

MINISTRY OF AYUSH COMPILED MEDIA REPORT
20 Dec, 2024

 **Total Mention 21**

 Print	Financial	Mainline	Regional	Periodical
9	1	6	2	N/A

 Online
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12


 Print

No	Newspaper	Headline	Edition	Pg
1.	Bizz Buzz	Ayurveda Congress clinches business worth Rs 1,275 crore	Hyderabad	2
2.	The Morning Standard	Fit Bit	Delhi	2
3.	Deccan Chronicle	NATIONAL INSTITUTE OF SIDDHA SETS RECORD FOR VARMAM THERAPY	Chennai	9
4.	The New Indian Express	BETEL LEAVES, A NATURAL REMEDY	Chennai	13
5.	The Echo of India	World Ayurveda Congress clinches business deals worth nearly Rs 1,275cr	Kolkata	8
6.	Free Press Journal	Siddha startups	Mumbai	3
7.	The Statesman	Reiki: The art of self-applied touch	Delhi	11
8.	Morning News	Yoga' takes you from health to happiness	Jaipur	4
9.	Virat Vaibhav	Vishv aayurved congress mai huy 1,275 crore rupay ke vyapark saude	Delhi	5

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 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

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 New Indian Express • 20 Dec • Ministry of Ayush

BETEL LEAVES, A NATURAL REMEDY

13 • PG

824 • Sqcm

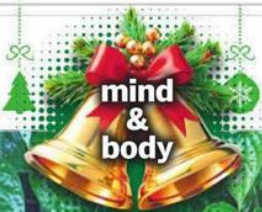
823901 • AVE

246.4K • Cir

Top Center

Indulge

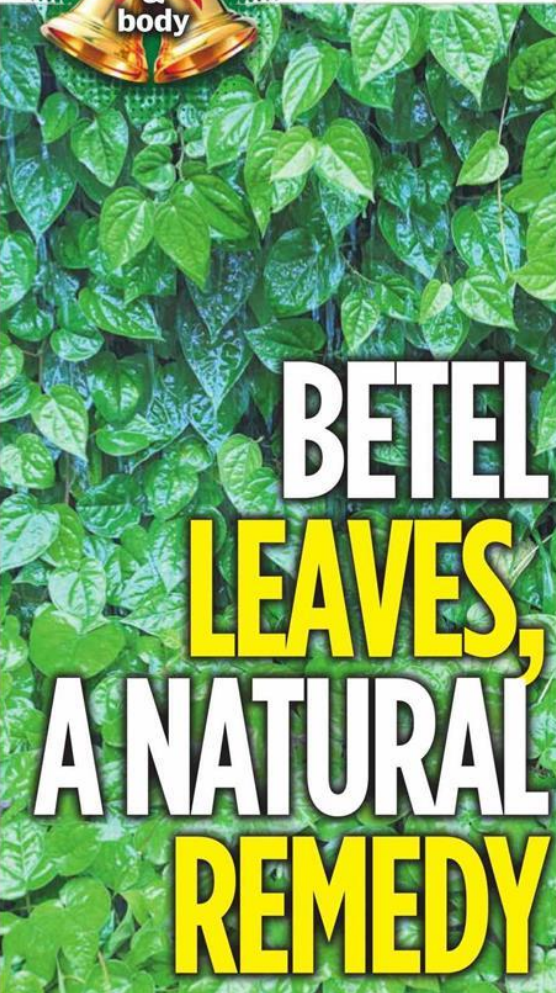
Chennai



mind & body

wellness/week ahead

INDULGE
THE NEW INDIAN EXPRESS
FRIDAY, DECEMBER 20, 2024 | CHENNAI



BETEL LEAVES, A NATURAL REMEDY

From supporting heart health to enhancing digestion, discover how these humble leaves can improve your well-being

BETEL LEAVES, COMMONLY as known as *paan ka patta*, are a staple in Indian culture and traditions. From being offered after meals to being used in religious rituals, betel leaves hold a special place. Traditionally, they are combined with additives like *kattha* (catechu), *chuna* (slaked lime), and *supari* (areca nut), which unfortunately make it unhealthy when consumed regularly. However, betel leaves on their own have incredible health benefits and medicinal properties that often go unnoticed. Betel leaves contain essential oils and powerful chemical components like betel oil, chavicol, betelphenol, eugenol, terpene, and camphene. These compounds contribute to its wide range of health benefits, making betel leaves a natural remedy for many ailments. Let's look at certain benefits of these mighty leaves:

- The compound eugenol in betel leaves is known to block the synthesis of cholesterol in the liver and reduce its absorption in the intestines, which can help manage cholesterol levels, reducing the risk of heart problems.
- Not many know, but betel leaves contain aromatic phenolic compounds that act as catecholamine stimulators. These hormones play a vital role in reducing symptoms of depression and anxiety, helping to lift your mood naturally.
- Betel leaves possess antihistamine and anti-inflammatory properties, making them beneficial for people with asthma or seasonal allergies. Consuming betel leaf juice or simply chewing the leaves can provide relief from respiratory discomfort.
- The polyphenols, especially chavicol, present in betel leaves provide strong antiseptic properties. They protect the body from germs and prevent infections. Chewing betel leaves or consuming their powder works wonders for digestion and helps relieve constipation.
- They have excellent antifungal properties. Applying a paste of fresh betel leaves directly to a fungal infection or any affected area can kill fungal infections and provide instant relief.
- It has strong antioxidant properties that help combat oxidative stress caused by uncontrolled blood sugar levels. Consuming betel leaf powder with *amla* juice or aloe vera juice helps regulate blood glucose and reduce inflammation in the body.
- Betel leaves are rich in vitamin C, which helps reduce hair fall, promote hair growth, and prevent premature greying of hair. You can prepare a hair mask using betel leaf and hibiscus leaf paste for stronger and shinier hair.

To get the benefit, we can chew one plain betel leaf after a meal, which aids digestion, relieves constipation, or manages cholesterol; take half to one tsp of betel leaf powder before meals for better glucose control; and apply a paste directly to affected areas for instant relief. While betel leaves offer numerous health benefits, it's important to observe how your body reacts. If you don't feel good after consuming or applying betel leaves, it may not suit your body. Always start with small amounts and monitor its effects. Unlike the traditional *paan* with additives, consuming fresh betel leaves or using their paste and powder can significantly improve overall health, but stay mindful and don't overdo it.



HEALTHY LIVING
DEEPIKA RATHOD
Chief Nutrition Officer, Luke Coutinho Holistic Healing Systems. The writer is a clinical nutritionist with a focus on healthy lifestyle choices.

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.

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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



The Statesman • 20 Dec • Ministry of Ayush
Reiki: The art of self-applied touch

11 • PG

1037 • Sqcm

186666 • AVE

225K • Cir

Top Left

Delhi

Reiki: The art of self-applied touch

SOMNATH PAL

Reiki, a holistic practice, fosters a stress-free lifestyle, balanced energy and overall well-being through the art of self-applied touch. An alternative treatment method, Reiki has garnered attention for its holistic approach to improving various aspects of life. People have been practicing this gentle yet powerful energy healing method for centuries.

Reiki is a Japanese healing process that promotes spiritual healing treatment. Mikao Usui introduced it as a holistic approach to balancing the body and mind. Reiki comes from the Japanese words "Rei" (meaning universal) and "Ki" (meaning life force or energy). It serves as a self-care ritual, focusing on the alignment of the body's energy centres, known as chakras. These spinning wheels of energy, when balanced, are believed to play a vital role in maintaining the proper functioning of the mind, organs and overall health.

THERE ARE SEVEN MAIN CHAKRAS:

1. Root chakra (base of the spine, tailbone area)
2. Sacral chakra (lower abdomen, below the navel)
3. Solar Plexus chakra (upper abdomen, stomach area)
4. Heart chakra (centre of the chest)
5. Throat chakra (located in throat)
6. Third eye chakra (forehead, between the eyebrows)
7. Crown chakra (top of the head)

Each of the seven chakras has unique benefits and influences specific aspects of physical and mental well-being.

Experts claim that this energy-based therapy can positively impact health, career, relationships and even financial well-being. The practice of Reiki, which originated in Japan, focuses on the

transfer of universal life energy through the hands of a practitioner to a recipient and is often referred to as "touch therapy" because of this physical interaction.

However, Reiki's benefits extend beyond direct contact. Practitioners also perform "distance therapy", where the healing energy is transmitted without the need for physical touch, making Reiki a versatile treatment method. Experts suggest that Reiki is effective not only for humans but may also benefit animals and even trees, reflecting its deep, nature-inspired roots.

Experts highlight Reiki's potential in addressing both mental and physical well-being. In a groundbreaking revelation, wellness experts have affirmed the transformative benefits of Reiki, an ancient energy healing practice, in alleviating a range of both psychological and physical issues. Specialists assert that individuals struggling with daily stressors—ranging from family and relationship conflicts to workplace ten-

sion—can experience significant improvements through this holistic approach.

Practitioners emphasise that Reiki works by channelling energy to promote the body's natural healing processes, thereby restoring balance to mind and body. As interest in holistic and alternative therapies continues to grow, Reiki's role in comprehensive wellness is becoming more widely recognised.

Renowned Reiki practitioner Mitali Bhattacharya elaborated on the practice's profound impact, stating, "Reiki is an invaluable tool that can help manage and relieve everyday mental challenges such as stress, anxiety and depression."

Beyond mental health, Reiki is celebrated for its physical healing effects. Mitali Bhattacharya explained, "Regular Reiki sessions have shown improvements in conditions such as diabetes, high blood pressure, acidity, nausea, kidney issues and joint pain. Many of my clients report a significant sense of well-being and relief from ailments like migraines,

breathing problems, thyroid imbalances and insomnia."

She further emphasised the importance of balancing the body's seven chakras, explaining, "I firmly believe that mental well-being leads to physical fitness. The seven chakras of our body play a crucial role in our overall health, and when these chakras are energised, it creates harmony in both mind and body. This balance can only be achieved through dedicated Reiki practice."

Mitali Bhattacharya concluded by highlighting the need for proper training: "It is essential to complete a structured Reiki course, which typically takes three to six months, to fully benefit from this transformative healing method."

As interest in holistic therapies grows, Reiki's contributions to comprehensive wellness continue to be recognised, solidifying its role as a key player in alternative healing practices.

The writer is a freelance contributor



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।

 Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	विकासखंड स्तरीय स्वास्थ्य शिविर लगा 166 मरीजों का किया इलाज	66.5M
2.	अमर उजाला (Amar ujala)	Ambala News: कुरुक्षेत्र से आए छात्रों ने अंबाला आयुष योगशाला में ध्यान	63.8M
3.	Free Press Journal	MP: 6-Day Internship At Ayurveda-AYUSH Colleges Must For Foreign MBBS Students	6.4M
4.	New Kerala	Must partner with IITs to launch startup opportunities in Siddha: Ayush Secretar...	72K
5.	The Rahnuma Daily	Must partner with IITs to launch startup opportunities in Siddha: Ayush Secretar...	40.1K
6.	Pharmabiz.com	WAC 2024 generated business opportunities exceeding USD 150 million	N/A
7.	Tar Tv	Six-day CME programme for naturopathy and yoga teachers begins at Moodbidri	N/A
8.	Newspoint	MP: 6-Day Internship At Ayurveda-AYUSH Colleges Must For Foreign MBBS Students	N/A
9.	Kannada Prabha	ಹಲಸಿನ ಆರೋಗ್ಯಕ್ಕೆ ಪ್ರಾಮುಖ್ಯ ನೀಡಲು ನಾಗರಾಜ ಬೋಷ್ಕಿ ಸಲಹೆ	N/A
10.	OB News	Must partner with IITs to launch startup opportunities in Siddha: Ayush Secretar...	N/A
11.	The Mobi World	Must partner with IITs to launch startup opportunities in Siddha: Ayush Secretar...	N/A
12.	Awaaz Hindi	सिद्ध में स्टार्टअप के अवसर शुरू करने के लिए आईआईटी के साथ साझेदारी करनी चाहिए: ...	N/A