

MINISTRY OF AYUSH COMPILED MEDIA REPORT 12 Mar, 2025 - 13 Mar, 2025

₹ Total Mention 128

⊞ Print	Financial	Mainline	Regional	Periodical
13	2	11	N/A	N/A
	•) Online		

115



Print

No	Newspaper	Headline	Edition	Pg
1.	The Financial Express	Dhami inaugurates UttarakhandDiaspora Conference	Pune + 10	2
2.	Bizz Buzz	Govt firm on improving cancer care, treatment accessibility: Minister	Hyderabad	8
3.	Hindustan Times	Universal health care push with Jan Aushadhi Kendras	Delhi + 1	14
4.	Hindustan Times	BJP govt to start taking back cases against Delhi LG	Chandigarh	7
5.	The Asian Age	India, Mauritius sign 8 pacts: PM unveils 'Mahasagar' plan	Delhi	1, 4
6.	Punjab Express	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25' initiative	Chandigarh	6
7.	The Morning Standard	How much weight should I use when starting with strength training	Delhi	2
8.	The Morning Standard	Fit Bit	Delhi	2
9.	The Tribune	People living near river drains face high cancer risk: Govt	Delhi	9
10.	The Tribune	Always aim to get better	Delhi	4
11.	The New Indian Express	ARDHA UTTANASANA HANDS ON SHINS (UPWARD FORWARD FOLD HANDS ON SHINS)	Bengaluru	2
12.	The New Indian Express	ARDHA UTTANASANA HANDS ON SHINS	Chennai	1
13.	Free Press Journal	Patanjali trains farmers	Mumbai	15





The Financial Express • 13 Mar • Ministry of Ayush Dhami inaugurates UttarakhandDiaspora Conference

2 • PG 27 • Sqcm 6858 • AVE 130K • Cir Middle Left

Pune • Kochi • Mumbai • Chennai • Hyderabad • Ahmedabad • Delhi • Bengaluru • Chandigarh • Kolkata • Bhubaneshwar

Dhami inaugurates Uttarakhand Diaspora Conference

UTTARAKHAND CM Pushkar Singh Dhami inaugurated the International Uttarakhandi Diaspora Conference in Dehradun. Addressing the diaspora, the CM highlighted the immense potential for investment in Uttarakhand, mentioning adventure tourism, power generation, aromatic products, manufacturing, agri, horticulture, herbal products, AYUSH, and wellness as key areas.





Bizz Buzz • 13 Mar • Ministry of Ayush

Govt firm on improving cancer care, treatment accessibility: Minister

8 • PG 315 • Sqcm 31533 • AVE N/A • Cir Top Left

Hyderabad

Govt firm on improving cancer care, treatment accessibility: Minister

To enhance cancer care services in various rural regions, centre recently established the National Cancer Institute in Jhajjar, Haryana

Cancer Care Commitment

- Established the National Cancer Institute
- Cancer treatment facilities in 22 new AIIMS
- 200 oncology packages under PM-JAY
- 15,057 PMBJKs opened

NEW DELHI

THE government is committed to improving care and treatment accessibility for patients with cancer and has been undertaking various measures for the treatment and prevention of cancer in India, said Union Minister of State for Health and Family Welfare Prataprao Jadhav.

In a written reply in the Rajya Sabha, the Minister said the government has been strengthening the tertiary cancer care facilities scheme.

"Under this initiative, 19 State Cancer Institutes (SCIs)



and 20 Tertiary Care Cancer Centres (TCCCs) have been approved to provide advanced diagnostic and treatment facilities," Jadhav said.

To enhance cancer care services in various rural regions, the centre recently established the National Cancer Institute in Jhajjar, Haryana, and the second campus of the Chittaranjan National Cancer Institute in Kolkata. In addition, cancer treatment facilities have been approved in all 22 new All India Institutes of Medical Sciences (AIIMS), which will offer comprehensive diagnostic, medical, and surgical services.

"The government ensures that treatment in these hospitals is either free or highly subsidized for the poor and needy, making essential healthcare accessible to all," the MoS said.

Further, cancer treatment is also covered under the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (AB PMJAY), which provides up to Rs5 lakh per family annually for secondary and tertiary care. This scheme benefits approximately 55 crore people (12.37 crore families) from the bottom 40 per cent of the population, Jadhav said.

Recently, the PM-JAY was extended to include health coverage to all senior citizens aged 70 and above, regardless of income.



Under this initiative, 19 State Cancer Institutes and 20 Tertiary Care Cancer Centres have been approved to provide advanced diagnostic and treatment facilities

- Prataprao Jadhav, Minister of State for Health and Family Welfare

"The scheme includes over 200 packages encompassing more than 500 procedures related to medical oncology, surgical oncology, radiation oncology, and palliative medicine within the National Health Benefits Package (HBP)," Jadhay said.

To further support can-

cer treatment, the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) has been launched to establish dedicated outlets known as Pradhan Mantri Bhartiya Janaushadhi Kendras (PMBJKs). "A total of 15,057 PMBJKs have been opened across the country (till February), providing quality generic medicines at affordable prices," the Minister said.

The scheme includes 2,047 types of medicines and 300 surgical devices, with 87 products specifically available for cancer treatment. Another initiative is the Affordable Medicines and Reliable Implants for Treatment (AM-RIT), which aims to provide affordable medicines for cancer, cardiovascular diseases, and other health conditions.

"There are 222 AMRIT pharmacies across 29 States and Union Territories (till January), offering over 6,500 drugs, including those for cancer, at discounts of up to 50 per cent off market rates," Jadhay said.



Hindustan Times • 13 Mar • Ministry of Ayush Universal health care push with Jan Aushadhi Kendras

14 • PG 264 • Sqcm 1564695 • AVE 3.43M • Cir Bottom Right

Delhi • Chandigarh

Universal health care push with Jan Aushadhi Kendras

Vinod

Paul

edicines protect health and save lives. But medicines cost money and spending on them constitutes a major component of out-of-pocket expenditure. To alleviate this stress on citizens, the government provides free medicines through public hospitals and through over 1.7 lakh Ayushman Arogya Mandirs. Ayushman Bharat Pradhan Mantri Arogya Yojana (AB PMJAY) provides free inpatient care, including all the necessary medicines, to over 55 crore individuals. Prices of many essential drugs are also regulated.

These efforts have contributed to a consistent decline in out-of-pocket expenditure from 64% of the total health expenditure in 2013-14 to 39% in 2021-22. But more needs to be done to further reduce the financial burden

on health care. The larger objective of the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is precisely this. PMBJP aims to provide quality generic medicines through a network of Jan Aushadhi Kendras (JAKs). Presently, more than 15,000 such outlets are operating across 776 districts delivering health benefits to approximately one million people every single day. The product range of JAKs covers 2,047 medicines and 300 surgi-

of JAKs covers 2,047 medicines and 300 surgical and health care items. The medicines sold at JAKs are on average 50% to 80% cheaper than their branded counterparts sold in the open market. For instance, the average price of a common medicine for high blood pressure, namely, Telmisartan (40 mg), in the market is ₹72 per 10 tablets. The price of the same generic drug sold at a JAK is only ₹12 per 10 tablets.

A robust system guarantees the quality of medicines and surgical products sold at all JAKs. All medicines are procured from manufacturers who follow the good manufacturing practices (GMP) guidelines of the World Health Organization and are certified in this regard by the drug controller. Further, these production units are audited by PMBJP for quality. On receipt of these medicines in the warehouses, all the batches are tested in reputed National Accreditation Board for Testing and Calibration Laboratories (NABL) accredited laboratories. The government also carries out regular comparisons of these medicines with the most popular branded medicines in terms of various parameters such as assay, solubility, etc, to check and confirm that they are as efficacious

On October 31, 2023, the prime minister

inaugurated the 10,000th outlet at AIIMS in Deoghar and simultaneously launched the scheme to increase the number of JAKs from 10,000 to 25,000 in next two years. Opening of more than 4,500 kendras in the past 11 months is a testament to the speed and scale of this expansion.

Under PMBJP, online applications are invited from entrepreneurs and NGOs or organisations for establishing JAKs in a franchise-like model. For making these units viable and self-reliant, the entrepreneurs are assisted and facilitated by the Pharmaceuticals and Medical Devices Bureau of India (PMBI), a society working under the ministry of chemicals and fertilisers. The eligible applicants are assisted by PMBI in drug licence issuance and financial

incentives are provided to create the necessary infrastructure. PMBJP has created opportunities for entrepreneurship and self-employment, enabling pharmacists and small business owners to run sustainable outlets. As many as 6,000 JAKs (40% of all) are run by women. The initiative contributes to the local economy by generating thousands of jobs — entrepreneurs

are estimated to have earned ₹1,268 crore.

One area of priority for the government is the menstrual health of girls and women. JAKs provide highly subsidised and oxo-biodegradable sanitary pads at only ₹1 per pad. In the last five years, approximately 74.5 crore such pads have been sold through this channel.

In all, during the past 10 years, total savings to the people because of the scheme have been estimated at more than ₹30,000 crore. The scheme is helping families save on every purchase. This is particularly so for those who need medicines for chronic ailments. A recent study in Assam and Rajasthan estimated that PMBJP user households saved ₹550 per month on an average compared to non-PMBJP households. A quarter of the former saved over ₹1,000 per month.

PMBJP reaffirms the government's commitment to ensure that no citizen is left behind in availing quality health services. By providing a range of quality medicines at highly affordable prices, this scheme is fostering the cardinal principle of universal health coverage, namely, access to health care without financial hardship.

Vinod Paul is member (health), Niti Aayog. The views expressed are personal





Hindustan Times • 13 Mar • Ministry of Ayush BJP govt to start taking back cases against Delhi LG

7 • PG 101 • Sqcm 156464 • AVE 267.13K • Cir Bottom Left

Chandigarh

BJP govt to start taking back cases against Delhi LG

HT Correspondent

letterschd@hindustantimes.com

NEW DELHI: The newly elected Bharatiya Janata Party (BJP)-led Delhi government has decided to withdraw multiple court cases filed by the previous Aam Aadmi Party (AAP) administration against the lieutenant governor (LG), officials aware of the matter said, effectively marking the end of a decadelong legal feud between the two power centres in the national capital.

Since 2014, the AAP government in Delhi had been involved in a bitter tussle with the central government (represented in Delhi by the LG) over control of the power structure in the Capital leading to several litigations across departments.

The new administration, led by chief minister Rekha Gupta, believes these cases have caused administrative paralysis and strained the bureaucracy, according to senior officials. Therefore, in the "interest of constitutional harmony", it now wants to withdraw such cases pending in the Supreme Court, the Delhi high court and other tribunals.

On February 28, the Supreme Court allowed the Delhi government to withdraw its appeal against a high court order mandating the implementation of the Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM), after the new administration confirmed its compliance. This marked the first reversal of an AAP-era legal challenge.

The AAP had clashed with successive LGs — Najeeb Jung, Anil Baijal, and VK Saxena — over governance powers, particularly appointments, law enforcement, and administrative control. The disputes stemmed from the interpretation of Articles 239 and 239AA of the Constitution, and the Government of National Capital Territory of Delhi Act, 1991.





The Asian Age • 13 Mar • Ministry of Ayush India, Mauritius sign 8 pacts: PM unveils 'Mahasagar' plan

1, 4 • PG

640 • Sqcm

447779 • AVE

389.96K • Cir

Bottom Center, Top Center

Delhi

■ Elevate ties to 'enhanced strategic partnership' after 'fruitful' talks
 ■ Modi conferred top award ■ Navy ship joins national day festivities

India, Mauritius sign 8 pacts: PM unveils 'Mahasagar' plan

SRIDHAR KUMARASWAMI NEW DELHI, MARCH 12

Prime Minister Narendra Modi held "substantive and fruitful" talks with Mauritius Navinchandra Ramgoolam Wednesday at the island nation's capital, Louis, during which both leaders decided to "transties into enhanced strategic partnership". India Mauritius inked eight pacts, including in the fields of promotion of local currencies, credit facility, SMEs, white shipping, ocean exploration, administrative reforms and combating financial crimes.

The strategic partnership will involve ramping up defence and maritime cooperation as well as continuing India's development assistance programmes to aid the Indian Ocean nation.

In his remarks to the media, the Prime Minister announced support for the "setting up of



Prime Minister Narendra Modi after being conferred Mauritius' highest honour, the Grand Commander of the Order of the Star and Key of the Indian Ocean, by President of Mauritius Dharam Gokhool in Port Louis on Wednesday. Mauritian Prime Minister Navinchandra Ramgoolam is also seen.

THE STRATEGIC partnership will involve ramping up defence and maritime cooperation as well as continuing India's development assistance programmes to aid the Indian Ocean nation

a new Parliament building in Mauritius" with Indian grant assistance that he said would be a "gift to Mauritius from the mother of democracy (India)". He also announced the forthcoming launch of the second phase of high-impact community development projects (HICDP) with new projects worth 500 million Mauritian rupees.

The two Prime Ministers inaugurated 20 HICDPs along with the inauguration of the Atal Bihari Vajpayee Institute of Public Service and Innovation built with Indian grant assistance to INDIA ALSO handed over to Mauritius 'a navigational chart on St Brandon Island prepared following a hydrographic survey by an Indian naval ship'

train Mauritian civil servants and the Mauritius Area Health Centre at Cap Malheureux. Both leaders also decided to "initiate implementation of the replacement of 100 km pipeline Mauritius under the first Indian rupee-denominated line of credit agreement worth about ₹487 crores concluded between the two sides and work towards timely delivery of 100 electric buses and the associated charging infrastructure".

India also handed over to Mauritius "a navigational chart on St Brandon Island prepared following a hydrographic survey by an Indian naval ship". Both nations also "decided to ratify the protocol on amendment of the double taxation

Turn to Page 4



India and Mauritius sign 8 pacts

■ Continued from Page 1

avoidance agreement at the earliest" and to "promote investments in sunrise sectors such as the ocean economy, pharmaceuticals, IT and fintech, among others, to support Mauritius in the diversification of its economy for longterm and sustainable economic growth".

The Prime Minister also sought to expand India's onedecade-old vision of Sasar, which stands for "Security and Growth for All in the Region" to a vision for the Global South called (Mutual and Mahasagar Holistic Advancement for Security and Growth Across

Regions).

The Mahasagar vision will encompass mutual security, tech-sharing and project-specific Indian concessional finance, including grant assistance. New Delhi also fully backed the sovereignty of Mauritius over the Chagos Archipelago in the backdrop of the agreement last year between the Indian Ocean nation and Britain.

Lauding the ties between the two nations. Mr Modi said. "India and Mauritius are not only bound by the Indian Ocean but also by our shared culture, traditions, and values. We are partners on the journey to economic and social development...

In the backdrop of growing Chinese military presence in the Indian Ocean Region (IOR), Mr Modi added that defence cooperation and mar-

itime security are key pillars of India and Mauritius strategic partnership.

"Free, open, secure, and safe Indian Ocean is our common priority. We are committed to providing our full support for the security of the Exclusive Economic Zone of Mauritius."

The Prime Minister said: "People-to-people ties form a strong foundation for our partnership. Cooperation shall be extended in areas like digital health, AYUSH centres, school education, skilling and mobility. We will work together to utilise AI and digital public infrastructure for the development of mankind." He also promised that the people of Mauritius will also be provided facilitation in India on the Char Dham Yatra pilgrimage and the Ramayan trail.

Highlighting in a joint vision document India's support in successfully implementing several high-profile infrastructure projects, such as the Metro India-Mauritius Express project, the New Supreme Court building, and the New ENT Hospital, among Ramgoolam others. Mr. "expressed gratitude for Indiaaided projects that form part of the Mauritian landscape across various sectors"

He also thanked India for India's role as a "first responder" for Mauritius in times of need. Regarding cooperation in the space sector, Mr Ramgoolam conveyed his appreciation to India "for its support towards the joint development of a satellite for Mauritius". It was also decided at the talks that both nations would "work closely towards the successful development and launch of the India-Mauritius satellite. including requisite training for Mauritian scientists and experts at the Indian Space Research Organisation."

On trade cooperation, Mr Ramgoolam "underlined the need for Indian companies and businesses to see Mauritius as a gateway to India's engagements with Africa and benefit from trade and business opportunities

offered by Africa".

After the talks, Mr Modi attended the 57th National Day celebrations of Mauritius as the chief guest and was conferred the Grand Commander of the Order of the Star and Key of the Indian Ocean (GCSK) award, the highest civilian award of the Indian Ocean nation, by President Mauritius Dharambeer Gokhool.

During the National Day celebrations, an Indian Navy marching contingent participated in the parade while an Indian Navy ship made a port call to coincide with the National Day celebrations.

In his final engagement during this visit, Mr Modi visited the sacred "Ganga Talao" offered prayers and immersed the holy water from the recently-concluded Mahakumbh Triveni Sangam of Prayagraj into the sacred

lake in Mauritius.



Punjab Express • 13 Mar • Ministry of Ayush

Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25' initiative

6 • PG 709 • Sqcm 141864 • AVE 348.98K • Cir Middle Center

Chandigarh

Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25' initiative

nder the ambitious '75 by 25' initiative, India has treated 42.01 million people for hypertension or high blood pressure and 25.27 million for diabetes, said Union Minister of State for Health and Family Welfare Prataprao Jadhav in the Parliament.

The Government had in May 2023 unveiled the "75/25" initiative which aims to provide standardised care to 75 million people living with hypertension and diabetes in the country by December 2025.

In a written reply in the Rajya Sabha, Jadhav informed that the country "has achieved 89.7 per cent of the target" of treating the burden of non-communicable diseases (NCDs). NCDs like cardiovascular diseases, cancer, chronic lung disease, diabetes, hypertension, etc. account for more than 70 per cent of deaths annually.

To address this rising burden, the Ministry of Health and Family Welfare launched an NCD screening campaign on February 20.



The nationwide campaign, valid till March 31, aims to achieve 100 per cent screening of people aged 30 years and above. It is being conducted across Ayushman Arogya Mandir facilities and other healthcare institutions under the NP-NCD framework.

Further, to address the rising prevalence of NCDs like hypertension, diabetes, oral cancer, breast cancer, and cervical cancer, the Ministry had in 2010 initiated the National Programme for Prevention and Control of Non-Communicable Diseases (NP-NCD).

The programme employs a multifaceted strategy that includes early detection and screening of individuals aged 30 years and above, implementing screening at all levels of healthcare delivery, and providing assistance for accurate diagnosis and cost-effective treatment options.

It also provides teleconsultation services, monitors national NCDs via a dedicated portal, and coordinates inter-ministerial efforts to promote NCD awareness and encourage healthy lifestyle choices.



The Morning Standard • 13 Mar • Ministry of Ayush How much weight should I use when starting with strength training

2 • PG 276 • Sqcm 132305 • AVE 300K • Cir Middle Center

Delhi



How much weight should I use when starting with strength training?

When starting strength training, it is essential to select a weight that allows you to focus on proper form and technique while still challenging your muscles to prevent injuries..

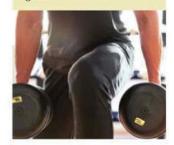
- Start with light weights that allow you to complete 12 repetitions for upper body exercises and 10-15 repetitions for lower body exercises with proper form.
- Soon, the body will adapt to the physiological stress,



which helps ASK AN build muscle en-PERT durance and strength. What

was once difficult will become easy. Progress to picking up heavier weights and continue to challenge your muscles.

- Aim to increase the weight by half a kilo every two weeks or as soon as you feel you can lift more.
- Here is the mantra: if it is easy, you are not being challenged and will not see any





The Morning Standard • 13 Mar • Ministry of Ayush Fit Bit

2 • PG 596 • Sqcm 286022 • AVE 300K • Cir Middle Right

Delhi



ARDHA UTTANASANA HANDS ON SHINS (UPWARD FORWARD FOLD HANDS ON SHINS)

This is a variation and preparation for the basic or foundational yoga pose, Uttanasana (Standing Forward Fold Pose). It engages the core muscles, keeping the hips, shoulders, knees, and ankle joints active to maintain a well-aligned L-shaped body. It is included in Vinyasa and Peak Yoga or even Gentle Yoga Sequences. It increases flexibility, aligns the back, strengthens the torso, and stimulates the digestive organs. It has a very calming effect.

STEPS

- Start in Tadasana, breathing softly.
- Beginners can keep a slight distance between the feet for better body balance while others can keep their feet together. Place your hands on the hips as you inhale and bend forward, exhaling.
- Bring the arms out in front, stretching to come forward parallel to the ground lengthening the elbows. With the legs straight, align the ankles, calf muscles, thighs and buttocks.
- Keep the back straight, breathe in. If this is difficult, then place the hands on a chair or a wall for support. When continuously practised with props, flat back can be achieved.
- Slowly place the hands on the shin of the leg. Maintain a small abdominal tuck to create core strength. Breathe, feel the deep stretch in the hamstrings, calf muscles, glutes, and hips joints. Stay

People with hamstring and lower

according to your capacity.

- Raise your arms and come out of the pose, returning to Tadasana.
- Repeat this practice, staying longer in the pose with full breath-body awareness.

BENEFITS

- Stretches hamstrings, calf muscles, piriformis, gluteus maximus muscle, and gluteus medius muscle.
- Lengthens the spine, and strengthens the back muscles.
- Ensures the hamstrings and calves feel less strain.
- Brings better breath-body awareness and confidence.
- Increases the capacity of the lungs.
- Enhances focus and gains better flexibility.
- Improves strength, slowly building sthiram and sukham.
- Helps gain mental strength gradually.
- Posture improves, building a well-toned core, back, and legs.
- Increases spinal nerves effectively.
- Effective and balanced nervous system calms the mind
 - Impacts the hips and psoas muscles.
 - Releases muscle tensions and stress.
 - Releases unwanted gas or energy, getting new and fresh flow of prana.
- Cures constipation problems, toning spleen, kidney, liver and reproductive organs.
- Beneficial for osteoporosis and fertility related issues.
- Reduces anxiety and encourages deep breathing.
 - Reduces fatigue and mental stress.

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







The Tribune • 13 Mar • Ministry of Ayush People living near river drains face high cancer risk: Govt

9 • PG 173 • Sqcm 522569 • AVE 92.25K • Cir Middle Center

Delhi

People living near river drains face high cancer risk: Govt

TRIBUNE NEWS SERVICE

NEW DELHI, MARCH 12

The Centre informed Parliament that a recent study by the Indian Council of Medical Research (ICMR) has found that people living near river drains face a significantly higher risk of cancer. The study revealed that hazard quotients in these areas exceeded the threshold limit, posing severe carcinogenic health risks.

Minister of State for Health and Family Welfare Prataprao Jadhav told Parliament that the research showed high levels of lead, iron and aluminium in these regions, exceeding the permissible limits set by the Central Pol-

HIGH LEVELS OF LEAD, IRON & ALUMINIUM

- Minister of State for Health and Family Welfare Prataprao Jadhav told Parliament that the research showed high levels of lead, iron and aluminium in these regions, exceeding the permissible limits set by the Central Pollution Control Board
- Addressing concerns over cancer treatment, Jadhav emphasised the govern-
- lution Control Board.

Addressing concerns over cancer treatment, Jadhav emphasised the government's commitment to expanding cancer care through the strengthening of tertiary care cancer facilities scheme. ment's commitment to expanding cancer care through the strengthening of tertiary care cancer facilities scheme

Under this initiative, 19 State Cancer Institutes (SCIs) and 20 Tertiary Care Cancer Centres have been approved to provide advanced diagnostic and treatment services

Under this initiative, 19 State Cancer Institutes (SCIs) and 20 Tertiary Care Cancer Centres have been approved to provide advanced diagnostic and treatment services.

To further strengthen cancer care, the government has established the National Cancer Institute in Jhajjar, Haryana, and a second campus of the Chittaranjan National Cancer Institute in Kolkata. Additionally, cancer treatment facilities have been approved inall 22 new All India Institutes of Medical Sciences (AIIMS), ensuring access to comprehensive diagnostic, medical and surgical services. Jadhav assured that treatment in these hospitals is either free or highly subsidised for economically disadvantaged patients.

The minister also highlighted that cancer treatment is covered under the Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (AB-PMJAY), benefiting approximately 55 crore people. To enhance access to affordable medication, the government has launched the Pradhan Mantri Bhartiya Janau shadhi Pariyojana (PMBJP), establishing Pradhan Mantri Bhartiva Janaushadhi Kendras (PMB-JKs) across the country. As of February 28, a total of 15,057 PMBJKs are operational, offering quality generic medicines at reduced prices. The scheme covers 2,047 types of medicines and 300 surgical devices, including 87 specifically for cancer treatment.

With these initiatives, the government aims to improve cancer care accessibility and ensure that life-saving treatments are available to those in need.





The Tribune • 13 Mar • Ministry of Ayush Always aim to get better

4 • PG 322 • Sqcm 971562 • AVE 92.25K • Cir Bottom Left

Delhi

'Always aim to get better'

Anubha Arora, who has joined the cast of Vivek Agnihotri's *The Delhi Files: The Bengal Chapter*, says regular exercise keeps her energy levels high.

How do you manage to stay in shape despite your busy schedule?

After all these years, I have realised that fitness has to be your lifestyle. It's just like taking a bath or having food. Initially, I had to really push myself each day, but now I get restless if I haven't had a good workout session. I always motivate myself by choosing interesting forms of fitness like dance, pilates, gymnastics and calisthenics. I constantly update my skill set.

Being an actor, there's often pressure to look fit. What's your take on that?

Although it's a personal choice for every actor, I feel I enjoy looking at myself onscreen when I am looking my best. So, that drives me more. And the best thing about our profession is that people of all sizes and fitness levels are needed, so it's anything but pressure!



Anubha Arora says she indulges her sweet tooth, but always in moderation

Do you find time to hit the gym regularly or do you mostly work out at home?

I always make it a point to go to the gym during my nonshoot days. However, when I'm shooting, it's hard for me to find the energy to workout, so I try to do a quick session at home or go for a run.

Do you follow a strict diet to maintain your fitness?

I can't resist food, especially sweets. After understanding my own weaknesses, I never go too strict with my diet. Instead, I allow myself to indulge at times, but in moderation. Mostly, I stick to home-cooked meals and a little bit of 'unhealthy stuff once or twice a week.

How does your fitness regime impact your energy levels and overall well-being?

I feel more active, energetic and confident in my skin when I'm working out regularly. Doing it first thing in the morning clears my headspace for the entire day ahead.

What keeps you motivated to stay fit?

The urge to learn keeps me motivated. A new skill set, a new flip, an old drill, and things that I genuinely enjoy doing are what keep me driven throughout.

Can you share two fitness tips for staying healthy?

I am no fitness guru, but two things I personally believe can help. Firstly, don't start with something that you know you can't continue for a long time. whether it's a fitness journey or a certain diet plan. Plan a regimen that's more sustainable for you, Secondly, always aim to get better. Whether it's one extra push-up or one extra step, be better than yourself each day. That is the key to my fitness.





The New Indian Express • 13 Mar • Ministry of Ayush ARDHA UTTANASANA HANDS ON SHINS (UPWARD FORWARD FOLD HANDS ON SHINS)

2 • PG 671 • Sqcm 670921 • AVE 177.8K • Cir Top Right City Express

Bengaluru

FITBIT

ARDHA UTTANASANA HANDS ON SHINS (UPWARD FORWARD FOLD HANDS ON SHINS)

This is a variation and preparation for the basic yoga pose or foundational yoga pose – Uttanasana (Standing Forward Fold Pose). It engages the core muscles, keeping the hips, shoulders, knees and ankle joints active to remain in a well-aligned '1's haped body. Included in Vinyasa and Peak Yoga Sequences or even Gentle Yoga Sequences. It increases flexibility, aligns the back, strengthens the torso, and stimulates the digestive organs. It has a very calming effect.

STEPS

- Start in Tadasana (Mountain Pose), breathing softly.
- Beginners can keep a slight distance between the feet for better body balance while advanced students can keep their feet together.
- Place your hands on the hips as you inhale and bend forward, exhaling.
- Bring the arms out in front, stretching to come forward parallel to the ground, lengthening the elbows.
- With the legs straight, align the ankles, calf muscles, thighs, and buttocks.
- Keep the back straight, breathe in. If this is difficult, then place the hands on a chair or a wall for support. When continuously practised with props, a flat back can be achieved.
- Slowly place the hands on the shin of the leg. Maintain a small abdominal tuck to create core strength.
- Breathe, feel the deep stretch in the hamstrings, calf muscles, glutes and hip joints. Stay according to your capacity.
- Raise your arms and come out of the pose, returning to Tadasana.
- Repeat this practice, staying longer in the pose with full breath-body awareness.

LIMITATIONS

- Students with hamstring and lower back injuries, abdominal hernia and joint pains, should avoid this.
- Those with weak bone structure or muscle strength should take it slow, or use a wall or chair for support.
- Senior citizens with knee and hip issues should take it slow and steady.

BENEFITS

- Stretches hamstrings, calf muscles, piriformis, gluteus maximus muscle, and gluteus medius muscle.
- Lengthens the spine and strengthens the back muscles.
- Ensures the hamstrings and calves feel less strain.
- Brings better breath-body awareness and confidence
- Increases the capacity of the lungs.
- Enhances focus and gains better flexibility.
- Improves strength, slowly building sthiram and sukham.
- Helps gradually gain mental strength.
- Posture improves, building a well-toned core, back, and legs.
- Increases spinal nerves effectively.
- Effective and balanced nervous system calms the mind.
- Impacts the hips and psoas muscles.
- Releases muscle tensions and stress.
- Releases unwanted gas or energy, getting new and fresh flow of prana.
- Cures constipation problems, toning spleen, kidney, liver. and reproductive organs.
- Beneficial for osteoporosis and fertility related issues.
- Reduces anxiety and encourages deep breathing.
 Reduces fatigue and
 - mental stress.Reduces discomfort
- during menstruation.

 Effective for the digestive system.
- Can be introduced in senior yoga, prenatal yoga or as a
- part of gentle yoga.

 Sports people can benefit from this practice.
- Can be a warm-up, cool-down or transition pose.
 - Prepares the leg muscles for intense flows.

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





The New Indian Express • 13 Mar • Ministry of Ayush ARDHA UTTANASANA HANDS ON SHINS

1 • PG 714 • Sqcm 943006 • AVE 246.4K • Cir **Bottom Center**

Chennai

FITBIT

ARDHA UTTANASANA HANDS **ON SHINS** (UPWARD FORWARD FOLD HANDS ON SHINS)

This is a variation and preparation for the basic yoga pose or foundational yoga pose - Uttanasana (Standing Forward Fold Pose). It engages the core muscles, keeping the hips, shoulders, knees and ankle joints active to remain in a well aligned 'L' shaped body. Included in Vinyasa and Peak Yoga Sequences or even Gentle Yoga Sequences. It increases flexibility, aligns the back, strengthens the torso and stimulates the digestive organs. It has a very calming effect.

- Start in Tadasana (Mountain Pose), breathing softly.
- Beginners can keep a slight distance between the feet for better body balance while advanced students can keep their feet together.
- Place your hands on the hips as you inhale and bend forward, exhaling.
- Bring the arms out in front, stretching to come forward parallel to the ground lengthening the elbows.
- With the legs straight, align the ankles. calf muscles, thighs and buttocks.
- Keep the back straight, breathe in. If this is difficult, then place the hands on a chair or a wall for support. When continuously practised with props, flat back can be achieved.
- Slowly place the hands on the shin of the leg. Maintain a small abdominal tuck to create core strength.
- Breathe, feel the deep stretch in the hamstrings, calf muscles, glutes and hips joints. Stay according to your capacity.
- Raise your arms and come out of the pose, returning to Tadasana.
- Repeat this practice, staying longer in the pose with full breath-body awareness.

BENEFITS

- Stretches hamstrings, calf muscles, piriformis, gluteus maximus muscle and gluteus medius muscle.
- · Lengthens the spine, and strengthens the back muscles.
- Ensures the hamstrings and calves feel less strain.
- Brings better breath-body awareness and confidence.
- Increases the capacity of the lungs.
- Enhances focus and gains better flexibility.
- Improves strength, slowly building sthiram and sukham.
- Helps gain mental strength gradually.
- Posture improves, building a well-toned core, back, and legs.
- Increases spinal nerves effectively.
- Effective and balanced nervous system calms the mind.
- Impacts the hips and psoas muscles.
- Releases muscle tensions and stress.
- Releases unwanted gas or energy, getting new and fresh flow of prana.
- Cures constipation problems, toning spleen, kidney liver and reproductive organs.
- Beneficial for osteoporosis and fertility related issues.
- Reduces anxiety and encourages deep breathing
- Reduces fatigue and mental stress. • Reduces discomfort during menstruation.
- · Effective for the digestive
- Can be introduced in senior yoga, prenatla yoga or as part of gentle yoga.
- Sportspeople can benefit from this practice.
- Can be a warm-up, cool-down or a transition pose.
 - Prepares the leg muscles for intense flows.

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

- LIMITATIONS Students with hamstring and lower back injuries, abdominal hernia and joint pains, should avoid this.
- Those with weak bone structure or muscle strength should take it slow, or use a wall or chair for support.
- Senior citizens with knee and hip issues should take it slow and steady





Free Press Journal • 13 Mar • Ministry of Ayush Patanjali trains farmers

15 • PG 101 • Sqcm 80481 • AVE 251.68K • Cir Top Center

Mumbai

Patanjali trains farmers

FPJ News Service

HARIDWAR

A two-day event on the topic 'Regional Training for Development of Agricultural Entrepreneurship in Cultivation of Medicinal Plants' sponsored by the National Medicinal Plants Board Scheme under the Ministry of AYUSH, Government of India, was organised in the auditorium of Patanjali Research Foundation in collaboration with Patanjali Research Foundation and Patanjali University.

The programme started



with lighting of lamps. Baba Ramdev and Bal Krishna welcomed the guests by presenting shawls and garlands.

The 4 sessions were attended by farmers and experts, who presented the ancient Sanjeevani of Uttarakhand on the global stage. Dr Kunal Bhattacharya, Dr Arun

Chandan, Meenakshi, Shweta, Dr Jitendra Singh Butola, Prof were present as chief guests and speakers in the programme. Pradeep Ku-mar, Pawan Kumar, Kavindra Singh, Gyan Prakash, Amit Kale, Bhanu Pratap Singh and Prof Mayank Kumar Agarwal took part.





Online Coverage

	9		
No	Portal Name	Headline (Incorporated with URL)	Reach
1.	India Today	People living near river drains at high risk of cancer: Medical panel ICMR	82.4M
2.	Dainik Bhaskar	शिविर में 57 बंदियों का स्वास्थ्य जांच किया गया	66.5M
3.	हिन्दुस्तान(Live Hindustan)	मेरठ में अब मिलेगा आयुष अस्पताल का तोहफा	64.8M
4.	अमर उजाला (Amar ujala)	Yamuna Nagar News: तीसरे चुनाव में लगातार दूसरी बार भाजपा का मेयर	63.8M
5.	अमर उजाला (Amar ujala)	Charkhi Dadri News: प्रधानमंत्री योग पुरस्कार के लिए 31 मार्च तक करें आवेदन	63.8M
6.	Navbharat Times - NBT Education	"दो मिनट में साफ हो जाता है पेट", बाबा रामदेव सुबह उठकर पीते हैं 3 चीज मिला पा	57.6M
7.	Navbharat Times - NBT Education	MP Budget: कोई नया टैक्स नहीं एमपी बजट में सबसे अधिक किस विभाग को मिला फंड? ल	57.6M
8.	News18	यमुना नगर में BJP की सुमन बहमनी जीतीः शिक्षा विभाग की नौकरी छोड़ी, सियासत में कू	43.6M
9.	The Hindu	People living near river drains are at elevated risk of developing cancer: ICMR	35.9M
10.	Times Now News	ICMR Says Those Living Near Drains Are At High Risk of Developing Cancer; Her e"	35.4M
11.	Dailyhunt	Government highlights 2024 study linking polluted river drains to cancer cases i	18.6M
12.	Dailyhunt	As told to Parliament (March 11, 2025): Health ministry urges states to boost he	18.6M
13.	Dailyhunt	People living near river drains at high risk of cancer: Medical panel ICMR	18.6M
14.	Dailyhunt	People living near river drains are at elevated risk of developing cancer: ICMR	18.6M
15.	Dailyhunt	Ayushman Bharat: Claims worth Rs 643 cr rejected for "frauds"	18.6M
16.	Dailyhunt	Centre Rejects 3.56 Lakh Fraudulent Health Insurance Claims Worth Rs 643 Cror e	18.6M
17.	Medical Dialogues	Candidates in states with 5-year course duration get "Dr" titles, 4-year don"	16M
18.	Medical Dialogues	People Living Near River Drains Face Elevated Risk of Cancer: ICMR	16M
19.	Patrika	कांग्रेस विधायक के सवाल पर उच्च शिक्षा मंत्री ने दिया जवाब	14M
20.	Business Today	Centre rejects 3.56 lakh fraudulent claims under Ayushman Bharat Scheme; chec k d	13.8M
21.	Prokerala.com	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	13M
22.	Prokerala.com	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	13M
23.	ThePrint	People living by river drains more prone to cancer: ICMR cites study	11.3M
24.	The Tribune India	People living near river drains face high cancer risk, govt tells Parliament	7M





25.	Current Affairs 2023	CCRH Signs MoU to Promote Research in Homoeopathy	1.4M
26.	Down to Earth	Government highlights 2024 study linking polluted river drains to cancer cases i	818.6K
27.	Down to Earth	As told to Parliament (March 11, 2025): Health ministry urges states to boost he	818.6K
28.	Daily Excelsior	People living by river drains more prone to cancer: ICMR cites study	717.7K
29.	Social News XYZ	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	415.2K
30.	Social News XYZ	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	415.2K
31.	NagalandPost	AB-PMJAY: 3.56 lakh claims worth Rs 643 cr rejected for frauds	315.4K
32.	The Morung Express	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	268.3K
33.	Samachar Nama	Sirohi में केंद्र की उदासीनता से बंद होने की कगार पर आयुर्वेदिक चिकित्सा केंद्र,	195.8K
34.	The Navhind Times	Conservation of medicinal plants underscored	185.6K
35.	Sakshipost EN	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	160.8K
36.	Sakshipost EN	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	160.8K
37.	Kashmir Reader	IUST hosts seminar on conservation, cultivation, entrepreneurship dev in medicin	152.7K
38.	Kashmir Reader	IUST hosts seminar on conservation, cultivation, entrepreneurship dev in medicin	152.7K
39.	Hitavada News	Govt to consider uniform norms for Naturopathy	129.5K
40.	BizzBuzz	Govt Firm On Improving Cancer Care, Treatment Accessibility: Minister	125.6K
41.	BizzBuzz	CARI To Jointly Research On Ayurvedic Formulation To Manage Diabetes	125.6K
42.	lans	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	116.7K
43.	Lokmattimes.com	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	94.3K
44.	Lokmattimes.com	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	94.3K
45.	New Kerala	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	72K
46.	New Kerala	Jadhav Reveals Govt Cancer Care Expansion Nationwide	72K
47.	Bhaskar Live	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	46.5K
48.	Bhaskar Live	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25' in	46.5K



49.	Weekly Voice	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	43.8K
50.	Weekly Voice	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	43.8K
51.	Visionnewsservice	जिला कारागार में आयुष चिकित्सा-योग शिविर का 1036 बंदियों को मिला लाभ संचालनालय आ	36.8K
52.	Tennews.in	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	9.1K
53.	ET Government	CCRH signs MoU with Adamas University Kolkata to advance homoeopathy rese arch	5K
54.	Hi INDiA	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	2.4K
55.	Hi INDiA	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	2.4K
56.	TopologyPro One	हरियाणाः शिक्षा विभाग की नौकरी छोड़ी, सियासत में कूदी और अब बन गईं मेयर	1.1K
57.	News Wala	Sirohi में केंद्र की उदासीनता से बंद होने की कगार पर आयुर्वेदिक चिकित्सा केंद्र,	N/A
58.	AnyTV News	Ayurvedic Medical Center, Rajya Sabha MP accused on the verge of closure of the e	N/A
59.	Up-breakingnews	केंद्रीय होम्योपैथी अनुसंधान परिषद और एडमास विश्वविद्यालय ने होम्योपैथी अनुसंधान	N/A
60.	Newsr	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
61.	Asian News Service	जिला कारागार महासमुंद में आयुष चिकित्सा एवं योग शिविर का आयोजन	N/A
62.	Rajkaj Express	पीएम मोदी के विजन को साकार करेगा उत्तराखण्ड	N/A
63.	Times Of Taj	एसर ने अपने 250वें स्टोर का शुभारंभ किया	N/A
64.	Indian Pharma Post	CCRH and Adamas University sign MoU to advance homoeopathy research	N/A
65.	Madrastribune.com	ICMR cites study, ET HealthWorld	N/A
66.	Live Chronicle (India)	CCRH & Adamas University Partner for Homoeopathy Research	N/A
67.	Daksh Darpan 24	जिला आयुर्वेदिक दवा निर्माता संघ की बैठक संपन्न।	N/A
68.	Airr News	People living by river drains more prone to cancer: ICMR cites study – ET Health	N/A
69.	Health Economictimes	People living by river drains more prone to cancer: ICMR cites study	N/A
70.	Justdial.com	Centre rejects 3.56 lakh fraudulent claims under Ayushman Bharat Scheme; chec k d	N/A
71.	Vishva Times	Government treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by	N/A
72.	UjjawalPrabhat	सिरोही: केंद्र की उदासीनता से बंद होने की कगार पर आयुर्वेदिक चिकित्सा केंद्र	N/A
73.	Kadwaghut	CG : जिला कारागार में आयुष चिकित्सा-योग शिविर का 1036 बंदियों को मिला लाभ	N/A



74.	Yes Punjab	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh.	N/A
,	r oo r arijab		14/7 (
75.	Outlook Money	Ayushman Bharat Scheme: 3.56 Lakh Claims Worth Rs 643 Cr Rejected, 1,114 H ospita	N/A
76.	Indore Samachar	डॉ. ए.के. द्विवेदी की पुस्तक अलौकिक मध्यप्रदेश सीएम ने किया लोकार्पण	N/A
77.	OB News	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	N/A
78.	The Mobi World	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	N/A
79.	Fusion World	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
80.	Blitz India Media	Govt committed to improving cancer care, treatment accessibility: Jadhav	N/A
81.	Ilouge Media	Central Council for Research in Homoeopathy, Adamas University Sign MoU for A dva	N/A
82.	Business Highs	CCRH & Adamas University Partner for Homoeopathy Research	N/A
83.	The News Watch	CCRH & Adamas University Partner for Homoeopathy Research	N/A
84.	Suryaa	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
85.	Newsr	CCRH and Adamas University sign MoU to boost Homoeopathy Research	N/A
86.	Sakshi Post	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
87.	Prabhu Kvn	People living near river drains are at elevated risk of developing cancer: ICMR	N/A
88.	The Good News	CCRH & Adamas University Partner for Homoeopathy Research	N/A
89.	Pune News	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
90.	Living Planet Report	CCRH & Adamas University Partner for Homoeopathy Research	N/A
91.	News Chronicle	CCRH & Adamas University Partner for Homoeopathy Research	N/A
92.	Newsday Express	CCRH & Adamas University Partner for Homoeopathy Research	N/A
93.	News This Day	CCRH & Adamas University Partner for Homoeopathy Research	N/A
94.	Today India News	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
95.	NewsItDay	CCRH & Adamas University Partner for Homoeopathy Research	N/A
96.	News Deck	CCRH & Adamas University Partner for Homoeopathy Research	N/A
97.	Business Time	CCRH & Adamas University Partner for Homoeopathy Research	N/A
98.	Go Earth	CCRH & Adamas University Partner for Homoeopathy Research	N/A





99.	India Online Mart	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
100.	Thefreedompress	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
101.	Nation Press	Govt"s Commitment to Cancer Care : Government"s Commitment to Advancing C ancer	N/A
102.	Thip Media	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
103.	Thip Media	Govt committed to improving cancer care, treatment accessibility: Prataprao Jadh	N/A
104.	Today India News	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
105.	Yes Punjab	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
106.	MintMoney	Resonance Racing from AISSMS COE Shines at All India Edgeline Championship 2025	N/A
107.	Daily World	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	N/A
108.	Newspoint	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under "75 by 25"	N/A
109.	Nation Press	Govt Treats 42M for Hypertension, 25M for Diabetes : Government Addresses Hy pert	N/A
110.	Thefreedompress	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
111.	India Online Mart	Govt treats 42.01 mn for hypertension, 25.27 mn for diabetes under '75 by 25" i	N/A
112.	Rediff.com	Does Modi Want Sharad Pawar On His Side?	N/A
113.	Bio Voice News	Longevity India Conference 2025 at IISc Bangalore brings forth unique insights i	N/A
114.	Millenium Post	Ayushman Bharat: Claims worth Rs 643 cr rejected for 'frauds"	N/A
115.	Timeline Daily	Is India"s Elderly Population To Be 20.8% By 2050?	N/A