

# MINISTRY OF AYUSH COMPILED MEDIA REPORT 10 May, 2025

## **Media Report 10th May**

## Total Mention 22

<b>⊟</b> Print	Financial	Mainline	Regional	Periodical
9	1	6	1	1
	•	) Online		

13





## 🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Exporting Indian Botany Worldwide	Delhi + 2	5
2.	The Times of India	30 minutes of weight training can boost muscle growth	Delhi	4
3.	Hindustan Times	Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry	Delhi	23
4.	The Hindu	Yoga conclave in Delhi	Delhi	2
5.	The Pioneer	IDY 2025 to be globally inspiring: Ayush Minister	Delhi	4
6.	The New Indian Express	FIT BIT	Chennai	3
7.	The New Indian Express	TADASANA SIDE BEND STRAP POSE	Bengaluru	2
8.	Outlook Business	We are enabling both [public and private] sectors to flourish	National	120, 121
9.	Hindustan	Dhai lakh logo ko mila ayushman card :Pankaj	Chandigarh	8

SPOTLIGHT

EXPORT EXCELLENCE



## The Economic Times • 10 May • Ministry of Ayush **Exporting Indian Botany Worldwide**

5 • PG 5698 • Sqcm 14842482 • AVE 420.14K • Cir Bottom Left, Top Left

THE ECONOMIC TIMES VES BANK

AWARDS FOR EXPORT EXCELLENCE

Delhi • Chandigarh • Jaipur

# **Exporting Indian Botany Worldwide**

With a 60-year-old rich legacy, the nodal council Shellac and Forest Products Export Promotion Council (SHEFEXIL) in association with The Economic Times, and Knowledge Partner YES BANK is gearing up to confer Annual Awards to its members in recognition of export excellence

डॉ. सुब्रत गुप्ता, भा.प्र.से. Dr. Subrata Gupta, IAS



Secretary

### Message



SHEFEXIL, which champions the nutraceuticals sector, while working away from the spotlight has built up an impressive export basket of USD 3.5 billion. SHEFEXIL, the export promotion body also representing the non-timber forest produce sector, has assiduously supported the investors and exporters to reach where they are today and thereby supported the socio-economic development of a large body of forest dwellers, tribals, and farmers. Interestingly, this sector in many ways supports farmers in most difficult of terrains, such as semi-arid parts of Gujarat and Rajasthan or forest fringes in Chhattisgarh, Odisha, Madhya Pradesh and West Bengal. The

industry has through innovations and enterprise added value to the botanical treasures and every such addition value benefits these marginal societies.

2. I am privileged to be a part of the SHEFEXIL's Award for Export Excellence where the architects of this huge achievement would be recognized and honoured. The tremendous potential exhibited by nutraceuticals, botanical extracts, and guar gum panels must be further amplified and supported through joint industry-government efforts focused on value addition, cutting-edge technology, and the Make in India initiative. The nutraceutical sector-led by botanical supplements-is a star category for India that has the potential to scale greater heights. I congratulate all those who have received awards on the occasion and every member of this community who have strived hard-to-place India among the leading nations in this sector. I look forward to even greater heights in future.



hellac and Forest Products Export Promotion Council (SHEFEXIL) is an Export Promotion Council sponored by the Ministry of Commerce and Industries, Government of India in 1957. SHEFEXIL is the designated nodal agency mandated for export promotion of eight unique product panels:

- Nutraceuticals
- Vegetable Saps & Extracts
- Guar Gum
- Shellac & Lac Based Products
- Other Vegetable Materials
- Fixed Vegetable Oil, Cake & Others North East Region

The complexity, vastness and diversity of India's plant-based and non-timber for

est products, along with its informal supply chain ecosystem, have kept this multi-billion dollar global trade largely under the radar of investors and policy makers. These SHEFEXIL products, sourced from farms and remote forests across India, have found markets worldwide and are used across a wide range of industries From a global trade perspective, India has a monopoly in exports of many of these nature-based products. However, the lack of annual formal production data across the globe, and the absence of unique HS codes for trade often limits targeted policy formulation and financial incentives for these products. Yet, Indian exporters annually ship between US\$ 3-4 billion of SHEFEXIL products globally, much higher than other food and agri products. Despite





its low profile, SHEFEXIL's export basket, in value terms, is at par with the Indian Spice exports basket and exponentially higher than export of Indian Coffee, Tea and many other agri products. Notably, one of its eight flagship panels — guar gum

alone contributes to about US\$ 1 billion in exports annually, while the vegetable saps and extracts panel generates almost US\$

1.5 billion. SHEFEXIL's export promotion efforts require further support by Government of India and state governments across the country in the form of policy enablers. PPP led R&D, fiscal incentives and capital subsidies to build market-driven, resilient global supply chains. Recognizing the immense export potential, significant scope for value-addition and the socio-economic benefits they bring to resource-poor and forest-dependent rural communities, SHEFEXIL and its 1,100 member exporters across the country are fully committed to answering the Hon'ble Prime Minister's clarion call to "Make in India" and to "take

local products global'

rt Oriented S A direct As per TRIFED, NTFPs Since 1957, contributor to In FY24, India Nodal EPC for support the ons of society ivelihoods of Major Product USD 3.5 Non-Timbe tribal wom 275 million Groups include 860 Individua - tribal women marginal cultivators, economically challenged population from the North-East between 3.5 and 5.8 billio base of 1,100 eople in India Guar Gum, Botanical Extracts and of SHEFEXIL'S active vith indigenou people deriving products forest up to 40 per cent of their income from them in 2023 across these and their Nutraceuticals value-added variants (NTFP) users globally arid areas,

## **Atmanirbhar Bharat**

- Nutraceuticals: To manufacture cut-ting-edge probiotics and vitamins-based formulations in India which are presently made in the USA
- Vegetable Saps and Extracts: To manufacture Isolates, fractions, as well as bulk blends / multi-ingredient combinations in apsules which are presently made in the developed world
- · Herbs: To manufacture isabgol based capsules/ANIs and other end-use formats in India and supply in bulk to American companies
- Guar Gum: To manufacture guar-based derivatives for use in oil drilling in the USA and in cosmetics & personal care, which are presently made in Europe
- Shellac & Lac Based Products: To manufacture shellac based fruit coatings in India which are presently made in Germany
- Fixed Vegetable Oil, Cake & Others: To manufacture sal/mango /kokum CBE based products and neem-based products used in personal care which are presently made in the USA and Europe
- facture incense sticks and other bamboo based value-added products such as charcoal, laminates, flooring, particle
- . North East Region: To manufacture bamboo charcoal based cosmetic and personal care products and extracts based on medicinal plants exclusive to the NE region such as Lakadong turmeric

## NUTRACEUTICALS



PRODUCTS: Botanical food supplements vitamins, minerals, prebiotics, probiotics, food for special medical purposes

EXPORT VISION 2030 : US\$ 5 Bn

KEY DESTINATIONS : USA, EU, Canada, Japan and Middle East

SHEFEXIL VISION: India will become the world's top 5 exporters of nutraceuticals and allied products, supplying high quality finished products for health conscious consumers



PRODUCTS: Guar gum powder, guar

EXPORT VISION 2030: US\$ 3.5 Bn

KEY DESTINATIONS: USA, EU, China

SHEFEXIL VISION: India will retain its position as the world's top exporter of guar products, climbing up the value chain and supplying high value, high quality derivatives

## FIXED VEGETABLE OIL, **CAKE & OTHERS**



PRODUCTS: Mango butter, sal butter, kokum butter, neem oil and neem

EXPORT VISION 2030: US\$ 500 Mn

KEY DESTINATIONS : US, Italy, Germany, France, Japan, China

SHEFEXIL VISION: To establish India as the leading supplier of high quality value-added sal. mahua. mango products as Cocoa Butter Equivalents for food and cosmetic applications across the globe

## **Eight Unique Products Panel And Their Scope**

### **VEGETABLE SAPS & EXTRACTS**



PRODUCTS: Botanical extracts such as Amla, Bramhi, Boswellia serrata, Paprika Coleus forskohlii, Tulsi, Marigold, Black pepper, Curcuma longa, Ashwangandha, Ginger, Pomegranate

EXPORT VISION 2030 : US\$10 Bn

KEY DESTINATIONS: USA, Italy, Germany, France, Japan, China

SHEFEXIL VISION: India will become the world's largest exporter of botanical extracts, supplying high quality value-added extracts and intermediate products for diversified uses including food supplements, dietary supplements and cosmeceuticals

## SHELLAC & LAC BASED PRODUCTS



PRODUCTS: Shellac, Aleuritic acid, Ambrettolide, Lac dye

EXPORT VISION 2030 : US\$ 500 Mn

KEY DESTINATIONS: USA, France, Germany, Japan, SE Asia

SHEFEXIL VISION: To establish India as the leading supplier of high-quality shellac and its value-added products for diversified applications across the globe



herbs, supplying high quality produce in raw and intermediate forms for food and medicinal end use

### OTHER VEGETABLE MATERIALS



PRODUCTS: Cotton linter, betel leaves,

EXPORT VISION 2030 : US\$ 200 Mn

SHEFEXIL VISION: India will continue including for cotton linters, betel, tendu and soapnuts

## NORTH EAST REGION

PRODUCTS: Bamboo, medicinal and aromatic plants

EXPORT VISION 2030 : US\$ 200 Mn

KEY DESTINATIONS: USA, Germany, France,

SHEFEXIL VISION: Create 100 lead exporters in the NE region by 2030 by focused marketing, branding and promotion of bamboo, medicinal plants and plant extracts with botanicals originating in the NE region



PRODUCTS: Psyllium (Isabgol), Senna,

EXPORT VISION 2030 : USS 2 Bn

KEY DESTINATIONS: China, Japan, UAE, Sri Lanka, Bangladesh, Mauritius, UK, USA, Spain, Germany

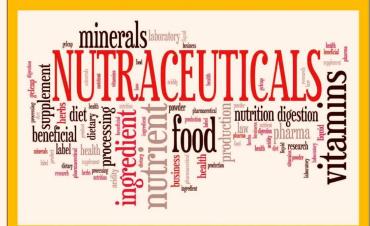
SHEFEXIL VISION: India will establish itself as the world's leading exporter of



KEY DESTINATIONS: China, Japan, UAE, Sri Lanka, Bangladesh, Mauritius, UK, US, Spain, Germany

to be a leading supplier of vegetable materials and climb up the value chain

## **Exporting Wellness To Foreign Shores**



India, the birthplace of Ayurveda, is a global supplier in the nutraceutical industry, offering their sustainable sourcing, rigorous quality a wide range of dietary supplements and health foods that emphasize wellness over illness and preventive over curative care.

Indian products blend ancient wisdom with modern innovation - the best of both worlds. From potent herbal extracts to innovative dietary supplements, India exports a diverse

standards, and competitive pricing. Be a part of India's vibrant nutraceutical

sector and unlock new business opportunities - where tradition meets technology, and nature meets science.

array of high-quality nutraceuticals, known for

Together, let's take natural wellness solutions to every corner of the world.

Designated Export Promotion Council for India's Nutraceuticals



Shellac And Forest Products Export Promotion Council

Formerly Shellac Export Promotion Council (Sponsored by Ministry of Commerce & Industry, Govt. of India)

1/1 Wood Street, Kolkata 700016 | +91 33 22834417 | shefexil@gmail.com | www.shefexil.org





## The Times of India • 10 May • Ministry of Ayush 30 minutes of weight training can boost muscle growth

4 • PG 466983 • AVE 4.69M • Cir Delhi Times 207 • Sqcm Top Left

Delhi

30 minutes of weight training can boost muscle growth

ew research suggests that you don't need hours of daily strength training to build muscle. A study involving 42 participants found that just 30-minute weight training sessions, done twice a week for eight weeks, significantly increased muscle size and strength. "These shorter workouts are effective for beginners and experienced exercisers alike," said Luke Pryor from the University at Buffalo, emphasising their value in maintaining or increasing skeletal muscle.

Agencies



- Brad Schoenfeld, co-author of the study



# Hindustan Times • 10 May • Ministry of Ayush Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry...

23 • PG 110 • Sqcm 652347 • AVE 3.43M • Cir Middle Center

Delhi



Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry of Ayush and Union Minister of State, Ministry of Health and Family Welfare chaired a review meeting on May 7 in New Delhi to assess the ongoing preparations for the upcoming International Day of Yoga 2025.



## The Hindu • 10 May • Ministry of Ayush Yoga conclave in Delhi

2 • PG 47 • Sqcm 35088 • AVE 682.81K • Cir Middle Right

Delhi

## Yoga conclave in Delhi

## The Hindu Bureau

NEW DELHI

A yoga conclave under the guidance of Swami Niranjananda Saraswati, the spiritual heir of Bihar School of Yoga, started in the national capital on Friday. He is currently on a countrywide 'Bharat Yoga Yatra' to promote the idea of yoga as a spiritual way of life, beyond the practice of asanas.

On Saturday and Sunday, two-hour sessions of the yoga conclave will be held at Thyagaraj Stadium from 6.30 a.m. to 4 p.m.



## The Pioneer • 10 May • Ministry of Ayush IDY 2025 to be globally inspiring: Ayush Minister

4 • PG 102 • Sqcm 291762 • AVE 634.42K • Cir Top Right

Delhi

# IDY 2025 to be globally inspiring: Ayush Minister

PIONEER NEWS SERVICE Mew Delhi

the International Day of Yoga (IDY) this year will not just be successful but also inspirational for the entire world, Union Ayush Minister Prataprao Jadhav said.

International Day of Yoga, observed annually on June 21, has grown into a global cultural and wellness movement since its inception by the United Nations in 2015 at the initiative of Prime Minister Narendra Modi.

The minister chaired a review meeting on May 7 here to assess the ongoing preparations for the upcoming IDY which will be celebrated on June 21 across the globe. During the meeting, Jadhav reiterated the government's vision to make this year's celebration of yoga truly extraordinary and globally impactful. While addressing the officials, he stated that "we will work with utmost sincerity and commitment to ensure that International Day of Yoga 2025 is not only a grand success but also serves as a source of inspiration for the entire world". He encouraged all stakeholders to approach the event with renewed energy and unity, stating that the efforts should reflect the spirit of 'Yoga for One Earth, One Health. "Let us reach every corner of the country and every part of the globe with the message of holistic well-being through yoga," he added.

The meeting saw participation from senior officials of the Ministry of Ayush. The review focused on the planning and implementation of major initiatives such as Yoga Sangam, which

Four accused, identified as Vikash Kumar, Satyam Kumar, Devmani Rai and Ahmad Ansari, were previously charged by the local police under the Arms Act

integrates yoga with institutions like schools, hospitals and corporates and Harit Yoga, which promotes eco-consciousness through yoga-linked plantation drives.

The other initiatives such as Yoga Connect, which engages global and diaspora communities in yoga celebration and Yoga Bandhan, which fosters social unity and shared wellness through mass

participation, were also reviewed. Jadhav also emphasised importance of engaging the youth, educational institutions and community leaders to amplify the message and participation in IDY 2025.



# The New Indian Express • 10 May • Ministry of Ayush FIT BIT

3 • PG 702 • Sqcm 926704 • AVE 246.4K • Cir Top Right

Chennai



## TADASANA SIDE BEND STRAP POSE

(STANDING SIDE BEND STRAP POSE)

This is a beginner-level stretch and a modified version of Palm Tree Pose Side Bend, incorporating a yoga strap. It can be added to yoga for students with respiratory disorders. It can be calming, promoting relaxation when practised as a nighttime routine. Excellent pose for keeping the muscles strong, active, and toned after long hours slouched over a workstation.

### STEPS

- Start in Tadasana, pressing evenly on all four corners of your feet.
- Ensure your hips are level, facing forward, spine erect, and chin parallel to the floor.
   Hands on the sides, shoulders rolled back, and facial muscles relaxed.
- Hold a yoga strap or scarf or belt with both hands, ensuring the strap is taut but not too tight. Maintain shoulder distance between the hands. Engage your thighs and lift your kneecaps to activate your quadriceps, drawing your belly in and up, engaging your core muscles to support your spine.
- Inhale deeply, raise your arms overhead, holding the strap. Keep your hands shoulder-width apart or slightly wider. Keep your shoulder relaxed, away from your ears.
- Take a big breath, lengthen your spine, and reach up through your fingertips. Exhale, bend to the right.
- Extend the left side of the torso. Keep your arms straight. Focus on lengthening the side of your body that is stretching. Allow your head to follow the line of your spine, looking forward.
- Stay here for about six breaths. Feel the stretch expand with each breath. Inhale, lengthen your spine, creating more space in your side body. Exhale, deepen the stretch.
- Inhale and return to the centre. Exhale, repeat the stretch on the other
- Finally, relax in the Three Part Breath Mountain Pose.

## LIMITATIONS

Students with injury in the limbs or suggery in any part of the body, especially the shoulders and wrists, should avoid this. You can also opt to sit on a chair. Those experiencing low BP dizziness, headaches, diarrhoea, or recovering from an aliment should practise without overstretching the torso.

### BENEFITS

- Stretches muscles between ribs and hands.
- Strengthens arms and shoulders.
- Lengthens abdominal muscles, hips and thigh.
- Improves spine flexibility and functioning of lungs.
- Allows the collar bones and sternum to be active.
- Ensures knee joints, hips, rib cage, shoulders, elbows and wrists are active.
- Revitalises the body, reducing stress and tiredness.
- Releases unwanted apana vayu, causing an inflow of fresh prana.
- Improves intercostal muscles and spinal musculature.
- Brings balance and stability to the body, improving focus and concentration.
- Releases tension in the back, hips, neck, arms, and shoulders.
- Regulates the secretions of various glands in the body.
- Alleviates digestive ailments, removing sluggishness in the kidney.
- Reduces chances of hernia, improves conditions of blood pressure
- Keeps better control of diabetes.
- Improves conditions related to abdominal organs.
- Included in yoga for all including senior citizens, prenatal, postnatal, blind or special needs students.
- Stimulates the Anahata and Manipura Chakras.
- Increases the range of motion in the torso and spine.

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



## The New Indian Express • 10 May • Ministry of Ayush TADASANA SIDE BEND STRAP POSE

2 • PG 674 • Sqcm 674270 • AVE 177.8K • Cir Top Right City Express

Bengaluru



## TADASANA SIDE BEND STRAP POSE

(STANDING SIDE BEND STRAP POSE)

This is a beginner-level stretch and a modified version of Palm Tree Pose Side Bend, incorporating a yoga strap. It can be added to yoga for students with respiratory disorders. It can be calming, promoting relaxation when practised as a nighttime routine. Excellent pose for keeping the muscles strong, active, and toned after long hours slouched over a workstation.

- Start in Tadasana, pressing evenly on all four corners of your feet.
- · Ensure your hips are level, facing forward, spine erect, and chin parallel to the floor. Hands on the sides, shoulders rolled back, and facial muscles relaxed.
- . Hold a yoga strap or scarf or belt with both hands, ensuring the strap is taut but not too tight. Maintain shoulder distance between the hands. Engage your thighs and lift your kneecaps to activate your quadriceps, drawing your belly in and up, engaging your core muscles to support your spine.
- · Inhale deeply, raise your arms overhead, holding the strap. Keep your hands shoulder-width apart or slightly wider. Keep your shoulder relaxed, away from your ears.
- · Take a big breath, lengthen your spine, and reach up through your fingertips. Exhale, bend to the right.
- Extend the left side of the torso. Keep your arms straight. Focus on lengthening the side of your body that is stretching. Allow your head to follow the line of your spine, looking forward.
- · Stay here for about six breaths. Feel the stretch expand with each breath. Inhale, lengthen your spine, creating more space in your side body. Exhale, deepen the stretch.
- Inhale and return to the centre. Exhale, repeat the stretch on the other side
- · Finally, relax in the Three Part Breath Mountain Pose.

## LIMITATIONS

 Students with injury in the limbs or surgery in any part of the body, especially the shoulders and wrists, should avoid this. You can also opt to sit on a chair. Those experiencing low BP, dizziness, headaches diarrhoea, or recovering from an ailment should practise without overstretching the torso.

## BENEFITS

- Stretches muscles between ribs and hands.
- Strengthens arms and shoulders.
- Lengthens abdominal muscles, hips, and thigh.
- · Improves spine flexibility and functioning of lungs.
- Allows the collar bones and sternum to be active.
- · Ensures knee joints, hips, rib cage, shoulders. elbows, and wrists are active.
- Revitalises the body, reducing stress and tiredness.
- Releases unwanted apana vayu, causing an inflow of fresh prana.
- Improves intercostal muscles and spinal musculature.
- Brings balance and stability to the body. improving focus and concentration.
- · Releases tension in the back, hips, neck, arms, and shoulders.
- Regulates the secretions of various glands in the body.
- Alleviates digestive ailments, removing sluggishness in the kidney.
- Reduces chances of hernia, improves conditions of blood pressure
  - Keeps better control of diabetes.
  - Improves conditions related to abdominal organs.
- Included in yoga for all including senior postnatal, blind or special needs students.
- Stimulates the Anahata and Manipura Chakras.
- Increases the range of motion in the torso and spine.

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



## Outlook Business • 10 May • Ministry of Ayush We are enabling both [public and private] sectors to flourish

120, 121 • PG

890 • Sqcm

205626 • AVE

850K • Cir

Inside Page (Magazine only)

National

IN CONVERSATION

# We are enabling both [public and private] sectors to flourish



Pinarayi Vijayan, Chief Minister of Kerala, tells Pushpita Dey about how a Left government has taken measures to promote industry in the state. Edited excerpts

## > How do you reconcile socialist principles with capitalist growth strategies?

As far as the LDF [Left Democratic Front] government is concerned, we do not see investments and entrepreneurship as belonging solely to the public or private sector alone. Both are essential to the development of the state. We are not promoting one at the cost of the other.

We have been able to make our PSUs [public sector units] profitable.

One of our PSUs, Keltron [Kerala State Electronics Development Corporation]—which is the first electronics-manufacturing company in the country-along with some of the MSMEs registered here has collaborated in the Chandrayan project, a pride of our nation.

Some critics argue that Kerala's economic policies are contradictory-promoting investments while maintain-

## ing high wages and union influence.

Kerala is a global spice-processing hub. We account for around 40-50% of global oleoresin production. We have a strong food-processing sector with global brands based out of the state. We have globally leading manufacturers of dentures-DentCare Dental Lab-and blood bags-Terumo Penpol, based in Kerala.

As far as big names go, IBM, Infosys and IBS [Software] have

## 'WE ARE ENABLING BOTH SECTORS TO FLOURISH'

expanded their presence in Kerala. To name a few newcomers into Kerala, Airbus, Nissan, Taurus [BPO], Tech Mahindra, Tata Elxsi, NOV fan oilfield equipment provider] and others have established themselves here since 2016. If we really weren't industry and investment friendly, or to put it in your words, if wages and unions were an issue, would they have stayed on here?

How are you leveraging Kerala's literacy rate and skilled workforce to attract knowledge-based industries? Institutions like ASAP, K-DISC. KOSE, and centres of excellence are strengthening the talent pipeline.

We are setting up science parks which will provide space and laboratory facilities for universities, academic institutions and the industry, to come together and engage in R&D.

### Are there any plans to introduce policies aimed at MSMEs and start-ups?

We are in the process of launching a revamped start-up and innovation policy, which will focus on regulatory simplification through auto-approvals and single-window systems, fiscal incentives for early-stage and scaling up of start-ups, global integration via facilitation of foreign investments and venture-capital access.

As far as MSMEs go, one of our flagship efforts is the Year of Enterprises campaign, launched in 2023-24. It has had transformative results. In its first year, it led to the creation of 1.39 lakh MSMEs, generating over 3 lakh jobs. An additional 1.94 lakh MSMEs have since been established, adding 4 lakh more jobs.

Complementary schemes include Mission 1000 which aims to scale up select MSMEs so that they can

achieve Rs 1,000 crore turnover. MSME Insurance Scheme offers risk coverage to entrepreneurs. The 4% Interest Subvention Scheme eases credit access. Kerala Brand Initiative is promoting visibility and marketability of Kerala-based MSME products.

## With the state's high fiscal deficit and significant investments in infrastructure, how do you plan to manage this situation?

Kerala's fiscal deficit is not abnormally high as it is made out by some. It has been within the limits prescribed in the Fiscal Responsibility and Budget Management Act. It is true that during Covid debt-income ratio rose in all countries across the world. In Kerala, too, because of the abnormal situation, our debt GSDP ratio went up to 38%.

Since then, it has been consistently coming down and now it is at 34%. We're rationalising revenue expenditure through targeted subsidies, digital governance and outcome-based budgeting. We've established a Public Investment Board to assess and prioritise high-impact projects. Alternative financing models like PPP and hybrid annuity models are also being



IN ITS IYEAR OF **ENTERPRISES** CAMPAIGN] FIRST YEAR, IT LED TO THE CREATION OF 1.39 LAKH MSMEs, **GENERATING OVER 3 LAKH JOBS** 

expanded to attract private investment and reduce the fiscal burden.

Simultaneously, we're enhancing our own revenue streams through stronger tax administration and digital enforcement-reflected in the consistent improvement in GST collections.

## Have you received any feedback from investors regarding the need for regulatory changes to improve the business environment in the state?

Yes. A common theme was the need for faster land allocation, streamlined project approvals and improved infrastructure linkages. In response, we have strengthened the Kerala Single Window Clearance System. which now covers over 100 services across 17 departments. It ensures approvals within 30 days for MSMEs and 45 days for larger investments.

## > The services sector has been the key driver of the state's economy. What steps are being taken to boost the sector?

Indeed, the services sector accounts for over 63% of Kerala's GSDP, with strong contributions from tourism. IT, education and health care. The Digital University Kerala and the Technocity initiatives are geared towards creating a global hub for digital services and R&D.

We are rolling out simplified licensing frameworks for IT and creative industries, along with incentives for export-oriented service businesses.

The tourism sector, which saw a record 1.88 crore domestic and 3.1 lakh foreign tourists in 2023, is being supported through the Green Tourism Mission, and new classification guidelines to promote wellness, ayurveda and sustainable tourism.

In health-care services, we are expanding into medical tourism as well.



# Hindustan • 10 May • Ministry of Ayush Dhai lakh logo ko mila ayushman card :Pankaj

8 • PG 129 • Sqcm 109323 • AVE 1.53M • Cir Middle Center

Chandigarh

# ढाई लाख लोगों को मिला आयुष्मान कार्ड : पंकज

नई दिल्ली, प्र.सं। दिल्ली के स्वास्थ्य मंत्री पंकज सिंह ने शुक्रवार को कहा कि आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना के तहत राजधानी में अब तक 2.42 लाख लोगों को कार्ड जारी किया जा चुका है।

उन्होंने कहा कि वर्तमान में करीब 100 मरीज योजना के तहत इलाज भी करा रहे हैं। सरकार शहर के स्वास्थ्य सेवा ढांचे को मजबूत करने के लिए प्रतिबद्ध है।सरकार हर स्तर पर कोशिश कर रही है कि कोई भी पात्र व्यक्ति योजना से वंचित ना रहे। उन्होंने कहा स्वास्थ्य मंत्री बोले 100 मरीज योजना से
 इलाज भी करा रहे

कि कुल लाभार्थियों में से 97 मरीज वर्तमान में सरकारी और निजी अस्पतालों में भर्ती हैं। वय वंदना योजना के तहत भी बुजुर्गों का भी पंजीकरण शुरू कर दिया गया है। विधानसभा स्तर पर कैंप लगाकर लोगों के कार्ड बनाए जा रहे हैं। योजना के तहत पात्र परिवारों को 10 लाख रुपये तक का वार्षिक स्वास्थ्य बीमा का लाभ मिलता है।



## Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	सुरक्षा-चिकित्सा और जरूरी सामान की कोई कमी नहीं: एयरपोर्ट पर सुरक्षा दोगुनी, अस्	66.5M
2.	अमर उजाला (Amar ujala)	UP: संदिग्धों की पड़ताल तेज, कुछ जिलों में पुलिसवालों की छुट्टियां रद्द; नेपाल स	63.8M
3.	अमर उजाला (Amar ujala)	Kurukshetra News: एक हजार से अधिक साधकों ने की योग क्रियाएं	63.8M
4.	Medical Dialogues	Delhi to host Global Ayurveda summit: CM Rekha Gupta	16M
5.	The Hans India	Scientific Study on Mantra and Sonic Therapy Begins at NYRI: Devrishi Named Pr in	1.7M
6.	Haribhoomi	Bhopal News in Brief, 10 May: भोपाल में आज कहां क्या हुआ? एक क्लिक में पढ़ें जरूर	1.1M
7.	The Pioneer	IDY 2025 to be globally inspiring: Ayush Minister	776.4K
8.	Inext Live	Varanasi news: एयरपोर्ट पर हाई अलर्ट, हिंडन की डायरेक्ट फ्लाइटों की टेक ऑफ-लैंडि	641.5K
9.	Live Vns	भारत-पाक तनाव के मद्देनजर आयुष विभाग के चिकित्सकों व स्वास्थ्यकर्मियों की छुट्टि	382.1K
10.	Samachar Nama	संदिग्धों की पड़ताल तेज, कुछ जिलों में पुलिसवालों की छुट्टियां रद्द; नेपाल सीमा	195.8K
11.	The Hans India	Scientific Study on Mantra and Sonic Therapy Begins at NYRI: Devrishi Named Pr in	N/A
12.	Itdc News	आरजीपीवी में इनोवेट एमपी का "सृजन" आयोजन	N/A
13.	Itdc News	आपातकाल के लिए आयुष संस्थाओं को सतर्क रहने के निर्देश	N/A