged by him that there was misrepresentation on Patanjali's part to show false number of herbs used in its product.

On the other hand, the counsel, Senior Advocate Jayant Mehta appearing for Patanjali raised strong objection to the second interim injunction application.

However, while denying the submissions made by Senior Advocate Sandeep Sethi, Mehta stated that all the ingredients which are used in Patanjali's product are as per prescribed formula and fit for human consumption.

The court while considering the facts and circumstances of the case observed and has issued notice on the second interim injunction application and sought Patanjali's response.

Accordingly, the court listed the matter for further consideration on January 20, 2025.

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

## 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

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)*

Deccan Herald • 10 Jan • Ministry of Ayush  
Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz

7 • PG

153 • Sqcm

183258 • AVE

1.4M • Cir

Middle Center

Bengaluru

**SOUTHERN SOJOURN**

## Auto ride, Ayurveda: Hungarian PM's Kerala visit sparks buzz

**ARJUN RAGHUNATH**  
THIRUVANANTHAPURAM, DHNS

**H**ungarian Prime Minister Viktor Orban's "strictly private" visit to Kerala is drawing a lot of attention, with pictures of his autorickshaw ride at Fort Kochi going viral on social media.

Orban has been vacationing in Kerala with his wife and two daughters since last week.

The visit comes in the wake of ongoing reports of US sanctions on a Hungarian minister and Poland's decision not to invite Hungary to the launch of the European Union presidency.

Orban's visit also triggered rumours about his health and that he has come here for treatment, as he is being accompanied by a Keralite running an Ayurveda centre in Hungary.

Orban dismissed the rumours. "I'm healthy as a rock," he was quoted as saying by Hungarian daily *Blikk*.

There were also reports that his wife is undergoing Ayurveda therapy at a luxury resort in Alappuzha.

Orban said that he was visiting



**Hungarian PM Viktor Orban with autorickshaw drivers in Kochi. FACEBOOK**

Kochi because Vasco da Gama, his favourite explorer, died in Kochi.

When asked if he would recommend India to others for recreation, he told *Blikk*, "India is not known for

being a tourist paradise. If you want luxury, go to an Austrian ski resort or the Bahamas. If you are interested in culture, come to India!"

Thekkady Wildlife Sanctuary and Munnar in Idukki are reportedly part of his itinerary.

He is scheduled to leave Kerala by January 16.

Even though government officials said the Hungarian PM's visit is strictly private and no official discussions are involved, it wouldn't be surprising if the Kerala tourism industry tries to make use of Orban's visit for its promotion.

Eastern Chronicle • 10 Jan • Ministry of Ayush  
JISIASR signs 8 MoUs with Ministry of AYUSH

3 • PG

182 • Sqcm

454299 • AVE

182.88K • Cir

Middle Center

Kolkata

# JISIASR signs 8 MoUs with Ministry of AYUSH

## CHRONICLE NEWS SERVICE

**KOLKATA:** JIS Institute of Advanced Studies and Research (JISIASR) signed eight Memorandum of Understanding (MoUs) with Central Council for Research in Homeopathy (CCRH), Ministry of AYUSH, Government of India, for research, study and understanding the mechanisms, effectiveness, and applications of homeopathy in addressing a wide spectrum of diseases.

The MoU's were signed in a formal ceremony in the presence of Professor Ajoy Kumar Ray, Director, and Dr. Subhash Kaushik, Director General, Central Council for Research in Homeopathy.

The eight research initiatives cover diverse areas, ranging from fluorescence-based optical analysis of homeopathic medicines to exploring their therapeutic effects on diabetes. Among



the notable projects are Dr. Barun Das's investigation into the nanoparticle nature and bioactivity of homeopathic dilutions, Dr. Subhankar Singha's analysis of the shelf-life of homeopathic tinctures, and Dr. Prosenjit Saha's study on the physico-chemical properties and therapeutic implications of homeopathic medicines derived from natural resources.

Other critical studies include Dr. Pooja Ghosh's

in-vitro and in-vivo exploration of the efficacy of homeopathic drugs in diabetes treatment, Dr. Kamakshi Sureka and Dr. Sandip Paul's investigation into bowel nosodes, and Dr. Saptarshi Das's utilization of unsupervised learning to detect symptom patterns in common homeopathic remedies. Cutting-edge technology is also being employed in Dr. Chirantana Mallick's AI-enabled predictive model for decision-making

in homeopathic treatments, while Dr. Farhat Afrin's research focuses on chromatin modifications induced by homeopathic medicines in type 2 diabetes patients. The comprehensive approach of these studies aims to provide valuable scientific insights that could bridge the gap between traditional and modern medicine, enhancing the acceptance of homeopathy within the broader medical community.

Speaking on the occasion, Sardar Taranjit Singh, Managing Director, JIS Group, stated, "These research projects reflect the JIS Group's commitment to advancing scientific understanding and contributing to meaningful healthcare solutions. By examining the efficacy of homeopathy across various dimensions, we aim to establish a robust framework for its integration into mainstream medical practice."

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।