



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**22 Dec, 2024 - 23 Dec, 2024**

 **Total Mention 70**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>7</b>	<b>N/A</b>	<b>5</b>	<b>2</b>	<b>N/A</b>

 <b>Online</b>
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**63**

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Times of India	Toothpastes, soaps focus on natural ingredients	Pune + 2	15
2.	The Asian Age	Modi meets yoga practitioner, other influencers from Kuwait	Delhi	3
3.	The Morning Standard	Fit Bit	Delhi	2
4.	The New Indian Express	PASCHIMA NAMASKARASANA	Chennai	2
5.	The New Indian Express	PASCHIMA NAMASKARASANA (STANDING REVERSE PRAYER POSE)	Bengaluru	2
6.	Dina Mani	Vice Chancellor of the University of Integrated Therapy with Allopathic AYUSH Medicine	Chennai	4
7.	Hindustan	Body KI Prakriti anusaar aahar ke sujhab dega Aiims	Chandigarh	5

The Times of India • 23 Dec • Ministry of Ayush  
Toothpastes, soaps focus on natural ingredients

15 • PG

201 • Sqcm

488289 • AVE

1.05M • Cir

Bottom Center

Pune • Ahmedabad • Delhi

# Toothpastes, soaps focus on natural ingredients

Rupali Mukherjee  
@timesofindia.com

**New Delhi:** Toothpastes and toilet soaps, traditionally focused on functionality, are now shifting their emphasis to ingredients, reflecting a broader consumer preference for natural and plant-based ingredients. FMCG players and research agencies point out that the trend is becoming more pronounced, with this spilling over into haircare and other personal care products.

Recent product launches underscore this shift, as consumers increasingly favour scientifically backed and safe ingredients.

Over 70% of the new launches in toothpastes are

## SHIFTING STRATEGY

> Over 70% of new launches in toothpastes are in natural space, up from 60% in 2018-19



> Hair wash products have seen largest jump from 10% to 70%



> Colgate has herbal variants, such as salt, neem and clove, besides Vedshakti range

> HUL has also launched its ayurveda range Ayush

> Ingredient-centric approach connects strongly with mainly Gen-Z and Gen-Alpha consumers, who prefer safety, transparency in personal care choices



now in the natural space, up from 60% in 2018-19, while the largest jump has come in hair wash products from 10% to now 70%, recent Kantar data said.

In oral care, the natural or herbal segment is growing at a faster pace, with the trend to-

wards herbal and ayurvedic ingredients in toothpastes gaining significant momentum over the past three-to-four years. The share of herbal/ayurvedic in the overall market is 36% now, up from 32% four years ago, according to Kantar Household Panel.

"Consumers are increasingly seeking toothpastes and even mouthwashes with natural ingredients. This trend is now becoming more pronounced, with other segments, such as gel variants (Dabur Red Bae), mouthwashes, and specialised solutions, for issues like whitening and sensitivity also shifting towards natural formulations," Prashant Agarwal, marketing head-oral care, Dabur India told TOI.

Such is the preference of 'natural' that the market leader in toothpastes, Colgate also has herbal variants, such as salt, neem and clove, besides its range of 'Vedshakti'. Earlier, HUL also launched its Ayurveda range, Ayush. While, under its naturals brand,

Indulekha, it has expanded its portfolio into anti-dandruff hair cleansers and oils.

The ingredient-centric approach resonates strongly with consumers, particularly Gen-Z and Gen-Alpha, who prioritise safety and transparency in their personal care choices, experts added.

Says Ragini Hariharan, marketing director — beauty & personal care, Himalaya Wellness: "We've observed a significant shift in consumer preferences towards products that emphasise scientifically-backed, safe, and effective ingredients. This trend is particularly visible within our face washes and broader personal care portfolio, including face creams, scrubs, serums, face packs."

The Asian Age • 23 Dec • Ministry of Ayush  
Modi meets yoga practitioner, other influencers from Kuwait

3 • PG

207 • Sqcm

145245 • AVE

389.96K • Cir

Middle Center

Delhi

# Modi meets yoga practitioner, other influencers from Kuwait

**Kuwait City, Dec. 22:** Prime Minister Narendra Modi on Sunday met Shaikha AJ Al-Sabah, an avid yoga practitioner and founder of the first licenced yoga studio "Daratma" in Kuwait, and other influencers from the Gulf country.

Mr Modi, who arrived here on Saturday on a two-day trip — the first to this Gulf nation by an Indian Prime Minister in 43 years, also met Fahad Ghazi Alabduljaleel, the President of Kuwait Heritage Society, and appreciated his work in preserving the rare manuscripts and artefacts.

"Met HH Shaikha AJ Al-Sabah in Kuwait. She has distinguished herself for her passion towards Yoga and fitness. She has established her own Yoga and wellness studio, which is quite popular in Kuwait. We talked about ways to make Yoga more popular among



Prime Minister Narendra Modi with Shaikha AJ Al-Sabah, an avid yoga practitioner and founder of the first licensed yoga studio 'Daratma' in Kuwait on Sunday. — PTI

the youth," Mr Modi posted on X.

They discussed ways to further popularise yoga, especially among the youth, the Prime Minister's Office said. Ministry of external

affairs spokesperson Randhir Jaiswal said that Shaikha A J Al-Sabah is an avid yoga practitioner and the founder of the first licenced yoga studio 'Daratma' in Kuwait. — PTI

## The Morning Standard • 23 Dec • Ministry of Ayush Fit Bit

2 • PG

609 • Sqcm

292476 • AVE

300K • Cir

Middle Right

Delhi

### FITBIT

## PASCHIMA NAMASKARASANA (STANDING REVERSE PRAYER POSE)

This asana is a standing chest opener pose, which is the foundation of Tadasana (Mountain Pose). The namaskar with palms joined near the chest is the start of the Namaskarasana in a standing pose. But the same pose is used when the palms are joined in the backside of the body, which becomes Paschima Namaskarasana. It is also known as Viparita Namaskarasana. Students can also do this pose in a seated position. This is good for opening up shoulder joints and strengthening the arms. It helps in burning arm fat by toning the muscles. Gomukhasana is a preparatory to this pose. It opens the torso, expands the rib cage, and is very effective for all cardiovascular diseases.

#### STEPS

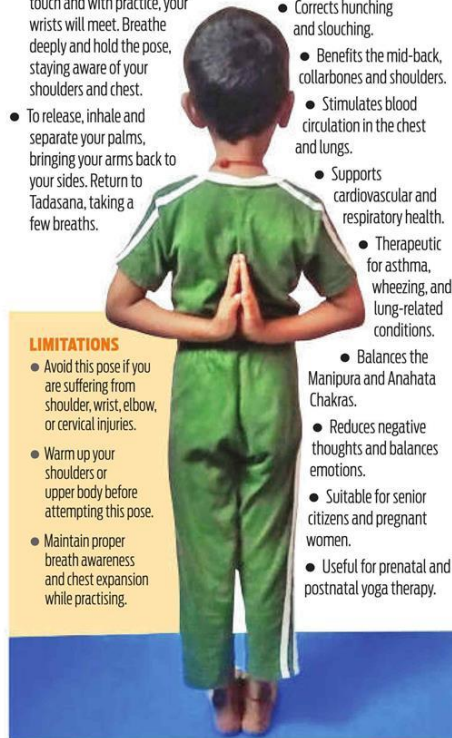
- Start in Tadasana, taking a few breaths and rolling your shoulders back. Stand upright with a straight spine, relaxed shoulders, and chin parallel to the ground.
- Ground your feet firmly, either together or slightly apart for balance. Let your arms rest by your sides and engage your legs while breathing steadily.
- Bring your arms forward, parallel to the ground. Inhale deeply, opening your chest. Exhale and bring your arms behind your back, joining your palms in a reverse prayer position.
- Initially, only your fingertips will touch and with practice, your wrists will meet. Breathe deeply and hold the pose, staying aware of your shoulders and chest.
- To release, inhale and separate your palms, bringing your arms back to your sides. Return to Tadasana, taking a few breaths.

#### BENEFITS

- Stretches the forearms and wrist muscles.
- Opens the shoulder blades and joints.
- Tones the biceps and strengthens the pectoral muscles.
- Activates bandhas effectively.
- Lengthens the torso, straightens the back, and opens the chest.
- Expands the diaphragm and creates space in the rib cage.
- Enhances lung capacity and pulmonary function.
- Aligns the shoulder blades and improves back flexibility.
- Corrects hunching and slouching.
- Benefits the mid-back, collarbones and shoulders.
- Stimulates blood circulation in the chest and lungs.
- Supports cardiovascular and respiratory health.
- Therapeutic for asthma, wheezing, and lung-related conditions.
- Balances the Manipura and Anahata Chakras.
- Reduces negative thoughts and balances emotions.
- Suitable for senior citizens and pregnant women.
- Useful for prenatal and postnatal yoga therapy.

#### LIMITATIONS

- Avoid this pose if you are suffering from shoulder, wrist, elbow, or cervical injuries.
- Warm up your shoulders or upper body before attempting this pose.
- Maintain proper breath awareness and chest expansion while practising.



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



The New Indian Express • 23 Dec • Ministry of Ayush

## PASCHIMA NAMASKARASANA

2 • PG

696 • Sqcm

918100 • AVE

246.4K • Cir

Top Center

Chennai

**FITBIT**

## PASCHIMA NAMASKARASANA

(STANDING REVERSE PRAYER POSE)

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### STEPS

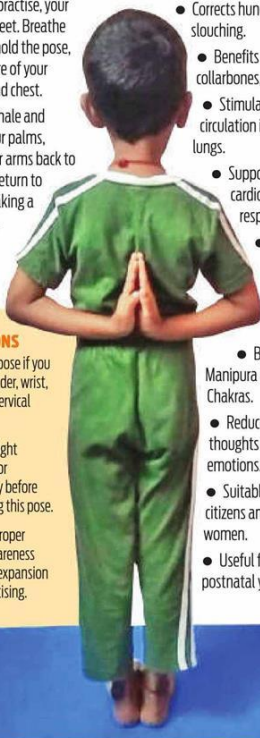
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# The New Indian Express • 23 Dec • Ministry of Ayush

## PASCHIMA NAMASKARASANA (STANDING REVERSE PRAYER POSE)

2 • PG

622 • Sqcm

622194 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

**FITBIT**

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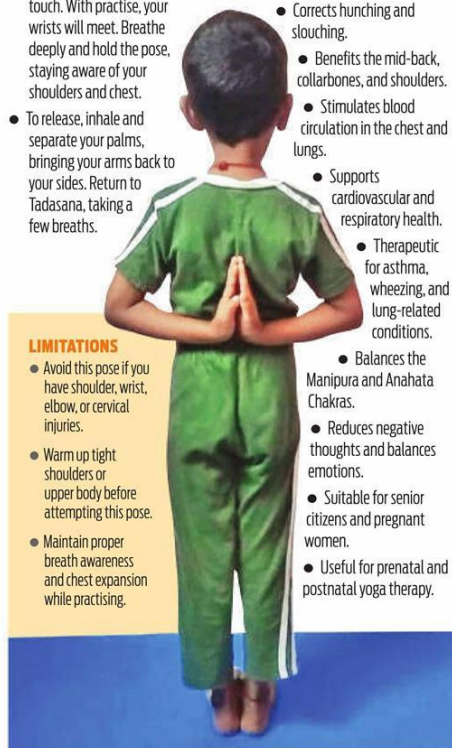
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Meenakshi Academy of Higher Education & Research, Chennai

Dina Mani • 23 Dec • Ministry of Ayush  
Vice Chancellor of the University of Integrated Therapy with Allopathic AYUSH  
Medicine

4 • PG

176 • Sqcm

74954 • AVE

167.26K • Cir

Top Center

Chennai

**அலோபதி, ஆயுஷ் மருத்துவத்துடன்  
ஒருங்கிணைந்த சிகிச்சை: பல்கலை. துணைவேந்தர்**

தாம்பரம், டிச. 22: மருத்துவர்கள் நோயாளிகளுக்கு அலோபதி சிகிச்சையுடன் சித்த, ஆயுர்வேத சிகிச்சை முறையையும் ஒருங்கிணைத்து அளித்தால் பல்வேறு நோய் பாதிப்புகளுக்கு தீர்வு கிடைக்கும் என்று தமிழ்நாடு டாக்டர் எம்ஜிஆர் மருத்துவப் பல்கலைக்கழகத் துணைவேந்தர் கே.நாராயணசாமி நம்பிக்கை தெரிவித்தார்.

குரோம்பேட்டை ஸ்ரீ பாலாஜி மருத்துவக் கல்லூரி மருத்துவ மனையில் நடைபெற்ற அலோபதி, ஆயுஷ் மருத்துவர்களுக்கு கான ஒருங்கிணைந்த ஆராய்ச்சி மையம் மாநாட்டைத் தொடங்கி வைத்து அவர் பேசியதாவது:

எந்தெந்த நோய்களின் பாதிப்பு களுக்கு அலோபதி மற்றும் சித்த, ஆயுர்வேத மருத்துவச் சிகிச்சை தீர்வு கிடைக்கும் என்பது குறித்து இங்கு ஆராய்ச்சி மேற்கொள்வது வரவேற்புக்குரியது. அலோபதி மருத்துவம் பல்வேறு நோய்ப் பாதிப்பு பிரச்னைகளுக்கு சிறந்த தீர்வாக உள்ளது. சித்த, ஆயுர்வேதம் உள்ளிட்ட இந்திய பாரம்பரிய மருத்துவ முறைகள் சில நோய்கள் வரும் முன்பு காத்துக்கொள்வதற்கும், வந்த பின்னர் தற்காத்துக் கொள்வதற்கும் சிறந்த மருத்துவமாகத் திகழ்கிறது.

இந்திய மருத்துவ முறை சிகிச்சை வலியுறுத்தும் உணவே மருந்து, மருந்தே உணவு முறை

யைக்கடைப்பிடித்தால், பல்வேறு நோய்களில் இருந்து தற்காத்துக் கொள்ள முடியும்.

நோய்பாதிப்புக்குள்ளானபின்னர், நோயின் தீவிரத்தைக் கட்டுப்படுத்த முடியும். நீண்ட காலமாக நோய்வாய்ப்பட்ட நோயாளிகளுக்கு ஒருங்கிணைந்த அலோபதி மற்றும் சித்த, ஆயுர்வேத மருத்துவச் சிகிச்சை முறைகள் நல்ல பலனைத் தருகிறது என்றார் அவர்.

குரோம்பேட்டை ஸ்ரீ பாலாஜி மருத்துவக் கல்லூரி மருத்துவமனையில் நடைபெற்ற மாநாட்டு மலர் வெளியிட்டு விழாவில் பங்கேற்ற தமிழ்நாடு டாக்டர் எம்ஜிஆர் மருத்துவப் பல்கலைக்கழகத் துணைவேந்தர் கே.நாராயணசாமி, கல்லூரி முதல்வர் சசிசுமார் கல்வி ஆலோசகர் வீரபாகு உள்ளிட்டோர்.





Hindustan • 23 Dec • Ministry of Ayush  
Body KI Prakriti anusaar aahar ke sujhab dega Aiims

5 • PG

312 • Sqcm

264826 • AVE

1.53M • Cir

Middle Center

Chandigarh

# शरीर की प्रकृति अनुसार आहार के सुझाव देगा एम्स

## अभियान

नई दिल्ली, प्रमुख संवाददाता। एम्स दिल्ली में रविवार को आयुष मंत्रालय कह ओर से प्रकृति परीक्षण अभियान शुरू किया गया है। कन्वर्जेंस ब्लॉक में सातवें तल पर जाकर कोई भी व्यक्ति सुबह नौ बजे से शाम छह बजे तक जाकर परीक्षण करा सकता है। इसके तहत डॉक्टर लोगों को उनके शरीर की प्रकृति के अनुसार आहार, निद्रा और व्यायाम के सुझाव देंगे।

आयुर्वेद में किसी व्यक्ति की प्रकृति को तीन दोषों वात, पित्त और कफ के आधार पर तय किया जाता है। स्वास्थ्य परीक्षण के जरिए किसी व्यक्ति के

शरीर की प्रकृति का पता लगाकर उसे सही सलाह दी जाती है। एम्स के एनाटॉमी विभाग की प्रोफेसर डॉ. रीमा दादा के मुताबिक, आयुष मंत्रालय के इस अभियान का मकसद 18 साल से अधिक उम्र से ऊपर के नागरिकों का स्वास्थ्य परीक्षण कर उनकी प्रकृति के अनुसार उचित सलाह देना है। इस आधार पर लोगों को प्रमाण पत्र के आधार पर रिपोर्ट दी जाएगी। इसमें खान पान का सही समय, जीवनशैली सुधारने और नींद लेने का सही समय जैसी जानकारी दी जाती है।

अब तक 150 लोगों को परामर्श दिया जा चुका है। एम्स के इंटीग्रेटेड मेडिसिन विभाग के प्रोफेसर गौतम शर्मा के नेतृत्व में इसको चलाया जा रहा है।

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	श्रीमाधोपुर में सीवरेज प्रोजेक्ट और ब्लॉक स्तरीय आयुर्वेद भवन का शिलान्यास 25 को	66.5M
2.	Dainik Bhaskar	कैंग रिपोर्ट पार्ट-3: सरकारी फार्मसी से सस्ती दवाओं की जगह लघु वनोपज संघ से महंग...	66.5M
3.	Dainik Bhaskar	देवनानी ने जांच कराकर शरीर की प्रकृति को जाना	66.5M
4.	Dainik Bhaskar	छात्रों व स्टाफ का किया प्रकृति परीक्षण	66.5M
5.	हिन्दुस्तान(Live Hindustan)	शेखपुरा में औषधीय पौधों की खेती को मिलेगा बढ़ावा शेखपुरा में औषधीय पौधों की खेती...	64.8M
6.	हिन्दुस्तान(Live Hindustan)	अनुज बने आयुष विभाग के जिला को-ऑर्डिनेटर	64.8M
7.	The Times of India	Ayurvedic Surgeons Seek Special Courses for Better Opportunities	64.4M
8.	The Times of India	Central India College of Pharmacy, Lonara, distributes 3,000 Ashwagandha saplin g...	64.4M
9.	अमर उजाला (Amar ujala)	Rohtak News: पुरानी पेंशन नीति बहाल हो, पार्ट टाइम और कच्चे कर्मचारियों को नियमि...	63.8M
10.	अमर उजाला (Amar ujala)	Tehri News: आयुष अस्पताल के लिए जमीन की तलाश पूरी नहीं कर पाया विभाग	63.8M
11.	अमर उजाला (Amar ujala)	Chamba News: पांगी में पीडब्ल्यूडी और विद्युत बोर्ड के अफसरों-कर्मचारियों की छुट...	63.8M
12.	अमर उजाला (Amar ujala)	Jhajjar-Bahadurgarh News: ज्योतिष की तरह आयुष विभाग तैयार करेगा जनता की स्वास्थ...	63.8M
13.	News18 Hindi	ठंड में अपनाएं दादी-नानी का ये खास नुस्खा, बस एक चुटकी में सर्दी-जुकाम को दे मात...	43.6M
14.	Dailyhunt	Number of debt workout scheme applicants expected to hit record high in 2024	18.6M
15.	Dailyhunt	Special health campaign by Ayush Dept to target 10,000 people in dist	18.6M
16.	Medical Dialogues	8th National Siddha Day: Contribution of Siddha in National Ayush Mission Comm en...	16M
17.	Prokerala.com	Number of debt workout scheme applicants expected to hit record high in 2024	13M
18.	Investing India	Number of debt workout scheme applicants expected to hit record high in 2024	10.6M
19.	Investing India	Must partner with IITs to launch startup opportunities in Siddha: Ayush Secretar...	10.6M
20.	Divyabhaskar	मार्गदर्शन: अ.क्रां.मां 14 वोलेन्टियर द्वारा 800 वोकोनु प्रकृति परीक्षण	10M
21.	The Tribune India	World Meditation Day observed	7M
22.	Free Press Journal	Madhya Pradesh: 3 More Ayurveda Colleges Get NCISM Recognition; 11 In Pipeli ne	6.4M
23.	Janta Se Rishta	CID और ACB में इन IPS अफसरों की हुई नियुक्ति	3.8M
24.	English.mathrubhumi.com	Worrying spike in number of misleading advertisements of Ayush drugs	3.2M
25.	Dainik Bhaskar	राष्ट्रीय: हरियाणा में प्रशासनिक फेरबदल, आईपीएस सौरभ सिंह बने सीआईडी चीफ	926.1K

26.	Royal Bulletin	हरियाणा में प्रशासनिक फेरबदल, आईपीएस सौरभ सिंह बने सीआईडी चीफ	922.5K
27.	The Pioneer	Surya Tratak and meditation sessions organized	776.4K
28.	Divya Himachal	रोहड़ू उपमंडल में 162 किलोमीटर सड़कों की टारिंग	553.6K
29.	Divya Himachal	बर्फबारी में पानी और दवाइयों का करो खास इंतजाम	553.6K
30.	Punjabkesari	Kangra: पालमपुर में डीएमसी आयुर्वेदिक हॉस्पिटल शुरू, आयुष मंत्री यादविंद्र गोमा ...	530.7K
31.	Social News XYZ	Number of debt workout scheme applicants expected to hit record high in 2024	415.2K
32.	Dainik Savera	हरियाणा में बड़ा प्रशासनिक फेरबदल, IPS सौरभ सिंह बने CID चीफ	246.6K
33.	Sakshipost EN	Number of debt workout scheme applicants expected to hit record high in 2024	160.8K
34.	Ommcom News	Number Of Debt Workout Scheme Applicants Expected To Hit Record High In 2024	133.2K
35.	Hitavada News	Aura Conservation Park story shines at World Ayurved Congress	129.5K
36.	HT Syndication	plea by yoga instructors for bonus marks in recruitment dismissed by hc	119.8K
37.	Lokmatimes.com	Number of debt workout scheme applicants expected to hit record high in 2024	94.3K
38.	Bhaskar Live	Number of debt workout scheme applicants expected to hit record high in 2024	46.5K
39.	Maritimegateway	BCPL signs MoU with Shyama Prasad Mukherjee Port	N/A
40.	Times Of Power And Voice	Students of Army Institutes of Technology Pune Triumph at Smart India Hackathon ...	N/A
41.	Deshbandhu	हरियाणा में प्रशासनिक फेरबदल, आईपीएस सौरभ सिंह बने सीआईडी चीफ	N/A
42.	Finger Print News	JU 2024 National Art Exhibition & Camp kicks off at Jain University	N/A
43.	Indias News	हरियाणा में प्रशासनिक फेरबदल, आईपीएस सौरभ सिंह बने सीआईडी चीफ	N/A
44.	Khair News	हरियाणा में प्रशासनिक फेरबदल, आईपीएस सौरभ सिंह बने सीआईडी चीफ	N/A
45.	OB News	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
46.	The Mobi World	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
47.	Today India News	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
48.	Newspoint	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
49.	India Online Mart	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
50.	Pune News	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
51.	Thefreedompress	Number of debt workout scheme applicants expected to hit record high in 2024	N/A
52.	The Internal News	आभासी सुनवाई और उपभोक्ता न्याय तक डिजिटल पहुंच कार्यक्रम में श्रेयांस बैद लेंगे ...	N/A
53.	Front News Today	सरकार ने भरे 150 आयुर्वेद चिकित्सकों के पद : यादविंद्र गोमा	N/A

54.	Merarastra	क्षेत्रीय आयुर्वेद अनुसंधान संस्थान में आयुर्वेदिक औषधियां विषयक कार्यशाला सम्पन्न...	N/A
55.	Newzfatafat	सरकार ने भरे 150 आयुर्वेद चिकित्सकों के पद : यादविंदर गोमा	N/A
56.	Udaipur Kiran	सरकार ने भरे 150 आयुर्वेद चिकित्सकों के पद : यादविंदर गोमा	N/A
57.	हिंदी सामना	लुटेरे फर्जी वैद्य की जांच में खानापूति...जांच प्रतिवेदन देने में आनाकानी कर रहे...	N/A
58.	Odisha Ray	JU 2024 National Art Exhibition & Camp kicks off at Jain University	N/A
59.	हिमाचल प्रदेश (न्यूज़) समाचार	Kangra: पालमपुर में डीएमसी आयुर्वेदिक हॉस्पिटल शुरू, आयुष मंत्री यादविंदर गोमा ...	N/A
60.	Purvanchal News	शम्भे गौसिया आयुर्वेदिक पोस्ट ग्रेजुएट मेडिकल कालेज में बीएएमएस और पीजी में प्र...	N/A
61.	Sarkari Doctor	8th National Siddha Day: Contribution of Siddha in National Ayush Mission Comm en...	N/A
62.	The Mobi World	Madhya Pradesh: 3 More Ayurveda Colleges Get NCISM Recognition; 11 In Pipeli ne	N/A
63.	News Height	Big breaking :-ग्रामीण पर्यटन पर केंद्र सरकार का जोर, उत्तराखंड ने भी बढ़ाए कदम...	N/A