

MINISTRY OF AYUSH COMPILED MEDIA REPORT 17 Dec, 2024

Total Mention 15

⊞ Print	Financial	Mainline	Regional	Periodical
8	N/A	6	2	N/A
	•) Online		

7



🖺 Print

No	Newspaper	Headline	Edition	Pg
1.	Deccan Chronicle	Ayushman launch in disha in FY '24-25	Chennai	8
2.	Deccan Chronicle	Don't let body dysmorphia kill self-esteem	Chennai	16
3.	The Morning Standard	Fit Bit	Delhi	2
4.	The Asian Age	MOUTHWATERING PAAN-DEMONIUM	Delhi	13
5.	The New Indian Express	WALL SARAVANGASANA	Chennai	2
6.	The Tribune	CORPORATE BROADBAND	Chandigarh	10
7.	Punjab Kesari	People doing yoga during the 'Yoga Mahotsav' in Rishikesh. On this occasion, more than 200 sadhaks f	Jaipur	13
8.	Janmabhumi	Will form a International community for spreading of ayurveda globally	Kochi	10



Deccan Chronicle • 17 Dec • Ministry of Ayush Ayushman launch in disha in FY '24-25

8 • PG 91 • Sqcm 160054 • AVE 1.15M • Cir Top Center

Chennai

SHORT TAKES Ayushman launch in Odisha in FY '24-25

Bhubaneswar: The Odisha government is set to roll out the Ayushman Bharat healthcare scheme in the financial year 2024-25, alongside the introduction of the "Gopabandhu Jan Arogya Yojana" health insurance cards. This initiative is expected to significantly benefit citizens across the state, according to Odisha health minister Mukesh Mahaling. Announcing the plan on Monday, the minister revealed that the scheme would initially cover approximately 3.5 crore people in Odisha. A budget of '3,500 crores has been allocated for the programme and older health cards will be replaced as part of the initiative. The Ayushman Bharat scheme will be implemented across approximately 27,000 medical facilities, with a special focus on supporting migrant workers. "Preparations are in place, and the modalities have been finalised," Mr Mahaling said.





Deccan Chronicle • 17 Dec • Ministry of Ayush Don't let body dysmorphia kill self-esteem

16 • PG

848 • Sqcm

1492472 • AVE

1.15M • Cir

Bottom Center

WISE WORDS

Chennai

Don't let body dysmorphia kill self-esteem

The woman sitting in my reception area was breath-taking in every sense of the word and honestly, it was an effort not to do a double take as I walked past her to my office room. I wondered, what could such a beautiful woman want to see me about? For a while, I speculated on her problem. Somehow, my impression that unfortunate things happen to some of the most beautiful people keeps getting strengthened,



I thought to myself.
But when I finally got to speak
to her, my jaw dropped. "Sir, I
am so unhappy because of a
host of things bothering me,"
she began. "I think my breasts

are too small; I have a lot of stretch marks on my body and I am ashamed to wear any kind of revealing clothes; my figure is flabby. I cringe when I have to undress to have sex with my husband, wondering what he thinks of my body. I did approach a slimming center, but I ended up fainting after one sitting. Can you help me? The lady was suffering from Body Dysmorphia or Body Dysmorphia or Body Dysmorphie Disorder. Body dys-

morphia is a mental condition that makes people spend a lot of time worrying about perceived flaws in their appearance. Our perception of the self, and how we feel others see us, are subjective matters. Our mental spotlight at times is more on the negatives than the positives and we wallow in misery, focusing on the missing elements. A careless, flippant remark from a third person cam make the horses drawing this particular

wagon gallop down the 'Poor body image' highway. And media glorification of a so-called ideal makes matters worse. Understand that you are born with your constitution. You don't get to choose your par-ents. We may be able to change many things about ourselves, but not beyond a point. Exercise, stay fit and wear your self esteem proudly, don't let it affect your body image.



What is stress? It's the gap between our expectation and reality. More the gap, more the stress. So expect nothing and accept

everything.



The Morning Standard • 17 Dec • Ministry of Ayush Fit Bit

2 • PG 616 • Sqcm 295875 • AVE 300K • Cir Middle Right

Delhi

FITBIT

WALL SARVANGASANA

(WALL SHOULDERSTAND POSE)

It is an initial variation of Salamba Sarvangasana, focussing on proper shoulder and upper back placement. This can be done by beginners, intermediate, and advanced practitioners. It can be included in yoga for teens and youngsters to establish a strong mind and body connection. It helps promote blood circulation and calm the nerves.

STEPS

- Use the wall for support and sit sideways, positioning your hip close to the wall. Align your buttocks against the wall, feet near the buttocks, and knees to the chest.
- Lie on your side, hips against the wall, feet, and legs straight up the wall with toes pointing toward the head.
- Ensure shoulders are supported, broaden the upper back, flatten the lower back, and rest the tailbone on the mat. Take deep abdominal breaths to settle into the mat.
- Avoid turning your head; keep your gaze fixed on the tip of the nose.
 Bend your knees, placing your feet flat on the wall. Spread your toes and ensure the whole foot touches the wall.
- Tuck your chin slightly, elongate the neck, press the shoulder blades into the mat, engage your core, and exhale. Lift your buttocks off the floor.
- Raise the hips, squeezing the glutes, and press the hips toward the shoulders. Place your hands on the lower back for support, fingers pointing upward, and maintain even pressure across all fingers.
- Rotate the upper arms and shoulders outward, bringing elbows closer together and opening the chest. Thighs should remain perpendicular to the floor.
- Press the shoulders into the mat, lifting the chest and expanding

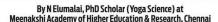
- the lungs. Breathe deeply and calmly.
- Walk your hands up the shoulder blades, guiding the back ribs forward to open the chest. Hold the pose for a few moments.
- Exit slowly and relax in Savasana.

BENEFITS

- Builds strength and stability in involved muscles.
- Prepares the body for transitioning into Sarvangasana.
- Enhances diaphragm efficiency and breath-body connection.
- Aligns the body for Sarvangasana progression.
- Stimulates thyroid and parathyroid glands, regulating growth and metabolism.
- Nourishes the brain, eyes, and heart.
- Improves the functioning of abdominal and pelvic organs.

Avoid if you are suffering

from severe back pain, spinal injury, spondylitis, ear or throat infections, weak neck or shoulders, dizziness, or weak internal organs. Not recommended for children under 10, pregnant women, or seniors.





The Asian Age • 17 Dec • Ministry of Ayush MOUTHWATERING PAAN-DEMONIUM

13 • PG 2356 • Sqcm 1001509 • AVE 389.96K • Cir Top Right Delhi Age

Delhi

MOUTHWATERIN

Paan, often known for its notorious qualities, also seems to be a treasure trove of health benefits

ROSEINA COUTINHO

Apaan a day keeps the bad breath away! Betel leaf (paan) has an important place in Indian culture. It is considered auspicious, especially during poojas, family get-togethers or marriages. This 'heart-shaped leaf' comes with a plethora of benefits if consumed in the right proportions. Shweta Anish Shah, Health & Wellness Coach & Celebrity Ayurvedic Nutritionist says that betel leaf (paan) is a treasure trove of health 'According to

health benefit "According to Ayurveda, it balances three doshas — Vata, Pitta and Kapha when used rightly" she says. Betel leaves help in diges-tion. They provide relief from respira-

tory issues, enhance oral health and even in many ways give a boost to one's mood.

MYTHOLOGICAL RELEVANCE

The hearty leaf also finds a mention in Skanda Purana which dates back right to the 6th Century. Many claim that paan was an aftermath of the churning of oceans by Asuras and Devas during the Samudra Manthan. This natural mouth freshener or

sweetener is also known by other names such as nagarbel, nagavalli and the list goes on. Some paan addicts chew it every few hours, but ideally, paan is mostly relished after a hearty

mostly relished after a hearty meal.

Shweta adds that betel leaves also help regulate blood sugar and heal wounds especially those caused by burns along with improving gastro-activities by inhibiting the formation of gastric lesions. However, given its sweet variant, some people consume it at any time of the day. "Consuming paan after

consume it at any time of the day. "Consuming paan after meals is wise as it helps aid in digestion," explains Shweta. It aids in the increase of saliva production which acts as the first step in digestion. Its carminative properties help prevent bloating or other conditions of indigestion. However, Shweta cautions, "It's important to consume plain or minimally processed paan without tobacco or harmful additives."



HEALTH BENEFITS

ACCORDING TO
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PITTA AND KAPHA WHEN **USED RIGHTLY.**

- SHWETA ANISH SHAH, Health & Wellness Coach & Celebrity Ayurvedic Nutritionist



BETEL NUT, ONE OF PAAN'S PRIMARY INGREDIENTS, HAS ALSO BEEN LINKED TO CERTAIN HEALTH

RISKS INCLUDING ORAL CANCER AND CARDIOVASCULAR ISSUES."

- CHEF MEGHNA KAMDAR from Meghna's Food Magic

ORAL HEALTH BOOSTER

Apart from taking care of one's Apart from taking care of one's gut, paan also seems to be a natural medicinal leaf that is utilised due to its properties of reducing oral bacteria issues, potentially lowering the risk of gum diseases and cavities. "Paan gum diseases and cavities. "Paan leaves when used in combination with other natural ingredients such as lime or areca nut help in yielding positive effects linked to one's oral health," says Chef Meghna Kamdar. It helps neutralise acids and aid the digestion of food. "But even then, do brush your teeth post-consuming paan," Meghna adds. The 'meetha' paan variant or sweet-eners in paan help ele-vate dull moods. For many, 'meetha paan' serves as a budget-friendly after-meal

treat.
There are different regions. In West Bengal, 'mishti' paan is infused with sweets and aromatic spices. "In contrast to this is the spicy yet mouth. the spicy yet mouth-watering variant from the streets of Delhi. The colourful gar-nishes create an

nishes create ar explosion of taste that captivates both locals and tourists alike," says Chef M e g h n a .

PAAN TIME Go for organic

- or homegrown betel leaves to avoid harmful chemicals
- Consume plain or minimally processed paan without artificial sweeteners or
- with tobacco supari, or other harmful substances
- thoroughly and slowly for
- consumption to once or twice a day. especially post-meals

(Tips by nutritionist Shweta Anish Shah)

OVERCONSUMPTION

Despite the benefits, overconsumption of paan comes with irre-versible effects. "Betel nut, one of paan's pri-mary ingredients has been linked to oral cancer and cardiovas-

cancer and cardiovas-cular issues," says Chef Meghna. Nutritionist Shweta points out that there could also be the risk of pesticides or chem-ical exposure from leaves, "That is

why Ayurveda always advo-cates moderation," she says.







The New Indian Express • 17 Dec • Ministry of Ayush WALL SARAVANGASANA

2 • PG 741 • Sqcm 978346 • AVE 246.4K • Cir Top Center

Chennai

FITBIT

WALL SARVANGASANA

(WALL SHOULDERSTAND POSE)

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- Stimulates thyroid and parathyroid glands, regulating
- growth and metabolism.

 Nourishes the brain, eyes, and heart.
- Improves the functioning of abdominal and pelvic organs.
- Delays age-related degeneration and promotes youthfulness.
- Relieves hemorrhoids by reducing gravitational pressure.
- Calms the nervous system, reducing stress and psychological disturbances.
- Activates Vishuddha Chakra and connects with upper chakras
- Enhances blood circulation and organ function.



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



The Tribune • 17 Dec • Ministry of Ayush CORPORATE BROADBAND

10 • PG 153 • Sqcm 462547 • AVE 893.04K • Cir Bottom Center

Chandigarh

The Eribune CORPORATE BROADBAND

DBU delegation meets St Vincent's First Lady

A delegation of Desh Bhagat University, led by the Chancellor, Dr Zora Singh, recently met St Vincent's First Lady Eloise Harris and PM Ralph Gonsalves, strengthening ties and advancing medical education through DBU Americas initiatives.

Machma Expo 2024 concludes

The 11th Machma Expo in Chandigarh witnessed significant participation from entrepreneurs. Organisers announced upcoming editions in Ludhiana and Jalandhar.

Vaidyaratnam partners with VAC

Baddi-based Vrindavan Ayurveda Chikitsalayam, a known name in Ayurvedic care, has relaunched as Vaidyaratnam Vrindavan Ayurveda Chikitsalayam (VVAC) in a strategic partnership with Kerala-based Vaidyaratnam Group. The Ayurvedic Wellness Centre is located in the Shivalik Foothills near Baddi.

Mittsure's LumaLeam books

Mittsure has launched 'LumaLeam', a pre-primary book series aligned with NCERT's 'Jaadui Pitara', promoting learning through play and holistic development.

Bandhan Mutual Fund campaign

Bandhan Mutual Fund has launched the 'Badhte Raho' campaign, focusing on financial security and learning from mistakes, says CEO Vishal Kapoor.

Trident on Fortune 500 India list

Trident Ltd has been ranked 321st in Fortune 500 India, up 8 spots. Recognised for excellence in textiles, paper and energy, it also features in D&B's Top 500 Value Creators.

'Kultivated Karats' outlet in Manimajra

'Kultivated Karats' has opened an outlet in Manimajra. Bigg Boss 14 winner Rubina Dilaik inaugurated the JV by Kubix Jewels LLP and Chandigarh entrepreneur Deepak Gupta.

GNA varsity's e-Sanad portal

GNA University has launched an e-Sanad portal for international document verification. Supported by NIC and MEA, it simplifies educational and career documentation.

Nayara Energy's offering

Nayara Energy has announced 'Sab Ki Jeet Guaranteed' scheme, offering up to Rs 5/litre savings on fuel with digital payments, valid until January 31, 2025.

Concord Enviro Systems' IPO

Concord Enviro Systems Ltd shall open bids for its IPO on December 19. It will close on December 23. The price band has been fixed at Rs 665 to Rs 701 per equity share.





Punjab Kesari • 17 Dec • Ministry of Ayush People doing yoga during the 'Yoga Mahotsav' in Rishikesh. On this occasion, more than 200 sadhaks f...

13 • PG 76 • Sqcm 3824 • AVE 370.92K • Cir Bottom Left

Jaipur



ऋषिकेश में 'योग महोत्सव' के दौरान योग करते लोग। इस मौके पर 20 से अधिक देशों के 200 से अधिक साधकों ने योगाभ्यास किया।





Janmabhumi • 17 Dec • Ministry of Ayush

Will form a International community for spreading of ayurveda globally

10 • PG 731 • Sqcm 0 • AVE N/A • Cir Middle Center

Kochi

ആയുർവേദത്തിന്റെ ആഗോള വ്യാപനം; അന്താരാഷ്ട്ര കൂട്ടായ്മ രൂപീകരിക്കുന്നു

തീരുമാനം പത്താം ലോക ആയുർവേദ കോൺഗ്രസിൽ

പി. ഷിമിത്ത്

ന്യൂദൽഹി: ആയുർവേദത്തിന്റെ ആഗോളതലത്തിലുള്ള വ്യാപന ത്തിനായി ആയുർവേദ സംഘട നകളുടെ കുട്ടായ്മ രൂപീകരിക്കു ന്നു. ലോക ആയുർവേദ ഫെഡ റേഷന്റെ നേതൃത്വത്തിലാണ് അന്താരാഷ്ട്ര തലത്തിൽ ഈ സം ഘടനയ്ക്ക് രൂപം നൽകുക. ഡെ റാഡൂണിൽ ചേർന്ന പത്താം ലോ ക ആയുർവേദ കോൺഗ്രസിലാ ണ് തീരുമാനം.

ആയുർവേദ കോൺഗ്രസി ന്റെ ഭാഗമായി വിദേശപ്രതിനി ധികൾ മാത്രമുള്ള അന്താരാഷ്ട്ര പ്രതിനിധി സമ്മേളനം ചേർന്നി രുന്നു. 58 രാജ്യങ്ങളിൽ നിന്നു ള്ള പ്രതിനിധികൾ പങ്കെടുത്ത ഈ സമ്മേള്ളനത്തിൽ 27 രാജ്യ ങ്ങളിൽ നിന്നെത്തിയവർ തങ്ങ ളുടെ രാജ്യത്തെ ആയുർവേദവു മായി ബന്ധപ്പെട്ട സ്ഥിതിവിവര റിപ്പോർട്ട് അവതരിപ്പിച്ചു. ഓസ് ട്രേലിയ, തായ്ലൻഡ്, മൗറീഷ്യ സ്, ലാത്വിയ, റഷ്യ തുടങ്ങി പ ത്ത് രാജ്യങ്ങളിൽ നിന്നെത്തിയ പ്രതിനിധികൾ ആയുഷ് ചെയർ പാനൽ ചർച്ചയുടെ ഭാഗമായി. ആയൂർവേദത്തിനായുള്ള നരേ ന്ദ്ര മോദി സർക്കാരിന്റെ പ്രവർ ത്തനങ്ങളെ അഭിനന്ദിച്ച വിദേശ പ്രതിനിധികൾ തങ്ങളുടെ രാജ്യ ങ്ങളിൽ ആയുർവേദത്തിന് കുടു തൽ പ്രചാരവും അംഗീകാരവും ലഭിക്കുന്നതിന് വേണ്ട നടപടി കൾ വിശദീകരിച്ചു. ആയുഷ് വ കുപ്പിന് കീഴിലുള്ള രാഷ്ട്രീയ ആ

യൂർവേദ വിദ്യാപീഠം യൂറോപ്പ് ആയുർവേദ അക്കാദമി അസോ സിയേഷന് അംഗീകാരം നൽകു ന്നതിനും പത്താം ലോക ആയുർ വേദ കോൺഗ്രസ് വേദിയായി. ഭാരതത്തിന് പുറത്തെ ഒരു ആ യൂർവേദ ഇൻസ്റ്റിറ്റ്യുട്ടിന് രാഷ്ട്രീ യ ആയുർവേദ വിദ്യാപീഠം ആ ദൃമായാണ് അംഗീകാരം നൽകു ന്നത്. ഉത്തരാഖണ്ഡ് ഗവർണർ ലെഫ്. ജനറൽ ഗുർമിത് സിങ് സമാപന സമ്മേളനം ഉദ്ഘാടനം ചെയ്തു. ഉത്തരാഖണ്ഡ് ആയു ഷ് വകുപ്പ് സെക്രട്ടറി രവിനാഥ് രാമൻ, അഡീഷണൽ സെക്രട്ടറി ഡോ. വിജയകുമാർ ജോഗ്ദൻ ഡെ, വിജ്ഞാൻഭാരതി ദേശീയ സഹ സംഘടനാ സെക്രട്ടറി പ്ര വീൺ രാംദാസ്, ലോക ആയുർ വേദ ഫൗണ്ടേഷൻ മാനേജിങ് ട്ര സ്റ്റി ഡോ. ജയപ്രകാശ് നാരായ ണൻ, സംഘാടക സമിതി ദേശീ യ സെക്രട്ടറി ജനറൽ പ്രൊഫ. അനുപ് താക്കർ, വിജ്ഞാൻ ഭാ രതി ഉത്തരാഖണ്ഡ് പ്രസിഡന്റ് ഡോ. കെ.ഡി. പുരോഹിത് എ ന്നിവർ സംസാരിച്ചു. 58 രാജ്യങ്ങ ളിൽ നിന്നുള്ള 352 വിദേശ പ്രതി നിധികൾ ഉൾപ്പെടെ 10,321 പേരാ ണ് ആയുർവേദ കോൺഗ്രസിൽ പങ്കെടുത്തത്. വിജ്ഞാൻ ഭാരതി ക്ക് കീഴിലുള്ള ലോക ആയുർവേ ദ ഫൗണ്ടേഷൻ ആയുഷ് വകുപ്പ്, ഉത്തരാഖണ്ഡ് സർക്കാർ ഉൾപ്പെ ടെയുള്ള വിവിധ സംസ്ഥാന സർ ക്കാരുകൾ, സ്ഥാപനങ്ങൾ എന്നി വരുമായി സഹകരിച്ചാണ് സമ്മേ ളനം സംഘടിപ്പിച്ചത്.





Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	प्रकृति परीक्षण करवाने के लिए युवाओं का बढ़ रहा ग्राफ	66.5M
2.	Dainik Bhaskar	सड़क पर मीट बेचने वालों को नपा ने जहां शिफ्ट कराया था, अब अतिक्रमण बता वहां से हट	66.5M
3.	Daily Excelsior	Fusion of traditional knowledge, modern technology can give India advantage: Dr	717.7K
4.	Pharmabiz.com	MOA to launch national portal for pharmacovigilance in ISM to curb proliferation	N/A
5.	Koshur Samachar	Fusion of traditional knowledge, modern technology can give India advantage: Dr	N/A
6.	Koshur Samachar	Fusion of traditional knowledge, moderntechnology can give India advantage: Dr J	N/A
7.	Statetimes	Fusion of traditional knowledge, moderntechnology can give India advantage: Dr J	N/A

