


MINISTRY OF AYUSH COMPILED MEDIA REPORT
19 Dec, 2024 - 20 Dec, 2024

 **Total Mention 26**

 Print	Financial	Mainline	Regional	Periodical
26	6	9	10	1

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Innovative homeopathic treatment for aplastic anemia and cancer	Mumbai	8
2.	The Economic Times	Scientist of Homeopathic Medicine - Dr Arpit Chopra Jain	Mumbai	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 Hindu Business Line	Somatheeram Oiling the wheels of healing	Kochi + 9	15, 16
6.	Bizz Buzz	Ayurveda Congress clinches business worth Rs 1,275 crore	Hyderabad	2
7.	The Times of India	NIS sets Guinness World Record	Chennai	5
8.	The Morning Standard	Fit Bit	Delhi	2
9.	The Morning Standard	Fit Bit	Delhi	2
10.	Deccan Chronicle	NATIONAL INSTITUTE OF SIDDHA SETS RECORD FOR VARMAM THERAPY	Chennai	9
11.	The Echo of India	World Ayurveda Congress clinches business deals worth nearly Rs 1,275cr	Kolkata	8
12.	Free Press Journal	Siddha startups	Mumbai	3
13.	Trinity Mirror	Bajaj Finsery AMC stays bullish on pharma and wellness sectors	Chennai	7
14.	The New Indian Express	ANJANEYASANA CACTUS ARMS	Chennai	2
15.	The Daily Guardian	1.5 crore ABHA cards issued in Haryana under Ayushman Bharat Digital Mission	Chandigarh	13
16.	Reader Digest	A Mouthful of Good Health	National	70, 71, 72, 73, 74, 75
17.	Morning News	Yoga' takes you from health to happiness	Jaipur	4
18.	Virat Vaibhav	Vishv aayurved congress mai huy 1,275 crore rupay ke vyapark saude	Delhi	5
19.	Mathrubhoomi	World Ayurveda Congress compiled Rs 1,275 crores	Kochi	9
20.	Dina Karan	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	15

21.	Dina Malar	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	12
22.	Dina Mani	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	3
23.	The Hindu Tamil	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	3
24.	Daily Thanti	Tambaram National Institute of Siddha heading for Guinness World Record - Intensive Program arrangem...	Chennai	8
25.	Navbharat Times	Itava safari mai aayurvedik davayein khakar kabz door bhaga rahe hai sher	Delhi	16
26.	Naya India	Business deals worth Rs 1,275 crores were made at the World Ayurveda Congress	Delhi	5

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

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

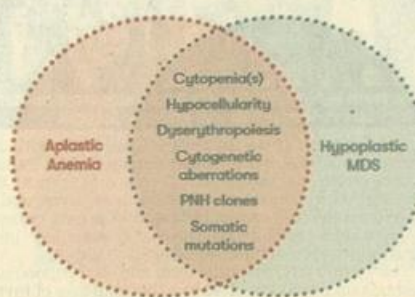


Dr A K Dwivedi met with Honourable President of India Draupadi Murmu, with Member of parliament Shankar Lalwani Indore (M.P.).



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

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 honoured and appointed as official Representative & Ambassador of Homeopathy Medicine for BRICS countries also.

For more details contact:
Dr. Arpit Chopra Jain, ☎ 0731-4977076
aarogyamodernhomeopathy@gmail.com
website: <https://www.aarogyahomeopathyindore.com>



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

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.

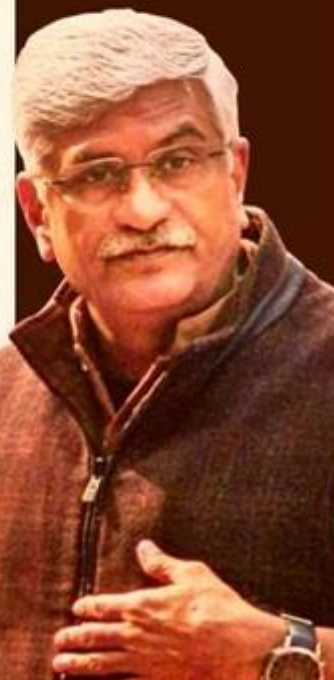
"We need to work towards easing congestion and on addressing the demand supply gap. A good quality hotel in a popular destination can cost \$200-400 per night. The upper middle-class Indian travellers are choosing to go abroad because of this," he said.

"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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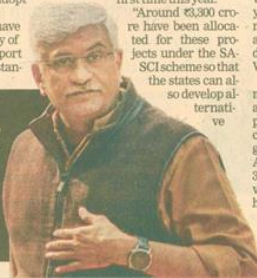
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The Hindu Business Line • 19 Dec • Ministry of Ayush
Somatheeram Oiling the wheels of healing

15, 16 • PG

1700 • Sqcm

272043 • AVE

32.08K • Cir

Middle Left,Top Left

Kochi • Pune • Hyderabad • Bengaluru • Chandigarh • Delhi • Ahmedabad • Kolkata • Mumbai • Chennai



SOMATHEERAM AYURVEDA GROUP

- Entrepreneur Baby Mathew Somatheeram has infused tourism with the healing power of Ayurveda, turning the Somatheeram Ayurveda Group into a leading provider of Ayurvedic treatments

In a stroke of entrepreneurial genius, Baby Mathew Somatheeram merged the ancient wisdom of Ayurveda with modern tourism.

His pioneering efforts have not only transformed Ayurveda into a formidable global brand but also positioned him as a leading advocate for its widespread recognition.

Somatheeram's journey began in 1985 when he established the Somatheeram Ayurveda Group. What started as a small endeavour has blossomed into a major Ayurveda hospital group, offering a serene retreat-like ambience for patients seeking holistic healing. The group's five Ayurveda hospitals, each staffed by experienced doctors and therapists, provide a comprehensive range of Ayurvedic treatments, yoga, and meditation.

From the tranquil shores of Soma Palmshore to the serene backwaters of Soma Birds Lagoon, Somatheeram's network of hospitals and retreats offers a diverse range of experiences. The properties of the Somatheeram Ayurveda Group are located in the beautiful location of Chowara beach, south of Kovalam in Thiruvananthapuram, Kerala. The Somatheeram Research Institute and Ayurveda Hospital, and the Manaltheeram Ayurveda Hospital and Research Centre, are dedicated to advancing Ayurvedic research and clinical practices. AyurSoma Ayurveda Hospital provides a unique blend of Ayurvedic treatments, yoga and meditation.

Baby Mathew eloquently captures the group's core mission: "Our triumphs lie in introducing the world to the magnificence of Ayurvedic treatments." Yet, Somatheeram's impact extends far beyond Ayurveda.

Somatheeram sets a new



standard for eco-conscious tourism. From bio-toilets on houseboats to nurturing bird-watching havens and advocating for organic farming, the group seamlessly blends tourism development with environmental sustainability.

Somatheeram boasts a formidable force of 42 Ayurvedic doctors, over 240 therapists, and 12 yoga masters. Here, nourishing the body reigns supreme. Restaurants offer Dosha-specific, organic and vegetarian meals, meticulously tailored to individual needs by Ayurvedic doctors.

Commitment to excellence

Healing extends to the mind and soul with daily yoga and meditation classes led by expert instructors. Guests go through a transformative journey of rejuvenation, experiencing a harmonious blend of Ayurvedic therapies, personalised diets and herbal medicine.

A dedicated team of doctors and therapists ensures every

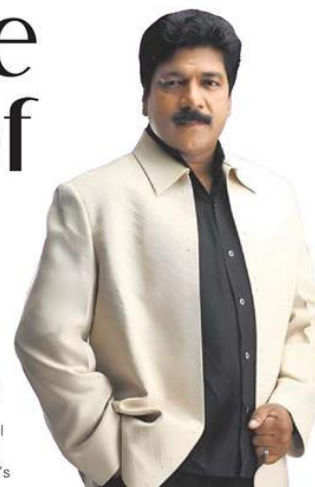
Somatheeram: Oiling the wheels of healing

aspect of the healing process is meticulously managed. This commitment to excellence has garnered Somatheeram numerous accolades, including six 'India's Best Ayurveda Retreat' awards and a place in the Government of India's 'Hall of Fame'. They've received 11 Kerala State's Best Ayurveda Retreat titles and hold prestigious accreditations from organisations like the National Accreditation Board for Hospitals and Healthcare Providers (NABH), Ayur Diamond and Ayurveda SPA Europe.

Baby Mathew's ambitions soar beyond the success of Somatheeram. He envisions Ayurveda and Yoga, India's rich heritage, reaching their full potential. He emphasises the urgent need for comprehensive documentation and global

recognition of this timeless healing system. Serving as the Global Vice President of the World Malayalee Council, he underscores the crucial role governments play in facilitating Ayurveda's international acceptance.

Complementing his transformative role in Ayurveda, Baby Mathew's leadership in the Kerala Travel Mart (KTM) has been pivotal. His contributions propelled the KTM to global recognition, promoting collaborations and highlighting the State's vast tourism potential. The organisation played a crucial role in Kerala's rapid tourism development, with Baby Mathew serving as its unopposed president for three consecutive terms. Currently, he



Baby Mathew Somatheeram
Chairman and Managing Director
Somatheeram Ayurveda Group

remains an active Executive Committee member, steering the society towards sustained growth.

Diverse interests

Beyond tourism, Baby Mathew's influence extends to media and film. As Vice Chairman and Managing Director of Jeevan Satellite Communications Limited, his leadership steered Kochi-based Jeevan TV towards innovation. They charted history by becoming the first Kerala channel to introduce English news bulletins and by featuring transgender news anchors, showcasing a strong commitment to inclusivity and diversity. His involvement extends to documentary production, shaping his interest in filmmaking. This experience, coupled with his association with Jeevan TV, played a key role in his foray into the world of films.

Baby Mathew serves as the current President of the Kerala Television Federation. This leadership role reflects his commitment to the TV industry's

regional interests.

Driven by his environmental advocacy, Baby Mathew's venture into filmmaking has yielded critically acclaimed films. His National Award-winning films 'Black Forest' and 'Priyamanasam' have graced prestigious platforms like the International Film Festival of India. 'Veyilmarangal' received accolades at the Shanghai Film Festival. To date, his production company has produced around 13 films and documentaries, including Indo-Russian, Indo-Australian collaborations, and Adoor Gopalakrishnan's 'Pinneyum'.

"In the last 10 years, Ayurveda has witnessed a significant surge in global popularity. It has emerged as a recognised global brand and healing modality," he says.

Baby Mathew's ambitions are not confined to the success of Somatheeram. He envisions a future where Ayurveda is not just a respected tradition but a thriving medical system. A key component of this vision is the establishment of an Ayurvedic Medical College. He aims to expand the export of Ayurveda-based medicines, cosmetics and food supplements, with manufacturing units already in place.

"Discussions are under way to collaborate with global partners to launch pop-up clinics and promote Ayurveda. Somatheeram will provide technical know-how and training to partners and therapists, if necessary. These clinics will offer limited wellness programmes and therapies, with patients requiring advanced treatments being referred to our facilities in India," he says.

He adds, "Post-COVID, Ayurveda has gained significant traction, especially in addressing long-COVID symptoms."

Baby Mathew's wife, Sarah Baby Mathew, is an engineering graduate actively involved in the Somatheeram business. She also manages a Fab India franchise. Together, with their 10-year-old daughter, Sana Maya Baby Mathew, they present a picture of a harmonious family life. •



Bizz Buzz • 20 Dec • Ministry of Ayush
Ayurveda Congress clinches business worth Rs 1,275 crore

2 • PG

111 • Sqcm

11125 • AVE

N/A • Cir

Bottom Left

Hyderabad

Ayurveda Congress clinches business worth ₹1,275 crore

The flagship biennial conclave of Ayurveda fraternity and allied stakeholders, held recently

DEHRADUN

THE 10th World Ayurveda Congress and Arogya Expo 2024 which concluded here earlier this week clinched business deals worth nearly Rs1,275 crore (\$ 150 million), reflecting an increasing global demand for Ayurvedic medicines and wellness products. The flagship biennial conclave of the Ayurveda fraternity and allied stakeholders, held from December 12-15, broke all previous records in the volume of business achieved as 142 buyers



from 30 countries took part in about 3200 B2B meetings, facilitated by Ayush Export Promotion Council (AYUSHXIL) at the event. "Digital Health: An Ayurveda Perspective" was the focal theme of the event, organised by the World Ayurveda Foundation (WAF) with the support of the Ayush Ministry, the Government of India,

the Government of Uttarakhand, other state governments and leading Ayurveda establishments.

The WAC 2024 was attended by a total of 10,321 delegates, 352 of them from 58 countries, breaking all previous records, a press release from the organisers said. The event, held at the sprawling Parade Ground in Dehradun, featured 172 sessions covering key themes, aimed at making a strategic push to the global outreach of Ayurveda as a mainline wellness option.

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



The Morning Standard • 20 Dec • Ministry of Ayush

Fit Bit

2 • PG

619 • Sqcm

297015 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

SALAMBA SARVANGASANA BENT LEGS

(SHOULDERSTAND POSE BENT LEGS)

This variation of Sarvangasana (Shoulderstand Pose) includes bending the legs slightly at the knee. It helps people get used to inversions and prepares them to undertake other forms of inversions. The bend in the knee shifts some of the body weight on the knees, and due to the centre of gravity getting balanced, people may find it easier to hold this pose. It also acts as a transit pose after performing Sarvangasana. Yoga teachers can incorporate this modification in different kinds of classes, such as Hatha Yoga as part of asana practice and Vinyasa Yoga as part of a sequence, as well as in Hot Yoga.

STEPS

- Start the pose by aligning to Ardha Halasana and stay in this pose for a few breaths.
- Exhale, press your palms into the mat, and slowly raise your lower back off the mat.
- Place your palms behind your lower back while ensuring your elbows dig into the ground, supporting your posture. This position looks like the Half Shoulderstand Pose.
- You can now slowly peel your upper back off the ground, straighten your back perpendicular to the floor, and maintain your weight on your shoulders.
- Now, add a slight bend in the knee, ensuring that your balance is maintained on your shoulders and weight is distributed evenly between your knees and your elbows.
- Try to maintain this pose for at least five breaths, but perform it as per your capacity.
- To release the pose, slowly straighten your legs.
- With the support of your hands gently and with control, place your back on the mat till you are back in Ardha Halasana.
- Slowly, now bring your feet down to

the mat, and align to Savasana.

- Reflect on the impact of the pose. Then, relax and rest.

BENEFITS

- Tones and strengthens shoulders, and corrects sagging shoulders.
- Strengthens neck to avoid relapse of spondylitis and/or stiff neck.
- Tones legs, hamstrings, and calf muscles.
- Athletes, especially runners, can benefit from the practice of the asana.
- Reversed blood flow helps relieve stress in the leg muscles due to running.
- Lifting of the back and balancing the body helps make the back stronger.
- Increased strength and flexibility in the spine help improve nervous system functioning.
- Stimulates the thyroid and parathyroid glands, balancing hormones in both male and female bodies.
- As the flow of blood is reversed, there is increased blood flow to the brain.
- Heart muscles are stretched as the reversed blood flow requires the heart to work harder to pump blood to the extremities.
- Improves digestion and relieves constipation.
- Reversed blood flow helps heal tight varicose veins.
- Additional flow of blood to the brain helps improve eyesight.



LIMITATIONS

- People suffering from severe back pain or spine injury, spondylitis and are under medical treatment for the same, heart problems, less flexibility or control over the body, weak internal organs like the spleen, liver, kidney, or an enlarged thyroid, high blood pressure or migraine, and women during pregnancy and menstruation, throat infection or ear infection, should avoid this.

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

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

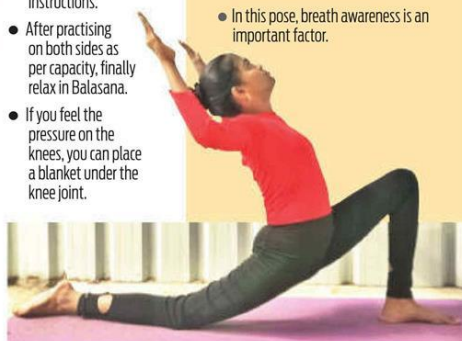
- Start the pose from Adho Mukha Svanasana. Exhale, step your left foot forward keeping it between the hands with the right knee stretched backward till it touches the floor.
- Create a right angle with your left thigh and the floor. You can feel the pressure on their ankles.
- Inhale, raise your arms, 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

Deccan Chronicle • 20 Dec • Ministry of Ayush

NATIONAL INSTITUTE OF SIDDHA SETS RECORD FOR VARMAM THERAPY

9 • PG

176 • Sqcm

310126 • AVE

1.15M • Cir

Bottom Center

Chennai

NATIONAL INSTITUTE OF SIDDHA SETS RECORD FOR VARMAM THERAPY

**DC CORRESPONDENT
CHENNAI:**

The National Institute of Siddha (NIS) achieved a milestone setting a Guinness World Record by simultaneously providing Varmam therapy to 555 individuals at the same time, with 555 Varmanis (Varmam healers) performing the therapy.

The event performed as a part of a larger effort to showcase the global relevance and efficacy of Siddha medicine, particularly Varmam therapy, and to honour India's rich healthcare traditions. The event attended by Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH and Prof. Dr. R. Meenakumari, Director of NIS.

"This Guinness World Record attempt is a message to the world about the efficacy and global relevance of Siddha medicine," said Prof. Dr. R. Meenakumari. "Through this world record attempt, we aim to place Siddha medicine in the global spotlight, inspiring confidence in its therapeutic value." The event integrated traditional healthcare with modern recognition, uniting practitioners,

patients, and enthusiasts under one roof. As the world increasingly turns to Indian traditional therapies like Varmam, Siddha medicine stands as a beacon of holistic and drugless healing methods, Dr. Meenakumari noted.

She said, "This event is a tribute to India's rich healthcare traditions and a step forward in showcasing the power of Siddha medicine on a global platform. Siddha Varmam therapy is a timeless healing tradition rooted in ancient wisdom. It harmonizes the body and mind through precise pressure techniques, revitalizing health naturally."

Varmam therapy, a part of the ancient Siddha system of medicine, plays a significant role in pain management and the treatment of various acute and chronic conditions, especially those related to the brain, nervous system, bones, joints, and muscles. Its therapeutic benefits extend to treating stroke, rheumatoid arthritis, and trauma-related injuries. By stimulating vital energy points on the body, Varmam therapy promotes healing, enhances vitality, and restores balance.

The Echo of India • 20 Dec • Ministry of Ayush

World Ayurveda Congress clinches business deals worth nearly Rs 1,275cr

8 • PG

184 • Sqcm

22072 • AVE

120.06K • Cir

Bottom Right

Kolkata

World Ayurveda Congress clinches business deals worth nearly Rs 1,275cr

DEHRADUN, DEC 19 /--/ The 10th World Ayurveda Congress and Arogya Expo 2024 which concluded here earlier this week clinched business deals worth nearly Rs 1,275 crore (USD 150 million), reflecting an increasing global demand for Ayurvedic medicines and wellness products. The flagship biennial conclave of the Ayurveda fraternity and allied stakeholders, held from December 12-15, broke all previous records in the volume of business achieved as 142 buyers from 30 countries took part in about 3200 B2B meetings, facilitated by Ayush Export Promotion Council (AYUSHEXIL) at the event. "Digital Health: An Ayurveda Perspective" was the focal theme of the event, organised by the World Ayurveda Foundation (WAF) with the support of the Ayush Ministry, the Government of India, the Government of Uttarakhand, other state governments and leading Ayurveda establishments.

The WAC 2024 was

attended by a total of 10,321 delegates, 352 of them from 58 countries, breaking all previous records, a press release from the organisers said. The event, held at the sprawling Parade Ground in Dehradun, featured 172 sessions covering key themes, aimed at making a strategic push to the global outreach of Ayurveda as a mainline wellness option. The International Delegates Assembly of WAC 2024 was attended by delegates from 27 countries, who presented the country status report on Ayurveda.

Also, WAF took the initiative to form an International Association of Associations to give further momentum to the global comeback of Ayurveda.

The event saw the first-ever accreditation for an Ayurveda institute outside India being awarded to Europe Ayurveda Academy Association. The Ayush Chair panel discussion was attended by delegates from Thailand, Mauritius, Latvia and Russia. The Arogya Expo, arranged at a 1 lakh sq

ft area at the venue showcasing products and services from leading Ayurvedic institutions, registered a massive 1.5 lakh footfall, the release said. The Ayush Clinic on the sidelines of the event, where leading medical practitioners provided free service, was visited by over 4,000 people to avail diagnostic consultation.

Other highlights of the four-day meet included Industry Conclave-Invest India, NCIM conclave, traditional healers meet, International Medicinal Plants seminar, international conclaves of veterinary Ayurveda, Vriksha Ayurveda and Ayurveda film festival. The conclave also brought together experts from various domains of science and technology to deliberate on the increasing stake of Ayurveda in creating a holistic and sustainable healthcare ecosystem in a world confronted by grim health and environmental challenges. (PTI)

Free Press Journal • 20 Dec • Ministry of Ayush

Siddha startups

3 • PG

27 • Sqcm

21859 • AVE

251.68K • Cir

Bottom Center

FP School

Mumbai



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.

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.

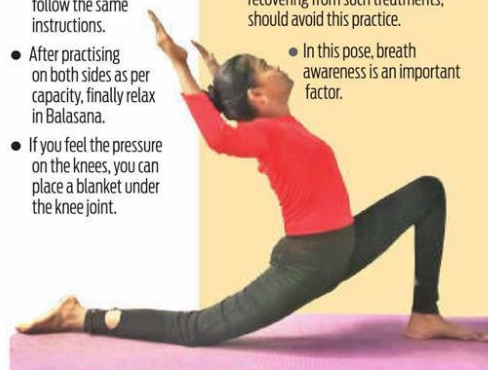
BENEFITS

- 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 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.

Reader Digest • 19 Dec • Ministry of Ayush
A Mouthful of Good Health

70, 71, 72, 73, 74, 75 • PG

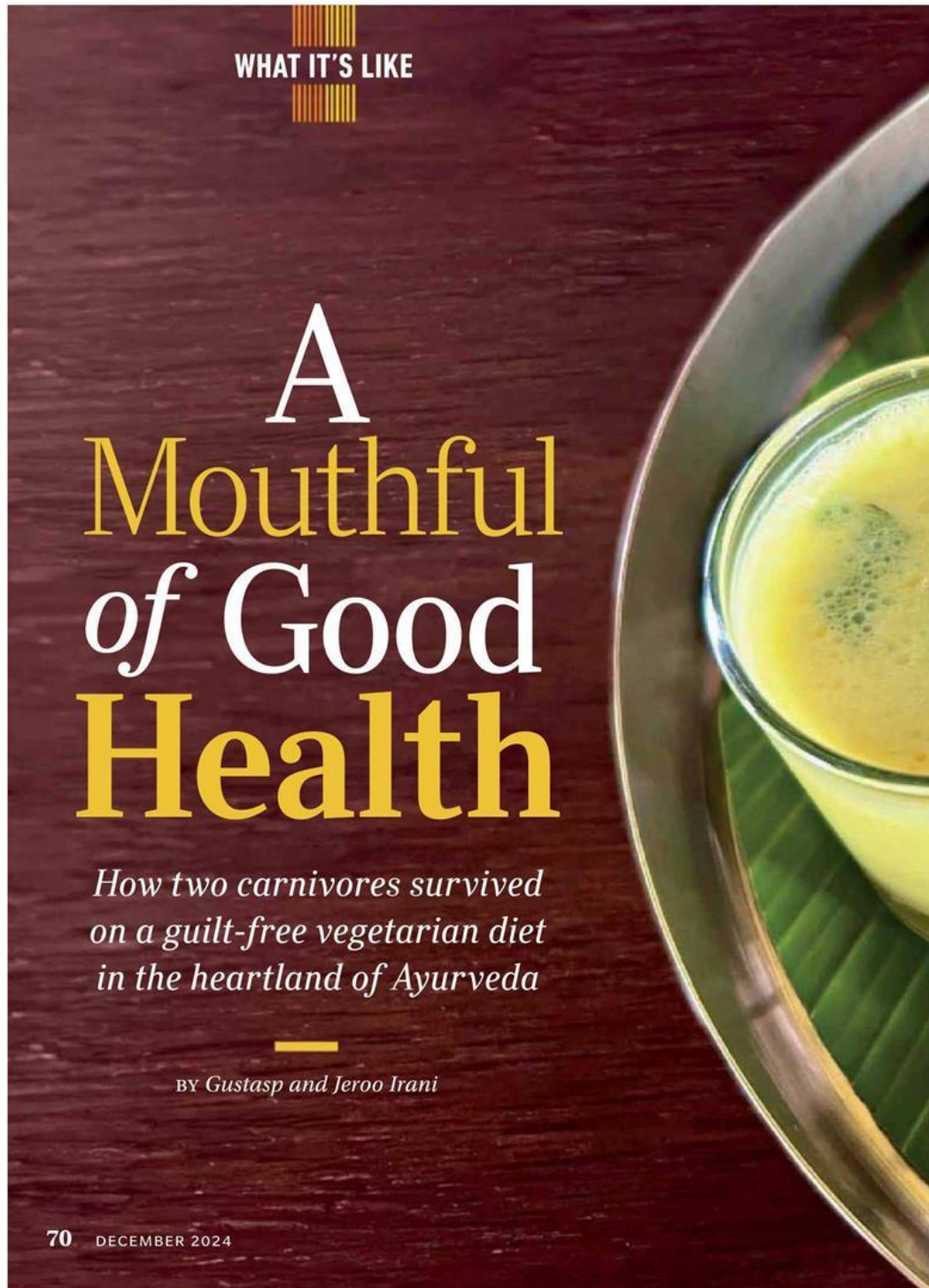
3744 • Sqcm

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! 

Morning News • 20 Dec • Ministry of Ayush
Yoga' takes you from health to happiness

4 • PG

209 • Sqcm

25078 • AVE

188.32K • Cir

Middle Left

Jaipur

स्वास्थ्य से आनंद की ओर ले जाता है 'योग'



■ योगाचार्य ढाकाराम

हम अक्सर यह प्रश्न करते हैं कि योग हमारे जीवन में क्यों और कितना महत्वपूर्ण है? वर्तमान में आम जनमानस में योग के बारे में अनेक भ्रांतियां फैली हैं। इसलिए हम सर्वप्रथम स्पष्ट करना चाहेंगे कि योग का मतलब सिर्फ शरीर को विभिन्न मुद्राओं और आकृतियों में तोड़ना, मरोड़ना मात्र नहीं है।

योग का मतलब परम आनंद है और इसका प्रारंभ योग पथ पर अग्रणी किसी अनुभवी विशेषज्ञ और आचार्य के मार्गदर्शन में विधि विधान से किया जाना चाहिए। हम जीवन में जो भी कार्य करते हैं, सुख, शांति और आनंद के लिए करते हैं। हम यह आनंद दूसरों में ढुंढते हैं, लेकिन यह भी सत्य है कि यह आनंद हमें दूसरा कोई नहीं दे सकता। इसलिए प्रश्न यह उठता है कि सुख, शांति और आनंद कहाँ और कैसे ढूँढा जाए? बस इसी दिशा में हम इस सीरीज में आप पाठकों से आगे संवाद जारी रखेंगे। जब हम स्कूल शिक्षा में

साधारणतया योग की बात करते हैं तो योग का साधारणतया मतलब होता है जोड़ना। एक और एक को जोड़ते हैं तो दो होता है। अगर हम शास्त्रों के अनुसार या आध्यात्म के क्षेत्र में बात करते हैं तो आत्मा का परमात्मा से मिलन ही योग है। आत्मा से परमात्मा का मिलना तो बहुत साधना की बात है पहले हम हमारे शरीर श्वास के साथ तो जुड़ जाए सांस और शरीर के साथ जुड़ने का मतलब है आसन क्रियाएं प्राणायाम और ध्यान करते हुए उसी में समा जाना।

योग के लाभ : योग के शारीरिक, मानसिक और आध्यात्मिक लाभ निम्नलिखित हैं...

शारीरिक : स्वस्थ शरीर, मजबूत मांसपेशियाँ, लचीला शरीर, बेहतर संतुलन, कम तनाव, बेहतर नींद, कम थकान।

मानसिक : कम चिंता, बेहतर ध्यान केंद्रित करने की क्षमता, बेहतर निर्णय लेने की क्षमता, अधिक सकारात्मक सोच, बेहतर आत्मविश्वास।

आध्यात्मिक : आंतरिक शांति, आत्म-ज्ञान, आत्म-साक्षात्कार।

योग की शुरुआत कैसे करें? : यदि आप योग की शुरुआत

करना चाहते हैं तो किसी अनुभवी योग विशेषज्ञ से मार्गदर्शन लें। योग की विभिन्न विधाएं हैं, इसलिए अपने लिए सबसे उपयुक्त विधा का चयन करें। योग आसन और प्राणायाम की शुरुआत में धीरे-धीरे शुरुआत करें और धीरे-धीरे समय बढ़ाएं।

योग की प्रतिबद्धता : योग का लाभ तभी प्राप्त होता है जब आप नियमित रूप से योग करते हैं। इसलिए यह तय करें कि आप प्रतिदिन योग करेंगे। यदि आप प्रतिदिन योग नहीं कर सकते हैं तो भी सप्ताह में कम से कम तीन दिन योग करें।

जैसे खाना खाना जरूरी है उसी प्रकार योग का करना भी अत्यंत अनिवार्य है एक दिन में 24 घंटे होते हैं और एक से डेढ़ घंटा योग में देकर 22 घंटा 30 मिनट सुंदर हो जाते हैं तो हमें लगता है डेढ़ घंटा आपको देना चाहिए ताकि साढ़े 22 घंटे बहुत ही खुशनुमा रहें।

निष्कर्ष : योग एक ऐसी शक्तिशाली विधि है जो आपके जीवन को बदल सकती है। योग के माध्यम से आप शारीरिक, मानसिक और आध्यात्मिक रूप से स्वस्थ हो सकते हैं। इसलिए आज ही योग की शुरुआत करें और अपने जीवन में आनंद का अनुभव करें।

Virat Vaibhav • 20 Dec • Ministry of Ayush

Vishv aayurved congress mai huy 1,275 crore rupay ke vyapark saude

5 • PG

238 • Sqcm

285833 • AVE

625K • Cir

Middle Left,Top Left

Delhi

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

वैभव न्यूज ■ देहतादून

इस सप्ताह की शुरुआत में यहाँ संपन्न हुई 10वीं विश्व आयुर्वेद कांग्रेस और आरोग्य एक्सपो -2024 में लगभग 1,275 करोड़ रुपए के व्यापारिक सौदे हुए जो आयुर्वेदिक दवाओं और स्वास्थ्य उत्पादों की बढ़ती हुई वैश्विक मांग को दर्शाता है।

बाह्र से 15 दिसंबर तक चले आयुर्वेद क्षेत्र और संबद्ध हितधारकों के प्रमुख द्विवार्षिक सम्मेलन के आयोजन ने कारोबार के मामले में पिछले सभी स्क्रॉर्ड तोड़ दिए क्योंकि आयुष निर्यात संवर्धन परिषद (आयुषेक्सिल) द्वारा आयोजित इस सम्मेलन में 30 देशों के 142 खरीददारों ने लगभग 3200 बी2बी बैठकों में हिस्सा लिया।

विश्व आयुर्वेद फाउंडेशन द्वारा केंद्रीय आयुष मंत्रालय, उत्तराखंड सरकार, अन्य राज्य सरकारों और प्रमुख आयुर्वेद प्रतिष्ठानों के सहयोग से आयोजित इस कार्यक्रम का मुख्य विषय डिजिटल स्वास्थ्य, एन आयुर्वेद पर्सपेक्टिव था। आयोजकों



की ओर से यहाँ जारी एक प्रेस विज्ञप्ति में बताया गया है कि सम्मेलन में भागीदारी के पिछले सभी स्क्रॉर्ड टूट गए। सम्मेलन में कुल 10,321 प्रतिनिधियों ने भाग लिया जिनमें से 352 प्रतिनिधि 58 देशों से थे।

देहतादून के विशाल परेड ग्राउंड में आयोजित इस कार्यक्रम में मुख्य विषयों को शामिल करते हुए 172 सत्र आयोजित किए गए जिनका उद्देश्य आयुर्वेद को मुख्य स्वास्थ्य विकल्प के रूप में वैश्विक स्तर पर पहुंचाने के लिए योजनाबद्ध ढंग से

प्रयास करना था। विश्व आयुर्वेद कांग्रेस की अंतरराष्ट्रीय प्रतिनिधि सभा में 27 देशों के प्रतिनिधियों ने भाग लिया जिन्होंने देश में आयुर्वेद की स्थिति पर अपनी रिपोर्ट प्रस्तुत की। साथ ही, फाउंडेशन ने आयुर्वेद की वैश्विक वापसी को और गति देने के लिए अंतरराष्ट्रीय संघ बनाने की पहल की। इस कार्यक्रम में भारत के बाहर किसी आयुर्वेद संस्थान के लिए पहली बार यूरोप आयुर्वेद अकादमी एसोसिएशन को मान्यता प्रदान की गई। आयुष चेयर पैनल चर्चा में

थाईलैंड, मॉरीशस, लातविया और रूस के प्रतिनिधियों ने भाग लिया। एक लाख वर्ग फुट क्षेत्र में आयोजित आरोग्य एक्सपो में प्रमुख आयुर्वेदिक संस्थानों के उत्पादों और सेवाओं को प्रदर्शित किया गया जिसमें लगभग डेढ़ लाख लोगों ने भाग लिया।

इस कार्यक्रम के दौरान आयुष क्लिनिक में प्रमुख चिकित्सकों ने 4,000 से अधिक लोगों को नैदानिक परामर्श प्रदान किया। चार दिवसीय बैठक के अन्य मुख्य आकर्षणों में उद्योग सम्मेलन, पारंपरिक चिकित्सकों की बैठक, अंतरराष्ट्रीय औषधीय पौधों की संगोष्ठी, पशु चिकित्सा आयुर्वेद का अंतरराष्ट्रीय सम्मेलन, वृक्ष आयुर्वेद और आयुर्वेद फिल्म महोत्सव शामिल थे। इस सम्मेलन में विज्ञान एवं प्रौद्योगिकी के विभिन्न क्षेत्रों के विशेषज्ञ भी एकत्रित हुए जिन्होंने गंभीर स्वास्थ्य और पर्यावरणीय चुनौतियों से जुड़ी दुनिया में एक समग्र और स्थाई स्वास्थ्य सेवा पारिस्थितिकी तंत्र बनाने में आयुर्वेद की बढ़ती हिस्सेदारी पर विचार-विमर्श किया।

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. கபகர 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



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 வர்ம 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 வர்ம சிகிச்சை அளித்து

தேசிய சித்த மருத்துவமனை கின்னஸ் சாதனை

■ சென்னை

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

சித்த மருத்துவத்தின் வர்ம 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 (வர்ம சிகிச்சை நிபுணர்கள்) கொண்டு 555 பேருக்கு தற்காப்பு வர்ம 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 மீனாகுமாரி ஆர்.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, வர்மம், தொக்கனம் போன்றவை அதன் மகத்துவத்தையும், தொன்மையையும் பறை சாற்றுகின்றன. சித்த மருத்துவத்தில் உடனடித் தீர்வாக பயன்படுத்தப்பட்ட ஓர் அற்புதமான மருத்துவ முறை

தான் வர்மம்.

வர்மக்கலை 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, வர்மம் பெரிதும் பயன்படுத்தப்பட்டு வருகிறது. இந்தியாவின் தென் கோடியில் உள்ள ஒரு சில இடங்களில் மட்டுமே பழக்கத்தில் உள்ள இந்த வர்ம 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।

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।