


MINISTRY OF AYUSH COMPILED MEDIA REPORT
14 Jan, 2025 - 15 Jan, 2025

 **Total Mention 20**

 Print	Financial	Mainline	Regional	Periodical
20	2	11	6	1

 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard	Krav Maga Packs A Punch For Self-Defence In India	Delhi + 2	1, 12
2.	The Financial Express	Sat Kartar IPO subscribed 316.02 times on final day	Pune + 10	6
3.	Hindustan Times	AAP blocked Centre's Ayushman Bharat: BJP	Delhi	5
4.	Hindustan Times	Under BJP govt, Odisha joins Ayushman Bharat	Delhi + 1	8
5.	The Morning Standard	Fit Bit	Delhi	2
6.	The Morning Standard	Fit Bit	Delhi	2
7.	The Pioneer	Kumbh to boost UP's revenue by RS2 Lakh Crore	Chandigarh	1
8.	The Tribune	Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis	Delhi	3
9.	The New Indian Express	NAVASANA VARIATION 1 (BOAT POSE VARIATION 1)	Bengaluru	2
10.	The New Indian Express	GUPTA PADMASANA	Chennai	2
11.	The New Indian Express	GUPTA PADMASANA (HIDDEN LOTUS POSE)	Bengaluru	2
12.	The Daily Guardian	J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES	Chandigarh	6
13.	Yugmarg	Beneficiaries getting free treatment facility under Ayushman, Chirayu Yojana: Uttam Singh	Chandigarh	6
14.	Mans World	Ace The Mane Game	National	76, 77
15.	Pioneer Hindi	India has the potential to double turmeric production to 20 lakh tonnes in five years: Goyal	Delhi	9
16.	Jag Bani	Ayushmann bharat pradhan mantri jan arogya tehat dita jave sehat bime da labh :Agarwal	Chandigarh	4
17.	Dainik Savera	Ayushmann bharat pradhan mantri jan arogya yojana ko punjab mein sucharu dhang se chalne ke liye cm...	Chandigarh	2
18.	Maharashtra Times	It is important to be healthy overall	Mumbai	2
19.	Nav Rashtra	Central government takes note of hair loss in Buldhana	Pune	3
20.	Virat Vaibhav	Jeevan ko lekar ayurved, yog aur nathpanth ki manyata ek: Yogi	Delhi	9

Business Standard • 14 Jan • Ministry of Ayush
Krav Maga Packs A Punch For Self-Defence In India

1, 12 • PG

422 • Sqcm

208796 • AVE

89.49K • Cir

Top Left,Top Right

Delhi • Jaipur • Chandigarh



Krav Maga packs a punch for self-defence in India

Israeli fighting method has been gaining traction in the country over past few years

AJINKYA KAWALE
Mumbai, 13 January

Sixty-five-year-old Eyal Yanilov has been drawn to the ghats at Banaras every year for the past two decades. The Israeli sexagenarian is back in the temple town this year to command his control over breath and mental discipline through yoga.

Days later, at the Kanara Catholic Association in Bandra, Yanilov is powering punches and kicks alongside 42 others who have come here to master close combat manoeuvres and self-defence techniques.

At present, Yanilov serves as the president and chief instructor of Krav Maga Global, where he trains students in the Israeli martial art that shares its name.

Krav Maga, which loosely translates to 'contact combat', is an integrated system rooted in combat and fighting techniques along with self-defence.

Harmless yoga finds itself in the combat equation to chisel mental models of martial arts based on two major virtues: focus and posture, he explains over breakfast, which is low on dairy and meat.

"I have avoided meat and dairy for the longest period due to moral challenges. Focus and concentration are required for Krav Maga's combat mindset, which we can achieve through yoga and breathing exercises," he added.

The Israeli practice has been gaining traction in the country over the past few years, expanding to places such as Mumbai, Goa, Pune, Bengaluru, Mangaluru, and Chennai, among others. In India, 13 instructors are entrusted

with training across categories such as women's self-defence, civilian training, and corporate segments.

Globally, the martial art form has expanded to over 60 countries since the early 1980s, when Yanilov was a young trainee learning the craft under the supervision of Hungarian-born Israeli martial artist Imrich 'Imi' Lichtenfeld.

Yanilov went on to develop the curriculum for the combat technique in his mid-twenties, dividing the progress of candidates into different levels, simplifying manoeuvres, and absorbing fighting techniques and third-party protection systems in the backdrop of a sustained conflict back home.

Growing up in a city 30 kilometres north of Tel Aviv, a coastal city on the brink of the Mediterranean, he recalls how the life of an ordinary civilian was rooted in clashes. This was a time when the country was confronted with the 1967 Arab-Israeli war.

"Israel back then was definitely under threat of survival.

Life was about life and death, and I saw it as an eight-year-old kid," he recalls.

Later, he went on to serve in the Israel Defense Forces in Tel Aviv in the communication and training department, which gave him a ringside view of how conflicts are tackled, de-escalated, and eventually contained.

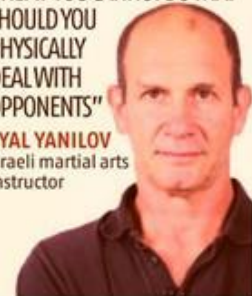
Despite rigorous training in defence and offence, including punches, kicks, grabs, chokes, headlocks, and weapon handling, he believes the de-escalation of violent conflicts should always begin verbally.

"We are teaching physically, technically, tactically, and mentally how to deal with violent confrontation. But first of all, it is important to prevent violent confrontations. Only if you cannot do that should you physically deal with opponents," he explains.

However,

"WE ARE TEACHING HOW TO DEAL WITH VIOLENT CONFRONTATION. BUT FIRST, IT IS IMPORTANT TO PREVENT VIOLENT CONFRONTATIONS. ONLY IF YOU CANNOT DO THAT SHOULD YOU PHYSICALLY DEAL WITH OPPONENTS"

EYAL YANILOV
Israeli martial arts instructor



one question remains.

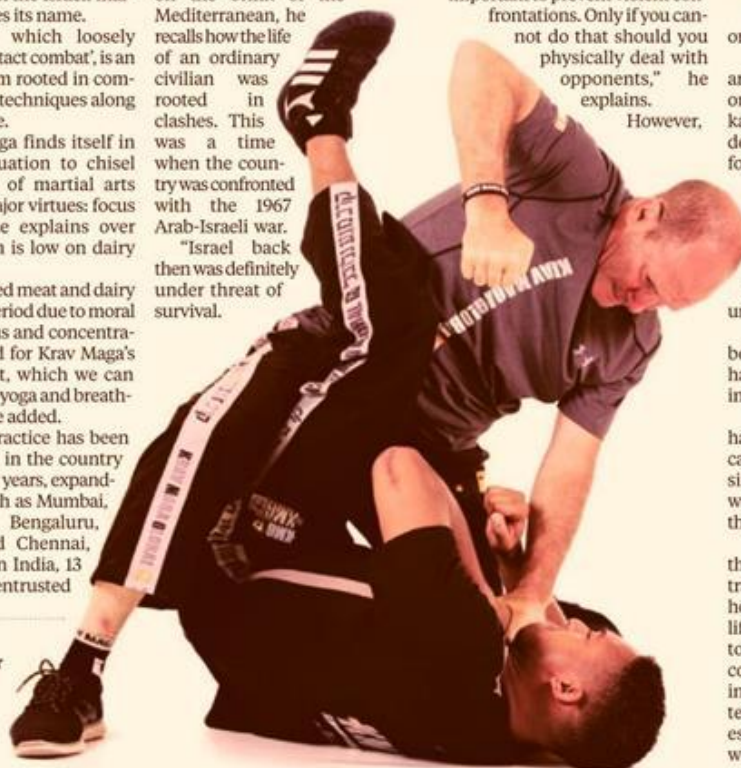
Despite the presence of martial arts training in India that focuses on Japanese techniques such as karate, ju-jitsu, and sumo, self-defence has still been a challenge for many.

"Most of these martial arts may not be suitable for self-defence since today the training is geared towards sports. They are not simulated in an environment that triggers a natural response to a crisis," he said.

As he explains this, Yanilov begins to rush back to the hall accommodating 42 students in Bandra.

On the first floor of the hall, he has simulated conditions to replicate a stage for a bar fight. Red cups simulating whisky glasses and water bottles are present on more than 10 tables. The room is packed.

"The simulation is to ensure there is also enough on-field distraction for everybody, similar to how a fight may break out in real life. In such situations, the ability to focus is low. You need to get comfortable with your surroundings and arm yourself with whatever is close to you if anything escalates," he tells his students who are getting ready for a drill.



Krav Maga has expanded to over 60 countries since early '80s

PHOTOS: KRAV MAGA GLOBAL

The Financial Express • 15 Jan • Ministry of Ayush
Sat Kartar IPO subscribed 316.02 times on final day

6 • PG

22 • Sqcm

5590 • AVE

130K • Cir

Top Left

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

**Sat Kartar IPO
subscribed 316.02
times on final day**



SAT KARTAR
SHOPPING SME IPO
was subscribed 316.02
times on the final day
of its bidding process. The
company has received bids for
946 million shares, against 2.99
million shares offered to
investors.

Hindustan Times • 15 Jan • Ministry of Ayush
AAP blocked Centre's Ayushman Bharat: BJP

5 • PG

72 • Sqcm

426047 • AVE

3.43M • Cir

Bottom Center

Delhi

AAP blocked Centre's Ayushman Bharat: BJP

HT Correspondent

letters@hindustantimes.com

NEW DELHI: The Bharatiya Janata Party (BJP) on Tuesday accused the Aam Aadmi Party (AAP) government in Delhi of denying residents access to the Ayushman Bharat scheme for political reasons. The scheme, launched in 2018, provides health coverage of ₹5 lakh per family annually.

On Tuesday, Delhi BJP chief Virendra Sachdeva said, "The AAP government has turned down ₹2,400 crore assigned

under a central scheme to strengthen the medical infrastructure in Delhi."

"The AAP government blocked the Ayushman Bharat scheme purely due to political reasons. I request the court to issue directions to the Delhi government," he further claimed.

In response, the AAP argued that Ayushman Bharat caps benefits at ₹5 lakh per family, whereas Delhi government hospitals provide free treatment without limits. "No one in Delhi is denied care because of their inability to pay," AAP said.

Hindustan Times • 14 Jan • Ministry of Ayush
Under BJP govt, Odisha joins Ayushman Bharat

8 • PG

151 • Sqcm

891092 • AVE

3.43M • Cir

Bottom Center

Delhi • Chandigarh

{ 34TH STATE SO FAR }

Under BJP govt, Odisha joins Ayushman Bharat

HT Correspondent

letters@hindustantimes.com

NEW DELHI: Odisha on Monday joined the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) scheme, becoming the 34th state or Union territory to implement the Centre's flagship health coverage scheme, with Union health minister JP Nadda describing it as a "historic moment".

The BJP-led Odisha government's health and family welfare department signed a memorandum of understanding with the National Health Authority (NHA) — the implementing agency of the scheme — of the Union health ministry in New Delhi to implement the health assurance scheme. Nadda, Odisha chief minister Mohan Charan Majhi and several other dignitaries were present during the signing of pact.

"The AB PM-JAY will be implemented in convergence with the existing Gopabandhu Jan Arogya Yojana in Odisha. It will provide a cover of ₹5 lakh per family per annum with additional ₹5 lakh for women members. A total of 1.03 crore (10.3 million) families will come under the scheme with 67.8 lakh (6.78 million) families supported by the Union government," the state government said.

"Today is a historic day for



CM Mohan Majhi

Odisha. AB PM-JAY is not only the world's largest health coverage scheme but also the fastest to be implemented since conception," Nadda said. "The scheme is fully digitised and covers approximately 45% of India's population. The Prime Minister (Narendra Modi) launched the Ayushman Vay Vandana Card in October 2024 which will benefit approximately 6 crore (60 million) people aged 70 years and above."

Speaking on the occasion, Majhi said people from Odisha will now have access to cashless treatment in over 29,000 government and private empanelled hospitals, up from who around 900 empanelled hospitals.

"The converged schemes will benefit 4.5 crore (45) people of Odisha with the help of a single card... The significance of this occasion is immense, as it will transform the health status of 86% of Odisha's population," the CM added.

The Morning Standard • 15 Jan • Ministry of Ayush

Fit Bit

2 • PG

613 • Sqcm

294462 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

NAVASANA VARIATION 1

(BOAT POSE VARIATION 1)

This is a preparatory variation pose for Navasana (Boat Pose). This is for beginners who cannot make their legs straight in Boat Pose as it is challenging and takes time. So, to prepare for the base pose, people can do this variation pose with the legs bent at the knees to learn the required strength and balance. This variation also helps to strengthen the core, abdominal, and pelvic floor muscles. It can be included in power Yoga Sequences to aid in weight loss. While holding the pose you can also experience deep breathing.

STEPS

- Start sitting in Dandasana (Staff Pose), stretching out your body. While doing this, keep the spine straight and legs stretched out.
- Keep placing your hands beside your hips on the floor, pressing the thighs, and stretching the heels away from the body to make the legs completely straight.
- Now lift your torso away from the floor to expand the chest and slightly incline your back. Then, lift the front body from the pelvis to the diaphragm.
- Now, bend your knees, and place your feet on the floor. Place the palms on the top of the knees. Gently pull to lift the sternum.
- After that, lift your feet from the floor until the shins are parallel to the floor. Keeping the legs together, bring your thighs closer to the chest.
- Stretch your arms straight forward beside your knees, parallel to the floor and the palms facing each other without dropping the chest.
- Make sure not to let the back round. Here, note that even though the arms are stretched forward, the shoulders are pulled back to engage the upper back to move backward while pushing forward the chest.
- Relax your head and gaze straight. Initially, holding the pose may be difficult for you. So, try to hold the pose for 15-20 seconds. With regular exercise, the duration can be increased up to one minute.

- Finally, exhale and relax in Dandasana.

BENEFITS

- This yoga asana helps lose belly fat.
- It helps get a slim waist by reducing the waist fat.
- This pose is good for the kidneys as it strengthens and tones them.
- It helps assist in placing the navel in the right and appropriate position.
- This is a good pose for gastric juices secretion and is quite effective for the process of digestion. It also stimulates the peristaltic movement of the intestine.
- This is a very powerful yoga posture and provides a comfortable stretching for abdominal muscles. It also assists in developing six-pack abs.
- It improves blood circulation by burning excess fats in the veins and arteries.
- This also helps remove the toxins present in the body, making the body more active and energetic.
- Regular exercise strengthens back muscles.

LIMITATIONS

- People suffering from a hernia should practise this pose after consulting a yoga expert.
- Those are suffering from high blood pressure, migraine, severe headaches, asthma, spinal problems and heart issues, avoid this pose.
- Pregnant and menstruating women do not practise this pose.
- People suffering from hip joint pain, arthritis, diarrhoea, insomnia, and neck injury must avoid practising this pose.



By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

The Morning Standard • 14 Jan • Ministry of Ayush

Fit Bit

2 • PG

601 • Sqcm

288628 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

GUPTA PADMASANA (HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. While squeezing the knees and ankles with stable hips, the body moves in prone – lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought processes, hence, people can be encouraged to practise this mindful breath-body connection.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor, ensure the heels are close to the pubic bone.
- Stay here for three breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale and lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for six breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body back to the Bharmanasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- People suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, avoid this. Pregnant and menstruating women also do not perform.
- Senior citizens should do this asana slowly.

BENEFITS

- Activates the spine, abdomen, bladder, and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance, and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- It relieves stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

The Pioneer • 15 Jan • Ministry of Ayush
Kumbh to boost UP's revenue by RS2 Lakh Crore

1 • PG

396 • Sqcm

237376 • AVE

268.96K • Cir

Middle Center

Chandigarh

Kumbh to boost UP's revenue by ₹2 Lakh Crore

RAJESH KUMAR ■ NEW DELHI

The Maha Kumbh 2025 is expected to generate a revenue from Rs 2,00,000 crore to Rs 4,00,000 crore, to boost the economy of Uttar Pradesh. After Uttar Pradesh Chief Minister Yogi Adityanath claims that Maha Kumbh 2025 will generate a revenue to the tune of Rs 2 lakh crore, traders' body the Confederation of All India Traders (CAIT) has also backed these figures, saying that Maha Kumbh is expected to generate trade worth approximately Rs 2 lakh crore. Furthermore, Industry estimates the average cost of accommodation and food for each visitor in Prayagraj would be Rs 10,000, which would contribute Rs 4 lakh crore to the state government's treasury by the end of the Mela. It is also expected to boost both nominal and real GDP by over 1 per cent.

The national capital, being a largest trading centre of goods and services, is anticipated to supply items worth approximately Rs 40,000 crore from Delhi to Prayagraj and nearby towns.

According to CAIT's estimates, revenue from transportation, including inter-state travel, taxis and goods transport, is estimated at Rs 10,000 crore. The tourism sector, including travel guides and tour packages, is expected to generate another Rs 10,000 crore. Temporary medical camps, medicines and Ayurvedic products are expected to contribute Rs 3,000 crore. Revenue from e-tickets, digital transactions,

Wi-Fi usage and mobile charging stations is expected to be Rs 1,000 crore. Finally, the sale of entertainment services, advertisements and promotional events is estimated to generate Rs 10,000 crore.

As per CAIT's estimates, accommodation and tourism are expected to generate Rs 40,000 crore trade; Rs 20,000 crore by food and beverage market; Rs 20,000 crore by religious items and offerings such as oil, lamps, Ganga water, idols; Rs 10,000 crore by

transportation and logistics; Rs 5,000 crore by handicrafts and souvenirs; Rs 3,000 crore by healthcare services; Rs 1,000 crore by IT and digital services; Rs 10,000 crore by entertainment and media; and more.

According to estimates, the event may generate Rs 2 lakh crore if each of 40 crore visitors spends an average of Rs 5,000. Some experts estimated the average cost of accommodation and food for each visitor in Prayagraj would be Rs 10,000, which would

contribute Rs 4 lakh crore to the state government's treasury by the end of the Mela.

BJP MP from Chandni Chowk and Secretary General of CAIT, Praveen Khandelwal said an estimate suggests that with an average expenditure of Rs 5,000 per person during religious travel, the total spending will exceed Rs 2 lakh crore. This includes spending on hotels, guesthouses, temporary accommodations, food, religious items, healthcare, and other services. Many companies and corporate sectors from India as well as abroad are jostling for space to showcase their presence during the 45 day event. Dabur, Parle, Coca-Cola, Reliance Consumer Products, ITC Mangaldeep, Aditya Birla Sun Life AMC are just some of the companies out to woo the crores of devotees expected at the holy fair. Dabur has also tied up with dhabas and eateries in the city and on the highways. ITC Mangaldeep has set up unique 5 ft tall agarbatti installations at high traffic locations including Sangam Ghat. Reliance Consumer Products has also set up Campa Ashram, a space that offers a safe and serene haven for pilgrims to rest.

The Maha Kumbh 2025, the largest religious congregation in Prayagraj, started on January 13 and will end on February 26. The event is anticipated to attract around 400 million visitors during its 45-day period. Back in 2019, the Kumbh Mela generated Rs 1.2 lakh crore in revenue, which is expected to grow to Rs lakh crore this time.

The Tribune • 15 Jan • Ministry of Ayush

Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis

3 • PG

481 • Sqcm

1453209 • AVE

92.25K • Cir

Top Left

Delhi

Shivaji's statue to come up at Panipat's Kala Amb: Fadnavis

MUKESH TANDON
TRIBUNE NEWS SERVICE

PANIPAT, JANUARY 14

Maharashtra Chief Minister Devendra Fadnavis on Tuesday announced that Shivaji's statue would be established at Kala Amb, a historical memorial of the three battles of Panipat. He was addressing a gathering as a chief guest at a programme organised by the Shaurya Samarak Committee at Kala Amb.

Fadnavis said Maharashtra would jointly organise

Was chief guest at event organised by Shaurya Samarak Committee

the programme with the Haryana Government next year. "Historical land Panipat gives the message of bravery and unity. From here, the Marathas got the formula to live in unity, and after this, they established Hind Swaraj," he said, adding that the Marathas re-established the saffron in the country after teaching the invaders a lesson.

The Marathas fought for God, country and religion after shunning narrow



Maharashtra CM Devendra Fadnavis at a programme held in Panipat on Tuesday. PHOTO: SUKHINDER SAROHA

interests. If any other king had come forward to help the Marathas, Abdali would have been defeated, he said. "The slogan of developed India given by Prime Minister Narendra Modi would be fulfilled only when all Indians unite and abandon caste-based discrimination," Fadnavis said.

Union AYUSH, Health

and Family Welfare Minister Pratap Rao Jadhav said it was important for all of us to remember that heroes and warriors had sacrificed their lives in Panipat.

Jadhav said the Maharashtra Government was working on teaching Maratha history in schools, along with health and education. Memorials had also

been established at some places, he said.

Union Minister of State for Sports Raksha Nikhil Khadse; Jai Kumar Rawal, a minister in the Maharashtra Government; Raosaheb Danve Patil, a former Maharashtra minister; and MPs Rajabhau Waje and Bhaskar Bhagare, among others, were present at the event.

The New Indian Express • 15 Jan • Ministry of Ayush NAVASANA VARIATION 1 (BOAT POSE VARIATION 1)

2 • PG

644 • Sqcm

643871 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

NAVASANA VARIATION 1 (BOAT POSE VARIATION 1)

This is a preparatory variation pose for Navasana (Boat Pose) for beginners who cannot make their legs straight as required in Boat Pose. Keeping the legs straight is comparatively challenging and takes time. Students can do this variation pose with their legs bent at the knees to learn the required strength and balance. It helps strengthen the core and can aid in weight loss. It helps boost energy in the body and hence can be included in flow yoga sequences.

STEPS

- Start sitting in Dandasana (Staff Pose), stretching out your body. While doing this, keep the spine straight and legs stretched out.
- Keep placing your hands beside your hips on the floor, pressing the thighs and stretching the heels away from the body to make the legs completely straight.
- Now, lift your torso away from the floor to expand the chest and slightly incline your back. Then, lift the front body from the pelvis to the diaphragm.
- Now, bend your knees, and place your feet on the floor. Place the palms on the top of the knees. Gently pull to lift the sternum.
- After that, lift your feet from the floor until the shins are parallel to the floor. Keeping the legs together, bring your thighs closer to the chest.
- Stretch your arms straight forward beside your knees, parallel to the floor and the palms facing each other without dropping the chest.
- Make sure not to let the back round. Here, note that even though the arms are stretched forward, the shoulders are pulled back to engage the upper back to move backwards while pushing forward the chest.
- Relax your head and gaze straight. Initially, holding the pose may be difficult for you. So, try to hold the pose for 15-20 seconds. With regular practice, the duration can be increased up to one minute.
 - Finally, exhale and relax in Dandasana.

BENEFITS

- This yoga asana helps in losing belly fat.
- This pose is good for the kidneys as it strengthens them and tones them.
- Helps in placing the navel in the right and appropriate position.
- Helps in gastric juice secretion and is quite effective for the process of digestion.
- Helps in the secretion of pancreatic juices which regulates the function of the pancreas and hence cures diabetes.
- This is a very powerful yoga posture and provides comfortable stretching for abdominal muscles. It also assists in developing six-pack abs.
- It improves blood circulation by burning excess fats in the veins and arteries.
- This pose is very helpful in curing kidney problems.
- This also helps remove the toxins present in the body, making the body more active and energetic.
- Regular practice of this pose strengthens back muscles.
- Strengthens the entire body systems like digestive, muscular, circulatory, hormonal and nervous systems.

LIMITATIONS

- Students suffering from hernia should consult an expert.
- Avoid this if you have high BP, migraine, asthma, spinal and heart issues.
- Women who are pregnant or in the period should not practice this pose.
- Students with hip joint pain, arthritis, diarrhoea, insomnia or neck injury must avoid this pose.



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

The New Indian Express • 14 Jan • Ministry of Ayush

GUPTA PADMASANA

2 • PG

651 • Sqcm

859389 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

GUPTA PADMASANA (HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. Squeezing the knees and ankles with stable hips, the body moves in prone – lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). Students should be encouraged to practise mindful breath-body connections. It is included in Hot Yoga. This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought process.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor and make sure that the heels are close to the pubic bone.
- Stay here for about 2-3 breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale, lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for about 6 breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body up all the way back to the Bharmasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- Students suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, not yet 8+ weeks since post-delivery, pregnant and menstruating women, avoid this pose.
- Senior citizens should take this practice slowly.

BENEFITS

- Activates the spine, abdomen, bladder and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- Relieves from stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

The New Indian Express • 14 Jan • Ministry of Ayush GUPTA PADMASANA (HIDDEN LOTUS POSE)

2 • PG

611 • Sqcm

610932 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

GUPTA PADMASANA (HIDDEN LOTUS POSE)

This is a combination of Padmasana (Lotus Pose) and Advasana (Reverse Corpse Pose). This variation needs the strength of the hips, knees, and ankles to support the upper body while in a forward bend. Squeezing the knees and ankles with stable hips, the body moves in prone – lying flat on the floor, and finally moving into a lock with the hands behind in Anjali Mudra (Namaskar Mudra). Students should be encouraged to practise mindful breath-body connections. It is included in Hot Yoga. This has a calming effect on the nervous system, bringing the focus towards breath awareness and thought process.

STEPS

- Sit in Padmasana (Lotus Pose) and fold any leg in which you feel comfortable. With your folded legs and knees touch the floor and make sure that the heels are close to the pubic bone.
- Stay here for about 2-3 breaths and come to Table Top Position on all fours, knees grounded with the legs in Padmasana.
- Exhale, lower your elbows in line with the shoulders. Stay here for a while.
- Take a deep breath. Go down further, allowing your hips, navel, and chest to drop completely onto the mat.
- Inhaling, place the chin on the mat and make a conscious effort to bring the pelvic bone down to the mat.
- Release your hands and join them behind the back in Reverse Prayer Hands with the fingers pointing towards the head.
- Here in Gupta Padmasana, lie flat on the mat for about 6 breaths.
- Release the hands and place them on the side of the chest.
- Inhale, push your body up all the way back to the Bharmasana, and finally come back to Padmasana.
- Gently release the legs and relax, shaking your legs in Dandasana Hands Back.

LIMITATIONS

- Students suffering from injury at the ankles, knees, hips, shoulders, neck lower back, spine, or rib cage, or to any ligament, or have undergone any recent abdominal surgery, weak musculature, or physical condition that may impact breathing, or general health, cervical spine problems, sciatica, arthritis, weak back, herniated disc, not yet 8+ weeks since post-delivery, pregnant and menstruating women, avoid this pose.
- Senior citizens should take this practice slowly.

BENEFITS

- Activates the spine, abdomen, bladder and pelvis.
- Brings blood pressure under control.
- Relaxes the mind and improves digestion.
- Stretches knees and ankles.
- Adds flexibility to hips.
- Helps pregnant women during childbirth and reduces menstrual discomfort.
- Stabilises the body and cures Vata dosha.
- Opens the Ajna (third eye) Chakra, associated with imagination, clairvoyance and inner knowledge.
- Stimulates the Manipura (solar plexus) chakra which is associated with confidence, vitality, self-esteem and the power of transformation.
- Increases concentration and improves memory.
- Relieves from stress.
- Enhances blood circulation and nourishes the muscles, fibers, and tendons.
- Helps in the proper flow of prana (energy), keeping the body energised and active.
- Sense of calmness in the spine, hips, and pelvis.
- Prepares for a deeper meditation (longer duration in the pose).
- Stimulates the reproductive, and abdominal organs, and the heart.
- Keeps all the Chakras in balance too, especially the Vishuddha Chakra.



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

The Daily Guardian • 15 Jan • Ministry of Ayush

J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES

6 • PG

370 • Sqcm

36955 • AVE

N/A • Cir

Top Left

Chandigarh

J&K SHA SUPENDS EMPANELMENT OF SHIFA HOSPITAL FOR VIOLATION OF GUIDELINES

SHA of Jammu and Kashmir has suspended the empanelment of Shifa Medical Centre, Srinagar, for six months, citing violations of guidelines set by NHA

AJAY JANDYAL
SRINAGAR

The State Health Agency (SHA) of Jammu and Kashmir has suspended the empanelment of Shifa Medical Centre, Srinagar, for six months, citing violations of guidelines set by the National Health Authority (NHA). The hospital has also been fined Rs.26.15 lakh for collecting illegal payments from beneficiaries under the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY) and its extended scheme, AB PM-JAY SEHAT.

According to an official order, the suspension follows multiple grievances and complaints against the hospital. "State Health Agency received numerous complaints against Shifa Medical Centre, Srinagar, alleging non-compliance with NHA guidelines, in-

- According to an official order, the suspension follows multiple grievances and complaints against the hospital.
- A surprise inspection conducted by SHA officials on November 23, 2024, confirmed these allegations. During the visit, interactions with beneficiaries revealed that the hospital was "flagrantly violating" scheme guidelines. Despite being issued show-cause notices on multiple occasions,

cluding coercing patients into out-of-pocket expenses and denying treatment," the order stated.

A surprise inspection conducted by SHA officials on November 23, 2024, confirmed these allegations. During the visit,

ABOUT THE ORDER



including December 18, 2024, the hospital failed to respond within the mandated time frame.

- The matter was reviewed by the State Empanelment Committee during

its December 26, 2024, meeting. Based on its deliberations, the committee decided to impose a six-month suspension and a penalty of Rs.26.15 lakh on the hospital.

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pension and a penalty of Rs.26.15 lakh on the hospital.

However, recognizing the needs of dialysis patients, the order made an exception for these services. "In the interest of dialysis patients, Shifa Medical Centre may continue providing treatment to existing patients under AB PM-JAY and AB PM-JAY SEHAT," the order noted.

The hospital has been directed to deposit the penalty amount within five working days. Failing this, the penalty will be deducted from the hospital's pending payments under the empanelment scheme.

The SHA's action underscores its commitment to ensuring transparency and adherence to guidelines under government-sponsored health schemes, safeguarding the interests of beneficiaries and addressing grievances effectively.

Yugmarg • 14 Jan • Ministry of Ayush

Beneficiaries getting free treatment facility under Ayushman, Chirayu Yojana: Uttam Singh

6 • PG

154 • Sqcm

31915 • AVE

185K • Cir

Middle Left

Chandigarh

Beneficiaries getting free treatment facility under Ayushman, Chirayu Yojana: Uttam Singh

JAGBIR UPLANA

KARNAL: Deputy Commissioner Uttam Singh said that Ayushman Bharat and Chirayu Ayushman Haryana Yojana are proving to be helpful in providing free treatment to eligible families. Ayushman Bharat Pradhan Mantri Jan Arogya Yojana was launched by Prime Minister Narendra Modi in view of the health needs of the countrymen. Under the Ayushman Bharat scheme, an annual benefit of up to five lakhs is given to the beneficiary family. This medical benefit is absolutely cashless and paperless, in which the beneficiary can get his treatment done in the panel hospital by showing his Ayushman card. Second and third class medical facilities have been included in this scheme. The DC said that in



this episode, the Chirayu Ayushman Haryana Scheme was launched by the Haryana Government in November 2022. Under this scheme, families with verified income below one lakh 80 thousand annual income have been made the beneficiaries of this ambitious scheme. At the same time, families with annual income of one lakh 80 thousand to three lakh rupees can avail the benefits of the scheme by paying a premium of only fifteen hundred rupees.

Mans World • 15 Jan • Ministry of Ayush
Ace The Mane Game

76, 77 • PG

1672 • Sqcm

548500 • AVE

460K • Cir

Inside Page (Magazine only)

National

GROOMING

Ace The Mane Game

Men don't mind investing in a bottle of shampoo if it promises luscious hair while targeting concerns. Here's what to get

By Sukriti Shahi

We are spoiled for choices when it comes to hair care; we have access to aisles full of products with gimmicky packaging and loud advertising. It could also be counterproductive as consumers might have trust issues, get overwhelmed easily or not feel the need to invest and indulge in specific brands and products. However, the fact is that you need a product that suits your hair type while targeting the concern you're struggling with. Start with reading the ingredients label and try to understand if it solves your hair problems—does it reduce oiliness? Do I have to wash my hair less? Does it reduce hair fall and improve hair growth? Will it give my hair shine and luster? Once you are convinced that the bottle you're holding in your hand solves your hair problems, go ahead with the purchase. To help you make an informed decision, we have prepared a list of products that should be on your list depending on what you require from your product.

BEST EVERYDAY SHAMPOO

Qi Ayurveda Nourish Shampoo

While it's lightweight and hydrating enough to suit all skin types, people with oily skin may enjoy using it more. As the name suggests, the cream is in gel form and oil free. It leaves the skin looking and feeling balanced, and visibly reduces the appearance of oil. It's quick absorbing and can be used in the morning and at night.



BEST DAMAGE REPAIR SHAMPOO

Redken Extreme Shampoo

It's a revolutionary product; something that makes your hair feel better from the first wash. It has a cult-following globally, and for all right reasons. From combating damage from frequent colouring to chemically treated hair, it helps replenish lost protein and strengthen hair strands. Be assured that you're investing money and trust in a product that will not disappoint no matter which part of the country you're in.

BEST BUDGET-FRIENDLY SHAMPOO

Dove Men +Care Fresh & Clean

Made for men who are always on the go and don't enjoy elaborated hair care routine, this 2-in-1 shampoo and conditioner is your best bet. It's under budget, does the job, and one bottle lasts for quite some time; in short, you're saving money and time while giving your hair the best care. It comes with menthol and caffeine as key ingredients so expect a well-cleansed, refreshed, and rejuvenated scalp that promotes healthy hair growth.



76 DECEMBER 2024 • 11

BEST DEEP CLEANSE SHAMPOO



Olaplex No. 4C Bond Maintenance Clarifying Shampoo

One of the most common concerns men deal with is unhealthy scalp with product build-up and dandruff. The solution? You require a shampoo that gives that scalp a deep cleanse that gives a clean slate for hair growth without drying the hair or stripping off the scalp of its natural oils. Additionally, it removes heavy metal, minerals, and chlorine from hair so if you're struggling with hard water or go swimming regularly, it's the product to invest in.

BEST LUXURY SHAMPOO

Kerastase Densifique Homme

What is a hair care routine if it's not indulgent? Kerastase products are just that—they make your hair feel good and scalp healthy. This one is specifically created for men who're experiencing hair thinning to restore density and volume. Think of it as a supplement that you're providing your hair with topically as it has Biotin and Taurine as key ingredients. Trust this product to give you an elevated hair washing experience at home.



BEST DULL HAIR SHAMPOO



K18 Peptide Prep Detox Shampoo

We've heard about peptides in skincare but having the ingredient in hair products is new and revolutionary. K18's Peptide Prep Detox with peptides infused in it help repair the hair bond while cleansing the scalp. It helps rejuvenate hair and gives it a healthy sheen as if you have taken a hair spa in salon. The result? It helps make your hair products penetrate the hair better and styling products perform effectively.

BEST THICK HAIR SHAMPOO



Kama Ayurveda Rose & Jasmine Hair Cleanser

If you're a fan of lingering fragrance while giving your hair extra love and care, this mild hair cleanser from Kama Ayurveda should be your preferred pick. A balancing shampoo, it helps restore hair health, give it strength and reverse the damage caused by chemical treatments. With rose, jasmine and aloe vera, it not only cleanses the scalp but also helps promote hair growth.

Pioneer Hindi • 15 Jan • Ministry of Ayush

India has the potential to double turmeric production to 20 lakh tonnes in five years: Goyal

9 • PG

196 • Sqcm

306054 • AVE

375K • Cir

Top Left

Delhi

भारत में पांच साल में हल्दी उत्पादन को दोगुना कर 20 लाख टन तक पहुंचाने की क्षमता : गोयल

नई दिल्ली। वाणिज्य एवं उद्योग मंत्री पीयूष गोयल ने मंगलवार को कहा कि राष्ट्रीय हल्दी बोर्ड निर्यात को बढ़ावा देने और अगले पांच साल में उत्पादन को दोगुना करके लगभग 20 लाख टन करने के लिए अंतरराष्ट्रीय स्तर पर नए बाजार विकसित करने में मदद करेगा। बोर्ड का उद्घाटन करते हुए उन्होंने यह भी कहा कि यह नए उत्पादों में अनुसंधान और विकास को बढ़ावा देगा और मूल्यवर्धित हल्दी उत्पादों के लिए देश के पारंपरिक ज्ञान को और विकसित करेगा। हल्दी को स्वर्णिम मसाला भी कहा जाता है। भारत वैश्विक हल्दी उत्पादन का 70 प्रतिशत उत्पादन करता है... हम पांच साल में उत्पादन को दोगुना करके 20 लाख टन तक पहुंचाने का लक्ष्य कर रहे हैं।

सरकार ने अक्टूबर में राष्ट्रीय हल्दी बोर्ड के गठन को अधिसूचित किया था। बोर्ड की स्थापना की सगहना करते हुए प्रधानमंत्री नरेन्द्र मोदी ने कहा कि यह



हल्दी उत्पादन में नवाचार, वैश्विक प्रचार और मूल्यवर्धन के बेहतर अवसर सुनिश्चित करेगा।

गोयल द्वारा एक्स पर एक पोस्ट का जवाब देते हुए, मोदी ने कहा, राष्ट्रीय हल्दी बोर्ड की स्थापना विशेष रूप से भारत भर में हमारे मेहनती हल्दी किसानों के लिए बहुत खुशी की बात है। यह हल्दी उत्पादन में नवाचार, वैश्विक प्रचार और मूल्य संवर्धन के

बेहतर अवसर सुनिश्चित करेगा। यह आपूर्ति श्रृंखलाओं को मजबूत करेगा, जिससे किसानों और उपभोक्ताओं दोनों को लाभ होगा।

भारत दुनिया में हल्दी का सबसे बड़ा उत्पादक, उपभोक्ता और निर्यातक है। वर्ष 2022-23 में, भारत में 3.24 लाख हेक्टेयर क्षेत्र में हल्दी की खेती की गई, जिसमें 11.61 लाख टन का उत्पादन हुआ। भारत में 20 से अधिक राज्यों में हल्दी की 30 से अधिक किस्में उगाई जाती हैं। हल्दी के सबसे बड़े उत्पादक राज्य महाराष्ट्र, तेलंगाना, कर्नाटक और तमिलनाडु हैं। हल्दी के विश्व व्यापार में भारत की हिस्सेदारी 62 प्रतिशत से अधिक है। वित्त वर्ष 2022-23 में 380 से अधिक निर्यातकों द्वारा 20 करोड़ 74.5 लाख डॉलर मूल्य की 1.53 लाख टन हल्दी और हल्दी उत्पादों का निर्यात किया गया। भारतीय हल्दी के प्रमुख निर्यात बाजार

बांग्लादेश, संयुक्त अरब अमीरात (यूएई), अमेरिका और मलेशिया हैं।

बोर्ड की केंद्रित गतिविधियों के साथ, यह उम्मीद है कि वर्ष 2030 तक हल्दी का निर्यात एक अरब डॉलर तक पहुंच जाएगा। वित्त वर्ष 2023-24 के दौरान, 22.65 करोड़ डॉलर मूल्य की 1.62 लाख टन हल्दी और हल्दी उत्पादों का निर्यात किया गया। पहले गंगा रेड्डी को बोर्ड के पहले चेयरपर्सन के रूप में नामित किया गया है और इसका मुख्यालय निजामाबाद, तेलंगाना में स्थापित किया गया है। बोर्ड में चेयरपर्सन के अलावा, आयुष मंत्रालय, फार्मास्युटिकल्स विभाग, कृषि और किसान कल्याण विभाग और वाणिज्य विभाग के प्रतिनिधियों को भी नामित किया गया है। शीर्ष दो हल्दी उत्पादक राज्यों - महाराष्ट्र और तेलंगाना - तथा मेघालय जो अपनी लाकड़ोंग हल्दी के लिए प्रसिद्ध है।

Jag Bani • 15 Jan • Ministry of Ayush

Ayushmann bharat pradhan mantri jan arogya tehat dita jave sehat bime
da labh :Agarwal

4 • PG

120 • Sqcm

48014 • AVE

124.76K • Cir

Middle Center

Chandigarh

ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਪ੍ਰਧਾਨ ਮੰਤਰੀ-ਜਨ ਅਰੋਗਿਆ ਤਹਿਤ ਦਿੱਤਾ ਜਾਵੇ ਸਿਹਤ ਬੀਮੇ ਦਾ ਲਾਭ : ਅਗਰਵਾਲ

■ ਮੁੱਖ ਮੰਤਰੀ ਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ
ਨੂੰ ਮੰਗਾਂ ਸਬੰਧੀ ਲਿਖਿਆ ਪੱਤਰ

ਕੁਰਾਲੀ, 14 ਜਨਵਰੀ (ਬਠਨਾ) : ਕੇਂਦਰ ਸਰਕਾਰ ਵੱਲੋਂ ਸ਼ੁਰੂ ਕੀਤੀ ਗਈ ਆਯੁਸ਼ਮਾਨ ਭਾਰਤ ਪ੍ਰਧਾਨ ਮੰਤਰੀ-ਜਨ ਅਰੋਗਿਆ ਯੋਜਨਾ ਤਹਿਤ 70 ਸਾਲ ਜਾਂ ਇਸ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਸਾਰੇ ਬਜ਼ੁਰਗਾਂ ਨੂੰ 5 ਲੱਖ ਰੁਪਏ ਤੱਕ ਦੇ ਮੁਫਤ ਸਿਹਤ ਬੀਮੇ ਦਾ ਲਾਭ ਦਿੱਤਾ ਗਿਆ ਹੈ। ਸਰਕਾਰ ਦੀ ਇਸ ਯੋਜਨਾ ਨਾਲ ਕਰੋੜਾਂ ਬਜ਼ੁਰਗਾਂ ਨੂੰ ਲਾਭ ਹੋਵੇਗਾ। ਪਰ ਪੰਜਾਬ 'ਚ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਲੋਕਾਂ ਨੂੰ ਇਸ ਸਕੀਮ ਦਾ ਲਾਭ ਨਹੀਂ ਮਿਲ ਰਿਹਾ। ਪੰਜਾਬ ਦੇ ਮੁੱਖ ਮੰਤਰੀ ਅਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ ਨੂੰ ਲਿਖੇ ਪੱਤਰ ਦੀ ਕਾਪੀ ਦਿਖਾਉਂਦਿਆਂ ਸਮਾਜ ਸੇਵੀ ਬਲਵੀਰ ਚੰਦ ਅਗਰਵਾਲ ਨੇ ਦੱਸਿਆ ਕਿ ਕੇਂਦਰ ਸਰਕਾਰ ਵੱਲੋਂ ਲੋਕਾਂ ਨੂੰ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਦੀ ਸਹੂਲਤ ਦਿੱਤੀ ਗਈ ਹੈ, ਜਿਸ ਤਹਿਤ ਆਮ ਲੋਕ ਲੱਖਾਂ ਰੁਪਏ ਦਾ ਇਲਾਜ ਕਰਵਾ ਸਕਦੇ ਹਨ। ਸਕੀਮ 'ਚ 60

ਫੀਸਦੀ ਹਿੱਸਾ ਕੇਂਦਰ ਸਰਕਾਰ ਦਾ ਹੈ ਤੇ 40 ਫੀਸਦੀ ਹਿੱਸਾ ਸੂਬਾ ਸਰਕਾਰ ਦਾ ਹੈ।

ਅਗਰਵਾਲ ਨੇ ਦੱਸਿਆ ਕਿ ਪੰਜਾਬ ਦੇ ਸਰਕਾਰੀ ਹਸਪਤਾਲਾਂ ਅਤੇ ਚੰਡੀਗੜ੍ਹ ਸਥਿਤ ਪੀ.ਜੀ.ਆਈ. 'ਚ 70 ਸਾਲ ਤੋਂ ਵੱਧ ਉਮਰ ਦੇ ਬਜ਼ੁਰਗ ਆਪਣੀ ਸਿਹਤ ਸੰਭਾਲ ਲਈ ਆਯੁਸ਼ਮਾਨ ਕਾਰਡ ਦਾ ਲਾਭ ਲੈ ਰਹੇ ਹਨ। ਦਸੰਬਰ 'ਚ ਇਹ ਕਾਰਡ ਪੀ.ਜੀ.ਆਈ. 'ਚ ਪੂਰੀ ਤਰ੍ਹਾਂ ਨਾਲ ਚਾਲੂ ਸੀ ਪਰ ਜਨਵਰੀ 'ਚ ਜਦੋਂ ਉਹ ਪੀ.ਜੀ.ਆਈ. 'ਚ ਇਲਾਜ ਲਈ ਗਏ ਤਾਂ ਕਾਰਡ ਦਾ ਲਾਭ ਦੇਣ ਤੋਂ ਇਨਕਾਰ ਕਰ ਦਿੱਤਾ ਗਿਆ। ਉਥੇ ਸਥਿਤ ਆਯੁਸ਼ਮਾਨ ਕਾਊਂਟਰ 'ਤੇ ਸੰਪਰਕ ਕੀਤਾ ਤਾਂ ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਇਸ ਦੀ ਮਨਜ਼ੂਰੀ ਉੱਪਰੋਂ ਨਹੀਂ ਹੈ। ਅਗਰਵਾਲ ਨੇ ਮੁੱਖ ਮੰਤਰੀ ਪੰਜਾਬ ਅਤੇ ਕੇਂਦਰੀ ਸਿਹਤ ਮੰਤਰਾਲੇ ਨੂੰ ਪੱਤਰ ਲਿਖ ਕੇ ਇਸ ਸਹੂਲਤ ਨੂੰ ਜਲਦੀ ਤੋਂ ਜਲਦੀ ਅਤੇ ਸੁਚਾਰੂ ਢੰਗ ਨਾਲ ਲਾਗੂ ਕਰਨ ਦੀ ਮੰਗ ਕੀਤੀ ਹੈ ਤਾਂ ਜੋ ਵੱਧ ਤੋਂ ਵੱਧ ਲੋਕ ਇਸ ਸਹੂਲਤ ਦਾ ਲਾਭ ਲੈ ਸਕਣ।

Dainik Savera • 15 Jan • Ministry of Ayush

Ayushmann bharat pradhan mantri jan arogya yojana ko punjab mein
sucharu dhang se chalane ke liye cm...

2 • PG

174 • Sqcm

41806 • AVE

40.03K • Cir

Middle Center

Chandigarh

आयुष्मान भारत प्रधानमंत्री-जन आरोग्य योजना को पंजाब में सुचारु ढंग से चलाने के लिए मुख्यमंत्री पंजाब और केंद्रीय स्वास्थ्य मंत्रालय को लिखा पत्र

■ अब पीजीआई में नहीं चलता बुजुर्गों का आयुष्मान कार्ड

सवेरा न्यूज/हरि

कुराली, 14 जनवरी : केन्द्र सरकार की ओर से शुरू की गई आयुष्मान भारत प्रधानमंत्री-जन आरोग्य योजना में 70 वर्ष और इससे ज्यादा उम्र के सभी बुजुर्गों को पांच लाख रुपए तक का मुफ्त स्वास्थ्य बीमा लाभ दिया गया है। सरकार की इस स्कीम से करोड़ों वरिष्ठ नागरिकों को इस योजना से फायदा होगा। लेकिन पंजाब के 70 वर्ष से ज्यादा आयु के लोगों को इस स्कीम का लाभ नहीं मिल रहा है। जिसको लेकर शहर के समाज सेवी बलवीर चंद अग्रवाल ने पंजाब के मुख्यमंत्री और केंद्रीय स्वास्थ्य मंत्रालय को पत्र लिखकर इस योजना को सुचारु ढंग से चलाने की मांग की है। पंजाब के



मुख्यमंत्री और केंद्रीय स्वास्थ्य मंत्रालय को लिखे पत्र की कापी दिखाकर जानकारी देते हुए बलवीर चंद।

मुख्यमंत्री और केंद्रीय स्वास्थ्य मंत्रालय को लिखे पत्र की कापी दिखाते हुए समाज सेवी बलवीर चंद अग्रवाल ने बताया कि केन्द्र सरकार की ओर से लोगों को आयुष्मान कार्ड की सुविधा दी गई है। जिसके तहत आम लोग लाखों का उपचार करवा

सकते हैं। उन्होंने कहा कि इस स्कीम में 60 पसैंट शेयर केंद्र सरकार का होता और 40 पसैंट राज्य सरकार का होता है। वहीं राज्य सरकार चाहे तो अपनी ओर से भी लोगों को स्वास्थ्य सुविधाओं में इजाफा कर सकती है। बलवीर चंद अग्रवाल ने कहा की 70 वर्ष और इससे ज्यादा उम्र के सभी बुजुर्गों में इस स्कीम से राहत की उम्मीद है।

उन्होंने बताया पंजाब के सरकारी अस्पतालों और चंडीगढ़ स्थित पीजीआई में इस आयुष्मान कार्ड का लाभ 70 वर्ष से अधिक के बुजुर्ग अपने स्वास्थ्य के इलाज के लिए लाभ ले रहे थे। दिसंबर के महीने में चंडीगढ़ स्थित पीजीआई में यह कार्ड पूरी तरह से चल रहा था, परन्तु जनवरी के महीने में वे जब पीजीआई में अपना इलाज करवाने गए तो केंद्र सरकार और पंजाब सरकार में इस आयुष्मान कार्ड के अंतर्गत दिए जा

रहे लाभों को लेकर आपसी मतभेद के कारण आयुष्मान कार्ड का लाभ देने से इन्कार कर दिया। इसी दौरान उन्होंने जब वहां स्थित आयुष्मान काउंटर पर सम्पर्क किया तो उन्होंने यह कह कर मना कर दिया कि आयुष्मान कार्ड के अंतर्गत पंजाब के 70 से अधिक उम्र वालों बुजुर्गों को इस सुविधा का लाभ नहीं मिलेगा, क्योंकि यह मामला अंडर डिस्कशन चल रहा है और ऊपर से अप्रूवल नहीं आ रही है। जिस कारण बुजुर्गों को इस सुविधा का लाभ लेने के लिए परेशानी झेलनी पड़ रही है। बलवीर चंद अग्रवाल ने मुख्यमंत्री पंजाब और केंद्रीय स्वास्थ्य मंत्रालय को पत्र लिख कर इस सुविधा को जल्द से जल्द और सुचारु ढंग से लागू करने की मांग की है ताकि अधिक से अधिक लोग इस सुविधा का लाभ उठा सकें और उन्हें किसी मुश्किल का सामना ना करना पड़े।

Maharashtra Times • 14 Jan • Ministry of Ayush
It is important to be healthy overall

2 • PG

229 • Sqcm

521699 • AVE

1.3M • Cir

Bottom Left

Mumbai

‘सर्वांगाने निरोगी असणे महत्वाचे’

‘फिटनेस का फंडा’
कार्यक्रमात
मान्यवरांचे प्रतिपादन

म. टा. प्रतिनिधी, मुंबई

भूक लागेल तितकेच खा, कारण माणूस हा एकमेव प्राणी आहे जो भूक नसतानाही खातो. तसेच भूक नसताना उरलेली अर्धी पोळी पोटात न ढकलता आवर्जून डब्यात ठेवा आणि दोन घास कमी खायला शिका, असे प्रसिद्ध आहारतज्ज्ञ ऋजुता दिवेकर यांनी सांगितले.

वेध निर्मित फिटनेसचा फंडा या कार्यक्रमाचे अलीकडेच विलेपार्ले येथील दीनानाथ नाट्यगृहात आयोजन करण्यात आले होते. त्यावेळी त्या बोलत होत्या. या कार्यक्रमांमध्ये सहभागी ज्येष्ठ मनोविकार तज्ज्ञ डॉ. नंदू मुलमुले, पर्पजफुल लिखिंगच्या मेटॉर सुचेता कडेठाणकर यांनीही यावेळी साधलेल्या संवादात शारीरिक, मानसिक आणि सामाजिकदृष्ट्या निरोगी जगण्याचे महत्त्व सांगितले. विलेपार्ले पूर्व येथील मनयोग, सारथी चॅरिटेबल ट्रस्ट आणि ठाण्याची आयपीएच या संस्थांच्या माध्यमातून या कार्यक्रमाचे आयोजन करण्यात आले. मटा कल्चर क्लब या



कार्यक्रमाचा मीडिया पार्टनर होता.

स्वतःचे भावनिक आरोग्य शंभर टक्के स्वतःवर अवलंबून असते म्हणून ध्येयाकडे जाताना होणारा प्रवास आनंदाने करा आणि दुसऱ्यांना 'एका'यला शिका असे डॉक्टर मुलमुले यांनी सांगितले. उत्तम नातेसंबंध ही मानसिक आरोग्याची गुरुकिल्ली आहे, असेही ते म्हणाले. तर अतिआहार, अतिप्रयास, अनावश्यक बोलणे आणि परफेक्शनचा आग्रह हे टाळावे, असे कडेठाणकर यांनी सांगितले. हट्टीपणा करणे नव्हे तर हट्ट सोडणे म्हणजे हट्टयोग, असेही मार्गदर्शन त्यांनी केले.

प्रसिद्ध मनोविकारतज्ज्ञ डॉ. आनंद नाडकर्णी यांनी उपस्थित तज्ज्ञांशी यावेळी संवाद साधला. या कार्यक्रमाला उत्साही प्रतिसाद लाभला. विविध क्षेत्रातील मान्यवर व्यक्तींनी या कार्यक्रमाचा लाभ घेतला. हे या उपक्रमाचे तिसरे पुष्प होते.

कार्यक्रमाच्या शेवटच्या सत्रात माधुरी वर्टी (९०, मानसशास्त्रज्ञ), सुरेंद्र जोशी (८०, मॅरिथॉनर), शिल्पा रेगे (५५, गिर्यारोहक) आणि डॉक्टर निखिल राजेशर्मा (३८, आयुर्वेदिक डॉक्टर आणि अभिनेता) यांनी दैनंदिन जीवनात ते आपला शारीरिक आणि मानसिक फिटनेस कसा जपतात यावर खुमासदार चर्चा केली.

Nav Rashtra • 14 Jan • Ministry of Ayush
Central government takes note of hair loss in Buldhana

3 • PG

108 • Sqcm

103971 • AVE

860K • Cir

Middle Center

Pune

बुलढाण्यातील केस गळतीची केंद्र सरकारने घेतली दखल

आयसीएमआरचे पथक दाखल; आज देणार गावांमध्ये भेट

बुलढाणा, नवराष्ट्र न्यूज नेटवर्क. बुलढाण्यात काही दिवसांपूर्वी अनेकांचे केस अचानक गळायला लागले. दुर्धित पाण्यामुळे हा प्रकार घडल्याचे प्राथमिक चौकशीतून समोर आले आहे. अचानक केस गळती होणे गंभीर असून, या प्रकरणाची दखल आता केंद्रानेही घेतली आहे. केंद्र सरकारच्या आयुष विभागाचे (आयसीएमआर) पथक बुलढाण्यात दाखल झाले आहे.

शेगाव तालुक्यात केस गळती होत असलेल्या भागात केंद्र सरकारच्या आयुष विभागाचे पथक पोहचले. आयसीएमआरचे पथक मंगळवारी सकाळी गावांमध्ये येणार असून, यावेळी तालुका अधिकाऱ्यांकडून या प्रकरणाची माहिती घेणार आहेत, असे समजते. बाधित ११ गावातील पाण्याचे नमुने नाशिक येथील प्रयोगशाळेत तपासण्यात आले. त्याचा अहवाल प्राप्त झाला असून, त्यात आर्सेनिक, लीड, मर्क्युरी आणि कॅडमियम आढळून आलेले नाही. शासकीय वैद्यकीय महाविद्यालय अकोला येथे सर्व बाधितांच्या केसांचे, नखांचे, डोक्याच्या त्वचेचे नमुने बायोप्सी चाचणीसाठी पाठवण्यात आले होते.



सर्व अहवाल निगेटिव्ह

सर्व प्रकारची चाचणी केली, मात्र अहवाल निगेटिव्ह आला. 'फंगल इन्फेक्शन' दिसले नाही. ११ गावांतील ६५ नागरिकांचे रक्ताचे नमुने तपासले त्यात केसगळतीशी कारणीभूत कोणतेही घटक आढळले नाहीत. त्यामुळे ही केस गळती नेमकी कोणत्या कारणामुळे झाली, याची माहिती घेण्यासाठी सोमवारी केंद्रीय पथक बुलढाणा जिल्ह्यात दाखल झाले. दरम्यान, केस गळण्याच्या भीतीने अनेक नागरिकांनी आठवडाभर आंघोळही केली नाही.

Virat Vaibhav • 14 Jan • Ministry of Ayush

Jeevan ko lekar ayurved, yog aur nathpanth ki manyata ek: Yogi

9 • PG

258 • Sqcm

309144 • AVE

625K • Cir

Middle Center

Delhi

संबोधन

महायोगी गोरखनाथ विवि में नाथपंथ पर तीन दिवसीय अंतरराष्ट्रीय संगोष्ठी में बोले मुख्यमंत्री

जीवन को लेकर आयुर्वेद, योग और नाथपंथ की मान्यता एक: योगी

वेभव न्यूज • गोरखपुर

मुख्यमंत्री योगी आदित्यनाथ ने कहा कि भारतीय मनीषा मानती है कि शरीरमाद्यं खलु धर्मसाधनम्। अर्थात् धर्म की साधना के लिए शरीर ही माध्यम है। धर्म के सभी साधन स्वस्थ शरीर से ही संभव हो सकते हैं। धर्मपरक जीवन से ही अर्थ, कामनाओं की सिद्धि और फिर मोक्ष प्राप्ति संभव है। इस परिप्रेक्ष्य में धर्म साधना से जुड़े जीवन को लेकर आयुर्वेद, योग और नाथपंथ की मान्यता के समान है। सीएम योगी सोमवार को महायोगी गोरखनाथ विश्वविद्यालय, आरोग्यधाम के गुरु गोरखनाथ इस्टिट्यूट ऑफ मेडिकल साइंसेज (आयुर्वेद कॉलेज) की तरफ से आयुर्वेद, योग और नाथपंथ के पारस्परिक अंतरसंबंधों को समझने के लिए आयोजित तीन दिवसीय अंतरराष्ट्रीय संगोष्ठी के दूसरे दिन विशेष व्याख्यान दे रहे थे। मुख्यमंत्री योगी आदित्यनाथ इस विश्वविद्यालय के कलाधिपति भी हैं। अंतरराष्ट्रीय



संगोष्ठी में 'आयुर्वेद, योग और नाथपंथ का मानवता के प्रति योगदान' विषय पर केंद्रित अपने व्याख्यान में उन्होंने कहा कि आयुर्वेद की मान्यता है कि चराचर जगत पंचभूतों से बना है। इन्हीं पंचभूतों से हमारा शरीर भी बना है। महायोगी गुरु गोरखनाथ ने भी कहा है कि पिंड में ही ब्रह्मांड समाया है। जो तत्व ब्रह्मांड में है वही हमारे शरीर में भी

है। मुख्यमंत्री योगी आदित्यनाथ ने कहा कि भारतीय मनीषा में हर व्यक्ति के जीवन का एक अभीष्ट होता है, धर्म के पथ पर चलते हुए मोक्ष की प्राप्ति करना प्रति करना। धर्म की साधना के लिए स्वस्थ शरीर की अपरिहर्ता हमारे ऋषियों, मुनियों ने बताई है। शरीर को स्वस्थ रखने के लिए आयुर्वेद, योग और नाथपंथ, तीनों नियम-संयम पर जोर देते हैं। आयुर्वेद में जहां व्याधियों

को दूर करने के लिए औषधियों और पंचकर्म की पद्धतियां हैं तो वही योग में भी हठयोग, राजयोग, ज्ञानयोग, लययोग और क्रियायोग की विशिष्ट विधियां हैं। इसी क्रम में शरीर की आरोग्यता के लिए नाथपंथ का हठयोगी योग को खटकर्म से जोड़ता है। आयुर्वेद, योग और नाथपंथ की पद्धतियां, तीनों ही वात, पित्त और कफ से जनित रोगों के निदान के लिए एक मार्ग पर चलने की प्रेरणा देती हैं और वह मार्ग है नियम-संयम। सीएम योगी ने कहा कि आयुर्वेद, योग और नाथपंथ तीनों ही व्यवहारिकता के स्तर पर एक दूसरे से जुड़े हुए हैं। तीनों ने ही शरीर को पंचभौतिक माना है। मुख्यमंत्री योगी आदित्यनाथ ने कहा कि नियम-संयम का जीवन में बड़ा महत्व है। योग ने उसी को जोड़ा है। अंतःकरण की शुद्धि नियम-संयम से ही हो सकती है। नाथ योगियों ने क्रियात्मक योग के माध्यम से नियम संयम की विशिष्ट विधा दी है। कौन सी क्रिया का लाभ कब प्राप्त होगा, नाथ योगियों ने इसे विस्तार से

समझाया है। उन्होंने कहा कि योग के कई आसनों के नाम नाथ योगियों के नाम पर हैं जैसे गोरखासन, मत्स्येन्द्रआसन, गोमुखआसन आदि। सीएम योगी ने कहा कि नाथ परंपरा में हर नाथ योगी जनेऊ धारण करता है जो उसे शरीर की नाड़ियों से अवगत कराता है। नाथ जनेऊ की उपयोगिता उसे योगी की दीक्षा के समय बताई जाती है। योग हर नाथ योगी के जीवन का अभिन्न हिस्सा होता है। मुख्यमंत्री योगी आदित्यनाथ ने गुरु गोरखनाथ ने चेतना के उच्च आयाम तक पहुंचाने का मार्ग दिखाया है। उन्होंने चेतन मन के साथ ही अवचेतन और अचेतन मन को साधने की क्रिया भी सिखाई है। मानव मन, बिना साधना के जितना चेतन होता है वह संपूर्ण चेतना का बहुत छोटा भाग है। योग के माध्यम से साधना की चरम सीमा पर जाकर हम अवचेतन और अचेतन मन के रहस्यों को उद्घाटित कर सकते हैं। नाथ योगियों की साधना का उद्देश्य भी यही रहा है।