

MINISTRY OF AYUSH COMPILED MEDIA REPORT 21 Jan, 2025

Total Mention 26

⊞ Print	Financial	Mainline	Regional	Periodical
17	3	8	6	N/A
	•	(a) Online		

9



🖺 Print

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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, Welspur 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 620,000 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

Nearly 127k offers were handed out by 280 firms in 1st phase of scheme, against the target of 125k and candidates apply for the internship opportunities. Each selected intern will get a monthly allowance of 65,000 for one year, on top of a one-time aid of 66,000. The government will bear a to-

tal 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.





Mint • 21 Jan • Ministry of Ayush

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

14 • PG Middle Left 487 • Sqcm 389313 • AVE 465K • Cir

Delhi • Hyderabad • Kolkata • Mumbai • Chandigarh • Ahmedabad

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

A nkit Shah, a 38-year-old Mumbai-based IT professional, suffers from acute shoulder pain due to a past injury and takes CBD oil from Ben-galuru-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 restful 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 recom-mend 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

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

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 "GDI may be used for issues like scizure 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 Medicour Heavitel, Navi Munpi, But since cover Hospitals, 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 country, Uttarakhand was the first state to legalise industrial hemp farming in 2018. Madhya Pradesh followed suit in 2019. Himachal Pradesh legalised cannabis cul-tivation in September last year. From 2018, the Ministry of AYUSH (Ayurveda, Unani, Siddha and Homeopathy), started handing out licenses for the sale of canna-bis and derived products—in the form of oils and tables—for medicinal use. And in oils and tablets—for medicinal use. And in 2021, Food Safety and Standards Author-ity of India (FSSAI) stated that the sale of hemp seeds and related products is stan-



dardised under the Food Safety and Stan-

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

Kotak observes. For Samisht Senegal, founder and CEO of Qurist, a Gurgaon-based medical can-nabis 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 grandmom 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 prod-ucts in urban India but Senegal feels that

ucts in urban India but Senegal feels that it's not enough.

"Alot 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 medictines I'm already taking? 'Do I need to stop the medication I'm already taking to try medical cannabis?' and soon "beshares".

I'm aiready taking to try medical canna-bis? and so on," he shares.

A key factor that stops people from readily trying out these products is the compulsory mandate of a medical pre-scription, "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

adjust the dosage of your other medica-tion 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 rope in more consumers, the foremost challenges to expand the market, according to Kotak are "overcoming the linger-ing stigma around cannabis-based medi-cines 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.

For more stories on health and wellness,





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

Should women switch from the bro-split to the flow-split?"
An Instagram post I saw recently posed this question using clever gymlargon. 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 gynaccologists 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 gynaccologist 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 alo to fwomen, once they hit menopause, develop a waddle-like walk because of aweaker pelvic girdle. "This leads to a weaker pelvic girdle. "This leads to a dime to do cardio as estrogen levels are high

are high

to understand how the body reacts."
Fitness trainer Priyanika Lahiri concurs with alto of what Chopra says but adds, "Iwould 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 a chievement 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. Al fealthline article reviewed by California-based gynaecologist Stacy A. Henigsman, titled, Houto 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.





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

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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, sidd-ha, 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 hada 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

GOVT COLLEGES		ovt eats	Seats surrende for AIQ	red	State quota	Vacant
Siddha	1	60	24	9.5	136	0
Ayurveda	Hay	60	9 8 8		51 43 42	0 0
Unani	105	51				
Homeopathy		50				
SELF FINANCIN COLLEGES	IG	Total seats	CONTRACTOR AND ADDRESS OF		ovt seats	Vacant
Siddha		820	244	1	576	0
Ayurveda	ěli	270	81	1	189	5
Unani	20	nil	nil	95	nil	nil
Homoeopathy		820	244	1	576	19



'Offers galore for Ayush'

▶ From, P1

rishnaveni 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 cutoffs was expected as the MBBS cut-offs have increased severalfold 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

2 • PG 117 • Sqcm 116542 • AVE 177.8K • Cir Top Right City Express

Bengaluru



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 breath here.
- Grab the bolster and place it horizontally in front of the knees. Curve your upper body into Sphinx Pose with your thight 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, rushion, 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.

· People who have a spine

better yet, avoid.

Those with neck issues or

injury or stiff back should take this asana slow or

spondylitis should keep

the neck relaxed and look

LIMITATIONS

BENEFITS

- Helpful to understand the body.
- Strengthers the knee, ankle, and hip joints, spine, and pipas 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, 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
- 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 New Indian Express • 21 Jan • Ministry of Ayush SALAMBA BHUJANGASANA ON BLOCKS AND BOLSTER (SPHINX POSE ON BLOCKS AND BOLSTER)

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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.

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By N Elumalai, PhD Scholar (Yoga Science) at



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

4 • PG 1045122 • AVE 959 • Sqcm 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

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.

ight 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 ight from the time of its

Kailash attempts to answer these

Kallash attempts to answer these questions using voting studies data from the National Election Studies post-poll survey in the 2024 Lok Sabha elections. Kallash'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 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 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 necessarily talk to each other." This pape 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.

relation to vote choice.

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

Initially, the imperative to address secto-economic inequality draws the

Initially, the imperative to address socio-economic inequality drove the conception of welfare programmes as part of planned economic growth. The state perforce 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. Welfarism, 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



inequalities and insecurities it created. 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
for habits or onche for international concepts. of public goods. For instance, investments in public healthcare and education began in public heathcare 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 aleast page and made." of the electoral calendar,' and made

of the electoral calendar, and made credit-claiming difficult."

Around this time, welfare witnessed another paradigm shift – to a more 'responsive' strategy, where "provisionin had to meet internationally accepted, supposedly more efficient and equitable norms and delivery mechanisms". In other used: "all researches and fine?" 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 provisioning into an opportunity for political parties seeking to mobilise voter

pointcai parties seeking to monise vo 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 rovisioning of resources for 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 as a poincy 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.

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 each is a BIND Date from 2024). of this study, the BIP)? Data from 2024 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 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), Illigate (For one convenient with the public distribution system (1705), Ujjiwala (free gas connection with cylinder), MCNREGA, 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 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 inspectations unter "acceptable time." 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 provents being imagined destreat presented." may not bring imagined electoral rewards if people struggle to access welfare

Kailash also tests the hypothesis that a double engine' government – the sam 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 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 Centro Alfa Govern the Centro Alfa Government the

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." beholden to the scheme provider."

So why does the incumbent at the

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
programmers, 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 Opnosition benefited. Those who

with their manical 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

there are limits to credit-claiming and 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 connawt that impact personal economic economy that impact personal economic

economy that impact personal economi well being.

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



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 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 un-Section (destruction of evidence or providing false information). The sentences will run concurrently.





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.

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.

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. Incase of discomfort, discontinue the practice.

Pregnant women should avoid



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

- 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 of 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.

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

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 life-style 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 Kendraa.





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

ammu 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.





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 आयुर्वेदः मुख्यमंत्री मोहन यादव

वैभव न्यूज 🛮 भोपाल

मुख्यमंत्री डॉ मोहन यादव ने कहा है कि आयर्वेद के माध्यम से ही सौ वर्ष जीने के लक्ष्य को साकार कर जीवते शरद शतम् के भाव को सिद्ध किया जा सकता है। आयुर्वेद, आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक 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 नीहित 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, निसंग 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 आय 65 वर्ष की जाएगी। आयुष विभाग की ऋय 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।



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

5 • PG Middle Center 713 • Sqcm 299463 • AVE 303.15K • Cir

Kochi

ആയുഷ് ചികിത്സ: കേരളം ദേശീയ ശരാശരിയെക്കാൾ മൂന്നിൽ

സ്വന്തം ലേഖിക

തിരുവനന്തപുരം

പ്രഥമ ദേശീയ ആയുഷ് സാ മ്പിൾ സർവേയിൽ ദേശീയ ശരാ ശരിയേക്കാൾ മുന്നിലെത്തി കേരളം. നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്ല് ഓഫീസ് 2022 ജൂലൈ മുതൽ 2023 ജൂൺവരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർ വേയിലാണ് കേരളത്തിന്റെ നേട്ടം. ആയുഷ് ആരോഗ്യ ശാഖ് അവബോധം കേരളത്തിലെ



നഗര മേഖലകളിൽ 99.3 ശതമാ നവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവുമാണ്. ദേശീയ ശരാശരി 90നും 95നും ഇടയിലാ ണ്. കേരളത്തിൽ നഗര, ഗ്രാ മീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമങ്ങളിലു ള്ള 38.64 ശതമാനംപേരും നഗര ങ്ങളിലുള്ള 31.98 ശതമാനംപേ രും ആയുർവേദ ശാഖ ഉപയോ ഗിക്കുന്നതായും കണ്ടെത്തി.

ആയുർവേദം, ഹോമിയോപ്പ തി, യോഗ, പ്രകൃതി ചികിത്സ, സി ദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടു ന്ന ആയുഷ് ആരോഗ്യശാഖക

ളെ സംബന്ധിച്ച് ആദ്യമായാണ് നടത്തുന്ന പ്രവർത്തനങ്ങൾക്കു അഖിലേന്ത്യാ സർവേ നടത്തിയ ത്. ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ചായിരുന്നു സർവേ. രോഗപ്രതിരോധത്തിനും ചികി ത്സയ്ക്കും പ്രസവാനന്തര ശുശ്രൂഷ യ്യും ഗർഭിണികളുടെ പരിചരണ ത്തിനും ആയുഷ് ചികിത്സാരീതി കളുടെ ഉപയോഗം, ഗൃഹ ഔഷ ധങ്ങൾ, ഔഷധ സസ്യങ്ങൾ, പാ രമ്പര്യ അറിവുകൾ എന്നിവയും സർവേയിൽ വിശകലനം ചെയ്തു. സംസ്ഥാന ആയുഷ് വകുപ്പ്

ള്ള അംഗീകാരമാണ് ദേശീയ സർവേഫലമെന്ന് ആരോഗ്യമ ന്ത്രി വീണാ ജോർജ് പറഞ്ഞു.

ആയുഷ് മേഖലയിലെ ബജ റ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങ ളെക്കാളും മൂന്നിരട്ടി വർധനയാ ണ് ഈ സർക്കാർ വരുത്തിയത്. കേരളത്തിലെ എല്ലാ തദ്ദേശ സ്ഥാപനങ്ങളിലും ആയുർവേദ ഹോമിയോ സ്ഥാപനങ്ങൾ പ്രവർത്തിക്കുന്നുണ്ടെന്നും മന്ത്രി പറഞ്ഞു.





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 സാ മ്പിൾ സർവേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബന്ധിച്ച് നാ ഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫീസ് ജൂലൈ 2022 മുതൽ ജൂൺ 2023 വരെ നടത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേയിൽ കേരളത്തിന് മുൻതൂക്കം. ആയുർവേദം, ഹോമി യോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബ ന്ധിച്ചാണ് ആദ്യമായി അഖിലേന്ത്യാ സർവേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ പ്രദേശങ്ങളേയും നഗര പ്രദേ ശങ്ങളേയും ഉൾക്കൊള്ളിച്ച് കൊണ്ടാ യിരുന്നു സർവേ. രോഗ പ്രതിരോധ ത്തിനും ചികിത്സയ്ക്കും പ്രസവാന ന്തര ശുശ്രൂഷയ്ക്കും ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റുമുള്ള ആയുഷ് ചികിത്സാരീതികളുടെ ഉപയോഗം, ഗൂഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യ ങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവു കൾ എന്നിവയെപ്പറ്റിയും സർവേയിൽ വിശകലനം ചെയ്തു.

സംസ്ഥാന ആയുഷ് വകുപ്പ് ആയുഷ് മേഖലയിൽ നടത്തി വരുന്ന പ്രവർ ത്തനങ്ങൾക്കുള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാമ്പിൾ സർവേ ഫലം കാണിക്കുന്നതെന്ന് ആരോഗ്യ



വകുപ്പ് മന്ത്രി വീണാ ജോർജ് പറ ഞ്ഞു. ആയുഷ് മേഖലയിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങളെക്കാളും മൂന്നിരട്ടിയോളം വർധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയി

ട്ടുള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേ ശഭരണ സ്ഥാപനങ്ങളിലും ആയുർ വേദ ഹോമിയോ സ്ഥാപനങ്ങൾ നിലവിൽ വന്നുകഴിഞ്ഞു. 700-ഓളം ആയുഷ് ഹെൽത്ത് & വെൽനെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപി ച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവിഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാ രാളമായി ആശ്രയിച്ചു. മികച്ച സൗ കര്യങ്ങളാലും ഗുണമേന്മയുള്ള ചി കിത്സയാലും ആയുഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർധിച്ചിട്ടുണ്ട്. ഇത് കൂടാതെ വി വിധ മാധ്യമങ്ങൾ വഴി ശക്തമായ അവബോധമാണ് ആയുഷ് മേഖ ലയിൽ നടത്തിവരുന്നത്. ഇതെല്ലാ മാണ് ദേശീയ ശരാശരിയേക്കാളും ഉയർന്നതോതിൽ ആയുഷ് ചികി ത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം തുടങ്ങിയ കാര്യ ങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാ രണമെന്നും മന്ത്രി വ്യക്തമാക്കി.ആ

യുഷ് ശാഖകളെ പറ്റിയുള്ള അവ

ബോധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവേ പ്രകാ രം ആയുഷ് ആരോഗ്യ ശാഖകളെ പറ്റിയുള്ള അവബോധം കേരളത്തി ലെ നഗര മേഖലകളിൽ 99.3 ശതമാ നവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. കേരളത്തിലെ ആയുഷ് മേഖലയെപ്പറ്റി സമഗ്രവും ആഴത്തിലുള്ളതുമായ വിവരങ്ങളാണ് ദേശീയ സാമ്പിൾ സർവ്വേ വഴി ലഭി ച്ചിട്ടുള്ളത്. 98 ശതമാനം ആൾക്കാ രിലും ആയുഷ് ശാഖകളെ കുറിച്ച് വ്യ ക്തമായ അറിവുണ്ട്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളു കൾ ചികിത്സ ആവശ്യങ്ങൾക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കുന്നു. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാ നം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശതമാനം പേരും ആയുർവേദ ശാഖ ഉപയോഗിക്കുന്നതായി കണ്ടെ ത്തിയിട്ടുണ്ട്. ഔഷധ സസ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോ ഗിക്കുന്നതിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കും കൃത്യമായിട്ടുള്ള അവ ബോധമുണ്ട്.





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 सुरू

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





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

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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 मञ्जाव करणे भेदभावपूणं ठरेल. आयुर्वेदिक डॉक्टरही एमपीएससीच्या भरती प्रक्रियेत सहभागी होऊन निवड झाल्यास नियुक्तीसाठी पात्र आहेत', असा निणंय महाराष्ट्र प्रशासकीय न्यायाधिकरणाने दिला आहे.

'मॅट'च्या अध्यक्ष न्यायमूर्ती मृद्ला 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, पश्वैद्यक विज्ञान, जैव-रसायनशास्त्र पदवीधर व औषधशास्त्र पदवी अशी अर्हता निश्चित केली. मात्र आयुर्वेदिक डॉक्टरांना संधी नाकारल्याने ४६ आयर्वेदिक डॉक्टरांनी ॲड. एस. एस. गीते यांच्यामार्फत अर्ज केले.

'मॅट'ने २९ मार्च २०२३च्या

अन्न सुरक्षा अधिकारी नियुक्त्यांविषयी 'मॅट'चा निर्णय



'मॅट'ची अशी कारणमीमांसा'

राज्य सरकारने अलाहाबाद उच्च न्यायालयाचा २०१५ मधील निवाडा ग्राह्म धरला. मात्र, मद्रास उच्च न्यायालयाचा २०२३ मधील निवाडा विचारात घेतला नाही. त्या न्यायालयाने तिमळनाडू मधील प्राचीन उपचारपद्धती सिद्ध मेडिसीन(बीडीएस) याला औषधशास्त्र पदवीमध्ये ग्राह्म 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 उल्लंख नाही', अशी कारणमीमांसा 'मॅट' ने आपल्या निर्णयात दिली आहे.



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

उच्च न्यायालयाने दिला होता. त्याअनुषंगाने अन्नसरक्षा अधिकारी पदाविषयीच्या अर्हतेबाबत भारतीय सुरक्षा मानके प्राधिकरणाकडून आयर्वेदिक डॉक्टरांविषयी नकार बीएएमएस पदवीचा समावेश केंद्र अधिसचनेतील सरकारच्या औषधशास्त्र पदवीमध्ये नाही', असा यक्तिवाद 'एमपीएससी' तसेच 'एफएसएसआय'तर्फे आला. मुद्द्यांचा विचार केल्यानंतर या पदांसाठी अन्य इतर पदवीधरांप्रमाणे आयर्वेदिक डॉक्टरही पात्र असल्याचा निर्वाळा 'मॅट'ने दिला.



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 സർവേയിൽ

കേരളത്തിന് ചരിത്ര നേട്ടം

ദേശീയ ശരാശരിയേക്കാൾ വളരെ മുന്നിൽ

തിരുവനന്തപുരം: നാഷണൽ സാമ്പിൾ സർ വേയുടെ ഭാഗമായി ആയുഷ് മേഖല സംബ ന്ധിച്ച് നാഷണൽ സ്റ്റാറ്റിസ്റ്റിക്സ് ഓഫിസ് 2022 ജൂലൈ മുതൽ 2023 ജ്രൺ വരെ നട ത്തിയ ദേശീയ ആയുഷ് സാമ്പിൾ സർവേ യിൽ കേരളത്തിന് മുൻളുക്കം.

ആയ്പർവേദം, ഹോമിയോപതി, യോഗ, പ്രകൃതി ചികിത്സ, സിദ്ധ, യുനാനി എന്നിവ ഉൾപ്പെടുന്ന ആയുഷ് ആരോഗ്യ ശാഖകളെ സംബന്ധിച്ചാണ് ആദ്യമായി അഖിലെന്ത്യാ സർവേ നടത്തിയത്. ഇന്ത്യയിലെ ഗ്രാമ, നഗര പ്രദേശങ്ങളെ ഉൾക്കൊള്ളിച്ച് കൊ ങ്ങായിരുന്ന സർവേ. രോഗ പ്രതിരോധത്തി നം ചികിത്സയ്ക്കം പ്രസവാനന്തര ഇശ്രൂഷ യ്യം ഗർഭിണികളുടെ പരിചരണത്തിനും മറ്റ മുള്ള ആയുഷ് ചികിത്സാമീതികളുടെ ഉപ യോഗം, ഗ്രഹ ഔഷധങ്ങൾ, ഔഷധ സസ്യ ങ്ങൾ, ആയുഷ് പാരമ്പര്യ അറിവുകൾ എന്നി വയെപ്പറ്റിയും സർവേയിൽ വിശകലനം ചെയ.

സംസ്ഥാന ആയുഷ് വകപ്പ് ആയുഷ് മേഖ



ലയിൽ നടത്തി വരുന്ന പ്രവർത്തനങ്ങൾക്കു ള്ള അംഗീകാരമാണ് ദേശീയ ആയുഷ് സാ മ്പിൾ സർവേ ഫലമെന്ന് ആരോഗ്യ മന്ത്രി വീണാ ജോർജ് പറഞ്ഞു. ആയുഷ് മേഖല യിലെ ബജറ്റ് വിഹിതത്തിൽ മുൻകാലങ്ങ ളെക്കാളം മൂന്നിരട്ടിയോളം വർധനവാണ് ഈ സർക്കാരിന്റെ കാലത്ത് വരുത്തിയിട്ടു ള്ളത്. കേരളത്തിലെ എല്ലാ തദ്ദേശഭരണ സ്ഥാപനങ്ങളിലും ആയുർവേദ, ഹോമിയോ

700 ഓളം ആയുഷ് ഹെൽത്ത് ആന്റ് വെൽ നെസ് കേന്ദ്രങ്ങൾ സംസ്ഥാനത്ത് സ്ഥാപി ച്ചിട്ടുണ്ട്. ആയുഷ് സ്ഥാപനങ്ങളെ ദേശീയ ഗുണനിലവാരത്തിലേക്ക് ഉയർത്തി. കോവി ഡ് സമയത്ത് ജനങ്ങൾ രോഗ പ്രതിരോധ ത്തിന് ആയുഷ് ചികിത്സാ ശാഖകളെ ധാ രാളമായി ആശ്രയിച്ചു. മികച്ച സൗകര്യങ്ങ ളാലും ഗുണമേയയുള്ള ചികിത്സയാലും ആയു ഷ് മേഖലയിൽ ചികിത്സ തേടുന്നവരുടെ എണ്ണം വർധിച്ചിട്ടുണ്ട്. ഇതെല്ലാമാണ് ദേശീയ ശമാശരിയേക്കാളം ഉയർന്നതോതിൽ ആയു ഷ് ചികിത്സാരീതികൾ, ഔഷധസസ്യങ്ങൾ, രോഗപ്രതിരോധം ഇടങ്ങിയ കാര്യങ്ങളിൽ കേരളം മുന്നിലെത്താൻ കാരണമെന്നം മന്ത്രി പറഞ്ഞു.

ആയുഷ് ശാഖകളെ പറ്റിയുള്ള അവബോ ധത്തിലും ഉപയോഗത്തിലും ദേശീയ ശരാ ശരിയേക്കാൾ വളരെ മുന്നിലാണ് കേരളം. സർവേ പ്രകാരം ആയുഷ് ആരോഗ്യ ശാഖ കളെ പറ്റിയുള്ള അവബോധം കേരളത്തി ലെ നഗര മേഖലകളിൽ 99.3 ശതമാനവും ഗ്രാമീണ മേഖലകളിൽ 98.43 ശതമാനവും ആണ്. നഗര, ഗ്രാമീണ മേഖലകളിൽ 52 ശതമാനം ആളുകൾ ചികിത്സ ആവശ്യങ്ങൾ ക്കായി ആയുഷ് ശാഖകളെ ആശ്രയിക്കന്നം. ഗ്രാമ പ്രദേശങ്ങളിലുള്ള 38.64 ശതമാനം പേരും നഗര പ്രദേശങ്ങളിലുള്ള 31.98 ശത മാനം പേരും ആയൂർവേദം ഉപയോഗിക്കു ന്നതായി കണ്ടെത്തി. ഔഷധ സന്ധ്യങ്ങൾ ആരോഗ്യ കാര്യങ്ങൾക്ക് ഉപയോഗിക്കുന്ന തിനെപ്പറ്റി 99 ശതമാനം വീട്ടുകാർക്കം കൃത്യ മായ അവബോധമുണ്ട്.

ആയുഷ് ചികിത്സയ്ക്കായി സംസ്ഥാന സർ ക്കാർ ഓരോ വ്യക്തിയ്ക്കാ ചെലവാക്കുന്ന തുക ഗ്രാമീണ മേഖലയിൽ ദേശീയ ശരാശരിയു ടെ ഇരട്ടിയും നഗര മേഖലകളിൽ രണ്ടിരട്ടി യുമാണ്. പത്തിൽ എട്ട് വീടുകളിലും ആയു ഷ് ചികിത്സ അല്ലെങ്കിൽ മരുന്ന് ഫലവത്താ ണെന്ന് മനസിലാക്കിയിട്ടുണ്ട്. പത്തിൽ നാ ല് വീടുകളും ആയുഷ് ചികിത്സയുടെ ഉൻകാല ഗുണഫലങ്ങളെ അടിസ്ഥാനമാക്കി ചികി ത്സ തുടരുന്നവരാണ്. ആയുഷ് മേഖലയുടെ വളർച്ചയ്ക്ക് ഏറെ ഗുണം ചെയ്യുന്നതാണ് ഈ സർവേ.



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	सरकारी योजनाओं में लाएं प्रगति, कार्य समय पर पूर्ण करवाएं: पुरोहित	66.5M
2.	Dainik Bhaskar	आयुर्वेदिक कॉलेजों में अब पैरामेडिकल व नर्सिंग कोर्स	66.5M
3.	The Times of India	All India Ayurveda Institute & 11 Ayurvedic colleges to come up in state	64.4M
4.	ThePrint	Ayurveda medicines worked very fast for me, I became CM from minister: Mohan Yad	11.3M
5.	India web news	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
6.	Knews India	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद- मुख्यम	N/A
7.	E - PAO	Foundation stone laid for Sawombung fire sub-station	N/A
8.	Prithak Chhattisgarh	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
9.	News Grid	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A