


MINISTRY OF AYUSH COMPILED MEDIA REPORT
23 Dec, 2024 - 24 Dec, 2024

 **Total Mention 22**

 Print	Financial	Mainline	Regional	Periodical
22	4	12	6	N/A

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Factors to consider while taking home loan	Mumbai	12
2.	Business Standard	On offer: Deals for seniors in hotels	Delhi + 2	12
3.	Mint	PROGRESS REPORT	Hyderabad	8, 9
4.	Bizz Buzz	71.81 crore Ayushman Bharat Health account numbers generated: Centre	Hyderabad	4
5.	The Times of India	Ayushman driving big gains in cancer treatment: Lancet	Kochi	16
6.	The Times of India	Toothpastes, soaps focus on natural ingredients	Delhi + 2	21
7.	The Morning Standard	Fit Bit	Delhi	2
8.	The Morning Standard	PMO steps in, asks health ministry to act against misleading adverts	Delhi	7
9.	The Morning Standard	Fit Bit	Delhi	2
10.	The New Indian Express	TADASANA VARIATION FEET HIP WIDE HASTA SIDE	Chennai	2
11.	The New Indian Express	PMO steps in, asks health ministry to act against misleading adverts	Bengaluru	9
12.	The New Indian Express	TADASANA VARIATION FEET HIP WIDE HASTA SIDE (MOUNTAIN POSE VARIATION FEET HIP WIDE ARMS TO SIDE)	Bengaluru	2
13.	The New Indian Express	University organises art exhibition camp	Bengaluru	1
14.	The New Indian Express	PASCHIMA NAMASKARASANA	Chennai	2
15.	The New Indian Express	PASCHIMA NAMASKARASANA (STANDING REVERSE PRAYER POSE)	Bengaluru	2
16.	The Asian Age	Modi meets yoga practitioner, other influencers from Kuwait	Delhi	3
17.	Morning News	Health checkup of hundreds of PWD personnel done	Jaipur	3
18.	Hindustan	Body KI Prakriti anusaar aahar ke sujhab dega Aiims	Chandigarh	5
19.	Hindustan	Sharir ki prakrati anusaar ahar ke sujhaav dega aims	Noida + 1	5
20.	Dina Mani	Vice Chancellor of the University of Integrated Therapy with Allopathic AYUSH Medicine	Chennai	4
21.	Sakal	Ayurvedic treatment for knee pain	Mumbai	1
22.	Maharashtra Times	Ayurveda Gurukulam' in Nashik	Pune	8

The Economic Times • 23 Dec • Ministry of Ayush Factors to consider while taking home loan

12 • PG

791 • Sqcm

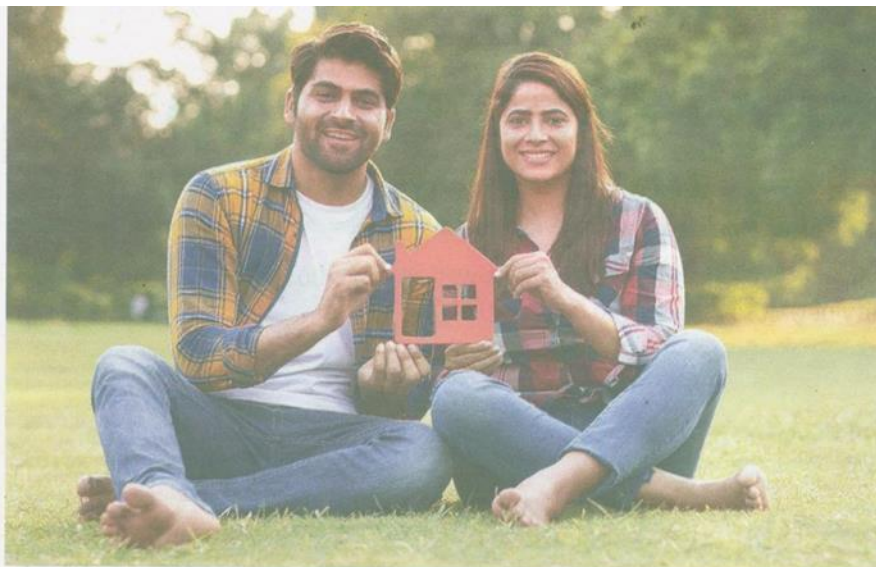
356099 • AVE

1.1M • Cir

Top Left

ET Wealth

Mumbai



Factors to consider while taking home loan

Ashish and Anu Gupta, both working professionals, have been staying on rent for 12 years. Now, they are ready to buy a ₹2 crore house. With ₹80 lakh saved for the down payment, they are exploring loans from banks and housing finance companies. While they aim to choose the lender offering the lowest interest rate, is this the right approach? Should interest rate be the sole deciding factor, especially if multiple lenders offer similar rates?

When lenders offer loans, they take the risk on their books. Therefore, the onus of choosing well is on the lender. The borrowers can base their choice on the product and service features. The core features of a loan are the tenor, fixed and floating components, and administrative and processing costs. Ashish and Anu Gupta must ensure that they review the terms and conditions of different lenders prior to narrowing down on the loan.

The amount of loan or the percentage of cost of the property that the lender may be willing to cover may vary. As borrowers, Guptas may be keen to minimise the monthly EMI, which varies based on the amount of loan, tenor and interest rate. Guptas should see which combination works best for them and find out if

any of these features are likely to vary during the loan period. For example, any modification in the interest rate can change the EMI. The interest rate might be the same across two lenders, but these specific features may be different.

Also, lenders typically use various criteria while ascertaining the loan eligibility. These primarily include the borrower's monthly income and expenses, age, number of dependants, etc. While Guptas may like to maximise the loan amount, they need to be sure that the administrative costs and the EMIs can be borne comfortably. The time period taken for sanctioning the loan, paper-work involved, legal and compliance issues, and time taken for loan disbursement may vary across lenders. Guptas will be better off making their choice after evaluating all these aspects.

Content courtesy Centre for Investment Education and Learning (CIEL).
Contributions by Girija Gadre, Arti Bhargava and Labdhi Mehta.

SMART THINGS TO KNOW

Arbitrage funds

1

Arbitrage funds buy and sell the same asset in different markets, such as the cash market and futures market, to capitalise on the temporary price discrepancies.

2

Since the buying and selling prices are known to the fund manager, these are considered low-risk funds compared to other mutual funds.

3

During periods of market volatility, there are more price discrepancies between different markets, providing more opportunities for arbitrage and a potential higher return.

4

The expense ratio for arbitrage funds typically ranges from 0.5% to 1.5% per annum.

5

The returns from arbitrage funds are taxed as equity funds, making them more tax-efficient compared to other fixed-income products.

PAPER WORK

:: Health insurance for senior citizens under PM-JAY

The Ayushman Bharat Pradhan Mantri Jan Arogya Yojana offers free health insurance of up to ₹5 lakh annually for vulnerable sections of the society and also for senior citizens above 70 years, irrespective of their income limit. Here's how to enrol.

Download application

Senior citizens or their family members can download the Ayushman Bharat app from the Google Play Store or the official website. The user can then select the desired language for proceeding further.

Log in for enrolment

The option for 'Login beneficiary' needs to be clicked by entering the 'captcha' and mobile number. Enter the OTP sent on the mobile number. After logging in, go to the bottom of the home screen for senior citizens' enrolment.

Aadhaar validation

Enter the Aadhaar number and validate the same using the OTP sent on the registered mobile number. Then, enter the state of residence. After entering the 'captcha', a search option is activated which, upon clicking, will check if the senior citizen is already registered with the scheme. If not, the senior citizen needs to apply for fresh enrolment. Another round of OTP verification will be carried out, after which the application will prompt the senior citizen to click their live photo for verification.

Provide details

The senior citizen then needs to input details such as mobile number for OTP verification, city, state, address, ward details, pin code, etc, and submit.

Submit application

Once all the details are entered, the user can submit the application for approval. Once approved, the Ayushman card is issued to the beneficiary who can then avail of the benefits of the scheme.

Business Standard • 23 Dec • Ministry of Ayush

On offer: Deals for seniors in hotels

12 • PG

306 • Sqcm

151318 • AVE

89.49K • Cir

Top Left

Delhi • Jaipur • Chandigarh

Tour operators, hospitality industry roll out customised options for a senior population keen to travel for leisure, adventure

On offer: Deals for seniors in hotels



ADVANCED MEASURES

HILTON BANGALORE EMBASSY

GOLFINKS: Rooms with wide doorways, roll-in showers, ramps for wheelchair users

CONRAD PUNE: Accessible rooms with anti-skid mats, unpacking assistance, in-room breakfast option

DOUBLETREE BY HILTON GURGAON:

Customised meals, in-room dining flexibility, special packages for senior travellers, complimentary wellness services, Aayush counter with nutritious food

ITC: Low beds, grab bars in bathrooms, higher toilet seats, emergency call buttons in rooms & bathrooms, soundproof areas for restful sleep, large font size on stationery & menu cards

low-impact exercise classes, and yoga or pool aerobics.

The culinary team, too, plays a key role in accommodating the dietary needs of senior travellers. "Today, elderly patrons are very well travelled, and we often work with them to create highly personalised plans using high-quality ingredients," said Manisha Bhasin, corporate chef at ITC Hotels. "Even if the food is lactose-free, gluten-free, or sugar-free, it's still crafted to their liking."

The hospitality giant has a "Zesty Mornings" programme, where "we create special breakfast dishes using carefully selected ingredients such as heritage grains, superfoods, alternative milks, and locally produced cheeses," Bhasin added.

For a number of senior citizens, travelling has become a way of embracing "positive ageing".

Take the example of Rakesh Mishra, 74, who recently began travelling with his wife, Sheetal, after their daughter moved to the US. As emptynesters, "we suddenly had more time on our hands than ever before," said the former banker.

The Mishras have explored several destinations, including Sri Lanka, Dubai, and the mountains of Uttarakhand as part of various travel groups.

"Travel for senior citizens has changed drastically. Tour operators now understand our specific needs, offering periodic breaks, flexible itineraries, comfortable buses, and accessible hotels," he said.

"These trips are also a great way to meet new people and make friends at this stage in life."

Many tour operators also ensure that older travellers stay engaged, offering activities such as organic gardening, Sudoku puzzles, table tennis, and low-intensity aerobics.

"People often assume older travellers are only interested in spiritual destinations, but that's a sweeping generalisation,"

said a tour operator who did not wish to be named. "Many seniors are adventurous, enjoying activities like hiking and safaris. Our role is to balance their zest for travel with comfort, providing regular breaks and community-building activities that help combat the loneliness that often comes with ageing."

AKSHARA SRIVASTAVA
New Delhi, 22 December

With more senior citizens venturing out to explore the country, India's travel and hospitality sector is adapting to meet their demands, offering comfort, accessibility, and safety.

From specialised senior-friendly tours to redesigned hotel amenities, the industry is becoming increasingly attuned to the unique requirements of elderly travellers.

At Hilton Bangalore Embassy GolfLinks, for instance, rooms feature wide doorways and roll-in showers, while ramps and ground-floor have been designed to enhance mobility, especially for wheelchair users. The Conrad Pune similarly offers accessible rooms equipped with anti-skid mats, unpacking assistance, and in-room breakfast options.

At DoubleTree by Hilton Gurgaon, care is personalised with customised meals and in-room dining flexibility, even for guests booking buffet services.

"Besides this, we offer special

packages tailored to the needs of senior travellers," said a spokesperson for Hilton. These include reduced pricing, by up to 7 per cent, and benefits such as complimentary wellness services for travellers aged 65 and older, along with their families. With senior travellers in mind, the hotel also has an 'Aayush' counter, which offers nutritious items like millet dosas and amla-infused water.

ITC Hotels, too, has taken steps for the comfort, accessibility, and safety of senior travellers, said H C Vinayaka, its vice president — technical services, sustainability & EHS (acronym for environment, health, and safety).

These measures include low beds, grab bars in bathrooms, higher toilet seats, and emergency call buttons in rooms and bathrooms. ITC has also introduced quiet areas with soundproofing for restful sleep, large font size on stationery and menu cards,



SILVER
LINING
PART 3

Mint • 24 Dec • Ministry of Ayush
PROGRESS REPORT

8, 9 • PG

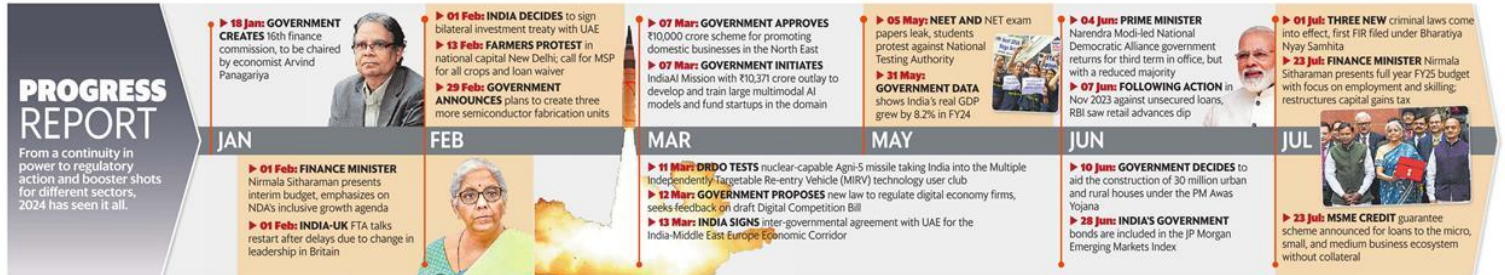
448 • Sqcm

111944 • AVE

45K • Cir

Top Left

Hyderabad



AUG	SEP	OCT	NOV	DEC
 <p>► 13 Aug: BROADCAST BILL, regulating influencers, gets withdrawn after public outcry</p> <p>► 24 Aug: GOVERNMENT INITIATES Unified Pension Scheme</p>	 <p>► 11 Sept: GOVERNMENT INCLUDES senior citizens aged above 70 in Ayushman Bharat PM Jan Arogya Yojana</p> <p>► 18 Sept: GOVERNMENT ACCEPTS a high-level committee report on one nation, one election proposal</p> <p>► 18 Sept: GOVERNMENT APPROVES plans for Chandrayaan-4 to land on lunar surface, collect rock samples, and return to earth, along with plans to launch an indigenous space station</p>	 <p>► 01 Oct: INDIA'S ELECTRIC mobility push continues with new subsidy scheme for EVs</p> <p>► 03 Oct: INDIA DECIDES to join International Energy Efficiency Hub</p> <p>► 04 Oct: GOVERNMENT CREATES ₹1,000 crore venture capital fund for space sector startups, as India readies itself for its first human spaceflight programme Gaganyaan</p> <p>► 09 Oct: RBI PROJECTS India's real GDP growth for FY25 at 7.2%</p> <p>► 25 Oct: INDIA-CHINA disengagement begins at border; years after Galwan skirmish took the lives of 20 Indian soldiers</p>	 <p>► 06 Nov: RBI TURNS 'watchful' of unsecured loan flows into stock market</p> <p>► 21 Nov: SEBI'S NEW rules to tighten futures and options trading come into effect</p> <p>► 25 Nov: GOVERNMENT CREATES PAN 2.0 for more ease of doing business and added cybersecurity</p> <p>► 25 Nov: GOVERNMENT ANNOUNCES plans to create a central research material subscription repository for students (one nation, one subscription)</p> <p>► 29 Nov: Q2 GDP numbers marked three successive quarters of slowing economic growth</p>	 <p>► 06 Dec: RBI KEEPS repo rate unchanged at 6.5% for its eleventh monetary policy announcement since February 2023; projects inflation to fall to 4% in Q2FY26; revises FY25 GDP forecast from 7.2% to 6.6%</p> <p>► 11 Dec: SANJAY MALHOTRA takes over as Reserve Bank of India governor, marking a potential change in the country's monetary policy against the backdrop of slowed growth in Q2</p>

SARVESH KUMAR SHARMA/MINT

Bizz Buzz • 24 Dec • Ministry of Ayush

71.81 crore Ayushman Bharat Health account numbers generated: Centre

4 • PG

170 • Sqcm

17036 • AVE

N/A • Cir

Middle Right

Hyderabad

71.81 crore Ayushman Bharat Health account numbers generated: Centre

Around 5.46 crore children and 1.32 crore pregnant women have been vac-cinated under Mission Indradhanush

OVER 71.81 crore Ayushman Bharat Health Account (ABHA) numbers have been generated (till December 22) and 46.53 crore health records have been linked with ABHA, the government said on Sunday.

In addition to this, over 3.55 lakh health facilities have been registered on Healthcare Professionals Registry (HPR) and more than 5.38 lakh healthcare professionals have been registered on HPR.

In the last 10 years, the country has implemented transformative policies and initiatives that reflect a steadfast commitment to achieving Universal Health Coverage.

A key milestone in this journey was the launch of the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB PM-JAY). AB-PMJAY provides health cover of Rs.



five lakh per eligible beneficiary family per year for secondary and tertiary care hospitalisations corresponding to 1,961 treatment procedures across 27 specialties.

As of December 17, AB PM-JAY has made significant strides with over 36.28 crore Ayushman Cards issued, empowering millions with health coverage. Gender-wise utilisation shows that women account for 49 per cent of the issued Ayushman cards and almost 50 per cent of total hospital admissions, showcasing the scheme's role

AB PM-JAY has successfully empaneled 30,932 hospitals across the country. Another cornerstone of India's healthcare achievements is Mission Indradhanush, which has expanded immunisation coverage under the Universal Immunisation Programme

in promoting gender equity in healthcare, according to the Health Ministry.

The Times of India • 24 Dec • Ministry of Ayush
Ayushman driving big gains in cancer treatment: Lancet

16 • PG

1350 • Sqcm

378124 • AVE

210.4K • Cir

Middle Left

Kochi

Ayushman driving big gains in cancer treatment: Lancet

'36% Jump In Timely Initiation Of Treatment'

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New Delhi: Odds of timely initiation of treatment of cancer patients in India have gone up by nearly 36% in the past six years, a new study claimed. It credited Ayushman Bharat-PM Jan Arogya Yojana (AB-PMJAY) for this change. Treatment initiation is considered timely if it starts within 30 days of diagnosis of the disease.

According to the study published in The Lancet Regional Health — Southeast Asia, which investigated treatment history of 6,695 patients undergoing cancer treatment at seven major hospitals in the country, most received treatment in 20 days. There were few instances of people getting treatment in two months from cancer diagnosis.



HEALTHY GAINS

As compared to patients who were diagnosed between 1995 and 2017, those diagnosed after 2018 had 36% higher odds of timely initiation of treatment, the study found.

AB-PMJAY, a central health scheme, was launched in 2018 to provide an annual health cover of Rs 5 lakh per family for secondary and tertiary care hospitalisation to the poor and vulnerable families. Recently, govt extended the scope of the scheme to all senior citizens aged 70 years and above, regardless of their income.

The study claims while access for timely treatment ini-

tiation has increased by 30% for those who are not enrolled under the health scheme, it has increased by 90% for AB-PMJAY beneficiaries.

The study, led by Dr Prinja Shankar from PGIMER-Chandigarh, was funded by department of health research, health ministry. Poor education, lower socio-economic status, socio-cultural belief, gender, distance from healthcare facility, and access to appropriate financial protection such as insurance are key factors for delayed treatment, the researchers pointed out in the Lancet study. Each of these place the poor and vulnerable at a disadvantage, they added.

A NHA official said AB-PMJAY has helped bridge the gap to some extent. "Now, the poor don't have to think about the cost as they have assurance of treatment up to Rs 5 lakh," the official added. AB-PMJAY comprises 557 health benefits packages for cancer treatment.

The Lancet study found that cancer patients who required radiotherapy faced

maximum delay in the initiation of treatment. In most high-income countries, there is at least one radiotherapy unit available for every 2,50,000 people. This, on an average, would mean 4 radiotherapy machines per million population. The study said applying this factor to India would translate into requirement of 5,000 radiation therapy units when there are less than 1,000 such units, a shortfall of over 4,000 machines.

The researchers have recommended that govt should increase infrastructure for radiotherapy, promote local production of quality equipment like linear accelerators and provide affordable and equitable radiation treatment by rationalising the existing health benefit packages pertaining to radiotherapy under AB-PMJAY.

As unknown cancer stage has also been observed as a determinant of delayed timely initiation of treatment, so there should be more focus on increasing population coverage under screening programmes, they added.

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

21 • PG

228 • Sqcm

937916 • AVE

4.69M • Cir

Bottom Left

Delhi • Pune • Ahmedabad

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 Morning Standard • 24 Dec • Ministry of Ayush

Fit Bit

2 • PG

611 • Sqcm

293274 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

TADASANA VARIATION FEET HIP WIDE HASTA SIDE (MOUNTAIN POSE VARIATION FEET HIP WIDE ARMS TO SIDE)

This Mountain Pose Variation Feet Hip Wide Arms To Side is a variation of Tadasana (Mountain Pose), which is considered to be the blueprint for all other standing postures. Despite looking no different from simply standing, this asana is an active pose, in which the practitioner engages in conscious awareness of muscle activation and posture.

STEPS

- Start in Tadasana (Mountain Pose). Keep your feet hip-wide and hands by the side of your body, tucking your chin.
- Ensure your hands are relaxed and the head, back, and hip are in one line. Exhale.
- Once comfortable, inhale, and lower your arms out at 45 degrees from the shoulder level, keeping the palms open and fingers facing down.
- Ensure that the palms are open and fingers down towards the floor.
- Stay in feet hip-wide stance with arms at 45 degrees down from the shoulder level in this Tadasana Variation for about six breaths.
- Keep facial muscles relaxed core engaged, and gaze ahead or down. Breathe deeply.

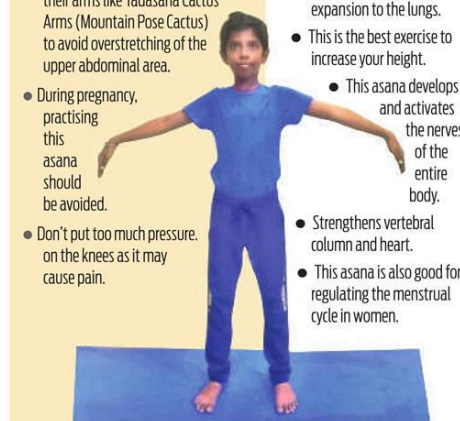
- To release, exhale and lower the hands down and keep on the sides of the body. Exhale, return to Tadasana.
- Relax in Dirga Pranayama Tadasana (Three Part Breath Mountain Pose).

BENEFITS

- Provides gentle stretch to the shoulders.
- Helps elongate the upper body by stretching and strengthening the shoulders, biceps, and triceps.
- This asana can benefit pregnant women.
- This can be part of many yoga sequences including warm-ups, heart openers, and neck and shoulders.
- Builds confidence, power, strength, encouraging a sense of positiveness, and others.
- Opens the heart, allowing space for deeper breathing while stimulating the sympathetic nervous system.
- Provides strength and expansion to the lungs.
- This is the best exercise to increase your height.
- This asana develops and activates the nerves of the entire body.
- Strengthens vertebral column and heart.
- This asana is also good for regulating the menstrual cycle in women.

LIMITATIONS

- People with injuries or pain in the shoulders, neck, collar bone, upper spine, chest, rib cage, or upper abdominal area, should avoid this.
- People suffering from blood pressure, heart-related ailments, headaches, and insomnia, should practise under the guidance of a yoga expert.
- Pregnant women may keep their arms like Tadasana Cactus Arms (Mountain Pose Cactus) to avoid overstretching of the upper abdominal area.
- During pregnancy, practising this asana should be avoided.
- Don't put too much pressure on the knees as it may cause pain.



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

The Morning Standard • 24 Dec • Ministry of Ayush

PMO steps in, asks health ministry to act against misleading adverts

7 • PG

460 • Sqcm

220646 • AVE

300K • Cir

Middle Right

Delhi

PMO steps in, asks health ministry to act against misleading adverts

KAVITA BAJELI-DATT @ New Delhi

THE Prime Minister's Office (PMO) has directed the Health Ministry to take "appropriate action" to amend the draft Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954, which aimed to take stringent action against misleading advertisements, including Ayush medicines.

The health ministry has been sitting over its draft for four years. The draft amendment widened the scope of the act by introducing 24 diseases and disorders, including the fairness of skin, improvement in the height, premature ageing, and drugs for treatment for enhancing sexual performance.

The PMO's direction came following a complaint filed by Kerala-based Dr K V Babu last month after the health ministry continued to sit over its draft amendment to DMR Act, 1954. In its response, dated December 21, the PMO said, "The letter of the applicant received from Dr Babu KV is forwarded herewith through online mode on the PMOPG portal for action

Four-year delay

PMO's direction came after a complaint was filed by Kerala-based Dr K V Babu as the health ministry sat over its draft amendment to DMR Act, 1954 for 4 years. The amendment widened the scope of the act.

as appropriate. A reply may be sent to the petitioner, and a copy of the same may be uploaded on the portal."

"The proposed amendment to the Drugs and Magic Remedies Act is the fallout of the harsh criticism of the Parliamentary Standing Committee in 2018. Though the proposal has been in the public domain for almost five years, it is yet to be enacted," Dr Babu said.

He added that the Supreme Court's decision to reprimand yoga guru Baba Ramdev for circulating misleading advertisements of his Ayush products, including Drishti eye drops, with the claim that they treat glaucoma or cataracts, double

vision, colour vision, and night blindness, has exposed the loopholes in the existing drug laws. "I hope the intervention will put an end to the inaction on the part of the Ministry of Health in enacting the amendment, which they have been sitting over for the past four years," said Dr Babu.

Dr Babu said he filed the complaint with the PMO after he received an RTI reply from the health ministry that the amendment to the draft "is still pending..no further noting is available."

The ministry proposed the amendment to the DMR Act, 1954, on February 3, 2020. This act applies to all drugs, including Ayurvedic, Siddha, Unani, and Homoeopathy medicines. It prohibits the advertisement for specific purposes of remedies and treatments alleged to possess magic qualities.

The government came out with the draft bill after concerns were raised on the implementation and effectiveness of the DMR (Objectionable Advertisement) Act, 1954, the ministry had informed Dr Babu.

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

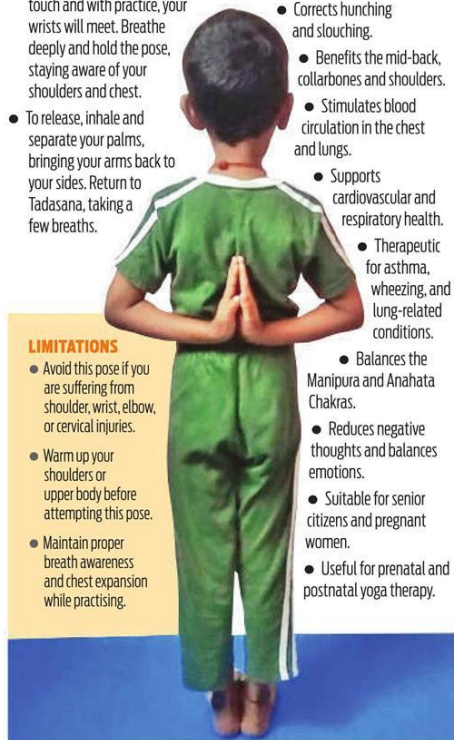
- Start in Tadasana, taking a few breaths and rolling your shoulders back. Stand upright with a straight spine, relaxed shoulders, and chin parallel to the ground.
- Ground your feet firmly, either together or slightly apart for balance. Let your arms rest by your sides and engage your legs while breathing 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 • 24 Dec • Ministry of Ayush TADASANA VARIATION FEET HIP WIDE HASTA SIDE

2 • PG

752 • Sqcm

992765 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

TADASANA VARIATION FEET HIP WIDE HASTA SIDE (MOUNTAIN POSE VARIATION FEET HIP WIDE ARMS TO SIDE)

This Mountain Pose Variation Feet Hip Wide Arms To Side is a variation of Tadasana (Mountain Pose), which is considered to be the blueprint that forms the basis of all other standing postures. Despite looking no different from simply standing, this asana is an active pose, in which the practitioner engages in conscious awareness of muscle activation and posture.

STEPS

- Start in Tadasana (Mountain Pose). Keep your feet hip-wide and hands by the side of your body, tucking your chin.
- Ensure your hands are relaxed and the head, back, hip are in one line. Exhale.
- Once comfortable, inhale, and lower your arms out at 45 degrees from the shoulder level, keeping the palms open and fingers facing down.
- Ensure that the palms are open and fingers down towards the floor.
- Stay in feet hip-wide stance with arms at 45 degrees down from the shoulder level in this Tadasana Variation for about six breaths.
- Keep facial muscles relaxed core engaged, and gaze ahead or down. Breathe deeply.
- To release, exhale and lower the hands down and keep on the sides of the body. Exhale, return to Tadasana.
- Relax in Dirga Pranayama Tadasana (Three Part Breath Mountain Pose).

BENEFITS

- Provides gentle stretch to the shoulders.
- Helps elongate the upper body by stretching and strengthening the shoulders along with the biceps and triceps.
- This asana can benefit pregnant women.
- This can be part of many yoga sequences including warm-up, heart openers, and neck and shoulders.
- Aids persons who do sports like rock climbing, and swimming.
- Builds confidence, power, strength, encouraging a sense of positiveness, etc.
- Opens the heart giving more space for deeper breathing while stimulating the sympathetic nervous system.
- Provides strength and expansion to the lungs.
- This is the best exercise to increase your height.
- This asana develops and activates the nerves of the entire body.
- Strengthens vertebral column and heart.
- This asana is also good for regulating the menstrual cycle in women.
- It also cures the problems related to indigestion.

LIMITATIONS

- Students who have injury to or pain in the shoulders, neck, collar bone, upper spine, chest, rib cage, or upper abdominal area, should avoid this asana.
- Those suffering from blood pressure, heart related ailments, headaches, insomnia, should practise with the guidance of a yoga expert.
- Pregnant women may choose to keep their arms like Tadasana Cactus Arms (Mountain Pose Cactus) to avoid overstretching of the upper abdominal area.

- During pregnancy, practising this asana should be avoided.
- Don't put too much pressure on the knees as it may cause pain.



- This asana gives strength to arms and legs.
- Helps remove lethargy from the body.
- Aids in dealing with flat feet.

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

The New Indian Express • 24 Dec • Ministry of Ayush

PMO steps in, asks health ministry to act against misleading adverts

9 • PG

463 • Sqcm

393329 • AVE

177.8K • Cir

Middle Right

Bengaluru

PMO steps in, asks health ministry to act against misleading adverts

KAVITA BAJELI-DATT @ New Delhi

THE Prime Minister's Office (PMO) has directed the Health Ministry to take "appropriate action" to amend the draft Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954, which aimed to take stringent action against misleading advertisements, including Ayush medicines.

The health ministry has been sitting over its draft for four years. The draft amendment widened the scope of the act by introducing 24 diseases and disorders, including the fairness of skin, improvement in the height, premature ageing, and drugs for treatment for enhancing sexual performance.

The PMO's direction came following a complaint filed by Kerala-based Dr K V Babu last month after the health ministry continued to sit over its draft amendment to DMR Act, 1954. In its response, dated December 21, the PMO said, "The letter of the applicant received from Dr Babu KV is forwarded herewith through online mode on the PMOPG portal for action

Four-year delay

PMO's direction came after a complaint filed by Kerala-based Dr K V Babu after the health ministry sat over its draft amendment to DMR Act, 1954 for 4 years. The amendment widened the scope of the act.

as appropriate. A reply may be sent to the petitioner, and a copy of the same may be uploaded on the portal."

"The proposed amendment to the Drugs and Magic Remedies Act is the fallout of the harsh criticism of the Parliamentary Standing Committee in 2018. Though the proposal has been in the public domain for almost five years, it is yet to be enacted," Dr Babu said.

He added that the Supreme Court's decision to reprimand yoga guru Baba Ramdev for circulating misleading advertisements of his Ayush products, including Drishti eye drops, with the claim that they treat glaucoma or cataracts, double

vision, colour vision, and night blindness, has exposed the loopholes in the existing drug laws. "I hope the intervention will put an end to the inaction on the part of the Ministry of Health in enacting the amendment, which they have been sitting over for the past four years," said Dr Babu.

Dr Babu said he filed the complaint with the PMO after he received an RTI reply from the health ministry that the amendment to the draft "is still pending..no further noting is available."

The ministry proposed the amendment to the DMR Act, 1954, on February 3, 2020. This act applies to all drugs, including Ayurvedic, Siddha, Unani, and Homoeopathy medicines. It prohibits the advertisement for specific purposes of remedies and treatments alleged to possess magic qualities.

The government came out with the draft bill after concerns were raised on the implementation and effectiveness of the DMR (Objectionable Advertisement) Act, 1954, the ministry had informed Dr Babu.

The New Indian Express • 24 Dec • Ministry of Ayush

TADASANA VARIATION FEET HIP WIDE HASTA SIDE (MOUNTAIN POSE VARIATION FEET HIP WIDE ARMS TO SIDE)

2 • PG

686 • Sqcm

685895 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

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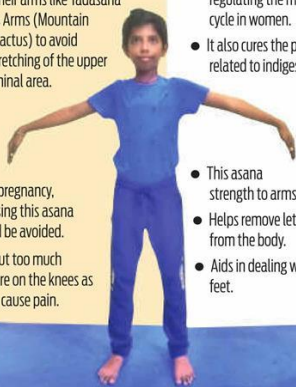
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By N Elumalai, PhD Scholar (Yoga Science) at
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The New Indian Express • 24 Dec • Ministry of Ayush
University organises art exhibition camp

1 • PG

111 • Sqcm

111167 • AVE

177.8K • Cir

Bottom Left

City Express

Bengaluru

University organises art exhibition camp

JAIN (Deemed-to-be University), Jayanagar, in collaboration with Jain School of Design, and Shantamani Kala Kendra, is organising the JU 2024 National Art Exhibition camp at 24 Divine Live Art Gallery in Shantamani Kala Kendra, Yelahanka. The three-day event, running till today, brings together 60 artists from across India to showcase 100 unique art forms through 50 live demonstrations. With a thematic focus on Karnataka, the event aims to emphasise the role of art in uniting communities and fostering cultural and economic development. The camp was inaugurated by CS Krishna Setty, a National Award-winning artist and former chairman of the Central Lalit Kala Akademi, New Delhi. The inaugural day featured many eminent personalities like Vijay Achrekar, artist; Srinivasulu, Commissioner of the Ayush Department; and PS Kumar, senior artist and chairman of the Karnataka Lalithakala Academy.

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)

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 when the palms are joined in the backside of the body 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 arms 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

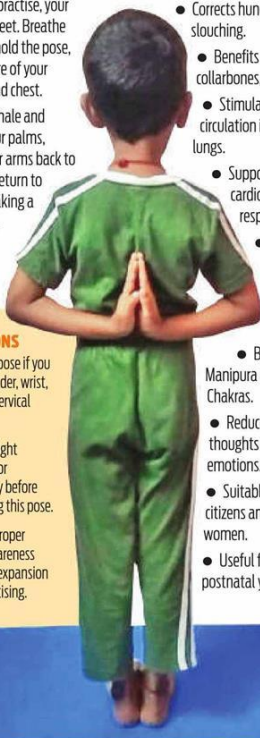
- Start in Tadasana, taking a few breaths and rolling your shoulders back. Stand upright with a straight spine, relaxed shoulders, and chin parallel to the ground.
- Ground your feet firmly, either together or slightly apart for balance. Let your arms rest by your sides and engage your legs while breathing 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 may touch. With practise, 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 have shoulder, wrist, elbow, or cervical injuries.
- Warm up tight 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 (STANDING REVERSE PRAYER POSE)

2 • PG

622 • Sqcm

622194 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

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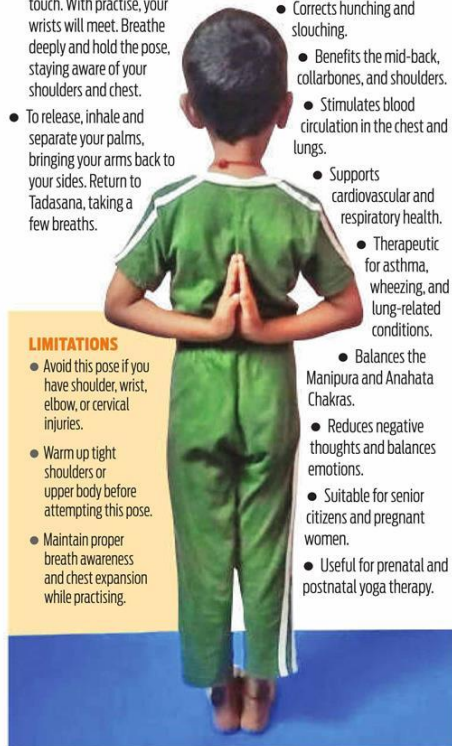
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The Asian Age • 23 Dec • Ministry of Ayush
Modi meets yoga practitioner, other influencers from Kuwait

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

Morning News • 24 Dec • Ministry of Ayush
Health checkup of hundreds of PWD personnel done

3 • PG

94 • Sqcm

11226 • AVE

188.32K • Cir

Top Right

Jaipur

पीडब्ल्यूडी के सैकड़ों कार्मिकों का किया हेल्थ परीक्षण

मॉर्निंग न्यूज @ जयपुर। आयुष मंत्रालय भारत सरकार द्वारा शुरू किए गए देश का प्रकृति (हेल्थ) परीक्षण अभियान के तहत सोमवार को सार्वजनिक निर्माण विभाग मुख्यालय में राष्ट्रीय आयुर्वेद संस्थान जयपुर के द्वारा कार्मिकों के प्रकृति परीक्षण के लिए कैम्प आयोजित किया गया। संस्थान के पंचकर्म विशेषज्ञों ने सैकड़ों कार्मिकों का प्रकृति परीक्षण कर उन्हें आहार-विहार के बारे में समझाया और चिकित्सा परामर्श दिया। उल्लेखनीय है कि भारत सरकार के आयुष मंत्रालय द्वारा



नेशनल कमिशन फॉर इंडियन सिस्टम ऑफ मेडिसिन के साथ 26 नवम्बर से 25 दिसम्बर तक देश का प्रकृति परीक्षण अभियान चलाया जा रहा है। इसका प्रमुख उद्देश्य लोगों को उनकी प्रकृति (शारीरिक संरचना) के बारे में समझाते हुए स्वस्थ जीवनशैली के बारे में जागरूक करना है। अभियान के तहत लाभार्थी व्यक्ति से प्रकृति परीक्षण एप मोबाइल में डाउनलोड करवाया जाता है। लाभार्थी से उसके शरीर और जीवनशैली सम्बंधित 22 सवाल आयुर्वेद चिकित्सक द्वारा पूछे जाते हैं। उसके जवाबों के आधार पर उसकी प्रकृति का निर्धारण होता है। इसके साथ ही लाभार्थी को उसकी प्रकृति के अनुकूल व्यक्तिगत डाइट प्लान, जीवनशैली सम्बंधी सुझाव एप पर प्राप्त होते हैं।

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।

Hindustan • 23 Dec • Ministry of Ayush
Sharir ki prakrati anusar ahar ke sujhaav dega aims

5 • PG

312 • Sqcm

102815 • AVE

1.29M • Cir

Middle Center

Noida • Gurugram

शरीर की प्रकृति अनुसार आहार के सुझाव देगा एम्स

अभियान

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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।

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.



Sakal • 23 Dec • Ministry of Ayush
Ayurvedic treatment for knee pain

1 • PG

36 • Sqcm

23627 • AVE

352.42K • Cir

Bottom Left

Mumbai

गुडघेदुखीवर
आयुर्वेदिक उपचार

ठाणे शहर (बातमीदार) :
गुडघेदुखीच्या व्याधीत वाढ
झालेली दिसून येत असतानाच
वृद्ध रुग्णांवर आयुष उपचार
पद्धतीचा चांगला उपयोग होऊ
लागला आहे. ठाणे जिल्हा
सामान्य रुग्णालयातील आयुष
विभागात या रुग्णांसाठी
वरदान ठरत असल्याने रुग्णांची
संख्या वाढू लागली आहे. दोन
वर्षांपासून गुडघेदुखीने त्रस्त
महिलेवर आयुर्वेद औषधोपचार
व पंचकर्म उपचार केल्याने ती
व्याधीमुक्त झाली आहे. जिल्हा
शल्यचिकित्सक डॉ. कैलास पवार,
अतिरिक्त जिल्हा शल्यचिकित्सक
डॉ. धीरज महांगडे यांच्या
मार्गदर्शनाखाली उपचार झाले.

Maharashtra Times • 23 Dec • Ministry of Ayush
Ayurveda Gurukulam' in Nashik

8 • PG

159 • Sqcm

183856 • AVE

765.47K • Cir

Middle Center

Pune

नाशिकमध्ये 'आयुर्वेद गुरुकुलम्'

गायत्री कुलकर्णी
gayatri.kulkarni
@timesgroup.com

केंद्रीय संस्कृत विद्यापीठाच्या नाशिक कॅम्पसमध्ये 'आयुर्वेद गुरुकुलम्' या संकल्पनेवर आधारित बीएएमएस पदवी अभ्यासक्रम सुरू केला जाणार असून, या अभ्यासक्रमाच्या संरचनेचे काम विद्यापीठामार्फत सुरू करण्यात आले आहे. या विद्यापीठासाठी नाशिक जिल्ह्यातील शिलापूर येथील ४१ एकर जागा निश्चित करण्यात आली असून, या जागेला राज्य सरकारची नुकतीच मान्यता मिळाल्याचे विद्यापीठाचे कुलगुरू डॉ. श्रीनिवास वरखेडी यांनी 'मटा'शी बोलताना सांगितले.

मुंबईतील के. जे. सोमय्या महाविद्यालयाच्या परिसरात सुरू असलेल्या या केंद्रीय विद्यापीठाच्या उभारणीसाठी मुंबई परिसरात पुरेशी जागा उपलब्ध होत नसल्यामुळे हे विद्यापीठ नाशिकमध्ये स्थलांतरित करण्याचा निर्णय घेण्यात आला होता. सध्या औशनमधील टाकेकर शिक्षण संस्थेत या विद्यापीठाचे कामकाज सुरू

“ 'आयुर्वेद गुरुकुलम्' हे एक संपूर्ण नवीन मॉडेल आहे. या नवीन अभ्यासक्रमामुळे या ज्ञानाला एका स्वरूपात विद्यार्थ्यांपर्यंत पोहोचविता येणार आहे. पुढील पाच वर्षांत जवळपास तीनशे कोटी या कॅम्पसच्या उभारणीसाठी खर्च केले जाणार आहेत.

- डॉ. श्रीनिवास वरखेडी, कुलगुरू, केंद्रीय संस्कृत विद्यापीठ

असून, यासाठी शिलापूर येथील ४१ एकर जागेची पाहणी करण्यात आली होती. या जागेला राज्य सरकारची नुकतीच मंजुरी मिळाली असल्याने या विद्यापीठाच्या इमारत बांधमाकामाच्या प्रक्रियेला गती मिळणार आहे. या विद्यापीठात विविध आर्यविद्याशास्त्रीय अभ्यासक्रम सुरू करण्यात येणार असून, संस्कृतसह ऑस्ट्रोलॉजी, गणित, ऑस्ट्रोफिजिक्स यांसारख्या विषयांचा अंतर्भाव असणार आहे. यासह 'आयुर्वेद गुरुकुलम्' हा संपूर्ण संस्कृत वैद्यकीय अभ्यासक्रमही विद्यापीठाच्या नाशिक कॅम्पसमध्ये विकसित केला जाणार आहे. केंद्रीय संस्कृत विद्यापीठाचे देशभरात १४ कॅम्पस आहेत. मात्र, हा अभ्यासक्रम पहिल्यांदा नाशिक कॅम्पसमध्ये सुरू केला जाणार

असल्याचे कुलगुरू वरखेडी यांनी सांगितले.

काय आहे आयुर्वेद गुरुकुलम् ?
बॅचलर ऑफ आयुर्वेदिक मेडिसिनचा (बीएएमएस) हा अभ्यासक्रम असून, आयुष मंत्रालयाच्या मान्यतेने संस्कृत विद्यापीठामार्फत तो विकसित करण्याचे काम सुरू आहे. दहावीनंतर प्रवेश परीक्षेच्या माध्यमातून साडेसात वर्षांचा हा अभ्यासक्रम असणार आहे. पहिली दोन वर्षे या अभ्यासक्रमाची तयारी व पुढे साडेपाच वर्षे मूळ अभ्यासक्रम, अशी ही रचना असेल. प्राचीन उपचार पद्धती असलेल्या आयुर्वेदाचे ग्रंथ संस्कृत भाषेत उपलब्ध असून, यचा वापर करून हा अभ्यासक्रम तयार केला जाणार आहे.