



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

 **Total Mention 66**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>17</b>	<b>3</b>	<b>8</b>	<b>6</b>	<b>N/A</b>

 <b>Online</b>
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**49**

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Ad-vantage point	Mumbai	6
2.	Mint	Debt isn't the enemy: It provides a lifeline to many Indian families	Hyderabad	15
3.	Mint	Missing data stems hospital quality push	Hyderabad	2
4.	Hindustan Times	One more held in Ayurvedic clinic fraud	Chandigarh	2
5.	The Indian Express	YOGA AT AMARNATH BASE CAMP	Delhi	12
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8.	The Daily Guardian	Balancing Doshas for Healthy Skin - Shahnaz Husain's Insights	Delhi	14
9.	Deccan Chronicle	IN BRAZIL'S FAVELAS	Chennai	9
10.	Free Press Journal	Roots of Healing: Tribal medicine in MP finds scientific backing	Mumbai	19
11.	The Goan	Health Benefits: Boiled rice water	Goa	11
12.	Rajasthan Patrika	Ayush Mission ki niti par Bhopal mein baithak aaj	Delhi	8
13.	Deshbandhu	Chakrasana is beneficial for the spine and waist	Delhi	10
14.	Deshbandhu	Bhui Amla is beneficial for skin and hair	Delhi	10
15.	Hosadigantha	Yoga Satsang at Isha Kendra	Bengaluru	11
16.	Nav Rashtra	Otherwise statewide movement	Mumbai	3
17.	Maharashtra Times	Study of yoga and psychology	Mumbai	2

## The Economic Times • 11 Jul • Ministry of Ayush Ad-vantage point

6 • PG

451 • Sqcm

1214469 • AVE

1.1M • Cir

Top Left

Mumbai

is about adopting a growth mindset, not just optimising budgets."

### Long-term gains

While attracting a customer is the first step, keeping them loyal is the real challenge. Personalised ads create familiarity, anticipate needs and encourage buyers to return for more.

Another powerful approach is community-driven advertising. It turns customers into loyal advocates by selling an identity, not just a product. Consistency also plays a key role in this field. A cohesive campaign, whether through digital, print or outdoor ads, ensures that the brand stays on top of consumers' minds.

### Leave a mark

Thousands of brands vie for attention, but what is it that separates

the winners from the forgotten? The answer is storytelling. "Markets do not reward the best products. They reward the most unforgettable brands. Exclusivity also plays a huge role. Scarcity marketing, limited editions, and invitation-only access create a perception of value that mass advertising cannot achieve. In short, when something feels rare, it becomes more desirable," explains Nambiar.

### Digital vs traditional

With digital platforms dominating today's advertising landscape, many businesses wonder if traditional advertising is still relevant. The reality? The most successful strategies integrate both. Mahesh K, the MD and founder of Akanksha Tourism,

mentions, "Traditional advertising like TV, print and billboards, establishes credibility and brand authority, while digital advertising offers precision, real-time engagement and data-driven insights. The real magic happens when brands orchestrate these elements seamlessly."

Gehlot also warns against viewing brand-building and performance marketing as separate strategies. She shares, "Focusing solely on short-term digital gains can stagnate long-term performance."

A brilliant advertisement isn't just about selling; it's about storytelling, connection, and brand longevity. Hence, the key is to harmonise both approaches—nudging immediate buyers while building a strong brand for future consumers.

# Ad-vantage point

Effective advertising can catapult a business to new heights, influence consumer behaviour and turn a product into a brand

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Imagine walking into a marketplace flooded with similar products. What would make you pick one over another? Often, it isn't just the product—it's the brand. And advertising plays a powerful role in shaping that choice.

### It's a marathon, not a sprint

A well-crafted campaign doesn't just boost short-term sales; it embeds a brand into consumers' minds, ensuring relevance and desirability for years to come.



Many businesses focus on immediate revenue, but those that invest in advertising think beyond quick wins. Ayush Nambiar, director at Flags Communications, states, "Sales buy you revenue. Advertising buys you permanence."

Big brands build empires by consistently reinforcing their narratives through advertising, creating emotional connections with consumers. According to Sakshi Gehlot, a media professional, "Effective advertising



Mint • 11 Jul • Ministry of Ayush

## Debt isn't the enemy: It provides a lifeline to many Indian families

15 • PG

693 • Sqcm

173371 • AVE

45K • Cir

Top Left

Hyderabad

# Debt isn't the enemy: It provides a lifeline to many Indian families

*The size and weight of debt burdens differ vastly by the occupations of debtors and these details offer cues for policy responses*



**RAJESH SHUKLA**  
is managing director and chief executive officer of People Research on India's Consumer Economy.

As India marches towards its \$5 trillion economic goal, the discourse around household debt tends to veer towards alarm. Rising indebtedness is often viewed as a red flag—a symptom of financial stress or economic exclusion. While this concern is not unfounded, it also misses a crucial dimension. For many Indian households, debt is not just a burden. It is a deliberate tool for investment, a coping mechanism in the face of weak public provisioning and sometimes a pathway to upward mobility.

New insights from PRICE's ICE 360° research reveal that around 30% of India's 331 million households currently carry debt. But this topline figure hides wide variation across occupational groups; and the nature of borrowing, its purpose and its source offer a more nuanced view of household finance in India.

Self-employed agricultural households, for instance, have the highest incidence of debt (38%), followed closely by non-agricultural labourers and other self-employed households (both at 28–29%). This suggests not just vulnerability, but active economic engagement. In agriculture, 57% of self-employed borrowers report using loans for productive needs like farming inputs and livestock. In non-agriculture, 31% of the self-employed borrow to expand their businesses. These are investments in livelihoods, not signs of distress.

Still, the picture is not uniformly optimistic. Debt burdens are more acute when considered as a share of income: debt-to-income ratios stand at 16% for self-employed agricultural households and 15% for self-employed non-agricultural households, compared to 10% for salaried ones. Among self-employed non-agricultural households, total household debt has grown by 12% over the past decade—the fastest among all groups. This sharp rise suggests increased entrepreneurial activity, but also greater exposure to financial volatility and market shocks.

The source of credit also matters. While 52% of indebted households borrow from formal institutions, this access is uneven. Salaried and self-employed households generally have better integration with the formal credit system. But labour households remain disproportionately dependent on informal lenders—62% among agricultural labourers and 58% among non-agricultural ones. This exposes them to exploitative interest rates, limited grievance redressal and greater financial precarity.

The reasons households borrow further highlight this duality. While self-employed households often borrow to grow, labour households mostly borrow to survive. Among agricultural and non-agricultural labourers, 24% and 29% respectively borrow for medical emergencies, while 19% borrow simply to meet basic consumption needs.



Even among relatively secure salaried households, 24% report borrowing for health-related expenses and 15% for their children's education—pointing to gaps in healthcare and educational provisioning that credit alone cannot fix. These patterns make clear that the same instrument—credit—can serve different functions, depending on the household's economic position.

In short, India's household debt landscape is fragmented and deeply unequal. But it also reflects an undercurrent of aspiration and self-reliance. Policy must recognize both: that some households use debt as capital for growth, while others use it as a last resort.

To begin with, in agriculture, while formal credit penetration is comparatively high, a growing debt burden signals that access alone is not enough. A shift is needed—from reactive measures like loan waivers to proactive strategies such as improving value chains, widening crop insurance coverage and refining the Kisan Credit Card ecosystem to match the real working-capital cycles of farmers. Also, structural reforms in agricultural markets must accompany credit policies to deliver a lasting impact.

At the same time, the strong link between indebtedness and health-related expenses calls for better integration between credit policy and social protection. Medical emergencies are a leading cause of borrowing not just among the poor, but across all occupational segments. Expanding public health insurance schemes, like Ayushman Bharat, and linking Jan Dhan accounts to subsidized or emergency medical loan products can reduce the need for distress borrowing and protect households from falling into debt traps due to health shocks. Coordinated interventions between the financial and health sectors will be essential.

For self-employed households, especially

those outside agriculture, credit must serve as fuel for enterprise. Programmes like Mudra have made inroads, but more customized financial products—like flexible working capital loans and digital credit tailored to urban micro-enterprises—can help these households grow sustainably. Such investments support not only household income, but also employment generation and local economic dynamism, especially in rapidly urbanizing areas.

Expanding access to formal credit for labour households is critical. These groups—particularly agricultural and non-agricultural labourers—are overwhelmingly dependent on informal lenders,

### QUICK READ

India's household debt story is not just about numbers, it's about the lived experience of risk, opportunity and inequality. Using the lens of household occupation offers us policy cues.

We must step up the outreach of formal loans, link health and credit policies, push for more productive borrowings, reform supports for farmers and provide people credit counselling.

often paying exorbitant interest rates with little protection. Simplifying know-your-customer (KYC) norms, broadening the outreach of microfinance institutions and leveraging digital platforms to deliver small-ticket, low-friction loans can bring these vulnerable households into the formal financial system. Inclusion here is not just about access—it's about protection and sustainability.

Finally, building long-term financial resilience calls for investing in financial literacy. Widespread reliance on a single credit source and the high share of distress-driven borrowing indicate that many households lack the knowledge and confidence to navigate financial choices. Scalable models—from community programmes and mobile apps to school curricula—could create financial capabilities over time. A well-informed borrower is not just better protected, but more empowered.

India's household debt story is not a single narrative. It is a mosaic of need, ambition, risk and resilience. If policy responds to this complexity with sensitivity and segmentation, household credit can shift from being a crisis lifeline to a lever for economic transformation.

Mint • 11 Jul • Ministry of Ayush  
Missing data stems hospital quality push

2 • PG

254 • Sqcm

63398 • AVE

45K • Cir

Middle Left

Hyderabad

# Missing data stems hospital quality push

Priyanka Sharma  
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NEW DELHI

**T**he Union government has doubled down on attempts to enforce quality at government-run health facilities after a recent review meeting heard that state governments were supplying "missing, inconsistent and outdated" data, holding back the Centre's efforts.

Accurate data is needed for the Centre to roll out National Quality Assurance Standards (NQAS) certification, a set of standards for assessing and certifying the quality of public health facilities in India.

The National Health Mission's (NHM) funding for states and union territories is conditional on their health facilities getting the necessary NQAS certification.

Seized of the issue, the Union health ministry is asking all states and union territories to promptly update their health facility information on the National Identification Number (NIN) portal—the central repository for all hospital data.

The problem has left the Centre facing difficulties map-



To boost healthcare quality, the government has mandated NQAS certification for all public health facilities..

PTI

ping health facility data on the SaQsham portal, which is essential for issuing NQAS certification. The portal requires accurate and complete hospital data, including location details and a unique NIN ID.

According to a letter from the health ministry, the issue was a key challenge highlighted during the NQAS implementation review meeting.

"The SaQsham Portal, designed to digitize and

streamline the NQAS certification, relies on accurate and complete facility-level data, including block name, taluka,

district, and unique NIN ID, sourced via APIs from the NIN Portal," said the letter sent to all states and union territories.

However, observations reveal that data on

the NIN ID Portal is often "missing, inconsistent, or outdated," which is hampering the ability of States/UTs to effec-

tively map their health facilities and consequently delaying certification and reporting activities under NQAS," said the letter seen by *Mint*.

To boost healthcare quality, the government has mandated NQAS certification for all public health facilities, including district hospitals, community health centres, and primary health centres (both rural and urban), along with Ayushman Arogya Mandirs, formerly known as Ayushman Bharat Health and Wellness Centres, that provide primary healthcare services to all citizens.

The health ministry is working towards certifying 50% of these facilities by the end of 2025, with a broader goal of certifying all of them by December 2026.

Out of 175,000 health facilities targeted for quality certification by the next year, only 22,787 had achieved NQAS certification by December last year.

According to a *Lancet* report from 2018, India could potentially save a significant number of lives by improving the quality of healthcare. The study indicated that about 1.6 million deaths each year in the country are linked to substandard care.

**As per a report from 2018, India could potentially save a significant number of lives by improving the healthcare quality**

Hindustan Times • 11 Jul • Ministry of Ayush  
One more held in Ayurvedic clinic fraud

2 • PG      19 • Sqcm      28835 • AVE      267.13K • Cir      Middle Center  
Chandigarh

One more held in  
Ayurvedic clinic fraud

**PANCHKULA :** Police have arrested Chandra Bhushan Chaudhary, a resident of Ambala in connection with the illegal operation of Ayurvedic clinics using forged documents, bringing the total number of arrests to three. Police reveal that Chaudhary is accused of creating the fraudulent documents and has been sent to judicial custody. **HTC**



The Indian Express • 11 Jul • Ministry of Ayush  
YOGA AT AMARNATH BASE CAMP

12 • PG

126 • Sqcm

205985 • AVE

388.5K • Cir

Middle Center

Delhi



## YOGA AT AMARNATH BASE CAMP

Pilgrims perform yoga at a base camp at Bhagwati Nagar during the annual Amarnath Yatra, in Jammu on Thursday. *PTI*

The Indian Express • 11 Jul • Ministry of Ayush  
Achievement:- Dr. Devendra Ramchandra Sathe

9 • PG

34 • Sqcm

50751 • AVE

89.5K • Cir

Middle Center

Pune





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

### Fit Bit

2 • PG

601 • Sqcm

288568 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### SPINNING THE WHEEL

The dynamic side-to-side motion harmonises the flow of prana, creating a sense of energetic balance and alignment within the body. It encourages a fluid lateral movement of the spine and gently stretches the intercostal muscles, obliques, and latissimus dorsi, enhancing the flexibility and mobility of the sides of the torso. It expands the ribcage on the stretched side, allowing for deeper, more efficient breaths and improving lung capacity. Hence, it is an excellent practice for students with asthma or other respiratory disorders.

#### STEPS

- Stand in Tadasana Variation Feet Hip Wide. Keep your spine elongated, shoulders relaxed, chin parallel to the ground, and arms hanging naturally by your sides.
- Inhale, slowly raise your arms shoulder wide to the sky. Fingers are relaxed, wide, and pointing up. Palms are facing in front, keeping the arms soft, with a slight bend in the elbows.
- Exhaling, shift your weight to the right side as you sweep your arms in a circular motion from the right. Let your torso and head follow the motion naturally, gently tilting to the right side as your hands descend. Keep your palms facing forward. Once your hands approach the bottom of the circle, slightly bend your knees to facilitate smooth movement. Inhaling, shift your weight to the left as you sweep your arms upward in a circular motion from the left. Allow your torso and head to follow the motion, returning upright as your arms rise.
- As you reach the bottom of the circle, your palms turn inward in the flow. So, here, cross your right hand over the left, turning your palms forward again as your arms reach upward. This crossing should feel natural and fluid, not forced, naturally turning the palms forward.
- This shifting of your weight doesn't mean lifting the other side; it's simply moving the body side to side while keeping the feet grounded. This technique helps to flow fluidly while making large circles with the hands.
- Move like tracing a wheel with your arms, maintaining a continuous, rhythmic flow. Engage your core muscles slightly to support your spine and maintain stability.
- This is how a clockwise Spinning The Wheel round goes, which is a gentle flow. Be focussed, and remember to breathe. Repeat on the sensation of Qi circulating through your body with each clockwise repetition for about six rounds, initially.
- After completing the flow, reverse the direction as you reach the top of the circle. Follow Spinning The Wheel in an anticlockwise direction for the same number of times.
- After finishing both directions, return to Tadasana Variation Feet Hip Wide.
- Release and relax in Three Part Breath Mountain Pose. Finally, relax in Child Pose.

#### BENEFITS

- Stretches the arms, shoulders, and upper back muscles.
- Opens the chest and shoulders for better breathing and promotes relaxation.
- Increases arm and shoulder flexibility, improving knees and ankle strength.
- Energises the body and calms the mind, starting the day afresh.
- Stimulates the abdominal organs, supporting detoxification and digestion.
- Helps circulate Qi (vital energy) throughout the body, creating a sense of balance.
  - Mentally, it brings a sense of openness, calmness, and clarity.
  - Cultivates inner peace.



#### LIMITATIONS

- This practice should be avoided by anyone with injuries to their arms, shoulders, neck, or upper back. Additionally, people who have recently had a neck/shoulder surgery should also avoid it.

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

The Daily Guardian • 11 Jul • Ministry of Ayush  
Balancing Doshas for Healthy Skin – Shahnaz Husain's Insights

14 • PG

456 • Sqcm

45556 • AVE

N/A • Cir

Middle Left

Delhi

## Balancing Doshas for Healthy Skin – Shahnaz Husain's Insights

### TDG NETWORK

Your skin health is dependent on what you eat, the way your internal health is, it highly impacts the way your skin is going to appear on the outside, if you have excessive heat in your body then you are most likely to go through breakouts. Similarly, when any of your doshas are out of balance, it shows on your skin. However, unless you are not aware of your doshas, how it affects your skin health and how to fix it, you will not be able to fully restore your natural skin health. So, let me explain you all about it.

### DOSHAS & SKIN HEALTH

- Vata- With elements of air and sky, the characteristic will be dry and delicate skin. Due to dryness your skin is most likely to show early signs of ageing and dehydration, even roughness.
- Pitta- Elements of fire and water, your skin is sensitive that makes it vulnerable

to inflammation. You may easily get acne rashes and even suffer with sunburns.

- Kapha- With elements of water and earth, their skin is thick and oily, it appears well hydrated, but can suffer with clogged pores and blackheads.

### BALANCING DOSHAS FOR HEALTHY SKIN

#### Balancing Vata

Your skin requires ample nourishment and warmth regularly, for this reason I advise incorporating warm food that is light on the stomach for instance pulses and khichdi are your best meals. At the same time, you should avoid having anything raw. Your sleep routine should be supportive of your skin health therefore ample sleep is required along with good practices of yoga and oil massages with sesame seed oil that would help in lymphatic drainage and skin hydration.

#### Balancing Pitta

Due to the hot elements,



*Your dosha comprises cold and sluggish attitude, that should be counteracted with warmth and physical activity. Incorporate dry foods and roasted vegetables, green gram and millet in your diet.*

you should incorporate food that would soothe your tastebuds and your stomach too, I suggest as per Ayurveda you should incorporate sweet fruits, cucumber, coconut water and green leafy vegetables.

You might have a tendency of consuming fried and spicy food but it is harmful for your dosha, so avoid it. Practice meditation, mindfulness and make reading a habit to tame your prakrati or your basic nature. Neem, aloe vera and manjishtha are good for your skin.

#### Balancing Kapha

Your dosha comprises cold and sluggish attitude, that should be counteracted with warmth and physical activity. Incorporate dry foods and roasted vegetables, green gram and millet in your diet. Craving for sugary and fried food should be cut down as it aggravates imbalance in your dosha. Your digestive system requires black pepper, cinnamon and ginger, these can be included in your diet and food you cook. Power yoga

is good for you.

### TIPS FOR MAINTAINING DOSHA BALANCE

- Focus on the right amount of food intake and the right time you have your food as it greatly impacts your gut health that is directly in relation to your skin health.
- Adjust your diet and lifestyle, including skincare products as per the changing seasons to balance your dosha.

- For vata people you may experience joint pain that should not be ignored, for pitta people you might be prone to acidity you should learn to manage it. If you keep feeling lethargy then you have kapha imbalance in your body.

Bring your awareness to your body, tune into nature and the natural elements that are present in your body, it is always advisable to be mindful, use Ayurveda products and plant-based ingredients when choosing your skincare. As I said before, you should balance your body, your mind and your lifestyle that will compliment your skin health.





Deccan Chronicle • 11 Jul • Ministry of Ayush  
IN BRAZIL'S FAVELAS

9 • PG

481 • Sqcm

845693 • AVE

1.15M • Cir

Top Center

Chennai

# A YOGA PROJECT ON IN BRAZIL'S FAVELAS

**Rio de Janeiro:** Dozens of Brazilian yoga aficionados saluted the sun in unison in a Rio de Janeiro favela for the inaugural class of a free course allowing residents of the low-income community to qualify as yoga teachers.

Krishna Das, a renowned American vocalist born Jeffrey Kagel and known for his performances of Hindu devotional music known as kirtan, led a spiritual practice and attendees prayed, sang, clapped and even danced. "I felt like I was in another world," Luciene Costa Gonzaga de Andrade said at the event Wednesday. "The mantras transcend the souls and transform sadness into joy. It was magical."

Hairdresser Costa Gonzaga de Andrade, 54, is one of 20 people from Rocinha, Brazil's most populous favela, or low-income neighbourhood, who have signed up for the free training program offered by the Yoganaya International School and the company Mude.

She started practicing yoga to alleviate pain in her lower back. She used a cane for three years, but the ancient practice



A meditation session during a Transformation Project Yoga class in the Rocinha favela in Rio de Janeiro

— AP

allowed her to regain mobility. Standing on her feet all day is a struggle and she was delighted to learn how to teach yoga.

"It's a course that would be very expensive for people who, like me, have a low income," she said. "Who knows, maybe in the future I'll quit the salon and just teach classes."

The 14-month project aims to train around 180 new

teachers from favelas in Rio and Sao Paulo, who will then carry out paid internships in their communities. Participants receive uniforms, yoga mats, speakers and microphones, as well as stipends and support when entering the job market.

Yoganaya International School founder Renata Mozzini said she created the project specifically for

favela residents to pierce the "bubble of elitism."

"People here often feel like yoga isn't for them. They think yoga is for those with money or who have life figured out. But the truth is that it's for everyone," she said, pointing to an existing yogi community in Rocinha with classes run by "Yoga na Lage," or Yoga on the Rooftop.

Organisers got wind of the

South American tour by Das and invited him to the first class with the Rocinha group, which was open to the public.

At least 150 people attended, with many mats touching during the class in an open space owned by a restaurant with a spectacular view of the Rodrigo de Freitas lagoon and Rio's mountains including the Corcovado, where the famed Christ the Redeemer statue is located.

"Tonight was so rich and sweet. It was just beautiful," Das said afterward. "It's just a joy to interact with them and to sing and to encourage them to continue because there's so many obstacles and difficulties to try to overcome."

Daniela Moraes, who has a stall on the beach and is training to become a teacher, has listened to Das many times on YouTube and was moved to see him sing live. The 47-year-old from Rocinha said the performance being in the favela made it even more special. "Seeing him shouldn't be something exclusive," she said.

—AP

Free Press Journal • 11 Jul • Ministry of Ayush  
Roots of Healing: Tribal medicine in MP finds scientific backing

19 • PG

266 • Sqcm

211449 • AVE

251.68K • Cir

Top Left

Mumbai

## Roots of Healing: Tribal medicine in MP finds scientific backing

**Mahima Kesharwani**  
INDORE

In the forested heartlands of Madhya Pradesh, where knowledge is often passed down through whispers and wild roots, ancient tribal medicine is now gaining scientific validation.

A path-breaking collaboration between Holkar Science College and Sri Aurobindo Institute of Medical Science (SAIMS) is transforming centuries-old tribal healing practices into clinically tested healthcare solutions.



Researchers and tribal healers examine medicinal plants during a forest field study in the tribal region.

Led by Dr Vinod Bhandari from SAIMS and Prof Sanjay Vyas of Holkar College, the initiative spans 20 tribal-dominated districts and six

major indigenous communities—Bhil, Baiga, Gond, Sahariya, Barela and Korku. With CSR funding, the team has begun documenting and testing traditional remedies

### Rooting out ailments

- Terminalia arjuna (Arjun tree) for cardiac health
- Boerhavia diffusa (Punarnava) and Hygrophila auriculata (Hokru) for kidney support
- Rauvolfia serpentina (Sarpagandha) for blood pressure management
- Gauga pinnata, showing early promise in tumour suppression

long used in remote villages.

"We met healers like Barua and Patel who inherited their medicinal knowledge through generations," said Vyas. "Their methods were undocumented until now. We're fi-

nally giving them a platform and a future," he said.

Key support came from Dr PC Dubey, former principal chief conservator of forests, who helped researchers gain trust and access to isolated communities.

The project focuses on chronic diseases—diabetes, heart ailments, kidney issues, anxiety, skin diseases and even cancer. Plants long used by tribal healers are now being scientifically reviewed.

"This is not just a study, it's a revolution," said Dr Bhandari. "We're creating an integrative medical model combining modern allopathy with Ayurveda, naturopathy, homoeopathy, yoga, meditation and even AUM therapy," he added.

The project also features

an ethical and economic dimension. A patent model ensures profit-sharing with tribal communities once the remedies are registered under the Ministry of AYUSH. The Homoeopathy Council has pledged support for further validation.

"With ethical clearance already secured, the initiative isn't just preserving traditional knowledge—it's rewriting the narrative of affordable, holistic healthcare in India. It's where the forest meets the future," Vyas said.

### Wood extract drops blood sugar level

At Aurobindo Hospital, over 200 patients aged 12 to 75 took part in clinical trials. One traditional wood extract, used after soaking overnight, led to measurable drops in blood sugar and reduced insulin dependency. Tests revealed that the herbal compounds stimulated pancreatic function without side effects.



The Goan • 11 Jul • Ministry of Ayush  
Health Benefits: Boiled rice water

11 • PG

902 • Sqcm

135312 • AVE

200K • Cir

Bottom Left

Goa

Praveen Kumar

**M**ost of us cook rice in pressure cookers and electric cookers and that is the reason why we don't have the habit of drinking cooked rice water. In fact, we don't know the health benefits of boiled rice water. When rice is cooked in a pot along with water, the remaining water can be removed and consumed after the rice is cooked. That water is totally nutritious as the rice is boiled or cooked in it. Rice is consumed almost all over India and some parts of Asia. In fact, cooked rice water is used for beauty purposes. It is included in many skin care and hair care recipes. Some people use raw rice water whereas others recommend cooked rice water to get the benefits better. When rice gets cooked, it releases many of its nutrients into the water and that is the reason why that water should not be thrown away after the cooking process is over. Now, let us discuss the health benefits of boiled rice water.



■ **Prevents gastroenteritis**

Rice water is said to prevent gastroenteritis. This is one of the health benefits of cooked rice water. Consuming rice water regularly is good for health. It helps soothe the stomach lining and restore lost fluids and electrolytes during digestive issues.

■ **Energy**

Drinking the water in which rice is cooked is really good as it can boost your energy levels. In India, farmers generally drink cooked rice water before they start their laborious work in the fields. They stay energetic throughout the day in spite of their hard work in the fields, thanks to rice water. This is because rice water contains easily digestible carbohydrates that provide instant fuel for the body.

■ **Alzheimer's**

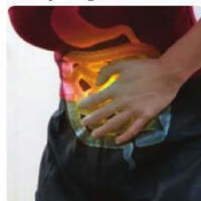
Although research has not yet confirmed this, there are some sources that say that cooked rice water has the ability to prevent Alzheimer's disease. This is one of the benefits of drinking cooked rice water. This may be due to the antioxidants and nutrients in rice water that support brain function and reduce oxidative stress.

■ **Protection from sun**

Rice water contains a substance called oryzanol. It helps withstand the UV rays from the sun. Use rice water internally and externally to help your skin take the sun's heat. It can be applied to the skin as a toner or used as a rinse to calm sunburns and reduce inflammation.

■ **Constipation**

Rice water is good in preventing constipation. When you are suffering from constipation, try drinking cooked rice water as a remedy. Its mild laxative effect and high water content help in softening stool and improving bowel movement.



■ **Prevents cancer**

Drinking cooked rice water regularly may also prevent certain types of cancer. This is one of the benefits of drinking cooked rice water. Its antioxidants may help fight free radicals that lead to cancer.

■ **Carbohydrates**

Rice water can be a good source of carbohydrates. If you are looking for a healthy source of carbohydrates, try drinking rice water. This makes it a nourishing drink for people recovering from illness or those who need an energy boost without heavy meals.

■ **Body temperature**

Rice water plays an important role in regulating the temperature levels of your body. It is advisable to drink some rice water to withstand the summer heat. It has a natural cooling effect on the body, which is especially beneficial in tropical climates.

**Consuming boiled rice water**

When it comes to consuming boiled rice water, here are some pointers to keep in mind:

● **Start slow:**

Begin with small amounts, such as half a cup, and gradually increase the quantity as per your comfort and tolerance level.

● **Natural form:**

It's best to consume rice water in its natural form without adding any flavorings or sweeteners to fully enjoy its health benefits.

● **Timing:**

Drinking a glass of rice water in the morning or before meals can be a beneficial routine to adopt, helping to kickstart your day with its nutritious properties.

● **Listen to your body:** Pay attention to how your body responds to consuming rice water. If you experience any discomfort or adverse reactions, adjust the amount or frequency of consumption accordingly.

● **Moderation:** As with any food or beverage, moderation is key. While rice water offers various health benefits, excessive consumption may not be advisable for everyone.

● **Consultation:** Individuals with specific dietary restrictions or medical conditions should consult with a healthcare professional before incorporating rice water into their diet to ensure it aligns with their health needs.

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Rajasthan Patrika • 11 Jul • Ministry of Ayush  
Ayush Mission ki niti par Bhopal mein baithak aaj

8 • PG

127 • Sqcm

178778 • AVE

17.28K • Cir

Middle Left

Delhi

## ■ आयुष मिशन की नीति पर भोपाल में बैठक आज

भोपाल @ पत्रिका. राष्ट्रीय विभागीय सम्मेलन आयुष मंत्रालय, भारत सरकार के अंतर्गत राष्ट्रीय आयुष मिशन संबंधी नीतिगत दस्तावेज के लिए मध्यप्रदेश के नेतृत्व में अंतरराज्यीय बैठक शुक्रवार को राजधानी में होगी। बैठक में केन्द्रीय आयुष मंत्रालय के अधिकारियों के साथ संबंधित राज्यों के आयुष विभाग के उच्च अधिकारी शामिल होंगे। आयुष चिकित्सा को चिकित्सा की मुख्य धारा में लाकर आमजन को उच्च स्तरीय आयुष चिकित्सा प्रदान करना तथा आयुष विभाग की अधोसंरचना एवं उच्च गुणवत्तायुक्त मानव संसाधन उपलब्ध कराना इस बैठक का उद्देश्य है।

Deshbandhu • 11 Jul • Ministry of Ayush  
Chakrasana is beneficial for the spine and waist

10 • PG

335 • Sqcm

281165 • AVE

325.52K • Cir

Middle Right

Delhi

## रीढ़-कमर के लिए लाभकारी चक्रासन

नई दिल्ली, 10 जुलाई (एजेंसियां) योग न केवल शारीरिक स्वास्थ्य को बेहतर बनाता है, बल्कि मानसिक शांति और सक्रियता को भी बढ़ावा देता है। इन्हीं योगासनों में से एक है चक्रासन, जिसे 'व्हील पोज' या 'उर्ध्व धनुरासन' के नाम से भी जाना जाता है। यह आसन शरीर को पहिए के आकार में मोड़कर किया जाता है, जो रीढ़, कमर, आंखों समेत पूरे शरीर के लिए बेहद फायदेमंद है। भारत सरकार के ग्रामीण विकास मंत्रालय के अनुसार, चक्रासन से कमर-रीढ़ की समस्याएं दूर होती हैं, आंखों की रोशनी बढ़ती है, कब्ज से राहत मिलती है, और तनाव-चिंता कम होती है। शरीर को अनेकों लाभ देता है।

'चक्र' का अर्थ है पहिया और 'आसन' का अर्थ है मुद्रा। इस आसन में शरीर को पीछे की ओर मोड़कर पहिए जैसा आकार दिया जाता है। यह पीठ, हाथ, पैर और पेट की मांसपेशियों को मजबूत करता है, साथ ही शरीर की लचीलापन और मुद्रा में सुधार करता है। योग विशेषज्ञों का कहना है कि नियमित अभ्यास से यह आसन कई स्वास्थ्य लाभ प्रदान करता है।

चक्रासन रीढ़ को लचीला बनाता है और कमर दर्द से राहत दिलाता है। यह आंखों की मांसपेशियों को मजबूत कर रोशनी बढ़ाने में मदद करता है। कब्ज और पाचन संबंधी समस्याओं को दूर



- आंखों की मांसपेशियों को मजबूत कर रोशनी बढ़ाने में मदद
- गर्भवती महिला, उच्च रक्त चाप, हृदय रोगी इस योग से बचें

करता है। यह मानसिक तनाव और चिंता को कम कर शांति देने में भी मददगार है। यह मांसपेशियों को मजबूत कर शरीर की सक्रियता बढ़ाता है।

एक्सपर्ट बताते हैं कि चक्रासन करने की सही विधि क्या है। इसके अभ्यास के लिए सबसे पहले पीठ के बल जमीन पर लेट जाएं। अपने पैरों को घुटनों से मोड़ें और पैरों को कूल्हों के पास लाएं।

दोनों हाथों को सिर के पास ले जाएं, हथेलियां जमीन पर और उंगलियां कंधों की ओर हों। इसके बाद सांस लेते हुए हथेलियों और पैरों पर जोर देकर शरीर को ऊपर उठाएं। सिर को आराम से पीछे की ओर लटकाएं। 10 से 20 सेकंड तक इस मुद्रा में बने रहना चाहिए और सामान्य रूप से सांस भी लेते रहना चाहिए।



Deshbandhu • 11 Jul • Ministry of Ayush  
Bhui Amla is beneficial for skin and hair

10 • PG

552 • Sqcm

464093 • AVE

325.52K • Cir

Bottom Left

Delhi

# त्वचा व बालों के लिए फायदेमंद भुई आंवला

नई दिल्ली, 10 जुलाई (एजेंसियां)। त्वचा में निखार और काले-घने बालों के लिए भूमि आंवला या भुई आंवला एक बेहतरीन विकल्प है। आयुर्वेद में इसे एक चमत्कारी जड़ी-बूटी माना जाता है, जो औषधीय गुणों से भरपूर होती है। इसके पत्ते, तने और जड़ कई स्वास्थ्य समस्याओं को दूर करने में कारगर हैं। यह न केवल त्वचा को चमकदार बनाता है, बल्कि बालों को काला, घना और मजबूत करने में भी मदद करता है।

■ **विटामिन सी व एंटीऑक्सीडेंट्स त्वचा को बनाते हैं जवां**  
■ **मसालेदार भोजन, दूध और मांसाहारी पदार्थों से परहेज करना चाहिए**



विटामिन सी, एंटीऑक्सीडेंट्स और फाइबर जैसे पोषक तत्व प्रचुर मात्रा में होते हैं, जो कई स्वास्थ्य लाभ प्रदान करते हैं। यह गठिया, मधुमेह, लिवर और पाचन संबंधी समस्याओं को दूर करने में विशेष रूप से फायदेमंद है।

विशेषज्ञों के अनुसार, यदि इसका सेवन सही तरीके से किया जाए तो यह लिवर की सूजन, हेपेटाइटिस बी, पीलिया और कैंसर जैसी बीमारियों में सिर्फ 8 दिनों में असर दिखा सकता है। भूमि आंवला में मौजूद विटामिन सी

रोग प्रतिरोधक क्षमता को बढ़ाता है, जिससे शरीर बीमारियों से लड़ने में सक्षम होता है। विटामिन सी और एंटीऑक्सीडेंट्स त्वचा को जवां और चमकदार बनाते हैं, साथ ही बालों को मजबूत और घना करते हैं।

फाइबर की मौजूदगी पाचन को बेहतर बनाती है और कब्ज से राहत दिलाती है। एंटीऑक्सीडेंट्स और फाइबर ब्लड प्रेशर को नियंत्रित करते हैं और हृदय रोगों का खतरा कम करते हैं। भूमि आंवला ब्लड में शुगर की मात्रा को नियंत्रित कर मधुमेह के लक्षणों को कम करता है। इसके एंटीऑक्सीडेंट्स कोशिकाओं को नुकसान से बचाते हैं और कैंसर के जोखिम को कम करते हैं।

भूमि आंवला के सेवन से कई लाभ मिलते हैं। हालांकि, एक्सपर्ट कुछ सावधानियां भी रखने की सलाह देते हैं। भूमि आंवला के सेवन के दौरान मसालेदार भोजन, दूध और मांसाहारी पदार्थों से परहेज करना चाहिए। भोजन में सलाद जरूर शामिल करनी चाहिए।



Hosadigantha • 11 Jul • Ministry of Ayush  
Yoga Satsang at Isha Kendra

11 • PG

227 • Sqcm

45463 • AVE

194.64K • Cir

Top Center

Bengaluru

# ಇಶಾ ಯೋಗ ಕೇಂದ್ರದಲ್ಲಿ ಸತ್ಸಂಗ

• ಬೆಂಗಳೂರು: ಗುರು ಪೂರ್ಣಿಮೆಯ ಶುಭ ಸಂದರ್ಭದಲ್ಲಿ, ಕೊಯಮತ್ತೂರಿನ ಇಶಾ ಯೋಗ ಕೇಂದ್ರದಲ್ಲಿ ನಡೆದ ಸದ್ಗುರುಗಳ ಸತ್ಸಂಗದಲ್ಲಿ ಜಗತ್ತಿನಾದ್ಯಂತದ ಸಾವಿರಾರು ಭಕ್ತರು ನೇರಪ್ರಸಾರದ ಮೂಲಕ ಭಾಗವಹಿಸಿದರು.

ಈ ಬಗ್ಗೆ ಇಶಾ ಫೌಂಡೇಶನ್ ಸಂಸ್ಥಾಪಕ ಸದ್ಗುರು ಜಗ್ಗಿ ವಾಸುದೇವ ಮಾತನಾಡಿ, 15,000 ವರ್ಷಗಳ ಹಿಂದೆ ಗುರುಪೂರ್ಣಿಮೆಯ ಆ ಹುಣ್ಣಿಮೆಯ ರಾತ್ರಿ, ಆದಿಯೋಗಿಯು ತನ್ನ ಗಮನವನ್ನು ಏಳು ಋಷಿಗಳಾದ ಸಪ್ತರ್ಷಿಗಳ ಕಡೆಗೆ ತಿರುಗಿಸಿದನು. ಮಾನವಕುಲದ ಇತಿಹಾಸದಲ್ಲಿ ಮೊಟ್ಟಮೊದಲ ಬಾರಿಗೆ, ಪ್ರಕೃತಿಯ ಸರಳ ನಿಯಮಗಳಿಂದ ನಾವು ಸೀಮಿತವಾಗಿರಬೇಕಾಗಿಲ್ಲ ಎಂದು ಮಾನವರಿಗೆ ನೆನಪಿಸಲಾಯಿತು. ಈ ಬಂಧನವನ್ನು ಹೇಗೆ ಮೀರುವುದು ಎಂಬುದರ ಕುರಿತು ಆದಿಯೋಗಿ ಮಾರ್ಗಗಳನ್ನು ನೀಡಿದರು. ನಾವು ಶ್ರಮಿಸಲು ಸಿದ್ಧರಿದ್ದರೆ, ಅಸ್ತಿತ್ವದ ಪ್ರತಿಯೊಂದು ಬಾಗಿಲು ತೆರೆಯುತ್ತದೆ ಎಂದರು.

ಗುರು ಪೂರ್ಣಿಮೆಯು ಯೋಗಕ್ಕಾ, ಲೆಂಡನ್‌ನಲ್ಲಿ ಅತ್ಯಂತ ಮಂಗಳಕರ ದಿನಗಳಲ್ಲಿ ಒಂದಾಗಿದ್ದು, ಸಾಂಪ್ರದಾಯಿಕವಾಗಿ ಗುರುವನ್ನು ಗೌರವಿಸುವ ಸಮಯವೆಂದು ಆಚರಿಸಲಾಗುತ್ತದೆ. ಅಜ್ಞಾನವನ್ನು ಹೋಗಲಾಡಿಸಿ, ಅನ್ವೇಷಕರನ್ನು ಮುಕ್ತಿಯತ್ತ ಮುನ್ನಡೆಸುವ ಗುರು, ಇಶಾ ಯೋಗ ಕೇಂದ್ರದಲ್ಲಿ ನಡೆಯುವ



ಆಚರಣೆಗಳು ಈ ಪ್ರಾಚೀನ ಸಂಪ್ರದಾಯದ ಜೀವಂತ ಉಪಸ್ಥಿತಿ ಮತ್ತು ಮಾನವೀಯತೆಗೆ ಅದು ಹೊಂದಿರುವ ಪರಿವರ್ತನಾತ್ಮಕ ಸಾಧ್ಯತೆಯ ಪ್ರಬಲ ಜ್ಞಾಪನೆಯಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸಿದವು.

ಈ ಆಧ್ಯಾತ್ಮಿಕ ಸಂಜೆಯಲ್ಲಿ ಸದ್ಗುರುಗಳ ಮಾರ್ಗದರ್ಶಿ ಧ್ಯಾನ ಮತ್ತು ಪ್ರಮೇಶನ, ಇಶಾದ ಸ್ವದೇಶಿ ಬ್ಯಾಂಡ್ ಸೌಂಡ್ ಆಫ್ ಇಶಾ ಅವರ ಭಕ್ತಿ ಸಂಗೀತ ಮತ್ತು ಮೋಹಿತ್ ಚೌಹಾಣ್, ರಾಮ್ ಮಿರಿಯಾಲ, ಪಾರ್ಥಿವ್ ಗೋಹಿಲ್, ಸ್ವಾಗತ್ ರಾಥೋಡ್ ಮತ್ತು ಅಂತಾರಾಷ್ಟ್ರೀಯವಾಗಿ ಮೆಚ್ಚುಗೆ ಪಡೆದ ಟ್ರಿನಿಡಾಡಿಯನ್ ಸೋಕಾ ಕಲಾವಿದ ಮಾಚೆಲ್ ಮೊಂಟಾನೊ ಸೇರಿದಂತೆ ಹಲವು ಕಲಾವಿದರ ಸಂಗೀತ ಕಾರ್ಯಕ್ರಮಗಳು ನಡೆದವು.

Nav Rashtra • 11 Jul • Ministry of Ayush  
Otherwise statewide movement

3 • PG

108 • Sqcm

178294 • AVE

500.5K • Cir

Middle Center

Mumbai

## ...अन्यथा राज्यव्यापी आंदोलन! होमिओपॅथीलस 'व्यवसायी' मान्यता; निवासी डॉक्टर आक्रमक



मुंबई, नवराष्ट्र न्यूज नेटवर्क होमिओपॅथी डॉक्टरांनी औषधशास्त्र या विषयाचा एक वर्षाचा त्रिज कोर्स केल्यानंतर त्यांना 'आधुनिक वैद्यकीय व्यवसायी' म्हणून मान्यता देण्याच्या राज्य सरकारच्या निर्णयाविरोधात निवासी डॉक्टरही आक्रमक झाले आहेत. हा निर्णय मागे न घेतल्यास राज्यव्यापी आंदोलन करण्यात येईल, असा इशारा निवासी डॉक्टरांची संघटना असलेल्या मार्टने दिला आहे. यासंदर्भात मार्टने मुख्यमंत्री देवेंद्र फडणवीस आणि राष्ट्रीय आयुर्विज्ञान आयोगाला पत्र पाठवले आहे. होमिओपॅथी डॉक्टरांना ॲलोपॅथीची प्रॅक्टिस करण्यास मान्यता देण्याच्या निर्णयाविरोधात इंडियन मेडिकल असोसिएशनने आंदोलन करण्याचा इशारा दिल्यानंतर महाराष्ट्र सोनियर रेसिडेंट डॉक्टर्स असोसिएशननेही (एमएसआरडीए) सरकारच्या या निर्णयाचा निषेध केला. तसेच राज्यव्यापी आंदोलनाचाही इशारा दिला.

### रुग्णांच्याही सुरक्षिततेला धोका

डॉक्टरांची कमतरता हे कारण राज्य सरकारकडून देण्यात येत असले तरी राज्यात मागील काही वर्षांमध्ये हजारो एमबीबीएस जागा वाढल्या आहेत. निवासी डॉक्टर आरोग्य सेवा करण्यासाठी दिवसरात्र काम करीत आहेत. ते अनेकदा प्रचंड तणावाखाली वावरत असतात. या डॉक्टरांना पायाभूत सुविधा आणि कामाच्या परिस्थितीत सुधारणा करण्याऐवजी रुग्णांच्या सुरक्षिततेला धोका निर्माण करणारा मार्ग सरकारकडून निवडण्यात येत आहे.

### निदान होण्याची शक्यता

■ निर्णयामुळे रुग्णांचे चुकीचे निदान होऊन आरोग्याचा प्रश्न निर्माण होऊ शकतो. प्रतिक्रियांकांचा गैरवापर, प्रतिक्रार आणि उपचार अपयशी ठरतील, प्रतिकूल परिणामांची शक्यता वाढेल, आरोग्य सेवा व्यवस्थेची विश्वासार्हता कमी होईल. यामुळे डॉक्टरांमध्ये असंतोष वाढण्याची शक्यता आहे. राज्य सरकारने हा निर्णय तातडीने मागे घ्यावा, अन्यथा डॉक्टरांची रुग्णांच्या सुरक्षिततेसाठी आंदोलन करण्यात येईल.

Maharashtra Times • 11 Jul • Ministry of Ayush  
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# योग आणि मानसशास्त्राचा अभ्यास

म. टा. प्रतिनिधी, मुंबई



‘योग’ हा केवळ व्यायाम प्रकार नाही तर शरीर आणि मनाला जोडणारी साधना आहे. शारीरिक आजारांच्या मुळाशी अनेकदा मानसिक गुंतागुंती असतात. योगशास्त्र आत्मशोधार्थ उद्युक्त करून, आपल्या शरीर अन् मनाला एकरूप करते.

महाराष्ट्र टाइम्स  
कल्चर क्लब

भारताने जगाला दिलेली ‘योग साधना’ ही विद्या आणि मानसशास्त्र याचा सखोल अभ्यास याचा समावेश असणारा प्रमाणपत्र अभ्यासक्रम सुरू झाला आहे.

‘स्किल इंडिया’ची सहयोगी संस्था ‘संवेदन’च्या मानसशास्त्र अभ्यास केंद्राने दोन महिन्यांचा ‘योग आणि मानसशास्त्र सर्टिफिकेट कोर्स’ आणला आहे. ‘मटा कल्चर क्लब’ उपक्रमाचा मीडिया पार्टनर आहे. गेली १५ वर्षे काऊन्सिलर म्हणून कार्यरत, योग अभ्यासक आणि भारतातील मोजक्या सायकोसोमाटिक थेरेपिस्टपैकी एक तसेच, योगनिद्रा आणि पतंजली योगसूत्रांवर सखोल काम केलेल्या, मानसशास्त्र क्षेत्रातील योगदानासाठी राष्ट्रीय आणि

## अभ्यासक्रमाची वैशिष्ट्ये

- योग अभ्यास आणि पाश्चात्य मानसशास्त्रीय संकल्पना. गेस्टाल्ट सायकॉलॉजी, सायको ऑनलिसिस, फ्राइड, युंग आणि पतंजली योगशास्त्राचा सखोल अभ्यास.
- शरीर-मनावर झालेला आघात आणि तीव्रता अचेतन मनातून विरळ करत जाणारा योग अभ्यास
- शारीरिक जाणिवेला जागरूकतेत प्रवृत्तीत करण्यासाठीचा योग अभ्यास
- श्वास ते स्वास्थ्य, मानसिक आरोग्य आणि प्राणायाम साधना. त्यातील तत्त्व आणि सराव
- मनाचे भावनिक नियमन, आपली चेतासंस्था, योग साधणारा श्वास आणि शारीरिक आसने यामागील मानसशास्त्रीय अभ्यास
- पूर्णभान म्हणजेच माइंडफुलनेस अवस्था मिळवण्यात योग अभ्यासाचे महत्त्व
- आपला श्वास, ध्वनी आणि आपल्या मनाची एकाग्रता आणत शरीर आणि मनाला शिस्त लावणारा ‘योग’. ज्यामुळे चालढकल, आळशीपणा ह्यावर विजय मिळवता येण्याचा मार्ग.
- योग आणि पूर्णभानाने, स्मृती किंवा अचेतन मनातील त्रासदायक कल्पना, याचे पुनर्पालकत्व, आपल्या मनाला पुनराकार देण्याचे कौशल्य.



आंतरराष्ट्रीय पुरस्कारांनी गौरवण्यात आलेल्या प्रज्ञा माने या कोर्सच्या मार्गदर्शिका आहेत.

दर रविवारी सकाळी ११ ते १ लाइव्ह चर्चात्मक सत्र आणि रेकॉर्डेड सेशनस पाहण्यासाठी संवेदनचे ट्रेनिंग ऑनप्लिकेशन, कोर्स यशस्वीपणे पूर्ण करण्याच्या स्किल इंडियाचे

सर्टिफिकेटही देण्यात येईल. हा कोर्स योग आणि मानसशास्त्र शिकून इतरांना मदत करण्याची इच्छा असणाऱ्यांसाठी उपयुक्त ठरेल. हा कोर्स करून व्यक्तिमत्त्व विकासासोबतच मानसशास्त्राच्या खोल पैलूंचे सखोल ज्ञान मिळेल, ज्याचा उपयोग वैयक्तिक आयुष्यासह करिअरमध्येही झाला, असे मत सहभागींनी व्यक्त केले असून ‘मटा कल्चर क्लब’चे आभार मानले आहेत. अधिक माहितीसाठी संपर्क : ९९७५७ ६९३७१/८७६७५ ९०३३५



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	सरकारी नौकरी: तमिलनाडु में 1996 पदों पर निकली भर्ती; एज लिमिट 53 साल, सैलरी 1 ला...	66.5M
2.	Dainik Bhaskar	सरकारी नौकरी: NHPC में अप्रेंटिस के 361 पदों पर निकली भर्ती; कल से शुरू आवेदन, व...	66.5M
3.	हिन्दुस्तान(Live Hindustan)	बोले रामगढ़: अंतरराष्ट्रीय योग दिवस तक ही सिमट कर रह गया योगाभ्यास	64.8M
4.	The Times of India	Four 'fake doctors' held in crackdown across Assam	64.4M
5.	The Times of India	Flagging rise in drug abuse in CG, HC rejects PIL on hemp cultivation	64.4M
6.	अमर उजाला (Amar ujala)	{"_id":"687027930843b3b9860ce5c8","slug":"amarnath-yatra-jammu-news-c-10-jam1003...	63.8M
7.	अमर उजाला (Amar ujala)	Chandigarh-Haryana News: लिंगानुपात में सुधार नहीं होने पर चिकित्सकों को विदेश य...	63.8M
8.	अमर उजाला (Amar ujala)	Haryana: स्वास्थ्य विभाग का कड़ा कदम, डॉक्टर नहीं कर सकेंगे विदेश यात्रा, जानें ...	63.8M
9.	अमर उजाला (Amar ujala)	Mahendragarh-Narnaul News: गुरु पूर्णिमा पर देवनगर में आयुष प्री हेल्थ शिविर लगा	63.8M
10.	अमर उजाला (Amar ujala)	चेतना और ज्ञान की निरंतर प्रवाहित होने वाली धारा है भारत : जगदीप धनखड़	63.8M
11.	अमर उजाला (Amar ujala)	Hamirpur (Himachal) News: भुक्कड़ स्कूल में जांचा बच्चों का स्वास्थ्य, आठ छात्र ...	63.8M
12.	अमर उजाला (Amar ujala)	Kaithal News: बेटियां साबित कर रही अपना दम ः महेश	63.8M
13.	News18	अब आयुर्वेद, यूनानी और होम्योपैथी- all in one! आजमगढ़ को मिला हेल्थ का नया तोहफा	43.6M
14.	Mint	Health insurance for pre-existing conditions: Know the plans offering Day 1 cove...	40.8M
15.	Dainik Jagran	BPSC 2025: बीपीएससी ने असिस्टेंट प्रोफेसर के पदों पर निकाली भर्ती, 15 जुलाई से श...	40.5M
16.	Dainik Jagran	BPSC 2025: बीपीएससी ने असिस्टेंट प्रोफेसर के पदों पर निकाली भर्ती, 15 जुलाई से श...	40.5M
17.	Dailyhunt	Health insurance for pre-existing conditions: Know the plans offering Day 1 cove...	18.6M
18.	TV9	JNU: जेएनयू में भारतीय ज्ञान परंपरा पर पहली बार आयोजित हो रहा कार्यक्रम, जानें क...	11.3M
19.	The Tribune India	SBR DAV Public School, Talwandi Bhai, Principal gets Rabindranath Tagore Nati ona...	7M
20.	Free Press Journal	Roots Of Healing: Tribal Medicine In MP Finds Scientific Backing	6.4M
21.	Daily Excelsior	Rain fury in Himachal: Toll rises to 91; dog s bark and woman s grit save lives ...	717.7K
22.	Live Vns	देश के केंद्र में बनेगी भारत की पॉलिसी, जिस पर चलेगा आयुष मिशन, आज है अहम बैठक	382.1K
23.	Live Vns	राष्ट्रीय आयुष मिशन संबंधी नीतिगत दस्तावेज के लिए अंतरराज्यीय बैठक शुक्रवार को भ...	382.1K
24.	UNI	Rain fury in Himachal: Toll rises to 91; dog"s bark and woman"s grit save live...	219.9K
25.	Ht Syndication	ASR Homoeopathic Medical College & Hospital launches speciality clinics	119.8K
26.	Ht Syndication	ASR Homoeopathic Medical College & Hospital launches specialty clinics	119.8K



27.	Dainik Tribune	ISSP Foundation Day : पुरानी पीठ दर्द से राहत के लिए जागरूकता की पहल, योग से लेक...	110.2K
28.	Mp Headline	भोपाल में 11 जुलाई को राष्ट्रीय आयुष मिशन पर अंतर्राज्यीय बैठक, नीतिगत दस्तावेज ...	N/A
29.	IANS Live	चर्बी घटाने से शरीर में स्फूर्ति और संतुलन बनाए रखने तक, बेहद कारगर है 'कुक्कुटा...	N/A
30.	Web Akhbar	भोपाल में आज होगी राष्ट्रीय आयुष मिशन संबंधी नीतिगत दस्तावेज के लिए अंतर्राज्यीय...	N/A
31.	Dainik Jagran Mpcg	MP में आज बड़े फैसलों और कार्यक्रमों का दिन: आयुष नीति बैठक, मेट्रो एक्ट प्रस्ता...	N/A
32.	Udaipur Kiran	देश के केंद्र में बनेगी भारत की पॉलिसी, जिस पर चलेगा आयुष मिशन, आज है अहम बैठक	N/A
33.	Sarasjanvaad	देश के केंद्र में बनेगी भारत की पॉलिसी, जिस पर चलेगा आयुष मिशन, आज है अहम बैठक	N/A
34.	Digi Newz India	अब आयुर्वेद, यूनानी और होम्योपैथी- all in one! आजमगढ़ को मिला हेल्थ का तोहफा	N/A
35.	Kashmir Vision	Illegal Hijama clinics 'endangering" lives of people in Pulwama	N/A
36.	Udaipur Kiran	राष्ट्रीय आयुष मिशन संबंधी नीतिगत दस्तावेज के लिए अंतरराज्यीय बैठक शुक्रवार को भ...	N/A
37.	prativad	भोपाल में 11 जुलाई को होगी राष्ट्रीय आयुष मिशन संबंधी नीतिगत दस्तावेज के लिए अंत...	N/A
38.	India News Calling	ISSP Chandigarh Branch & PGIMER Host Public Awareness Program on Chronic Bac...	N/A
39.	Speed Job	NHPC Apprentice Recruitment 2025	N/A
40.	Careers360	BPSC Recruitment 2025: बिहार में असिस्टेंट प्रोफेसर के 88 पदों पर निकली भर्ती, 1...	N/A
41.	Healthvision	Career Possibilities in Homeopathy for Students	N/A
42.	Npg News	High Court News: हाई कोर्ट की तलब टिप्पणी, छत्तीसगढ़ में तस्करी और नशीले पदार्थ...	N/A
43.	E Khabar Today	स्वास्थ्य केंद्र में डॉक्टरों की भारी कमी से मरीज परेशान	N/A
44.	Speed Job	RSSB Lab Attendant Recruitment 2025	N/A
45.	The spuzz	Health insurance for pre-existing conditions: Know the plans offering Day 1 cove...	N/A
46.	Nalanda Darpan	Health Department: सहायक प्राध्यापक पदों पर BPSC ने निकाली बंपर बहाली	N/A
47.	Express Media Service	जल ब्राह्मी तनावपूर्ण परिस्थितियों से उबरने में है मददगार	N/A
48.	First Bihar	BPSC 2025: असिस्टेंट प्रोफेसर के पदों पर निकली भर्ती, 15 जुलाई से आवेदन शुरू; जा...	N/A
49.	BizWire Express	Penida Dive Center Showcases the Power and Precision of Military Grade Scuba Gea...	N/A