

MINISTRY OF AYUSH COMPILED MEDIA REPORT 16 May, 2025

Ministry Of Ayush Media Scan 16th May

Total Mention 15

⊞ Print	Financial	Mainline	Regional	Periodical
2	N/A	1	N/A	1
	•	Online		

13





🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	The Morning Standard	FIT BIT	Delhi	2
2.	GQ India	Summer Reboot	National	33, 34, 35, 36



The Morning Standard • 16 May • Ministry of Ayush FIT BIT

2 • PG 599 • Sqcm 287680 • AVE 300K • Cir Middle Right

Delhi

FITBIT

UTTHITA VAJRASANA

(KNEELING POSE ARMS RAISED)

This is a beginner-level variation of the foundational pose, Kneeling Pose. It is a wonderful practice for working professionals, sportspersons, artists, and kids/teens to increase overall strength and establish mindfulness. It is a safe and gentle practice for senior citizens (provided they have healthy and strong knees), pregnant women, and visually impaired practitioners. For ease of access, it is considered that practitioners can keep a small gap between their legs or use yoga props like a blanket or pillow to soften the pressure at the knees. It gives a vertical stretch to the shoulder blades and fortifies them. At the same time, it acts as a support for the diaphragm and intercostal muscles.

STEPS

- Start in Dandasana, and have a few breaths. Every inhalation raises the body upwards and stretches the spine completely.
- Inhale, bring the right leg bent and the knee, placing the right foot close to the buttocks, and exhale. Again, take a big breath in and raise the buttocks off the floor to place the foot below the right buttock and sit on the right foot, exhaling completely.
- Repeat it with the left leg. Inhale and bring the left foot below the buttocks, with toes touching each other and heels apart. Sitting in Vajrasana with your hands on your thighs, take a few breaths here. Raise your spine and push your lower back onto the heels below you.
- Finally, inhale, come to stand on your knees while raising your body away from the heels and placing your back straight. Engage your core by pushing your navel to the spine. Roll down your shoulders. Don't till the pelvis. The knees, hips, and shoulders are in one line. The head is over the heart, and the heart is over the pelvis.
- Stand on your knees, nice and tall in Kneeling Pose for a breath or two.
- Inhale, and raise your arms. Lengthening them from the armpits and sides of your rib cage, taking them above your head. Keep the palms facing each other.
 Keep the upper arm away from the ears, long, and parallel.
- Stay here for about six

- soft-smooth-slow deep breaths or as per the body's comfort.
- On breathing, keep the stomach tucked in, core strength, and spine lengthened upwards. The chin is aligned with the chest and a bit tucked in. The fascial muscles are relaxed.
- Exhale, slowly back to Vajrasana and then return to Dandasana.
- Finally, release and relax in Balasana.

BENEFITS

- Stretches the deeper connective tissues of the arms, shoulders, chest, upper spine, and upper abdomen.
- Stimulates the heart and related organs.
- Key element to heart opening, ensuring deeper breathing.
- Beautiful addition to therapeutic sequences for asthma, cold or allergies, or other respiratory disorders.
- Prepares sadhaka for higher yogic practices, like Pranayama and Meditation
- Boosts prana (energy) flow throughout the body.
- Releases accumulated thoughts and negative emotions from the body.
- Included in the Vinyasa flow.
- Who have tight or tense shoulders can consider the inclusion of shoulder and arm rotation.
- Even a few rounds of Sun Salutation or Cat Cow Pose will work to lubricate the joints.
- Activates the chest cavity and is a quick fix for neck and shoulder tensions.

LIMITATIONS

- People with injury at knees, ankles, lower back, or legs, have undergone any recent abdominal surgery, weak knees or arthritis or knee pain, high blood pressure, vertigo, dizziness, balancing issues, or nervous ailments like epilepsy, trauma and anxiety, should avoid this.
- Seniors and pregnant women should practise slowly under the guidance of a yoga expert,

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



GQ India • 16 May • Ministry of Ayush Summer Reboot

33, 34, 35, 36 • PG

3502 • Sqcm

1667092 • AVE

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Inside Page (Magazine only)

National







KALARI KOVILAKOM: PHOTOGRAPH BY CGH EARTH, REST: COURTESY OF THE BRANDS,





ANANDA IN THE
HIMALAYAS

UTTARAKHAND, INDIA

Over centuries, Uttarakhand, with its divine Himalayan mountains and serene valleys, has offered a sanctuary to the succour seekers. Home to the Char Dham—Badrinath, Kedarnath, Gangotri and Yamunotri—it attracts pilgrims looking for spiritual experiences, while the ancient cities of Rishikesh and Haridwar offer transformative experiences with yoga programmes and Gan-

ga aartis. Ananda, tucked away in the Himalayan foothills, is a retreat that believes in the power of ancient India's holistic principles.

WHY VISIT: To change your relationship with your body. Whether it's chronic pain (like achy joints, spinal wose or osteoarthritis), hormonal imbalances, or even fertility concerns, Ananda's targeted programmes can tackle your issues in a holistic way, For a complete reset, a seven-to-21-day wellness immersion focuses on stress relief, weight loss and deep rejuvenation.

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Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	ThePrint	Yoga Day 2025: Samyoga, Yoga Unplugged aim to redefine yoga practice	11.3M
2.	Divya Himachal	डीसी बने चेयरमैन, बेहतर संचालन के बनेंगे नियम	553.6K
3.	Divya Himachal	पीरन पंचायत में नई जीपीसीसी गठित	553.6K
4.	Daily Chhattisgarh	नौरंगपुर समाधान शिविर में 212 आवेदनों का निराकरण	72K
5.	Indianapolis Post	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
6.	Punjab Live	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
7.	Maharashtra Samachar	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
8.	Kolkata Sun	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
9.	OB News	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
10.	Calcutta News	"Samyoga" and "Yoga Unplugged" signal a bold new direction for International Yog	N/A
11.	India 360 Report	इस साप्ताहिक योग पॉडकास्ट का उद्देश्य समग्र कल्याण को बढ़ावा देना है	N/A
12.	Next Khabar	'सृजन 2025" में एलएनसीटी, भोपाल को हेल्थ एंड लाइफ साइंस कैटेगरी में प्रथम पुरस्	N/A
13.	Manastoday	'सृजन 2025" में एलएनसीटी, भोपाल को हेल्थ एंड लाइफ साइंस कैटेगरी में प्रथम पुरस्	N/A