




Government of India
Ministry of Ayush


सत्यमेव जयते

MINISTRY OF AYUSH COMPILED MEDIA REPORT 15 May, 2025

Ministry of Ayush Media report 15th May

 **Total Mention 23**

 Print	Financial	Mainline	Regional	Periodical
8	N/A	6	2	N/A

 Online

15

 Print

No	Newspaper	Headline	Edition	Pg
1.	Deccan Chronicle	Human capital India's real arsenal as tensions simmer	Hyderabad	8
2.	The Hindu	Karnataka CM flags 'decline' in Central funds for schemes	Hyderabad	5
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5.	The New Indian Express	PARIVRTTA SUKHASANA VARIATION HASTA	Chennai	2
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8.	Nav Rashtra	Centre declares September 23 as 'Ayurveda Day	Mumbai	10

Deccan Chronicle • 15 May • Ministry of Ayush
Human capital India's real arsenal as tensions simmer

8 • PG

426 • Sqcm

1589856 • AVE

2.55M • Cir

Top Center

Hyderabad

Human capital India's real arsenal as tensions simmer



Patralekha
Chatterjee

Dev 360

Amidst the continuing tensions between India and Pakistan, despite the ceasefire agreement which went into effect on Saturday evening, we must face up to a stark reality — in war and in peace, India's real arsenal is its human capital. There is no all-weather friend. There is no permanent external support system. We are surrounded by adversaries, rivals, and shifting global alliances and priorities. There is no option but to be aware, alert and equipped. All this boils down to human capital.

India's strategic discourse is predictably focused on diplomacy, defence modernisation, border security and military preparedness. But amid this justifiable focus on foreign policy and conventional deterrence, a quieter yet critical pillar of national security is being overlooked — human capital development. This must be a top priority once the fog of war lifts.

For a country surrounded by hostile neighbours and looming war clouds in the region, investing in education, healthcare and skills may sound secondary. But this is a grave strategic oversight. In the 21st century, security is as much about capabilities of the mind as it is about firepower on the ground. A heightened focus on human development is not just a domestic necessity but a strategic imperative.

The 2025 UNDP Human Development Report (A Matter of Choice: People and Possibilities in the Age of AI), released earlier this month, underscores India's progress but also flags the unequal nature of progress on many fronts. India climbed three spots on the Human Development Index (HDI), from 133 to 130 on the HDI between 2022 and 2023. But its HDI score was reduced by a staggering 30.7 per cent due to inequality, one of the highest losses in Asia. While some Indians

are doing very well, millions are not. Life expectancy is at an all-time high, and multi-dimensional poverty has plummeted, with 415 million lifted out of deprivation in 15 years, thanks to schemes like Ayushman Bharat and Jal Jeevan Mission. Yet, relatively low spending on health (under three per cent of GDP) and education (below five per cent of GDP) exacerbates disparities, leaving India's youth — 65 per cent of its 1.4 billion people — underprepared for a knowledge-driven world.

India's demographic dividend is a ticking clock. Without urgent investment in quality education, healthcare and skills for every Indian, the country risks squandering this dividend and weakening its strategic edge. India's working-age citizens can potentially propel the nation to global leadership, but millions lack skills necessary for a modern economy. An unskilled, frustrated youth cohort is vulnerable to unrest or external manipulation, especially in a region where disinformation campaigns thrive.

The UNDP report highlights AI's transformative potential, noting that 70 per cent of people in medium-HDI countries like India expect AI to boost productivity in education, health, and work within a year. But access gaps — electricity, Internet and digital literacy — threaten exclusion. India's digital literacy rate — which goes beyond basic usage to include cybersecurity awareness, online etiquette, and skills — stands at around 37 per cent, with a stark urban-rural divide.

"No impactful work in STEM (Science, Technology, Engineering, and Mathematics) can occur without adequate investment in the pure sciences. This investment is essential for training students to be broadly capable and for building expertise that will prove valuable in the long term. China made

AI will automate many mechanical tasks. What remains will highlight what makes us uniquely human. Perhaps the jobs of the future will focus on skills outside STEM, such as those in the social sciences and humanities.

these investments, which is why it leads the world in both basic sciences and their applications. We must not mistakenly believe we can bypass this step. Nor should we assume that our current leadership in IT and related services grants us a permanent advantage. The future will be dominated by AI, which will automate many mechanical tasks. What remains will highlight what makes us uniquely human. Perhaps the jobs of the future will focus on skills outside STEM, such as those in the social sciences and humanities," says Prof. Gautam Menon, who teaches Physics and Biology at Ashoka University. Critical thinking is just as crucial.

While speaking to reporters at the beginning of the Asian Development Bank's annual board of governors' meeting in Milan recently, ADB president Masato Kanda said something that resonated: "Developing countries like India can close the gap with advanced economies by continuing reforms, boosting domestic demand, enhancing competitiveness, and improving human capital." While private sector growth will add jobs and facilitate innovation, governments must continue reforms and boost domestic demand by reducing income inequality as they open their economies. "Human capital development is very much more important than ever in catching up with the global economy undergoing a technological transformation."

Human capital is the lynchpin of modern warfare and economic resilience. China's edge in AI, cybersecurity, and semiconductors flows from decades of STEM education and R&D, with \$723 billion spent in 2023 compared to India's \$71 billion. A skilled Indian work-

force could bolster "Make in India", reducing reliance on imports in critical sectors like pharmaceuticals or renewable energy. Healthy citizens ensure a robust defence force, while education fosters civic awareness, countering divisive disinformation. Yet, India's primary and secondary education suffers from chronic underfunding, rural-urban digital divides persist, and cultural norms sideline women. While official data shows workforce participation by women has improved, a significant gender gap remains. Compared with just 42 per cent of women, nearly 79 per cent of men contributed to the workforce in 2023-24. In China, the labour force participation rate among females is 59.6 per cent; the corresponding figure for males is 71.1 per cent (2024) according to World Bank.

India's paradox is stark: a surplus of tertiary graduates coexists with persistent illiteracy and low-skill labour in agriculture. While IITs shine, foundational education still falters in many parts of the country, trapping millions in low-productivity work. Inequities along entrenched fault lines further erode cohesion.

India stands at a crossroads. Its people — young, diverse and dynamic — are its greatest asset in a world of rising tensions. But potential alone will not suffice. Without bold reforms, the dividend becomes a deficit, weakening India against assertive adversaries. In a turbulent and uncertain world, India's response must be clear: empower its people to outthink, outbuild, and outlast its rivals.

The time to act is now. India's security, economy, and global stature depend on it. In the age of knowledge warfare, a country's strength lies not just in its soldiers and armaments but also in the capabilities and maturity of its citizens. By investing in human capital, India can transform challenges into triumphs, securing its place as a resilient, innovative global power.

The writer focuses on development issues in India and emerging economies. She can be reached at patralekha.chatterjee@gmail.com.

The Hindu • 15 May • Ministry of Ayush
Karnataka CM flags 'decline' in Central funds for schemes

5 • PG

235 • Sqcm

255995 • AVE

956.08K • Cir

Top Center

Hyderabad

Karnataka CM flags 'decline' in Central funds for schemes

Union govt.'s funding has declined by 40%-50% for various Centrally sponsored schemes; only 82% of allocated funds were received in 2024-25, says CM Siddaramaiah during review meeting

The Hindu Bureau
BENGALURU

The Congress government led by Chief Minister Siddaramaiah, which will be completing two years in office next week, on Wednesday reviewed the progress of various Centrally sponsored schemes (CSS) and said the Centre's funding to the National Health Mission, Ayushman Bharat, and many other schemes had declined by 40%-50%, from the 100%-90% range to 50%-60%.

Mr. Siddaramaiah chaired the State-level meeting of the District Development Coordination and Monitoring Committee (DISHA) and reviewed the



Siddaramaiah

utilisation of funds during 2024-25. The Chief Minister said that as of March 2025, both the Central and State governments had spent ₹46,859 crore on the Centrally sponsored schemes. As against the mandated release of ₹22,758 crore, the Centre released only ₹18,562 crore to the State, which consti-

tuted about 82%. The Chief Minister told the MPs from all parties representing the State to pressurise the Union government to release allocated funds. He directed officials to ensure 100% utilisation of funds during the year.

Currently the Centre and the State share the funding of the Centrally sponsored schemes in the ratio of 60:40. However, the State contributed significantly to schemes such as midday meals and this increased the State's share to 70-80%, he said.

Inadequate funding

Under the MGNREGA scheme, the Centre allocated ₹2,200.4 crore during 2024-25, of which the State

received only ₹1,933.48 crore. Referring to the shortfall in the Jal Jeevan Mission, the meeting noted that the Centre had not released ₹10,889 crore during the last two years.

Similarly, the Centre had kept pending ₹65.82 crore under the Swachh Bharat Mission. Under the Pradhan Mantri Gram Sadak Yojana too, of the allocated ₹100 crore, only ₹34.21 crore was released. The Centre released only ₹298.73 crore as against the sanctioned ₹398 crore for the National Rural Livelihood Mission. Mr. Siddaramaiah noted that funds were withheld for the Upper Bhadra Project and some social security schemes.

The Morning Standard • 15 May • Ministry of Ayush Fit Bit

2 • PG

605 • Sqcm

290216 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

PARIVRTTA SUKHASANA VARIATION HASTA (REVOLVED EASY POSE VARIATION)

This is a beginner-level detoxifying, twisting variation of Revolved Easy Pose. It is a creative pose to release spinal stress. It stretches and massages all the muscles and organs of the torso, thereby toning the core and improving digestion. Lengthening of the spine, by grounding the sit bones, ensures the energy flow from the base of the spine to the crown and vice versa.

STEPS

- Sit crossed-legged in Sukhasana, back straight, shoulders back, chest open, palms resting on the knees, and chin slightly in.
- Twist to the right. Place the right palm on your lower back with fingers pointing to the other side and your left palm on the belly.
- Inhale, draw the navel into the spine. Exhale, turn the neck right to look back.
- Stay here in Parivrtta Sukhasana Variation Hasta for five breaths. With every exhalation, raise the spine and twist as much as possible from the lower spine to feel the 'squeeze and soak' action in your abdomen.
- To release, inhale, turn your head and upper body to the centre. Exhale, bring your hands to the knees.
- Stay here in Sukhasana Variation Arms Knees for an easy breath.
- Counter the twist to the other side (left) and finally relax.
- You can practise the pose seated on a chair or bed.

BENEFITS

- Stretches and strengthens hips, knees, spine, shoulders, and chest.
- Strengthens the shoulder blades, side abdominal muscles, and middle and lower back.
- Improves the mobility of the spine, shoulders, and neck by releasing tightness.
- Improves flexibility of the waist and lower body.
- Regular practice helps keep the spinal muscles mobile and strong.
- Brings awareness to the stretching of the chest, rib cage, upper back, and shoulders.
- Reduces stress, tension, and anxiety.
- A great pose to get relief from sciatica, backache, and fatigue.
- Helps cure symptoms related to asthma or any kind of allergies.
- Helps align the upper body with the lower body.
- Opens the hips and tones the spine, counteracting the effects of a hunched back.
- Releases stored tension in the body, which in turn results in a positive effect on the mind.
- Activates the parasympathetic nervous system.
- Keeps the body fresh and energised, and with time, relaxes the entire bodily systems.
- Spiritually, activates Muladhara (root) Chakra, ensuring upward and downward flow of energy (prana).
- Helps cleanse the cells of any built-up waste.
- Massages and tones the abdominal organs, including the kidney, liver, and others.
- Impacts the digestive and reproductive organs.
- Pregnant women can benefit from this as it reduces pain or heaviness in the back.
- Included in night yoga, desk yoga, teens yoga, kids yoga, or senior yoga.

LIMITATIONS

- People with injury in the hips, neck, shoulders, spine, lower back, knees, pelvic floor muscles, or any abdominal injury, severe HBP, and digestive problems, spondylitis of the neck, history of heart ailments, or tensions, aches, or pain during the practice, should avoid this.
- People with weak knees or tight hips or general body weakness, especially senior citizens, can follow the twist by sitting on a chair.



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

The Morning Standard • 15 May • Ministry of Ayush

What are the risks and benefits of intermittent fasting Is it equivalent to skipping breakfast?

2 • PG

269 • Sqcm

129048 • AVE

300K • Cir

Middle Center

Delhi



The expert is a Fit India Movement ambassador and celebrity fitness coach

What are the risks and benefits of intermittent fasting? Is it equivalent to skipping breakfast?

Intermittent fasting is a structured approach to eating that cycles between periods of fasting and eating. So please don't do your own thing by referring to online sites.

Benefits of intermittent fasting include weight loss and fat reduction due to fewer eating hours and better insulin sensitivity. It's known to improve metabolic health, including blood sugar, cholesterol regulation,



and cellular repair processes like autophagy.

If not done right, a lack of nutrients, elimination of macronutrients, eating in excess during the eating period or under-fueling can lead to irritability, fatigue, low energy, muscle loss, and especially for women, hormonal imbalances if fasting is too prolonged or intense. When done correctly and mindfully, intermittent fasting can be a helpful tool for weight management and metabolic health. Remember that it's not suitable for everyone. It's important to focus on overall lifestyle, not just meal timing. Consult a health professional if you have underlying health concerns.

The New Indian Express • 15 May • Ministry of Ayush

PARIVRTTA SUKHASANA VARIATION HASTA

2 • PG

650 • Sqcm

858509 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

PARIVRTTA SUKHASANA VARIATION HASTA (REVOLVED EASY POSE VARIATION)

This is a beginner-level detoxifying, twisting variation of Revolved Easy Pose. It is a creative pose to release spinal stress. It stretches and massages all the muscles and organs of the torso thereby toning the core and improving digestion. Lengthening of the spine, by grounding the sit bones, ensures the energy flow from the base of the spine to the crown, and vice versa.

STEPS

- Sit crossed-legged in Sukhasana, back straight, shoulders back, chest open, palms resting on the knees, and chin slightly in.
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The New Indian Express • 15 May • Ministry of Ayush

PARIVRTTA SUKHASANA VARIATION HASTA (REVOLVED EASY POSE VARIATION)

2 • PG

625 • Sqcm

625129 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

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Ei Samay • 15 May • Ministry of Ayush
Ayurveda Day to be celebrated on September 23 every year

5 • PG

227 • Sqcm

196038 • AVE

1.3M • Cir

Middle Left

Kolkata

২৩ সেপ্টেম্বর আয়ুর্বেদ দিবস

এই সময়: বরাবর ধনতেরাসের দিনটিকে আয়ুর্বেদ দিবস হিসেবে পালন করা হয় দেশে। কারণ, ওই দিনটিকেই ধর্মন্তরীর জন্মতিথি হিসেবে মানা হয়। কিন্তু এ বার আয়ুর্বেদ দিবসের দিনক্ষণ বদল করল কেন্দ্রীয় সরকার। ঠিক করা হয়েছে, এ বার থেকে প্রতি বছর ২৩ সেপ্টেম্বর আয়ুর্বেদ দিবস উদযাপন করা হবে। আয়ুর্বেদের প্রতি বিশ্বের নজর কাড়তেই ভারতের এই উদ্যোগ। স্বাস্থ্য পরিষেবায় যুগ যুগ ধরে দেশের এই সনাতন ঐতিহ্যশালী চিকিৎসা ব্যবস্থায় মানুষ উপকৃত হয়েছে বলে কেন্দ্রের দাবি।

কেন এমন দিন বদলের সিদ্ধান্ত, তারও ব্যাখ্যা দেওয়া হয়েছে

সরকারের তরফে। বলা হয়েছে, ২৩ সেপ্টেম্বর বছরের এমন একটি তারিখ, যে দিনে দিন-রাত্রি প্রায় সমান থাকে। অন্য দিকে, আয়ুর্বেদও শরীর, মন এবং প্রকৃতির মধ্যে ভারসাম্য বজায় রাখে। তাই এই দিনটিকে আয়ুর্বেদ দিবস হিসেবে উদযাপনের সিদ্ধান্ত নিয়েছে কেন্দ্রীয় আয়ুষ্ মন্ত্রক। সেই সঙ্গে আন্তর্জাতিক স্তরেও আয়ুর্বেদের প্রসারে এই দিবসটি যথাযথ ভাবে পালনের উপরে গুরুত্ব দিয়েছে কেন্দ্রীয় সরকার। দিবস বদলের সিদ্ধান্তকে স্বাগত জানাচ্ছেন আয়ুর্বেদাচার্যরা। প্রবীণ আয়ুর্বেদ বিশেষজ্ঞ প্রদ্যোৎবিকাশ কর মহাপাত্র বলেন, 'আয়ুর্বেদ সাম্যের কথা বলে। ২৩ সেপ্টেম্বর সেই সাম্যেরই প্রতীক।'

Nav Rashtra • 15 May • Ministry of Ayush
Centre declares September 23 as 'Ayurveda Day

10 • PG

40 • Sqcm

66130 • AVE

500.5K • Cir

Bottom Center

Mumbai

केंद्राकडून २३ सप्टेंबर 'आयुर्वेद दिन' घोषित

दिल्ली, वृत्तसंस्था.केंद्र सरकारने २३ सप्टेंबर हा दिवस अधिकृतरीत्या आयुर्वेद दिन म्हणून घोषित केला आहे. राजपत्रातील अधिसूचनेनुसार

धनत्रयोदशीला आयुर्वेद दिन साजरा करण्याच्या पूर्वापार प्रथेत महत्त्वपूर्ण बदल म्हणून याकडे बघितले जात आहे.

कार्तिक महिन्यात म्हणजे साधारण ऑक्टोबर किंवा नोव्हेंबर महिन्यात येणारी धनत्रयोदशी चंद्रगणनेनुसार साजरी केली जाते. आगामी दशकात धनत्रयोदशीची तिथी १५ ऑक्टोबर ते १२ नोव्हेंबर या काळात बदलती राहणार आहे. त्यामुळे राष्ट्रीय-आंतरराष्ट्रीय स्तरावर हा दिवस साजरा करण्यात अडचणी येतील, असे स्पष्ट करत आयुष मंत्रालयाने २३ सप्टेंबर हा दिवस आयुर्वेद दिन म्हणून निश्चित केला.



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	MSN Hindi	कई समस्याओं का समाधान है कपालभाति, मगर जान लें किसे नहीं करना चाहिए	733.9M
2.	Msn India	Ayurveda Day To Be Celebrated On September 23 Every Year: Centre	733.9M
3.	Ap7am	Narendra Modi: జూన్ 21న వశాభకు పరధానా మోదీ .. ఎందుకంటే..?	3.2M
4.	Deccan Chronicle	PM Modi To Attend International Yoga Day Fest At Vizag On June 21	2M
5.	The Hans India	CS reviews Int'l Yoga Day arrangements	1.7M
6.	Webdunia Telugu news	PM Modi: వశాభపటనంలో అంతర్జాతీయ యోగా దినోత్సవ వేడుకలు.. పరధానా హాజరు	323.9K
7.	The Goan	More than 350 participate in FHRAI's Yoga Mahotsav in Goa	103.1K
8.	The Rahnuma Daily	PM Modi to attend Yoga Day celebrations in Vizag	40.1K
9.	Bigtv Live	International Yoga Day 2025: PM Modi to Attend Grand Event in Visakhapatnam	N/A
10.	The Better Andhra	PM Modi to attend Yoga Day celebrations in Vizag	N/A
11.	Echo Of Arunachal	RGU joins 99 others to successfully host 'IDY countdown" celebration	N/A
12.	UNI	Arunachal: RGU hosts Yogotsav-2025 countdown programme	N/A
13.	UNI	PM to participate in Intl. Yoga Day programme in Visakhapatnam June 21	N/A
14.	India 360 Report	23 सितंबर को राष्ट्रीय आयुर्वेद दिवस मनाया जाना है; तिथि का महत्व	N/A
15.	The Hans India	CS reviews Int'l Yoga Day arrangements	N/A