

MINISTRY OF AYUSH COMPILED MEDIA REPORT 18 Dec, 2024

Total Mention 23

 Print	Financial	Mainline	Regional	Periodical
16	1	15	N/A	N/A

 Online

7

 Print

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7.	The New Indian Express	SETUBANDHA SARVANGASANA BLOCK (BRIDGE POSE BLOCK)	Chennai + 1	2
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16.	The Daily Guardian	Number of cancer patients on the rise in Haryana	Chandigarh	1, 5

The Business Guardian • 18 Dec • Ministry of Ayush

Last chance: Bajaj Finserv Healthcare Fund – A Smart investment opportunity

1, 2 • PG

511 • Sqcm

51108 • AVE

N/A • Cir

Bottom Center, Bottom Left

Delhi

Last chance: Bajaj Finserv Healthcare Fund – A Smart investment opportunity

TBG NETWORK
PUNE

The healthcare space in India is witnessing a significant growth. Post the COVID-19 pandemic, the focus on health, wellness, and medical infrastructure has increased, opening up opportunities for investors. The Bajaj Finserv Healthcare Fund is positioned to tap into these avenues and help investors potentially benefit from this growth story.

Following a megatrends strategy, this open-ended thematic equity fund invests in companies allied with the healthcare and pharma segments.

This article tells you more about the Bajaj Finserv Healthcare Fund, its megatrends approach, and why the Indian healthcare

can offer a compelling investment opportunity.

India's healthcare landscape The COVID-19 pandemic showed the importance of a strong healthcare system. It also highlighted the strength of India's research and technological facilities, as it emerged as a global supplier for vaccines. Simultaneously, it also stressed the importance of adopting healthy lifestyle habits and fostered a more health-conscious society.

Since then, India has worked on expanding its healthcare infrastructure, increasing investments in research and development, and improving access to medical services. Today, it is home to a rapidly growing pharmaceutical industry and is seeing significant innovation in diagnos-



tics, vaccine manufacturing, and traditional medicines.

Sectors driving healthcare growth

The Indian healthcare sector encompasses various sub-sectors, each offering unique opportunities for growth and

investment:

1. Pharmaceuticals: An emerging leading player in vaccine production, India's pharma sector continues to grow, fuelled by increasing domestic demand and export opportunities.
2. Hospitals and healthcare fa-

cilities: There is increased spending on hospitals, healthcare facilities and infrastructure, to meet the needs of a growing population and bring quality healthcare across the length and breadth of the country.

3. Health insurance: The health insurance market in India is underpenetrated and has potential for significant growth over the next few years.

4. Nutraceuticals: Products combining nutrition and pharmaceuticals are gaining popularity, driven by a growing focus on preventive health.

5. Diagnostic laboratories: The diagnostics sector has expanded significantly, with advanced testing facilities becoming essential for preventive and curative care.

6. CRAMS (Contract Research

and Manufacturing Services): India's expertise in research and cost-effective manufacturing has positioned it as a preferred destination for global pharma and biotech companies.

7. Ayurvedic and traditional medicines: The blend of ancient remedies and modern practices has created a healthy market for holistic healthcare solutions.

8. The wellness wave: Growing awareness about fitness and wellness, coupled with rising lifestyle diseases, has made wellness products and services more mainstream.

MEGATRENDS strategy: A visionary approach

The Bajaj Finserv Healthcare Fund employs a MEGATRENDS strategy to identify and

P2

Last chance: Bajaj Finserv



invest in long-term growth opportunities within the healthcare sector. This strategy focuses on major trends shaping the industry:

1. Regulatory megatrends: Supportive government policies, such as the Ayushman Bharat scheme, PLI initiatives for pharma, and increased spending on healthcare infrastructure, are driving growth.
2. Economic megatrends: Rising incomes, urbanization, and increasing healthcare spending by individuals are creating a robust economic environment for healthcare businesses.
3. Demographic megatrends: India's growing and aging population demands better healthcare services. Additionally, a rising middle class is driving consumption in areas like health insurance and wellness.
4. Social megatrends: Greater health awareness post-Covid has resulted in increased adoption of preventive care, diagnostics, and wellness practices, creating sustained demand.

Why invest in Bajaj Finserv Healthcare Fund?

Here's why Bajaj Finserv Healthcare Fund can be a suitable choice for long-term investors:

1. Wealth creation potential: Healthcare-related sectors are poised for significant growth, offering long-term wealth creation potential for early investors.
2. Focus on Megatrends: By identifying megatrends, the fund seeks to invest in areas with significant and lasting growth potential.
3. Healthy fundamentals: Healthcare-related sectors currently have healthy fundamentals and are favourably positioned for long-term growth potential.
4. How to invest in Bajaj Finserv Healthcare Fund
You can invest in the Bajaj Finserv Healthcare Fund both online and offline through several routes, including:
Directly through Bajaj Finserv AMC or through www.bajajamc.com
Through a registered distributor
Through our Registrar and Transfer Agent KFin Technologies Ltd. or KFinTech
Through aggregator platforms.
During the NFO period (on till 20th December 2024), units will be available at a face value of Rs. 10. When the fund re-opens for subscription, units will be available at the applicable Net Asset Value. Investment options are available in both lumpsum and Systematic Investment Plan (SIP). The minimum investment amount is Rs. 500. Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

Hindustan Times • 18 Dec • Ministry of Ayush
MP Selja flags rising cancer cases in Hry

4 • PG

21 • Sqcm

32562 • AVE

267.13K • Cir

Middle Left

Chandigarh

**MP Selja flags
rising cancer
cases in Hry**

NEW DELHI: Sirsa MP Kumari Selja flagged the issue of rising cancer cases in Haryana during the ongoing Winter Session of Parliament, linking the spread of the disease to pollution in the Ghaggar river. Minister of state for health Prataprao Jadhav recently said that the ICMR has informed that a study revealed that people dwelling near river drains are highly prone to cancer. **PTI**

The Indian Express • 18 Dec • Ministry of Ayush

Ghaggar River pollution: MP Selja flags rising cancer cases in Haryana

9 • PG

147 • Sqcm

130003 • AVE

175.5K • Cir

Bottom Center

Chandigarh

Ghaggar River pollution: MP Selja flags rising cancer cases in Haryana

SUKHBIR SIWACH

CHANDIGARH, DECEMBER 17

REFERRING TO a study, Union minister of health and family welfare Prataprao Jadhav said that people dwelling near Ghaggar river drains are highly prone to cancer. He added that from 1,486 cancer cases in 2019, such cases have touched 1,678 in 2023.

Jadhav was replying to a question by Sirsa MP Kumari Selja, who flagged the issue of rising cancer cases in Haryana during the ongoing Winter Session of

Parliament, linking the spread of the disease to pollution in the Ghaggar river. Selja had asked about the extent to which the polluted water of Ghaggar river entering Haryana is responsible for spreading cancer in the state.

In his reply on December 13, the minister mentioned a study published in Indian Academy of Sciences on Human Health Risk Assessment which revealed "people dwelling near river drains are highly prone to cancer disease and hazard quotients were observed above threshold limit that poses high carcinogenic risks". The

Haryana State Pollution Control Board has also found the water of Ghaggar river "not fit for drinking".

The Ghaggar flows through Haryana's Panchkula, Ambala, Kaithal, Fatehabad and Sirsa districts and through Punjab's Patiala, Sangrur, and Mansa districts before entering Rajasthan.

After the minister's reply in Lok Sabha, Selja said that the river has become so polluted that it is neither fit for drinking nor bathing. In a statement on Tuesday, Selja said: "Cancer cases are rising in Haryana but there are no adequate treatment facilities.

Patients are forced to travel to Delhi, Chandigarh, or other states for treatment."

Detailing the efforts aimed to reduce pollution, Jadhav informed Lok Sabha: "Under the National River Conservation Plan, sewage treatment capacity of 15 million litres per day (MLD) was created in different towns of Punjab for conservation of Ghaggar river. Punjab Pollution Control Board has informed that to treat waste water from the towns in the catchment of river Ghaggar, 28 STPs (sewage treatment plants) of total capacity of 291.7 MLD have

been installed. Haryana State Pollution Control Board has informed that sewage treatment capacity of 588 MLD has been created in river catchment in the state under the Ghaggar Action Plan."

He added that the estimated cases of cancer patients have increased in Haryana from 1486 to 1678 during the past five years. According to the minister, under the National Cancer Registry Programme of the Indian Council of Medical Research, Haryana reported 1,486 cancer cases in 2019, 1,536 in 2020, 1,580 in 2021, 1,630 in 2022, and 1,678 in 2023.

Free Press Journal • 18 Dec • Ministry of Ayush
36cr Ayushman Cards issued

2 • PG

85 • Sqcm

67512 • AVE

251.68K • Cir

Middle Right

FP School

Mumbai

36cr Ayushman Cards issued

About 36.16 crore Ayushman Cards have been created for beneficiaries of Pradhan Mantri Jan Arogya Yojana (PMJAY), said the Union government on Tuesday. "As per the PMJAY dashboard, as of December 12, 36.16 crore Ayushman Cards have been created for such beneficiaries. Of these, 29.87 Crore cards have been created for the beneficiaries residing in rural areas," the MoS said. said Union Minister of State (MoS) for Health and Family Welfare Prataprao Jadhav, in a written reply in the Rajya Sabha today. Launched in 2018, PMJAY provides financial protection to deprived rural families. It also identifies occupational categories of urban workers' families. The flagship scheme "offers a benefit cover of Rs 5,00,000 per family per year.



Free Press Journal • 18 Dec • Ministry of Ayush
Indore trails in making Ayushman card for elderly

20 • PG

71 • Sqcm

56817 • AVE

251.68K • Cir

Bottom Right

Mumbai

Indore trails in making Ayushman card for elderly

Our Staff Reporter
INDORE

Despite being a frontrunner in many areas, Indore district is struggling to issue Ayushman cards for senior citizens under the Ayushman Bharat YayaVandanaYojana. The city is ranked 17th in the state, trailing smaller districts like Ujjain, Dhar, and Betul, while Balaghat leads the state. Indore remains in the red zone in terms of the achievement of making cards due to the lack of progress in this initiative.

Meanwhile, officials said that the slow pace is due to several challenges, including outdated records, with many eligible seniors either deceased or relocated outside the city.

Moreover, unlinked mobile numbers and mismatched fingerprints in Aadhaar cards have complicated the card issuance process. City health officials said that they are making all the efforts to address these issues by contacting relocated beneficiaries and facilitating Aadhaar updates.

The Central Government recently extended the Ayushman Bharat Yojana to senior citizens aged 70 and above, offering free treatment of up to Rs5 lakh annually. Beneficiaries must possess an Ayushman card to avail of this benefit, nodal officer Devendra Raghuvanshi, said.

How to Apply

Senior citizens can apply for the card online by


We are organising camps and making every effort to achieve the target. We are working hard to close the gap and will soon achieve the target

Dr BS Saitya,
CMHO, Indore

visiting the official website, uploading required documents, and completing OTP verification. A linked mobile number is mandatory, and the process can be completed within 24 hours if details are accurate.

Free Press Journal • 18 Dec • Ministry of Ayush AIT students bag two first prizes through innovation

7 • PG

125 • Sqcm

99589 • AVE

251.68K • Cir

Bottom Left

Mumbai

Smart India Hackathon 2024

AIT students bag two first prizes through innovation

Staff Reporter

PLUR

The Army Institute of Technology's (AIT) Students displayed their exceptional talent and innovative skills and created history by emerging as first-prize winners in two problem statements in the Smart India Hackathon 2024 (SIH). The Grand Finale of this Hackathon was recently held across 51 nodal centres nationwide.

SIH, a flagship initiative by

the Government of India, continues to inspire innovation and problem-solving among youth. Renowned as the nation's largest open innovation platform, SIH allows students to address real challenges faced by ministries, industries, and organisations.

Two teams from AIT, Team Black Syndicate & Team Carbon Daters, showcased their projects in the Hackathon. Chetan Singh (team lead), along with Yash Pathak, Dharjinder Singh,



Roshnee Gouda, Aditya Pratap, and Rajat Singhwq, represented the team Balck Syndicate and jointly won the first position and cash

prize of Rs 1,00,000 at Noida Institute of Engineering and Technology, Greater Noida. They have developed a solution of 'Creating a Cyber

Triage tool to streamline Digital Forensic Investigation', a challenge sponsored by the National Investigative Agency (NIA).

The project created a user-friendly digital forensics tool that streamlined evidence importation and analysis. Team Carbon Daters, consisting of Kaushal Vyas (team lead), Nilchil Dhariwal, Riya Kumari, Shubham Kumar, Ayush H, and KBV Kishore, jointly won the first position and cash prize at IIT Tirupati for making a 'Portal for Innovation Excellence Indicators'. The team created a user-friendly portal that measures and show-

cases innovation in educational institutions. This problem statement was sponsored by the All India Institute of Ayurveda (AIIA), Department of the Ministry of AYUSH.

Vaishali Ingale and Kuldeep Hule have provided valuable guidance to both teams. Maj Gen KK Chakrabarti, the chairman of AIT, Brig Abhay A Bhat, director of AIT, and BP Patil, principal of AIT, congratulated both teams for this outstanding achievement.

The New Indian Express • 18 Dec • Ministry of Ayush
SETUBANDHA SARVANGASANA BLOCK (BRIDGE POSE BLOCK)

2 • PG

658 • Sqcm

869197 • AVE

246.4K • Cir

Top Right

Chennai • Bengaluru

FITBIT

SETUBANDHA SARVANGASANA BLOCK (BRIDGE POSE BLOCK)

This is a supine yoga pose that is derived from the base pose, Bridge Pose. In this pose with the support of a prop block the backbend becomes easier for the beginners. This is also included in restorative yoga sequences since the students can rest their back, or especially the lower back on the block. This pose can be used to alleviate back pain and in addition can be a cool down practice post Vinyasa Yoga Sequences. When supported by a block not only stretches the front body but also calms the nervous system by extending the spine in a way similar to supported inversions like Viparita Karani (Legs Up The Wall Pose).

STEPS

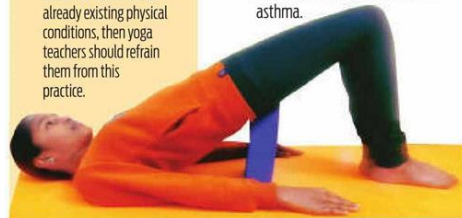
- Lay on your back with knees bent and soles flat on the ground.
- Extend your arms outwards on the floor, fingertips pointing toward your heels.
- Raise your hips off the floor, press back into the soles of your feet.
- Rest the yoga block comfortably under your lower back, or under your sacrum. Keep arms spread out on the floor next to your body.
- Remain here for a few minutes as your body adjusts to the stretch and reaps the benefits of a passive backbend.
- You can avoid very rigid blocks, instead use light weight and smooth-surfaced blocks only.
- Push down into your feet and raise your hips, gently removing the block to exit the position.
- Lower your back to the floor, and connect to your breathing as you remain in Constructive Rest Pose.

LIMITATIONS

- Students who have any injury or had a recent surgery to the hips, pelvis, shoulders, rib cage, spine, knees, neck, or ankles, should avoid this.
- If students are uncomfortable due to already existing physical conditions, then yoga teachers should refrain them from this practice.

BENEFITS

- Lengthens the spine.
- Hips gain better stability and strength.
- Block helps raise the upper back without jerking the movement.
- Block ensures the practice is safe.
- With the lower back supported, the chest, rib cage, upper abdomen, shoulders and upper back are equally active.
- Gains strength, making the transition to Setubandha Sarvangasana easy.
- Makes the back and hips flexible.
- Eliminates stiffness in arms or shoulders.
- With concentration, you can achieve breath awareness.
- Weight of the body is evenly distributed between the block and the shoulders to get the best.
- Ensures well toning of the spinal muscles.
- Sama vayu (the energy flow at the navel) is active. When the chakras and pranas are in balance, the body is in sync with the mind and breath.
- Energy levels of the body are maintained, keeping the body free of stress, anxiety or any kind of tension.
- Activates Solar Plexus, Root and Throat Chakras.
- Stimulates the various internal organs.
- Helps in lowering the blood pressure.
- Benefits the reproductive system.
- Lungs receive sufficient air during deep breathing.
- Helpful in reducing the effects of asthma.



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

Trinity Mirror • 18 Dec • Ministry of Ayush

Tambaram National Institute of Siddha heading for Guinness World Record

7 • PG

158 • Sqcm

227666 • AVE

361.5K • Cir

Top Center

Chennai

Tambaram National Institute of Siddha heading for Guinness World Record

Chennai, Dec 17: December 18th, 2024.

National Institute of Siddha, an autonomous body under the Ministry of AYUSH Govt. of India is set to mark their name in the Guinness world record with the aim of popularizing Varmam Therapy in Siddha Medicine to the world. Preparations are being made to perform a record by simultaneously providing Varmam therapy to 555 people by 555 varmanis (varmam healers) on

The institute is trying to spread the benefits of Siddha medicine and the virtues of Varmamtherapy throughout the country. In order to promote the same, they are planning to closelywork with the Union Ministry of AYUSH. Shri Prataprao Jadhav, Hon'ble Minister of State (Independent Charge),Ministry of Ayush & Minister of State, Ministry of Health& Family Welfare,

Government of India and Thiru Ma. Subramanian, Minister of Health & Family Welfare Govt. of Tamil Nadu will be presided as the chief guests. Shri Vaidya Rajesh Kotecha, Secretary, Ministry of AyushGovt.of India, Tmt Supriya Sahu, Health Secretary, Govt. of Tamil Nadu and The Director of National Institute of Siddha, Prof. Dr. R. Meenakumari will be the present on the occasion.

When the west is moving towards the Indian heritage and is interested in Indian traditional therapy such as Varmam, Ayush and ayurvedic, our present generation is influenced by western culture, tradition and food and moving towards those. This event is to showcase the history that Tamil Nadu has in this Varmam Therapy.

The Morning Standard • 18 Dec • Ministry of Ayush
Cycling To Fitness

4 • PG

187 • Sqcm

89806 • AVE

300K • Cir

Middle Right

Delhi



CYCLING TO FITNESS

Sports Minister Mansukh Mandaviya on Tuesday flagged off 'Fit India Cycling Drive' at Major Dhyan Chand National Stadium. Around 500 cycling enthusiasts participated in the ride from the stadium to Raisina Hills. Reiterating the vision of PM Narendra Modi, Dr Mandaviya said, "We have to bring the Prime Minister's vision of Viksit Bharat a reality when we celebrate 100 years of independence in 2047 and it is pertinent, we become a full-fledged healthy and fit nation." | **EXPRESS**

The Morning Standard • 18 Dec • Ministry of Ayush Fit Bit

2 • PG

601 • Sqcm

288688 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

SETUBANDHA SARVANGASANA BLOCK (BRIDGE POSE BLOCK)

This is a supine yoga practice that is derived from the base pose, Bridge Pose. In this pose with the support of a prop block, the backbend becomes easier for the beginners. This is also included in restorative yoga sequences since practitioners can rest their back, or especially the lower back on the block. This pose can be used to alleviate back pain and in addition, can be a cool down practice post Vinyasa Yoga Sequences. When supported by a block, it not only stretches the front of the body but also calms the nervous system by extending the spine in a way similar to supported inversions like Viparita Karani (Legs Up The Wall Pose).

STEPS

- Lay on your back with knees bent and soles flat on the ground.
- Extend your arms outwards on the floor, fingertips pointing toward your heels.
- Raise your hips off the floor and press back into the soles of your feet.
- Rest the yoga block comfortably under your lower back, or your sacrum. Keep your arms spread out on the floor next to your body.
- Remain here for a few minutes as your body adjusts to the stretch and reaps the benefits of a passive backbend.
- You can avoid very rigid blocks, instead use light weight and smooth-surfaced blocks only.
- Push down into your feet and raise your hips, gently removing the block to exit the position.
- Lower your back to the floor, and connect to your breathing as you remain in Constructive Rest Pose.

LIMITATIONS

- People with any injury or a recent surgery on the hips, pelvis, shoulders, rib cage, spine, knees, neck, or ankles, should avoid this.
- If people are uncomfortable due to pre-existing physical adversities, the yoga expert should refrain them from this practice.

BENEFITS

- Lengthens the spine.
- Hips gain better stability and strength.
- Block helps raise the upper back without jerking the movement.
- Block ensures the safety of the practice.
- With the lower back supported, the chest, rib cage, upper abdomen, shoulders, and upper back remain equally active.
- Gains strength, making the transition to Setubandha Sarvangasana easy.
- Makes the back and hips flexible.
- Eliminates stiffness in arms.
- With concentration, you can achieve breath awareness.
- Weight of the body should evenly be distributed between the block and the shoulders to get the best.
- Ensures well toning of the spinal muscles.
- Sama vayu (the energy flow at the navel) is active. When the chakras and pranas are in balance, the body is in sync with the mind and breath.
- Energy levels of the body are maintained, keeping the body free of stress, anxiety or any kind of tension.
- Activates Solar Plexus, Root and Throat Chakras.
- Stimulates the various internal organs.
- Helps in lowering blood pressure.
- Benefits the reproductive system.
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- Helpful in reducing the effects of asthma.



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

The Asian Age • 18 Dec • Ministry of Ayush
Fitness day leaves for professionals

12 • PG

2833 • Sqcm

1204221 • AVE

389.96K • Cir

Top Left

Delhi Age

Delhi

Fitness day leaves for professionals

ROSEINA COUTINHO

Juggling office work and personal life can be daunting. Many employees face burnout, stress and depression due to work pressure. However, many companies in India and other countries have started granting no-questions-asked "Wellness Day" leaves to employees. **Divya Maben**, Partner, NOW Media & Co-founder, The Beep Studio says Wellness

To encourage work-life balance and reduce office stress, many companies are granting no-questions-asked Wellness Day leave(s) to employees

Days were born out of this intent. "To give our employees time to recharge, whether that means simply staying in bed, going out for a walk or simply having a day to themselves without having to provide any explanations," she explains.

MIND OVER WORK

Divya, who juggles two businesses knows how work can lead to burnout even if you love what you are doing. Hence, the significance of Wellness Day leaves.

She shares that at the Now Media and the Bleep Studio, they wanted to ensure that staff didn't go through such intense episodes of burnout. However, many question Wellness Day leaves.

Little do they realize that such internal 'mind games' have longer-lasting effects than physical health issues.

There are instances when a

simple break from work helps employees relax, reboot and then jump back to work. Divya says that companies may have limitations in addressing deep-rooted personal struggles. "Hence, initiatives like Wellness Day leaves are effective and meaningful steps towards offering some kind of support." Wellness Day leaves are more

of a 'preventive measure' rather than a "cure". These aren't Sick Days or Vacation Days leaves but the freedom and choice to step away as and when needed.



“OUR OFFICES ARE PET-FRIENDLY, NOW AND THEN WE HAVE OUR DOGS SPEND THE DAY WITH US, WALKING AROUND AND INTERACTING WITH THE TEAMS WHICH SERVES AS A GOOD MOOD BOOSTER.”
— NITIN KOSHY, Partner at NOW Media from Bangalore

“WELLNESS DAYS GIVE EMPLOYEES TIME TO RECHARGE, WHETHER THAT MEANS SIMPLY STAYING IN BED, GOING OUT FOR A WALK OR SIMPLY HAVING A DAY TO THEMSELVES WITHOUT ANY EXPLANATIONS.”
— DIVYA MABEN, PARTNER, NOW Media & Co-founder, The Beep Studio

Nitin Koshy, Partner at NOW Media, Bangalore says that many multinational firms have already introduced flexible work options and mental health support systems in the wake of the pandemic. Nitin is optimistic that more Indian companies will introduce Wellness Day leaves, keeping in mind the mental and physical well-being of employees. "Wellness Day leaves are

such a simple yet meaningful way to remind people to take a step back," says **Divesh Kotekar**, Business Head, The Bleep Studio. He says, "It's not about taking time off. It's about creating a work culture where mental health is valued."

Employees too have been vocal about the need for "Wellness Day" leave. **Aishwary Garje**, a senior Graphic Designer says that sometimes they work under a tremendous workload throughout the week. "At such times, Wellness Day leave helps us to reboot ourselves and get prepared for more work."

Niharika Gopal, an Account Manager adds here, "A day off each month is particularly helpful for unwinding, taking a break and recharging hence such initiatives prove beneficial."

THE BIG LEAP

Being open or accepting of one's mental health is not an easy task. However, such initiatives pave

the way for such discussions to take place. **Niharika** adds, "By terming these as Wellness Day we want employees to understand that it is acceptable to take a break and recharge without any justification."

In many companies' HR portals there is a formal category for "Wellness Day" leave application. Deloitte India had introduced a 'Shared Leave Break' allowing its employees the option of 'donating their leaves' to those who need it. Perhaps, it's time, similar initiatives take a big leap. Some companies even organise regular informal events like social meet-ups, chai pe charcha, karaoke outings or indoor recreational activities for employees.

Some companies also endorse a pet-friendly work environment. "Now and then we have our dogs spend the day with us, walking around and interacting with the teams which serves as a good mood booster," adds Nitin. Wellness comes in different forms, maybe each company needs to invest in their employees' overall well-being to see good returns.

The Asian Age • 18 Dec • Ministry of Ayush
Verdure amid busy schedules

12 • PG

1715 • Sqcm

728811 • AVE

389.96K • Cir

Bottom Left

Delhi Age

Delhi

How I Keep Myself Healthy & Fit!

Verdure amid busy schedules

Dr Srikanth Gundlapalli, senior consultant nephrologist at Asian Institute of Nephrology and Urology (AINU) explains why staying fit against a demanding six-day work week is challenging, but not impossible



Prioritising health and adopting a structured routine, Dr Srikanth Gundlapalli found ways to maintain physical and mental well-being amidst professional responsibilities. The core of his running routine forms the backbone of his fitness regimen, with a weekly mileage of 15-20 kilometers. "Morning runs, especially on weekends, help refresh my mind and energise my body for the day ahead. Yoga, practised three times a week, complements my plan, improving flexibility, focus, and relaxation. This combination of aerobic activity and mindful stretching ensures a balanced approach to fitness," he tells us. The doctor takes a short stroll to relax and unwind. The walks also help manage post-meal hyperglycemia, which is a simple yet effective habit



TAKING SMALL BUT CONSISTENT STEPS TOWARDS HEALTH NOT ONLY IMPROVES PHYSICAL FITNESS BUT ALSO ENHANCES MENTAL CLARITY, WHICH IS ESSENTIAL IN A DEMANDING PROFESSION. A SOUND MIND IN A SOUND BODY SYMBOLISES JOY.

he'd recommend to others. On how diet supports his fitness, he adds, "A traditional South Indian breakfast provides the energy I need to start the day right. Lunchtime is quick and light, often comprising fruits and nuts, which are easy to carry and consume during short breaks. Dinner is simple and wholesome, usually whole wheat *chapatti* with a vegetarian curry." Needless to say, a balanced approach to meals ensures

he meets his nutritional needs without feeling sluggish. One must wonder how he allows room for flexibility. The doctor reveals his mantra. "Once a week, I enjoy a hearty meal and desserts. The occasional indulgence keeps the routine sustainable without compromising long-term goals." Finding balance in a busy life, and that too, incorporating fitness into a tight schedule requires consistency rather than grand ges-

tures. Short but effective activities like running, yoga, or even a stroll can go a long way in maintaining health.

"A balanced diet and occasional indulgences help make the process enjoyable and sustainable over the long term. As I have realised, taking small but consistent steps towards health not only improves physical fitness but also enhances mental clarity, which is essential in a demanding profession," Dr Srikanth says. As the saying goes, a sound mind in a sound body is a short but full description of a happy state. "The principle guides me to strike a balance between work, fitness, and overall well-being," he adds, signing off.

— As told to Swati Sharma

The Hindu • 18 Dec • Ministry of Ayush
Telangana HC strikes down new rules for PG medical course

5 • PG

96 • Sqcm

44310 • AVE

245K • Cir

Top Center

Mumbai

Telangana HC strikes down new rules for PG medical course

The Hindu Bureau
HYDERABAD

The Telangana High Court on Tuesday struck down the rules, recently amended by State government, relating to 'local status' of candidates for admissions into post-graduate medical course.

A Bench of Chief Justice Alok Aradhe and Justice J. Srinivas Rao ruled that candidates who completed MBBS/BAMS/BHMS from Telangana State or 'local area' as defined in the Presidential Order-1974 are entitled to participate in counselling for admission into PG medical courses for academic year 2024-25. The Bench delivered judgment disposing of a batch of nearly 100 writ petitions challenging the medical PG course admission rules amended by State government on October 28.

'Local candidates'

Before amendment, candidates who secured medical degrees from educational institutions situated in 'local area' under the Andhra Pradesh Educational Institutions (Regulation of Admission) Order-1974 were eligible to be treated as local candidates.

The amended rules mandated that candidates who secured admissions in MBBS/UG AYUSH courses under 'Non-Local Quota' in Telangana 'shall not be treated as a Local Candidate'.

The writ petitions were filed challenging this rule.

The Tribune • 18 Dec • Ministry of Ayush
Dietary advice and otherwise

6 • PG

399 • Sqcm

1205080 • AVE

92.25K • Cir

Bottom Center

Delhi • Chandigarh

Dietary advice and otherwise

ATUL JOSHI

IN ayurveda, healthy food is termed *maha bhaishajya* — the best medicine. It is emphasised that “with appropriate diet, medicine is not needed, and without proper diet, medicine is of little use”. Dietary advice, therefore, forms an integral part of a doctor's prescription. During my training days, I was told that the diet should be mentioned right at the top. However, the kind of response such advice gets is often determined by the patient and his/her peculiar circumstances.

My surgery teacher would narrate a story with a hearty laugh. A fellow from a rural area came for a follow-up after his surgery. It was apparent that he had gained weight. On being confronted about this development, he innocently admitted that he had been advised a ‘light diet’. He disclosed that he was reluctant to ask the doctor about the details and was unable to figure out himself what would constitute a ‘light diet’. Once back home in his village, he went to the sarpanch for guidance. The headman pondered over this vexatious issue and then opined, “*Desi ghee* floats in water. *Pakor*as, in turn, float in *ghee*. Therefore, *desi ghee pakoras* or *puris* would be an appropriate healthy ‘light diet’.” After hearing this amusing tale, I became very wary of recommending a ‘light diet’ to anyone.

I took pains to impress upon a patient with a heart ailment to reduce the consumption of *pinnis* and other sweetmeats, which he was extremely fond of. On his next visit, he whispered in my ear in a conciliatory tone, “Sir, you had firmly forbidden me from eating *desi ghee pinnis* last winter. Therefore, this year, we have made *pinnis* in refined oil.” His logic left me speechless, while I wiped beads of sweat off my brow.

Even as I take the moral high ground about ‘permissive edibility’, I realise that I am no less vulnerable than my patients. Soon after we got married, my wife was startled to see me gorge on nearly half a kilo of *jalebis*. She later asked my cousin, “*Bhaiyya*, are you also fond of eating like him?” He quipped, “No, not eating... but overeating perhaps!” The message was eloquently driven home.

Once, I happened to accompany my wife to the neighbourhood *apni mandi*. After buying *bhindi* (okra) and putting it in my bag, I pleaded with her to get *masala bhindi* cooked for dinner. While she was busy making purchases, I animatedly demonstrated how to get the vegetable sliced, fill it with *masala* and then keep it aside for some time before deep-frying it. I was rudely jolted out of my reverie by her sharp reply, “Would you let me reach home first?”

I was dismayed at her apparent disinterest in this culinary subject. However, I could now empathise better with my patients.

Punjab Express • 18 Dec • Ministry of Ayush

36.16 crore Ayushman Cards created under PMJAY Scheme: Centre

6 • PG

490 • Sqcm

98074 • AVE

348.98K • Cir

Middle Center

Chandigarh

36.16 crore Ayushman Cards created under PMJAY Scheme: Centre

About 36.16 crore Ayushman Cards have been created for beneficiaries of Pradhan Mantri Jan Arogya Yojana (PMJAY), said the Union government on Tuesday.

“As per the PMJAY dashboard, as of December 12, 36.16 crore Ayushman Cards have been created for such beneficiaries. Of these, 29.87 Crore cards have been created for the beneficiaries residing in rural areas,” the MoS said. Union Minister of State (MoS) for Health and Family Welfare Prataprao Jadhav, in a written reply in the Rajya Sabha today.

Launched in 2018, PMJAY provides financial protection

to deprived rural families. It also identifies occupational categories of urban workers’ families.

The flagship scheme “offers a benefit cover of Rs 5,00,000 per family per year (on a family floater basis). Services include a range of procedures covering all the costs related to treatment, including drugs, supplies, diagnostic services, physician’s fees, room charges, surgeon charges, OT and ICU charges, etc,” Jadhav said.

Further, he also listed the achievements made under the Ayushman Bharat Digital Mission (ABDM) -- aimed to develop the backbone necessary to support the integrated digital health infrastructure of

the country.

“ABDM intends to make healthcare more transparent, secure, inclusive, accessible, timely delivery, and most importantly citizen-centric,” Jadhav said.

ABDM comprises key registries intended through building registries such as Ayushman Bharat Health Account (ABHA), healthcare professional registry (HPR), health facility registry (HFR), and drug registry.

Under the scheme, “a total of more than 71.16 Crore Ayushman Bharat Health Account (ABHA) have been created, till December 10,” the MoS said, adding that “around 45.99 Crore health records

have been linked with ABHA”.

“Around 3.54 lakh health facilities have been registered on the health facility registry (HFR), and about 5.37 lakh healthcare professionals have been registered on the healthcare professional registry (HPR),” he noted.

Jadhav also informed on significant targets achieved under the National Health Policy.

“Maternal Mortality Ratio (MMR) reduced from 103 per 100,000 live births in 2017-2019 to 97 per 100,000 live births in 2018-20 (against a target of 100 by year 2020),” the MoS said.

“Infant Mortality Rate reduced from 32 per 1,000 live births in 2018 to 28 per 1000 live births

in 2020 (against a target of 28 by the year 2019) and Total Fertility Rate is reduced from 2.2 in 2015-16 as per NFHS-4 to 2.0 in 2019-21 as per NFHS-5 (against a target of 2.1 by year 2025),” he added.

Separately, Union Minister of State for Health and Family Welfare Anupriya Patel informed that more than 5.46 crore children and 1.32 crore pregnant women have been vaccinated in all phases of Mission Indradhanush conducted so far.

“Mission Indradhanush is a special catch-up vaccination campaign under the Universal Immunisation Programme, conducted in areas of low immunisation coverage to vaccinate left out and dropped out children and pregnant women,” Patel said, in a written reply in the Rajya Sabha today. She informed that 11 types of vaccines are provided under the programme. **IANS**

The Daily Guardian • 18 Dec • Ministry of Ayush
Number of cancer patients on the rise in Haryana

1, 5 • PG

307 • Sqcm

30688 • AVE

N/A • Cir

Bottom Center, Bottom Right

Chandigarh

Number of cancer patients on the rise in Haryana

NEERAJ MOHAN
CHANDIGARH

The Number of cancer patients is on the rise in Haryana as the state as the total number of patients has reached 1,678 in 2023 from 1,486 patients in 2019.

The Union Minister of State for Health and Family Welfare Pratap Rao Jadhav in a response of a question in Lok Sabha in response of a question by the Congress MP Kumari Selja revealed that Haryana has reported 1,486 cancer cases in 2019,

Cause of worry	
2019	1,486
2020	1,536
2021	1,580
2022	1,630
2023	1,678

1,536 in 2020, 1,580 in 2021, 1,630 in 2022, and 1,678 in 2023.

On whether the polluted water flowing in the river Ghaggar was responsible for the surge in cancer cases in the state, the min-



ister told the House that the water of river Ghaggar was not found fit for drinking and even for taking bath. "The Central Pollution

Control Board (CPCB) has informed that the analysis of water quality monitoring results of river Ghaggar in the state of Punjab and

Haryana for the year 2023 reveals that River Ghaggar is found non-complying notified Primary Water Quality Criteria for Outdoor Bathing at all the monitored locations in the state of Punjab and Haryana for the year 2023. Also the Haryana State Pollution Control Board has found the water of Ghaggar River not fit for drinking", reads the reply.

According to the minister, under the Centrally Sponsored

■ P5

Number of cancer patients on the rise in Haryana

CONTINUED FROM P1

Scheme of National River Conservation Plan, sewage treatment capacity of 15 million litres per day (MLD) was created in different towns in Punjab for conservation of Ghaggar river. Even the Punjab Pollution Control Board has informed that to treat waste water from the towns in the catchment of river Ghaggar, 28 STPs of total capacity 291.7 MLD have been installed. While the Haryana State Pollution Control Board has informed that sewage treatment capacity of 588 MLD has been cre-

ated in river catchment in the State under the Ghaggar Action Plan.

About the facilities being provided to the cancer patients the minister revealed that the Cancer care facilities are available in Government Medical Colleges in district Hisar, Karnal, Nuh, Sonipat and Rohtak. Also comprehensive cancer care services are provided in National Cancer Institute, Bhadsa district Jhajjar and Atal Cancer Care Centre (ACCC) has been established at Sub Divisional Civil Hospital (SDCH), Ambala Cantt.

The minister told the house that the cancer treatment in government institutions is either free or subsidized and financial assistance is provided to poor patients.

However, Kumari Selja alleged that the People living near the Ghaggar River, which flows through several districts of Haryana, face a high risk of cancer. The river's water has become so polluted that it is neither fit for drinking nor bathing and polluted water is contributing to cancer, with the number of cancer patients increasing every year, she alleged.

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Hindustan Times	Students of Army Institute of Technology win big at 'Smart India Hackathon 2024'. ..	124.6M
2.	Dainik Bhaskar	ग्राम बेवरती में प्रकृति परीक्षण शिविर आज	66.5M
3.	News18 Hindi	ठंड में जोड़ों के दर्द से हैं परेशान? यह तेल है रामबाण... डॉक्टर ने बताया घरेलू ...	43.6M
4.	ETV Bharat Hindi	आयुष चिकित्सा प्रणालियों को वैश्विक स्तर पर पहुंचाने का प्रयास, 5 देशों में खुले...	11.2M
5.	Divyabhaskar	आयोजन: रेववेना इर्मा.ओना स्वभावनी यक्षासृष्टी सेमिनारमां इराई	10M
6.	ET Government	Promoting Ayush systems of medicine across the world through multiple initiative.. .	5K
7.	Janpatra News	प्रेस क्लब में 'देश का प्रकृति परीक्षण" शिविर 19 को	N/A