

MINISTRY OF AYUSH COMPILED MEDIA REPORT 20 Jan, 2025

Total Mention 123

⊞ Print	Financial	Mainline	Regional	Periodical
20	5	9	6	N/A
	•	Online		

103



🖺 Print

No	Newspaper	Headline	Edition	Pg
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2.	Business Standard	Number of schools in Delhi falls, e-buses soars	Chandigarh + 2	7
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15.	Pioneer Hindi	Scientific research on Ayurvedic medicines is a commendable work: Dayashankar Mishra	Delhi	7
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18.	Dainik Bhaskar	Ab chatbot batayega nazdeeki ayushman se sambandh hospital, waha tak pahuchne ka rasta bhi bata dega	Delhi	4
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ET Panache



The Economic Times • 20 Jan • Ministry of Ayush Is a heated workout more effective

15 • PG 242435 • AVE 545 • Sqcm 420.14K • Cir Top Left

Delhi • Bengaluru

Is a heated workout more effective?

Here's what happens to your body during a hot fitness class

hile hot yoga is perhaps the most familiar heated workout, hot Pilates and hot high-intensity interval training classes are also popular.

Those who swear by these workouts claim that turning up the temperature can increase your flexibility, enhance your hearthealth or help you sweat out supposed toxins.

Here's what exercising in the heat really can - and can't - do for you.

Improves your flexibility

Some small studies suggest that applying heat directly to your muscles, such as with a heating pad, can increase your flexibility and range of motion. Stretching in a heated room may have similar effects, though there is limited research in this area.

Your blood vessels expand in the heat, allowing them to deliver more oxygen and blood to your muscles and tendons. This may help loosen your muscles and make you more flexible, said Kelsey Bourbeau, an exercise physiologist at the University of Northern Iowa, US.

Get your heart pumping

Even if you're not working out, just being in a hot environment,





such as a hot tub or a sauna, speeds up your blood flow. Both heat and exercise make your cardiovascular system work harder, Bourbeau said. Those stressors trigger changes that can improve your health, such as strengthening your heart and lowering your blood pressure.

But in one study - which was funded by a non-profit dedicated to promoting yoga's health benefits - adults who did either hot yoga or cooler yoga three times per week for 12 weeks saw similar improvements to their vascular health, suggesting that exercising at either temperature was equally beneficial.

Since you'll also sweat more than usual during heated exercise, the workout may

feel more intense as your body fights to cool itself down. Your heart rate will also probably be higher than usual, but that doesn't necessarily mean that your body used more energy during the workout, said Stacy

nauseated, if you

hot to the touch,

Hunter, an exercise physiologist at Texas If you feel dizzy or State University, US.

Some research sweat excessively suggests that when endurance athletes like runners and cyclists consistently train in you should take the heat, their bodies a break and step start to adjust to the into a cooler area higher temperatures

by sweating more and lowering their heart rates.

They also produce more hemoglobin, a protein that helps shuttle oxygen to the muscles, which can help improve their speed in both hot and temperate environments.

Sweating won't flush out toxins

Some hot workout enthusiasts claim that extra sweat can ferry

toxins out of the body. This is a "popular but misleading belief", Bourbeau said. Your liver, kidneys and spleen process any toxic chemicals you've been exposed to, and while the increase in blood flow during exercise could theoretically help speed the process along, the amount of toxins found in your sweat is negligible.

Take extra precautions

Before you show up to a heated workout class, check exactly how hot the class will be.

The hotter it gets, the more fluids and electrolytes you'll lose. You should pay attention to how you feel in any class.

If you're taking a hot yoga class and feel more flexible than usual, be careful not to overstretch. Pushing yourself

too far can lead to muscle strains. A little bit of tension in the muscle during orifyourskinfeels a stretch can be normal, but if you feel pain or discomfort, that's your body telling you to back away from the pose.

Make sure to show

up to any heated exercise class well hydrated and keep drinking water throughout the workout. If you feel dizzy or nauseated, if you sweat excessively or if your skin feels hot to the touch, you should take a break and step into a cooler area.

"Those are all red flags for heat illness," Bourbeau said.

Give yourself time to adapt and embrace the sweat.

- The New York Times





Business Standard • 20 Jan • Ministry of Ayush Number of schools in Delhi falls, e-buses soars

7 • PG 442 • Sqcm 68451 • AVE 19.8K • Cir **Bottom Left**

Chandigarh • Delhi • Jaipur

Number of schools in Delhi falls, e-buses soars

Amid debates over funding of freebies promised by political parties, INDIVIAL DHASMANA delves into the tangible impact of such schemes already in force

Besides cash transfers for women, the Delhi Assembly elections are being con-tested on the plank of education, health, free rides for women in state-run buses, and other forces, including fee alectric and other factors, including free electricity for households up to a specified threshold.

threshold.

In terms of education, the number of schools in Delhi declined 3.4 per cent to 5.497 during the five-year period ended in 2023-24. Except for schools up to the senior secondary level, all other categories

ior secondary level, all other categories saw a decrease. However, this includes all types of schools, not just those owned by the Delhi government.

Despite this, Delhi recorded a gross enrolment ratio (GER) — the proportion of student enrolment in a specific level of education to the population of the age group most appropriate for that level — of more than 100 per cent for all classes except for XI and XII.

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education. According to the latest Unified District Information System for

District Information System for Education Plus (UDISÉ+) report, the number of available schools in Delhi is significantly lower compared to the num ber of enrolled students, indicating a higher number of students per school.

In terms of health care facilities, the In terms of health care facilities, the number of allopathic hospitals owned by the Delhi government increased to 36 at the end of 2020 from 34 a year earlier, and has remained the same since then. The number of hospitals in other streams, such as homoeopathic and ayurvedic/unani, has remained constant at two aeeb.

ayurvedic/unani, has remained constant at two each.

There has been some misconception about the number of buses under the Delhi Transport Corporation (DTC) on which women are entitled to free rides. The total number of buses in the fleet rose by around 16 per cent during the five-year period ended in 2023-24, following a marginal decline in 2020-21.

Meanwhile, the average number of buses on the road daily increased 6 per cent, despite a fall in the initial years. The number of buses running on fuels other than electricity decreased, but these were more than offset by the introduction of more than offset by the introduction of electric buses in 2022-23.

MORE BUSES ON ROADS

Total buses under Delhi Transport Corporation at the end of the year

2,504	120000000	1,878
1 356	1 200	1 221
1,256	1,256	1,231
2	300	1,250
3,762	3,937	4,359
0	0 3,762	0 3,762 3,937



NUMBER OF HOSPITALS STAGNATES

Allopathic hospitals in Delhi

Total	1,242	1,189	1,161	1,068	1,266	1,266
Others	16	17	20	20	20	20
Private registered nursing homes/voluntary organisations	1,175	1,119	1,091	1,000	1,193	1,193
CGHS	1	1	1	1	2	2
NDMC	2	2	2	2	2	2
MCD	14	14	11	9	13	13
Delhigovt	34	36	36	36	36	36

PRE-PRIMARY SCHOOLS DOWN TO NIL

Number of educational institutions in Delhi

	2019-20	2020-21	2021-22	2022-23	2023-24
Pre-primary schools	22	24	0	0	0
Primary schools (Class I to V)	2,660	2,629	2,594	2,492	2,481
Middle schools (Class VI to VIII)	867	855	826	803	806
Secondary schools (Class IX to X)	359	357	357	367	340
Sr secondary schools (Class XI to XII)	1,783	1,801	1,842	1,826	1,870
Total	5,691	5,666	5,619	5,488	5,497

GROSS ENROLMENT RATIO OF SCHOOLS

A GER greater than 100 per cent might indicate the presence of overage or underage children in a particular level of education

	2019-20	2019-20	2020-21	2020-21	2021-22	2021-22	2022-23	2022-23	2023-24	2023-24
	Delhi	All-India	Delhi	All-India	Delhi	All-India	Delhi	All-India	Delhi	All-India
Primary (class 1 to V)	120.4	102.7	115.9	103.3	116	103.4	106.8	96.2	51(106.8)*	41.5(96.5)*
Upper primary (class VI to VIII)	122.7	89.7	125.1	92.2	130	94.7	118.4	90.2	115	89.5
Secondary (IX to X)	110.3	77.9	116.3	79.8	111.2	79.6	105.9	79.2	91**	66.5**
Higher Secondary (XI to XII)	72.8	51.4	82.1	53.8	94.9	57.6	93.3	56.8		
*Figures outside brackets are for foundati Source: Various reports on Unified District				et represent class i	III to V, ** Class I	X to XII				





Mint • 20 Jan • Ministry of Ayush

Why early-stage consumer brands are foraying abroad

4 • PG 193 • Sqcm 67596 • AVE 125K • Cir Middle Right

Bengaluru • Hyderabad

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

ndia's early-stage consumer brands in the premium segment are eyeing international expansion much ear-lier in their journey this year, target-ing global markets where demand for expensive products outpaces pur-chases back home. Unlike mass-market brands that have

established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packaged goods, and over the counter pharmaceuticals often struggle to find enough takers among price sensitive. consumers in India, pushing them to explore global markets, experts told Mint.

Tego Fit, a Mumbai-based brand selling premium fitness products like yoga mats and activewear at prices starting at tl.999, has begun conducting tests acrossmarketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown tronger traction in certain regions, the US stands out for its potential to scale,"

Anicut Capital, an alternative investment firm based in India, is increas-ingly taking bets on early-stage companies with global aspirations. 'We're doing a lot of India-to-abroadkindofopportunities. That's a trend that we are liking where we make an investment in a very small company, but we think it's of high prospect as a design-led D2C brand with the aspirations of the founder now global," said Ashvin Chadha, managing partner and co-founder of Anicut.

HUL-backed mitraceuticals firm Wellbeing Nutrition, which ventured into UAE last year, is gearing up to enter the US through offline retail stores,



These brands are targeting global markets where demand for expensive products outpaces purchases back ho

founder Avnish Chhabria told Mist. The firm's small team based in New York has helped secure the necessary scientific validation for its products, making the entry smooth, he said.

ntry smooth, he said. Wellbeing Nutrition will invest \$3-4 illion towards international expansion this year, Chhabria said.

Early-stage investment activity in India remained steady at \$3.16 billion in 2024 compared to the previous year, according to data by market intelligence firm Tracxn. While the total size and number of

deals is much lower than 2021-2022 lev-

This year you will see more premium

brands going international.. Beauty and skincare brands, for example, have taken inspiration from global brands in India and are now moving outside," said Chadha.

A bunch of venture capital-backed consumer brands are already present in global markets. The Ayurveda Experience, an Ayurvedic beauty and personal care company backed by Mariwala Family Office's Sharrp Ventures, expanded to the US two years ago, and is now enter-ing Europe, the Middle East, and Southeast Asia.

Content and entertainment startup PocketFM reached the US in late 2022 and the market now accounts for 70% of its overall revenue

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TEGO FIT has begun ANICUT Capital is

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*Consumer startups are gaining access to capital and startups which otherwise you would not imagine would get invested, are also raising their series A and series B. The more capital that will be available, the more founders will take these risks," Archana Jahagirdar, man-

els, the numbers indicate sustained investor interest. Thus, brands are charting global

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Mint • 20 Jan • Ministry of Ayush

Why early stage consumer brands are foraying abroad

5 • PG 2492 • Sqcm 1993391 • AVE 465K • Cir Top Center

Delhi • Ahmedabad • Chandigarh

Why early-stage consumer brands are foraying abroad

High-end products across sectors often struggle to attract price-sensitive Indian consumers

Sowmya Ramasubramanian

MUMBAI/BENGALURU

ndia's early-stage consumer brands in the premium segment are eyeing international expansion much earlier in their journey this year, targeting global markets where demand for expensive products outpaces purchases back home.

Unlike mass-market brands that have established a strong foothold in India, high-end products across sectors like beauty and personal care, food and packagedgoods, and over-the-counter pharmaceuticals often struggle to find enough takers among price-sensitive consumers in India, pushing them to explore global markets, experts told

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GLOBAL PLAY

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Thus, brands are charting global expansions much earlier in their journeys on the back of rising competition among the consumer segment in the quick commerce era with the promise of



Mint • 20 Jan • Ministry of Ayush ABHA ID sign-up sought for all patients

2 • PG 254 • Sqcm 63571 • AVE 45K • Cir Middle Right

Hyderabad

ABHA ID sign-up sought for all patients

Priyanka Sharma

priyanka.sharma@livemint.com NEW DELHI

he National Health Authority (NHA) has asked the National Medical Commission (NMC) to direct all medical colleges and government and private hospitals to register all patients for an Ayushman Bharat Digital Health Account (ABHA ID).

To be sure, hospitals cannot deny treatment to a patient if they do not want an ABHA ID account, as this is entirely voluntary in nature. In addition, digital health data privacy is covered under the Digital Personal Data Protection Act, 2023, the rules for which were notified on 3 January. It will become once it is passed by Parliament.

As part of the plan, NHA has suggested to the medical education regulator that a joint mechanism be explored to review the progress of digitization through ABHA.

The National Health Authority has assured the National Medical Council that it will provide all requisite technical support for the data collection for ABHA ID.



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ABHA health ID

is a 14-digit

number enabling

access to health

records,

prescriptions, and

consultations

ABHA health ID is a 14-digit unique number that allow patients to access their health

consultation details across healthcare pro-

"National Health Authority, the implementing body of ABDM assures all requisite technical

support to the officials engaged in ABHA/ABHA activities in the medical colleges and their attached med-

ical colleges," said Kiran Gopal Vaska, joint secretary, NHA and mission director, records, prescriptions, and | ABDM in a letter to the NMC

> secretary (Prof) Dr B. Srinivas.

> "It is also requested that if a joint mechanism may be built to review the progress of digitization through ABHA, it will be helpful in the

actual implementation," Vaska said.

Currently, there are nearly 700 medical colleges (including both private and government) who have to implement ABHA ID for patients.

'NMC is the regulator. It can keep a close watch on the medical colleges whether they are registering ABHA ID for patients. Has NMC sought any report from the hospitals?" said an official aware of the matter.

Last year, NMC asked hospitals to register ABHA ID for the patients visiting hospitals in the OPD, IPD and emergency in addition to hospital registration. However, it has not been implemented.

The ABHA ID links all healthcare benefits from public health programs meto insurance schemes. Till date. NHA has issued 730 million ABHA ID numbers.

Earlier, Mint reported that Centre had directed the state/ UTs governments to link the health records of the beneficiaries of the different health schemes with ABHA ID to maximize the benefits of the digital health system and enable people to digitally access and share their health records.

Queries sent to the health ministry spokesperson remained unanswered.





The Morning Standard • 20 Jan • Ministry of Ayush VAJRASANA ON TOES

2 • PG 604 • Sqcm 289934 • AVE 300K • Cir Middle Right

Delhi

FITBIT

VAJRASANA ON TOES

(THUNDERBOLT POSE VARIATION ON TOES)

This variation is part of the Yin Yoga sequence. It is an effective stretch that increases flexibility and blood circulation to toes, feet, and lower legs, deeply releasing tension around the soles and stimulating the lower body meridians. This can be practised by those who find balancing the weight over the ankles challenging, It is a warm-up pose to prepare the body for more intense ones.

STEPS

- Sit in Vajrasana (Thunderbolt Pose) and then move to the Table Top Pose.
- Gently tuck your toes in. Take a big breath and see how you feel. Bring the toes, heels, and knees closer.
- If possible, lead forward and with the help of your hands, bring the heels together.
- Take a deep breath in, and while exhaling, slowly push your hips back to sit back on your heels, bringing your body upright.
- Your head, neck, and back must be in one line and sit tall with back straight.
- Bring the hands on the knees, lift the chin slightly, and stay in the pose with your eyes closed for eight breaths.
- If you want to deepen the practice, you can place a block on the heels and sit back on it. Hold for five breaths.
- Release the pose slowly and come back to Chair Tadasana and relax.
- To release, inhale, lower your hands in front of you, lift the hips, slowly release feet to point toes

feet to point toes backward, and with your big toes together and heels apart, exhale, come in Vajrasana.



rounds of stretches and rotations to get more rest.

 It can also be practised by sitting on a chair.

BENEFITS

- Stretches the feet and ankles.
- Helps strengthen the bottom muscles of the feet and toes.
- Keeps feet and toes healthy.
- Practise any time of the day even after having a meal.
- Brings nice and gentle pressure on the knees and toes.
- Good stretch to prevent and treat plantar fasciitis, which may cause heel pain.
- A good pose for hikers, walkers, climbers, teens, kids, working professionals, and sportspersons.
- Provides a remedy for middle-aged people who commonly get leg cramps.
- A suitable pose for pregnant women to soothe swollen feet during pregnancy.
- Stimulates all the meridians of the lower body like the bladder, kidney, stomach, spleen, gallbladder, and liver.
- Helps remove stiffness in the concerned muscles, increasing the blood circulation to the feet.

LIMITATIONS

- People with injuries in the feet and ankles, legs, knees, hips, or have undergone foot, ankle, or knee surgery, should avoid this practice
 - Senior citizens and pregnant women must get the guidance of a yoga expert.

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



The Asian Age • 20 Jan • Ministry of Ayush Hormone Healers

11 • PG 1917 • Sqcm 814787 • AVE 389.96K • Cir Top Left Delhi Age

Delhi





Deccan Chronicle • 20 Jan • Ministry of Ayush HORMONE HEALERS

14 • PG 1824 • Sqcm 1951978 • AVE 1.15M • Cir Top Center Chennai Chronicle

Chennai

Simple exercises can help you strike the right balance to keep your hormones in good health

ROCHELLE CRASTO

Hormonal imbalances—whether it's PCOS (Polycystic Ovary Syndrome), thyroid issues, or those tricky mood swings—can feel like a never-ending battle. Fatigue, weight fluctuations, and irregular cycles can take a toll on daily life. But there's good news! Exercise, particularly when tailored for hormonal health, doesn't have to mean gruelling eym sessions. normonal neatth, doesn't have to mean gruelling gym sessions. Low-impact workouts like yoga, Pilates, walking, and resistance training can help manage symptoms and restore bal-

ULTIMATE HORMONAL HEALER

HEALER

Hormonal health is a complicated puzzle, but exercise plays a key role in putting the pieces together. Exercise helps regulate insulin, reduce stress hormones like cortisol, and boost endorphins—those natural feelgood chemicals we all crave. "Exercise offers a multi-pronged benefit," says Dr. Prachi Sarin Sethi, a Senior Consultant Obstetrician and Gynaecologist at Motherhood Hospitals. "It can help reduce symptoms and even aid in pain relief, but it's essential to consult a doctor before taking any medications or overthe-counter pills to prevent complications." Exercise doesn't have to be extreme to make a big impact. Gentle movement can have an even greater effect on hormonal health.

STRETCH, BREATHE, BALANCE

Yoga is like a warm hug for your hormones. It's calming, it reduces stress (the #1 hormone disruptor), and it helps with flex-ibility and circulation. Poses like Cobra and Bridge Pose stimu-Cobra and Bridge Pose stimu-lates blood flow to your endocrine glands, encouraging them to release hormones in a balanced way. Whether it's a 20-minute ses-sion before work or a relaxing evening flow, yoga has the power to reduce the stress that often worsens hormonal imbalances.

Just breathe, stretch, and let your body do its thing.

If yoga is a cosy blanket, then

body do its thing.

If yoga is a cosy blanket, then Pilates is the perfect, powerful cup of tea. Pilates focuses on core strength, flexibility, and controlled movements—all of which can help regulate hormones. For those dealing with PCOS or hypothyroidism, Pilates is especially helpful for improving insulin sensitivity. What's great about Pilates is that it's not just about building muscle; it's about working your body in a way that feels both challenging and restorative. The gentle movements help to combat the fatigue that often comes with hormonal disorders, allowing you to build strength without pushing yourself too hard.

POWER OF WALKING

Don't underestimate the power of a good walk. Walking may sound basic, but it's one of the best ways to boost your hormonal health without overexertion. A brisk 30-minute walk can lower stress, improve insulin sensitivity, and increase overall well-being. It's free,

it doesn't require a gym mem-bership. Walking outdoors exposes you to sunlight, which helps maintain vitamin D levels a key player in hormonal bal-ance. So, put on your sneakers and take a stroll.

RESISTANCE TRAINING

Resistance training isn't just about bulking up — it's about bulking up — it's about bulking up — it's about bulking muscle and boosting your metabolism. Using light weights, resistance bands, or even your body weight, you can enhance muscle mass and increase your metabolic rate. "Regular exercise is beneficial for those dealing with thyroid issues or sluggish metabolism. A balanced diet and less sugar intake helps in fast recovery, good energy levels and hormonal balance," says Dr SK Vaidya, a dietician and physiotherapist from Mumbai.

STAY HYDRATED

Hydration is also essential.

Water helps improve circulation, energy levels, and overall hormone function.

So, keep that water bottle close. And don't forget the importance of good sleep.
Rest is



body gets to reset and do some much-needed hormone regula-tion.

tion.

Fitness for hormonal health isn't about chasing the latest trends or losing weight fast. It's about creating a sustainable routine that makes you feel better inside and out. Start with what feels good. A 20-minute yoga session? Great. A light Pilates routine? Perfect. A walk after lunch? Absolutely. Consistency is what counts. "If you suffer from hormonal imbalance, it's important to see what you put in your body; the foods that you eat, the workout that you do. It is your body's way of communicating with you," says Sean Fernandes, a fitness expert.

Hormonal health may be complicated, but taking simple steps to care for your body through movement can make a world of difference. "Yoga, resistance training, walking — every little bit helps. Take it slow, there isn't any reason to rush workouts. Fitness for hormonal health





Acupuncture & Heat
Applications: Acupuncture can
help relieve menstrual cramps
by stimulating specific points on
the body, while heat applications (hot water bags or heating
pads) reduce pain by relaxing
muscles and improving blood
circulation.

Herbal Remedies: Incorporating ginger into your diet may help reduce cramping due to its anti-inflammatory properties; though its effectiveness can vary from person to person. Herbs like chamomile and cinnamon may also offer mild relief.

Hormonal Birth Control:
Hormonal Birth Control:
Hormonal birth control pills, patches, or IUDs, regulate the menstrual cycle by adjusting hormone levels. This can reduce cramps. lighten periods, or even stop them in some cases.
Hormonal birth control is also used to manage conditions like endometriosis and PCOS.

Important Consideration: While







The Tribune • 20 Jan • Ministry of Ayush Health Dept plans to relocate critical caremit out of Muktsar

2 • PG Bottom Left 106 • Sqcm 321057 • AVE 893.04K • Cir

Chandigarh

Health Dept plans to relocate critical care unit out of Muktsar

ARCHIT WATTS

MUKTSAR, JANUARY 19

The Health Department's decision to shift the pro-trict headquarters. posed 50-bed critical care unit (CCU) from Muktsar Sidhu said, "The CCU and city to Gidderbaha has not laboratories are to be set up gone down well with the residents. The CCU will be built under the Pradhan as the population of Muktsar Mantri-Ayushman Bharat city is three times that of Gid-Health Infrastructure Mis- derbaha subdivision. I urge sion (PM-ABHIM).

Sham Lal Goyal, Muktsar issue with senior officials. district president of the National Consumer Aware- Medical Officer, Muktsar, ness Group, said, "As per said, "The CCUs are being norms, 13 CCUs are to be built with funds received established at the district headquarters. However, the proposed CCU for Muktsar Director to find suitable land city is being shifted to Gidderbaha, citing lack of space."

Goyal said, "Several plots belonging to the state government were vacant in Muktsar city along the Kotkapura road, Tibbi Sahib road and Bathinda

road. If the government transfers the land from one department to the other, the CCU can be built at the dis-

BJP leader Rahul Singh by the Centre. This health facility should not be shifted the local MLA to raise the

Dr Jagdeep Chawla, Chief from the Centre. Recently, we got a letter from the Health for the CCU. As we don't have vacant land available at civil hospitals in Muktsar and Malout, we have recommended the name of Gidderbaha Civil Hospital. Once built, this CCU will be used for isolation of patients in critical condition."





The New Indian Express • 20 Jan • Ministry of Ayush VAJRASANA ON TOES

2 • PG 727 • Sqcm 959078 • AVE 246.4K • Cir Top Center

Chennai



VAJRASANA ON TOES

(THUNDERBOLT POSE VARIATION ON TOES)

This variation is part of Yin Yoga sequence. It is an effective stretch that increases flexibility and blood circulation to toes, feet and lower legs, deeply releasing tension around the soles and stimulates the lower body meridians. This can be done by those who find balancing the weight over the ankles challenging. It is a warm-up pose to prepare the body for more intense ones.

STEPS

- Sit in Vajrasana (Thunderbolt Pose) and then start by coming to all fours, Table Top Pose
- Gently tuck your toes in. Take a big breath and see how you feel.
- Bring the toes, heels, and knees closer and together.
- If possible, lead forward and with the help of your hands bring the heels together.
- Take a big breath in, and while exhaling, slowly push your hips back to sit back on your heels, bringing your body upright.
- Your head, neck, and back must be in one line and sit tall with the back straight.
- Bring the hands on the knees, lift the chin slightly up and stay in the pose with your eyes closed for about 5-8 breaths.
- If you want to deepen the practice, you can place a block on the heels and sit back on it. Hold for 3-5 breaths.
- Release the pose slowly and come back to Chair Tadasana and relax.
- To release, inhale, lower your hands in front of you, lift the hips up, slowly release feet to point toes backward, and with your big toes together and heels apart, exhale, come in Vajrasana. Relax.



 Extend your legs one by one in front and follow a few rounds of stretches and rotations to get more rest.

 It can also be practised by sitting on a

BENEFITS

- Stretches the feet and ankles.
- Helps strengthen the bottom muscles of the feet and toes
- Keeps feet and toes healthy.
- Practise any time of the day (especially feel tired), even after having a meal.
- Brings a nice and gentle pressure in the knees and toes
- Good stretch to prevent and treat plantar fasciitis, which may cause heel pain.
- A wonderful pose for the hikers, walkers, climbers, teens, kids, working professionals, sportspersons.
- Remedy for especially the middle-aged people who commonly get leg cramps.
- A more suitable pose for pregnant ladies to soothe swollen feet during pregnancy.
- Stimulates all the meridians of the lower body-the bladder, kidney, stomach, spleen, gallbladder, and liver.
- Helps remove stiffness in the concerned muscles, increasing the blood circulation to the feet.

LIMITATIONS

- Students who have injuries in the feet and ankles, legs, knees, hips, or undergone foot, ankle, or knee surgery, should avoid this practice.
- Senior citizens and pregnant women must get the guidance of a yoga expert.







The Pioneer • 20 Jan • Ministry of Ayush OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES

11 • PG 359 • Sqcm 1023980 • AVE 634.42K • Cir Bottom Right

Delhi

OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES

By Dr APOORVA SHRIVASTAVA

In today's world, sedentary lifestyles have become increasingly prevalent, driven by technological advancements, desk-based jobs, and reduced physical activity. While these changes have brought convenience, they have also contributed to a surge in health problems such as obesity, cardiovascular disease, diabetes, and musculoskeletal disorders. Addressing these challenges requires a multifaceted approach, and one highly effective solution lies in accessible, high-quality active physiotherapy.

THE SEDENTARY EPIDEMIC: Prolonged sitting and limited movement are now recognised as significant health risks. Studies show that sitting for more than eight hours a day without regular physical activity increases the risk of premature death by up to 20%. Additionally, sedentary behavior often leads to muscle weakness, joint stiffness, and poor posture, which can result in chronic pain and reduced mobility.

These issues are not limited to adults. Children and teenagers, too, are increasingly falling victim to inactivity, with screen time often replacing outdoor play. This highlights the urgent need for interventions that promote movement and physical well-being across all age groups.

THE ROLE OF ACTIVE PHYSIOTHERAPY:

Active physiotherapy stands out as a powerful tool in combating the ill effects of sedentary lifestyles. Unlike passive treatments that involve modalities like heat, ice, or electrical stimulation, active physiotherapy emphasises patient involvement through therapeutic exercises, stretching, and strengthening routines. This approach not only alleviates pain and restores function but also empowers individuals to take charge of their health.

High-quality active physiotherapy programs focus on personalised care. A thorough assessment identifies specific issues, such as tight hamstrings, weak







core muscles, or joint misalignment, and targets them with tailored exercises. This individualised approach ensures faster recovery and long-term benefits. Moreover, active physiotherapy can improve cardiovascular health, enhance muscle tone, and boost mental wellbeing. Regular movement releases endorphins, reducing stress and anxiety—common side effects of sedentary lifestyles.

ACCESSIBILITY: BRIDGING THE GAP: Active physiotherapy, despite its effectiveness, often remains inaccessible due to factors like cost, geographic constraints, and a lack of awareness. Bridging these gaps requires targeted strategies to make this essential service more widely available. Expanding telephysiotherapy platforms can allow individuals to access guided active rehabilitation programs from their homes, breaking location barriers. Establishing affordable physiotherapy clinics in underserved areas can further ensure inclusivity.

A PATH TO HEALTHIER LIVES: The challenges posed by sedentary lifestyles are undeniable, but they are not insurmountable. Active physiotherapy provides an evidence-based, patient-centered approach to restoring health and preventing future issues. By making high-quality physiotherapy accessible to all, society can take a significant step toward combating the epidemic of inactivity and fostering a culture of movement and vitality.

— The author is CEO & Founder, Resolve360





The Pioneer • 20 Jan • Ministry of Ayush Insurance industry pivotal, says GIC Chairman

10 • PG 259 • Sqcm 739084 • AVE 634.42K • Cir Middle Right

Delhi • Chandigarh

Insurance industry pivotal, says GIC Chairman



PIONEER NEWS SERVICE NEW

The insurance industry, which safeguards millions of lives and businesses, often faces unwarranted criticism fueled by isolated grievances and sensationalism. Despite these perceptions, its contributions are pivotal. In FY 23-24 alone, the industry settled claims worth Rs 1.72 lakh crore, including Rs 80,000 crore for health insurance, with a claim settlement ratio exceeding 80 percent.

In this regard, Tapan Singhel, Chairman, General Insurance Council and MD & CEO, Bajaj Allianz General Insurance, said that, as per the IRDAI annual report, last year, the General Insurance industry settled crores of claims worth Rs 1.72 lakh crore, out of which it paid more than Rs 80,000 crore towards health insurance.

"Yet those who benefit rarely make the news. On the flip side, isolated grievances and odd bad experiences become the face of the industry. Social safety nets like Ayushman Bharat, covering 55 crore beneficiaries, and the Pradhan Mantri Fasal Bima Yojana, which disbursed Rs 1.64 lakh crore in claims over eight years, prevent poverty

and support vulnerable populations. Without the insurance industry's support, the scheme would not be in place or effective in states adopting an insurance or hybrid model. Insurance also underpins critical sectors, mitigating financial risks in agriculture, motor, and disaster recovery, ensuring economic

resilience," said Singhel.

Notably, Singhel mentioned the industry boasts an impressively low grievance ratio of 0.003 percent against 2.96 billion policies and actively combats fraud, detecting Rs 1.73 lakh crore in fraudulent claims over five years.

"Contrary to the belief that

insurers generate massive profits, the industry operates at a loss, with a combined ratio of 115 percent, paying Rs 115 for every Rs 100 earned in premiums. earned in premiums. Employing over 6 million people, insurance is a cornerstone of economic growth. While improvements are possible, insurance remains essential for societal progress, demanding constructive engagement rather than destructive criticism. Without it, the and social economic consequences would be dire," added Singhel.



The Daily Guardian • 20 Jan • Ministry of Ayush Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral

4 • PG 177 • Sqcm 17708 • AVE N/A • Cir Bottom Left

Delhi

Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral

TDG NETWORK

CHENNAL

A video clip of the IIT Madras Director V Kamakoti purportedly praising the 'medicinal value' of 'Gomutra', while speaking on protecting indigenous breeds of cows and the significance of switching to organic farming, has gone viral in the social media.

Addressing an event at a Go Samrakshana Sala on the day of Maatu Pongal (January 15, 2025) here, he narrated an anecdote from the life of a sanyasi and said the ascetic, when he had high fever, consumed gomutra and he was cured. The director said, therefore, gomiyam (cow urine/ gomutra) has, "anti-bacterial, anti-fungal, and digestive properties," and it is useful as a medicine for conditions such as the Irritable Bowel Syndrome and batted for consideration of cow urine's "medicinal



value."

He made this remark after underlining the importance of organic farming and the crucial role played by indigenous breeds of cattle in agriculture and the overall economy.

Rationalist outfit Dravidar Kazhagam slammed the Gomutra remark saying it went against the truth and was "shameful".

DMK leader TKS Elangovan hit out at Kamakoti for his remark and alleged that the intention of the central government is to "spoil" education in the country. Thanthai Periyar Dravidar Kazhagam leader K Ramakrishnan said Kamakoti should give proof for his claim or he must tender an apology. "If he does not apologise, we will stage protest against him."

Congress leader Karti P Chidambaram slammed the remark, and said: "Peddling pseudoscience by @ iitmadras Director is most unbecoming @IMAIndiaOrg."



The Hindu • 20 Jan • Ministry of Ayush Bailable arrest warrant issued against Ramdev, aide Balkrishna

5 • PG 101 • Sqcm 76065 • AVE 682.81K • Cir Top Center

Delhi

Bailable arrest warrant issued against Ramdev, aide Balkrishna

A.S. Jayanth KOZHIKODE

A bailable warrant issued by a Palakkad court against yoga practitioner Baba Ramdev, his accomplice Acharya Balkrishna, and Divya Pharmacy, the marketing arm of their Haridwar-based Ayurvedic drug manufacturing company Patanjali Ayurved, is the first such step being intitated against them in Kerala in the misleading advertisement case.

The warrant was issued on January 16. The case against Mr. Ramdev, Mr. Balkrishna, and their company was registered in the court in 2024. Though the court had earlier issued summons to the accused to appear on January 16, they failed to turn up. The case relates to the company carrying misleading advertisements on its healthcare products in the news media in violation of the Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954. The advertisements claimed that the Patanjali products could cure high blood pressure and diabetes.

Similar cases are pending against them in courts in Kozhikode and Haridwar in Uttarakhand as well. However, they have not appeared before the courts as yet.

The case in the Palakkad court is now posted to February I. At least IO cases have been registered against them in Kerala and one in Uttarakhand (Haridwar).





Pioneer Hindi • 20 Jan • Ministry of Ayush

Scientific research on Ayurvedic medicines is a commendable work: Dayashankar Mishra

7 • PG 296245 • AVE 375K • Cir 190 • Sqcm **Bottom Center**

Delhi

आयुर्वेद की औषधियों का वैज्ञानिक ढंग से शोध सराहनीय कार्य: दयाशंकर मिश्र

पायनियर समाचार सेवा। लखनऊ

आयुष राज्यमंत्री (स्वतंत्र प्रभार) डा दयाशंकर मिश्र दयाल ने कहा कि आज के भागदौड़ भरी जीवन शैली में घाव हो जाने पर मनुष्य को जल्दी विना दण्प्रभाव के घाव ठीक होने की जरूरत है। इसमें आयुर्वेद की औषधियों का वैज्ञानिक ढंग से शोध कर जो तकनीक विकसित की गई है वह बहुत ही अधिक सराहनीय कार्य है।

यह बातें आयुष राज्यमंत्री (स्वतंत्र प्रभार) डा दयाशंकर मिश्र दयाल् ने शनिवार को राजकीय आयुर्वेद कालेज टुडियागंज लखनऊ में एक दिवसीय संगोष्ठी कार्यक्रम के प्रबंधन पर संगोष्ठी में चर्चा की। उद्घाटन के अवसर पर कही। दयाल ने कहा कि इस प्रकार के कार्यक्रम में व्रण प्रबंधन पर चर्चा की गई। मुख्य वक्ता के रूप में पदा श्री प्रो मनोरंजन साहु, पूर्व निदेशक के यशस्वी मुख्यमंत्री जी के निर्देशन



दिल्ली एवं प्रो ज्ञान चंद , एंडोक्राइनोलॉजी विभाग, संजय गांधी आयुर्विज्ञान संस्थान, लखनऊ ने व्रण जनहित में प्रयोग आने वाले शोध कार्यों को बढावा देने के लिए प्रदेश अखिल भारतीय आयुर्वेद संस्थान, नई में हमारा आयुष मंत्रालय विभिन्न

शोध कार्यों को करने हेतु अनुदान को विकसित किया गया है। जिससे उपलब्ध करा रहा है। उन्होंने बताया कि आयुर्वेद कालेज लखनऊ में सभी प्रकार के घाव की इलाज की सुविधा उपलब्ध है। संगोष्ठी में प्रो मनोरंजन साह जी ने बताया कि आयुर्वेद में वर्णित औषधियों को आईआईटी बी एच यु के तकनीकी सहयोग से घाव के भरने में प्रयोग की जाने वाली पट्टी

कि मरीज स्वयं से घर पर ही ड्रेसिंग कर सकता है। इससे उसका समय और आर्थिक व्यय भी बचता है। प्रो ज्ञानचंद ने बताया कि आयुर्वेद की औषधियों द्वारा घाव की देखभाल में पीजीआई द्वारा शोध किया गया है जिसके बहत ही उत्साहजनक परिणाम देखने को मिले हैं।



The Hindu Tamil • 20 Jan • Ministry of Ayush IMA's new president Dileep warns against Ayurvedic homeopathy

10 • PG 88 • Sqcm 258610 • AVE 416.52K • Cir Bottom Center

Chennai

ஆயுர்வேத, ஹோமியோபதி மருத்துவர் பற்றி ஐஎம்ஏ புதிய தலைவர் திலிப் எச்சரிக்கை

பெறாடுன்

இந்திய மருத்துவ சங்கத்தின் (ஐஎம்ஏ) புதிய நிர்வாகிகள் பதவியேற்பு விழா உத்தராகண்ட் மாநிலம் டேராடுனில் நேற்று முன்தினம் நடைபெற்றது. இவ்விழாவில், ஐஎம்ஏ புதிய தலைவர் டாக்டர் திலிப் பானுஷாலி பேசியதாவது:

ஆயுர்வேதம், ஹோமியோபதி உள்ளிட்ட பாரம்பரிய மருத்துவ முறைகளில் பயிற்சி பெற்று சிகிச்சை வழங்குபவர்கள் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்யக்கூடாது என உச்ச நீதிமன்றம் ஏற்கெனவே உத்தரவிட்டிருந்தது. இந்நிலையில், பாரம்பரிய மருத்துவ முறையை கையாள்பவர்களில் 80 சதவீதம் பேர் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்து வருகின்றனர். இது ஆபத்தானது ஆகும். ஆயுர்வேதம், ஹோமியோபதி உள்ளிட்ட இதர

ஆயுர்வேதம், ஹோமியோபதி உள்ளிட்ட இதர பாரம்பரிய மருத்துவ முறைகளுக்கு நாங்கள் எதிரானவர்கள் அல்ல. அவர்கள் தங்கள் மருத்துவ முறையை கையாளலாம். ஆனால் நவீன ஆங்கில மருந்துகளை பரிந்துரை செய்ய வேண்டாம் என்றுதான் நாங்கள் கேட்டுக் கொள்கிறோம். இவ்வாறு அவர் தெரிவித்துள்ளார்.





Dainik Bhaskar • 20 Jan • Ministry of Ayush

Ayurvedic sugar powder, Mila metamorphin,Pharma company per Karravai ka Adesh.

5 • PG 258 • Sqcm

116093 • AVE

92.28K • Cir

Middle Center

Delhi

आयुर्वेदिक शुगर पाउडर में मिली मेटफॉरमिन, फार्मा कंपनी पर कार्रवाई के दिए आदेश

भास्कर न्यूज | जयपुर

ऑनलाइन और ई-कॉमर्स कंपनियों पर टाइप-2 डायबिटीज की आयुर्वेदिक दवाइयां बेची जा रही हैं। फार्मा कंपनियों की ओर से इन दवाइयों से शुगर कम होने के दावे किए जा रहे हैं।

डायबिटिक पेशेंट्स बिना डॉक्टर की सलाह के ये दवाइयां ले रहे हैं। इनके साइड इफैक्ट्स के बारे में जानकारी नहीं है। हाल में ऐसा केस सामने आया है, जिसमें एक आयुर्वेदिक शुगर पाउडर में मेटफॉर्मिन पाई गई है। यह एक एलोपैथी मेडिसन है, जो टाइप-2 डायबिटीज पेशेंट्स में शुगर कम करने के लिए दी जाती है। टेस्टिंग रिपोर्ट में इस आयुर्वेदिक दवा में एलोपैथी मेडिसिन पाए जाने के मामले को प्रधानमंत्री कार्यालय ने गंभीरता से लिया है। वेस्ट बंगाल सरकार को इस कंपनी के खिलाफ कार्रवाई के निर्देश दिए हैं। ये निर्देश जयपुर के एंडोक्रोनोलॉजिस्ट और एंडोक्राइन सोसायटी राजस्थान के अध्यक्ष डॉ. शैलेश लोढा की शिकायत पर दिए हैं। शिकायतकर्ता डॉ. लोढा ने बताया कि उनके एक पेशेंट ने शगर कंटोल करने के लिए अमेजन से आयुर्वेदिक शुगर पाउडर खरीदा। यह पाउडर लेने से शुगर कम होने की बात कही। शक होने पर उन्होंने इस पाउडर को लखनऊ की एक ड्रग लैबोट्री में टेस्ट करवाया। इसमें एलोपैथी

मेटफॉर्मिन, पायोलिटाजोन, ग्लिमेपाइराइड का मिश्रण पाया गया। उन्होंने इस पाउडर को दुबारा आईआईटी जम्मू में टेस्ट करवाया।

सैंपल टेस्टिंग में यहां पर पर्याप्त मात्रा में इसी दवा का मिश्रण मिला। आयुर्वेदिक प्रोडक्ट्स में हो रही मिलावट के बारे में उन्होंने प्रधानमंत्री कार्यालय में पत्र लिखा। प्रधानमंत्री कार्यालय ने इसे गंभीरता से लेते हुए आयुष मंत्रालय को इस प्रोडेक्ट का सैंपल टेस्ट करवाने के निर्देश दिए। डॉ. लोढ़ा ने बताया कि उन्हें आयुर्वेदिक दवाओं में एलोपैथी दवाएं मिक्स होने का शक रहता था। जयपुर के एक बड़े व्यवसायी और उनके पेशेंट के कहने पर उन्होंने यह टेस्टिंग करवाई है।



Dainik Bhaskar • 20 Jan • Ministry of Ayush

Ab chatbot batayega nazdeeki ayushman se sambandh hospital, waha tak pahuchne ka rasta bhi bata dega

4 • PG 532 • Sqcm 239390 • AVE 92.28K • Cir Bottom Left

Delhi

भारकर खास • आयुष्मान कार्डधारियों के लिए शुरू होगा चैटबॉट और डिजिटल वॉलेट की सुविधा

अब चैटबॉट बताएगा नजदीकी आयुष्मान से संबद्ध हॉस्पिटल, वहां तक पहुंचने का रास्ता भी बता देगा

वाट्सएप की तरह इस्तेमाल कर सकेंगे आयुष्मान कार्डधारी

दीपक विश्वकर्मा | भोपाल

आयुष्मान भारत योजना के तहत अब लाभार्थियों के लिए एक और महत्वपूर्ण सुविधा मिलने जा रही है। योजना के तहत आयुष्मान इंपैनल्ड अस्पताल आप के आसपास कहां उपलब्ध हैं, किस इलाज के लिए अधिकृत है। वहां तक पहुंचने का नेविगेशन भी चैट बॉट के जिए मिलेगा।

दरअसल, मार्च में यह चैट बॉट लांच करने की तैयारी है। इसे आप वाट्सएप की तरह ही उपयोग कर सकेंगे। जिससे लाभार्थी आसानी से अपने इलाज की जानकारी प्राप्त कर सकेंगे और अपनी उपलब्ध लिमिट की जांच भी कर पाएंगे। आयुष्मान योजना के मुख्य कार्यपालन अधिकारी डॉ. योगेश भरसट ने बताया कि इस चैट बॉट का उद्देश्य योजना के लाभार्थियों को अस्पतालों में जाने से पहले ही सही मार्गदर्शन प्रदान करना है। इसके माध्यम से लाभार्थी न केवल आयुष्मान अस्पतालों तक पहुंचने का सही रास्ता जान सकेंगे, बल्कि यह चैट बॉट उन्हें उनके आयुष्मान कार्ड के तहत बची हुई राशि और अब तक हुए इलाज का विवरण भी देख सकेंगे। आस्क आयुष्मान नामक यह एआई इनेबल्ड चैटबॉट की 24 घंटे सातों दिन उपलब्ध रहेगा।

इस चैटबॉट के माध्यम से लाभार्थी योजना से जुड़ी महत्वपूर्ण जानकारी प्राप्त कर सकेंगे, जैसे योजना के बेनेफिट्स, फीचर्स, ई-कार्ड बनाने की प्रक्रिया और करीबी अस्पतालों का पता लगा सकेंगे।

कैसे काम करेगा चैट बॉट और वॉलेट?

चैट बॉट के जरिए लाभार्थी यह जानकारी पा सकेंगे कि उन्हें किस



के माध्यम से वे यह भी देख सकेंगे

कि उन्होंने अब तक कितने रुपये का इलाज कराया है और कितनी राशि अभी भी उपलब्ध है। यह दोनों सेवाएं आयुष्पान कार्ड धारकों के लिए मोबाइल और कंप्यूटर पर उपलब्ध होंगी, जिससे वे अपने इलाज की स्थिति का ट्रैक रियल-टाइम में कर सकेंगे।

लीकेज को रोकने में मददगार... डिजिटल वॉलेट और वैट बॉट की यह नई पहल आयुष्मान योजना में पारदर्शिता लाने और लीकेज को रोकने में महत्वपूर्ण साबित होगी। इससे लाभार्थियों को उनके हक का पूरा लाभ मिलेगा और किसी भी प्रकार की गड़बड़ी की संभावना भी कम हो जाएगी। सरकार को भी इस प्रणाली के माध्यम से योजना के खर्च पर नजर रखने में सहित्यत होगी।

अपनी भाषा में उपयोग कर सकेंगे

- यह चैटबॉट अंग्रेजी और हिंदी में काम करेगा, जिससे अधिक से अधिक लोग इसे अपनी भाषा में उपयोग कर सकेंगे।
- इसमें टैक्स्ट-टू-स्पीच फीचर भी होगा, जिससे सुनने में कठिनाई रखने वाले लोगों को भी इसका लाभ मिल सकेगा।
- यह चैटबॉट सभी सोशल मीडिया प्लेटफार्म्स पर उपलब्ध होगा, जिससे इसकी पहुंच और भी अधिक बढेगी।



Aaj Ka Anand • 20 Jan • Ministry of Ayush Diabetes Management in Ayurveda: It is important to follow the diet

13 • PG 209 • Sqcm 104436 • AVE 1.21M • Cir Middle Left

Pune





Mumbai Chauffer • 20 Jan • Ministry of Ayush Clinical trial of Amrut Noni Ortho Plus successful

7 • PG

359 • Sqcm

179589 • AVE

510.65K • Cir

Middle Center

Mumbai

अमृत नोनी ऑर्थो प्लसची क्लिनिकल चाचणी यशस्वी

मुंबई - अमृत नोनीने
आपले प्रमुख उत्पादन
असलेल्या अमृत नोनी ऑथों
प्लससाठी मानवी क्लिनिकल
चाचण्यांचा टप्पा यशस्वीरीत्या
पूर्ण केला. औषध
क्लिनिकल चाचण्यांसाठी
केंद्र सरकारने ठरवून
दिलेल्या अत्यंत काटेकोर
मार्गदर्शक तत्त्वांनुसार नालंदा
क्लिनसर्व्हंच्या सहकार्याने
आयोजित या चाचणीतून
ग्राहकांना उच्च-गुणवत्तेसह
प्रभावी उपाय प्रदान करण्याच्या
वचनबद्धतेवर भर देण्यात

आला आहे. अमृत नोनीने आयुर्वेदिक औषधांसाठी



गाठलेला हा टप्पा संधीवाताने ग्रस्त असलेल्यांच्या वेदना व्यवस्थापनासाठी अत्यंत महत्त्वाचा मानला जात आहे. या यशस्वी क्लिनिकल चाचणीनंतर बंगळ्रू येथे प्रॉडक्ट्स लिमिटेडचे व्यवस्थापकीय संचालक डॉ. ए. के. श्रीनिवासमूर्थी म्हणाले की, या उत्पादनातून संधिवातासाठी नावीन्यपूर्ण उपचारांच्या निकडीची गरज

आयोजित पत्रकार परिषदेला

अधोरेखित झाली आहे. यावेळी पत्रकारांशी साधलेल्या संवादात आयुर्वेदिक तज्ज्ञ डॉ. संदीप बेनाकल आणि डॉ. महंतस्वामी हिरेमठ यांनी या या यशस्वी क्लिनिकल चाचणी आणि संशोधनाचे कौतुक केले. पारंपरिक आयुर्वेदिक चिकित्सेची अत्याधुनिक वैज्ञानिक प्रमाणीकरणाची सांगड घालून अमृत नोनी आयुर्वेदिक आरोग्यसेवेत बेंचमार्क स्थापित करत असल्याचे समाधान यातून व्यक्त झाले.





Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	ABP Live	एमपी में अब यूनानी चिकित्सा की पढ़ाई भी हिंदी में होगी, सीएम मोहन यादव का बड़ा ऐ	85.9M
2.	Dainik Bhaskar	आयुर्वेद पांडुलिपियों को सुरक्षित, संरक्षण, डिजिटलाइजेशन, प्रकाशन और शोध कर रहा	66.5M
3.	हिन्दुस्तान(Live Hindustan)	बिहार में खोला जाए राष्ट्रीय स्तर का आयुर्वेद संस्थान: नीमा	64.8M
4.	अमर उजाला (Amar ujala)	Bhopal: CM बोले-आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से बन गया सीएम,	63.8M
5.	अमर उजाला (Amar ujala)	Rishikesh News: विशेष लाभकारी होता है प्रसव पूर्व टेलर्ड योग	63.8M
6.	Navbharat Times - NBT Education	65 में रिटायर होंगे आयुर्वेद चिकित्सक, हिंदी में होगी यूनानी चिकित्सा की पढ़ाई	57.6M
7.	Zee News Hindi	मोहन यादव ने बताया कैसे बने मंत्री से मुख्यमंत्री, आयुर्वेद दवा ने दिखाया जल्दी	31.9M
8.	Dailyhunt	Ayurveda medicines worked very fast for me, I became CM from minister: Mohan Yad	18.6M
9.	MP Breaking News	सीएम डॉ. मोहन यादव ने किया आयुर्वेद पर्व-2025 का शुभारंभ, उज्जैन में अखिल भारतीय	11.3M
10.	Etvbharat	CPSI To Approach Health Ministry To Open Allied Health Councils In Every State A	11.2M
11.	Latestly	India News Ayurveda Medicines Worked Very Fast for Me, I Became CM from M inist	7.8M
12.	The Tribune India	Virendra Singh selected for Para-Olympic Meet	7M
13.	Janta Se Rishta	आम धारणा के विपरीत आयुर्वेदिक दवाओं ने मेरे लिए बहुत तेजी से काम किया: Mohan Yad	3.8M
14.	Janta Se Rishta	राष्ट्रीय आयुष नमूना सर्वेक्षण में केरल के लिए एक ऐतिहासिक उपलब्धि: वीना जॉर्ज	3.8M
15.	Janta Se Rishta	Virendra Singh पैरा-ओलंपिक प्रतियोगिता के लिए चयनित	3.8M
16.	Agniban News	CM मोहन यादव बोले- आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से बन गया सीए	2.4M
17.	BhopalSamachar.com	MADHYA PRADESH NEWS - आयुर्वेद चिकित्सा और शिक्षा के लिए मुख्यमंत्री की घोषणाएं	2.2M
18.	वेबदुनिया	उज्जैन में बनेगा अंतर्राष्ट्रीय वैदिक न्यायालय, यूनानी चिकित्सा को हिंदी में पढ़	1.4M
19.	Deccan Herald	Became CM from minister as I take Ayurvedic medicines: Mohan Yadav	1.14M
20.	Investment Guru India	Healthcare Expectations from Budget 2025: Towards an Inclusive System	312.6K
21.	Today News 24	ICMR and AIIMS collect samples to investigate the extreme hair loss condition in	N/A
22.	Sakshi Khabar	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
23.	Kranti Beej	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
24.	Globalherald.news	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A





25.	Local News11	Ayurveda is the authentic way to live a better life at every stage of life: Chie	N/A
26.	Vande Matram	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
27.	Khas Khabar	आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को किया जा सकता है साकार: मुख्यम	N/A
28.	BharatKi Baat	Mohan Yadav: Ayurveda medicines quickly transformed me from minister to CM.	N/A
29.	Trc News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
30.	Janmorcha	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
31.	अंजनी खबर (Anjani Khabar)	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
32.	Mp Headline	आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को किया जा सकता है साकार: मुख्यम	N/A
33.	Kadwaghut	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
34.	Vishleshan	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
35.	खबर जगत	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
36.	Sarvam News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
37.	Khulasa	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
38.	Dangaltoday	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
39.	Voice Of Rights Hindi News Portal	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
40.	Shree News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
41.	Moomal Art News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
42.	Samay Jagat	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
43.	Statebreaking	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
44.	Ayush India News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
45.	Sattasudhar	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
46.	Satyaexpress	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
47.	Mplive24	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
48.	Rajdhanihulchal	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
49.	Janjaagran	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
50.	Sameera	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
51.	Samachar Pradesh Hindi News Portal	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
52.	Redalertnews.in	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A



53.	Delhi Bulletin	आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को किया जा सकता है साकार: मुख्यम	N/A
54.	Web Akhbar	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
55.	Real India News	आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को किया जा सकता है साकार: मुख्यम	N/A
56.	Udaipur Kiran	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
57.	New India	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद:यादव	N/A
58.	News World Web	उज्जैन में अखिल भारतीय आयुर्वेद संस्थान स्थापित होगा: सीएम मोहन यादव	N/A
59.	Khabardaar	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
60.	Raj Good News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
61.	Adityabharat	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
62.	News Today Mart	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
63.	News Plus 21	तीन दिवसीय आयुर्वेद पर्व 2025 और आरोग्य मेले का शुभारंभ, मुख्यमंत्री ने आयुर्वेद	N/A
64.	Public Sentiment(लोकराग)	मुख्यमंत्री डॉ. यादव की घोषणा: आयुष विभाग में भी 65 वर्ष की जाएगी सेवानिवृत्ति क	N/A
65.	Singrauli Mirror	Mp News: आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वे	N/A
66.	Janpatra News	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
67.	Sarkari Yojana	Free Job Alert 2025: Latest FreeJobAlert with 75,000+ Government Vacancies	N/A
68.	UjjawalPrabhat	CM बोले-आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से बन गया सीएम, आयुर्वेद	N/A
69.	News Wala	Jaipur आयुर्वेद पांडुलिपियों को सुरक्षित, संरक्षित, डिजिटाइज, प्रकाशित और शोध कर	N/A
70.	Rajasthan Express	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
71.	Kadwaghut	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
72.	Delhi News Watch	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
73.	Live Mumbai	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
74.	Babushahi Hindi	Transfers and Postings : केंद्रीय मंत्रालयों में अधिकारियों को मिला अतिरिक्त प्र	N/A
75.	Shekhawati Samachar	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
76.	Nashik 24	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
77.	Rajasthan Journal	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A



78.	Rajasthan News(राजस्थान समाचार)	Jaipur आयुर्वेद पांडुलिपियों को सुरक्षित, संरक्षित, डिजिटाइज, प्रकाशित और शोध कर	N/A
79.	Marudhar Chronicle	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
80.	Jodhpur Reporter	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
81.	Rajasthan Mirror	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
82.	MP News Line	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
83.	Delhi News Now	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
84.	Kanpur Live	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
85.	Evening Times	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
86.	Vande Matram	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
87.	Khas Khabar	शासकीय पंडित खुशीलाल शर्मा आयुर्वेदिक संस्थान में तीन दिवसीय आयुर्वेद पर्व का सी	N/A
88.	Real India News	शासकीय पंडित खुशीलाल शर्मा आयुर्वेदिक संस्थान में तीन दिवसीय आयुर्वेद पर्व का सी	N/A
89.	अंजनी खबर (Anjani Khabar)	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
90.	खबर जगत	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
91.	Shree News	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
92.	Mp Headline	शासकीय पंडित खुशीलाल शर्मा आयुर्वेदिक संस्थान में तीन दिवसीय आयुर्वेद पर्व का सी	N/A
93.	Delhi Bulletin	शासकीय पंडित खुशीलाल शर्मा आयुर्वेदिक संस्थान में तीन दिवसीय आयुर्वेद पर्व का सी	N/A
94.	Web Akhbar	आयुर्वेद की दवाई ने ऐसा असर किया, शिक्षा मंत्री से सीएम बन गया: सीएम मोहन यादव	N/A
95.	Egov Eletsonline	IAS Appointments Across States and Ministries, Check List	N/A
96.	Indian Grapevine	Ms Punya Salila Srivastava gets addl charge as Secretary, Ayush	N/A
97.	Poorvanchalmedia	त्वचा के लिए बेहद फायदेमंद है कच्चे दूध का इस्तेमाल	N/A
98.	Mahendra India News	घर परिवार सूर्य नमस्कार: सूर्य नमस्कार से होगा कमाल, प्रदेश बने स्वस्थ खुशहाल: ह	N/A
99.	होम	Rishikesh AIIMS ने प्रेग्नेंट महिलाओं के लिए शुरू किया टेलर्ड योग, मिलेगी खास सु	N/A
100.	News Track Bhopal	Vedanta"s "Swarna Prashan" healthcare initiative reaches 22,000 Odisha school c	N/A
101.	Khabar Bharat Today	गर्भवती हैं तो उठाइए टेलर्ड योग का लाभ, एम्स के आयुष विभाग में उपलब्ध है योग की	N/A
102.	Pratidin rajdhani	गर्भवती महिलाओं के लिए एम्स में शुरू हुआ टेलर्ड योग	N/A



103. Bharatjan

गर्भवती हैं तो उठाइए टेलर्ड योग का लाभ, एम्स के आयुष विभाग में उपलब्ध है योग की ...

N/A

