

MINISTRY OF AYUSH COMPILED MEDIA REPORT
10 Mar, 2025

 **Total Mention 18**

 Print	Financial	Mainline	Regional	Periodical
14	N/A	12	2	N/A

 Online

4

 Print

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3.	The Times of India	Multi-crore Ayushman scam: PGI, pharmacy launch probe	Chandigarh	1
4.	Hindustan Times	Ayushman fraud: PGI turns to online system	Chandigarh	2
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11.	Punjab Express	PGIMER and AMRIT Pharmacy initiative steps to check fraudulent activity	Chandigarh	4
12.	The Pioneer	J and K achieves single digit neonatal mortality rate	Chandigarh + 1	4
13.	Dainik Bhaskar	Ayushman bharat yojana ke labharthiyo ke liye lagu hoga online intent system	Chandigarh	4
14.	Prahar	Spontaneous response to Ayurvedic camp	Mumbai	6

The Times of India • 10 Mar • Ministry of Ayush
Another suspect arrested from UP

1 • PG

148 • Sqcm

71541 • AVE

46.88K • Cir

Top Center

Chandigarh

Another suspect arrested from UP

Chandigarh: The crime branch of UT police arrested one person from Saharanpur, Uttar Pradesh, in connection with the Ayushman Bharat scheme scam in the PGI. Earlier, the police arrested a man from PGI for allegedly misusing doctors' stamps to generate fake medical bills and procure medicines under the Ayushman scheme. Shockingly, the doctors had no knowledge that their stamps were being used for issuing prescriptions and treatment approvals.

Police said the accused is identified as Balram, a resident of Saharanpur. Police produced the accused before the local court and obtained his three-day police remand for further interrogation. Further investigation is underway to identify other PGI staff involved in this scam.

On Feb 18, the accused Raman Kumar, who was working in the AMRIT pharmacy, was arrested by Sector 11 police. Raman was brought into the security control room on suspicion as he was found using the 'Ayushman Bharat Indent Book' of

the urology ward of PGI at the pharmacy. Upon frisking, an 'Ayushman Bharat Indent Book' of the urology ward of PGI and eight stamps of nursing officer, senior resident department of internal medicines, Ayushman Bharat Himcare pharmacy, and other departments of PGI were found in his possession.

Later, the security officer informed Sector 11 police about the incident, and cops from Sector 11 police station reached the PGI. The PGI security handed the accused over to police along with recovered stamps and an indent book. Sector 11 police recorded the statement of B S Rawat, assistant security officer, PGI, and registered a case against Raman Kumar under the relevant sections of BNS.

Later, the case was handed over to the crime branch of Chandigarh police for further investigation. Now, police have obtained further police remand of accused Balram and are interrogating him to know about the involvement of other persons in the scam. **TNN**

The Times of India • 10 Mar • Ministry of Ayush
Ayushman medicine scam unearthed at PGI

1 • PG

139 • Sqcm

67610 • AVE

46.88K • Cir

Bottom Left

Chandigarh

Ayushman medicine scam unearthed at PGI

Perpetrators of multi-crore racket had access to patient data of various departments

TRIBUNE NEWS SERVICE

CHANDIGARH, MARCH 9

A racket involving misappropriation of medicines meant for patients under the Ayushman Bharat cashless scheme has been unearthed at the Postgraduate Institute of Medical Education and Research (PGIMER). The scam, allegedly spanning multiple states, is under investigation.

On February 18, the PGIMER security staff

caught a youth attempting to claim Rs 60,000 worth of medicines from AMRIT Pharmacy using a fake stamp. After the interrogation of the accused, officials recovered an indent book from the Department of Urology and eight counterfeit stamps belonging to various departments of the PGIMER. The police found that the accused was getting instructions from a handler in Saharanpur, Uttar Pradesh, who had been

using forged documents to fraudulently obtain medicines worth crores under the Ayushman Bharat Yojana. These medicines were then allegedly sold to private medical stores.

The perpetrators also had access to patient data of the PGIMER, raising concerns about data security and misuse.

The PGIMER and the AMRIT Pharmacy lodged a complaint with the police. They also formed an internal

committee to investigate the scam and recommend preventive measures.

To safeguard the integrity of its healthcare services, the institute has made several reforms. The PGIMER is now transitioning to a 'secure online indenting system', replacing the manual process to prevent further misuse of medicines under the scheme. The computer section, in collaboration with the internal committee, has developed an

online solution that will be integrated with the existing Hospital Information System (HIS 1) within a week.

A dedicated service area outside the Emergency has been allocated for the AMRIT Pharmacy exclusively for the cashless scheme beneficiaries. To further enhance services, the authorities are working to increase staffing to ensure timely delivery of medications and implants directly to patients at their bedside.

The Times of India • 10 Mar • Ministry of Ayush
Multi-crore Ayushman scam: PGI, pharmacy launch probe

1 • PG

494 • Sqcm

239682 • AVE

46.88K • Cir

Top Left

Chandigarh

Multi-crore Ayushman scam: PGI, pharmacy launch probe

Committee To Recommend Preventive Steps

Shimona.Kanwar
@timesofindia.com

Chandigarh: A few weeks after TOI reported a multi-crore fraud at the PGI involving fake Ayushman Bharat cards and alleged misappropriation of funds intended for underprivileged patients, the PGI and AMRIT Pharmacy jointly filed a formal complaint with law enforcement agencies and constituted an internal committee to investigate the matter and provide recommendations to prevent future occurrences.

Investigations by the PGI and the local police revealed that forged doctor stamps created fraudulent Ayushman cards, enabling ineligible individuals to access free medical treatment. Sources said the scam, estimated to be worth over Rs 5 crore, was operating since 2021. Further allegations suggested that the names of patients, who were "lost to follow-up", were used to fraudulently release funds.

It was found that the incident involved the misuse of a stolen indent book and counterfeit stamps to divert medications intended for patients enrolled in the Ayushman

REVELATIONS SO FAR

► Investigations by the PGI and local police revealed that forged doctor stamps created fraudulent Ayushman cards, enabling ineligible individuals to access free medical treatment



► It was found that the scam, estimated to be worth over Rs 5 crore, involved the misuse of a stolen indent book and counterfeit stamps to divert medications intended

for patients enrolled in the Ayushman Bharat cashless schemes

► The scamsters had been operating the racket since 2021

YOU READ IT HERE FIRST

Multi-crore fake Ayushman card scam busted at PGI



Feb 22, 2025

Bharat cashless schemes. An unauthorized individual was apprehended on Feb 18 by the PGI and subsequently handed over to local police authorities for further investigation.

As a result of the incident, PGI has now started implementing a transition to an online indenting system, replacing the existing manual system for patients under cashless schemes with a secure online process within one week, utilizing a solution developed by PGI computer section and integrated into the Hospital Information System 1.

stem for patients under cashless schemes with a secure online process within one week, utilizing a solution developed by PGI computer section and integrated into the Hospital Information System 1.

Additionally, a dedicated service area outside the Emergency department has been identified for AMRIT to exclusively serve beneficiaries of cashless schemes, including Ayushman Bharat. PGI will also work with AMRIT to increase staffing levels to ensure that medications and implants processed through the new online system are delivered directly to patients at their bedside.

A day after the TOI reported the scam, the PGI administration issued a notice to form a dedicated central cell to verify all bills submitted by AMRIT Pharmacy.

Hindustan Times • 10 Mar • Ministry of Ayush
Ayushman fraud: PGI turns to online system

2 • PG

123 • Sqcm

190113 • AVE

267.13K • Cir

Middle Left

Chandigarh

Ayushman fraud: PGI turns to online system

HT Correspondent

chandigarh@hindustantimes.com

CHANDIGARH : In light of an Ayushman Bharat scheme fraud coming to fore in February, PGIMER has decided to switch to an online indenting system.

The Ayushman Bharat scheme provides free treatment and medicines up to ₹5 lakh per year for eligible families. For medicines costing above ₹2,000, patients need the doctor's prescription in the indent book with stamps from the doctor, nursing officer, Ayushman counter and dispensary. These are then provided for free at PGIMER's Amrit Pharmacy.

But on February 18, a 25-year-old youth was caught fraudulently securing expensive medicines for free under the scheme from the pharmacy using stamps and indent books of hos-

ONLINE SYSTEM AIMED AT CURBING FRAUDULENT ACCESS TO FREE MEDICINES UNDER AYUSHMAN BHARAT SCHEME

pital's urology department.

In response to this, PGIMER and AMRIT pharmacy had jointly filed a formal complaint with the relevant law enforcement agencies, and established an internal committee to investigate the matter and provide recommendations to prevent future occurrences. Now, following the committee's recommendations, the existing manual indenting system for patients under cashless schemes will be replaced with a secure online indenting

process. PGIMER will work with AMRIT pharmacy to increase staffing levels to ensure that medications and implants processed through the new online system are delivered directly to patients at their bedside.

The hospital's computer section, in collaboration with the internal committee, has already developed a solution to be integrated into the existing Hospital Information System (HIS-I). "We anticipate this transition will be completed within one week," said official spokesperson of PGIMER. The other immediate measures to be implemented include a dedicated service area for cashless beneficiaries. A designated area outside the emergency department has been identified for AMRIT pharmacy to exclusively serve beneficiaries of cashless schemes, including Ayushman Bharat.

The Indian Express • 10 Mar • Ministry of Ayush

Youth uses 'fake stamp to claim Rs60 for medicines under Ayushman Bharat', police investigation on

3 • PG

283 • Sqcm

250647 • AVE

175.5K • Cir

Top Left

Chandigarh

PGIMER

Youth uses 'fake stamp to claim ₹60K for medicines under Ayushman Bharat', police investigation on

He was working for someone who was using indent book & fake stamp of PGI to get medicines worth crores: Police

EXPRESS NEWS SERVICE
CHANDIGARH, MARCH 9

The Postgraduate Institute of Medical Education and Research (PGIMER) and AMRIT Pharmacy have jointly reported a serious incident involving the misuse of a stolen indent book and counterfeit stamps to divert medications intended for patients enrolled in the Ayushman Bharat cashless scheme.

The unauthorised individual was apprehended on February 18, 2025, and subsequently handed over to local police authorities for further investigation. According to sources, in February a young man was caught by the PGIMER security personnel using a fake stamp and claiming Rs 60,000 for medicines under the Ayushman Bharat scheme from the AMRIT Pharmacy. An indent book of the Department of Urology, along with eight counterfeit stamps of various departments of PGIMER, was recovered from him. He told the police that he was working for someone in Saharanpur, who was using the indent book and fake stamp of PGIMER to get medicines worth crores under the Ayushman Bharat Yojna and sell it to medical stores and had access to patient data of the institute. The case is now with the Crime Branch and investigation is on to probe the nexus and the extent of this fraud.

In response to this fraudulent activity, the PGIMER and AMRIT have jointly filed a formal complaint with the relevant law enforcement agencies and have established an internal committee tasked with investigating the matter and providing recommendations to prevent future occurrences.

To safeguard the integrity of the healthcare services, the institute is implementing various measures.

Transition to online indenting system: The existing manual indenting system for patients under cashless schemes will be discontinued and replaced with a secure online indenting process. The computer section of the PGIMER, in collaboration with the internal committee, has developed a solution to be integrated into the existing Hospital Information System (HIS 1) and the transition is expected to be completed within one week.

Dedicated service area for cashless beneficiaries: A designated area outside the Emergency department has been identified for AMRIT to exclusively serve beneficiaries of cashless schemes, including Ayushman Bharat.

Enhanced manpower for improved service: The PGIMER will work with AMRIT to increase staffing levels to ensure that medications and implants processed through the new online system

are delivered directly to patients at their bedside.

According to the official spokesperson of PGIMER, the institute is committed to providing quality medical care and is assisting the police authorities in every way in their efforts to find the culprits trying to exploit the institute and tarnish its image.

In 2023-24, the PGIMER provided treatment to the 32,000 Ayushman Bharat beneficiaries with a package amount of over Rs 130 crore, ensuring that the most patients in Union Territories received essential medical treatments.

In 2004, as many as 5,000 kidney transplants were done, with 100 under the Ayushman Bharat scheme, providing huge relief to patients. In 2023-2024, Rs 21.2 crore was provided to needy patients through government schemes and social initiatives, and its Poor Patient Welfare Fund Rs 3.24 crore was disbursed to support poor patients. The institute operates seven Amrit Pharmacy centres, the highest in any public-sector hospital in India.

Ayushman Bharat PM-JAY is a health assurance scheme that aims to provide a health cover of Rs 5 lakhs per family per year for secondary and tertiary care hospitalisation. The scheme covers up to 3 days of pre-hospitalisation and 15 days of post-hospitalisation expenses.

The Morning Standard • 10 Mar • Ministry of Ayush Fit Bit

2 • PG

617 • Sqcm

296015 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

TADASANA PASCHIMA BADDHANGULIYASANA

(SHOULDER STRETCH HANDS
BEHIND BACK INTERLOCKED)

This is a standing shoulder-stretch pose. It is included in beginner-level yoga sequences, as it is safe and accessible for individuals of all fitness levels and ages. The interlaced fingers strengthen the arms, shoulders, upper back, and neck muscles. It can be included in restorative or therapeutic yoga sequences. It is a quick-fix movement to relieve stiffness and tension from the back, arms, neck, and shoulders, or cervical pain and symptoms. One can add a block or other similar prop between the palms to make it a fun-stretching practice.

STEPS

- Release the arms from the Palm Tree Pose Side Bend, and relax in Tadasana (Mountain Pose). After that, make yourself comfortable in the centre of the mat and close your eyes, relaxing your breath.
- Now, inhale and take the arms behind you, and interlock the fingers, duly stretching the shoulders and elbows.
- Inhale again and take the interlocked fingers upwards, moving the shoulder blades carefully while slowly throwing the chest outwards in the Shoulder Stretch Hands Behind Pose.
- This pose will reduce the stress around the neck and the shoulders and help open the chest and the diaphragm to bring in more oxygen.
- Bringing in more oxygen is essential here to help gain better breathing skills for further challenges on the physical front.
- Hold this stretch for four to five breaths and ensure it is done carefully without causing excess stretch to the lower abdomen.
- Finally, release the pose and relax in Three Part Breath Mountain Pose.

LIMITATIONS

- People with shoulder and ankle injuries, have undergone a hip replacement, knee, and spinal surgery, lack of body breath connection, or weak shoulders and arm strength, should avoid this practice.

BENEFITS

- Stretches shoulders, tones glutes, and stimulates digestive organs.
- Since legs are softly engaged, it gently stretches the pelvis.
- Anterior chest opens, the torso expands, and the diaphragm moves in its elasticity with a deep breath in the enhanced thoracic space.
- The hip opens with the abdominal twist and engages muscles connected to the cervical spine.
- Helps strengthen the lower back and the neck and enhances the body posture.
- Releases and clears the blocked channels, especially at the base of the spine, pelvis, hips, and shoulders.
- Enhances blood circulation to the sacral parts of the body, benefiting the endocrine system.
- Helps asthma patients to improve their breathing capacity and benefits senior citizens.
- Postnatal and pregnant women, senior citizens, teens, and kids can practise this restorative pose.
 - Helps enhance muscle readiness and performance for the routine ahead.
 - Improves shoulder flexibility and mobility, which can be beneficial for daily activities and sports.
 - Stretches the pectoral muscles, correcting rounded shoulders and sunken chests.
 - Relieves tension in the upper body commonly associated with prolonged sitting or poor posture.
 - Improves circulation to the chest and shoulder, promoting overall cardiovascular health and reducing muscle stiffness.



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

The New Indian Express • 10 Mar • Ministry of Ayush TADASANA PASCHIMA BADDHANGULIYASANA

2 • PG

684 • Sqcm

902429 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

TADASANA PASCHIMA BADDHANGULIYASANA

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- Postnatal and pregnant women, senior citizens, teens, kids can practice this restorative pose.
- Helps enhance muscle readiness and performance for the routine ahead.
- A warm-up yoga pose to prepare the body for more intense yoga poses/yoga flows.
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- Stretches the pectoral muscles, correcting rounded shoulders and sunken chest.
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By N Elumalai, PhD Scholar (Yoga Science) at
Meenakshi Academy of Higher Education & Research, Chennai

MULTI-PRONGED APPROACH NEEDED TO MANAGE MAN-ANIMAL CONFLICT

4 • PG

1959 • Sqcm

1664867 • AVE

177.8K • Cir

Top Center

Bengaluru

'MULTI-PRONGED APPROACH NEEDED TO MANAGE MAN-ANIMAL CONFLICT'

THE reasons for man-elephant conflict are many, including the presence of weeds and shrinking forest boundaries. The list could include highly palatable food crops grown on forest fringes, which are like rasagullas for elephants, while the fodder inside is like ragi mudde, said Principal Chief Conservator of Forests, Head of Forest Force (HOFF), **Meenakshi Negi**. In an interaction with The New Indian Express, she spoke about her journey and challenges ahead as the head of the state forest force.

Tell us about your journey. You are the second woman in India to be the HOFF, after Maharashtra, and the first ever in Karnataka.

I am from Mussorie, Uttarakhand. After getting selected to the Karnataka cadre, I joined the state in December 1992. I worked in Karnataka till August 2007. Till 2015, I was posted to the Ministry of Ayush with the Government of India. From 2015-23, I was posted in various departments in the Karnataka forest department, and from 2023 till recently I was posted in Delhi before I came back, when I was selected as HOFF in Karnataka.

Was gender a concern when you joined the forest service?

Entry of women into the Indian Forest Service started in 1980s. I am from the 1989 batch. Prior to me were two women officers. I was the third or fourth woman officer to join the state. Sometimes situations were comical back then. We joined as young girls and the established forest bureaucracy did not know how to treat us, or where to post us. Whether we will be able to go on night patrol, climb mountains, go into forests and face wildlife. There was a lot of hesitation and uncertainty among them. Slowly people accepted us and we made a place

for ourselves. They understood that when women get into a job they bring their own, yet different, perspective. Today we are getting more women in the force.

What attracted you to the Forest department?

I had studied Zoology. My maternal grandfather was in the Forest department in the administration section. He pushed me into it. I was qualified for forest and other civil services, and I chose forest.

How many hectares of forest land are vulnerable to fire?

Determining the exact number of hectares of fire-prone land is difficult, but drier regions and transition belts are particularly vulnerable. While fire is a natural process that helps stronger vegetation thrive, increasing human pressure — due to development, population growth and forest fragmentation — has made fires more frequent and destructive. Most fires are human-induced, either accidentally or deliberately.

How can exploitation of medicinal plants and minor forest produce be controlled?

Medicinal plant conservation is a complex issue involving both scientific and social aspects. Ayurveda and traditional systems rely on classical formulations where only designated plant parts are used. Currently, over 80% of medicinal plants are sourced from forests. Despite the government's efforts to promote cultivation, large-scale extraction continues. Biodiversity Management Committees (BMCs) are responsible for oversight but lack capacity. With hundreds of species being exploited, strengthening BMCs and training local authorities is crucial for sustainable harvesting and conservation.

What is the success rate of afforestation programme?

Studies show it is around 72%.



PICTURE COURTESY

EXPRESS Dialogues

We are doing away with exotic species like eucalyptus and acacia and replacing them with indigenous species. This is also one of the ways to keep elephants within forests. The nature of forests cannot be changed by growing sugarcane or banana inside. We go for species that always existed in forests like bamboo, kada mavu (forest mango), jackfruit etc.

Do weeds pose problems to forests?

They do. They are widely seen in Bandipur and Nagarhole and other forest patches. Uprooting lantana is a big problem as once we uproot, it grows back. It has to be continuously uprooted for four or five years to get completely rid of it. We cannot leave forest land empty as the soil gets washed away. We have to plant some type of grasses. With the limited resources we have, we are doing our best to keep weeds away.

What about involving the local communities?

We are roping in local commu-

nities to make products out of weeds, and give them livelihood. This kind of model is sustainable and drives the economy. We need trained labour and a market but at the same time the products have to be of good quality. They have to get an assured market, like for instance, directing all government offices to get dustbins made out of the weeds.

How is ISRO's technology helping forest department?

It helps us in a big way. With the help of satellite images, we can pinpoint trees and even know if a tree is missing. We have satellite images from 1990s. We can look at how forest land is changing, year on year, or even on monthly basis. This helps in guarding forest boundaries. Going forward as technology improves, we will have species-wise information. We need to improve in tracking medicinal herbs, as they are endangered.

What about farmers growing alternative crops?

They need to be encouraged to grow alternative crops. In some areas on the boundaries of Bandipur Tiger Reserve, farmers have started cultivating chia seeds. Elephants do not like these crops and tend to avoid them. Chia seeds require less water and are economically beneficial for farmers. Recently, the forest minister and department officials visited Hassan to meet families affected by elephant attacks. Many solutions were discussed in areas like Belur and Sakleshpur, including selling land to the government to create wildlife corridors that connect fragmented forest areas.

What is the status of poaching in Karnataka?

Poaching incidents have significantly declined in Karnataka. While poaching of large animals has decreased, illegal hunting for bushmeat remains a concern. Continuous monitoring and ground-level enforcement are necessary to tackle this issue. The department is using drone surveillance and satellite imagery.

What is the extent of encroachment of forest land in Karnataka?

It is difficult to say how much land is encroached. Some of the land was granted to people. There is also out and out en-

croachment, like if a grant is two acres, people take five acres. As per the Supreme Court, encroachment prior to 1978 must be identified. Encroachment should be cleared and we are looking into all these issues.

How is the forest department getting tech upgraded?

The department has collaborated with the Karnataka State Remote Sensing Agency. The department has its own ICT lab at Aranya Bhavan to monitor satellite images, including GIS-based tracking of forest land and wildlife movement. There is also an alert system for farmers and those in coffee estates, where alerts on elephant movement are sent through text messages.

What was your role as you were in the National Commission for Women?

I was member secretary of the National Commission for Women for two years. We did several things, we basically looked at women's grievances. We did seminars and rehab work. Since I am a forester, when I was in Maharashtra during an interaction, a woman from an NGO in Maharashtra, who was working on water hyacinth, said she suffered labour shortage. We said we would help and involved women prisoners. We started similar programmes in Bhopal and Nagpur prisons. The prisoners were trained and business was successful. Here she got productive disciplined labour. Women prisoners were happy doing worthwhile work and getting money for it in their bank accounts.

Will you involve prisoners in dewatering lantana?

I have visited prisons in many states from NCW, including Bengaluru Central Prison. Now I will talk to the Prisons department and rope in Soliga communities working in BRT Tiger Reserve.

Tribal relocation is a major concern. How is the department looking at it?

There are two or three things. One is people voluntarily coming out like what is happening in Kali Tiger Reserve. There are areas where people are not willing to go out but programmes can be intensified

with better package options. The third is the moment the government buys land, prices rise and people don't sell. People can't be forced to come out. Voluntary relocation in Karnataka has been a case study by itself and I am going to publish a paper on it.

What about coffee plantations?

In coffee plantations, they don't want to move out as it is a livelihood for them. But for an elephant, it is a forest. Historically, forests were given to people for growing coffee. Over a period of time, there is a bit of blurring of boundaries.

What is the forest department doing to inspire young minds in forest conservation?

There is a programme for children called Chinnara Vana Darshana. We take them on forest trips and tell them about forest activities. There is a YouTube programme called Hasiru Honnu. As children already have enough to study, rather than putting it into a curriculum, it has to be an activity. We should be doing things which children can see. Every family has a car and that is what children are looking at. They are exposed to consumerism and if we expect them to become environmentalists by reading books, it is not going to happen.

You worked with Ayush in Karnataka during the pandemic and have expertise in medicinal plants. How did this knowledge contribute to Covid-19 management?

During my deputation in the Ministry of Health, I handled Ayush education, drug regulation, and awareness. Upon returning to Karnataka, I was appointed Commissioner, Ayush, serving for nearly three years, including during the pandemic. With a shortage of medical resources, we converted Ayurvedic hospitals into Covid care centres for mild cases. To manage rising numbers, we launched the Aapta Mitra helpline, a PPP model where companies provided call centres and free food. Ayurveda and Homeopathy students manned the helpline, triaging cases and directing care. We also distributed immunity boosters through Ayush hospitals.

The New Indian Express • 10 Mar • Ministry of Ayush

TADASANA PASCHIMA BADDHANGULIYASANA (SHOULDER STRETCH HANDS BEHIND BACK INTERLOCKED)

2 • PG

658 • Sqcm

658043 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

TADASANA PASCHIMA BADDHANGULIYASANA

(SHOULDER STRETCH HANDS BEHIND BACK INTERLOCKED)

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STEPS

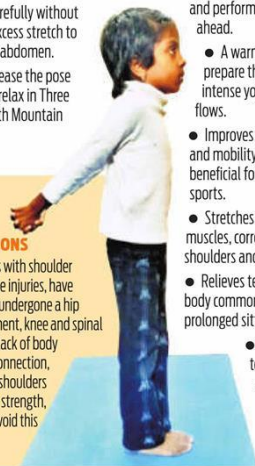
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- You can remain in this stretch for about four to five breaths or more and make sure the stretch is done carefully without causing excess stretch to the lower abdomen.
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BENEFITS

- Stretches shoulders, tones glutes and stimulates digestive organs.
- Since legs are softly engaged, it gently stretches the pelvis.
- Anterior chest opens, the torso expands and the diaphragm moves in its elasticity with a deep breath in the enhanced thoracic space.
- The hip opens with the abdominal twist. Engages muscles connected to the cervical spine.
- Helps strengthen the lower back and the neck and enhances the body posture.
- Releases and clears the blocked channels, especially at the base of the spine, pelvis, hips, and shoulders.
- Enhances blood circulation to the sacral parts of the body benefiting the endocrine system.
- Helps asthma patients to improve their breathing capacity and benefits senior citizens.
- Postnatal and pregnant women, senior citizens, teens, and kids can practice this restorative pose.
- Helps enhance muscle readiness and performance for the routine ahead.
- A warm-up yoga pose to prepare the body for more intense yoga poses/yoga flows.
- Improves shoulder flexibility and mobility, which can be beneficial for daily activities and sports.
- Stretches the pectoral muscles, correcting rounded shoulders and sunken chest.
- Relieves tension in the upper body commonly associated with prolonged sitting or poor posture.
- Improves circulation to the chest and shoulder, promoting overall cardiovascular health and reducing muscle stiffness.

LIMITATIONS

- Students with shoulder and ankle injuries, have recently undergone a hip replacement, knee and spinal surgery, lack of body breath connection, or weak shoulders and arm strength, should avoid this practice.



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

Punjab Express • 10 Mar • Ministry of Ayush

Free treatment under Ayushman Bharat Scheme for individuals aged 70 and above: Ludhiana Civil Surgeon...

5 • PG

226 • Sqcm

45184 • AVE

348.98K • Cir

Middle Center

Chandigarh

Free treatment under Ayushman Bharat Scheme for individuals aged 70 and above: Ludhiana Civil Surgeon

PUNJAB EXPRESS BUREAU
Ludhiana, March 9

Punjab government has decided to further enhance healthcare services by providing free treatment under the Ayushman Bharat - Mukh Mantri Sehat Bima Yojana to all individuals aged 70 years and above.

Civil Surgeon Ludhiana Dr Pradeep Kumar Mahindra stated that in addition



to government hospitals, treatment will also be available at empanelled private hospitals. Individuals aged

70 and above can obtain their e-card and avail treatment at any hospital registered under the Ayushman Bharat Scheme. Currently, in Ludhiana district, 18 government and 75 private hospitals are recognized under this scheme.

Deputy Medical Commissioner and Nodal Officer Dr Reema Gogia further elaborated that under the Mukh Mantri Sehat Bima

Yojana, each beneficiary is entitled to free treatment up to Rs 5 lakh per year. This initiative will be a significant relief for the elderly and those in need.

To ensure maximum awareness and participation, people are being encouraged to obtain their e-cards at the earliest so that no eligible individual is left out from availing the benefits of this scheme.

Punjab Express • 10 Mar • Ministry of Ayush

PGIMER and AMRIT Pharmacy initiative steps to check fraudulent activity

4 • PG

257 • Sqcm

51304 • AVE

348.98K • Cir

Bottom Right

Chandigarh

PGIMER and AMRIT Pharmacy initiative steps to check fraudulent activity

PUNJAB EXPRESS BUREAU
Chandigarh, March 9

The Postgraduate Institute of Medical Education and Research (PGIMER) in collaboration with AMRIT Pharmacy has reported a serious incident involving the misuse of a stolen indent book and counterfeit stamps to divert medications intended for patients enrolled in the Ayushman Bharat cashless schemes.

The unauthorized individual was apprehended on February 18, 2025, and subsequently handed over to local police authorities for further investigation.

In response to this fraudulent activity, PGIMER and AMRIT have jointly filed a formal complaint with the relevant law enforcement agencies and have established an internal committee tasked with investigating the matter and providing recommendations to prevent future occurrences.

As part of our commitment to safeguarding the integrity of our healthcare services, PGIMER is implementing

the following immediate measures:

Transition to Online Indenting System: The existing manual indenting system for patients under cashless schemes will be discontinued and replaced with a secure online indenting process.

The Computer Section of PGIMER, in collaboration with the internal committee, has developed a solution to be integrated into the existing Hospital Information System (HIS 1). We anticipate this transition will be completed within one week.

Dedicated Service Area for Cashless Beneficiaries: A designated area outside the Emergency department has been identified for AMRIT to exclusively serve beneficiaries of cashless schemes, including Ayushman Bharat.

Enhanced Manpower for improved service: PGIMER will work with AMRIT to increase staffing levels to ensure that medications and implants processed through the new online system are delivered directly to patients at their bedside.

The Pioneer • 10 Mar • Ministry of Ayush
J and K achieves single digit neonatal mortality rate

4 • PG

220 • Sqcm

131997 • AVE

268.96K • Cir

Middle Right

Chandigarh • Delhi

J and K achieves single digit neonatal mortality rate

PRESS TRUST OF INDIA ■ Jammu

The neonatal mortality rate (NMR) has reached single digit at 9.8 per 1,000 live births in Jammu and Kashmir, recording a 13.3-point decrease, while the sex ratio at birth has recorded significant improvement from 923 to 976, official data showed.

The infant mortality rate (IMR) also dipped to 16.3, marking a drop of 16.1 points, according to the Economic Survey Report for 2024-25 tabled by the Jammu and Kashmir government in the Assembly on March 6.

The report said the government is continuing its efforts to enhance basic health infrastructure at all levels, including technical manpower and medical equipment to provide improved healthcare delivery with special focus on maternal and child health, communicable and non-communicable diseases, and to face the upcoming challenging ailments.

Jammu and Kashmir has moved forward from the category of 'performers' to 'front-runners', as per the SDG India Index 2023-24 released by the NITI Aayog, with the score of the health sector increasing from 70 to 78.

"The NMR has reached a single digit of 9.8 per 1,000 live births, a 13.3-point decrease, while the IMR has dipped to 16.3 with a decrease of 16.1 points. Sex ratio at birth also recorded a significant improvement, from 923 to 976," the report said.

The percentage of fully-immunised children against preventable diseases has increased to 96.5 per cent, it said.

Institutional births have increased from 85.6 per cent to 92.40 per cent, while life expectancy at birth in J-K has reached 74.3 years — the highest in the country after Kerala and Delhi — against a national average of 70 years, the report said.

Since its inception, 100 per cent families have registered and 86.12 Lakh Ayushman Golden cards have been issued under the AB-PMJAY — SEHAT scheme, it said, adding that this initiative has facilitated treatments worth ₹2,800 Crore, benefiting 15 Lakh individuals.

As many as 489 ambulances have been geo-tagged and integrated with online 108 or 102 ambulatory services.

These efforts have enabled quick response times (average response time less than half-an-hour) and served more than 4.50 lakh beneficiaries since August 2020.

Over the past four years, J and K has significantly expanded its healthcare workforce, including hiring of 10,919 doctors and paramedical staff under the National Health Mission (NHM), alongside filling up of 36,274 regular positions in health and medical education, besides supporting 13,965 ASHA workers, the report said.

Infrastructural upgradation and consolidation of health institutions include two AIIMS, two state cancer institutes and two bone and joint hospitals, the report said.

Dainik Bhaskar • 10 Mar • Ministry of Ayush

Ayushman bharat yojana ke labharthiyo ke liye lagu hoga online intent system

4 • PG

191 • Sqcm

236626 • AVE

446.92K • Cir

Top Center

Chandigarh

आयुष्मानभारतयोजनाके लाभार्थियोंकेलिएलागूहोगा ऑनलाइनइंडेंटसिस्टम

चंडीगढ़। पीजीआई ने अमृत फार्मसी के सहयोग से आयुष्मान भारत केशलैस योजनाओं में नामांकित मरीजों के लिए दवाओं को हटाने के लिए चोरी की गई इंडेंट बुक और जाली स्टैप के दुरुपयोग करने के मामले में जांच एजेंसियों के साथ इस तरह की घटनाओं को रोकने के लिए इंटरनल कमेटी का गठन किया है। पीजीआई की ओर से जारी बुलेटिन में रविवार को इसकी जानकारी दी गई है। 18 फरवरी को पीजीआई के सिक्वोरिटी विंग ने यूरोलॉजी डिपार्टमेंट की इंडेंट बुक पर न्यूरोलॉजी की स्टैप लगा फर्जी तरीके से दवाएं लेने आए एक युवक को पकड़कर पुलिस को सौंपा था। पुलिस ने मामले में एफआईआर भी दर्ज कर ली है। फर्जीवाड़े को रोकने के लिए पीजीआई ने यह कदम उठाए हैं। ऑनलाइन इंडेंटिंग सिस्टम में परिवर्तन: केशलैस योजनाओं के तहत मरीजों के लिए मौजूदा मैनुअल इंडेंटिंग सिस्टम को बंद कर दिया जाएगा और इसकी जगह एक सुरक्षित ऑनलाइन इंडेंटिंग सिस्टम शुरू होगा। पीजीआई के कंप्यूटर डिपार्टमेंट ने इंटरनल कमेटी के सहयोग से मौजूदा हॉस्पिटल इंफॉर्मेशन सिस्टम-1 में इंटीग्रेटेड किया जाएगा। यह सिस्टम एक हफ्ते में शुरू हो जाएगा।

Prahar • 10 Mar • Ministry of Ayush
Spontaneous response to Ayurvedic camp

6 • PG

19 • Sqcm

5284 • AVE

215K • Cir

Bottom Center

Mumbai

आयुर्वेदिक शिबिरास उत्स्फूर्त प्रतिसाद

कार्जत : कोकण जलस्रोत पर्यायी महाविद्यालय आयोजित झाली अमदार तुकाराम सुर्वे चौथ्या स्मरणार्थ तुकाराम सुर्वे प्रतिष्ठान, दादर - मुंबईतील ज्योतिष आयुर्वेद हॉस्पिटल, वारी सामाजिक संस्था चौथ्या सहकार्याने दादरला येथील श्री. विठ्ठल देवास्वामय्या सहाय्युहात येकर आयुर्वेदिक चिकित्सा शिबिराचे आयोजन केले होते. या चिकित्सा शिबिरात २५५ रुग्णांची लवचाली करून लवचा मोरुन औषधे देण्यात आली. या शिबिराला उत्स्फूर्त प्रतिसाद मिळाला. हे प्रतिष्ठानने आयोजित केलेले तिसऱ्यांदाचे अग्रगण्य शिबिर होते. या शिबिराचे उद्घाटन ज्योतिष आयुर्वेदाचे डॉ. राज सहस्रभुते चौथ्या इतने दीप प्रज्वलित करून करण्यात आले. याप्रसंगी डॉ. ज्योती साहसुते, प्राचार्य डॉ. मोहन बगळे, श्री विठ्ठल संस्थानचे अध्यक्ष महेंद्र नेंदरेकर, उपअध्यक्ष निविच खाडपेकर, सुनील बंदुकर, राजेश ओसवाल, प्रतिष्ठानचे मुखेश सुर्वे, मनीष सुर्वे, वसंत डाकूर आदी उपस्थित होते.

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	आयुर्वेद कॉलेज में स्वर्णप्राशन किट व बाल रक्षा किट का वितरण करेंगे	66.5M
2.	Patrika	पुष्प नक्षत्र पर स्वर्ण प्राशन किट व बाल रक्षा किट का वितरण 10 मार्च को	14M
3.	New Indian Express	INTERVIEW Multi-pronged approach needed to manage man-animal conflict, says Mee...	6.7M
4.	Dainik Tribune	औषधीय उत्पादों का मांग के अनुरूप उत्पादन नहीं : प्रो. सुरेश मल्होत्रा	110.2K