



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**22 Jan, 2025 – 23 Jan, 2025**

 **Total Mention 82**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>15</b>	<b>1</b>	<b>14</b>	<b>N/A</b>	<b>N/A</b>

 <b>Online</b>
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**67**

 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard (Hindi)	Rashtriye health mission ko 5 saal bhadaya	Chandigarh	1, 4
2.	The Times of India	24x7 health centres across country on anvil	Delhi	1, 16
3.	The Hans India	India on track to meet SDG health targets well ahead of 2030: Govt	Hyderabad	1, 7
4.	The Hans India	BJP vs AAP: A Political Showdown in Delhi Elections	Hyderabad	6
5.	The Hindu	Is the government encouraging 'crosspathy	Hyderabad + 1	3
6.	The Hindu	National Health Mission has curbed several public health concerns, says Centre's report	Hyderabad + 1	10
7.	The Hindu	Is the government encouraging 'crpsspathy	Bengaluru	24
8.	The Morning Standard	6% hike in raw jute MSP approved	Delhi	7
9.	The Morning Standard	I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What ...	Delhi	2
10.	The Morning Standard	Fit Bit	Delhi	2
11.	The Tribune	Cabinet extends NHM for 5 years	Delhi	10
12.	The Tribune	Listen to your body	Delhi	4
13.	The New Indian Express	UTTHITA TRIKONASANA	Chennai + 1	2
14.	The New Indian Express	6% hike in raw jute MSP approved	Kochi	9
15.	Mid Day	Run for the environment	Mumbai	4

Business Standard (Hindi) • 23 Jan • Ministry of Ayush  
Rashtriye health mission ko 5 saal bhadaya

1, 4 • PG

216 • Sqcm

22634 • AVE

15.51K • Cir

Middle Left, Middle Right

Chandigarh

## राष्ट्रीय स्वास्थ्य मिशन को 5 साल बढ़ाया

केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है। राष्ट्रीय ग्रामीण स्वास्थ्य मिशन (एनएचआरएम) की शुरुआत 2005 में की गई थी, जिसे कई बार बढ़ाया गया है। एनएचएम की अवधि आखिरी बार 2021 में बढ़ाकर 2026 तक के लिए कर दिया गया था। मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है।

पृष्ठ 4

# स्वास्थ्य मिशन की अवधि बढ़ी

संकेत कौल  
नई दिल्ली, 22 जनवरी

केंद्रीय मंत्रिमंडल ने बुधवार को राष्ट्रीय स्वास्थ्य मिशन (एनएचएम) को 5 साल और बढ़ाने का फैसला किया है। मंत्रिमंडल ने पिछले 3 साल के दौरान योजना की प्रगति की समीक्षा करने के बाद योजना की अवधि बढ़ाई है।

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मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल ने कहा कि सार्वजनिक स्वास्थ्य पर योजना के असर को देखते हुए यह कदम उठाया गया है।

सरकार ने एक बयान में कहा है,

‘भारत में स्वास्थ्य सुधारों, खासकर कोविड-19 महामारी के दौरान में मिशन की भूमिका अहम रही है। इसने स्वास्थ्य सेवाओं को पहुंच के भीतर बनाने और गुणवत्तायुक्त स्वास्थ्य सेवाएं देने में मदद पहुंचाई है।’ गोयल ने कहा कि एनएचएम की चल रही कवायदों की वजह से भारत के स्वास्थ्य क्षेत्र में अहम बदलाव हुआ है और भारत 2030 तक के सतत विकास लक्ष्यों (एसडीजी) के तहत स्वास्थ्य लक्ष्यों पर सही दिशा और समय से आगे चल रहा है।

पिछले 3 साल के दौरान योजना के प्रदर्शन पर प्रतिक्रिया देते हुए गोयल ने कहा कि एनएचएम से विभिन्न क्षेत्रों में उल्लेखनीय प्रगति हुई है, जिसमें मातृत्व एवं शिशु देखभाल, बीमारी उन्मूलन और स्वास्थ्य संबंधी बुनियादी ढांचा शामिल है। मातृत्व मृत्यु अनुपात (एमएमआर) 2014-16 के 1 लाख पर 130 से 25 प्रतिशत घटकर 2018-20 में 1 लाख पर



मंत्रिमंडल के फैसलों की जानकारी देते हुए केंद्रीय वाणिज्य मंत्री पीयूष गोयल -पीटीआई

97 रह गया है। वहीं शिशु मृत्यु दर 2014 में 1,000 पर 39 था, जो 2020 में घटकर 1,000 पर करीब 28 रह गया है। बयान में कहा गया है, ‘इन सुधारों से संकेत मिलता है कि भारत मातृत्व, शिशु, नवजात मृत्यु दर के मामले में एसडीजी के 2030 तक के लक्ष्यों को समय से पहले पूरा करने की दिशा में है।’

बयान में कहा गया है कि एनएचएम में 2021-22 से 2023-24 के दौरान 12 लाख से ज्यादा अतिरिक्त स्वास्थ्य कर्मियों ने काम किया। इसमें जनरल ड्यूटी मेडिकल ऑफिसर्स, स्पेशलिस्ट्स, स्टाफ नर्स, एनएचएम, आयुष चिकित्सक, सहायक स्वास्थ्य कर्मी और सार्वजनिक स्वास्थ्य प्रबंधक शामिल हैं।

बयान में कहा गया है कि स्वास्थ्य देखभाल सुविधाओं और कर्मचारियों के मौजूदा नेटवर्क के माध्यम से कोविड-19 टीके को 2.2 अरब से ज्यादा खुराक जनवरी 2021 से मार्च 2024 के बीच दी गई। गोयल ने कहा कि एनएचएम से गैर संचारी रोगों (एनसीडी) को घटाने और उनकी निगरानी रखने में मदद मिली है। गोयल ने कहा, ‘राष्ट्रीय क्षयरोग उन्मूलन कार्यक्रम (एनटीईपी) के तहत क्षयरोग के मामले 2015 के 1 लाख आबादी पर 237 से घटकर 2023 में 195 रह गए हैं।’

The Times of India • 23 Jan • Ministry of Ayush  
24x7 health centres across country on anvil

1, 16 • PG

182 • Sqcm

751843 • AVE

4.69M • Cir

Middle Right, Top Right

Delhi

## 24x7 health centres across country on anvil

In a big move to expand emergency health services, the govt has decided to establish 24x7 Primary Health Centres (PHCs) and First Referral Units (FRUs) across the country, **reports Durgesh Nandan Jha.**

Already, as of March 2024, govt said on Wednesday, 12,348 PHCs have been converted to 24x7 services, and 3,133 FRUs have been made operational. "Additionally, the fleet of mobile medical units (MMUs) has expanded, with 1,424 MMUs now operating to ensure healthcare access in remote and underserved areas," said an official, while briefing about the Cabinet meeting on Wednesday to review progress under the National Health Mission. **P 16**

# Rural areas set for emergency care boost with 24x7 PHCs

**DurgeshNandan.Jha**@timesofindia.com

**New Delhi:** In a move to expand emergency health services, govt has decided to establish 24x7 primary health centres (PHCs) and first referral units (FRUs) across the country.

As of March 2024, 12,348 PHCs have been converted to 24x7 services and 3,133 FRUs have been made operational, govt said. The fleet of mobile medical units (MMUs) has also expanded, with 1,424 MMUs now operating to ensure healthcare access in remote and under-served areas," said an official, while briefing about the PM Modi-chaired Cabinet meeting on Wednesday to review progress under the National Health Mission (NHM).

India has over 30,000 PHCs operational. The PHCs are established to provide primary care to a population of 30,000 in rural areas and 20,000 in hilly, tribal and desert areas.

Dr Vinay Agarwal, of the Indian Medical , said making the PHCs func-

tional 24x7 was a great move as it would help people, especially those living in rural areas, access emergency health services promptly. For example, in case of snakebite, deaths occur mostly because the patient can't reach hospital in time. If medical intervention can be assured locally, at PHCs, it will help save many lives. Similarly, for maternal and child health, such a service is going to be a big boon." Dr Aggarwal, however, stressed the need to maintain such facilities well, in terms of availability of required manpower, medicines, and other key equipment.

A key achievement of NHM, govt said, has been the increase in human resources within the healthcare sector: "In the financial year 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, ANMs, AYUSH doctors, allied healthcare workers, and public health managers."





The Hans India • 23 Jan • Ministry of Ayush

## India on track to meet SDG health targets well ahead of 2030: Govt

1, 7 • PG

325 • Sqcm

97574 • AVE

390.49K • Cir

Bottom Left, Top Right

Hyderabad

# India on track to meet SDG health targets well ahead of 2030: Govt

HANS NEWS SERVICE  
NEW DELHI

THE Union Cabinet on Wednesday reviewed the progress under the National Health Mission (NHM) over the last three years and was informed that with significant progress towards achieving the Sustainable Development Goals (SDGs), India is on track to meet its health targets well ahead of the 2030 deadline.

The NHM has contributed to improving India's public health outcomes through its relentless efforts in expanding human resources, addressing critical health issues, and fostering an integrated response to health emergencies, the Cabinet was informed.

Over the last three years, the NHM has driven substantial progress in multiple areas, including maternal and child health, disease elimination, and healthcare infrastructure, an official statement said. The Cabinet also gave its nod to continue the mission for the next two years for achievements of the targets under SDG.

Continued on Page 7



# India on track to meet SDG health targets well ahead of 2030: Govt

Continued from p1

“With significant progress towards achieving the Sustainable Development Goals (SDGs), India is on track to meet its health targets well ahead of the 2030 deadline,” the statement said, adding “The ongoing efforts of NHM have successfully led to a dramatic transformation in India’s healthcare landscape.”

The mission’s efforts have been integral to India’s health improvements, particularly during the COVID-19 pandemic, and have played a vital role in ensuring more accessible and quality healthcare services across the country, it stated. The Cabinet, chaired by Prime Minister Narendra Modi, was apprised of the progress under NHM during 2021-22, 2022-23 and 2023-24 on Wednesday.

The Cabinet was also apprised of accelerated de-

cline in maternal mortality rate, infant mortality rate, under 5 mortality rate and total fertility rate and the progress in respect of various diseases programmes like TB, malaria, kala-azar, dengue, tuberculosis, leprosy, viral hepatitis etc. and new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission.

A key achievement of NHM has been the significant increase in human resources within the healthcare sector, the statement said.

In 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 com-

munity health officers were engaged.

This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in 2022-23, including 1.29 lakh community health officers, and 5.23 lakh workers engaged in 2023-24, which included 1.38 lakh community health officers.

These efforts have contributed significantly to improving healthcare delivery, especially at the grassroots level, the statement said.

It said the NHM framework has also played a crucial role in strengthening the public health system, especially in response to the COVID-19 pandemic. By utilizing the existing network of healthcare facilities and workers, NHM was pivotal in administering over 220 crore COVID-19 vaccine doses between January 2021 and March 2024.



The Hans India • 23 Jan • Ministry of Ayush  
BJP vs AAP: A Political Showdown in Delhi Elections

6 • PG

227 • Sqcm

68195 • AVE

390.49K • Cir

Top Left

Hyderabad

# BJP vs AAP: A Political Showdown in Delhi Elections

THE upcoming Delhi elections have set the stage for an intense political battle between the Bharatiya Janata Party (BJP) and the Aam Aadmi Party (AAP).

The BJP vs AAP clash in Delhi is more than just an electoral contest; it's a battle of ideologies and governance models. As campaigning intensifies, the parties will pull out all stops to sway the electorate. Regardless of the outcome, this election will serve as a litmus test for both parties—for the BJP's ability to penetrate urban strongholds and for AAP's capacity to maintain its dominance in the capital.

Both parties, representing distinct ideologies and strategies, are vying for the trust and votes of Delhi's electorate. While the BJP seeks to capitalise on its national stature and policy-driven governance, AAP is

banking on its grassroots connect and hyperlocal focus.

The political arena in Delhi is a three-way contest among the Aam Aadmi Party (AAP), the Bharatiya Janata Party (BJP), and the Congress. The AAP, under Arvind Kejriwal, has positioned itself as a champion of grassroots governance, emphasising education, healthcare, and electricity subsidies. The BJP's campaign, heavily reliant on its central leadership's appeal, focuses on national issues and promises of development. Meanwhile, the Congress seeks to regain its lost ground, though it struggles with organizational weaknesses and a lack of a clear narrative.

The BJP, led by Modi who calls AAP as Apapada has positioned itself as a party focused on strong national governance. Prime Minister Naren-

dra Modi's charisma remains a key asset, with the party emphasising flagship schemes like the Pradhan Mantri Awas Yojana, Ayushman Bharat, and Jal Jeevan Mission. For Delhi, the BJP has made promises to improve infrastructure, address pollution, and combat issues like illegal encroachments.

However, the BJP's challenge in Delhi lies in its relatively weaker local leadership. Unlike in states where it has a strong Chief Ministerial candidate, the BJP's strategy in Delhi revolves more around the central leadership. This reliance could either consolidate their support or alienate voters looking for a city-focused leader.

The Aam Aadmi Party, under Chief Minister Arvind Kejriwal, has cemented its position as a party rooted in local governance. Over

the years, AAP has focused on education, healthcare, and utility subsidies, building a reputation for delivering on core civic issues. Its 'Delhi model' of development—with initiatives like the Mohalla Clinics, revamped government schools, and free electricity and water for low-income households—has garnered widespread appreciation.

Kejriwal's team is doubling down on their track record, presenting themselves as the only party capable of understanding and addressing Delhi's unique challenges. However, AAP faces criticism for its alleged populist policies and a perception of being overly confrontational with the central government.

Pollution is the most pressing concerns for Delhiites, both parties are making bold claims to tackle the city's pollution crisis.

Urban Development: The BJP promises modernisation and large-scale infrastructure projects. AAP, on the other hand, argues that such plans often ignore the needs of marginalised communities, focusing instead on community-centric development.

AAP's focus on public services like free water, electricity, and healthcare remains a pivotal point of its campaign. BJP, however, is trying to appeal to the middle-class electorate that often views subsidies with skepticism.

For Delhi voters, the choice isn't merely between two political parties but between two governance models. While BJP offers a national perspective with promises of sweeping reforms, AAP's hyperlocal approach emphasises immediate and tangible benefits.

The Hindu • 23 Jan • Ministry of Ayush  
Is the government encouraging 'crosspathy'

3 • PG

410 • Sqcm

447267 • AVE

956.08K • Cir

Bottom Left

Hyderabad • Delhi

# Is the government encouraging 'crosspathy'?

Why did the Maharashtra Food and Drugs Administration issue a directive allowing homeopathic practitioners to prescribe allopathic medicines?

Zubeda Hamid

## The story so far:

**T**he Maharashtra Food and Drugs Administration has, in a recent directive, allowed homeopathic practitioners, who have completed a certificate course in modern pharmacology, to prescribe allopathic medications.

## Why is it being challenged?

In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. As per this notification, doctors who had obtained the Licentiate of the Court of Examiners of Homeopathy degree from 1951-1982 (the degree was abolished in 1982), and were registered with the Maharashtra Medical Council, were allowed to practise

modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association (IMA). The High Court issued a stay, with the Bench questioning the risk that could be posed to patients if these doctors were allowed to practise allopathy.

IMA Maharashtra president Santosh Kadam said it was unclear why the Maharashtra FDA had now issued this directive. He said that even the central body for homeopathy had no provision to allow its practitioners to practise another stream of medicine and that 'crosspathy' was banned by the Supreme Court. Following the Bombay High Court stay, homeopathic practitioners were not allowed to prescribe allopathic medication, until the final decision of the court came in, he said.

Former secretary of the IMA, Maharashtra, Parthiv Sanghvi, pointed out that the issue has been portrayed as

the Maharashtra government allowing homeopathic practitioners to practise modern medicine – which is not the case, as this has already been stayed by the High Court. "This was a direction to chemists to entertain allopathic prescriptions of homeopathic practitioners. But who has given the FDA the authority to issue such a directive, in light of the fact that court has stayed the order allowing homeopathic practitioners to practise modern medicine," he asked.

## What is SC's stance on 'crosspathy'?

In 1996, in *Poonam Verma versus Ashwin Patel and Others*, which involved a homeopath treating a patient with allopathic medications and the patient subsequently dying, the Supreme Court held the homeopath liable for negligence as he had prescribed medications that he was not qualified to. A 2015 research paper by Suresh Bada Math et al states:

"Across judgments, the judiciary has held that cross-system practice is a form of medical negligence; however, it is permitted only in those states where the concerned governments have authorised it by a general or special order."

## Is there a shortage of doctors?

The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine. The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

As per a Parliament statement in February 2024, there are 13,08,009 allopathic doctors registered with the State medical councils and the National Medical Commission as on June 2022, and 5.65 lakh AYUSH doctors. The shortage of specialists is dire – the Health Dynamics of India 2022-23 report reveals a nearly 80% shortage of specialist doctors in community health centres across rural India. Public health specialist Soham Bhaduri pointed out that while there is evidence that mid-level providers can provide care of comparable quality to that of medical doctors, their orderly integration into the system is crucial. "Allowing just any cadre of alternative medical practitioners to assume roles and functions that are meant for medical doctors is a recipe for anarchy."

## THE GIST

▼  
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▼  
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The Hindu • 23 Jan • Ministry of Ayush

## National Health Mission has curbed several public health concerns, says Centre's report

10 • PG

181 • Sqcm

196993 • AVE

956.08K • Cir

Middle Center

Hyderabad • Delhi

# National Health Mission has curbed several public health concerns, says Centre's report

**Bindu Shajan Perappadan**  
NEW DELHI

The National Health Mission (NHM) has significantly contributed to improving India's public health, including lowering of the maternal mortality ratio, incidence of tuberculosis (TB), and sickle cell anaemia.

It has also contributed to expanding human resources in the field while fostering an integrated response to health emergencies, the Union government said on Wednesday in its assessment report (2021-24) presented to the Union Cabinet.

Listing out key achievements of the NHM in the past three years, the Centre noted that there had been a significant increase in human resources within the healthcare sec-

**With NHM, maternal mortality ratio has declined by 83% since 1990, which is higher than the global decline of 45%**

tor. "In FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, AYUSH doctors, allied healthcare workers, and public health managers. Additionally, 90,740 community health officers (CHOs) were engaged. This number grew in subsequent years, with 4.21 lakh additional healthcare professionals engaged in FY 2022-23, including 1.29 lakh CHOs, and 5.23 lakh workers engaged in FY 2023-24, which includ-

ed 1.38 lakh CHOs," the report stated.

It further noted that under NHM, the Maternal Mortality Ratio (MMR) has declined by 83% since 1990, which is higher than the global decline of 45%. Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

Moreover, the Total Fertility Rate (TFR) decreased from 2.3 in 2015 to 2.0 in 2020, according to the National Family Health Survey (NFHS-5). These improvements indicate that India is on track to meet its U.N. Sustainable Development Goals (SDG) targets for maternal, child, and infant mortality well ahead of 2030. The NHM has also been instrumental in the elimination and control of various diseases, including the incidence of TB.



The Hindu • 23 Jan • Ministry of Ayush  
Is the government encouraging 'crosspathy'

24 • PG

190 • Sqcm

252717 • AVE

1.4M • Cir

Bottom Center

Bengaluru

# Is the government encouraging 'crosspathy'?

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## Is there a shortage of doctors?

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As per a Parliament statement in February 2024, there are 13,08,009 allopathic doctors registered with the State medical councils and the National Medical Commission as on June 2022, and 5.65 lakh AYUSH doctors. The shortage of specialists is dire – the Health Dynamics of India 2022-23 report reveals a nearly 80% shortage of specialist doctors in community health centres across rural India. Public health specialist Soham Bhaduri pointed out that while there is evidence that mid-level providers can provide care of comparable quality to that of medical doctors, their orderly integration into the system is crucial. "Allowing just any cadre of alternative medical practitioners to assume roles and functions that are meant for medical doctors is a recipe for anarchy."

## THE GIST

▼ In 2017, the Maharashtra Medical Education and Drug Department had issued a notification allowing homeopathic practitioners to practise modern medicine. This directive was challenged in the Bombay High Court by the Indian Medical Association.

▼ The Central government has been promoting AYUSH medicine for some years now, with a push being given to integrative/integrated medicine.

▼ The rationale, in general, has been that India has a shortage of doctors, particularly in rural areas, and that the AYUSH cadre of practitioners can help fill in these gaps.

The Morning Standard • 23 Jan • Ministry of Ayush  
6% hike in raw jute MSP approved

7 • PG

702 • Sqcm

337117 • AVE

300K • Cir

Middle Left

Delhi

# 6% hike in raw jute MSP approved

Cabinet reviews progress of National Health Mission in last 3 years after 5-year extension

MUKESH RANJAN @ New Delhi

THE Union Cabinet on Wednesday decided to hike the Minimum Support Price (MSP) for raw jute by 6 percent to ₹5,650 per quintal for marketing season 2025-26 and reviewed the progress made in three years of implementation of the extended five-year tenure of the National Health Mission since 2021. Commerce & Industry Minister Piyush Goyal said the new MSP for jute ensures a return of 66.8 percent over the average weighted average cost of production in India and will benefit growers.

He noted that the government has increased the MSP of raw jute from ₹2,400 per quintal in 2014-15 to ₹5,650 per quintal for the 2025-26 marketing season.

The MSP of raw jute for marketing season 2025-26 is in line with the principle of fixing MSP at a level of at least 1.5 times the all-India weighted average cost of production as announced by the government in the Budget 2018-19, the government said in an official release. The livelihood of 40 lakh farm families directly or indirectly depends on the jute industry, as around four lakh workers get direct employment in jute mills



## Cabinet nod

- ₹5,650 per quintal for marketing season 2025-26
- Increase of ₹315 per quintal over marketing season 2024-25
- Increase is 66.8% over all India weighted average cost
- In 2014-15 marketing season it was ₹2,400
- 40 lakh farm families directly/indirectly depend on jute
- 82% of jute growers belong to West Bengal; 9% each belong to Bihar and Assam



Health Care professional 4.21 lakh (2022-23)  
**5.23 lakh** (2023-24)

### NATIONAL HEALTH MISSION

MMR DECLINED FROM **130 PER LAKH** LIVE BIRTHS IN 2014-16 TO 97 PER LAKH IN 2018-20 (25% DECLINE)

IMR has fallen from 39 per 1,000 live births in 2014 to 28 in 2020



TFR decreased from 2.3 in 2015 to 2.0 in 2020

and trade in jute.

Last year, the government procured jute from 1.7 lakh farmers. Eighty-two percent of jute growers hail from West Bengal, while Assam and Bihar each have a 9 percent production share. The government re-

lease said that Jute Corporation of India “will continue as the Nodal Agency to undertake Price Support Operations, and the Union government will reimburse losses incurred, if any, in such operations”.

Meanwhile, the Ministry of

Health & Family Welfare (MH&FW) apprised the Union Cabinet on the progress made under the National Health Mission (NHM) during 2021-22, 2022-23 and 2023-24, Goyal said.

The NHM's progress report was given to the Cabinet on different health indicators, including accelerated decline in Maternal Mortality Rate, Infant Mortality Rate, under 5 Mortality Rate and Total Fertility Rate and the progress in respect of various diseases programmes like TB, Malaria, Dengue, Leprosy, Viral Hepatitis and the new initiatives undertaken such as National Sickle Cell Anaemia Elimination Mission, the minister said.

Goyal said, “The NHM has significantly contributed to improving India's public health outcomes through its relentless efforts in expanding human resources, addressing critical health issues, and fostering an integrated response to health emergencies.” On the health sector front, the minister said in FY 2021-22, NHM facilitated the engagement of 2.69 lakh additional healthcare workers, including General Duty Medical Officers, specialists, staff nurses, ANMs, AYUSH doctors, allied healthcare workers, and public health managers.



The Morning Standard • 23 Jan • Ministry of Ayush

I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What ...

2 • PG

264 • Sqcm

126527 • AVE

300K • Cir

Middle Center

Delhi



**MISS-FIT**  
Wanitha Ashok  
*The expert is a Fit India Movement ambassador and celebrity fitness coach*

**I used to have a regular workout routine but I'm not exercising now. I want to get back to it. What should I keep in mind?**

It's great that you're taking a step towards a healthier lifestyle. Here are some essential things to keep in mind.

- If you are 35 and above or have any health concerns, consult your doctor before starting any new routine.
- Ease into your routine with shorter and lighter sessions (20-30 minutes). Gradually increase duration and intensity. You can also start working out on alternate days.
- Do not rush. Choose low-impact exercises like brisk walking, yoga, or swimming to minimise risk of injury.
- Include strength training exercises as you progress, this helps build your strength and endurance.
- Treat your workouts as non-negotiable appointments and schedule them properly.
- Listen to your body; it is okay to take breaks during workouts.
- Hydrate. Consume a balanced meal and don't miss out on essential nutrients, especially protein, which helps in recovery.



## The Morning Standard • 23 Jan • Ministry of Ayush

### Fit Bit

2 • PG

601 • Sqcm

288259 • AVE

300K • Cir

Middle Right

Delhi

#### **FITBIT**

### **UTTHITA TRIKONASANA** (EXTENDED TRIANGLE POSE)

This asana comes under standing and balancing asanas and is a good hip and chest opener. This is a more intense variation of Trikonasana and requires more flexibility of the hips. The side abdominal muscles and the hamstrings are extended with more intensity. It is also a beginner version which can be achieved with props. It can put pressure on the hip joint and hamstrings.

#### **STEPS**

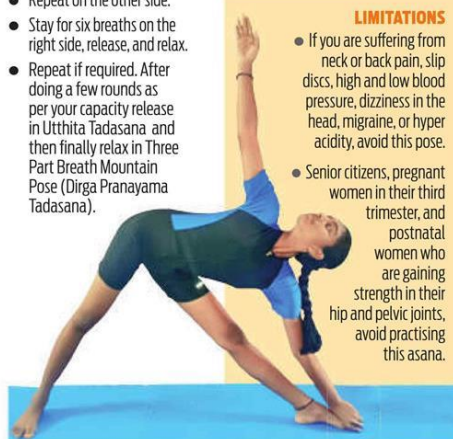
- First, stand in Uthita Tadasana (Five Pointed Star Pose), and take a few breaths.
- Turn your left foot outwards taking it to 90 degrees, and bring the right foot inwards taking it to 45 degrees.
- Inhale, extend the torso towards the left side bending gradually at the hips.
- Exhale, bring your left hand towards the floor, and place it on the left foot. Inhale and slowly hold the left big toe, either with the index finger and thumb, or for more support thumb, index, and middle fingers. Inhale and stretch the right arm up. Exhale, look up.
- Inhale, keep the body loose, and adjust the feet and hips to ensure perfect alignment.
- Exhale to go deeper into the pose. Stay here for six breaths, breathing and extending the arms and torso deeper.
- Inhale, release the torso, and realign to Utthita Tadasana.
- Repeat on the other side.
- Stay for six breaths on the right side, release, and relax.
- Repeat if required. After doing a few rounds as per your capacity release in Utthita Tadasana and then finally relax in Three Part Breath Mountain Pose (Dirga Pranayama Tadasana).

#### **BENEFITS**

- It is suitable for athletes and runners as the hamstrings are stretched. Also suitable for teens and kids.
- It is a transit pose to many Vinyasa and Power yoga sequences as the practitioner can easily progress to warrior poses.
- Balances the Mooladhara (Root), Anahata (Heart), and Svadhishtana (Sacral) Chakras.
- Stretches and strengthens the thighs, knees, hips, groin, hamstrings, shoulders, chest, spine, and ankles.
- Relieves symptoms of menopause, improves digestion, and is therapeutic for osteoporosis and sciatica.
- It's effective to reduce back and neck pain.
- Helps boost energy in the body and hence can be included in flow yoga sequences.
- Helps get rid of obesity or belly fat.
- Helps to increase your height.
- You can get more oxygen in your lungs.
- Makes you feel light and maintains your energy.
- Helps those suffering from constipation.
- It can increase your stamina.
- Makes your body flexible and prevents the muscles from getting stiff.

#### **LIMITATIONS**

- If you are suffering from neck or back pain, slip discs, high and low blood pressure, dizziness in the head, migraine, or hyper acidity, avoid this pose.
- Senior citizens, pregnant women in their third trimester, and postnatal women who are gaining strength in their hip and pelvic joints, avoid practising this asana.



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

The Tribune • 23 Jan • Ministry of Ayush  
Cabinet extends NHM for 5 years

10 • PG

148 • Sqcm

446344 • AVE

92.25K • Cir

Middle Center

Delhi

## Cabinet extends NHM for 5 years

NEW DELHI, JANUARY 22

The Union Cabinet on Wednesday approved continuation of the National Health Mission (NHM) for another five years.

Union minister Piyush Goyal said the decision to extend the NHM was taken after reviewing its progress in the past three years.

“The Budget will be presented on February 1 and you will see the government has always focused on health. And whatever funding is required for the NHM will be provided,” the minister said.

The maternal mortality ratio has declined significantly from 130 per lakh live births in 2014-16 to 97 per lakh in 2018-20, marking a 25 per cent reduction. Similarly, the under-5 mortality rate has also decreased from 45 per 1,000 live births in 2014 to 32 in 2020. This is a 75 per cent decline. The Infant Mortality Rate (IMR) has fallen from 39 per 1,000 live births in 2014 to 28 in 2020.

“These improvements indicate that India is on track to meet its SDG targets for maternal, child and infant mortality well ahead of 2030,” an official statement said.

A key achievement of the NHM has been the significant increase in human resources within the healthcare sector, the statement said.

In 2021-22, the NHM facilitated engagement of 2.69 lakh additional healthcare workers, including general duty medical officers, specialists, staff nurses, auxiliary nurse midwives, AYUSH doctors, allied healthcare workers and public health managers.

Under the Health Ministry’s National Tuberculosis Elimination Programme, the incidence of tuberculosis has reduced from 237 per 1,00,000 population in 2015 to 195 in 2023, and the mortality rate has decreased from 28 to 22 in the same period. —TNS

The Tribune • 23 Jan • Ministry of Ayush  
Listen to your body

4 • PG

508 • Sqcm

1535624 • AVE

92.25K • Cir

Bottom Center

Delhi

Sahil Uppal, known for the show *Saajha Sindoor*, says motivation for exercise has to come from within



**How do you prioritise fitness with such a busy schedule?**

I schedule my workouts just like any other shoot. No matter how busy I am with my current show *Saajha Sindoor*, I always find time for fitness. Whether it is early mornings or late evenings, I make it a non-negotiable part of my day.

**How do you stay flexible with your workout routine, given the unpredictable work hours?**

I keep my workout routine adaptable. Sometimes, I do short, intense sessions if I'm tight on time. Other

times, I enjoy longer workouts when I have more flexibility. The key is to stay consistent, no matter what.

**What role does nutrition play in your fitness routine?**

Nutrition is essential. I focus on eating clean, balanced meals with the right amounts of protein, carbs and fats. It fuels my body for workouts and keeps my energy up throughout the day. Healthy food is the foundation of my fitness.

**How does staying fit benefit your mental well-being?**

Fitness helps me clear my mind and release stress. Working out gives me a sense of accomplishment and boosts my mood. It's like a mental reset, which is crucial for my overall well-

being, especially in this fast-paced industry.

**What keeps you motivated to stay active, especially when your schedule is constantly changing?**

My motivation comes from within. I want to feel strong and healthy, both for my role and personal life. When my schedule gets crazy, I remind myself of my goals and that keeps me going, no matter what.

**What are two fitness tips you would offer to someone starting their fitness journey?**

Start small and stay consistent. Don't overwhelm yourself with big changes; gradually build your routine. Also, listen to your body. It's important to rest and recover to avoid burnout or injury.

**As an actor, do you feel pressure to look fit?**

Yes, there's definitely the pressure to look fit in this industry, but I focus on staying healthy, not just looking good. I make sure my workouts are challenging and rewarding, and I don't let external expectations affect my personal goals.

**How do you balance fitness with a career in the entertainment industry?**

It's all about time management. I plan my workouts around my shooting schedule and make sure fitness stays a priority. I always remind myself that staying fit is a part of the job, and that boosts my performance both on and off the screen.



## The New Indian Express • 23 Jan • Ministry of Ayush UTTHITA TRIKONASANA

2 • PG

603 • Sqcm

795789 • AVE

246.4K • Cir

Top Center

Chennai • Bengaluru

### FITBIT

## UTTHITA TRIKONASANA (EXTENDED TRIANGLE POSE)

This asana comes under Standing and Balancing Asanas and is a good hip and chest opener. This is a more intense variation of Trikonasana and requires more flexibility of the hips. The side abdominal muscles and the hamstrings are extended with more intensity. It is also a beginner version of which can be achieved with props. It can put pressure on the hip joint and hamstrings.

### STEPS

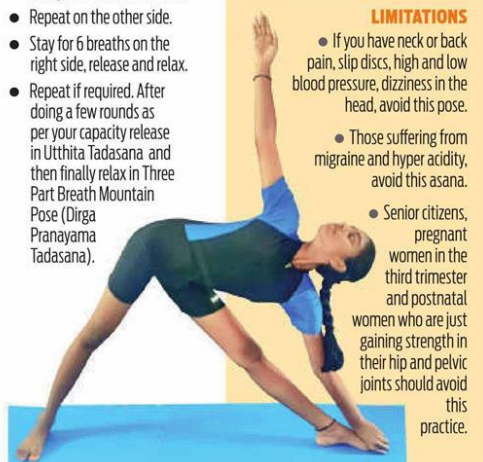
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The New Indian Express • 23 Jan • Ministry of Ayush  
6% hike in raw jute MSP approved

9 • PG

1053 • Sqcm

331546 • AVE

134.51K • Cir

Middle Left

Kochi

# 6% hike in raw jute MSP approved

Cabinet reviews progress of National Health Mission in last 3 years after 5-year extension

MUKESH RANJAN @ New Delhi

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Mid Day • 23 Jan • Ministry of Ayush  
Run for the environment

4 • PG

109 • Sqcm

248917 • AVE

1.5M • Cir

Top Right

Mumbai

## Run for the environment

Juhu-based Vivekananda Youth Connect Foundation along with Mission Green Mumbai are organising the ninth edition of the Mumbai Sustainability Run on February 2 to promote sustainable practices and physical fitness. “The walkathon is a movement to inspire people to take part in environmental conservation. By blending physical fitness with sustainability, we want to create a sense of responsibility towards the planet,” Dr Rajesh Sarwadnya, founder, told this diarist. Those keen to join can log on to @vivekanandayouthconnect on Instagram for more details.



Participants at a previous run



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	रहमानपुरा में निःशुल्क आयुर्वेद चिकित्सा शिविर लगा	66.5M
2.	Dainik Bhaskar	धरती आवा जनजातीय ग्राम उत्कर्ष अभियान की समीक्षा	66.5M
3.	Dainik Bhaskar	राइजिंग राजस्थान ग्लोबल इन्वेस्टमेंट समिट के एमओयू की प्रगति समीक्षा की	66.5M
4.	हिन्दुस्तान(Live Hindustan)	एमआरएमसीएच में ओपीडी शिफ्टिंग का किया निरीक्षण	64.8M
5.	हिन्दुस्तान(Live Hindustan)	बोले काशी : योग प्रशिक्षक- प्रदेश सरकार से चाहिए योग आयोग का उपहार	64.8M
6.	अमर उजाला (Amar ujala)	Karnal News: जूते, जींस और कोट पहन कराया सूर्य नमस्कार	63.8M
7.	अमर उजाला (Amar ujala)	Karnal News: विद्यार्थियों को करवाया सूर्य नमस्कार का अभ्यास	63.8M
8.	अमर उजाला (Amar ujala)	Sonipat News: सूर्य नमस्कार प्रशिक्षण शिविर आयोजित	63.8M
9.	अमर उजाला (Amar ujala)	सूर्य नमस्कार से शरीर में बढ़ता ऊर्जा का स्तर : डॉ. शकुंतला	63.8M
10.	Navbharat Times - NBT Education	Budget 2025-26: हेल्थ के मोर्चे पर बरकरार हैं कई चुनौतियां, इस बार कितना बढ़ेगा ...	57.6M
11.	Dainik Jagran	इस औषधीय छाछ को पीने से दूर होगी सेहत से जुड़ी कई समस्याएं, यहां जानें कैसे है स...	40.5M
12.	Prabhat Khabar	नगर आयुक्त व डीडीसी ने किया एमएमसीएच के ओपीडी शिफ्टिंग कार्य का निरीक्षण	22.9M
13.	Dailyhunt	Who is funding how much to WHO: Why did Donald Trump withdraw the USA and can In...	18.6M
14.	Patrika	मध्य प्रदेश में खुलेंगे 11 नए Ayurvedic college, बनेगा अंतरराष्ट्रीय वैदिक न्याय...	14M
15.	Patrika	Aushadhi chhachh: ऐसे बनाएं औषधीय छाछ, सर्दी-खांसी सहित इन बीमारियों से राहत, आय...	14M
16.	Prokerala.com	UP govt gives new postings to promoted IAS officers	13M
17.	Telugu Samayam	'మహాన 2' ఓటీటీ సీట్స్ రిమింగ్ అవ్ డౌన్... ఎదురు చూసుకు తొర పడేదో అవ్ మ డౌన్?	11.3M
18.	Telugu Samayam	Kolkata Doctor Case: అభయ శరీరంపై ఓ మహాన డీఎన్ఏ.. హాలుగుల్ కో సంచలన వీష యాలు	11.3M
19.	Jansatta	खलम क्या है? Ministry of Ayush ने बताया इस औषधीय छाछ को बनाने का तरीका	9M
20.	Asianet News Hindi	आयुर्वेद से "जीवते शरदः शतम्", MP में 11 नए आयुर्वेदिक कॉलेज	8.1M
21.	Asianet News Hindi	आयुर्वेद का जादू: CM मोहन यादव के बड़े ऐलान	8.1M
22.	IBC24 News	Retirement Age Hike Latest Update : रिटायरमेंट को लेकर आया बड़ा फैसला, सरकारी कर...	7.3M
23.	Opindia	Who is funding how much to WHO: Why did Donald Trump withdraw the USA and can In...	6.8M
24.	Janta Se Rishta	Kerala : सरकारी अस्पतालों में विशेषज्ञ डॉक्टरों की कमी, 60 मरीजों पर एक नर्स	3.8M

25.	English.mathrubhumi.com	Govt hospitals face shortage of specialist doctors; 1 nurse for 60 patients	3.2M
26.	Daijiworld	UP govt gives new postings to promoted IAS officers	3M
27.	The Hans India	UP govt gives new postings to promoted IAS officers	1.7M
28.	News Nation	मुंहासों और दाग-धब्बों के इलाज में बेहद कारगर है ये औषधीय छाछ, जानें बनाने की वि...	974K
29.	Dainik Bhaskar	राजनीति: योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल...	926.1K
30.	Divya Himachal	तांदी में बेटी बचाओ बेटी पढ़ाओ का संदेश	553.6K
31.	Punjabkesari	Shimla: 14 आयुर्वेदिक मैडीकल ऑफिसर किए ट्रांसफर	530.7K
32.	Social News XYZ	UP govt gives new postings to promoted IAS officers	415.2K
33.	Live Vns	अपनी चिकित्सा पद्धति आयुर्वेद पर विश्वास करने की आवश्यकता: मंत्री परमार	382.1K
34.	Samachar Nama	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि...	195.8K
35.	Sakshipost EN	UP govt gives new postings to promoted IAS officers	160.8K
36.	Lokmattimes.com	UP govt gives new postings to promoted IAS officers	94.3K
37.	Bhaskar Live	UP govt gives new postings to promoted IAS officers	46.5K
38.	Ians Live	UP govt gives new postings to promoted IAS officers	32.1K
39.	Tennews.in	UP govt gives new postings to promoted IAS officers	9.1K
40.	Hi INDiA	UP govt gives new postings to promoted IAS officers	2.4K
41.	Udaipur Kiran	अपनी चिकित्सा पद्धति आयुर्वेद पर विश्वास करने की आवश्यकता: मंत्री परमार	N/A
42.	Newzfatafat	अपनी चिकित्सा पद्धति आयुर्वेद पर विश्वास करने की आवश्यकता: मंत्री परमार	N/A
43.	New India	आयुर्वेद पर विश्वास करने की है आवश्यकता: परमार	N/A
44.	Newzfatafat	हिसार : दयानंद कॉलेज में हर घर सूर्य नमस्कार अभियान का आयोजन	N/A
45.	Munaadi	आयुष विभाग ने किया एक दिवसीय विशेष प्रशिक्षण कार्यशाला का आयोजन	N/A
46.	Udaipur Kiran	हिसार : दयानंद कॉलेज में हर घर सूर्य नमस्कार अभियान का आयोजन	N/A
47.	Nirbhay Prahar News	भभूति हर्वल की पहल आयुर्वेदिक हेल्थ और वेलनेस क्षेत्र में उठाए कई महत्वपूर्ण कदम	N/A
48.	APAC News Network	UP Govt. Announces Key IAS Appointments; IAS Dr. Nitin Bansal Made Commercial Ta...	N/A
49.	One Arabia	Insights: Boost Your Immunity Naturally Through Yoga Practices	N/A
50.	Sanj Samachar	अरपोर्ट सिक्रुरिटी ग्रुप आते प्रकृति परीक्षण योजना	N/A
51.	Yes Punjab	UP govt gives new postings to promoted IAS officers	N/A
52.	atthistime	राजकोट अरपोर्ट सिक्रुरिटी ग्रुप आते 'प्रकृति परीक्षण' अभियान योजना.	N/A

53.	Indian Parspective	ल्य के मोर्चे पर बरकरार हैं कई चुनौतियां, इस बार कितना बढ़ेगा स्वास्थ्य बजट	N/A
54.	MNT News Bharat	मुंहासों और दाग-धब्बों के इलाज में बेहद कारगर है ये औषधीय द्वाछ, जानें बनाने की वि...	N/A
55.	Dainik Jaltedeeep	सेहत से जुड़ी कई समस्याएं दूर करने के लिए पिएं ये औषधीय द्वाछ	N/A
56.	The Hans India	UP govt gives new postings to promoted IAS officers	N/A
57.	Nation Press	UP IAS Officers Get New Roles : New Assignments for Promoted IAS Officers in UP	N/A
58.	Today India News	UP govt gives new postings to promoted IAS officers	N/A
59.	Newspoint	UP govt gives new postings to promoted IAS officers	N/A
60.	Pune News	UP govt gives new postings to promoted IAS officers	N/A
61.	Sakshi Post	UP govt gives new postings to promoted IAS officers	N/A
62.	Daily World	UP govt gives new postings to promoted IAS officers -Agencies   National - Daily..	N/A
63.	Thefreedompress	UP govt gives new postings to promoted IAS officers	N/A
64.	India Online Mart	UP govt gives new postings to promoted IAS officers	N/A
65.	News Wala	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि...	N/A
66.	Deshbandhu	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि...	N/A
67.	Khair News	योगी सरकार ने सचिव पद पर प्रोन्नत अधिकारियों को दी नई तैनाती, नवीन बंसल बने वाणि...	N/A