

MINISTRY OF AYUSH COMPILED MEDIA REPORT
13 Jan, 2025

 **Total Mention 18**

 Print	Financial	Mainline	Regional	Periodical
13	3	10	N/A	N/A

 Online

5

 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard	Hail the freelance economy!	Jaipur + 2	9
2.	Mint	The lessons in long walks and reading	Chennai + 6	14
3.	The Hindu Business Line	My five	Kolkata + 7	9
4.	The Times of India	NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off	Delhi	15
5.	Hindustan Times	Pending payments from Hry, UT set to add to patients pain at GMCH-32	Chandigarh	1
6.	The Indian Express	Adopt villages to help solve issue of migration, Dhami tells diaspora	Chandigarh + 1	13
7.	The Pioneer	MANAGE PAIN WITH YOGA	Chandigarh + 1	11
8.	The Morning Standard	Fit Bit	Delhi	2
9.	The Morning Standard	Insider Track	Delhi	7
10.	The New Indian Express	SIMHASANA HANDS UNDER LEGS	Chennai	2
11.	The New Indian Express	Diplomatic benefits of Yoga	Chennai + 1	9
12.	The New Indian Express	SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)	Bengaluru	2
13.	The Hans India	WHAT HMPV INCIDENCE TELLS US	Hyderabad	6

Business Standard • 13 Jan • Ministry of Ayush
Hail the freelance economy!

9 • PG

401 • Sqcm

129639 • AVE

89.49K • Cir

Top Center

Jaipur • Delhi • Chandigarh

Hail the freelance economy!

More professions are going freelance

ILLUSTRATION: AJAYA MOHANTY



When I joined my first job in Bombay in 1971 after graduating from IIM Calcutta, I was bewildered: The office that lay in front of me had about 50 per cent of its space filled with young men and women sitting in front of typewriters hammering away at their keyboards. The office that I was at was supposed to be that of India's hottest creative ad agency of the time. My 21-year-old mind started wondering: Is this how this company created all those wonderful ads in dailies? Was using a mechanical typewriter was the key to being creative?

I get a similar feeling of bewilderment today when I see/hear of companies, be they in finance, software development, or any other field, that have thousands of employees in their "office" pounding away at their personal computers. And I have started wondering whether, with the advent of artificial intelligence, what I saw in a few years of these pools of typists disappear from offices completely with the advent of the personal computer, will very soon start happening to this super-large pool of young men and women currently hammering away at their PCs.

Some early clues about what changes could happen are available from current news reports. Take this one, for example: "As of 2024, approximately 38 per cent of the US workforce, equating to over 64 million individuals, are engaged in freelance work ... [and that] projections suggest that freelancers could comprise 50 per cent of the U.S. workforce by 2027" (US Bureau of Labor Statistics).

Digging deeper, this trend is not because employers are downsizing their full-time-at-office employees but

appears to be something employees themselves are pushing to do. Wasn't it an article of faith for all of us in the middle class that staying in a job in an office as part of the permanent staff was the surest step towards a happy life?

Further digging reveals that "(approximately) 52 per cent of Gen Z workers and 44 per cent of millennials are engaged in freelancing". So, it is the younger lot who are taking to the "freelance" (upwork.com). And I thought, it must be the ones with low-quality education — people who have jumped around from one low-paid

job to another — that must be making up the bulk of these "freelancers". But then again, reports say that "(over) half of freelancers possess a postgraduate degree, indicating a trend towards higher educational attainment among independent workers". Or could it be that young women are choosing to freelance rather than spend hours every day in office because it gives them more time to spend on caring for their young children, but that too doesn't provide an answer: "The freelance workforce is

nearly evenly split, with women comprising 52.3 per cent and men 47.7 per cent", so clearly there is a bigger force at work driving freelancing.

Further research reveals that this new generation values the ability to set their own schedules, choose projects that interest them, and balance work with personal life. Freelancing provides them the option to choose a location, prioritise autonomy, meaningful work, and non-traditional career paths. Further, freelancers can work for clients across borders, providing opportunities for higher earnings and diversified clien-

tele. Global platforms enable skilled workers to tap into demand in high-paying markets.

Freelancers in the United States contribute significantly to the country's economy, with earnings totalling approximately \$1.27 trillion in 2023 (Forbes), so maybe it is time policymakers viewed "freelancers" as a key segment of the economy and enable legislation to reflect that.

And if you think all this is just in the United States and does not affect India, here are some statistics from the National Institution for Transforming India (NITI Aayog): The country's gig (another word for freelance) workforce will grow to 23.5 million by 2029-30, up from 7.7 million in 2020-21.

While a substantial portion of Indian freelancers work in IT-related fields, offering services such as web development, app development, software engineering, and cybersecurity, freelancers also dominate content writing, copywriting, search-engine optimisation, social-media management, and digital-marketing roles. Online tutoring, curriculum development, and content creation for educational platforms are growing freelance sectors. In health care, freelance opportunities include yoga instructors, fitness trainers, dieticians, and mental-health counsellors who provide virtual and in-person services. And, of course, freelance journalists, bloggers, and editors contribute to media organisations and independent platforms, allowing them the flexibility to cover a wide range of topics, from local issues to international affairs.

On further reflection it occurred to me that even in India, some professions have for a long time had a place for "freelancers" except that the term used so far has been "private practitioners". For instance, for decades, a sizeable proportion of medical doctors, lawyers, and chartered accountants have been in private practice and that was seen to be a perfectly respectable choice to make for middle-class people (my father and maternal grandfather were doctors in private practice). It is understood that today, in India, 80 per cent of qualified doctors are in private practice and so are large proportions of India's 1.3 million registered lawyers and 40 per cent of the 400,000 chartered accountants.

But what is different now is the role digital tech is playing to support the freelance economy. For example, real-time interaction via emails, chat apps, and video-conferencing tools makes it easier to provide service, and a wide reach through digital marketing strategies and online freelance platforms, and does not keep a freelance profession restricted to one town or geographic location but allows them to more lucrative markets.

So, let's hail the freelance economy as it extends across the world's professions!

The author (ajitb@rediffmail.com) is devoted to unravelling the connections between society and technology



AJIT BALAKRISHNAN

Mint • 13 Jan • Ministry of Ayush
The lessons in long walks and reading

14 • PG

119 • Sqcm

35653 • AVE

47.5K • Cir

Top Right

Chennai • Bengaluru • Mumbai • Hyderabad • Delhi • Chandigarh • Ahmedabad



MONDAY MOTIVATION

The lessons in long walks and reading

AVP's head on mentorship and taking Ayurveda to a wider audience

Shail Desai

Devdas Varier began his journey with Arya Vaidya Pharmacy (AVP) in 1993, a family-run Ayurveda enterprise founded by his grandfather in the 1940s. He started by overseeing the hospital in Coimbatore, before his uncle, P.R. Krishna Kumar, encouraged him to take on more responsibilities, leading him to visit manufacturing plants, reformulate traditional products, and engage with marketing and sales.

Over the years, Devdas Varier, 53, has seen a shift in attitude towards Ayurveda, especially among youngsters, prompting AVP to expand from product manufacturing to comprehensive treatment and clinical services.

In an interview with *Lounge*, Devdas Varier, the managing director of AVP, talks about mentorship and bringing Ayurveda to a broader audience. Edited excerpts:

Who do you consider your mentor?

P.R. Krishna Kumar. He was not only my uncle but also my guru and a philosophical friend. He inspired me deeply to pursue the path of Ayurveda, shaping my understanding and commitment to this ancient system of medicine.

A major insight you worked on with his guidance?

My uncle advised me to consider the importance of management ethics, values and initiatives necessary for bringing Ayurveda to a broader audience.

What does being a mentor mean to you?

I believe mentorship is about sharing knowledge, experiences and insights, while fostering an environment where individuals feel encouraged to explore their potential. I make it a priority to be accessible, encouraging open communication and discussions.

What's your morning schedule like?

I start my day by preparing *Kashgum*, a prescribed drink that aids digestion and overall well-being. After reading newspapers, I begin receiving calls from various units, including manufacturing and R&D. I engage in discussions with department heads, focusing on current projects and developments in the field.

Any book or podcast you would recommend about mentorship and growth?

The *Bhagavad Gita*, particularly the conversation between Lord Krishna and Arjuna, is my greatest inspiration. Swami Chinmayananda's practical interpretations have significantly influenced me, providing valuable insights on applying the Gita's teachings to management, relationships and life's complexities.

How do you unwind?

I have a passion for reading and taking long walks. Meeting new people and immersing myself in different cultures is a fantastic way to unwind and learn.

Monday Motivation is a series in which business leaders discuss their mentors and their work ethics.

Write to us at lounge@livemint.com

The Hindu Business Line • 13 Jan • Ministry of Ayush
My five

9 • PG

108 • Sqcm

23230 • AVE

40.13K • Cir

Top Left

Kolkata • Delhi • Chennai • Kochi • Pune • Hyderabad • Bengaluru • Mumbai

MY FIVE.

RICHA SINGH

Founder and Chief Executive,
YourDOST



Mindful walks with kid and Penny,
yoga, and table tennis

- 1** Intent: I wake up at 4.30-5 am, giving myself time to set the tone for the day. Before the rush sets in, I practise mindful walking with my son Rudra and our dog Penny. This simple ritual helps me stay centred, and just 10 minutes of meditation improves focus and clarity.
- 2** Yoga: It's more than just exercise — it helps build flexibility, inner strength and resilience. Stretching, breath-work or mindful movement — it keeps body and mind in harmony.
- 3** Traditional diet: I prefer homely food, as breakfast is heavy, followed by light lunch. Dinner is early and light.
- 4** Unwinding: Fitness isn't just about workouts but having fun too. Playing table tennis, solving sudoku puzzles and listening to music helps unwind, keeping my mind sharp. I also love getting lost in a good book.
- 5** Wellness: Positivity is a muscle we must exercise daily. Whether through gratitude or mindful moments — I stay connected, grounded and joyful. Wellness is also about emotional well-being. Reading the Gita and attending classes provide me with clarity, grounding and perspective, helping me approach life's challenges with calm and wisdom.

The Times of India • 13 Jan • Ministry of Ayush

NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off

15 • PG

258 • Sqcm

313630 • AVE

4.69M • Cir

Top Left

Education Times

Delhi

NMC plans to reduce workload of resident doctors by lowering NEET PG cut-off

Ayushi.Gupta1
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The medical fraternity is divided over the Union Health Ministry and the NMC's recent decision to lower the admission cut-off for NEET-PG 2024 exam. Professionals argue that lowering the cut-off will compromise the quality of medical professionals and will benefit private institutions by allowing them to fill their seats and earn profits by admitting underqualified aspirants. Refuting these claims, the NMC states that the move aims to increase the number of practicing resident doctors and reduce stress caused by excessive workloads. Additionally, it seeks to address the issue of seat wastage in non-clinical medical specialisations such as Pharmacology, Anatomy, Physiology, Biochemistry, and Microbiology.

The cut-off for PG medical aspirants has been reduced to the 15 percentile for General and EWS candidates and 10 percentile for SC, ST, OBC, and PwD candidates.

Dr B Srinivas, secretary, NMC, says, "Lowering the percentile will not impact the quality of medical professionals, as all candidates are already qualified MBBS doctors with first-hand experience in treating patients. After enrolling in PG courses, these doctors will undergo further training needed in the course. Moreover, every PG student must clear their final exams to earn their degree. Those who fail can only continue as MBBS doctors."

Addressing stress

By lowering the cut-off, the NMC aims to address the issues of burnout in doctors and overworked resident doctors. According to a survey conducted by the NMC's Mental Health Task Force in 2024, prolonged hospital duties have been a significant risk factor for mental health issues. Dr Srinivas says, "This step is both patient and resident-doctor-friendly, as it will increase the number of resident doctors in all hospital OPDs, where staff shortages often overburden the existing



Cut-off has been reduced to 15 percentile for General and EWS candidates, and 10 percentile for SC, ST, OBC and PwD candidates

workforce." Meanwhile, clinical specialisations remain the most preferred choice for NEET-PG aspirants, leaving pre-clinical and para-clinical specialisations with vacant seats. Both government and private colleges face significant resource loss due to seat vacancies. "The government incurs a setup cost of Rs 1 to Rs 1.5 crore per seat. When these seats remain vacant for all three years, the resources are wasted, benefiting no one. Allowing students with lower scores to fill these seats will reduce wastage and help colleges operate efficiently," adds Dr Srinivas. Many private colleges reduce fees for non-clinical branches after the first two rounds of MCC counselling, making these courses more affordable.



Creating more jobs

A prominent reason for student disinterest following low enrolment in non-clinical PG courses is the lack of job prospects and financial stability, which has resulted in vacant seats. "We are working to involve pre-clinical and para-clinical residents in OPD duties and use their skills in nursing homes and hospitals. This is a more effective use of manpower compared to many AYUSH doctors working in such roles in allopathic hospitals," says Dr Srinivas.

Hindustan Times • 13 Jan • Ministry of Ayush

Pending payments from Hry, UT set to add to patients' pain at GMCH-32

1 • PG

223 • Sqcm

345400 • AVE

267.13K • Cir

Bottom Center

Chandigarh

{ AYUSHMAN BHARAT PRADHAN MANTRI JAN AROGYA YOJANA }

Pending payments from Hry, UT set to add to patients' pain at GMCH-32

Priyanka Thakur

priyanka.thakur@hindustantimes.com

CHANDIGARH : Due to pending payments from Haryana and Chandigarh, patients from these states may soon lose access to treatment under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) at Government Medical College and Hospital (GMCH), Sector 32.

The hospital has outstanding dues of over ₹7.5 crore from these states for the last four months, with Haryana owing ₹5.24 crore, highest among 10 defaulting states, and Chandigarh ₹2.21 crore for treatment of over 2,400 patients in all.

Due to Punjab's dues piling to ₹5.11 crore, treatment of patients from the state under the scheme already came to a grinding halt in October 2024, leaving thousands of needy patients in the lurch, and similar action may follow for Haryana and Chandigarh if payments aren't made.

Currently, about 400-450 patients benefit monthly from the scheme, ranging from minor treatments to critical care. If the outstanding dues aren't cleared, the number of affected patients is expected to rise, leaving many

Know the scheme

- The Ayushman Bharat PM-JAY Mukh Mantri Sehat Bima Yojana provides health insurance cover of ₹5 lakh per family per year to almost 65% population in Punjab. Under this scheme, cashless and paperless treatment is available at government and empanelled private hospitals.

- As it was the flagship programme of the central government, some portion of the scheme is paid by Centre and rest by Punjab. The scheme also extends to PGIMER and GMCH-32 in Chandigarh. But while the state is clearing the dues for PGIMER, it hasn't paid GMCH-32 since August.

without crucial financial support for their medical care.

Overall, the hospital offers treatment under the scheme to patients from 10 states, including Punjab, Haryana, Chandigarh, Himachal Pradesh, Bihar, Uttar Pradesh, Jammu & Kashmir, Uttarakhand, Madhya Pradesh and Maharashtra, apart from the Central Armed Police Forces.



How does it work

- After a patient's eligibility is confirmed under the scheme, a file is created with details of proposed treatment plan and estimated cost

- The approval takes a few hours and once the budget is passed, the patient can get cashless treatment

At GMCH-32, approximately 400-450 patients benefit from this process each month, availing treatments ranging from minor procedures to critical care services.

Patients left in lurch

- With the scheme for Punjab patients already suspended due to pending payments, patients who rely on it have been left scrambling for alternatives. Many have been forced to delay treatment, waiting for the scheme to resume. Others are left with two difficult choices: paying out-of-pocket, often an unmanageable expense for those from low-income backgrounds, or seeking treatment at an already overburdened PGIMER, leading to significant delays.

- The situation has also created a ripple effect, burdening other healthcare facilities in the region.

With all of these states defaulting in payments for treatment of 4,238 patients, the total dues have mounted to ₹14.18 crore, confirmed Ajay Chagti, health secretary, Chandigarh.

GMCH principal-director Dr AK Atri said Punjab had not cleared the dues for a long time and that's why treatment for their patients was stopped. "The

Punjab government reimbursed around ₹1 crore in November 2024, but over ₹4 crore still remain pending," he added.

"A meeting was conducted recently regarding the non-payment of Ayushman scheme dues by states. We will send minutes of the meeting to the UT administration on Monday for further review and decision," said Dr Atri.

The Indian Express • 13 Jan • Ministry of Ayush

Adopt villages to help solve issue of migration, Dhami tells diaspora

13 • PG

57 • Sqcm

50798 • AVE

175.5K • Cir

Middle Left

Chandigarh • Delhi

Adopt villages to help solve issue of migration, Dhami tells diaspora

Dehradun: Uttarakhand CM Pushkar Singh Dhami Sunday urged expatriates hailing from the state to adopt villages to help address the long-running migration crisis.

Inaugurating the International Uttarakhandi Diaspora Conference, the CM said there is immense potential for investment in Uttarakhand.

"Sectors such as adventure tourism, power generation, aromatic products, manufacturing, agriculture, horticulture, herbal products, AYUSH and wellness are key areas for investment. Significant policy and structural reforms have been undertaken to establish Uttarakhand as a prime investment destination," he said.

He urged the diaspora to contribute to solving the critical issue of migration by adopting and developing villages and towns in the state. He laid stress on the importance of their skills, experience and technical expertise in realising the state's aspirations.

He announced the formation of a diaspora cell for better coordination and support for expatriates.

ENS

The Pioneer • 13 Jan • Ministry of Ayush

MANAGE PAIN WITH YOGA

11 • PG

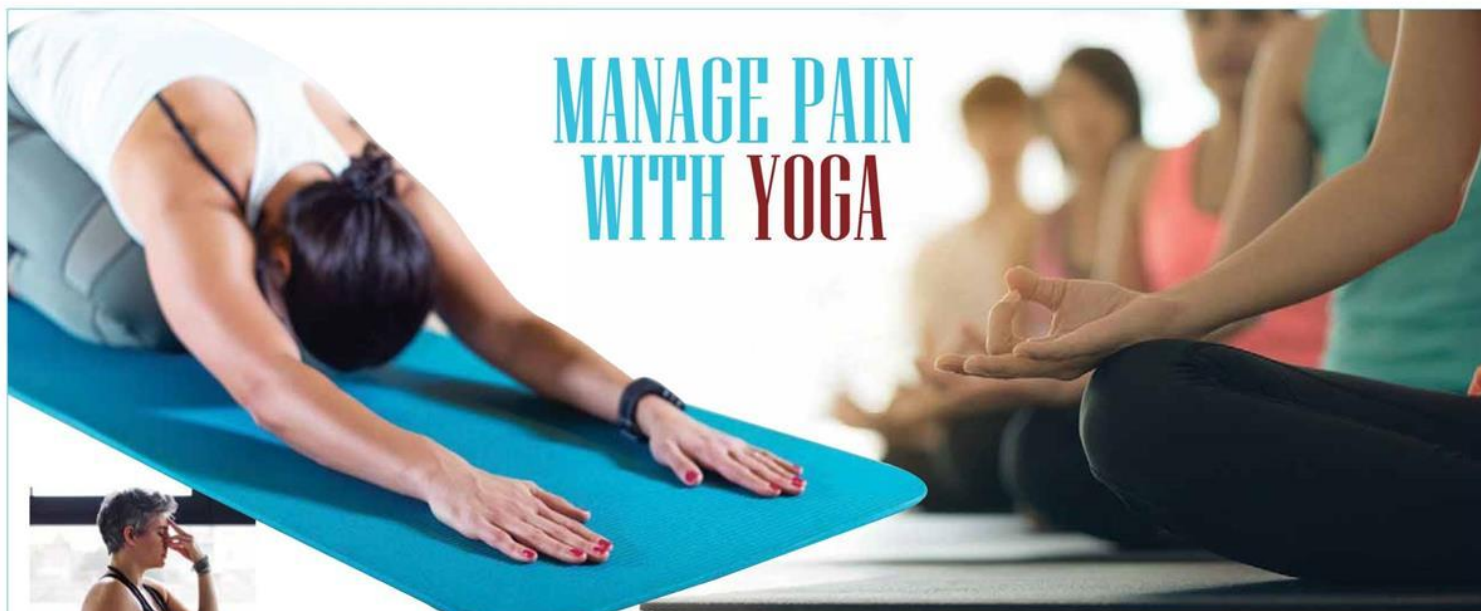
902 • Sqcm

541209 • AVE

268.96K • Cir

Top Left

Chandigarh • Delhi



YOGA TRANSCENDS PHYSICAL POSTURES TO HEAL THE MIND, REJUVENATE THE BODY, AND CREATE INNER BALANCE, EMPOWERING YOU TO LEAD A STRESS-FREE AND FULFILLING LIFE, WRITES **YASH GUPTA**



Let us understand the word yoga and what it means. It means the union of the self. So as per the yoga, many pains are not just in the body but in the mind and the memory as well. Have you ever wondered why you feel so lethargic even after you've not done anything in a day because your mind is tired? There is an old saying that says a weak mind cannot carry a strong body but a strong mind can have a weak body.

Yoga also includes some parts of astrology so at some point like at the full moon or maybe on the new moon day you might feel different from the rest of the days but practising yoga means simply surpassing everything because the self is beyond everything and with the natural healing process, there are some techniques that help you to become a younger version or maybe a better version of yourself.

Yoga acts like the white blood cells in the body as soon as the pain arrives, it eliminates or with some breathing techniques and pranayam and some techniques it helps you relieve all the stress. Like if you go to a physiotherapist and you have a lower back issue or like a back issue the most common answer for



them will be the cobra pose the moment you start doing the cobra pose it helps you have the posture and once you have a good posture it also helps you have a better confidence while travelling while walking even while sitting. So it focuses not just on the aspect of the physical body but on the mental level as well yoga helps you relieve every sort of stress.

Also, the major cause once the digestion is improved while doing the surrender Namaskar it helps you relieve



all the problems related to your stomach and you move naturally becoming fresh & light. It is also said by Maharishi Patanjali that yoga not only removes the stress and pain but also blocks the pain and the stress coming towards you.

There are yoga postures that people do and names like Ashtanga Yoga, Hatha Yoga and what not but the major concern is that you listen to your body and you start responding the same way also once you start responding the same way you start Healing as well as your body will start

listening to you which will produce harmony in your life and will help you grow in your career for sure.

People often say that they don't have the time to meditate or do yoga but remember it is always to have the pain of discipline rather than having the pain of regret so you're not late anymore you can start now you can join yoga schools, online classes for better postures and training.

— The author is an Art of Living faculty, meditation and mind coach and professional yoga trainer

The Morning Standard • 13 Jan • Ministry of Ayush

Fit Bit

2 • PG

601 • Sqcm

288633 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)

This variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose), is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows release of stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation, and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for people dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale and widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward towards the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles like a lion.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a roaring sound, using the back of your throat. Keep your tongue out and down, with your gaze up.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar. Repeat for five rounds.
- To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together. Relax in a Child Pose variation.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily exercise, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
- Activates and stretches facial muscles, including the jaw, throat, and tongue.
- Stimulates the Throat Chakra, enhancing communication and emotional expression.
- Ideal for public speakers, teachers, actors, artists, comedians, singers, or anyone whose lifestyle involves significant communication.
- Boosts self-confidence.

LIMITATIONS

- People with weak wrists should practise in Vajrasana without placing their hands on the floor.
- If you are suffering from any kind of injury, sit on a chair or practise in other seated poses like Padmasana.
- Avoid practising this asana if you suffer from any chronic illnesses or physical problems.



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

The Morning Standard • 13 Jan • Ministry of Ayush Insider Track

7 • PG

691 • Sqcm

331541 • AVE

300K • Cir

Top Right

Delhi

INSIDER TRACK



Moving houses: 'To embrace new'

24, Akbar Road has witnessed much, right from the 1978 turmoil when Indira Gandhi was defeated, the Congress split, and the party organization found itself without an office. The address served its purpose as Congress is moving into its new headquarters, Indira Bhawan, at 9A, Kotla Road. It is the work of Hafeez Contractor, the architecture typically marked by its verticality—he is responsible for some of the tallest buildings in the country. But it took a long time coming. The word was out 15 years ago that Contractor was designing a new office for the Congress on Kotla Road (Rouse Avenue). The deadline for completion was 2018, but it faced extensions due to a lack of funds. The Congress says the exodus from Akbar Road is "designed to meet the evolving needs of the party and its leaders". Now, all it needs is a perfect date for the shifting. The Grand Old Party's foundation day would have been ideal if not for the passing of the man who had laid the foundation stone of the five-storey building —Dr Manmohan Singh. Having mourned his death, the Congress is ready to move into its new headquarters on January 15, the day of Makar Sankranti. Secular or not, we love our "auspicious occasions".

Indian origin? Indian pride

One thing they will never run out of is Indian-ness. And with the world brimming with successful Indian-origin people and leaders of all kinds, the media and the public keep the pride factory churning. From outgoing US Vice-President Kamala Harris to Kash Patel, Sriram Krishnan or Vivek Ramaswamy, who have come to occupy top echelons of the Trump administration, from former UK Prime Minister Rishi Sunak to Anita Anand, a potential replacement for Canadian PM Justin Trudeau, we simply can't get enough. So when we discovered that Singapore President Tharman Shanmugaratnam has a distinctly Tamil-sounding name, we quickly felt proud. His presidency is relatively new, but Shanmugaratnam has frequently visited India in various capacities. That only strengthened perceptions of his Indian origin. It must have ruffled a few feathers at the Sri Lankan embassy in the national capital because they hastily pointed out: "Shanmugaratnam is not an Indian Tamil. He is Sri Lankan Tamil." Well, you know how things are with South Asian identities! Never easy.



Diplomatic benefits of Yoga

For centuries, Yoga has nourished Indian health and ethos. How does it matter if India has a very high number of diabetes cases in the world? We still have Yoga. The ordinary citizen, too, is aware of its benefits. Plus, there's International Yoga Day. After encouraging every Indian to practice Yoga, the Ministry of External Affairs has taken it upon itself to share its benefits with foreign diplomats residing in New Delhi. As part of a pilot, Yoga instructors arrived at diplomatic residences in Dwarka and offices at Jawaharlal Nehru Bhavan. And guess what? It was a huge hit! Many diplomats reported feeling physically 'rejuvenated'. Others talked about 'miracle cures' for old ailments such as knee and back aches. 'Ancient wisdom,' we cheered. Some diplomats were so impressed that they requested their instructors for online sessions. 'Overwhelmed' by the feedback, the ministry is now looking to expand this wellness initiative, hiring three more yoga instructors to keep diplomats fit and sharp. Ideal candidates for the job? Preferably bilingual, aged 25-45, and ready to channel India's soft power for diplomatic benefits. Namaste for that!

The New Indian Express • 13 Jan • Ministry of Ayush

SIMHASANA HANDS UNDER LEGS

2 • PG

733 • Sqcm

967475 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)

This is a variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose). It is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows you to release stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for students dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale, widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward toward the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks on your heels. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale through your mouth with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles as if making a terrifying lion's expression.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a smooth yet loud roaring sound. Keep your tongue out and down, with your gaze up. Produce the roar at the back of the throat and continue as long as it feels comfortable.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar long and loud like a lion.
- Repeat for at least five rounds or as per your capacity. To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together.
- Finally, relax in a Child Pose variation to counterstretch the feet.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily practice, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
- Activates and stretches facial muscles, including the jaw, throat, and tongue.
- Stimulates the Throat Chakra, enhancing communication and emotional expression.
- Ideal for public speakers, teachers, actors, artists, comedians, singers, or anyone whose lifestyle involves significant speaking or communication.
- Upward gaze awakens the Third Eye Chakra, promoting intuition and inner wisdom.
- Boosts self-confidence.

LIMITATIONS

- Students with weak wrists should practise in Vajrasana without placing hands on the floor.
- If you have any kind of injury, sit on a chair or practice in other seated poses like Padmasana.
- Avoid practising this asana if you suffer from any chronic illnesses or physical problems.



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

The New Indian Express • 13 Jan • Ministry of Ayush
Diplomatic benefits of Yoga

9 • PG

245 • Sqcm

323135 • AVE

246.4K • Cir

Top Right

Chennai • Bengaluru



Diplomatic benefits of Yoga

For centuries, Yoga has nourished Indian health and ethos. How does it matter if India has a very high number of diabetes cases in the world? We still have Yoga. The ordinary citizen, too, is aware of its benefits. Plus, there's International Yoga Day. After encouraging every Indian to practice Yoga, the Ministry of External Affairs has taken it upon itself to share its benefits with foreign diplomats residing in New Delhi. As part of a pilot, Yoga instructors arrived at diplomatic residences in Dwarka and offices at Jawaharlal Nehru Bhavan. And guess what? It was a huge hit! Many diplomats reported feeling physically 'rejuvenated'. Others talked about 'miracle cures' for old ailments such as knee and back aches. 'Ancient wisdom,' we cheered. Some diplomats were so impressed that they requested their instructors for online sessions. 'Overwhelmed' by the feedback, the ministry is now looking to expand this wellness initiative, hiring three more yoga instructors to keep diplomats fit and sharp. Ideal candidates for the job? Preferably bilingual, aged 25-45, and ready to channel India's soft power for diplomatic benefits. Namaste for that!

The New Indian Express • 13 Jan • Ministry of Ayush SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)

2 • PG

675 • Sqcm

675247 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

SIMHASANA HANDS UNDER LEGS (LION POSE HANDS UNDER LEGS)

This is a variation of the foundational Hatha Yoga pose, Simhasana (Lion Pose). It is a powerful and energising practice that combines breathwork with specific facial movements. Playful and fun in nature, it can be a creative addition to yoga for kids and teens. It allows you to release stress, tension, and frustration by exhaling forcefully and making either a 'roaring' or 'ha' sound. It also helps awaken and invigorate the body, increasing oxygenated blood circulation and activating the parasympathetic nervous system. This Ashtanga Yoga practice can be included for students dealing with stress or depression.

STEPS

- Sit in Vajrasana (Thunderbolt Pose), taking a few breaths here. Stretch the spine. Inhale, widen your knees apart, pointing them to the respective sides. Exhale, rotate your wrists, turn the fingertips inward toward the body, and place the palms under the thighs.
- Point your fingers backward. Press the knuckles firmly. Keep the palms grounded, chest open, elbows facing forward, and arms straight.
- Keep your back straight. Sit back on your heels, resting your buttocks on your heels. Relax your shoulders and gently drop them away from your ears.
- Begin the lion's breath practice. Take a deep breath through your nose while keeping your eyes closed. Exhale through your mouth with a loud roaring sound while sticking your tongue out and down, and gaze upward. Stretch your facial muscles as if making a terrifying lion's expression.
- After one breath cycle, close your eyes and mouth, inhale through your nose, and exhale with a smooth yet loud roaring sound. Keep your tongue out and down, with your gaze up. Produce the roar at the back of the throat and continue as long as it feels comfortable.
- Keep your palms wide and pressed throughout the practice. Draw your shoulders away from the ears, broadening through the upper back and chest. With each exhale, stick your tongue down, gaze upward, and roar long and loud like a lion.
- Repeat for at least five rounds or as per your capacity. To release, inhale and remove your palms from under your legs, placing them on your thighs. Exhale and bring the knees together.
- Finally, relax in a Child Pose variation to counterstretch the feet.

BENEFITS

- Helps strengthen the wrists, shoulders, and arms.
- Assists with carpal tunnel syndrome.
- Relieves stress, tightness, and tension in the palms, wrists, and fingers.
- Can be included in restorative yoga sequences.
- Promotes better posture and opens the chest.
- Facilitates smooth and even breathing in pranayama practice.
- Adds a joyful element to daily practice, promoting calmness.
- Releases pent-up emotions, frustration, and stress while strengthening muscles and joints.
- Encourages letting go of negative emotions and boosts vitality and confidence.
- Improves blood flow to the hands, warming muscles and ligaments, and increasing wrist joint mobility.
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The Hans India • 13 Jan • Ministry of Ayush

WHAT HMPV INCIDENCE TELLS US

6 • PG

548 • Sqcm

164512 • AVE

390.49K • Cir

Middle Left

Hyderabad

WHAT HMPV INCIDENCE TELLS US

UNRAVELING THE ENIGMA OF A MUCH MISUNDERSTOOD AFFLICTION

DR R NEERAJA

As the world grapples with the latest viral sensation, Human Metapneumovirus (HMPV), a sense of familiarity pervades the atmosphere. The COVID-19 pandemic may have receded into the annals of history, but its profound impact on our collective psyche endures. We are predisposed to respond to any perceived threat with a mix of apprehension and unease, our emotional sensitivities heightened by every whispered rumor and speculative report.

And yet, as we delve deeper into the mysteries of HMPV, a more sophisticated narrative begins to unfold. This enigmatic virus, first identified in 2001, has been quietly infecting individuals and causing mild to moderate respiratory symptoms, its presence a mere murmur in the winds of time. It is not a highly contagious or lethal virus, its transmission rate relatively subdued, its impact on public health negligible.

So why, then, the fervent speculation and alarmist headlines? The answer lies in our collective psyche, still raw and tender from the trauma of the COVID-19 pandemic. Our emotional landscape is scarred by the memories of fear and uncertainty, and HMPV has become the latest focal point for our anxieties. But as we navigate this complex emotional terrain, it is essential to distinguish between fact and fiction, to separate the signal from the noise. HMPV is not a significant threat to public health, and its impact can be easily mitigated with basic health measures. It is a relatively mild virus, already pre-

sent in the community, and the current "outbreak" is simply a case of increased awareness and reporting.

As we move forward, it is crucial that we approach the HMPV threat with a clear and discerning mind, untainted by the distortions of fear and speculation. We must focus on the real health challenges that face our nation, and work towards creating a more resilient and equitable healthcare system. The HMPV conundrum serves as a poignant reminder of the importance of nuance and complexity in our public discourse. We must transcend simplistic narratives and binary oppositions, and instead strive for a more informed and empathetic understanding of the intricate issues that shape our world.

Ultimately, the HMPV happening offers a valuable lesson for our collective future. It reminds us of the importance of staying informed, being vigilant, and working together to address health challenges. By embracing these values, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. As we navigate the complexities of the HMPV outbreak, it is essential to recognize the critical role that healthcare infrastructure plays in mitigating the impact of infectious diseases.

A robust and well-funded healthcare system is the backbone of any effective response to emerging health threats. In this regard, the HMPV outbreak serves as a stark reminder of the need for sustained investment in healthcare infrastructure. We must prioritize the development of robust surveillance systems, enhance



our diagnostic capabilities, and strengthen our contact tracing mechanisms. Furthermore, we must recognise the importance of community engagement and participation in health initiatives. By fostering a culture of wellness and empowering individuals to take ownership of their health, we can create a more resilient and responsive healthcare system. The HMPV outbreak also highlights the need for greater international cooperation and collaboration in the face of emerging health threats. In an increasingly interconnected world, infectious diseases know no borders, and it is essential that we work together to share knowledge, coordinate responses, and develop effective countermeasures. As we move forward, it is crucial that we adopt a holistic and multifaceted approach to addressing the HMPV outbreak. We must integrate our response efforts across multiple sectors, including healthcare, education, and community development. By adopting such a comprehensive approach, we

can ensure that our response to the HMPV outbreak is not only effective but also sustainable and equitable. We can create a future where infectious diseases are no longer a threat to public health, and where every individual has access to quality healthcare and opportunities for wellness.

The HMPV conundrum serves as a powerful reminder of the importance of nuance, complexity, and empathy in our public discourse. It highlights the need for sustained investment in healthcare infrastructure, community engagement, and international cooperation. As we navigate the complexities of the HMPV outbreak, let us remain guided by the principles of evidence-based decision-making, compassion, and solidarity. By working together and embracing these values, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. The HMPV enigma also underscores the importance of fostering a culture of wellness

It is a relatively mild virus, already present in the community, and the current "outbreak" is simply a case of increased awareness and reporting. As we move forward, it is crucial that we approach the HMPV threat with a clear and discerning mind, untainted by the distortions of fear and speculation. We must focus on the real health challenges that face our nation, and work towards creating a more resilient and equitable healthcare system. The HMPV conundrum serves as a poignant reminder of the importance of nuance and complexity in our public discourse

in our communities.

By promoting healthy behaviors, providing access to quality healthcare, and supporting community-based initiatives, we can create a more resilient and responsive healthcare system. Furthermore, the HMPV outbreak highlights the need for greater transparency and accountability in our healthcare systems. We must prioritize open communication, data-driven decision-making, and robust oversight mechanisms to ensure that our responses to emerging health threats are effective, efficient, and equitable. In addition, the HMPV outbreak underscores the importance of addressing the social determinants of health. We must recognize that health outcomes are influenced by a complex array of factors, including socioeconomic status, education, housing, and environmental conditions.

By addressing these underlying factors, we can create a more equitable and just healthcare system that promotes health and wellness for all. As we move forward, it is essential that we adopt a proactive and preventive approach to addressing emerging health threats. We must prior-

itize investment in healthcare infrastructure, research and development, and community-based initiatives that promote health and wellness. By working together and embracing a comprehensive and multifaceted approach, we can create a brighter, healthier, and more sustainable future for ourselves and for generations to come. The HMPV outbreak serves as a powerful reminder of the importance of global solidarity, cooperation, and collective action in the face of emerging health threats.

In conclusion, the HMPV happening is a complex and multifaceted issue that requires a comprehensive and nuanced approach. By prioritising transparency, accountability, and equity, and by addressing the social determinants of health, we can create a more resilient and responsive healthcare system that promotes health and wellness for all. Ultimately, our collective response to the HMPV outbreak will serve as a testament to our ability to work together in the face of adversity and to create a brighter, healthier future for all.

*(Writer is Medical officer,
Department of Ayush,
Karimnagar)*

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	आयुर्वेद कॉलेजों की निरीक्षण फीस तीन से पांच गुनी बढ़ाई	66.5M
2.	हिन्दुस्तान(Live Hindustan)	होम्योपैथिक चिकित्सा एवं योग शिविर में 80 से अधिक रोगियों की जांच	64.8M
3.	The Times of India	Buldhana baldness cases: Fungal infection ruled out, high levels of nitrate in w...	64.4M
4.	Divya Himachal	कुंडी में 160 मरीजों का जांचा स्वास्थ्य	553.6K
5.	Hari Nayak	लॉस एंजेलिस अग्रिकांड से अमेरिका आया घुटनों पर,यूपी-एमपी-	3.3K