



MINISTRY OF AYUSH COMPILED MEDIA REPORT
12 Feb, 2025 – 13 Feb, 2025

 **Total Mention 49**

 Print	Financial	Mainline	Regional	Periodical
7	N/A	5	2	N/A

 Online

42

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Asian Age	Ayush ministry signs MoU for well-being of sr citizens	Delhi	4
2.	Deccan Chronicle	Ayush ministry signs MoU for well-being of sr citizens	Chennai	4
3.	Political & Business Daily	Ayush Ministry, Social Justice Dept to boost healthcare of senior citizens	Bhubaneshwar	7
4.	Punjab Express	Ayush Ministry Social Justice Dept to boost healthcare of elderly and fight social abuse	Chandigarh	6
5.	The Pioneer	Ayush Ministry, social justice department sign MoU for senior citizens	Chandigarh + 2	4
6.	Virat Vaibhav	Ayush Ministry and samajik nayaye vibhag ke beech hua karat	Delhi	4
7.	Jansatta	Bujurgon ke kalyan ko Ayush Mantralya v samajik nayaye vibhag mein samjhuta	Delhi	8

The Asian Age • 13 Feb • Ministry of Ayush
Ayush ministry signs MoU for well-being of sr citizens

4 • PG

191 • Sqcm

133415 • AVE

389.96K • Cir

Middle Center

Delhi

Ayush ministry signs MoU for well-being of sr citizens

AGE CORRESPONDENT
NEW DELHI, FEB. 12

The ministry of Ayush and the department of Social Justice and Empowerment (DoSJE) on Wednesday signed a memorandum of understanding (MoU) to improve the well-being of senior citizens and address the growing concern of substance abuse.

Union minister for Ayush Prataprao Jadhav said that this strategic partnership seeks to implement Ayush-based interventions to promote geriatric healthcare and combat substance abuse.

Mr Jadhav noted that MoU is a pioneering step to develop cooperative initiatives for health promotion among senior citizens and those affected by substance abuse.

“Geriatric healthcare

► **MINISTER NOTED** that MoU is a pioneering step to develop cooperative initiatives for health promotion among senior citizens and those affected by substance abuse

and substance abuse are critical areas that require special focus, especially as we face an ageing population and growing concerns around addiction,” the Ayush minister said and mentioned that this collaboration between the Ayush ministry and DoSJE represents a significant step towards addressing these challenges. “By leveraging the holistic approach of Ayush systems alongside social welfare initiatives, we aim to empower our senior citizens and those affected by substance abuse,” Mr Jadhav said.

While addressing the gathering, the Union minister of state for social justice and empowerment B.L. Verma, said, “Under the visionary leadership of Prime Minister Narendra Modi, our government has taken several steps to ensure the welfare of our senior citizens. The signing of the MoU with the ministry of Ayush will benefit our senior citizens in a big way.”

“The development of elderly-specific training modules, treatment protocols, yoga training programs, sharing of preventive and curative practices, etc, under the MoU will go a long way in enabling our senior citizens to lead a healthy life. I am sure that together we can provide comprehensive services to the community,” Mr Verma said.

Deccan Chronicle • 13 Feb • Ministry of Ayush
Ayush ministry signs MoU for well-being of sr citizens

4 • PG

185 • Sqcm

326165 • AVE

1.15M • Cir

Bottom Center

Chennai

Ayush ministry signs MoU for well-being of sr citizens

DC CORRESPONDENT
NEW DELHI, FEB. 12

The ministry of Ayush and the department of Social Justice and Empowerment (DoSJE) on Wednesday signed a memorandum of understanding (MoU) to improve the well-being of senior citizens and address the growing concern of substance abuse.

Union minister for Ayush Prataprao Jadhav said that this strategic partnership seeks to implement Ayush-based interventions to promote geriatric healthcare and combat substance abuse.

Mr Jadhav noted that MoU is a pioneering step to develop cooperative initiatives for health promotion among senior citizens and those affected by substance abuse.

“Geriatric healthcare

MINISTER NOTED that MoU is a pioneering step to develop cooperative initiatives for health promotion among senior citizens and those affected by substance abuse

and substance abuse are critical areas that require special focus, especially as we face an ageing population and growing concerns around addiction,” the Ayush minister said and mentioned that this collaboration between the Ayush ministry and DoSJE represents a significant step towards addressing these challenges. “By leveraging the holistic approach of Ayush systems alongside social welfare initiatives, we aim to empower our senior citizens and those affected by substance abuse,” Mr Jadhav said.

While addressing the gathering, the Union minister of state for social justice and empowerment B.L. Verma, said, “Under the visionary leadership of Prime Minister Narendra Modi, our government has taken several steps to ensure the welfare of our senior citizens. The signing of the MoU with the ministry of Ayush will benefit our senior citizens in a big way.”

“The development of elderly-specific training modules, treatment protocols, yoga training programs, sharing of preventive and curative practices, etc, under the MoU will go a long way in enabling our senior citizens to lead a healthy life. I am sure that together we can provide comprehensive services to the community,” Mr Verma said.

Political & Business Daily • 13 Feb • Ministry of Ayush

Ayush Ministry, Social Justice Dept to boost healthcare of senior citizens

7 • PG

187 • Sqcm

46783 • AVE

125K • Cir

Middle Left

Bhubaneshwar

Ayush Ministry, Social Justice Dept to boost healthcare of senior citizens

NEW DELHI, FEB 12

THE Ministry of Ayush and the Department of Social Justice and Empowerment (DoSJE) on Wednesday signed a Memorandum of Understanding (MoU) at the national capital, to improve the well-being of senior citizens and address the growing concern of substance abuse.

The strategic partnership seeks to implement Ayush-based interventions to promote geriatric healthcare and combat substance abuse.

As part of the MoU, both Ministries committed to working together on various initiatives, including awareness pro-

grammes, capacity-building for service providers and the establishment of geriatric health and de-addiction units under Ayush autonomous bodies.

"Geriatric healthcare and substance abuse are critical areas that require special focus, especially as we face an ageing population and growing concerns around addiction. This collaboration between the Ministry of Ayush and the Department of Social Justice and Empowerment represents a significant step towards addressing these challenges. By leveraging the holistic approach of Ayush systems alongside social welfare initiatives, we aim to empower

our senior citizens and those affected by substance abuse," said Prataprao Jadhav, Union Minister of State (IC), Ministry of Ayush.

Union Minister of State, Ministry of Social Justice and Empowerment, Shri B L Verma, underlined "the development of elderly-specific training modules, treatment protocols, yoga training programmes, sharing of preventive and curative practices, etc., under the MoU".

These programmes "will go a long way in enabling our senior citizens to lead a healthy life," he said.

The key objectives include developing cooperation, convergence, and

synergy between the Ministry of Ayush and DoSJE to foster innovative initiatives for promoting the health of senior citizens, reducing the demand for drugs, addressing substance abuse, and aiding mental rehabilitation.

Further, the MoU will encourage research in the areas of geriatric health, substance abuse, and mental health, with a focus on exploring the therapeutic benefits of traditional healthcare practices.

The MoU marks a significant milestone in India's healthcare journey, combining the strengths of both Ayush systems and social justice initiatives to create a healthier and more inclusive society. —PTI

Punjab Express • 13 Feb • Ministry of Ayush

Ayush Ministry Social Justice Dept to boost healthcare of elderly and fight social abuse

6 • PG

693 • Sqcm

138678 • AVE

348.98K • Cir

Middle Center

Chandigarh

Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight social abuse

The Ministry of Ayush and the Department of Social Justice and Empowerment (DoSJE) on Wednesday signed a Memorandum of Understanding (MoU) at the national capital, to improve the well-being of senior citizens and address the growing concern of substance abuse.

The strategic partnership seeks to implement Ayush-based interventions to promote geriatric healthcare and combat substance abuse.

As part of the MoU, both Ministries committed to working together on various initiatives, including awareness programmes, capacity-building for service providers and the establishment of geriatric health and de-addiction units under Ayush autonomous bodies.

“Geriatric healthcare and substance abuse are critical areas that require special focus, especially as we face



an ageing population and growing concerns around addiction. This collaboration between the Ministry of Ayush and the Department of Social Justice and Empowerment represents a significant step towards addressing these challenges. By leveraging the

holistic approach of Ayush systems alongside social welfare initiatives, we aim to empower our senior citizens and those affected by substance abuse,” said Prataprao Jadhav, Union Minister of State (IC), Ministry of Ayush.

Union Minister of State,

Ministry of Social Justice and Empowerment, Shri B L Verma, underlined “the development of elderly-specific training modules, treatment protocols, yoga training programmes, sharing of preventive and curative practices, etc., under the MoU”.

These programmes “will go a long way in enabling our senior citizens to lead a healthy life,” he said.

The key objectives include developing cooperation, convergence, and synergy between the Ministry of Ayush and DoSJE to foster innovative initiatives for promoting the health of senior citizens, reducing the demand for drugs, addressing substance abuse, and aiding mental rehabilitation.

Further, the MoU will encourage research in the areas of geriatric health, substance abuse, and mental health, with a focus on exploring the therapeutic benefits of traditional healthcare practices.

The MoU marks a significant milestone in India’s healthcare journey, combining the strengths of both Ayush systems and social justice initiatives to create a healthier and more inclusive society.

IANIS

The Pioneer • 13 Feb • Ministry of Ayush

Ayush Ministry, social justice department sign MoU for senior citizens

4 • PG

309 • Sqcm

185464 • AVE

268.96K • Cir

Middle Center

Chandigarh • Delhi • Bhubaneshwar

Ayush Ministry, social justice department sign MoU for senior citizens

PIONEER NEWS SERVICE ■
NEW DELHI

Ministry of Ayush and Department of Social Justice and Empowerment signed a MoU on Wednesday to improve the well-being of senior citizens and address the growing concern of substance abuse. This strategic partnership seeks to implement Ayush-based interventions to promote geriatric healthcare and combat substance abuse, Union Ayush Minister Prataprao Jadhav said. He said the Memorandum of Understanding (MoU) is a pioneering step to develop cooperative initiatives for health promotion among senior citizens and those affected by substance abuse.



Photo: File photo

"Geriatric healthcare and substance abuse are critical areas that require special focus, especially as we face an ageing population and growing concerns around addiction," Jadhav said.

This collaboration between the Ministry of Ayush and the Department of Social Justice and Empowerment (DoSJE) represents a significant step towards addressing these chal-

lenges.

"By leveraging the holistic approach of Ayush systems alongside social welfare initiatives, we aim to empower our senior citizens and those affected by substance abuse," the Minister stated.

While addressing the gathering, Union Minister of State for Social Justice and Empowerment B L Verma, said, "Under the visionary leadership of Prime Minister Narendra Modi, our government has taken several steps to ensure the welfare of our senior citizens.

The signing of the MoU with the Ministry of Ayush will benefit our senior citizens in a big way.

"The development of elderly-specific training modules, treat-

ment protocols, yoga training programs, sharing of preventive and curative practices, etc, under the MoU will go a long way in enabling our senior citizens to lead a healthy life. By joining hands with the Ministry of Ayush, I am sure that together we can provide comprehensive services to the community," Verma said.

By leveraging the strengths of Ayush systems, both ministries committed to working together on various initiatives, including awareness programmes, capacity-building for service providers and the establishment of geriatric health and de-addiction units under Ayush autonomous bodies.

Key objectives of the MoU include developing coopera-

tion, convergence and synergy between the Ministry of Ayush and DoSJE to foster innovative initiatives for promoting the health of senior citizens, reducing the demand for drugs, addressing substance abuse and aiding mental rehabilitation. This will be achieved through the generation of awareness and capacity-building of service providers using Ayush systems. It also includes encouraging research in the areas of geriatric health, substance abuse and mental health, with a focus on exploring the therapeutic benefits of traditional healthcare practices and supporting additional activities for health promotion tailored to both the geriatric population and individuals affected by substance abuse.

Virat Vaibhav • 13 Feb • Ministry of Ayush
Ayush Ministry and samajik nayaye vibhag ke beech hua karat

4 • PG

65 • Sqcm

78196 • AVE

625K • Cir

Middle Center

Delhi

आयुष मंत्रालय व सामाजिक न्याय विभाग के बीच हुआ करार

वैभव न्यूज़ ■ नई दिल्ली

आयुष मंत्रालय और सामाजिक न्याय एवं अधिकारिता विभाग ने वरिष्ठ नागरिकों की स्वास्थ्य सेवा को बेहतर बनाने और मादक पदार्थों के सेवन से निपटने के लिए बुधवार को एक समझौता ज्ञापन (एमओयू) पर हस्ताक्षर किए। केन्द्रीय आयुष मंत्री प्रतापराव जाधव ने कहा कि इस रणनीतिक साझेदारी का उद्देश्य वृद्धों की स्वास्थ्य सेवा को बेहतर बनाने और मादक द्रव्यों के सेवन से निपटने के लिए आयुष-आधारित उपायों को लागू करना है। केन्द्रीय आयुष मंत्री

प्रतापराव जाधव ने कहा, बुजुर्गों की स्वास्थ्य सेवा और मादक पदार्थों की लत, दो महत्वपूर्ण क्षेत्र हैं जिन पर विशेष ध्यान देने की आवश्यकता है, खासकर जब हम बुजुर्ग अवस्था की तरफ बढ़ रही आबादी और नशे की लत को लेकर बढ़ती चिंताओं का सामना कर रहे हैं। इस अवसर पर केन्द्रीय सामाजिक न्याय एवं अधिकारिता राज्य मंत्री बी एल वर्मा ने कहा, प्रधानमंत्री नरेन्द्र मोदी के दूरदर्शी नेतृत्व में हमारी सरकार ने वरिष्ठ नागरिकों के कल्याण को सुनिश्चित करने के लिए कई कदम उठाए हैं।

Jansatta • 13 Feb • Ministry of Ayush

Bujurgon ke kalyan ko Ayush Mantralya v samajik nayaye vibhag mein samjhuta

8 • PG

143 • Sqcm

96812 • AVE

223.14K • Cir

Middle Center

Delhi

बुजुर्गों के कल्याण को आयुष मंत्रालय व सामाजिक न्याय विभाग में समझौता

जनसत्ता ब्यूरो
नई दिल्ली, 12 फरवरी।

आयुष मंत्रालय और सामाजिक न्याय एवं अधिकारिता विभाग ने वरिष्ठ नागरिकों की स्वास्थ्य सेवा को बेहतर बनाने और मादक पदार्थों के सेवन से निपटने के लिए बुधवार को एक समझौता ज्ञापन (एमओयू) पर हस्ताक्षर किए।

केंद्रीय आयुष मंत्री प्रतापराव जाधव ने कहा कि इस रणनीतिक साझेदारी का उद्देश्य वृद्धों की स्वास्थ्य सेवा को बेहतर बनाने और मादक द्रव्यों के सेवन से निपटने के लिए आयुष-आधारित उपायों को लागू करना है। जाधव ने कहा कि बुजुर्गों की स्वास्थ्य सेवा

और मादक पदार्थों की लत, दो महत्वपूर्ण क्षेत्र हैं जिन पर विशेष ध्यान देने की आवश्यकता है, खासकर जब हम बुजुर्ग अवस्था की तरफ बढ़ रही आबादी और नशे की लत को लेकर बढ़ती चिंताओं का सामना कर रहे हैं।

इस अवसर पर केंद्रीय सामाजिक न्याय एवं अधिकारिता राज्य मंत्री बीएल वर्मा ने कहा कि प्रधानमंत्री नरेंद्र मोदी के दूरदर्शी नेतृत्व में हमारी सरकार ने वरिष्ठ नागरिकों के कल्याण को सुनिश्चित करने के लिए कई कदम उठाए हैं। आयुष मंत्रालय के साथ समझौता ज्ञापन पर हस्ताक्षर होने से हमारे वरिष्ठ नागरिकों को बड़े पैमाने पर लाभ मिलेगा।

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dailyhunt	MoU signed to boost geriatric healthcare, combat substance abuse	18.6M
2.	Prokerala.com	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	13M
3.	Business Standard	Ayush ministry, social justice dept sign MoU for senior citizens" welfare	8.1M
4.	Latestly	⚡ Ministry, Social Justice Dept Partner To Boost Healthcare of Elderly and ...	7.8M
5.	Latestly	Ministry of Ayush, DoSJE Sign MoU To Improve Well-Being of Senior Citizens, Ad dr...	7.8M
6.	PIB	Ministry of Ayush and Department of Social Justice & Empowerment Sign a Mem O...	5.4M
7.	Daijiworld	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	3M
8.	The Statesman	MoU signed to boost geriatric healthcare, combat substance abuse	1.7M
9.	The Hans India	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	1.7M
10.	News9 Live	School assembly news headlines [13 February 2025]: Thought for the Day and m ore	1.4M
11.	Devdiscourse	Ministry of Ayush and DoSJE Join Forces to Enhance Geriatric Healthcare and C omb...	1.2M
12.	Devdiscourse	Ayush and Social Justice Ministries Unite for Senior Health & Substance Abus...	1.2M
13.	Social News XYZ	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	415.2K
14.	News on AIR	Ministry of Ayush & Social Justice Dept Sign MoU to Boost Senior Citizen Car...	314.3K
15.	Press Trust of India	Ayush ministry, Social Justice dept sign MoU to improve well-being of senior cit...	200.1K
16.	Sakshipost EN	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	160.8K
17.	News Drum	Ayush ministry, Social Justice dept sign MoU to improve well-being of senior cit...	158.4K
18.	Ians	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	116.7K
19.	Bio Spectrum	Ministry of Ayush inks MoU to enhance geriatric healthcare and combat substance ...	108.7K
20.	Orissa Diary	Ministry of Ayush, Social Justice Dept Join Hands for Elderly Care & De-Addi...	100.9K
21.	Lokmattimes.com	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	94.3K
22.	New Kerala	Ayush and Social Justice Ministries Unite for Elder Care	72K
23.	Bhaskar Live	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	46.5K
24.	Weekly Voice	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	43.8K

25.	Tennews.in	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	9.1K
26.	India Med Today	Ministry of Ayush sign MoU with Dept of Social Justice & Empowerment	N/A
27.	Nation Press	Ayush Ministry Boosts Elderly Healthcare : Ayush Ministry and Social Justice Dep. ..	N/A
28.	Tripurastar News	Ministry Of Ayush And Department Of Social Justice & Empowerment Sign A Me mo...	N/A
29.	OB News	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
30.	The Mobi World	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
31.	reporterstoday	Ayush ministry, Social Justice dept sign MoU to improve well-being of senior cit...	N/A
32.	International Business Times	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
33.	Daily World	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
34.	Today News 24	Ministry of Ayush, DoSJE Sign MoU To Improve Well-Being of Senior Citizens, Ad dr...	N/A
35.	Newspoint	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
36.	Thip Media	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
37.	Tripura Times	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
38.	The Hans India	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
39.	India Online Mart	Ayush Ministry, Social Justice Dept to boost healthcare of elderly and fight soc...	N/A
40.	BharatKi Baat	Protesters perform 'Shavasana' to oppose Union Carbide waste disposal in Madh ya...	N/A
41.	BharatKi Baat	Young man dies in Kerala elephant attack; Opposition claims government inaction .	N/A
42.	BharatKi Baat	Ayush Ministry and Social Justice Department sign MoU to enhance senior citizen S...	N/A