

MINISTRY OF AYUSH COMPILED MEDIA REPORT 21 Jan, 2025 - 22 Jan, 2025

Total Mention 81

⊞ Print	Financial	Mainline	Regional	Periodical
5	1	4	N/A	N/A
	•) Online		

76



Print

No	Newspaper	Headline	Edition	Pg
1.	Bizz Buzz	Are we pushing rural India into debt trap with loans against properties	Hyderabad	8
2.	The Morning Standard	Fit Bit	Delhi	2
3.	The New Indian Express	Trikonasana Prep arms	Bengaluru	2
4.	The New Indian Express	TRIKONASANA PREP ARMS UP	Chennai	2
5.	The Hindu	In second manifesto, BJP promises free education	Hyderabad	9





Bizz Buzz • 22 Jan • Ministry of Ayush

Are we pushing rural India into debt trap with loans against properties

8 • PG 633 • Sqcm 63302 • AVE N/A • Cir Bottom Left

Hyderabad

THE POLITICA

Are we pushing rural India into debt trap with loans against properties?

As many as 80 crore Indians simply cannot afford to buy their food as they do not have any source of regular income. They are jobless. Period.



BN Kumar

MANOHAR Mewada from Sehore, Madhya Pradesh, took a Ri O lakh loan from a bank against his property by using the property cards obtained under the Svamitva (Survey of Villages Abadi and Mapping with Improvised Technology in Village Area) scheme. He set up a dairy farm which he says enhanced his family income. He makes a paltry sum of Rs 30,000 a month from the dairy with five cows and a buffalo and pays Rs 16,000 a bank EMI.

Meet Rachana, another Svamitva beneficiary from Shri Ganganagar, Rajasthan. She had been
living in her small house for 20
years without any property documents. Now that she got the property documents, she took a loan
of Rs.7.45 lakh and started a shop.
She is also a beneficiary of Swachh
Bharat scheme and took a loan of
Rs8 lakh under the PM Mudra
Yojana and was also working
under the Aajeevika scheme as
well as the family benefited from
Ayushman scheme. She wants to
send her daughter for higher stud-

ies to Australia. There are many such stories that were narrated when Prime Minister Narendra Modi distributed over 65 lakh property cards under Svamitva Scheme to property owners in over 50,000 villages in more than 230 districts across 10 States and 2 Union territories on January 18, 2025 through video conferencing. He said that the property cards have empowered the village people to unlock the land values and improve their lives. It is also notable that the beneficiaries, save for Jammu & Kashmir, are from BJP ruled states.

ruled states.

The scheme sounds good on the face of it, but when you analyse it you get a feeling whether the so-called unlocking is actually pushing rural India into a debt trap, much as the credit card trap in urban areas.

It is always easy to get loans against properties but repayment is not. In Manohar Mewada's case, he spends half of his income on his EMI that too from his dairy business which is fraught with risks. What happens if he defaults?

Take Rachana's case. PM Modi wishes her luck when she says she wants to send her daughter to Australia for studies. He doesn't ask about the study details, but merely says, showing his excitement, "... Australia, so this will be spesible for you because of the Swamitva Yojana".

Rahana's daughter is preparing for AILET (All India Law Entrance Test). And why couldn't the PM advise her to try and study Law in India itself? Modi and his government are obviously oblivious of the fate of thousands of students who go abroad for studies, with the loans taken by their parents, and land in misery when they do not get jobs. The global economy is not in a good shape. There is already a backlash againt foreign immigrants getting jobs in the US and Canada amid local alent getting ignored. The US and Canada are already laying off people and the job losers include Indians.

To quote Indermit Gill, the World Bank Group's Chief Economist and Senior Vice President for Development Economics, the next 25 years will be a tougher slog for developing economies than the last 25 years. Most of the forces that once aided their rise have dissipated. In their place have come daunting headwinds: high debt burdens, weak investment and productivity growth, and the rising costs of climate change. In the coming years, developing economies will need a new playbook that emphasizes domestic reforms to quicken private investment, deepen trade relations, and promote more efficient use of capital, talent and

energy.

The Modi government, including Finance Minister Nirmala Sitharaman, have always been painting a rosy picture of the economy despite the rising unchecked inflation. The Rupee is sinking to lower and lower levels by the day. The GDP growth has



The Modi government, including Finance Minister Nirmala Sitha-raman, have always been painting a rosy picture of the economy despite the rising unemployment and prices and unchecked inflation. Rupee is sinking to lower and lower levels by the day. The GDP growth has dropped to 5.4 per cent during the July-September 2024 period, the lowest in seven quar-ters

dropped to 5.4 per cent during the July-September 2024 periods the lowest in seven quarters. Even if we consider GDP growth, the per capita income has not dramatically risen. The government has failed to create the 2-crore jobs-per-year the BJP had promised and nobody talks about the Agniveer and other schemes that were aimed at creating employ-

Private consumption expenditure is not rising to facilitate money circulation which is essential for the economy to flourish. Simply put, people do not have money to spend. This is evident from the fact that the political parties are forced to promise freebies to win elections. Even the Blp, which has been criticising 'revdis', is itself trying to win the Delhi elections using the carrot of Rs 2,500-amonth payout to "eligible women" Madhya Pradesh. Maharashtra.

Madhya Pradesh, Maharashtra, Karnataka and Telangana which implemented welfare schemes beyond their budgetary means are already facing financial stress and Delhi will soon join this club.

Now let us look at the govern-

ment expenditure on infrastructure that is supposed to create jobs and contribute to economic growth. This is yet another hollow talk since these projects have a limited impact for a very limited period. For instance, road construction through a particular area may offer temporary labour jobs in that geography. What happens to the labour after that construction is a million-dollar question since these labourers cannot be employed in another area where there is already plenty of unemployment. The construction companies employ engineers and supervisors, but in a limited number due to their lean-and-mean business practices. Thus, their contribution to consumption expenditure is limited to that extent.

Why do we have to face the crisis and distress arising out of unemployment if the rural house-holds are all that happy as the government data seeks to highlight? Please do not forget the farmer suicides.

Deaths by suicide of those involved in farming continued to increase in 2022, reports Downtoearth.org, quoting the National Crime Records Bureau (NCRB) data. This is an increase of 3.7 per cent from 2021, when 10,281 deaths were reported. It is an increase of 5.7 per cent when compared with 2020 figures. The figures from 2022 indicate

that at least one farmer died by suicide every hour in India. In fact, farmers' suicide deaths have been showing an increasing trend since 2019 when 10,281 deaths were recorded in NCRB data, says Downtoearth. I am not trying to downplay the government's achievements but the officials, Ministers and the Prime Minister cannot sweep its failures and the continuing crisis under the carpet and by juggling the data.

At the risk of sounding repeti-

At the risk of sounding repetitive, let me point out that we continue to feed free rations to 60 per cent of the population. This again means that these 80 croer Indians simply cannot afford to buy their food as they do not have any source of regular income. They are jobless, Period.

It is in this context also one has to look at the success of the

It is in this context also one has to look at the success of the Svamitva scheme that the Prime Minister talks about. Let us examine what else Modi said. Only half of the six lakh villages in the country have been covered. Once property cards are issued in all villages, it will unlock economic activities worth over 100 lakh crore rupees, he said and emphasised the substantial capital that will be added to the country's economy. How? By making people mortgage their lands and get into debt trap? Imagine the scenario when the loan repayment defaults begin. The rich in villages will buy the properties when banks auction them to recover loans. This has the potential to lead to another crisis.

(The columnist is a Mumbaibased author and independent media veteran, running websites and a YouTube channel known for his thought-provoking messaging.)





The Morning Standard • 22 Jan • Ministry of Ayush Fit Bit

2 • PG 601 • Sqcm 288345 • AVE 300K • Cir Middle Right

Delhi



TRIKONASANA PREP ARMS UP (TRIANGLE POSE PREP ARMS UP)

This pose can be a great practice as it covers important aspects like aligning the body, grounding the feet, keeping the arms long and parallel, engaging the spine, and aligning the hands with the shoulders and hips. This asana can be included in senior yoga, pregnant women, and post-delivery. For these practitioners, the lengthening of the arms and the upper torso muscles along with the engaging of the breathing muscles (intercostal muscles) will help reduce tightness in the lower back, shoulders, neck and psoas muscles.

STEPS

- Stand in Tadasana. Inhale, straighten the spine, spread the legs apart, keeping a distance of about 3 to 3.5 feet. Exhale.
- Inhale, raise your arms, bring them at shoulder level in Utthita Tadasana (Five Pointed Star Pose), and keep your palms facing down. Stay here for about 2-3 breaths.
- Look down at your feet, turn your left foot outwards to 90 degrees and right foot inwards to 45 degrees.
- Progressing into the pose, inhale, raise your arms, palms facing each other, keep the upper arm away from the ears. Keep your facial muscles relaxed, and exhale.
- Bring awareness to bodyalignment by keeping the chin, chest, naval, and pelvis in line, while the arms are stretched.
 Stretch all the fingers, slowly move your awareness to your breath. Remain here for about 3-4 breaths.
- Ensure the feet are grounded, arms straight, and torso lifted. Build core strength and stability by engaging the core with every exhalation.
- Bring the arms down, release the stretch, turn the feet, and settle back in Utthita Tadasana.
 Take another breath and move the feet back to the center in Tadasana.

 Release and relax. Prepare the body to enter into the pose second time holding it longer.

BENEFITS

- Stretches spinal column, shoulders, arms, and core (abs).
- Strengthens and tones the biceps, triceps, belly, back, pelvis area, thighs, knees and ankles.
- Makes the body flexible for next level poses and flows.
- Responsible for a healthy immune system.
- Activates Mooladhara (root), Svadhisthana (sacral) and Ajna (third eye) Chakras.
- Brings stability and self-awareness.
- Helps eradicate all the negativity and brings emotional balance.
- Efficient functioning of the respiratory system.
- Helps improve the central nervous system.
 - Energises the body with deep breathing
 - Boosts self-confidence.

LIMITATIONS

 Those with injured back and/or shoulders, severe headaches or migraine, recent surgery or an old surgery related to the abdominal area, and pregnant women in their third trimester, should avoid this practice.

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> teacher
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> te

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





The New Indian Express • 22 Jan • Ministry of Ayush Trikonasana Prep arms

2 • PG 120 • Sqcm 120008 • AVE 177.8K • Cir Middle Right City Express

Bengaluru

FITBIT

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The New Indian Express • 22 Jan • Ministry of Ayush TRIKONASANA PREP ARMS UP

2 • PG 714 • Sqcm 942195 • AVE 246.4K • Cir Top Right

Chennai

FITBIT

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The Hindu • 22 Jan • Ministry of Ayush In second manifesto, BJP promises free education

9 • PG 275 • Sqcm 299552 • AVE 956.08K • Cir Top Left

Hyderabad

In second manifesto, BJP promises free education

Ahead of Delhi polls, party announces scholarship for SC students, addresses auto and taxi drivers and domestic workers; adds that it will come up with collaborative solutions with the Centre

Satvika Mahajan

NEW DELHI

he BJP on Tuesday released the second part of its three-part Sankalp Patra (manifesto) for the February 5 Delhi Assembly election. The latest instalment promises free education for students in need from kindergarten to postgraduation ("from KG to PG") in government institutions, and collaborative solutions for Delhi's issues with the Centre and other States.

Releasing the manifesto, Lok Sabha member Anurag Thakur said the party would bring a "zero tolerance" attitude against corruption and arrange for a Special Investigation Team (SIT) to look into major scams of the Aam Aadmi Party (AAP), including those related to DTC, Mohalla Clinics, classrooms and excise policy.



Announcing plans: BJP leaders Anurag Thakur, Virendra Sachdev and others releasing the manifesto in New Delhi on Tuesday. ANI

The party has also promised financial support for competitive exam aspirants, including a one-time assistance of ₹15,000 and reimbursement of travel costs and application fee for up to two attempts.

Similar to the AAP's Dr. Ambedkar Samman Scholarship, which promises scholarships for Dalit students wishing to pursue higher education abroad, the BJP's manifesto has promised a Dr. B.R. Ambedkar Stipend Scheme, which will give SC students in Industrial Training Institutes, skill centres and polytechnics ₹1,000 a month.

Welfare Boards

In another similar poll promise, the BJP has offered welfare Boards for auto and taxi drivers, as well as life insurance of ₹10 lakh and accident insurance of ₹5 lakh. Additionally, the party is promising scholarships for children of auto and taxi drivers. The AAP has promised financial assistance, accident insurance up to ₹15 lakh and ₹1 lakh for daughters' wedding.

The party has also promised a welfare Board for domestic workers, life insurance of ₹10 lakh and accident insurance of ₹5 lakh, scholarships for their children and paid maternity leave (six months).

In the first manifesto, it had promised ₹21,000 and six nutrition kits for pregnant women; cooking gas at ₹500; free cylinders on Holi and Deepavali; ₹10 lakh free treatment under Ayushman Bharat for all; monthly pension of ₹2,500 (ages 60-70) and ₹3,000 (ages 70+); and nutritious meals at ₹5 in Atal Canteens.



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	MSN Hindi	GOVT Employees Retirement Age Hike News Today: 65 वर्ष की उम्र में रिटायर होंगे	733.9M
2.	Aaj Tak News	"आयुर्वेद दवाओं ने मुझ पर बहुत तेजी से काम किया, मैं मंत्री से CM बन गया", मोह	571.7M
3.	Dainik Bhaskar	धरती आबा जनजातीय ग्राम उत्कर्ष अभियान की समीक्षा	66.5M
4.	Dainik Bhaskar	राइजिंग राजस्थान ग्लोबल इन्वेस्टमेंट समिट के एमओयू की प्रगति समीक्षा की	66.5M
5.	Dainik Bhaskar	आंवला खाने से बाल काले हुए, उम्र भी रुक गई: त्रिफला से 56 फायदे, आयुष मंत्रालय क	66.5M
6.	Dainik Bhaskar	सरकारी योजनाओं में लाएं प्रगति, कार्य समय पर पूर्ण करवाएं: पुरोहित	66.5M
7.	Dainik Bhaskar	आयुर्वेदिक कॉलेजों में अब पैरामेडिकल व नर्सिंग कोर्स	66.5M
8.	हिन्दुस्तान(Live Hindustan)	आयुर्वेदिक अस्पतालों में इलाज के साथ योगाभ्यास	64.8M
9.	हिन्दुस्तान(Live Hindustan)	आरएएफ कैंप में 578 कार्मिकों का हुआ प्रकृति परीक्षण	64.8M
10.	हिन्दुस्तान(Live Hindustan)	स्वास्थ्य मेला का आयोजन, 200 मरीजों का हुआ इलाज	64.8M
11.	The Times of India	All India Ayurveda Institute & 11 Ayurvedic colleges to come up in state	64.4M
12.	अमर उजाला (Amar ujala)	Karnal News: विद्यार्थियों को करवाया सूर्य नमस्कार का अभ्यास	63.8M
13.	अमर उजाला (Amar ujala)	Sonipat News: सूर्य नमस्कार प्रशिक्षण शिविर आयोजित	63.8M
14.	अमर उजाला (Amar ujala)	सूर्य नमस्कार से शरीर में बढ़ता ऊर्जा का स्तर : डॉ. शकुंतला	63.8M
15.	Dailyhunt	The Taste by Vir Sanghvi: Breaking myths and embracing India"s cannabis traditi	18.6M
16.	Prokerala.com	UP govt gives new postings to promoted IAS officers	13M
17.	ThePrint	Ayurveda medicines worked very fast for me, I became CM from minister: Mohan Yad	11.3M
18.	Janta Se Rishta	महाकुंभ 2025 में भाग लेने के दौरान Nirmal फार्मासिस्ट की हृदयाघात से मृत्यु	3.8M
19.	Telangana Today	Nirmal pharmacist dies of cardiac arrest while attending Maha Kumbh 2025 in Pra y	3.8M
20.	Janta Se Rishta	Sri Ganganagar: बैठक की राईजिंग राजस्थान ग्लोबल इन्वेस्टमेंट समिट के एमओयू प्रगत	3.8M
21.	English.mathrubhumi.com	Govt hospitals face shortage of specialist doctors; 1 nurse for 60 patients	3.2M
22.	Daijiworld	UP govt gives new postings to promoted IAS officers	3M
23.	The Hans India	UP govt gives new postings to promoted IAS officers	1.7M
24.	Dainik Bhaskar	राजनीति: योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल	926.1K
25.	The Pioneer	Ayurveda guides to sustainable wellness: Chief Minister	776.4K





26.	Northeast Now	Meghalaya Jobs : NAM East Khasi Hills Recruitment 2025	709.5K
27.	Social News XYZ	UP govt gives new postings to promoted IAS officers	415.2K
28.	AV News	मुख्यमंत्री डॉ. मोहन यादव ने आयुर्वेद पर्व 2025 में उज्जैन को दी बड़ी सौगात	348.7K
29.	Samachar Nama	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि	195.8K
30.	Hindusthan Samachar	हरियाणा योग आयोग एवं आयुष विभाग कैथल के स्कूलों में दे रहा सूर्य नमस्कार का प्रश	161.2K
31.	Sakshipost EN	UP govt gives new postings to promoted IAS officers	160.8K
32.	Hitavada News	11 Ayurvedic colleges will be started in State: CM	129.5K
33.	Lokmattimes.com	UP govt gives new postings to promoted IAS officers	94.3K
34.	News4 Social	आंवला खाने से बाल काले हुए, उम्र भी रुक गई: त्रिफला से 56 फायदे, आयुष मंत्रालय क	66.4K
35.	Bhaskar Live	UP govt gives new postings to promoted IAS officers	46.5K
36.	lans Live	UP govt gives new postings to promoted IAS officers	32.1K
37.	Tennews.in	UP govt gives new postings to promoted IAS officers	9.1K
38.	Hi INDiA	UP govt gives new postings to promoted IAS officers	2.4K
39.	The Hans India	UP govt gives new postings to promoted IAS officers	N/A
40.	Nation Press	UP IAS Officers Get New Roles : New Assignments for Promoted IAS Officers in UP	N/A
41.	Today India News	UP govt gives new postings to promoted IAS officers	N/A
42.	Newspoint	UP govt gives new postings to promoted IAS officers	N/A
43.	Pune News	UP govt gives new postings to promoted IAS officers	N/A
44.	Sakshi Post	UP govt gives new postings to promoted IAS officers	N/A
45.	Daily World	UP govt gives new postings to promoted IAS officers -Agencies National - Daily	N/A
46.	Thefreedompress	UP govt gives new postings to promoted IAS officers	N/A
47.	India Online Mart	UP govt gives new postings to promoted IAS officers	N/A
48.	News Wala	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि	N/A
49.	Deshbandhu	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि	N/A
50.	Khair News	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि	N/A
51.	Vande Bharat Live Tv News	अश्वगंधा पौधै के औषधीय गुण की जानकारी छात्र – छात्राओं को दी	N/A
52.	khabredinraat	आयुर्वेद को बढ़ावा देने के लिए भभूति हर्बल की पहलः आयुर्वेदिक हेल्थ और वेलनेस क्ष	N/A



53.	bharatsarathi.com	स्वास्थ मंत्री ने नहीं बताई गुरुग्राम में स्वास्थ सेवाओं की स्थिति पढ़ाया य	N/A
54.	Bharat Prakash News	पुराने ढर्रे पर चल रहा आयुर्वेद एवं यूनानी सिस्टम, आखिर कब होगा सुधार?	N/A
55.	Daily aawaz	मध्य प्रदेश में यूनानी चिकित्सा की शिक्षा अब हिंदी में होगी, सीएम मोहन यादव का ब	N/A
56.	Evening Times	मुख्यमंत्री डॉ मोहन यादव ने आयुष विभाग के चिकित्सकों की सेवानिवृत्ति की आयु 65 व	N/A
57.	Newzfatafat	हरियाणा योग आयोग एवं आयुष विभाग कैथल के स्कूलों में दे रहा सूर्य नमस्कार का प्रश	N/A
58.	Shree News	मुख्यमंत्री डॉ मोहन यादव ने आयुष विभाग के चिकित्सकों की सेवानिवृत्ति की आयु 65 व	N/A
59.	Delhi Bulletin	मध्य प्रदेश में यूनानी चिकित्सा की शिक्षा अब हिंदी में होगी, सीएम मोहन यादव का ब	N/A
60.	Khas Khabar	मध्य प्रदेश में यूनानी चिकित्सा की शिक्षा अब हिंदी में होगी, सीएम मोहन यादव का ब	N/A
61.	Real India News	मध्य प्रदेश में यूनानी चिकित्सा की शिक्षा अब हिंदी में होगी, सीएम मोहन यादव का ब	N/A
62.	Kadwaghut	मुख्यमंत्री डॉ मोहन यादव ने आयुष विभाग के चिकित्सकों की सेवानिवृत्ति की आयु 65 व	N/A
63.	Mp Headline	मध्य प्रदेश में यूनानी चिकित्सा की शिक्षा अब हिंदी में होगी, सीएम मोहन यादव का ब	N/A
64.	खबर जगत	मुख्यमंत्री डॉ मोहन यादव ने आयुष विभाग के चिकित्सकों की सेवानिवृत्ति की आयु 65 व	N/A
65.	Web Akhbar	मुख्यमंत्री डॉ मोहन यादव ने आयुष विभाग के चिकित्सकों की सेवानिवृत्ति की आयु 65 व	N/A
66.	Shabd Sangram	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
67.	Krishak Jagat	वनस्पतियों की जानकारी से व्यक्ति स्वस्थ रहने के मार्ग का अनुसरण कर सकता है	N/A
68.	Mirzapur News	एपेक्स आयुर्वेदिक कॉलेज में आयुर्वेद में करियर के अवसर पर ऑनलाइन गेस्ट लेक्चर का	N/A
69.	Sansad Tv	Ayushman Bhava: निद्रा विकार नींद से जुड़ी बीमारी Sleep Disorder	N/A
70.	Drishyamindia	आंवला खाने से बाल काले हुए, उम्र भी रुक गई:त्रिफला से 56 फायदे, आयुष मंत्रालय के	N/A
71.	Imnb	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद: मुख्यम	N/A
72.	India web news	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
73.	Knews India	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद- मुख्यम	N/A
74.	E - PAO	Foundation stone laid for Sawombung fire sub-station	N/A
75.	Prithak Chhattisgarh	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A
76.	News Grid	आयु की प्रत्येक अवस्था में बेहतर जीवन जीने का प्रमाणिक मार्ग है आयुर्वेद : मुख्य	N/A