


MINISTRY OF AYUSH COMPILED MEDIA REPORT
20 Jan, 2025 – 21 Jan, 2025

 **Total Mention 37**

 Print	Financial	Mainline	Regional	Periodical
37	8	17	12	N/A

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	PM Internship Phase 2: Offers Sought from 220 More Companies	Pune	11
2.	The Economic Times	Is a heated workout more effective	Delhi + 1	15
3.	Business Standard	Number of schools in Delhi falls, e-buses soars	Jaipur + 2	7
4.	Mint	High on hype: Is it still the rise of CBD products in India	Ahmedabad + 5	14
5.	Mint	Women, skip the bro-split and try the flow-split	Delhi	14
6.	Mint	Why early stage consumer brands are foraying abroad	Delhi + 2	5
7.	Mint	ABHA ID sign-up sought for all patients	Hyderabad	2
8.	Mint	Why early-stage consumer brands are foraying abroad	Bengaluru + 1	4
9.	The Times of India	Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses	Chennai	1, 4
10.	The New Indian Express	SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)	Chennai	2
11.	The New Indian Express	SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER	Bengaluru	2
12.	The New Indian Express	VAJRASANA ON TOES	Chennai	2
13.	The Daily Guardian	Yoga to reduce stress and anxiety	Chandigarh + 1	16
14.	The Daily Guardian	Video clip of IIT Madras Director Kamakoti favouring 'Gomutra' goes viral	Delhi	4
15.	The Hindu	Court gives 24-year-old woman death sentence in murder case	Delhi	1
16.	The Hindu	How does welfare politics translate into votes	Hyderabad	4
17.	The Hindu	Bailable arrest warrant issued against Ramdev, aide Balkrishna	Delhi	5
18.	The Pioneer	J-K LG Sinha registers himself for organ donation	Hyderabad	5
19.	The Pioneer	Insurance industry pivotal, says GIC Chairman	Delhi + 1	10
20.	The Pioneer	OVERCOMING THE CHALLENGES OF SEDENTARY LIFESTYLES	Delhi	11
21.	The Morning Standard	Fit Bit	Delhi	2

22.	The Morning Standard	VAJRASANA ON TOES	Delhi	2
23.	Deccan Chronicle	HORMONE HEALERS	Chennai	14
24.	The Asian Age	Hormone Healers	Delhi	11
25.	The Tribune	Health Dept plans to relocate critical caremit out of Muktsar	Chandigarh	2
26.	Kalakaumudi	Kerala achieved historical advantage	Kochi	4
27.	Maharashtra Times	Ayurvedic doctors also have rights	Mumbai	4
28.	Deshabhimani	Ayush treatment: Kerala is above national average	Kochi	5
29.	Navshakti	Anytime Fitness office opened in Mumbai	Mumbai	9
30.	Virat Vaibhav	Ayu ki pretyek awastha mein behtar jivan jine ka pramanik marg hai ayurved: CM Mohan Yadav	Delhi	16
31.	Janayugam	Historical advantage for Kerala	Kochi	12
32.	Mumbai Chaufer	Clinical trial of Amrut Noni Ortho Plus successful	Mumbai	7
33.	The Hindu Tamil	IMA's new president Dileep warns against Ayurvedic homeopathy	Chennai	10
34.	Pioneer Hindi	Scientific research on Ayurvedic medicines is a commendable work: Dayashankar Mishra	Delhi	7
35.	Dainik Bhaskar	Ayurvedic sugar powder, Mila metamorphin,Pharma company per Karravai ka Adesh.	Delhi	5
36.	Dainik Bhaskar	Ab chatbot batayega nazdeeki ayushman se sambandh hospital, waha tak pahuchne ka rasta bhi bata dega	Delhi	4
37.	Aaj Ka Anand	Diabetes Management in Ayurveda: It is important to follow the diet	Pune	13

The Economic Times • 21 Jan • Ministry of Ayush
PM Internship Phase 2: Offers Sought from 220 More Companies

11 • PG

147 • Sqcm

55105 • AVE

102.04K • Cir

Middle Center

Pune

PM Internship Phase 2: Offers Sought from 220 More Companies

Banikinkar Pattanayak

New Delhi: The corporate affairs ministry has sought offers from 220 more companies as it starts work on the second phase of a pilot project on the PM Internship Scheme, said people familiar with the development.

The companies expected to place internship offers include Patanjali Ayurved, Malabar Gold, Welspun Living, Balrampur Chini Mills, JK Paper, LIC Housing Finance, HDFC Ergo General Insurance, Whirlpool and SBI Funds Management, they said.

In the first phase, 280 of the 500 selected companies – including Reliance Industries, Tata Consultancy Services, HDFC Bank, Maruti Suzuki, Larsen & Toubro and Mahindra & Mahindra – had placed a total of 127,000 internship offers, exceeding the initial target of 125,000.

The government had then asked the rest of the 500 companies, selected on the basis of their corporate social responsibility (CSR) spending over three years till 2022-23, to wait for the second phase. Under the first phase, about 85,000 offers have so far been formally extended to eligible candidates and about half of these have already been accepted, with more confirmations likely in coming days, the people told ET.

About 9,000 candidates are already undertaking internships at dozens of large companies since December 2 last year when first batch of them reported for work, they said. As many as 820,000 candidates had applied for the scheme in the first phase. Work under both the phases will continue simultaneously now, as the government intends to expand the scheme to accommodate more candidates from next fiscal.

The ministry has set up a portal through which companies place the offers

and candidates apply for the internship opportunities. Each selected intern will get a monthly allowance of ₹5,000 for one year, on top of a one-time aid of ₹6,000. The government will bear a total of ₹60,000 and individual companies ₹6,000 per year for each intern. Companies are allowed to adjust their expenditure against their CSR spending.

The scheme, announced by finance minister Nirmala Sitharaman in the 2024-25 budget in July, has a broad target of providing internship opportunities to 10 million young Indians in 500 top companies over five years to enhance employability prospects.

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

15 • PG

545 • Sqcm

242435 • AVE

420.14K • Cir

Top Left

ET Panache

Delhi • Bengaluru

Is a heated workout more effective?

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

While 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 heart health 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,



PICS: GETTY IMAGES



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 Hunter, an exercise physiologist at Texas State University, US.

Some research suggests that when endurance athletes like runners and cyclists consistently train in the heat, their bodies start to adjust to the 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 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

142644 • AVE

89.49K • Cir

Bottom Left

Jaipur • Chandigarh • Delhi

Number of schools in Delhi falls, e-buses soars

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

Besides cash transfers for women, the Delhi Assembly elections are being contested on the plank of education, health, free rides for women in state-run buses, and other factors, including free electricity for households up to a specified 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 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 Education Plus (UDISE+) report, the

number of available schools in Delhi is significantly lower compared to the number of enrolled students, indicating a higher number of students per school.

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 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 electric buses in 2022-23.

MORE BUSES ON ROADS

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

	2019-20	2020-21	2021-22	2022-23	2023-24
Non-AC (low floor)	2,505	2,504	2,504	2,381	1,878
AC (low floor)	1,257	1,256	1,256	1,256	1,231
Electric	0	0	2	300	1,250
Total	3,762	3,760	3,762	3,937	4,359

Source: Various Delhi Statistical Hand Books



ILLUSTRATION: AJAY MOHANTY

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 I 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 foundational level (pre-primary class to II) while inside bracket represent class III to V. ** Class IX to XII
Source: Various reports on Unified District Information System for Education Plus (UDISE+)

NUMBER OF HOSPITALS STAGNATES

Allopathic hospitals in Delhi

	2019	2020	2021	2022	2023	2024
Delhi govt	34	36	36	36	36	36
MCD	14	14	11	9	13	13
NDMC	2	2	2	2	2	2
CGHS	1	1	1	1	2	2
Private registered nursing homes/voluntary organisations	1,175	1,119	1,091	1,000	1,193	1,193
Others	16	17	20	20	20	20
Total	1,242	1,189	1,161	1,068	1,266	1,266

MCD: Municipal Corporation of Delhi; NDMC: New Delhi Municipal Corporation; CGHS: Central Government Health Scheme; Source: Various Delhi Statistical Hand Books

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

Source: Various Delhi Statistical Hand Books

Mint • 21 Jan • Ministry of Ayush

High on hype: Is it still the rise of CBD products in India

14 • PG

487 • Sqcm

109494 • AVE

75K • Cir

Middle Left

Ahmedabad • Mumbai • Hyderabad • Kolkata • Delhi • Chandigarh

High on hype: Is it still the rise of CBD products in India?

CBD products may be everywhere in India, but premium pricing and stigma continue to impact their acceptance

Sumitra Nar
loungelivemint.com

Ankit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Bengaluru-based company BOHECO (Bombay Hemp Company) to relieve the pain. He takes the oil only on days when the pain is unbearable or when he hasn't slept well. 31-year-old Bengaluru-based writer Ramesh S. began using a CBD oil in 2019 for restless sleep after seeing it advertised on Instagram. "I found it greatly improved my sleep and I'd wake up feeling rested," he recalls of the initial days. Shah says that he would recommend CBD products to anyone for stress and pain relief and assures that it's not habit-forming. "I only use it on a need-to basis," he says.

Shah and Ramesh are just two examples of consumers in India who are embracing CBD wellness products as a natural alter-

native for managing nagging issues like stress, sleep, and chronic pain. According to a 2021 report by Market Research Future, the Indian CBD Oil market was one of the fastest-growing in the Asia-Pacific region.

"CBD may be used for issues like seizure disorder (epilepsy), anxiety, dystonia, Parkinson's disease, Crohn disease, schizophrenia, diabetes, multiple sclerosis, and post-traumatic stress disorder (PTSD)," explains Dr Manish Pendse, senior consultant physician & diabetologist at Medicovert Hospital, Navi Mumbai. But since consuming them can cause side effects like dry mouth, diarrhoea, drowsiness, fatigue, and liver inflammation and damage, it's highly recommended that they be used only with a prescription or medical guidance, Pendse clarifies.

To trace the rise of CBD products in the country, Uttarakhand was the first state to legalise industrial hemp farming in 2018. In 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of cannabis and derived products—in the form of oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Authority of India (FSSAI) stated that the sale of hemp seeds and related products is stan-



ISTOCKPHOTO

dardised under the Food Safety and Standards Regulations 2011.

MARKET DYNAMICS

"In 2013, when BOHECO was conceived, awareness was minimal, and cannabis-based products were largely stigmatized. Today, there is growing acceptance, even in smaller cities, driven by increased edu-

cation, healthcare integration, and advocacy from companies like ours," says Yash Kotak, co-founder and chief marketing officer, BOHECO. Consumers now understand finer nuances like the difference between CBD (cannabidiol, the chemical substance found in cannabis) and THC (tetrahydrocannabinol, the primary psychoactive component in marijuana).

Kotak observes.

For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical cannabis company, the motivation to start the venture came from his grandmother getting diagnosed with breast cancer. "In India, we give importance to length of life, rather than to quality of life. But, I really wanted my grandmother to enjoy a quality life despite her cancer diagnosis. So, I got special permission and flew in CBD oil from the US. Her quality of life improved greatly—she could manage pain better, her appetite improved and she was less anxious." Today, thanks to media coverage and social media, there may be better awareness of CBD products in urban India but Senegal feels that it's not enough.

"A lot of times, people are just surprised to know that medical cannabis is legal. Then the questions that we usually get are, 'Does it have any side-effects?' 'Will it interact with the medicines I'm already taking?' 'Do I need to stop the medication I'm already taking to try medical cannabis?' and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical prescription. "Yes, the need for a prescription from a doctor does dissuade customers as it can seem like too much trouble. But we highly recommend consulting a doctor

because only a doctor can tell you how to adjust the dosage of your other medication accordingly," says Senegal.

Quality control is an aspect that the brands can't compromise on. "We partner with trusted suppliers, conduct thorough third-party lab tests, and follow strict quality control measures at every stage of sourcing and production," shares Kotak. This translates to higher expenses pushing the price of the products. While premium pricing can be a deterrent to more consumers, the foremost challenges to expand the market, according to Kotak, are "overcoming the lingering stigma around cannabis-based medicines and the limited awareness about CBD's benefits."

Dr Ankit Mule, consultant internal medicine, Wockhardt Hospitals, Mumbai believes that more concrete research needs to be done to understand the effectiveness of using CBD oil for multiple purposes. "Several research studies have shown that CBD usually carries a lower risk of addiction. But most individuals easily get influenced by seeing others and try to order the oil to seek instant relief. These impulsive habits can be harmful," Mule cautions.

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Mint • 21 Jan • Ministry of Ayush
Women, skip the bro-split and try the flow-split

14 • PG

312 • Sqcm

249380 • AVE

465K • Cir

Top Right

Delhi



Women, skip the bro-split and try the flow-split

Exercise plans aligned to menstrual cycles can be effective for women

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Should women switch from the bro-split to the flow-split? An Instagram post I saw recently posed this question using clever gym jargon. A bro-split is a mostly male-driven division of workouts according to muscle groups or the way muscles move. A good example of this is having push-pull-legs or chest day, leg day, back day and so on. A flow-split—working out according to their menstrual cycle—is what a lot of trainers and even gynaecologists are suggesting women should try out these days. Much of this has to do with estrogen levels in the body. “High estrogen levels make it easier for you to approach cardio and HIIT (High Intensity Interval Training) with more enthusiasm. During ovulation, when the body is getting ready to get pregnant, is when you will feel the fittest in your cycle,” says Devika Chopra, who is an obstetrician and gynaecologist based in Mumbai.

Chopra, 40, has been working out for as long as she can remember. She has tried all sorts of workout methods including the bro-split. Over the last few years, she has started advising her patients to exercise according to what she calls “the life-stage of the woman’s body”. An example she uses is how a lot of women, once they hit menopause, develop a waddle-like walk because of

The ovulation phase is a good time to do cardio as estrogen levels are high

a weaker pelvic girdle. “This leads to a protruding stomach, so post 40, remember to train the pelvic muscles along with glutes, upper hamstrings, and core training. The age-group and what hormone is predominant in that part of our life is extremely important to understand how the body reacts.”

Fitness trainer Priyanka Lahiri concurs with a lot of what Chopra says but adds, “I would not change my split unless my goals are changing. Instead—and this is difficult for a lot of my clients—I try to push them even more when they are feeling bogged down by hormonal changes during the period cycle.”

Lahiri says that it is important to target certain activities during phases, but to change things around too much would “add another layer of complication to the already complicated relationship between women and exercising.” Lahiri, instead, is more interested in focusing on the benefits of training. “This is mainly because happy hormones like oxytocin levels increase when you workout. The blood flow increases to all the muscles, and the sense of achievement post working out helps you counter the mood swings that come with a period,” she says.

Some might wonder about the role of testosterone in all this. A Healthline article reviewed by California-based gynaecologist Stacy A. Henigsmann, titled *How to Use Cycle Syncing To Connect With Your Body*, suggests a small spike in testosterone levels around ovulation. There are other factors to consider too such as period pain intensity and sleep quality while determining how much and what kind of workouts one can do. But exercising can make these factors better. “Use the cycle as an advantage rather than as a reason to not workout. Yes, some phases have advantages, so make complete use of that,” says Lahiri.

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 • Chandigarh • Ahmedabad

Why early-stage consumer brands are foraying abroad

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

Mansi Verma &
Sowmya Ramasubramanian

MUMBAI/BENGALURU

India'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 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 ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. 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 nutraceuticals 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 home.

founder Avnish Chhabria told *Mint*. 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.

Wellbeing Nutrition will invest \$3-4 million towards international expansion this year, Chhabria said.

aging partner, Rukam Capital, 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-

higher margins abroad.

"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 entering 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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For an extended version of this story, go to livemint.com

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"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 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

The 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.



The NHA has assured the NMC that it will provide all requisite technical support for the data collection for ABHA ID. **MINT**

ABHA health ID is a 14-digit unique number that allows patients to access their health records, prescriptions, and consultation details across healthcare providers.

National Health Authority, the implementing body of the ABDM, assures all requisite technical support to the officials engaged in ABHA/ABHA activities in the medical colleges and their attached med-

ABHA health ID is a 14-digit number enabling access to health records, prescriptions, and consultations

ical colleges," said Kiran Gopal Vaska, joint secretary, NHA and mission director, 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 implementation," Vaska said.

Currently, there are nearly 700 medical colleges (includ-

ing 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 to 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.

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

Mansi Verma &
Sowmya Ramasubramanian
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India'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 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 ₹1,999, has begun conducting tests across marketplaces in the US, Australia, and UAE to gauge product resonance, its co-founder Krishna Chandak said. "While some products have shown stronger traction in certain regions, the US stands out for its potential to scale," he added.

Anicut Capital, an alternative investment firm based in India, is increasingly taking bets on early-stage companies with global aspirations. "We're doing a lot of India-to-abroad kind of opportunities. 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 Ashwin Chadha, managing partner and co-founder of Anicut.

HUL-backed nutraceuticals 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 home.

founder Avnish Chhabria told *Mint*. 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.

Wellbeing Nutrition will invest \$3-4 million towards international expansion this year, Chhabria said.

aging partner, Itkam Capital, said.

Early-stage investment activity in India remained steady at \$3.6 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-

higher margins abroad.

"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 Marwala Family Office's Sharp Ventures, expanded to the US two years ago, and is now entering 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.

mansi.verma@livemint.com
For an extended version of this story, go to livemint.com

GLOBAL PLAY

TEGO FIT has begun conducting tests across marketplaces in the US, Australia, and UAE

ANICUT Capital is increasingly taking bets on early-stage companies with global aspirations

HUL-backed Wellbeing Nutrition is gearing up to enter the US through offline retail stores

A bunch of venture capital-backed consumer brands is already present in global markets

"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 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

The Times of India • 21 Jan • Ministry of Ayush

Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses

1, 4 • PG

258 • Sqcm

512122 • AVE

1.27M • Cir

Bottom Center, Bottom Right

Chennai

Surge in NEET-UG cut-off marks: More students opt for Indian medicine courses

Pushpa.Narayan
@timesofindia.com

Chennai: Gaining admission to undergraduate courses in Indian medicine and homeopathy was tougher this year as the NEET-UG cut-off — the marks of the last student to enter the course — rose by an average of 100 marks in most categories, and by up to nearly 300 marks in select categories. While all seats in undergraduate courses for unani and siddha across colleges were taken, five in ayurveda and 19 in homeopathy were vacant after nearly five rounds of counselling, officials at the selection committee for Indian medicine said.

The committee admits students to ayurveda, siddha, unani and homeopathy courses based on merit in NEET scores and the rule of reservation. "This year, we saw an increase in students interested in these courses," said committee secretary Dr M Krishnaveni. The top student to join the bachelor's course in siddha medicine had a NEET score of 592/720. The score was 585 for ayurveda, 551 for unani and 547 for homeopathy.

These students weren't exceptions, Krishnaveni said. "The difference in marks wasn't huge."

► Offers galore, P 4

SEAT MATRIX

GOVT COLLEGES	Govt seats	Seats surrendered for AIQ	State quota	Vacant
Siddha	160	24	136	0
Ayurveda	60	9	51	0
Unani	51	8	43	0
Homeopathy	50	8	42	0
SELF FINANCING COLLEGES	Total seats	Management seats	Govt seats	Vacant
Siddha	820	244	576	0
Ayurveda	270	81	189	5
Unani	nil	nil	nil	nil
Homoeopathy	820	244	576	19

'Offers galore for Ayush'

► From, P 1

Krishnaveni said the last candidate to join siddha had a score of 539. "Barring unani, where the cut-off was 433, all others had a cut-off above 500," she said. In 2023, the cut-off for siddha was 423, followed by 412 for ayurveda and 405 for homeopathy. The unani cut-off was 231 in 2023 compared to 433 in 2024. Barring unani, the cut-off for all courses in reserved categories was above 400 this year, while students with scores as low as 120 joined these courses last year.

Experts say the rise in cut-offs was expected as the MBBS cut-offs have increased several-fold over the past few years. In 2024, the cut-off for MBBS in the general category for govt medical colleges was 650, while for self-financing colleges it was above 600. In reserved categories, it was around 470. "Many students who have written NEET-UG several times are tired. They don't want to wait and try another year as it gets tougher with each passing year," said Manickavel Arumugam, who counsels students.

Students and parents agree. "My nephew missed MBBS by two marks. He passed out in 2020 and most of his friends have graduated. We know we can't afford to pay fees in private colleges. So, he decided to join siddha this year," said Rajkumar E, who works for a pharmaceutical company. "Many AYUSH graduates now have offers from clinics, pharma companies and govt," he said.

The New Indian Express • 21 Jan • Ministry of Ayush

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

2 • PG

669 • Sqcm

882626 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners to achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

- Keep a bolster and blocks handy. Place the bolster on the sides of your hips and blocks in front of you. Align the body in Thunderbolt Pose Variation On Toes. Stay for a few breaths here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thighs resting on the bolster. Keep your forearms grounded with the fingers pointing front.
- Grab the blocks and place the wider side on the floor in place of the elbows. Rest your elbows on blocks on the respective side. You could also use a pillow, books, cushion, or bolster to support your elbows.
- Hands must be in L-shape, with your forearms parallel to the floor and palms facing down.
- Stay here for about six breaths or as per your body's comfort. Look front.
- Keep your legs together and toes pointing back. Adjust the bolster and blocks as per comfort.
- Slowly release the pose and come back to Vajrasana Variation On Toes.
- Remove the bolster and relax in Balasana. Finally, relax in Reverse Corpse Pose Head Sideways.

BENEFITS

- Helpful to understand the body.
- Strengthens the knee, ankle, and hip joints, spine, and psoas muscles, activates the core, and improves pelvic stability.
- Encourages the sthira and sukham.
- Releases the tension from the hips, back, neck, and shoulders.
- Alleviates sciatica or mild lower back pain.
- Helps with asthma, cold or other respiratory disorders.
- Suitable practice for seniors.
- Plays an essential role in walking and controlling the hip and knee movement.
- Daily practise can loosen and strengthen TFL muscles.
- Stimulates the Root, Sacral and Solar Plexus Chakras and activates Anahata and Vishuddha Chakras.
- Relieves tension from the fascia.
- Stimulates kidney, bladder meridians, governs the health of urinary, reproductive, and skeletal systems of the body.
- Increases spine flexibility and makes the spinal column stronger.
- Improves the flexibility of hip joints.
- Stimulates the lungs and increases breathing capacity.
- Enhances blood flow to the cells and maintains heart rate.
- Stimulates adrenal and thyroid glands.
- Regulates the secretion of hormones and maintains the endocrine system.

LIMITATIONS

- People who have a spine injury or stiff back should take this asana slow or better yet, avoid.
- Those with neck issues or spondylitis should keep the neck relaxed and look down, keeping the chin close to the chest. In case of discomfort, discontinue the practice.
- Pregnant women should avoid this pose.



By N Elumalai, PhD Scholar (Yoga Science) at

Research Academy of Higher Education & Research, Chennai

The New Indian Express • 21 Jan • Ministry of Ayush SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER

2 • PG

117 • Sqcm

116542 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners to achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

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

The New Indian Express • 20 Jan • Ministry of Ayush

VAJRASANA ON TOES

2 • PG

727 • Sqcm

959078 • AVE

246.4K • Cir

Top Center

Chennai

FITBIT

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 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 (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 the 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.

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

The Daily Guardian • 21 Jan • Ministry of Ayush
Yoga to reduce stress and anxiety

16 • PG

572 • Sqcm

57203 • AVE

N/A • Cir

Bottom Right

Chandigarh • Delhi

Yoga to reduce stress and anxiety

HIMALAYAN SIDDHAA AKSHAR

Yoga, an ancient practice originating from India, has been widely embraced for its numerous physical, mental, and spiritual benefits. Among these benefits, stress reduction stands out as one of the most significant. Stress, if left unchecked, can lead to a host of lifestyle diseases, including hypertension, heart disease, diabetes, and depression. Fortunately, yoga offers a powerful arsenal of breathing techniques and poses that can effectively combat stress and mitigate the risk of these debilitating conditions.

BREATHING TECHNIQUES

1. Pranayama: Pranayama, or breath control, is a fundamental aspect of yoga practice. One of the most widely practiced pranayama techniques is Nadi Shodhana, also known as Alternate Nostril Breathing. This technique involves alternating the breath between the two nostrils, creating a calming effect on the mind and body. By balancing the flow of oxygen, it promotes relaxation, reduces anxiety, and lowers blood pressure.

2. Bhramari Pranayama: Bhramari Pranayama, or the Humming Bee Breath, involves making a humming sound while exhaling. This technique is particularly effective in reducing stress and promoting a sense of tranquility. The vibrations created by humming are believed to stimulate the vagus nerve, which plays a crucial role in regulating the body's stress response.

3. Kapalabhati Pranayama: Kapalabhati Pranayama, or the Skull Shining Breath, is an energizing breathing technique that involves forceful exhalations followed by passive inhalations. This technique is known to improve respiratory function, increase oxygen supply to the brain, and promote a sense of alertness and mental clarity.

HEALING WALK

Lift your arms up keeping them at shoulder width distance. Now, start walking with your arms raised in this position and your hands can be up in the air for 1-3 minutes. Initially this may not be possible as you will have to train



the muscles of your arms and shoulders and strengthen them. Build up to 1-3 minutes gradually by starting with a minute increase and so on until you are physically capable enough with the strength required to hold your arms up for 1-3 minutes straight.

One round practice will require you to perform a minimum of three sets of these walks of minimum 1-3 minutes each.

fold stretches the hamstrings and lower back while also providing a gentle inversion. By allowing the head to hang below the heart, it promotes relaxation and can help alleviate stress, anxiety, and insomnia.

3. Corpse Pose (Savasana): Savasana, or the Corpse Pose, is a restorative pose typically practiced at the end of a yoga session. By lying flat on the back with the eyes closed, it encourages complete relaxation of the body and mind. This pose has been shown to lower cortisol levels, the hormone associated with stress, and promote a sense of calmness and well-being.

The impact of these breathing techniques and yoga poses on stress is profound. By reducing stress levels, they can effectively lower blood pressure, improve cardiovascular health, and enhance glucose metabolism, thereby reducing the risk of hypertension, heart disease, and diabetes. Additionally, the relaxation and mindfulness cultivated through these practices can alleviate symptoms of depression and anxiety, promoting better mental health and overall well-being.

Incorporating yoga into one's daily routine can be a powerful preventive measure against lifestyle diseases. By cultivating a mindful approach to stress management, individuals can not only improve their physical health but also enhance their overall quality of life. As the ancient wisdom of yoga meets modern scientific research, the benefits of these age-old practices continue to be unveiled, offering a holistic path to a healthier and more balanced existence.

The author is the founder of Akshar Yoga Kendra.

YOGA POSES

1. Child's Pose (Balasana): This gentle forward bend is an excellent pose for relaxation and stress relief. By folding the body over the thighs, it helps release tension in the back, shoulders, and neck. The calming effects of this pose can lower blood pressure and promote a sense of tranquility.

2. Standing Forward Bend (Padahasthasana): This forward

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
CHENNAI

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 • 21 Jan • Ministry of Ayush
Court gives 24-year-old woman death sentence in murder case

1 • PG

100 • Sqcm

75136 • AVE

682.81K • Cir

Bottom Left

Delhi

Court gives 24-year-old woman death sentence in murder case

The Hindu Bureau
THIRUVANANTHAPURAM

A local court on Monday sentenced a 24-year-old woman to death for the murder of a youth with whom she was in a relationship. The sentence will have to be confirmed by the Kerala High Court.

S.S. Greeshma was accused of poisoning Sharon Raj with a lethal concoction three years ago, after he refused to end their relationship. Greeshma's family had arranged her wedding with another person. Sharon, a final-year B.Sc. Radiology student, died of multiple organ failure on October 25, 2022, 11 days after consuming paraquat, a herbicide, and an Ayurvedic tonic that Greeshma had given him at her home in Kanniyakumari district.

A.M. Basheer, judge, Additional District and Sessions Court, Neyyattinkara, found Greeshma guilty of murder under Section 302 (murder) of the Indian Penal Code two days ago. The court imposed a fine of ₹2 lakh for the offence. Additionally, she was sentenced to undergo rigorous imprisonment for 10 years with a fine of ₹1 lakh under Section 364 (kidnapping or abducting to murder); five years with a fine of ₹50,000 under Section 328 (causing harm using poison or other harmful substances); and two years under Section 203 (destruction of evidence or providing false information). The sentences will run concurrently.

The Hindu • 21 Jan • Ministry of Ayush
How does welfare politics translate into votes

4 • PG

959 • Sqcm

1045122 • AVE

956.08K • Cir

Top Left

Hyderabad

ABSTRACT

How does welfare politics translate into votes?

When welfare is the new normal, credit monopolisation through branding and centralisation may not necessarily fetch electoral rewards if people struggle to access welfare services

G. Sampath

Kailash, KK (2024), 'The Politics of Welfare: The BJP and the Discerning Voter,' Studies in Indian Politics, 12 (2) 228-250, 2024, Lokniti, Centre for the Study of Developing Societies.

Right from the time of its independence, India has had to contend with extreme inequality and a large population of poor people. While there have been improvements since 1947, the twin challenges of high inequality and widespread indigence remain. This has made social welfare an integral element of electoral politics.

But what is the exact dynamic that determines how welfare initiatives translate into votes, if and when they do? This paper by political scientist K.K. Kailash attempts to answer these questions using voting studies data from the National Election Studies post-poll survey in the 2024 Lok Sabha elections. Kailash's key contention is that voters do not "cast their votes only on whether they received private (welfare) benefits but also consider factors such as their experience and well being while accessing those goods and services." One cannot assume that those who received the benefits will necessarily vote for their benefactor party. What the paper describes as "individual-level processes" – such as how easy or tough it was to access these benefits, and the overall economic well being of the voter – are also factors that influence voter choices.

Background of welfare politics

The paper starts off with an overview of the scholarship on welfare politics in India, grouping them into two broad streams. One set of studies have focussed on the programmatic elements: the design, implementation, delivery, outcomes, etc. The other set has looked at the influence of welfare policies on two related elements: credit attribution and voting behaviour. While the two sets of studies have bridged the gap between politics and public policy, "they do not necessarily talk to each other." This paper brings together the two strands to examine if the experience of accessing welfare matters for vote choices, and in the process, nuances long-standing debates on social service delivery and its relation to vote choice.

Before coming to the electoral impact of what has come to be described, sometimes derisively, as 'revdi politics', it might be useful consider how welfare politics has evolved in India.

Initially, the imperative to address socio-economic inequality drove the conception of welfare programmes as part of planned economic growth. The state performed had to play a significant role because "social forces were status quoist and would not let change happen." This paradigm changed when India switched to a market-led growth strategy. Welfareism, from being a good in itself, began to be seen as "an antidote to the limitations of the market". Welfare provisioning became an "appendage to the process of economic reforms" – a tool to ensure that reforms remained sustainable in the face of the rising



Daily grind: MGNREGA workers register their work attendance in Kancheepuram in 2024. FILE PHOTO

inequalities and insecurities it created. But with the advent of a dogmatic adherence to fiscal discipline and concomitant budgetary constraints, States struggled to increase investments in welfare understood in its traditional sense of public goods. For instance, investments in public healthcare and education began to stagnate. Apart from resource constraints, there was another reason why welfare policies conceived as capacity-building investments took a backseat – the outcomes "do not conveniently materialise with the rhythm of the electoral calendar, and made credit-claiming difficult."

Around this time, welfare witnessed another paradigm shift – to a more 'responsive' strategy, where "provisioning had to meet internationally accepted, supposedly more efficient and equitable norms and delivery mechanisms". In other words, "all government spending had to cope with the demands for market-compatible forms of state intervention". This paved the way for an extreme reliance on technology, cash subsidies, and direct income transfers – all aimed at making the outputs more tangible. Welfare delivery was reduced to "putting money in people's hands", ostensibly to bestow on them the freedom to choose what they want to do with it. Kailash argues that this reorganisation of public welfare as per market principles did two things – one, it recast citizens as 'consumers', and two, it turned welfare provisioning into an opportunity for political parties seeking to mobilise voter support.

Not only did this end up degrading welfare as a policy intervention, it also had a negative impact on long-term economic thinking and strategic provisioning of resources for capacity-building. Schemes that offered cash transfers, housing, and gas connections were 'tangible' and could be easily connected to a singular benefactor, enabling the "brand identification of parties". Thus, welfare, having started out

as a policy instrument to reduce inequality, provide a safety net and build national capacity for equitable growth, has dwindled into a handy tool to offset the limitations of the market, and today serves as a "key component of the electoral arithmetic of political parties."

Centralisation, monopolising credit
Though most sectors in which schemes are implemented are in State or Concurrent lists, the paper notes that the incumbent BJP "has gone big" on centrally sponsored schemes. This "centralising thrust", accompanied by "monopolising credit through branding", as evident from the nomenclature of various centrally funded schemes, are the other key features of the current welfare regime.

To ascertain whether welfare provisioning helps bring credit and votes to the incumbent, Kailash divides voters into beneficiaries and non-beneficiaries, and further divides the former into those who benefited from one or two schemes, and those who benefited from three or more schemes. Were voters who benefited from more schemes more likely to vote for the incumbent (in the context of this study, the BJP)? Data from 2024 and preceding elections suggest, in general, they do, while non-beneficiaries and those who benefited from fewer schemes preferred the Opposition. A closer examination of the data, however, shows a more complex picture.

Votes don't always follow credit
In 2024, there was a 30-point increase in the number of people crediting the Centre compared to 2019 for the five major schemes they were asked about: the public distribution system (PDS), Ujjwala (free gas connection with cylinder), MGNREGA, Ayushman Bharat, and the housing scheme. "Given the branding and the constant reminder through advertisements in multiple spaces that these programmes were personal 'guarantees' of the prime

minister, this attribution is not surprising," notes the paper. But did the credit get translated into votes? Not necessarily.

First of all, when welfare becomes the new normal, with every party competing to promise similar schemes, voters' expectations – especially about the nature of service delivery and quality of services – go up. As a result, voters tend to be more discerning about their expectations from the government. So the incumbent must "not only have a reasonable basket of programmes but also ensure their quality" and easy access for citizens. Without quality and access, claim-making could prove counter-productive. As Kailash argues, "Credit monopolisation and centralisation may not bring imagined electoral rewards if people struggle to access welfare services."

Kailash also tests the hypothesis that a 'double engine' government – the same party in power in the State and Centre – with greater welfare offerings would enable the incumbent to monopolise credit and create more partisan voters. He creates two categories of States: those ruled by the incumbent (the BJP or its allies) and those under the Opposition. The survey reveals that while the central government did get credit for welfare programmes across the country, irrespective of the party government at the State level, the incumbent at the Centre "did not get the votes even in the states ruled by the incumbent".

However, in States ruled by the Opposition, "when the voter gave credit to the state government for welfare schemes, the vote also followed." And in States with 'double-engine' governments, "the votes were split between the Opposition and the incumbent when the voter credited the state government." Where voters credited the local government, chances of voting for the opposition were higher. "The voter acknowledges but is not necessarily beholden to the scheme provider."

So why does the incumbent at the Centre, which designs and partly funds the welfare schemes, and even gets credit for them, not get the vote also? Well, "it is not the Centre that implements these programmes; the state and local governments do." When there are last-mile delivery issues, unfair exclusions and access problems, citizens "are more likely to hold those claiming credit responsible for their woes." As the paper notes, "the discerning voter is more concerned about the nature of the service rather than who provides it."

The voter's personal financial condition was another critical factor. When individuals were satisfied with their financial condition, easy access to welfare translated into votes for the incumbent (15-point advantage over the Opposition). But when the individual was unhappy with their financial condition, it did not matter if the access was easy or difficult – the Opposition benefited. Those who were unhappy with their financial condition, and found it tough to access welfare, were most likely to vote for the Opposition.

In conclusion, it would be fair to say there are limits to credit-claiming and welfare branding. As the paper concludes, "welfare beneficiaries are no longer passive recipients but have become discerning consumers." If welfare provisioning is now an integral element of voter mobilisation, then governments will have to focus more on improving access as well as other dimensions of the economy that impact personal economic well being.

A more discerning voter thus creates space for the Opposition by seeking accountability from the credit-claiming incumbent.

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. Javanth
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 initiated 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 health-care 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 1. At least 10 cases have been registered against them in Kerala and one in Uttarakhand (Haridwar).

The Pioneer • 21 Jan • Ministry of Ayush
J-K LG Sinha registers himself for organ donation

5 • PG

110 • Sqcm

37409 • AVE

275K • Cir

Middle Left

Hyderabad



J-K LG Sinha registers himself for organ donation

Jammu and Kashmir Lieutenant Governor Manoj Sinha pledged for organ donation by registering himself with the Ayushman Bharat Organ Donation Registry (ABODR) on Monday. Representatives from the State Organ and Tissue Transplant Organization (SOTTO), led by its nodal officer Dr Elias Sharma, visited Raj Bhawan and presented the organ donation pledge certificate to the Lieutenant Governor. "The Lieutenant Governor, Manoj Sinha, registered himself with the Ayushman Bharat Organ Donation Registry (ABODR) of the Ministry of Health & Family Welfare, Government of India," said a spokesperson from Raj Bhawan. The Lieutenant Governor expressed his willingness for organ donation during a programme organised by the Bharatiya Jain Sansthan on Sunday. Sandeep Jain, president of Bharatiya Jain Sangathan, was also present.

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

10 • PG

259 • Sqcm

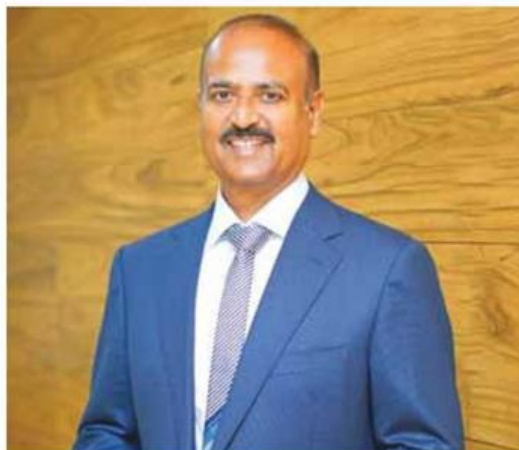
739084 • AVE

634.42K • Cir

Middle Right

Delhi • Chandigarh

Insurance industry pivotal, says GIC Chairman



PIONEER NEWS SERVICE ■ NEW
DELHI

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, and 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. 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 social and economic consequences would be dire,” added Singhel.

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 well-being. 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 tele-physiotherapy 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 Morning Standard • 21 Jan • Ministry of Ayush

Fit Bit

2 • PG

602 • Sqcm

289102 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

This is a beginner-level variation of the foundational pose, Sphinx Pose, practised with the help of a bolster and two yoga blocks. This is an active and restorative stretch that works wonders for those with inflamed knee and ankle joints. Use of yoga props in this backbend practice acts as a beautiful therapeutic practice and helps beginners achieve Sphinx Pose. It allows students to understand the use of muscles and joints with better alignment. As part of yoga for sportspeople, it increases leg, lower back, hip, knee, and ankle joint strength and mobility.

STEPS

- Keep a bolster, and blocks handy. Place the bolster on the sides of your hips and blocks in front of you. Align the body in Thunderbolt Pose Variation On Toes. Stay for a few breaths here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thighs resting on the bolster. Keep your forearms grounded with the fingers pointing front.
- Grab the blocks and place the wider side on the floor in place of the elbows. Rest your elbows on blocks on the respective side. You could also use a pillow, books, cushion, or bolster to support your elbows.
- Hands must be in L-shape, with your forearms parallel to the floor and palms facing down.
- Stay here for six breaths or as per your body's comfort. Look in front.
- Keep your legs together and toes pointing back. Adjust the bolster and blocks as per comfort.
- Slowly release the pose and come back to Vajrasana Variation On Toes.
- Remove the bolster and relax in Balasana. Finally, relax in Reverse Corpse Pose Head Sideways.

LIMITATIONS

- People who have a spine injury or stiff back should take this asana slow or better yet, avoid.
- Those with neck issues or spondylitis should keep the neck relaxed and look down, keeping the chin close to the chest. In case of discomfort, discontinue the practice.
- Pregnant women should avoid this pose.

BENEFITS

- Helpful to understand the body.
- Strengthens the knee, ankle, hip joints, spine, psoas muscles, activates the core, and improves pelvic stability.
- Encourages the sthiram and sukham.
- Releases the tension from the hips, back, neck, and shoulders.
- Alleviates sciatica or mild lower back pain.
- Helps with asthma, cold or other respiratory disorders.
- Suitable practice for seniors.
- Plays an essential role in walking and controlling the hip and knee movement.
- Daily practise can loosen and strengthen TFL muscles.
- Stimulates the Root, Sacral and Solar Plexus Chakras and activates Anahata and Vishuddha Chakras.
- Relieves tension from the fascia.
- Stimulates kidney, bladder meridians, and governs the health of urinary, reproductive, and skeletal systems of the body.
- Increases spine flexibility and makes the spinal column stronger.
- Improves flexibility of hip joints.
- Stimulates the lungs and increases breathing capacity.
- Enhances blood flow to the cells and maintains heart rate.
- Stimulates adrenal and thyroid glands. Regulates the secretion of hormones and maintains the endocrine system.



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

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 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 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

HORMONE HEALERS

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 gym sessions. Low-impact workouts like yoga, Pilates, walking, and resistance training can help manage symptoms and restore balance.

ULTIMATE HORMONAL 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 feel-good 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 over-the-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 flexibility and circulation. Poses like Cobra and Bridge Pose stimulates blood flow to your endocrine glands, encouraging them to release hormones in a balanced way. Whether it's a 20-minute session 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 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 membership. Walking outdoors exposes you to sunlight, which helps maintain vitamin D levels — a key player in hormonal balance. So, put on your sneakers and take a stroll.

RESISTANCE TRAINING

Resistance training isn't just about bulking up — it's about building 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 when your



Period Pain Relief

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 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 hormonal birth control can be effective in reducing period pain, it may not be suitable for everyone. Consult a doctor to determine if this method is right for you.



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

11 • PG

1917 • Sqcm

814787 • AVE

389.96K • Cir

Top Left

Delhi Age

Delhi

HORMONE HEALERS

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 gym sessions. Low-impact workouts like yoga, Pilates, walking, and resistance training can help manage symptoms and restore balance.

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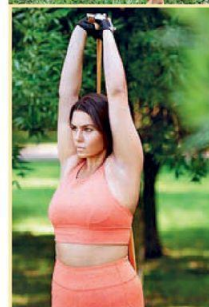
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STAY HYDRATED

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 when your



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

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."

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Important Consideration: While hormonal birth control can be effective in reducing period pain, it may not be suitable for everyone. Consult a doctor to determine if this method is right for you.



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

2 • PG

106 • Sqcm

321057 • AVE

893.04K • Cir

Bottom Left

Chandigarh

Health Dept plans to relocate critical care unit out of Muktsar

ARCHIT WATTS
TRIBUNE NEWS SERVICE

MUKTSAR, JANUARY 19

The Health Department's decision to shift the proposed 50-bed critical care unit (CCU) from Muktsar city to Gidderbaha has not gone down well with the residents. The CCU will be built under the Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM).

Sham Lal Goyal, Muktsar district president of the National Consumer Awareness Group, said, "As per norms, 13 CCUs are to be established at the district headquarters. However, the proposed CCU for Muktsar 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 district headquarters."

BJP leader Rahul Singh Sidhu said, "The CCU and laboratories are to be set up by the Centre. This health facility should not be shifted as the population of Muktsar city is three times that of Gidderbaha subdivision. I urge the local MLA to raise the issue with senior officials."

Dr Jagdeep Chawla, Chief Medical Officer, Muktsar, said, "The CCUs are being built with funds received from the Centre. Recently, we got a letter from the Health Director to find suitable land 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."

Kalakaumudi • 21 Jan • Ministry of Ayush
Kerala achieved historical advantage

4 • PG

1036 • Sqcm

39350 • AVE

600K • Cir

Top Left

Kochi

ആദ്യ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ

കേരളത്തിന് ചരിത്ര നേട്ടം

ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിൽ

തിരുവനന്തപുരം: നാഷണൽ സാമ്പിൾ സർവേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബന്ധിച്ച് നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫീസ് ജൂലൈ 2022 മുതൽ ജൂൺ 2023 വരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ കേരളത്തിന് മുൻതൂക്കം. ആയുർവേദം, ഹോമിയോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബന്ധിച്ചാണ് ആദ്യമായി അഖിലേന്ത്യാ സർവേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ പ്രദേശങ്ങളേയും നഗര പ്രദേശങ്ങളേയും ഉൾക്കൊള്ളിച്ച് കൊണ്ടായിരുന്നു സർവേ. രോഗ പ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റുമുള്ള ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൃഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവുകൾ എന്നിവയെപ്പറ്റിയും സർവേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് ആയുഷ് മേഖലയിൽ നടത്തി വരുന്ന പ്രവർ

ത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാമ്പിൾ സർവേ ഫലം കാണിക്കുന്നതെന്ന് ആരോഗ്യ



വകുപ്പ് മന്ത്രി വീണാ ജോർജ്ജ് പറഞ്ഞു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മുന്നിരട്ടിയോളം വർധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയി

ട്ടുള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേശഭരണ സ്ഥാപനങ്ങളിലും ആയുർവേദ ഹോമിയോ സ്ഥാപനങ്ങൾ നിലവിൽ വന്നുകഴിഞ്ഞു. 700-ഓളം ആയുഷ് ഫെൽത്ത് & വെൽനെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപിച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവിഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാരാളമായി ആശ്രയിച്ചു. മികച്ച സൗകര്യങ്ങളാലും ഗുണമേന്മയുള്ള ചികിത്സയാലും ആയുഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർദ്ധിച്ചിട്ടുണ്ട്. ഇത് കൂടാതെ വിവിധ മാധ്യമങ്ങൾ വഴി ശക്തമായ അവബോധമാണ് ആയുഷ് മേഖലയിൽ നടത്തിവരുന്നത്. ഇതെല്ലാമാണ് ദേശീയ ശരാശരിയേക്കാളും ഉയർന്നതോതിൽ ആയുഷ് ചികിത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം തുടങ്ങിയ കാര്യങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാരണമെന്നും മന്ത്രി വ്യക്തമാക്കി. ആയുഷ് ശാഖകളെ പറ്റിയുള്ള അവ

ബോധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവേ പ്രകാരം ആയുഷ് ആരോഗ്യ ശാഖകളെ പറ്റിയുള്ള അവബോധം കേരളത്തിലെ നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. കേരളത്തിലെ ആയുഷ് മേഖലയെപ്പറ്റി സമഗ്രവും ആഴത്തിലുള്ളതുമായ വിവരങ്ങളാണ് ദേശീയ സാമ്പിൾ സർവ്വേ വഴി ലഭിച്ചിട്ടുള്ളത്. 98 ശതമാനം ആൾക്കാരിലും ആയുഷ് ശാഖകളെ കുറിച്ച് വ്യക്തമായ അറിവുണ്ട്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ചികിത്സ ആവശ്യങ്ങൾക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാനം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശതമാനം പേരും ആയുർവേദ ശാഖ ഉപയോഗിക്കുന്നതായി കണ്ടെത്തിയിട്ടുണ്ട്. ഔഷധ സസ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോഗിക്കുന്നതിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കും കൃത്യമായിട്ടുള്ള അവബോധമുണ്ട്.

Maharashtra Times • 21 Jan • Ministry of Ayush
Ayurvedic doctors also have rights

4 • PG

221 • Sqcm

502608 • AVE

1.3M • Cir

Middle Right

Mumbai

आयुर्वेदिक डॉक्टरांनाही अधिकार

रमेश खोकराळे

ramesh.khokrale@timesofindia.com

मुंबई : 'औषधशास्त्रातील अन्य विविध शाखांच्या डॉक्टरांना संधी दिली जात असताना आयुर्वेदाला औषधशास्त्राचा भाग मानण्यास नकार देऊन आयुर्वेदिक डॉक्टरांना अन्न सुरक्षा अधिकारी व सहायक आयुक्तपदांवरील भरती प्रक्रियेतून मज्जाव करणे भेदभावपूर्ण ठरेल. आयुर्वेदिक डॉक्टरही एमपीएससीच्या भरती प्रक्रियेत सहभागी होऊन निवड झाल्यास नियुक्तीसाठी पात्र आहेत', असा निर्णय महाराष्ट्र प्रशासकीय न्यायाधिकरणाने दिला आहे.

'मॅट'च्या अध्यक्ष न्यायमूर्ती मृदुला भाटकर व सदस्य ए. एम. कुलकर्णी यांच्या खंडपीठाने दिलेल्या या निर्णयामुळे राज्यभरातील आयुर्वेदिक डॉक्टरांना दिलासा मिळाला आहे. एमपीएससीने २४ फेब्रुवारी २०२३ रोजी १४२ अन्न सुरक्षा अधिकारी व अन्न सहायक आयुक्तपदांसाठी निवडप्रक्रिया सुरू केली. त्यात अन्न तंत्रज्ञान, दुग्ध तंत्रज्ञान, कृषी विज्ञान, पशुवैद्यक विज्ञान, जैव-रसायनशास्त्र पदवीधर व औषधशास्त्र पदवी अशी अर्हता निश्चित केली. मात्र आयुर्वेदिक डॉक्टरांना संधी नाकारल्याने ४६ आयुर्वेदिक डॉक्टरांनी अॅड. एस. एस. गोते यांच्यामार्फत अर्ज केले.

'मॅट'ने २९ मार्च २०२३च्या

अन्न सुरक्षा अधिकारी
नियुक्त्यांविषयी
'मॅट'चा निर्णय



'मॅट'ची अशी कारणमीमांसा

राज्य सरकारने अलाहाबाद उच्च न्यायालयाचा २०१५मधील निवाडा ग्राह्य धरला. मात्र, मद्रास उच्च न्यायालयाचा २०२३मधील निवाडा विचारात घेतला नाही. त्या न्यायालयाने तमिळनाडूमधील प्राचीन उपचारपद्धती सिद्ध मेडिसीन (बीडीएस) याला औषधशास्त्र पदवीमध्ये ग्राह्य धरले. आयुर्वेदही प्राचीन उपचार पद्धती आहे. आधुनिक व प्राचीन उपचार पद्धती, अशी फारकत करता येणार नाही. अन्यथा आयुर्वेदिक डॉक्टरांना असलेल्या मूलभूत हक्कांचे उल्लंघन होईल. शिवाय अन्न भेसळ प्रतिबंधक कायदा व नियमांत औषधशास्त्र पदवी या प्रकारात विशिष्ट शाखाच असाव्यात, असा कोणताही उल्लेख नाही', अशी कारणमीमांसा 'मॅट'ने आपल्या निर्णयात दिली आहे.



आदेशाने या अर्जदारांना परीक्षेला बसण्यास मुभा दिली होती. त्यानंतर आता अंतिम सुनावणीअंती 'मॅट'ने त्यांना अंतिम दिलासा दिला आहे. 'मेडिकल कौन्सिल ऑफ इंडिया' आणि औषधशास्त्र व्याख्या लक्षात घेता, आधुनिक औषधशास्त्र वगळता अन्य पद्धतींचा त्यात समावेश केला जाऊ शकत नाही, असा निकाल अलाहाबाद

उच्च न्यायालयाने दिला होता. त्याअनुषंगाने अन्नसुरक्षा अधिकारी पदाविषयीच्या अर्हतेबाबत भारतीय अन्न सुरक्षा व मानके प्राधिकरणाकडून आयुर्वेदिक डॉक्टरांविषयी नकार आला. बीएएमएस पदवीचा समावेश केंद्र सरकारच्या अधिसूचनेतील औषधशास्त्र पदवीमध्ये नाही', असा युक्तिवाद 'एमपीएससी' तसेच 'एफएसएसआय'तर्फे करण्यात आला. मुद्द्याचा विचार केल्यानंतर या पदांसाठी अन्य इतर पदवीधरांप्रमाणे आयुर्वेदिक डॉक्टरही पात्र असल्याचा निवाळा 'मॅट'ने दिला.

Deshabhimani • 21 Jan • Ministry of Ayush
Ayush treatment: Kerala is above national average

5 • PG

713 • Sqcm

299463 • AVE

303.15K • Cir

Middle Center

Kochi

ആയുഷ് ചികിത്സ: കേരളം ദേശീയ ശരാശരിയെക്കാൾ മുന്നിൽ

സ്വന്തം ലേഖിക

തിരുവനന്തപുരം

പ്രഥമ ദേശീയ ആയുഷ് സാനിൾ സർവ്വേയിൽ ദേശീയ ശരാശരിയെക്കാൾ മുന്നിലെത്തി കേരളം. നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക് ഓഫീസ് 2022 ജൂലൈ മുതൽ 2023 ജൂൺവരെ നടത്തിയ ദേശീയ ആയുഷ് സാനിൾ സർവ്വേയിലാണ് കേരളത്തിന്റെ നേട്ടം. ആയുഷ് ആരോഗ്യ ശാഖ അവബോധം കേരളത്തിലെ



നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവുമാണ്. ദേശീയ

ശരാശരി 90നും 95നും ഇടയിലാണ്. കേരളത്തിൽ നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമങ്ങളിലുള്ള 38.64 ശതമാനംപേരും നഗരങ്ങളിലുള്ള 31.98 ശതമാനംപേരും ആയുർവേദ ശാഖ ഉപയോഗിക്കുന്നതായും കണ്ടെത്തി.

ആയുർവേദം, ഹോമിയോപ്പതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധി, യൂനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യശാഖകളെ സംബന്ധിച്ച് ആദ്യമായാണ് അഖിലേന്ത്യാ സർവ്വേ നടത്തിയത്. ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ചായിരുന്നു സർവ്വേ. രോഗപ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൃഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, പാരമ്പര്യ അറിവുകൾ എന്നിവയും സർവ്വേയിൽ വിശകലനം ചെയ്തു. സംസ്ഥാന ആയുഷ് വകുപ്പ്

നടത്തുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ സർവ്വേഫലമെന്ന് ആരോഗ്യമന്ത്രി വിജ്ഞാപനം ചെയ്തു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മുന്നിരട്ടി വർധനയാണ് ഈ സർക്കാർ വരുത്തിയത്. കേരളത്തിലെ എല്ലാ തദ്ദേശ സ്ഥാപനങ്ങളിലും ആയുർവേദ പ്രവർത്തിക്കുന്നുണ്ടെന്നും മന്ത്രി പറഞ്ഞു.

നടത്തുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ സർവ്വേഫലമെന്ന് ആരോഗ്യമന്ത്രി വിജ്ഞാപനം ചെയ്തു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മുന്നിരട്ടി വർധനയാണ് ഈ സർക്കാർ വരുത്തിയത്. കേരളത്തിലെ എല്ലാ തദ്ദേശ സ്ഥാപനങ്ങളിലും ആയുർവേദ പ്രവർത്തിക്കുന്നുണ്ടെന്നും മന്ത്രി പറഞ്ഞു.

Navshakti • 21 Jan • Ministry of Ayush
Anytime Fitness office opened in Mumbai

9 • PG

33 • Sqcm

6680 • AVE

419.55K • Cir

Middle Left

Mumbai

एनीटाइम फिटनेसचे
मुंबईत कार्यालय सुरु

मुंबई : जगातील सर्वात मोठी आणि वेगाने वाढणारी जिम चेन असलेल्या एनीटाइम फिटनेसने मुंबईत त्यांचे प्रादेशिक कॉर्पोरेट कार्यालय सुरु करण्याची घोषणा केली. हे कार्यालय महाकाली गुहा रोड, शांती नगर, अंधेरी पूर्व येथे आहे. हे मुंबई, पुणे, नाशिक, नागपूर आणि भारतातील पश्चिम प्रदेशांमध्ये फ्रॅंचायझी विक्री आणि ऑपरेशन्स मजबूत करण्यासाठी आणि व्यवसायाला चालना देण्यासाठी एक धोरणात्मक केंद्र म्हणून काम करेल, असे एनीटाइम फिटनेसचे व्यवस्थापकीय संचालक विकास जैन म्हणाले.

Virat Vaibhav • 21 Jan • Ministry of Ayush

Ayu ki pretyek awastha mein behtar jivan jine ka pramanik marg hai ayurved: CM Mohan Yadav

16 • PG

180 • Sqcm

216313 • AVE

625K • Cir

Middle Center

Delhi

आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रामाणिक मार्ग है आयुर्वेद: मुख्यमंत्री मोहन यादव

वैभव न्यूज़ ■ भोपाल

मुख्यमंत्री डॉ. मोहन यादव ने कहा है कि आयुर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को साकार कर जीवते शतम् के भाव को सिद्ध किया जा सकता है। आयुर्वेद, आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रामाणिक मार्ग है। परमात्मा ने प्रकृति में ही हर व्याधि के लिए औषधि दी है, इस तथ्य का सर्वाधिक ज्ञान और उसे व्यवहार में लाने की क्षमता आयुर्वेद में निहित है। वनस्पतियों की जानकारी और योग की क्षमता से व्यक्ति स्वस्थ रहने के मार्ग का अनुसरण कर सकता है। आयुर्वेद हजारों साल पुरानी परंपरा है, संपूर्ण विश्व इसका अनुसरण करने के लिए तत्पर है और भारत आयुर्वेद की विधा का राजदूत है। प्रधानमंत्री नरेन्द्र



मोदी ने भारतीय ज्ञान परंपरा की इस विधा को वैश्विक स्तर पर विस्तार देने में महत्वपूर्ण योगदान दिया है। मुख्यमंत्री डॉ. यादव ने अगला आयुर्वेद पर्व सिंहस्थ 2028 के अवसर पर उज्जैन में करने के लिए आमंत्रण देते हुए कहा कि राज्य सरकार इस पर्व की आयोजक होगी।

मुख्यमंत्री डॉ. यादव सोमवार को 21वें आयुर्वेद पर्व-2025 के अंतर्गत राष्ट्रीय सेमिनार के उद्घाटन-सत्र को संबोधित कर रहे थे। मुख्यमंत्री डॉ. यादव ने कहा कि प्रदेश में 11 आयुर्वेदिक कॉलेज आरंभ किए जाएंगे। नई शिक्षा नीति के प्रावधान अनुसार विश्वविद्यालयों को

आयुर्वेदिक, मेडिकल सहित अन्य सभी प्रकार के कोर्स संचालित करने की अनुमति राज्य सरकार द्वारा प्रदान की गई है। आयुर्वेद में पैरामेडिकल, नर्सिंग आदि कोर्सेज चलाने की व्यवस्था की जाएगी। आयुष से संबंधित क्लीनिक और नर्सिंग होम पंजीयन का कार्य आयुष विभाग को सौंपा जाएगा। स्वास्थ्य विभाग के समान आयुष में भी सेवानिवृत्ति आयु 65 वर्ष की जाएगी। आयुष विभाग की क्रय नीति में आवश्यक संशोधन कर उसे सरल बनाया जाएगा। प्रदेश में आयुर्वेदिक उत्पादों की इकाई स्थापित करने पर राज्य शासन की ओर से सहयोग प्रदान किया जाएगा। उज्जैन में सिंहस्थ के लिए आयुर्वेदिक संस्थानों को भी स्थाई निर्माण के लिए भूमि उपलब्ध कराई जाएगी।

Janayugam • 21 Jan • Ministry of Ayush
Historical advantage for Kerala

12 • PG

231 • Sqcm

62957 • AVE

235K • Cir

Middle Center

Kochi

ആദ്യ ദേശീയ ആയുഷ് സാമ്പിൾ സർവ്വേയിൽ കേരളത്തിന് ചരിത്ര നേട്ടം

◆ ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിൽ

തിരുവനന്തപുരം: നാഷണൽ സാമ്പിൾ സർവ്വേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബന്ധിച്ച് നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫീസ് 2022 ജൂലൈ മുതൽ 2023 ജൂൺ വരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവ്വേയിൽ കേരളത്തിന് മുൻ‌മുൻപാക.

ആയുർവേദം, ഹോമിയോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബന്ധിച്ചാണ് ആദ്യമായി അഖിലേന്ത്യാ സർവ്വേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ച് കൊണ്ടായിരുന്നു സർവ്വേ. രോഗ പ്രതിരോധത്തിനും ചികിത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റുമുള്ള ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗ്രാമ ഔഷധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവുകൾ എന്നിവയെപ്പറ്റിയും സർവ്വേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് ആയുഷ് മേഖല



ലയിൽ നടത്തി വരുന്ന പ്രവർത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാമ്പിൾ സർവ്വേ ഫലമെന്ന് ആരോഗ്യ മന്ത്രി വിജ്ഞാ ജോർജ് പറഞ്ഞു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മുന്നിട്ടായിരുന്നെന്ന് വർദ്ധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയിട്ടുള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേശഭരണ സ്ഥാപനങ്ങളിലും ആയുർവേദ, ഹോമിയോ സ്ഥാപനങ്ങൾ നിലവിൽ വന്നുകഴിഞ്ഞു.

700 ലേറെ ആയുഷ് ഹെൽത്ത് ആന്റ് വെൽനെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപി

ച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവിഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാരാളമായി ആശ്രയിച്ചു. മികച്ച സൗകര്യങ്ങളാലും ഗുണമേന്മയുള്ള ചികിത്സയാലും ആയുഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർദ്ധിച്ചിട്ടുണ്ട്. ഇതെല്ലാമാണ് ദേശീയ ശരാശരിയേക്കാളും ഉയർന്നതോതിൽ ആയുഷ് ചികിത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം തുടങ്ങിയ കാര്യങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാരണമെന്നും മന്ത്രി പറഞ്ഞു.

ആയുഷ് ശാഖകളെ പറ്റിയുള്ള അവബോധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവ്വേ പ്രകാരം ആയുഷ് ആരോഗ്യ ശാഖകളെ പറ്റിയുള്ള അവബോധം കേരളത്തിലെ നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52

ശതമാനം ആളുകൾ ചികിത്സ ആവശ്യങ്ങൾക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാനം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശതമാനം പേരും ആയുർവേദം ഉപയോഗിക്കുന്നതായി കണ്ടെത്തി. ഔഷധ സസ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോഗിക്കുന്നതിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കും കൃത്യമായ അവബോധമുണ്ട്.

ആയുഷ് ചികിത്സയ്ക്കായി സംസ്ഥാന സർക്കാർ ഓരോ വ്യക്തിയ്ക്കും ചെലവാക്കുന്ന തുക ഗ്രാമീണ മേഖലയിൽ ദേശീയ ശരാശരിയുടെ ഇരട്ടിയും നഗര മേഖലകളിൽ രണ്ടിരട്ടിയുമാണ്. പത്തിൽ എട്ട് വീടുകളിലും ആയുഷ് ചികിത്സ അല്ലെങ്കിൽ മരുന്ന് ഫലവത്താണെന്ന് മനസ്സിലാക്കിയിട്ടുണ്ട്. പത്തിൽ നാല് വീടുകളും ആയുഷ് ചികിത്സയുടെ മുൻകാല ഗുണഫലങ്ങളെ അടിസ്ഥാനമാക്കി ചികിത്സ തുടരുന്നവരാണ്. ആയുഷ് മേഖലയുടെ വളർച്ചയ്ക്ക് ഏറെ ഗുണം ചെയ്യുന്നതാണ് ഈ സർവ്വേ.

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 ऑर्थो प्लससाठी मानवी क्लिनिकल चाचण्यांचा टप्पा यशस्वीरीत्या पूर्ण केला. औषध क्लिनिकल चाचण्यांसाठी केंद्र सरकारने ठरवून दिलेल्या अत्यंत काटेकोर मार्गदर्शक तत्वांनुसार नालंदा क्लिनिकल सध्या 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 महत्वाचा मानला जात आहे. या यशस्वी क्लिनिकल चाचणीनंतर बंगळूरु येथे

आयोजित पत्रकार परिषदेला संबोधित करताना, व्हॅल्यू

प्रॉडक्ट्स लिमिटेडचे व्यवस्थापकीय संचालक डॉ. ए. के. श्रीनिवासमूर्थी म्हणाले की, या उत्पादनातून संधिवातासाठी नावीन्यपूर्ण उपचारांच्या निकडीची गरज

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.

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**
■ டேராடூன்
இந்திய மருத்துவ சங்கத்தின் (ஐஎம்ஏ) புதிய
நிர்வாகிகள் பதவியேற்று விழா உத்தராகண்ட மாநிலம்
டேராடூனில் 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
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.

Pioneer Hindi • 20 Jan • Ministry of Ayush

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

7 • PG

190 • Sqcm

296245 • AVE

375K • Cir

Bottom Center

Delhi

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

पायनियर समाचार सेवा। लखनऊ

आयुष्य राज्यमंत्री (स्वतंत्र प्रभार) डा. दयाशंकर मिश्र दयालु ने कहा कि आज के भागदौड़ भरी जीवन शैली में घाव हो जाने पर मनुष्य को जल्दी बिना दुष्प्रभाव 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 आयुष्य राज्यमंत्री (स्वतंत्र प्रभार) डा. दयाशंकर मिश्र दयालु ने शनिवार को राजकीय आयुर्वेद कालेज टुडियागंज लखनऊ में एक दिवसीय संगोष्ठी कार्यक्रम के उद्घाटन के अवसर पर कही। कार्यक्रम में व्रण प्रबंधन पर चर्चा की गई। मुख्य वक्ता के रूप में पद्म श्री प्रो. मनोरंजन साहू, पूर्व निदेशक अखिल भारतीय आयुर्वेद संस्थान, नई



दिल्ली एवं प्रो. ज्ञान चंद, एंडोक्राइनोलॉजी विभाग, संजय गांधी आयुर्विज्ञान संस्थान, लखनऊ ने व्रण प्रबंधन पर संगोष्ठी में चर्चा की। दयालु ने कहा कि इस प्रकार के जनहित में प्रयोग आने वाले शोध कार्यों को बढ़ावा देने के लिए प्रदेश के यशस्वी मुख्यमंत्री जी के निर्देशन में हमारा आयुष्य मंत्रालय विभिन्न

शोध कार्यों को करने हेतु अनुदान 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 साहू जी ने बताया कि आयुर्वेद में वर्णित औषधियों को आईआईटी बी एच यू के तकनीकी सहयोग से घाव के भरने में प्रयोग की जाने वाली पट्टी

को विकसित किया गया है। जिससे कि मरीज स्वयं से घर पर ही ट्रेसिंग 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 बहुत ही उत्साहजनक परिणाम देखने को मिले हैं।

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 मेटफॉर्मिन, 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 इफेक्ट्स 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 मेडिसिन 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 लोढ़ा की शिकायत पर दिए हैं। शिकायतकर्ता डॉ. लोढ़ा ने बताया कि उनके एक पेशेंट ने शुगर कंट्रोल 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 लैबोर्टरी में टेस्ट करवाया। इसमें एलोपैथी

मेटफॉर्मिन, पायोलिटानोन, 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 प्रोडक्ट 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

भास्कर 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 जरिए 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 बनेफिट्स, 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 अस्पताल में जाना है और उनकी बची हुई लिमिट कितनी है। इसके साथ ही डिजिटल वॉलेट 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 आयुष्मान 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 चैट 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 सहाय्यत 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 टैक्स-टू-स्पीच फीचर भी होगा, जिससे सुनने में कठिनाई रखने वाले लोगों को भी इसका लाभ मिल सकेगा।
- यह चैटबॉट सभी सोशल मीडिया प्लेटफॉर्म पर उपलब्ध होगा, जिससे इसकी पहुंच और भी अधिक बढ़ेगी।

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

आयुर्वेद में मधुमेह प्रबंधन : पथ्यों का पालन जरूरी

त्रिदोष यानी वात, पित्त व कफ के असंतुलन से होता मधुमेह. मधुमेह (डायबिटीज) में शरीर की रक्त शर्करा संतुलित रखने की क्षमता प्रभावित होती है. ऊर्जा में कमी होती है. दिल, आंख, गुर्दे, नसों आदि अंगों में समस्या की आशंका रहती है. जानते हैं आयुर्वेद से कैसे बचें.

दिनचर्या व आहार
आयुर्वेद में समय पर उठने, सोने और भोजन लेने की सलाह दी जाती है. व्यायाम, योग-ध्यान भी मधुमेह के प्रबंधन में सहायक होते हैं. आहार में फल, सब्जियां, साबूत अनाज और प्राकृतिक खाद्य पदार्थ शामिल करें. मिठाई, चीनी, शर्करा आदि को आहार में शामिल करने से बचें.

प्राणायाम व योग
अनुलोम- विलोम, कपलभाति, भ्रामरी, उज्जायी और नाडी शोधन प्राणायाम आदि प्रभावी हैं. योगाभ्यास में पद्मासन, वज्रासन, शलभासन, पश्चिमोत्तासन, धनुरासन, वक्रासन, अर्ध मत्स्येन्द्रासन, हलासन, सर्वांगासन, शवासन जैसे आसन रक्त प्रवाह को बेहतर बनाते हैं.

आयुर्वेद के अनुसार मधुमेह
आयुर्वेद के अनुसार प्राकृतिक औषधियों, आहार, प्राणायाम और योग उपयोगी हैं. आयुर्वेदिक चिकित्सा में मधुमेह को 'मधुमेह' या 'प्रमेह' के नाम से जाना जाता है और इसे त्रिदोषज रोग माना जाता है. जिसमें वात, पित्त और कफ दोष के असंतुलन की समस्या होती है.

ये उपाय अपनाएं

- कॉपर के बर्तन से पानी पीने से ब्लड शुगर के उतार-चढ़ाव को रोका जा सकता है.
- नियमित रात में भिगोई हुई मेथी सुबह खाली पेट खाएं और इसका पानी पीएं. इसे अंकुरित भी खा सकते हैं.
- कड़वी चीजें जैसे जामुन, करेला, आंवला, एलोवेरा जूस ले सकते हैं.
- डेयरी उत्पादों की बजाय बादाम/सोया/स्किमड मिल्क और कम वसा वाला दही लें.
- किचन के मसालों में एंट्री डायबिटीज गुण पाए जाते हैं. खासकर हल्दी, सरसों, हींग, दालचीनी और धनिया से भी शुगर नियंत्रित होता है.
- सुबह खाली पेट लौकी का जूस पी सकते हैं. इसमें आंवला या करेला का जूस भी मिला सकते हैं. गेहूं की जगह मोटे अनाज खाएं.

इनका ध्यान रखें

- हाई कैलोरी, सैचुरेटेड व ट्रांस फैट वाली चीजें कम से कम ही लें.
- मधुमेह का एक अहम कारण तनाव है. तनाव कम करें. इसके साथ ही दिनचर्या सही रखें.
- वजन नियंत्रित रखें. 10 फीसदी वजन घटाकर आप अपना शुगर लेवल 4-5 पॉइंट तक कम कर सकते हैं.
- नियमित शुगर की जांच करें. अपने आयुर्वेदिक चिकित्सक की सलाह के अनुसार नियमित रूप से अपनी स्थिति की जांच कराएं और उनके द्वारा सुझाए गए उपचार का पालन करें.