


MINISTRY OF AYUSH COMPILED MEDIA REPORT
18 Dec, 2024 - 19 Dec, 2024

 **Total Mention 33**

 Print	Financial	Mainline	Regional	Periodical
33	5	17	10	1

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Innovative homeopathic treatment for aplastic anemia and cancer	Mumbai + 1	8
2.	The Economic Times	Scientist of Homeopathic Medicine - Dr Arpit Chopra Jain	Mumbai + 2	2
3.	The Economic Times	Tourism boom to spur 24% annual growth for 5 years	Mumbai	5
4.	The Economic Times	Domestic Tourism Thriving	Pune	1, 8
5.	The Business Guardian	Last chance: Bajaj Finsery Healthcare Fund - A Smart investment opportunity	Delhi	1, 2
6.	The Times of India	NIS sets Guinness World Record	Chennai	5
7.	Hindustan Times	MP Selja flags rising cancer cases in Hry	Chandigarh	4
8.	The Indian Express	Ghaggar River pollution: MP Selja flags rising cancer cases in Haryana	Chandigarh	9
9.	The Morning Standard	Fit Bit	Delhi	2
10.	The Morning Standard	Fit Bit	Delhi	2
11.	Trinity Mirror	Bajaj Finsery AMC stays bullish on pharma and wellness sectors	Chennai	7
12.	Trinity Mirror	Tambaram National Institute of Siddha heading for Guinness World Record	Chennai	7
13.	The New Indian Express	ANJANEYASANA CACTUS ARMS	Chennai	2
14.	The New Indian Express	SETUBANDHA SARVANGASANA BLOCK (BRIDGE POSE BLOCK)	Chennai + 1	2
15.	The Daily Guardian	1.5 crore ABHA cards issued in Haryana under Ayushman Bharat Digital Mission	Chandigarh	13
16.	The Daily Guardian	Number of cancer patients on the rise in Haryana	Chandigarh	1, 5
17.	Free Press Journal	36cr Ayushman Cards issued	Mumbai	2
18.	Free Press Journal	AIT students bag two first prizes through innovation	Mumbai	7
19.	The Asian Age	Verdure amid busy schedules	Delhi	12
20.	The Hindu	Telangana HC strikes down new rules for PG medical course	Mumbai	5
21.	The Tribune	Dietary advice and otherwise	Chandigarh + 1	6
22.	Punjab Express	36.16 crore Ayushman Cards created under PMJAY Scheme: Centre	Chandigarh	6

23.	Reader Digest	A Mouthful of Good Health	National	70, 71, 72, 73, 74, 75
24.	Mathrubhoomi	World Ayurveda Congress compiled Rs 1,275 crores	Kochi	9
25.	Dina Karan	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	15
26.	Dina Malar	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	12
27.	Dina Mani	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	3
28.	The Hindu Tamil	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	3
29.	Daily Thanti	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	8
30.	Navbharat Times	Itava safari mai aayurvedik davayein khakar kabz door bhaga rahe hai sher	Delhi	16
31.	Dainik Savera	Ayushman bharat digital mission ke tehat pradesh mein banaye gaye 1.5 crore aabha card	Chandigarh	5
32.	Naya India	Business deals worth Rs 1,275 crores were made at the World Ayurveda Congress	Delhi	5
33.	Dainik Tribune	Gamlo mein ugaye sehat bhare jwar	Delhi	13

The Economic Times • 19 Dec • Ministry of Ayush

Innovative homeopathic treatment for aplastic anemia and cancer

8 • PG

422 • Sqcm

1136799 • AVE

1.1M • Cir

Middle Left

Mumbai • Delhi

Innovative Homeopathic treatment for Aplastic Anemia and Cancer

Holistic approaches redefining care for complex health conditions

Cancer and aplastic anemia remain among the most formidable health challenges, often requiring advanced, integrative approaches to enhance patient outcomes and overall well-being. With in this landscape, 50 millesimal homeopathy is emerging as a promising solution, offering targeted and individualized care for these conditions.

Aplastic anemia, a severe and potentially life-threatening condition, is characterized by the bone marrow's failure to produce adequate blood cells. This leads to complications like profound anemia, recurrent infections, and life-threatening bleeding episodes. Often regarded as more dangerous than many cancers, it necessitates innovative treatments. Homeopathy steps in with its holistic approach, addressing both the physical symptoms and the underlying causes, offering customized remedies to activate the body's natural healing capacities.

For cancer patients, conventional therapies like chemotherapy and radiotherapy, while essential, frequently result in debilitating side effects such as extreme fatigue, nausea, and emotional distress. Homeopathy, as a complementary therapy, has shown success in alleviating these adverse effects, improving resilience, and promoting recovery. It emphasizes individualized treatment, aiming to enhance the physical, emotional, and mental balance of patients during their healing journey.

Beyond these two conditions, homeopathy offers solutions for chronic illnesses such as sickle cell anaemia, joint disorders, and prostate issues. It emphasizes holistic healing by focusing on comprehensive care that integrates physical health with emotional

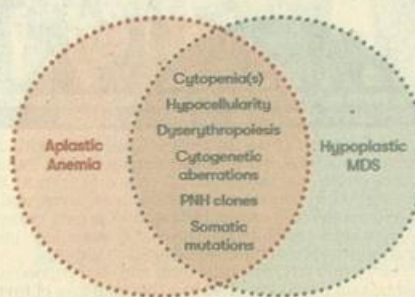


Dr A K Dwivedi met with Honourable President of India Draupadi Murmu, with Member of parliament Shankar Lalwani Indore (M.P.).



well-being.

For over 27 years, pioneers in the field have been raising awareness about anemia through preventive strategies and innovative treatments. These efforts underscore the role of integrative medicine in tackling critical illnesses, emphasizing early detection and patient-centric care. With ongoing research, homeopathy continues to evolve, proving to be a valuable ally in fighting life-threatening diseases and bringing renewed hope to countless patients worldwide.



For Location



For Informative Videos on Youtube

For further details, contact: Advanced Homeo Health Centre & Homeopathic Medical Research Pvt Ltd
8/9, Mayank Apartment, Geeta Bhawan Road, Manorama Ganj Indore, Madhya Pradesh
Tel: 99937 00880, 98935 19287, 98260 42287
Email: drakdindore@gmail.com

The Economic Times • 19 Dec • Ministry of Ayush
Scientist of Homeopathic Medicine – Dr Arpit Chopra Jain

2 • PG

354 • Sqcm

955346 • AVE

1.1M • Cir

Bottom Left

Mumbai • Delhi • Jaipur

Scientist of Homeopathic Medicine - Dr Arpit Chopra Jain



Dr. Arpit Chopra Jain

Renowned medical specialist, Dr. Arpit Chopra Jain, has been awarded the prestigious Bharat Vibhushan Award 2024. The honor was presented during a grand ceremony held at the CM Conference Hall of the Delhi Assembly Building.

The event was organized by the Institute for Social Reforms and Higher Education (ISRHE) and graced by several dignitaries, including Honorable Speaker of the Delhi Assembly, Ram Niwas Goel, who presented the award to Dr. Jain.

Dr. Jain received this recognition for his exceptional contributions to research & evidence based super speciality modern homeopathy medicine in the treatment of critical illnesses. His pioneering efforts have established new benchmarks in addressing severe diseases such as cancer, kidney failure, and aplastic anemia.

Expressing his gratitude, Dr. Jain stated, "This honor is a matter of immense pride, and I dedicate it to the field of medicine. My dream is to bring global recognition to India's modern alternative medicine system."

Dr. Atul Kumar Sharma, President of the institute, lauded Dr. Jain's contributions and wished him continued success.

Adding to his accolades, Dr. Jain was also honored with the United Nations Global Excellence Award by the United Nations Global Peace Council in a grand ceremony held in Dubai. Alongside this, he received an honorary doctorate from the USA International University.

These prestigious awards celebrate his groundbreaking contributions to the medical field and his efforts to combine traditional and modern alternative medicine for treating complex diseases. Dr. Jain's achievements mark a proud moment for the medical fraternity and India on the global stage.

Dr. Arpit Chopra Jain has also been honoured and appointed as official Representative & Ambassador of Homeopathy Medicine for BRICS countries also.

For more details contact:
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website: <https://www.aarogyahomeopathyindore.com>



Dr. Arpit Chopra Jain felicitate by Vice President of India Jagdeep Dhankar & Sushma Swaraj

The Economic Times • 19 Dec • Ministry of Ayush
Tourism boom to spur 24% annual growth for 5 years

5 • PG

339 • Sqcm

912852 • AVE

1.1M • Cir

Top Left

Mumbai

ET INTERVIEW

Tourism Boom to Spur 24% Annual Growth for 5 Years

Anumeha Chaturvedi

New Delhi: The tourism sector in India should grow at the rate of 12-13% in 2025 considering the economic growth in India and the growing middle-income groups, said tourism minister Gajendra Singh Shekhawat in an interview with ET.

In terms of long-term growth, tourism should grow at a CAGR of over 24% over the next five years, he added. He said the government is working on several projects to spruce up popular destinations and to create new ones to meet the needs and aspirations of domestic and international travellers.

Shekhawat spoke to ET on the sidelines of the 18th annual CII Tourism Summit. As per a CII EY report released Wednesday, the hospitality and tourism sector are poised for 61 lakh new jobs by 2036-37.

Speaking of inbound foreign tourist arrivals ahead of the year end season, Shekhawat said the sector is moving towards pre-covid levels of arrivals.

"For the sector, the colour of money shouldn't matter as long as the overall sector sees growth. And the sector is growing. Domestic tourism is booming," he said.

"If you see our popular leisure destinations, they are all doing brisk business and are reporting full occupancies on weekends and in the year end season. This reflects the demand supply gap," he added.

But, the demand supply mismatch

has led to higher costs, and there is congestion, noted Shekhawat.

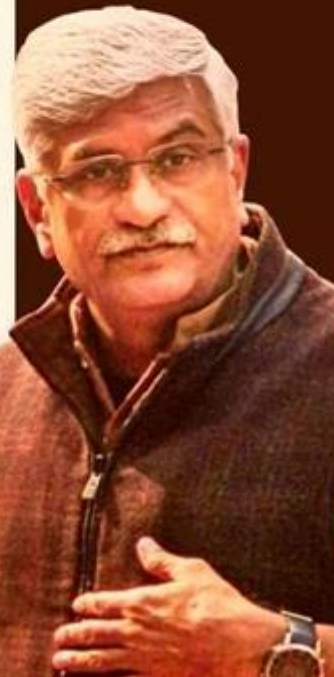
"We need to work towards easing congestion and on addressing the demand supply gap. A good quality hotel in a popular destination can cost \$200-400 per night. The upper middle-class Indian travellers are choosing to go abroad because of this," he said.

"The middle-class inbound tourists have a hotel budget of \$ 100-125 per night. That's why they are also choosing other destinations. So, we are talking to states and trying to incentivise them to develop quality, low cost hotels. States such as Rajasthan have had the best industry friendly policies. We have compiled some of the best industry friendly policies and best practices and have shared a model policy with states and are encouraging them to adopt these," he added.

A total of 40 tourism projects have been sanctioned by the ministry of finance across 23 states for support under the SASCI (Special Assistance to States for Capital Investments) scheme, which has been extended to the tourism sector for the first time this year.

"Around ₹3,300 crore have been allocated for these projects under the SASCI scheme so that the states can also develop alternative destinations. States such as Goa are also working on campaigns such as Goa beyond beaches," said Shekhawat. "To enable tourists to look beyond Srinagar, Pahalgam,

We have compiled some of the best industry-friendly policies and practices, and shared a model policy with states, encouraging them to adopt these



and Gulmarg and Sonmarg in Kashmir, we are working on developing three new destinations in association with the World Bank," he added.

As per the latest data released by the ministry of tourism, foreign tourist arrivals during the January-August period were 61, 90, 761 this year as compared to 59, 71, 204 in January to August 2023 and 69, 14, 987 in January-August 2019, registering a growth of 3.7% and a decline of 10.5% respectively. But foreign exchange earnings have registered an increase during the same period.

Foreign exchange earnings during the January to August period this year were \$20.5 billion as compared to \$18 billion in January to August 2023 and \$19.7 billion in January to August 2019, registering a growth of 14.1% and 4% respectively.

The e-visa scheme is now available to 168 countries and is available for seven sub categories such as e-tourist visa, e-business visa, e-medical visa, e-conference visa, e-medical attendant visa, e-Ayush visa, and e-Ayush attendant visa.

"We are issuing multiple entry visas and are in talks with some countries to provide visa on arrival services. Prime minister Narendra Modi has also requested the diaspora to encourage people to travel to India," said Shekhawat. "People who come through their referrals will be exempt from the visa fee. We are planning to issue one lakh free visas to such travellers and this will also help boost tourism further," he added.

The Economic Times • 19 Dec • Ministry of Ayush
Domestic Tourism Thriving

1, 8 • PG

331 • Sqcm

124250 • AVE

102.04K • Cir

Top Center,Top Left

Pune

▶ 'Domestic Tourism Thriving': P8 ▶

Tourism Boom to Spur 24% Annual Growth for 5 Years

ET INTERVIEW

GAJENDRA SINGH SHEKHAWAT
TOURISM MINISTER

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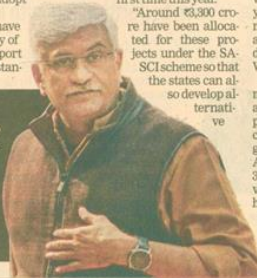
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The Business Guardian • 18 Dec • Ministry of Ayush

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.

The Times of India • 19 Dec • Ministry of Ayush
NIS sets Guinness World Record

5 • PG

36 • Sqcm

71311 • AVE

1.27M • Cir

Bottom Center

Chennai



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.

The Morning Standard • 19 Dec • Ministry of Ayush Fit Bit

2 • PG

622 • Sqcm

298359 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

ANJANEYASANA CACTUS ARMS (CRESCENT LOW LUNGE POSE CACTUS ARMS)

This is a derivative pose of the Crescent Low Lunge Pose. It can be practised for beginners in a standing position. In the base pose, practitioners stretch their hands to create a namaste, but in this pose, open both arms and fingers of each hand at the sides of the head, which looks like a cactus for an observer. It involves back bending and is relaxing in terms of balancing the body.

STEPS

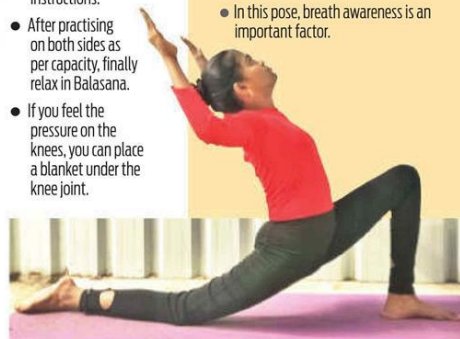
- Start the pose from Adho Mukha Svanasana. Exhale, step your left foot forward keeping it between the hands with the right knee stretched backward till it touches the floor.
- Create a right angle with your left thigh and the floor. You can feel the pressure on their ankles.
- Inhale, raise your arms, and bend them at the elbows. Bend your back and neck so that the head lies between the raised arms. Raised arms will look like a cactus plant to the observers.
- Stay in this position for 10 breaths. Come back slowly to the starting position of Adho Mukha Svanasana.
- It is advised to practise the same pose by alternating the legs, following the same instructions.
- After practising on both sides as per capacity, finally relax in Balasana.
- If you feel the pressure on the knees, you can place a blanket under the knee joint.

BENEFITS

- It is a pectoral stretch pose that helps external rotation to the rotator cuff.
- Strengthens the shoulders, deltoid muscles, triceps muscle, upper back and shoulder blade region.
- Rotator cuff provides flexibility to the arms and shoulders.
- Helps stretch the diaphragm.
- Cactus arms alignment enhances the chest cavity and benefits cardiac functioning.
- Allows the lungs to work efficiently due to the lateral stretch of both arms.
- Helps develop mental strength.
- Flow of prana and blood during this pose is not only sagittal but also transversal.
- Though this is not therapeutic, it has its restorative benefits.
- Helps benefit asthma patients.
- Torso alignment enhances the breath capacity.
- People can stretch enough to prepare for the next level poses.

LIMITATIONS

- People with injuries around the knees and hips, recovering from a recent bone fracture or severe wound, have high blood pressure, alien hand syndrome, arthritis knees, and severe pain in the joints, arms, or shoulder-related surgery or recovering from such treatments, should avoid this practice.
- In this pose, breath awareness is an important factor.



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

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.
- 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 • 19 Dec • Ministry of Ayush

Bajaj Finserv AMC stays bullish on pharma and wellness sectors

7 • PG

320 • Sqcm

460232 • AVE

361.5K • Cir

Top Center

Chennai

Bajaj Finserv AMC stays bullish on pharma and wellness sectors

The financial markets have experienced significant volatility over the past few months, leaving investors on edge. A sharp drop of 3,000 points was followed by a partial recovery, creating a sense of uncertainty.

Yet, amidst this chaos, Sorbh Gupta, Senior Fund Manager – Equity, Bajaj Finserv AMC remains bullish on certain sectors, particularly pharma and wellness, believing they are poised for growth in the coming years.

Sorbh explains that the equity markets are often a blend of two key elements: reality and expectation. The reality, he notes, is somewhat changing, with disappointing GDP growth numbers and mixed signals from the world's largest economies. This shift in reality and elevated return expectations (in one and a half years) has added complexity to market predictions. However, despite the short-term fluctuations, Gupta believes that the rough patch seen in GDP numbers is likely temporary and will improve over time.

In such a volatile environment, His focus has been on identifying sectors that present opportunities. Sorbh highlights the large-cap space, which, after recent corrections, is now offering high-quality companies at attractive valuations. These companies, he believes, are well-positioned to perform well as the business cycle turns in their favor. His



Sorbh Gupta, Senior Fund Manager — Equity, Bajaj Finserv AMC

positive stance on consumption trends is rooted in the belief that relative to historical valuations, consumption companies are attractively priced, and he expects a cyclical uptick in consumption that will benefit them in the long run.

Sorbh views the pharmaceutical industry as a key growth sector, with significant opportunities in CDMOs, U.S. generics, and domestic pharmaceuticals. As demand for healthcare and wellness products rises, these areas are well-positioned for expansion. This makes the pharmaceutical industry highly attractive, leading Bajaj Finserv AMC to maintain an overweight position in the market. Drawing from historical sector performance, he noted the cyclical nature of healthcare, emphasizing that the current market presents a

nuanced investment narrative. "What excites us is the clear earnings upgrade cycle emerging across healthcare sub-sectors. Our approach isn't about following the crowd but identifying those strategic opportunities that offer genuine value for investors."

While Gupta, remains positive on pharma and consumption, he takes a more cautious approach toward certain sectors. His outlook on the IT industry remains cautious, despite a reduction in his underweight stance. He adds, "Last year, IT earnings lagged behind broader market earnings, and although the gap has narrowed, we are still uncertain whether IT earnings will outperform those of the wider market."

In addition to pharma, there's optimism about the Wellness sector, driven by India's rich history in Ayurveda and yoga. Awareness of wellness has grown, with a shift toward preventive health, further accelerated by the COVID-19 pandemic. The sector offers opportunities in Ayurveda, OTC products, wellness resorts, meditation services, and brands focused on organic food and nutrition. While the listed wellness space is limited, this is seen as an expanding opportunity, with more wellness companies expected to go public in the next 2-5 years, offering investors a chance to capitalize on rising demand.

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 New Indian Express • 19 Dec • Ministry of Ayush
ANJANEYASANA CACTUS ARMS

2 • PG

626 • Sqcm

826489 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

ANJANEYASANA CACTUS ARMS

(CRESCENT LOW LUNGE POSE
CACTUS ARMS)

This is a derivative pose of Crescent Low Lunge Pose. It can be practised for beginners in a standing position. In the base pose, practitioners stretch their hands to create a *namaste*, but in this pose, open both arms and fingers of each hand at the sides of the head, that looks like a cactus for an observer. It involves back bending and is relaxing in terms of balancing the body.

STEPS

- Start the pose from Adho Mukha Svanasana. Exhale, step your left foot forward, keeping it between the hands with the right knee stretched backward till it touches the floor.
- Create a right angle with your left thigh and the floor. You can feel the pressure on their ankles.
- Inhale, raise your arms and bend them at the elbows. Bend your back and neck so that the head lies between the raised arms. Raised arms will look like a cactus plant to the observers.
- Stay in this position for 8-10 breaths. Come back slowly to the starting position of Adho Mukha Svanasana.
- It is advised to practice the same pose with alternating the legs, following the same instructions.
- After practising on both sides as per capacity, finally relax in Balasana.
- If you feel the pressure on the knees, you can place a blanket under the knee joint.

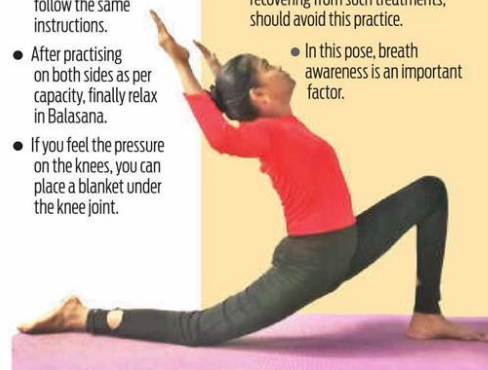
BENEFITS

- It is a pectoral stretch pose that helps external rotation to the rotator cuff.
- Strengthens the shoulders, deltoid muscles, triceps muscle, upper back and the shoulder blade region.
- Rotator cuff provides flexibility to the arms and shoulders.
- Helps stretch the diaphragm.
- Cactus arms alignment enhances the chest cavity and benefits cardiac functioning.
- Allows the lungs to work efficiently due to the lateral stretch of both the arms.
- Helps develop mental strength.
- Flow of prana and blood during this pose is not only sagittal but also transversal.
- Though this is not therapeutic, it has its restorative benefits.
- Helps benefit asthma patients.
- Torso alignment enhances the breath capacity.
- Students can stretch enough to prepare for the next level poses.

LIMITATIONS

- Students with injury around knees and hips, recovering from recent bone fracture or severe wound, have high blood pressure, alien hand syndrome, arthritis-knees and severe pain in the joints, arms or shoulder-related surgery or recovering from such treatments, should avoid this practice.

- In this pose, breath awareness is an important factor.



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

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

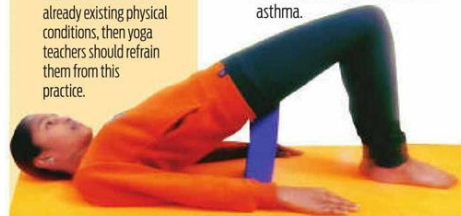
- Lay on your back with knees bent and soles flat on the ground.
- Extend your arms outwards on the floor, fingertips pointing toward your heels.
- Raise your hips off the floor, press back into the soles of your feet.
- Rest the yoga block comfortably under your lower back, or under your sacrum. Keep 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.

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.

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.



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

The Daily Guardian • 19 Dec • Ministry of Ayush

1.5 crore ABHA cards issued in Haryana under Ayushman Bharat Digital Mission

13 • PG

206 • Sqcm

20566 • AVE

N/A • Cir

Middle Right

Chandigarh

1.5 crore ABHA cards issued in Haryana under Ayushman Bharat Digital Mission

YASHIKA SAINI
PANCHKULA

On Wednesday, a meeting on the benefits of ABHA cards was held at the PWD Auditorium under the directions of Ayushman Bharat Digital Mission (ABDM) Director Sangeeta Tetarwal. Key members from IDA, IMA, and the AYUSH department also participated.

ABDM's Joint Director Dr. Kirti Sharma and Kailash Soni provided detailed information about the mission, explaining the advantages of creating ABHA cards and distinguishing the mission from the Pradhan Mantri Jan Arogya Yojana.

ABDM department partners Paritosh and Sarthak shared updates on increasing ABHA card registrations in the state, mentioning that 1.5 crore ABHA cards have been issued so far. They also explained the 100 Microsite Project in detail.

They announced that CHC Mulana has been designated as Haryana's first modern health facility center for ABHA cardholders, offering



They announced that CHC Mulana has been designated as Haryana's first modern health facility center for ABHA cardholders, offering online registration for treatment without the need for standing in queues. This facility will soon be extended to other health centers.

ing online registration for treatment without the need for standing in queues. This facility will soon be extended to other health centers.

The technical team, including Vishal Chugh, Dr. Ankit Sharma, and Umesh Saini, provided a detailed presentation on the techni-

cal aspects of the mission.

Prominent attendees included AYUSH Department Chairman Dr. Dinesh Aggarwal, MCI President Dr. Anirudh, DCI President Dr. Gaurav Munjal, IMA Secretary Dr. Kuldeep Mangla, and other departmental members.

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, Sonapat 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.

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
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
PURE

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), Nikhil 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 (AIHA), 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 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



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 *chapati* with a vegetarian curry." Needless to say, a balanced approach to meals ensures

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 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

893.04K • Cir

Bottom Center

Chandigarh • Delhi

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. 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. **IANNS**

Reader Digest • 19 Dec • Ministry of Ayush

A Mouthful of Good Health

70, 71, 72, 73, 74, 75 • PG

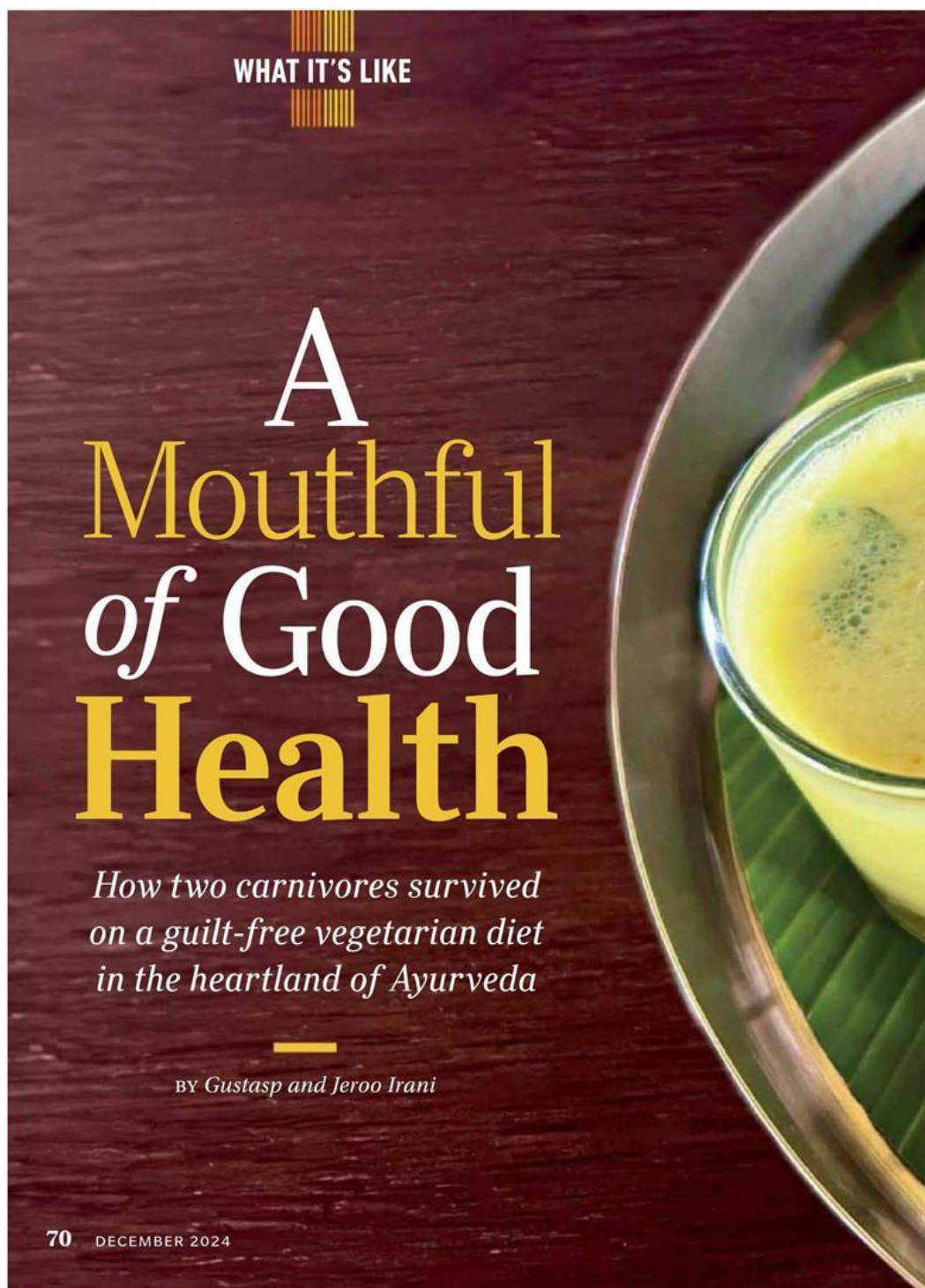
3744 • Sqcm

1478841 • AVE

2.48M • Cir

Inside Page (Magazine only)

National





READER'S DIGEST

We tucked in to a bowl of clear vegetable soup, followed by beet-root and spinach salad jazzed up with orange juice dressing, and then cauliflower and peas with a subtle carrot sauce as a dip for dinner. Delicious! We salivated for more. As one of the waitstaff cleared our plates, we asked, "What's next?"

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"That's it," he responded with a poker face.

At that point we knew how Oliver Twist, Charles Dickens' hero in the novel by the same name, might have felt when he said, "Please sir, I want some more."

This was far from Victorian England however. We were at Kalari Rasayana, an Ayurvedic Hospital recognized by the prestigious NABH (National Accreditation Board for Hospitals and Healthcare Providers). Located in South Paravur, Kollam, Kerala, the hospital is owned and run by the wellness wing of CGH Earth, one of the pioneers in sustainable tourism in India.

At Kalari Rasayana, Ayurveda is taken seriously. From here, many a wheelchair-bound patient leaves unassisted, head held high after a month's treatment (or longer), we were told. Here, a patient is viewed through a multi-lens of food, lifestyle and outlook; essentially, how a person 'digests life' and copes with his or her inner or outer worlds. A healthy diet

is one of the pillars of Ayurveda and at authentic Ayurvedic hospitals like Kalari Rasayana, the food plan, therapies and yoga regimen are prescribed and customized for every guest by the *vaid* (Ayurvedic doctor).

We were two carnivores fighting a losing battle—our hopeless addiction to an unhealthy meaty diet, glazed with dollops of oil or rich cream, tongue-singeing fish curries and saccharine-sweet desserts. Hoping to get our slightly elevated cholesterol, blood sugar and stress levels under control, we decided to sign up.

On arrival we were captivated by the centre's scenic location next to a palm-fringed lake, where nature seemed to play a sweet duet with ancient Ayurvedic wisdom. At the entrance to the lobby, a sign urged: "Please leave your world here." *That's easy*, we thought, because Kalari Rasayana's 22 villa rooms are scattered artfully over eight acres, vibrant with bird song and lush greenery.

The pitched tiled-roof cottages

What It's Like



Meals are prepared using organic produce grown on the in-house vegetable garden

ALL PHOTOS COURTESY OF KALARI RASAVAN AND GUSTASP AND JEROO IRANI

come with patios or verandahs that lasso views of the limpid lake and dramatic post-sunset skies. The chime of soft, distant temple bells often lulled us into a state of meditative relaxation. At other times, we would sit on green wrought-iron benches, placed along a red-earth walking trail, dreamily watching birds skim overhead to roost on the trees on the distant lake shore.

This visit was not our first tryst with Ayurvedic rejuvenation practices. On three previous occasions we had checked in to Ayurvedic spas offering a potpourri of massages and therapies that press the unwind button. The spas re-package Ayurveda to make it more accessible to seekers of respite and relaxation rather than healing as is the case for Ayurvedic

hospitals. One does not have to be on the wrong side of 30 or ailing to check into a spa, which is essentially an oasis of self-indulgence. Today, ad hoc Ayurvedic massages even figure on the spa menus of splashy luxury resorts in India.

Our goal at the time was to escape the frenzy of everyday life and, specifically, to experience a culinary epiphany—and as a spin-off perhaps acquire a more shapely silhouette! However, in each instance we would return home only to tumble ignobly into the same rabbit hole of non-vegetarian gluttony and the swirling waters of life with its the unabashed pursuit of wealth, careers, love and happiness.

This time would be different we decided. On our first morning, we awoke to the tranquil vistas of Lake Paravur,

READER'S DIGEST

rippling beyond our villa and a taste of an ashram-like discipline. A bell clanged to signal breakfast and we traced the sound to a dining area with a wrap-around verandah, where other treatment-seekers sat and hungrily ploughed into platters of fruit.

We dutifully followed suit, quelling rebellious fantasies of butter-slathered toast, fried eggs and steaming cups of coffee and tea—our usual daily armaments to battle a ‘cruel’ world. “Eat mindfully and focus on your meal,” we were counselled, rather than indulge in frivolous chatter or monotonous scrolling on one’s phone.

What made it difficult was that we could not sneak outdoors for a quick cuppa or a crispy dosa at a hole-in-the-wall wayside stall. The other patients from Russia, Germany and the UK had obviously made peace with the strict regimen of the wellness centre and its plant-based diet. They had a serene virtuous look about them, while we, on the first day, were nursing a throbbing headache. Occasionally, they would throw sympathetic glances our way as we were obviously struggling to enjoy our organic vegetarian meals.

Dr Firoze Varun, chief physician at Kalari Rasayana, who comes from a line of Ayurvedic *vaid*s, compared checking into an Ayurvedic centre once every few years to taking one’s car to a garage for a tune up. Much of Ayurvedic knowledge was lost in north India in the British era, we

learnt. However, it was in lush laid-back Kerala that Ayurveda took firm root. Indeed, the state has always had traditional sanatoriums and hospitals practicing and teaching Ayurveda, in the lee of the Western Ghats. Even today, there are traditional practitioners in every village who glean their Ayurvedic knowledge from ancient palm-leaf scrolls handed down over generations within families.

The concept of constitution (or *prakriti*) is the cornerstone of Ayurveda. This ancient Indian health regimen classifies human beings based on the predominant element within them—air, water, earth and fire. At an Ayurvedic hospital, various diagnostic methods (pulse rate, body type, etc) are used to determine which therapies and diet would be suitable for someone of a particular constitutional type, or *dosh*a. Incidentally, *dosh*as determine a person’s mind, body and even type of skin and hair. “Our meal plans are tailor-made for each individual’s condition and to balance his or her *dosh*as,” Sreejith K.V, the general manager enlightened us. “What you eat has the power to heal.”

Slowly but surely we began to appreciate executive chef Nishanth Muthu Krishnan’s culinary dexterity. His passion for fresh local ingredients (vegetables and plump fruits are plucked from the hospital’s own vegetable garden and fruit orchard) and minimal use of spices—turmeric,

What It's Like



Caffeine-free herbal tea; here made with butterfly pea flowers.

coriander, ginger, garlic and almond paste (all pounded in-house) were given heft by a smattering of Himalayan rock salt. The food was generally steamed and occasionally cooked in a grudging dollop of virgin coconut oil.


With these, the chef conjured restrained, yet life-affirming, meals—a miniature *sadya* (a festive Keralan meal) served in a copper platter lined with a banana leaf. Small bowls brimmed with fragrant millet rice, artsy swoops of *daal*, a ridge-gourd preparation and a pretty pink beetroot salad. His curries were spiked with banana flowers and his soups were wreathed in a fugitive flavour which left us asking for seconds.

Iddiyapam (fresh steamed rice noodles) entwined with generous helpings of vegetables would come with a side of flavour-friendly almond sauce and a green gram wrap

enhanced by a velvety tomato chutney for extra bite. Glasses of gut-loving buttermilk would accompany the meals. To round it off, a sweet finale came in the shape of *tamboolam*, a *paan* look-alike. It was essentially a betel leaf coddling a concoction of dates, cinnamon powder, cardamom, pepper and fennel.

The seasonally-accented menus had a vivid colour palette of green, orange, yellow and pink hues that showcased indigenous ingredients and were visually appetizing. We reluctantly admitted that healthy food was perhaps akin to medicine for it made us feel feather-light and brimming with energy. We realized that one becomes what one consumes and so we were overweight, under-exercised and had developed a waddling gait like a ship in a gale!

Back home, we were soon proselytizing with the zeal of new converts about our life-changing experience. Our kitchen was no longer a grazing ground for unhealthy, oily fare nor a carnival for the misguided foodies we once were.

We did, however, sorely miss chef Nishanth's luscious, whimsical creations, which were nothing less than mouthfuls of good health. If only we could have poached him and flown his team to cook for us at home! 

Mathrubhoomi • 19 Dec • Ministry of Ayush
World Ayurveda Congress compiled Rs 1,275 crores

9 • PG

242 • Sqcm

208498 • AVE

770.94K • Cir

Middle Right

Kochi

ലോക ആയുർവേദ കോൺഗ്രസ്സ്: സമാഹരിച്ചത് 1,275 കോടി രൂപ

കൊച്ചി ▶ ദെഹ്‌റാഡുണിൽ സമാപിച്ച പത്താമത് ലോക ആയുർവേദ കോൺഗ്രസും ആരോഗ്യ എക്സ്‌പോയും സമാഹരിച്ചത് 150 ദശലക്ഷം യു.എസ്. ഡോളറിന്റെ (ഏകദേശം 1,275 കോടി രൂപ) ബിസിനസ്. ആയുഷ് എക്സ്‌പോർട്ട് പ്രമോഷൻ കൗൺസിൽ മുഖേന നടത്തിയ 3,200 ബി2ബി മീറ്റിങ്ങുകളിൽ 30 രാജ്യങ്ങളിൽനിന്നുള്ള 142 ബയർമാർ പങ്കെടുത്തു.

‘ഡിജിറ്റൽ ആരോഗ്യം-ആയുർവേദ കാഴ്ചപ്പാടിൽ’ എന്നതായിരുന്നു നാലുദിവസത്തെ പരിപാടിയുടെ മുഖ്യ വിഷയം. ആയുഷ് മന്ത്രാലയം, ഉത്തരാഖണ്ഡ് സർക്കാർ, ആയുർവേദ മേ



ഖലയിലെ പങ്കാളികൾ എന്നിവരുമായി സഹകരിച്ചാണ് വിജ്ഞാന ഭാരതിയുടെ ഭാഗമായ വേൾഡ് ആയുർവേദ ഫൗണ്ടേഷൻ പരിപാടി സംഘടിപ്പിച്ചത്.

58 രാജ്യങ്ങളിൽനിന്നുള്ള 352 വിദേശ പ്രതിനിധികളെ കൂടാതെ 10,321 പ്രതിനിധികൾ ലോക ആയുർവേദ കോൺഗ്രസിൽ പങ്കെടുത്തു. ആയുർവേദത്തിന്റെ ആഗോള തിരിച്ചുവരവിന് ആക്കം കൂട്ടുന്നതിനായി ഒരു ഇന്റർനാഷണൽ അസോസിയേഷൻ ഓഫ് അസോസിയേഷനുകൾ രൂപവത്കരിക്കാനും ലോക ആയുർവേദ കോൺഗ്രസ്സ് മുൻകൈയെടുത്തു.

Dina Karan • 19 Dec • Ministry of Ayush

Tambaram National Institute of Siddha heading for Guinness World Record – Intensive Program arrangem...

15 • PG

345 • Sqcm

440016 • AVE

1.45M • Cir

Top Right

Chennai

தாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தில்
**ஒரே நேரத்தில் 555 பேருக்கு
555 வர்ம சிகிச்சையாளர் சிகிச்சை**
கின்னஸ் சாதனையில் இடம்பிடித்தது



தாம்பரம் சானடோரியம் தேசிய சித்த மருத்துவமனையில் கின்னஸ் சாதனைக்காக ஒரே நேரத்தில் 555 பேருக்கு 555 வர்ம சிகிச்சையாளர்கள் சிகிச்சை அளித்தனர்.

தாம்பரம், டிச. 19: தாம்பரம் சானடோரியம் பகுதியில் உள்ள தேசிய சித்த நிறுவனத்தில் சர்வதேச அளவில் கின்னஸ் சாதனை படைப்பதற்காக ஒரே நேரத்தில் 555 பேருக்கு 555 வர்ம சிகிச்சையாளர்கள் மூலம் சிகிச்சை அளித்து உலக சாதனை நிகழ்ச்சி நேற்று நடந்தது. மத்திய ஆயுஷ் துறை செயலாளர் ஸ்ரீ வைத்யா ராஜேஷ் கோடட்சே கலந்துகொண்டார். இதை உலக சாதனையாக கின்னஸ் உலக சாதனை அமைப்பால் அங்கீகரிக்கப்பட்டு சான்றிதழ்கள் வழங்கப்பட்டது. இந்த கின்னஸ் உலக சாதனை நிகழ்ச்சியின் மூலம் சித்த மருத்துவத்தை உலக அளவில் கொண்டு செல்வதும் சித்த மருத்துவத்தின் சிகிச்சைகளை நம்பிக்கை உரியதாகக் கொண்டு செல்வதும் நோக்கம் என தெரிவித்துள்ளனர்.

இந்த நிகழ்ச்சி தொடர் பாகதாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தின் இயக்குனர் மீனாகுமாரி செய்நியாளர்களை சந்தித்து பேசினார். அவர் கூறியதாவது:

தேசிய சித்த மருத்துவ மனை தாம்பரத்தில் 2005 முதல் செயல்பட்டு வருகிறது. சித்த முறையானது தமிழ் மருத்துவ முறையாக 5000 ஆண்டுகளுக்கு முற்பட்ட காலத்தில் இருந்தே உள்ளது. இது மட்டுமின்றி மிக முக்கியமான சித்தர்களான போகர், அகத்தியர், திருமூலர் போன்ற சித்தர்களின் வாயிலாக இந்த மருத்துவம் தமிழ் மக்களுக்கு போதிக்கப்பட்டுள்ளது. அந்த காலத்தில் இந்தியா முழுமைக்கும் இந்த மருத்துவம் பயன்பாட்டில் இருந்தது. மக்களை மேம்படுத்தவும் நோயிலிருந்து காப்பாற்றவும் இந்த மருத்துவ முறை பயன்படுத்தப்பட்டுள்ளது.

தற்போது இந்த மருத்துவத்தை மாற்றும் மருத்துவ முறையாகவும் கொரோனாவின் போது மிகப்பெரிய நாட்டு மருத்துவமாக சித்த மருத்துவம் பயன்பட்டது. கபசுர குடிநீர், நிலவேம்பு குடிநீர் போன்ற எளிய மருந்துகள் மூலமாக சவாலான நாட்களை சந்தித்தோம்.

அதுபோன்று உலகம் முழுவதும் இந்த மருத்துவத்தை பரப்பும் விதமாக சித்த மருத்துவர்கள் அனைவரும் ஒன்றிணைந்து இன்று 1810 பேர் கின்னஸ் வேர்ட்டு ரெக்கார்டில் இடம் பெற்றுள்ளோம்.

இந்த மருத்துவ முறை சித்த மருத்துவத்திற்கு உரிய தானது. இது பழமையான ஓலை கவடிகள் மூலம் தமிழில் உள்ள பழமையான தூல்கள், ஓலைக் கவடிகள், செப்பேடு போன்ற பழைய குறிப்புகளில் இருந்து எடுக்கப்பட்டுள்ளது. தற்போது கேரள மற்றும் கன்னியாகுமரி பகுதிகளில் இந்த மருத்துவ முறை அதிக அளவில் பிரபலமாக அறியப்படுகிறது. இப்பொழுது இதை சிகிச்சை முறைகளாக அறிவியல் பூர்வமாக எடுத்து வந்துள்ளோம்.

இதில் நரம்பியல் சம்பந்தமான சிக்கலான நோய்கள், எலும்பு மற்றும் முட்டு சம்பந்தமான நோய்கள், தசை சம்பந்தமான நோய்களுக்கு சிகிச்சைகள் அலோபதி முறையில் சவாலாக உள்ளது.

இதை சித்த மருத்துவத்தில் நாம் கடைபிடித்துக் கொண்டிருக்கிறோம். முக்கியமாக உயிர் சக்தியை சமநிலைப்படுத்துவது தான் இந்த வர்ம சிகிச்சை. உடலில் இருக்கக்கூடிய ஐம்பூதங்களின் கூறுகளை வைத்து சமநிலைப்படுத்தி அறிவியல் பூர்வமாக இதை கூறுவதாக இருந்தால் எலக்ட்ரோ மேக்னடிக் நமது உடம்பில் உள்ளது. அதற்கு காரணமான டிரான்ஸ்மிட்டர் உடம்பில் செயல்பாடுகளை சமநிலைப்படுத்தவும் கழிவு பொருட்களை நீக்கவும் இதை பயன்படுத்திக் கொள்கிறோம்.

கின்னஸ் உலக சாதனை படைப்பதற்காக 555 மருத்துவர்கள் 555 பயனாளிகள் வர்ம புள்ளிகளில் அழுத்தும் கொடுத்து சிகிச்சை முறைகளை செய்து சாதனை படைத்தனர். இவ்வாறு அவர் கூறினார்.

Dina Malar • 19 Dec • Ministry of Ayush

Tambaram National Institute of Siddha heading for Guinness World Record – Intensive Program arrangem...

12 • PG

137 • Sqcm

117730 • AVE

882.2K • Cir

Top Right

Chennai

**555 பேருக்கு வர்ம சிகிச்சை
சித்தா நிறுவனம் சாதனை**



■ தாம்பரத்தில் உள்ள தேசிய சித்த மருத்துவ நிறுவனத்தில் ஒரே நேரத்தில் 555 பேருக்கு 555 வர்ம சிகிச்சையாளர்கள் சிகிச்சை அளிக்கும் கின்னஸ் உலக சாதனை நடத்தினர்.

தாம்பரம், டிச. 19-
வர்மக்கலை என்பது அடிமுறை தாக்குதலுக்கான பயிற்சியாக அனைவரும் அறிந்திருந்தாலும், தீவிர நோய்களுக்கான சிகிச்சை முறையாகவும், சித்த மருத்துவத்தில் பயன்பாட்டில் உள்ளது.

மருந்தில்லா மருத்துவ வழிமுறையாக, வலிகளுக்கான மருத்துவமாக 'வர்மம்' பங்காற்றுகிறது. மூளை, நரம்பு மண்டலம் சார்ந்த நோய்களான பக்கவாதம், முடக்கு வாதம் முதலான நோய்களுக்கும், எலும்பு, சதை, மூட்டு சார்ந்த நோய்களுக்கும், பெரிதும் பயன்படுத்தப்பட்டு வருகிறது.

நாட்டின் தென்கோடியில் உள்ள சில இடங்களில் மட்டுமே வழக்கில் இருக்கும் வர்ம மருத்துவ முறை, உலக மக்கள் அனைவருக்கும் பயனளிக்கும் வகையில், நேற்று சித்த மருத்துவ நிறுவனம், ஒரே நேரத்தில், 555 பேருக்கு வர்ம சிகிச்சை அளித்து, 'கின்னஸ்' சாதனை நிகழ்த்தியது.

இதில், ஆயுஷ் அமைச்சகத்தின் செயலர் வைத்திய ராஜேஷ் கொட்டேசா, சித்த மருத்துவ நிறுவன இயக்குனர் மீனாகுமாரி உள்ளிட்டோர் பங்கேற்றனர். தொடர்ந்து, கின்னஸ் நிறுவன பிரதிநிதி வில்லியம் ராபர்ட், கின்னஸ் சாதனை சான்றிதழ் வழங்கினார்.

Dina Mani • 19 Dec • Ministry of Ayush

Tambaram National Institute of Siddha heading for Guinness World Record – Intensive Program arrangem...

3 • PG

100 • Sqcm

42495 • AVE

167.26K • Cir

Top Right

Chennai



தாம்பரம் சானடோரியம்
தேசிய சித்த மருத்துவமனையில்
புன்கிழமை ஒரே நேரத்தில்
555 பேருக்கு
555 வர்ம சிகிச்சைகள் அளித்து
கின்னஸ் உலக சாதனை
நிகழ்த்தியதற்கான
சான்றிதழை மத்திய
ஆயுஷ் அமைச்சகச் செயலர்
பூர்வையா ராஜேஷ்
கோடேச்சானிடம் வழங்கிய
கின்னஸ் சாதனை
திருவன அதிகாரி
வில்லியம் ரிச்சர்ட்,
சித்த மருத்துவ திருவன
இயக்குநர் ஆர்.மீனாகுமாரி.

The Hindu Tamil • 19 Dec • Ministry of Ayush Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...

3 • PG

442 • Sqcm

1304418 • AVE

416.52K • Cir

Bottom Center

Chennai



• ஒரே நேரத்தில் 555 பேருக்கு 555 வர்ம் சிகிச்சையாளர்கள் சிகிச்சை அளிக்கும் கின்னஸ் உலக சாதனை, தாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தில் நேற்று நடந்தது. நிகழ்வின் கிறதியில் கின்னஸ் நிறுவனத்தின் சார்பில் கலந்து கொண்ட ரிச்சர்ட் ஸ்டீவ்ஸன், ஆயுஷ் அமைச்சகத்தின் செயலாளர் வைத்யா ராஜேஷ் கொட்டேனா, தேசிய சித்த மருத்துவ நிறுவனத்தின் இயக்குநர் மீனாகுமாரி ஆகியோரிடம் விருதை வழங்கினார்.

படங்கள்: எம்.முத்துசுமேஸ்வரி

ஒரே நேரத்தில் 555 பேருக்கு வர்ம் சிகிச்சை அளித்து

தேசிய சித்த மருத்துவமனை கின்னஸ் சாதனை

■ சென்னை

ஒரே நேரத்தில் 555 வர்ம் சிகிச்சை நிபுணர்களை கொண்டு 555 பேருக்கு வர்ம் சிகிச்சை அளித்து தேசிய சித்த மருத்துவமனை கின்னஸ் சாதனை படைத்துள்ளது.

சித்த மருத்துவத்தின் வர்ம் மருத்துவ சிறப்புகளை உலக ரீதியில் செய்ய வேண்டும் என்ற நோக்கத்தோடு, தாம்பரம் சானடோரியத்தில் உள்ள தேசிய சித்த மருத்துவ நிறுவனம் (மருத்துவமனை) பல்வேறு முயற்சிகளை எடுத்து வருகிறது. அதன்மீது, நேற்று மருத்துவமனையில் ஒரே நேரத்தில் 555 வர்மானிகளை (வர்ம் சிகிச்சை நிபுணர்கள்) கொண்டு 555 பேருக்கு தற்காப்பு வர்ம் மருத்துவப் பரிகாரத்தை வழங்கி சாதனை படைத்துள்ளது.

கின்னஸ் நிறுவன பிரதிநிதி ரிச்சர்ட் ஸ்டீவ்ஸன், கின்னஸ் சாதனை சான்றிதழ் வழங்கினார். மருத்துவ நிறுவனத்தின் இயக்குநர் மருத்துவர் ஆர்.மீனாகுமாரி

தலைமையில் நடைபெற்ற இந்த கின்னஸ் சாதனை நிகழ்வில் மத்திய ஆயுஷ் அமைச்சகத்தின் செயலாளர் வைத்யா ராஜேஷ் கொட்டேனா சிறப்பு விருந்தினராகப் பங்கேற்றார். மருத்துவ நிறுவனத்தின் மீன் மருத்துவர் எம். மீனாட்சி கந்தரம், கண்காணிப்பாளர் மருத்துவர் கிறிஸ்டியன் உள் ளிட்டோர் நிகழ்வில் பங்கேற்றனர்.

மருத்துவ நிறுவனத்தின் இயக்குநர் மருத்துவர் ஆர்.மீனாகுமாரி கூறியதாவது:

இந்திய மருத்துவ முறைகளில் ஒன்றான சித்த மருத்துவமானது, சித்தர்களின் நுட்பமான, தனித்துவமான மேம்பட்ட பாரம்பரிய மருத்துவமாகும். சித்த மருத்துவத்தின் தனித்துவமான முறைகளாக விளங்கக்கூடிய காயகற்பம், வர்ம்ம், தொக்கனம் போன்றவை அதன் மகத்துவத்தையும், தொன்மையையும் பறை சாற்றுகின்றன. சித்த மருத்துவத்தில் உடனடித் தீர்வாக பயன்படுத்தப்பட்ட ஓர் அற்புதமான மருத்துவ முறை

தான் வர்ம்ம்.

வர்ம் மக்களை அடிமுறை தாக்குதலுக்கான பயிற்சியாக அறியப்பட்டாலும், தீவிர நிலை நோய்களுக்கான சிகிச்சை முறையாக சித்த மருத்துவத்தில் அறிவிபல் பின்புலத்தோடு பயன்பாட்டில் இருந்து வருகிறது. மருந்தில்லா மருத்துவ வழிமுறையாக, வலிகளுக்கான மருத்துவமாக இது பெரும் பங்கை வகிக்கிறது.

முளை, நரம்பு மண்டலம் சார்ந்த நோய்களான பக்கவாதம், முடக்குவாதம் முதலான நோய்களுக்கும், எலும்பு சதை, முட்டு சார்ந்த நோய்களுக்கும், வர்ம்ம் பெரிதும் பயன்படுத்தப்பட்டு வருகிறது. இந்தியாவின் தென் கோடியில் உள்ள ஒரு சில இடங்களில் மட்டுமே பழக்கத்தில் உள்ள இந்த வர்ம் மருத்துவ முறையானது உலக மக்கள் அனைவருக்கும் பயன் அளிக்கக் கூடிய வகையில் வளர வேண்டும். இவ்வாறு அவர் தெரிவித்தார்.

Daily Thanti • 19 Dec • Ministry of Ayush

Tambaram National Institute of Siddha heading for Guinness World Record – Intensive Program arrangem...

8 • PG

298 • Sqcm

207417 • AVE

2M • Cir

Bottom Center

Chennai



தாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தில் ஒரே நேரத்தில் 555 பேருக்கு 555 டாக்டர்கள் வர்ம் சிகிச்சை அளித்து கின்னஸ் சாதனை நிகழ்த்திய போது எடுத்த படம்.

தாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தில்

ஒரே நேரத்தில் 555 பேருக்கு டாக்டர்கள் வர்ம் சிகிச்சை அளித்து கின்னஸ் சாதனை

தாம்பரம், டி.ச.19-
தாம்பரம் தேசிய சித்த
மருத்துவ நிறுவனத்தில்
ஒரே நேரத்தில் 555-
பேருக்கு 555 டாக்டர்கள்
வர்ம் சிகிச்சை அளித்து
கின்னஸ் சாதனை
படைத்துள்ளனர்.

கின்னஸ் சாதனை

சென்னையை அடுத்த தாம்பரம் சாண்டோரியத்தில் தேசிய சித்த மருத்துவ நிறுவனம் செயல்பட்டு வருகிறது. இந்த நிறுவனம் சர்வதேச அளவில் கின்னஸ் சாதனை படைப்பதற்காக ஒரே நேரத்தில் 555 பேருக்கு 555 டாக்டர்கள் மூலம் வர்ம் சிகிச்சை அளித்து உலக சாதனையை நிகழ்த்தி உள்ளனர்.

தாம்பரம் சித்த மருத்துவ மனை நிறுவன வளாகத்தில் நேற்று நிகழ்த்தப்பட்ட இந்த நிகழ்ச்சியில் மத்திய ஆயுஷ் துறை செயலாளர் ஸ்ரீவைத்யா ராஜேஷ் கோடட்சே கலந்து கொண்டார். இதனை உலக சாதனையாக, கின்னஸ் உலக சாதனை அமைப்பால் அங்கீகரிக்கப்பட்டு சான்றிதழ்கள் வழங்கப்பட்டது.

இந்த கின்னஸ் உலக சாதனை நிகழ்ச்சியின் நோக்கம் சித்த மருத்துவத்தை உலக

அளவில் கொண்டு செல்வதும், சித்த மருத்துவ சிகிச்சைகளை நம்பிக்கைக்கு உரியதாக கொண்டு செல்வதுதான் என தெரிவித்தனர்.

இதுபற்றி தாம்பரம் தேசிய சித்த மருத்துவ நிறுவனத்தின் இயக்குனர் டாக்டர் மீனாகுமாரி நிருபர்களிடம் கூறியதாவது:-

கோலோ காலத்தி

தாம்பரத்தில் தேசிய சித்த மருத்துவமனை 2005-ம் ஆண்டு முதல் செயல்பட்டு வருகிறது. சித்த முறையானது தமிழ் மருத்துவ முறையாக 5 ஆயிரம் ஆண்டுகளுக்கு முற்பட்ட காலத்தில் இந்த மருத்துவ முறை உள்ளது. போகர், அகத்தியர், திருமூலர் போன்ற சித்தர்களின் வாயிலாக இந்த மருத்தும் தமிழ் மக்களுக்கு போதிக்கப்பட்டுள்ளது.

அந்த காலத்தில் இந்தியா முழுமைக்கும் இந்த மருத்துவம் பயன்பாட்டில் இருந்தது. மக்களை மேம்படுத்தவும் நோயிலிருந்து காப்பாற்றவும் இந்த மருத்துவ முறை பயன்படுத்தப்பட்டுள்ளது. கோரோனா காலத்திலும் மிகப்பெரிய நாட்டு மருத்துவமாக சித்த மருத்துவம் பயன்பட்டது. கபகப குடிநீர், நில

வேம்பு குடிநீர் போன்ற எளிய மருந்துகள் மூலமாக சவாலான நாட்களை சந்தித்தோம்.

555 டாக்டர்கள்

அது போன்று உலகம் முழுவதும் இந்த மருத்துவத்தை பரப்பும் விதமாக சித்த மருத்துவர்கள் அனைவரும் ஒன்றிணைந்து 1,810 பேர் இந்த கின்னஸ் உலக சாதனையில் இடம் பெற்றுள்ளோம்.

தற்போது கேரளா மற்றும் கன்னியாகுமரி பகுதிகளில் இந்த மருத்துவ முறை அதிக அளவில் பிரபலமாக அறியப்படுகிறது. இதை சிகிச்சை முறைக்காக அறிவியல் பூர்வமாக எடுத்து வந்துள்ளோம். இதில் நரம்பியல் சம்பந்தமான சிக்கலான நோய்கள், எலும்பு மற்றும் மூட்டு சம்பந்தமான நோய்கள், தசை சம்பந்தமான நோய்கள் இதற்கான சிகிச்சைகள் அலோபதி முறையில் சவாலாக உள்ளது. இதனை சித்த மருத்துவத்தில் நாம் கடைப்பிடித்துக் கொண்டிருக்கிறோம்.

கின்னஸ் உலக சாதனை படைப்பதற்காக 555 டாக்டர்கள் 555 பேருக்கு வர்ம் புள்ளிகளில் அமுத்தம் கொடுக்கும் சிகிச்சை முறைகளை செய்து சாதனை படைத்தனர்.

இவ்வாறு அவர் கூறினார்.

Navbharat Times • 19 Dec • Ministry of Ayush

Itava safari mai aayurvedik davayein khakar kabz door bhaga rahe hai sher

16 • PG

134 • Sqcm

260475 • AVE

2.68M • Cir

Bottom Center

Delhi

इटावा सफारी में आयुर्वेदिक दवाएं खाकर कब्ज दूर भगा रहे हैं शेर

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■ कानपुर: आम लोगों के लिए कब्ज सामान्य समस्या है, लेकिन क्या शेरों को भी यह समस्या होती है? जवाब है, हां। कभी-कभी शेरों का भी हाजमा बिगड़ता है और उन्हें कब्ज की समस्या होती है। इटावा लॉयन सफारी में एशियाई शेरों को कब्ज से निजात दिलाने के लिए आयुर्वेदिक दवाएं दी जा रही हैं। पिछले डेढ़ साल में इसके अच्छे नतीजे सामने आए हैं। लॉयन सफारी के डॉक्टर अनिल कुमार पटेल ने बताया कि शेरों में कब्ज की समस्या तब आती है, जब उन्हें बाड़े में रखा जाए। इसकी दूसरी वजह बढ़ती उम्र भी होती है।

करीब 350 हेक्टेयर में फैली इटावा लॉयन सफारी में छोटे-बड़े मिलाकर 15 वक्कर शेर-शेरनियां हैं। शेरों का कुनवा बढ़ाने के बीच किंग कैट की सबसे बड़ी समस्या कब्ज की होती है। डॉ रविन सिंह यादव और डॉ आर.के. सिंह ने बताया कि



कभी-कभी कब्ज से शेरों में मेगाकोलन जैसी गंभीर बीमारी पनपती है। उन्हें मल त्याग में काफी कठिनाई का सामना करना पड़ता है। शुरुआत में सभी शेरों को कब्ज से निजात दिलाने के लिए मीट में लिक्विड पैराफिन मिलाकर हर 15वें दिन दिया जाता था, लेकिन कभी-कभी ये भी असर नहीं करता था। एलोपैथिक दवाओं के साइड इफेक्ट्स थे। इससे निपटने के लिए प्रयोग के तौर पर मीट के साथ बाजार में उपलब्ध

■ लॉयन सफारी में एशियाई शेरों की देखभाल के लिए अपनाया जा रहा देसी नुस्खा।

■ मीट के साथ शेरनी को 4-5 आयुर्वेदिक टैबलेट, शेर खा रहे 5 से 6 टैबलेट।

■ साथ में विटामिन B कॉम्प्लेक्स, प्रोबायोटिक्स की खुराक भी दी जा रही है।

आयुर्वेदिक दवाएं दी गईं। ये दवाएं कब्ज निवारण के लिए ही थीं। शेरनी को मीट के साथ 4-5 टैबलेट और शेर को 5-6 टैबलेट दी गईं। इसके साथ हर शेर-शेरनी को 10 ग्राम प्रोबायोटिक्स और विटामिन बी-कॉम्प्लेक्स की खुराक भी दी गई। भूख बढ़ाने के लिए पानी में मिलाकर एक सिरप पिलाया गया। 48 घंटे में ही इसका अच्छा असर दिखने लगा। अगले कुछ दिनों में शेर सामान्य रूप से मल त्यागने लगे।

Dainik Savera • 19 Dec • Ministry of Ayush

Ayushman bharat digital mission ke tehat pradesh mein banaye gaye 1.5 crore aabha card

5 • PG

233 • Sqcm

55946 • AVE

40.03K • Cir

Middle Left

Chandigarh

आयुष्मान भारत डिजिटल मिशन के तहत प्रदेश में बनाए गए 1.5 करोड़ आभा कार्ड

सवेरा न्यूज/ संतोष, पंचकूला : आयुष्मान भारत डिजिटल मिशन की डायरेक्टर संगीता तेतरवाल की अध्यक्षता में आज लोक निर्माण विभाग के सभागार में आभा कार्ड के लाभों को लेकर बैठक का आयोजन किया गया। बैठक में आईडीए, आईएमए, आयुष विभाग के प्रमुख सदस्यों ने भाग लिया। एबीडीएम की संयुक्त निदेशक डॉ. कीर्ति शर्मा और कैलाश सोनी ने आयुष्मान भारत डिजिटल मिशन के बारे में विस्तार से जानकारी दी। उन्होंने आभा कार्ड बनाने के फायदे बताए और मिशन को प्रधानमंत्री जन आरोग्य योजना से अलग होने की विस्तृत जानकारी दी। एबीडीएम विभाग पार्टनर के सदस्य श्री पारितोष और सार्थक ने प्रदेश में आभा कार्डों की संख्या बढ़ाए जाने की जानकारी दी। उन्होंने 100 माईक्रोसाईट परियोजना के बारे में भी विस्तृत जानकारी दी। उन्होंने बताया कि अभी तक हरियाणा में 1 करोड़ 50 लाख एबीएचए कार्ड बनाए गए हैं। उन्होंने बताया कि सीएचसी मुलाना को आभा कार्डधारकों के लिए प्रदेश का पहला आधुनिक स्वास्थ्य सुविधा केंद्र बनाया है यंहा पर मरीज आनलाईन पंजीकरण करवाकर ईलाज पाते हैं। सीएचसी मुलाना में मरीजों को पंजीकरण के लिए लाईनों में खड़े होने की आवश्यकता नहीं है। जल्द ही यह योजना अन्य स्वास्थ्य केंद्रों पर भी उपलब्ध करवाई जाएगी। बैठक में तकनीकी टीम के सदस्यों विशाल चुघ, डा. अंकित शर्मा और उमेश सैनी ने पीपीटी के माध्यम से तकनीकी जानकारी उपलब्ध करवाई। इस अवसर पर आयुष विभाग के चैयरमेन डा. दिनेश अग्रवाल, एमसीआई के अध्यक्ष डा. अनिरुद्ध, डीसीआई के अध्यक्ष डा. गौरव मुंजाल, आईएमए के सचिव डा. कुलदीप मंगला सहित विभाग के अन्य सदस्य उपस्थित रहे।

Naya India • 19 Dec • Ministry of Ayush

Business deals worth Rs 1,275 crores were made at the World Ayurveda Congress

5 • PG

76 • Sqcm

16809 • AVE

89.78K • Cir

Middle Left

Delhi

विश्व आयुर्वेद कांग्रेस में हुए 1,275 करोड़ के व्यापारिक सौदे

देहरादून। उत्तराखंड के देहरादून में इस सप्ताह की शुरुआत में संपन्न हुए 10वें विश्व आयुर्वेद कांग्रेस (डब्ल्यूएसी 2024) और आरोग्य एक्सपो में कुल 150 मिलियन (लगभग 1,275 करोड़) अमरीकी डॉलर के व्यापारिक सौदे हुए, जो आयुर्वेदिक दवाओं और स्वास्थ्य उत्पादों की बढ़ती वैश्विक मांग को दर्शाता है। गत 12 से 15 दिसंबर तक चले आयुर्वेद क्षेत्र और संबद्ध हितधारकों के प्रमुख द्विवार्षिक सम्मेलन के आयोजन ने कारोबार होने के मामले में पिछले सभी रिकॉर्ड तोड़ दिए। इसकी बड़ी वजह थी 30 देशों के 142 खरीदारों का आयुष निर्यात संवर्धन परिषद (आयुष एक्सपोर्ट प्रमोशन काउंसिल - आयुषेक्सिल) द्वारा आयोजित लगभग 3200 बी2बी बैठकों में भाग लेना।

Dainik Tribune • 18 Dec • Ministry of Ayush
Gamlo mein ugaaye sehat bhare jwar

13 • PG

409 • Sqcm

232973 • AVE

39.91K • Cir

Middle Left

Delhi

गमलों में उगाएं सेहत भरे ज्वारे



डॉ. धर्मेंद्र वशिष्ठ

निदेशक, वृद्धावन आयुर्वेद
एवं प्राकृतिक चिकित्सालय

पर्यावरण प्रदूषण के असर से सब्जियां भी बीमार और उदास हो गई हैं। दरअसल बाजार के जरिये जो सब्जियां आती हैं उनमें आजकल रासायनिक खाद व पेस्टिसाइड्स की भरमार होती है। तो क्यों न उन्हें जहां तक हो सके बिना रासायनिक खाद आदि डाले अपने घरों में क्यारी या गमले में

उगाएं। दिवाली से होली तक का समय हरी सब्जियों से भरपूर होता है तो हर व्यक्ति अपने छोटे मकान से बड़ी हवेली तक में गमलों में खेती करके अपने परिवार को सेहत देने का मार्ग अपना सकता है। सब्जियों के अलावा हम गेहूं व जौ के ज्वारे भी गमलों में उगा सकते हैं। दरअसल दिवाली के पूर्व नवरात्र होते हैं तो वहीं होली के बाद में भी चैत्र नवरात्र का आगमन होता है। दोनों ही बार नवरात्रों में जौ व गेहूं के ज्वारे बोने को शुभ माना गया है। यानी इस शुभ समय सभी के घरों में स्थापना के समय खेतड़ी बीजते हैं। इन्हें हम ज्वारे के नाम से जानते हैं जो दरअसल तो हमारे जीवन के लिए अमृत है।

रस में मौजूद क्लोरोफिल

नवरात्रों में नौ दिन की पूजा के बाद हम इन्हें पानी में बहा देते हैं। ऐसी परंपरा है परन्तु हमें

किचन गार्डन में थोड़ा से प्रयासों से सेहत प्रदान करने वाली लघु खेती कर सकते हैं। गमलों में हरी सब्जियां लगा सकते हैं। वहीं नवरात्रों में जौ के ज्वारे तो उगाते ही हैं तो उनके रसामृत का पान करें।



इन ज्वारों का रस निकलकर पीना चाहिए। इन ज्वारों के रस में क्लोरोफिल की मात्रा बहुत अधिक होती है। यह कैंसर सरीखे रोगों का नाशक एंटीऑक्सीडेंट इसमें पाया जाता है।

हीमोग्लोबिन व इम्यूनिटी कर्बक पेय

ज्वारों का रस प्रत्येक व्यक्ति चाहे वह बीमार

हो या स्वस्थ- सभी 50 मिलीलीटर या 75 मिलीलीटर तक ले सकते हैं। इसके सेवन से हीमोग्लोबिन की मात्रा तो बढ़ती ही है वहीं जिनकी इम्यूनिटी कमजोर हो उनके लिए भी ये ज्वारे रामबाण से कम नहीं हैं। प्रकृति दिवाली से होली के बाद आने वाले नवरात्रों तक हम सभी को इस अमृत को पीने का सन्देश देती है।

हरी सब्जियां भी उगाएं

सर्दियों में सामान्य रूप से मेथी, पालक, धनिया, मूली, शलगम, मटर, गाजर के अलावा बैंगन, आलू, हरी मिर्च, टमाटर और लहसुन की गमलों या क्यारी में खेती करके तन व मन को स्वस्थ रख सकते हैं वहीं तुलसी को भी गमलों में लगा सकते हैं। यहां तक कि फूल गोभी, ब्रोकली, पत्ता गोभी, गांठ गोभी भी हम घर के गमलों में तैयार कर ताजा सब्जियों का आनन्द ले सकते हैं। फूलों को लगाकर वातावरण खुशबूदार बना सकते हैं।

औषधि व खुशी देने वाले पौधे

औषधीय पौधे हल्दी, अजवायन, मरवा, अदरक के अलावा लेमन ग्रास भी हम लगाकर सेहत की खेती कर सकते हैं। यूं भी किचन गार्डन से हमारा मन प्रसन्न रहता है क्योंकि वह खुद आप के द्वारा की गई मेहनत का प्रशान्त है। यानी मेडिसिन के अलावा एक तरह से मेडिटेशन भी है।