




MINISTRY OF AYUSH COMPILED MEDIA REPORT

24 Dec, 2024 - 26 Dec, 2024

Total Mention 47

 Print	Financial	Mainline	Regional	Periodical
47	8	19	20	N/A



 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	65,000% IN A YR! How Long Before the Penny Drops	Pune	1
2.	Business Standard	Dabur moves HC to stop Patanjali's 'disparaging' ad	Delhi + 2	2
3.	Business Standard	Dabur moves HC to stop Patanjali's 'disparaging' ad	Chandigarh	2
4.	Mint	PROGRESS REPORT	Hyderabad	8, 9
5.	The Financial Express	Dabur moves HC against Patanjali over ad campaign	Delhi + 10	4
6.	The Hindu Business Line	Dabur India moves HC against Patanjali over Chyawanprash ad	Delhi + 9	2
7.	Bizz Buzz	Min releases film on national Ayush mission	Hyderabad	8
8.	Bizz Buzz	71.81 crore Ayushman Bharat Health account numbers generated: Centre	Hyderabad	4
9.	The Times of India	Ayushman driving big gains in cancer treatment: Lancet	Kochi	16
10.	The Morning Standard	Fit Bit	Delhi	2
11.	The Morning Standard	To maintain health as I age, suggest exercises or habits to do in my 20s	Delhi	2
12.	The Morning Standard	Fit Bit	Delhi	2
13.	The Morning Standard	Dabur moves HC against Patanjali over Chyawanprash ad campaign	Delhi	10
14.	The Morning Standard	Fit Bit	Delhi	2
15.	The Morning Standard	PMO steps in, asks health ministry to act against misleading adverts	Delhi	7
16.	The New Indian Express	SALAMBA BHARADVAJASANA	Chennai	2
17.	The New Indian Express	Vedanta's Swarna Prashan drive covers 17K students	Bhubaneshwar	5
18.	The New Indian Express	RECLINING DEER POSE	Bengaluru	2
19.	The New Indian Express	Dabur moves HC against Patanjali over Chyawanprash ad campaign	Bengaluru	13
20.	The New Indian Express	University organises art exhibition camp	Bengaluru	1
21.	The New Indian Express	TADASANA VARIATION FEET HIP WIDE HASTA SIDE	Chennai	2

22.	The New Indian Express	PMO steps in, asks health ministry to act against misleading adverts	Bengaluru	9
23.	The New Indian Express	TADASANA VARIATION FEET HIP WIDE HASTA SIDE (MOUNTAIN POSE VARIATION FEET HIP WIDE ARMS TO SIDE)	Bengaluru	2
24.	The Statesman	Vedanta's ' Swarna Prashan' to cover 17000 school children	Bhubaneshwar	3
25.	Mid Day	I haven't had a chapati in years	Mumbai	18
26.	Yugmarg	Ayush department conducts nature test of ITI Naihariya	Chandigarh	5
27.	The Daily Guardian	MEDITATION-THE MIND-BODY CONNECTION FOR BETTER HEALTH AND PEACE	Delhi	11
28.	Navshakti	Ayurveda for a healthy lifestyle!	Mumbai	7
29.	Navshakti	Successful organization of fitness festival in Mumbai	Mumbai	12
30.	Rashtriya Sahara	vanchit abadi ke liye swasthya seva tak pahuch mai juta aayush mantralay	Delhi	7
31.	Rashtriya Sahara	2024 Indigenous systems dominate the global stage	Jaipur	7
32.	Samachar Jagat	NIA's nature testing campaign, an initiative of AYUSH Ministry, continues	Jaipur	11
33.	Morning News	Nature test of more than two lakh people for better health	Jaipur	3
34.	Morning News	Health checkup of hundreds of PWD personnel done	Jaipur	3
35.	Punjab Kesari	Ayushman arogya shivir mein logo ne karwaya checkup	Chandigarh	5
36.	Punjab Kesari	Ayushman bharaat digital mission ek parivartankari pehal:Rajyapal dattatreya	Chandigarh	8
37.	Amar Ujala	Aayush mantralaya ne jari kiya prakarti pariksha app	Delhi	7
38.	Dainik Bhaskar	Naye saal par 70+ bujurg ke liye gift 5 lakh rupay ka milega free ilaaz	Chandigarh	2
39.	Dainik Saver	Ayushman bharaat digital mission ek parivartankari pehl :Bandaru Dattatreya	Chandigarh	9
40.	Dainik Saver	Samudayak health kendar nanakpur mein ayushmann arogya shivir ka aayojan	Chandigarh	5
41.	Hindustan	Ayushmaan bharaat se cancer ke ilaas mein aai teji	Chandigarh	8
42.	Hindustan	Asthai karmiyan ko durghatna bima chiktisa aur pension laabh milenge	Chandigarh	13
43.	Hindustan	AAYUSHMAN bharaat se caner ke ilaj mai aai tezi	Delhi	8

44.	Hindustan	Asthai karmiyon ko durghatna beema, chikitsa or pensioon labh milenge	Delhi	13
45.	Dina Karan	2-day workshop on drug-free treatment at Unani Research Institute	Chennai	14
46.	Daily Thanti	2-day workshop on drug-free treatment at Unani Research Institute	Chennai	12
47.	Tamil Murasu	2-day workshop on drug-free treatment at Unani Research Institute	Chennai	3

The Economic Times • 25 Dec • Ministry of Ayush  
65,000% IN A YR! How Long Before the Penny Drops

1 • PG

180 • Sqcm

67687 • AVE

102.04K • Cir

Top Right

Pune



Business Standard • 25 Dec • Ministry of Ayush  
Dabur moves HC to stop Patanjali's 'disparaging' ad

2 • PG

102 • Sqcm

50596 • AVE

89.49K • Cir

Middle Right

Delhi • Bengaluru • Jaipur

## Dabur moves HC to stop Patanjali's 'disparaging' ad

KSHITIZ BHARDWAJ

New Delhi, 24 December

Leading consumer goods firm Dabur on Tuesday filed a petition in the Delhi High Court against rival Patanjali Ayurved, seeking to restrain it from running 'disparaging' advertisements against its chyawanprash products, according to a report from *Bar and Bench*. While Justice Mini Pushkarna was initially inclined to refer the case to mediation, she finally listed it for hearing in the last week of January after Dabur pressed for immediate relief.

The lawsuit alleges that an advertisement featuring Patanjali Ayurved founder Baba Ramdev falsely claims that only Patanjali's chyawanprash is 'original' and thus authentic while other chyawanprash manufacturers lack knowledge of 'Ved' (or Vedas) and 'Ayurved', both considered traditional sources of knowledge, thus making their chyawanprash inauthentic or fake versions.

According to the report,

Swami Ramdev is quoted as saying in the advertisement, "Jinko Ayurved aur Vedo ka gyaan nahi, Charak, Sushrut, Dhanwantari aur chyawanrishi ke parampara mei 'original' chyawanprash kaise bana payenge?" (Those who don't have knowledge of Ayurved and Ved, how will they make 'original' Chyawanprash in the tradition of Charak, Sushrut, Dhanwantari and Chyawanrishi). All four historical figures mentioned in the commercial are regarded as accomplished practitioners of the Ayurvedic system of medicine.

Appearing for Dabur, senior advocate Akhil Sibal contended that such claims mislead consumers. He cited the Drugs and Cosmetics Act to highlight that all chyawanprash are bound by law to adhere to specific ingredients as outlined in Ayurvedic texts. He argued that alleging Dabur's chyawanprash – which commands a 61.6 per cent market share – as being inauthentic damages its reputation.



Business Standard • 25 Dec • Ministry of Ayush  
Dabur moves HC to stop Patanjali's 'disparaging' ad

2 • PG

102 • Sqcm

15843 • AVE

19.8K • Cir

Middle Right

Chandigarh

## Dabur moves HC to stop Patanjali's 'disparaging' ad

KSHITIZ BHARDWAJ

New Delhi, 24 December

Leading consumer goods firm Dabur on Tuesday filed a petition in the Delhi High Court against rival Patanjali Ayurved, seeking to restrain it from running 'disparaging' advertisements against its chyawanprash products, according to a report from *Bar and Bench*. While Justice Mini Pushkarna was initially inclined to refer the case to mediation, she finally listed it for hearing in the last week of January after Dabur pressed for immediate relief.

The lawsuit alleges that an advertisement featuring Patanjali Ayurved founder Baba Ramdev falsely claims that only Patanjali's chyawanprash is 'original' and thus authentic while other chyawanprash manufacturers lack knowledge of 'Ved' (or Vedas) and 'Ayurved', both considered traditional sources of knowledge, thus making their chyawanprash inauthentic or fake versions.

According to the report,

Swami Ramdev is quoted as saying in the advertisement, "Jinko Ayurved aur Vedo ka gyaan nahi, Charak, Sushrut, Dhanwantari aur chyawanrishi ke parampara mei 'original' chyawanprash kaise bana payenge?" (Those who don't have knowledge of Ayurved and Ved, how will they make 'original' Chyawanprash in the tradition of Charak, Sushrut, Dhanwantari and Chyawanrishi). All four historical figures mentioned in the commercial are regarded as accomplished practitioners of the Ayurvedic system of medicine.

Appearing for Dabur, senior advocate Akhil Sibal contended that such claims mislead consumers. He cited the Drugs and Cosmetics Act to highlight that all chyawanprash are bound by law to adhere to specific ingredients as outlined in Ayurvedic texts. He argued that alleging Dabur's chyawanprash – which commands a 61.6 per cent market share – as being inauthentic damages its reputation.

Mint • 24 Dec • Ministry of Ayush  
PROGRESS REPORT

8, 9 • PG

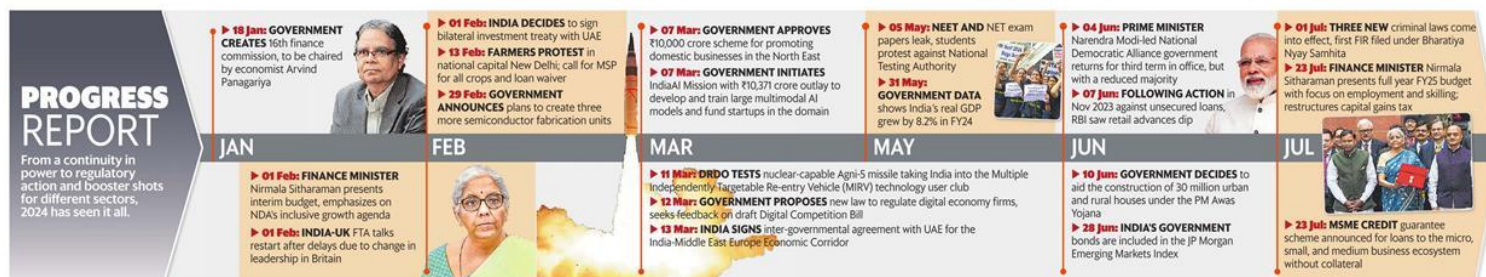
448 • Sqcm

111944 • AVE

45K • Cir

Top Left

Hyderabad







**AUG**

- **13 Aug: BROADCAST BILL**, regulating influencers, gets withdrawn after public outcry
- **24 Aug: GOVERNMENT INITIATES** Unified Pension Scheme



**SEP**

- **11 Sep: GOVERNMENT INCLUDES** senior citizens aged above 70 in Ayushman Bharat PM Jan Arogya Yojana
- **18 Sep: GOVERNMENT ACCEPTS** a high-level committee report on one nation, one election proposal
- **18 Sep: 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



**OCT**

- **01 Oct: INDIA'S ELECTRIC** mobility push continues with new subsidy scheme for EVs
- **03 Oct: INDIA DECIDES** to join International Energy Efficiency Hub
- **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
- **09 Oct: RBI PROJECTS** India's real GDP growth for FY25 at 7.2%
- **25 Oct: INDIA-CHINA** disengagement begins at border; years after Galwan skirmish took the lives of 20 Indian soldiers



**NOV**

- **06 Nov: RBI TURNS** 'watchful' of unsecured loan flows into stock market
- **21 Nov: SEBI'S NEW** rules to tighten futures and options trading come into effect
- **25 Nov: GOVERNMENT CREATES** PAN 2.0 for more ease of doing business and added cybersecurity
- **25 Nov: GOVERNMENT ANNOUNCES** plans to create a central research material subscription repository for students (one nation, one subscription)
- **29 Nov: Q2 GDP** numbers marked three successive quarters of slowing economic growth



**DEC**

- **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%
- **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

SARVESH KUMAR SHARMA/MINT

The Financial Express • 26 Dec • Ministry of Ayush  
Dabur moves HC against Patanjali over ad campaign

4 • PG

25 • Sqcm

17276 • AVE

176.59K • Cir

Top Left

Delhi • Kochi • Chandigarh • Kolkata • Bengaluru • Pune • Hyderabad • Mumbai • Ahmedabad • Bhubaneswar • Chennai

**Dabur moves HC  
against Patanjali  
over ad campaign**



DABUR INDIA HAS moved the Delhi High Court against Patanjali Ayurved stating that the company has run a disparaging advertisement targetting its Chyawanprash brand. The case has been listed for hearing in January.

The Hindu Business Line • 25 Dec • Ministry of Ayush  
Dabur India moves HC against Patanjali over Chyawanprash ad

2 • PG

150 • Sqcm

77061 • AVE

195.42K • Cir

Middle Left

Delhi • Pune • Kochi • Bengaluru • Mumbai • Hyderabad • Chandigarh • Kolkata • Ahmedabad • Chennai

## Dabur India moves HC against Patanjali over Chyawanprash ad

**Meenakshi Verma Ambwani**  
New Delhi

Dabur India has moved the Delhi High Court against Patanjali Ayurved over the latter's Chyawanprash ads. It said that Patanjali's advertisement in print and TV had been released with the intent to allegedly "disparage and denigrate" Dabur Chyawanprash and also "the entire category".

In its petition seen by *businessline*, Dabur India alleged that Patanjali made "fallacious and deliberate misstatements, and serious comparison, denigrating...defaming classical ayurvedic medicine - Dabur Chyawanprash and also causes generic denigration...disparagement of Chyawanprash in the market." The FMCG major said that Dabur



Chyawanprash is a market leader in the category with over 60 per cent share.

It has also alleged that Patanjali has claimed that only its product is "authentic or special", while other brands are "fake, spurious or ordinary".

### OVERALL EFFECT

Dabur India has also alleged that Patanjali's intent and overall effect of the advertisement is to "negatively portray" other Chyawanprash products in the market including Dabur Chyawan-

prash. It has also alleged that Patanjali is tarnishing and denigrating the entire category as ordinary "by conveying a message that they are not prepared as per correct ayurvedic texts, therefore they are inferior, sub-standard, spurious, deficient in boosting immunity."

It has also alleged that Patanjali "on many occasions" has created or published misleading advertisements. "Therefore, it is evident that Patanjali Ayurved is not an innocent player or new entrant in the market. It has also alleged that these advertisements are also against the "larger interest of the public."

Patanjali has questioned the maintainability of the suit and has sought time to file a response. The Court is expected to hear the matter in February.

Bizz Buzz • 26 Dec • Ministry of Ayush  
Min releases film on national Ayush mission

8 • PG

201 • Sqcm

20106 • AVE

N/A • Cir

Middle Right

Hyderabad

## Min releases film on national Ayush mission

NEW DELHI

THE National Ayush Mission (NAM) has empowered communities with accessible and cost-effective healthcare based on traditional practices, Prataprao Jadhav, Union Minister of State for Ministry of Ayush, has stressed.

The minister said this while unveiling a film series titled "Ayush for All: Holistic Health Care through National Ayush Mission" in the national capital, showcasing the remarkable progress and transformative impact of the National Ayush Mission.

"This film series is a step towards making information about our initiatives readily accessible to the public, showcasing Ayush's pivotal role in reducing disease burden and promoting wellness across the nation," said Jadhav.

The series highlights real-life stories of transformation, demonstrating how NAM, in collaboration with state and UT governments, has improved healthcare access and reduced out-of-pocket expenditures for rural and underserved populations.

According to the ministry, the NAM aims to strengthen Ayush healthcare services, promote preventive care through Ayushman Aro-



**The series highlights real-life stories of transformation, demonstrating how NAM, in collaboration with state and UT governments, has improved healthcare access and reduced out-of-pocket expenditures for rural and underserved populations**

gya Mandir (Ayush), and integrate Ayush systems into mainstream public health.

The NAM also emphasises the development of Ayush educational institutions to enhance the quality of education and research. Moreover, the scheme has supported the establishment of 167 Integrated Ayush Hospitals and upgraded 416 Ayush Hospitals and 5036 dispensaries.

Essential Ayush medicines were supplied to 996 hospitals and 12,405 dispensaries each year. NAM also supported 16 new Ayush educational institutions and upgraded 112 others.

Additionally, 3,883 Yoga Wellness Centres, 1,055 Ayush Grams and 12,500 Ayushman Arogya Mandir (Ayush) were established, promoting holistic wellness nationwide, according to the ministry.

According to Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush said, the NAM focuses on strengthening Ayush healthcare services, establishing Ayushman Arogya Mandir (Ayush), and promoting medical pluralism.

"These initiatives are transforming public health and improving access to preventive and promotive care across the nation," he mentioned.



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'

DurgeshNandan.Jha  
@timesofindia.com

**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 Morning Standard • 26 Dec • Ministry of Ayush

### Fit Bit

2 • PG

620 • Sqcm

297695 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### SALAMBA BHARADVAJASANA

(SUPPORTED BHARADVAJA TWIST POSE)

This supported variation of the foundational yoga pose, Bharadvajasana, (Torso Stretch Pose), is named to pay homage to the sage Bharadvaja, mentioned in various Hindu Scriptures and Texts. This supported version is designed for relaxation and emotional grounding, relieving tension, stress, and fatigue. It becomes restorative, offering a harmonious blend of physical relaxation and emotional calm. It combines the benefits of a spinal twist with the grounding and nurturing qualities of support.

#### STEPS

- Keep two bolsters handy or grab some cushions or anything similar to use.
- Sit in Dandasana. Position the bolsters horizontally on top of each other at hip level on your right side.
- Turn to your right. Inhale, bend your knees, and bring your feet to the left side.
- Ensure both knees are on the ground. Rest the right knee's outer and left knee's inner sides on the ground. Similarly, the right foot's outer edge and the left's inner edge are on the ground, pointing the toes to the left. Exhale.
- Twist the torso towards the bolsters, lower your body onto the bolsters and rest your cheek on them. The hands are on the ground and the fingers are pointing to the right. Ensure your neck is relaxed.
- Stay here for about six breaths or as per the body's capacity. Close your eyes and breathe.
- Keep your hips evenly on the floor and relax your shoulders.
- Release and return to Dandasana and remain here for a breath or two. Then counter the stretch on the left side, following the instructions above.
- Finally, relax in the Staff Pose Hands Back Knees Bent.

#### BENEFITS

- Stretches the pelvis slightly and strengthens the lower back.
- Increases the knee and ankle flexibility.
- Works soothingly for the chest, diaphragm, and breath.
- Creates calmness in the heart, lungs, and breathing pattern.
- Brings focus on breathing.
- It also calms the muscles of the body.
- Those who have undergone shoulder surgery or had prolonged illnesses like jaundice or typhoid can use this as a therapy.
- People facing cervical spondylitis may witness improvement.
- Releases the happy hormones (serotonin and endorphins).
- Balances the emotions of an individual.
- Can be done by teenagers, kids, and postnatal women.
- Sports persons can do it after rigorous practice, especially athletes.

#### LIMITATIONS

- People with knees, ankle, or hip injuries and surgeries, weak ankles, or knees, acute asthma or chronic heart problems, avoid this practice.
- Pregnant women and senior citizens can do this pose.



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

The Morning Standard • 26 Dec • Ministry of Ayush

## To maintain health as I age, suggest exercises or habits to do in my 20s

2 • PG

271 • Sqcm

130129 • AVE

300K • Cir

Middle Center

Delhi



**MISS-FIT**

**Wanitha Ashok**

*The expert is a Fit India Movement ambassador and celebrity fitness coach*

### To maintain health as I age, suggest exercises or habits to do in my 20s.

A well-rounded fitness routine consists of cardio, strength and flexibility exercises.

- Engage in aerobic activities like running, walking, cycling, or swimming for at least 150 minutes a week.
- Incorporate resistance training to build lean muscle mass and bone density. We start losing muscles at age 30. Conserving this muscle mass will help prevent age-related weight gain.



- To maintain flexibility and range of motion, include yoga, pilates, or stretching exercises. Engage in meditation or deep breathing to manage stress and anxiety.
- Focus on consuming a balanced diet by including fruits, vegetables, whole grains, lean proteins, and healthy fats. Aim for at least eight cups of water a day and get nine hours of sleep every day.
- Avoid smoking and secondhand smoking to reduce your risk of chronic diseases and avoid or consume alcohol in moderation.
- Seek professional help for diet, nutrition, and workouts.

# The Morning Standard • 25 Dec • Ministry of Ayush

## Fit Bit

2 • PG

595 • Sqcm

285821 • AVE

300K • Cir

Middle Right

Delhi

### FITBIT

## RECLINING DEER POSE

This is a beginner-level prone variation of the seated Deer Pose. It is included in Yin Yoga. This pose can help release symptomatic back pain that is mainly caused by bad posture, overuse of certain muscles, an old injury, or surgery. This interesting asymmetrical pose with the hips in external and internal rotation at the same time has an impact on the spine. It stimulates the parasympathetic nervous system and improves relaxation response in the body. This hip opener pose can be included in meridian yoga to release and clear the various channels related to the liver and gallbladder meridian.

### STEPS

- Start in a prone position, placing your hands on either side of your face and forearms parallel to each other.
- Inhale, lift your head and chest into Sphinx Pose.
- Now, come into Resting Half Frog Pose, keeping your hands under your head.
- Take your right leg towards the left side of the hip and place your hands on the floor near your face.
- Exhale and bend the left leg at the knee.
- Breathe. Twist the hips in this prone pose in the Reclining Deer Pose for about six breaths.
- It is a great way to release and relax the hips with the twist while prone.

### LIMITATIONS

- People suffering from knee, hip, or back injuries, avoid this pose. If you have a history of surgery in these areas, consult your yoga expert before attempting this.
- Lack of body breath connection can restrict the twisting and forward movement of the spine.
- Use as a therapy for the lower back or otherwise, avoid this.
- Blanket or bolster can be placed below the lower back for precautions.
- Pregnant women can do this pose partially by twisting the spine and avoiding the forward movement of placing the torso on the mat.

### BENEFITS

- Opens, stretches, lengthens, and strengthens the hip flexors, gluteus, IT band, deeper hamstrings, abdominal muscles, psoas muscles and pelvic floor.
- Helps the joints of the hips, knees, ankles, and shoulders.
- Holding the pose longer helps address the ligaments, tendons, and connective tissues around the hips, and abdomen.
- Stabilises the hips and spine.
- Offers internal and external rotation of hips and knees, both sides of the body have a different impact.
- Improves hips' and knees' range of motion, muscles of the back, abdomen, and pelvis.
- Helps active diaphragm and lungs.
- Ensures proper twisting from the lower back.
- Reduces the noise of thoughts in the mind and generates awareness, and focus.
- Open the deeper tissues around the hips, pelvis, groin, and psoas muscles.
- Increases energy levels.
- Included in nighttime yoga, improving better sleep and relaxing and calming poses, helping athletes.
- Improves nervous system.
- Relieves accumulated stress and tensions.
- Brings balance in the body and mind, including emotions.
- Can be included in teens yoga, women's yoga, and postnatal yoga.
- When done with bolster, it can be included in restorative yoga.



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



The Morning Standard • 25 Dec • Ministry of Ayush

## Dabur moves HC against Patanjali over Chyawanprash ad campaign

10 • PG

544 • Sqcm

261252 • AVE

300K • Cir

Middle Center

Delhi

# Dabur moves HC against Patanjali over Chyawanprash ad campaign

**SHEKHAR SINGH** @ New Delhi

FMCG segment leader Dabur approached the Delhi High Court on Tuesday, alleging that Patanjali Ayurved has been running advertisements that disparage its Chyawanprash products. Dabur urged the court to immediately restrain Patanjali from continuing with these ads, which they claim harm their reputation and mislead consumers.

Justice Mini Pushkarna, presiding over the case, issued a notice to Patanjali and scheduled the matter for hearing in the last week of January. Initially, the court considered referring the dispute to mediation, but after Dabur pressed for urgent relief, Justice Pushkarna decided to proceed with hearing the case directly.

Dabur's grievance centered on an advertisement featuring Patanjali founder Swami Ramdev. In the ad, Ramdev questioned the authenticity of other Chyawanprash brands, stating, "How can those without knowledge of Ayurveda and Vedic traditions create an 'original' Chyawanprash?" This statement, Dabur claims, implies that only Patanjali's Chyawanprash is authentic, while other brands, including Dabur's, are



"ordinary" and inauthentic.

Senior Advocate Akhil Sibal, representing Dabur, argued that Patanjali has a history of making such claims, citing a Supreme Court contempt petition filed against the company earlier this year. He emphasised that labelling other Chyawanprash as "ordinary" not only misleads consumers but also undermines the credibility of the entire category of Ayurvedic Chyawanprash products.

Sibal referred to the Drugs and Cosmetics Act, which mandates that all Chyawanprash formulations adhere to ancient Ayurvedic texts. He said the advertisement creates a false narrative, misleading consumers about the safety and efficacy of non-Patanjali brands. The ad raises public health concerns by insinuating that alternative brands may not meet the required standards.

## 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 New Indian Express • 26 Dec • Ministry of Ayush

## SALAMBA BHARADVAJASANA

2 • PG

623 • Sqcm

822530 • AVE

246.4K • Cir

Top Right

Chennai

### FITBIT

## SALAMBA BHARADVAJASANA

(SUPPORTED BHARADVAJA TWIST POSE)

This pose is a supported variation of the foundational yoga pose, Bharadvajasana (Torso Stretch Pose). It is named to pay homage to the sage Bharadvaja, mentioned in various Hindu Scriptures and Texts. This supported version is designed for relaxation and emotional grounding, relieving tension, stress and fatigue. It becomes restorative, offering a harmonious blend of physical relaxation and emotional calm. It combines the benefits of a spinal twist with the grounding and nurturing qualities of support.

### STEPS

- Keep two bolsters handy or grab some cushions or anything similar to use.
- Sit in Dandasana. Position the bolsters horizontally on top of each other at hip level on your right side.
- Turn to your right. Inhale, bend your knees and bring your feet to the left side.
- Ensure both knees are on the ground. Rest the right knee's outer and left knee's inner sides on the ground. Similarly, the right foot's outer edge and the left's inner edge are on ground, pointing the toes to the left. Exhale.
- Twist the torso towards the bolsters and lower your body onto the bolsters and rest your cheek on them. The hands on the ground and the fingers pointing to the right. Ensure your neck is relaxed.
- Stay here for about six breaths or as per the body's capacity. Close your eyes and breath.
- Keep your hips evenly on the floor and relax your shoulders.
- Release and return to Dandasana and remain here for a breath or two. Then counter the stretch on the left side, following the instructions above.
- Finally, relax in Staff Pose Hands Back Knees Bent.

### BENEFITS

- Stretches the pelvis slightly and strengthens the lower back.
- Increases the knee and ankle flexibility.
- Works soothingly for the chest, diaphragm, and breath.
- Creates calmness in the heart, lungs, and breathing pattern.
- Brings focus to breathing.
- It also calms the muscles of the body.
- Those who have undergone shoulder surgery or had prolonged illness like jaundice or typhoid can use this as a therapy.
- People facing cervical spondylitis may see improvement.
- Releases the happy hormones (serotonin and endorphins).
- Balances the emotions of an individual.
- Can be done by teenagers, kids, and postnatal women.
- Sports persons can do it after rigorous practice, especially athletes.

### LIMITATIONS

- Students with knees, ankle, or hip injuries and surgeries, weak ankles or knees, acute asthma or chronic heart problems, avoid this practice.
- Pregnant women and senior citizens can do this pose.



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

The New Indian Express • 25 Dec • Ministry of Ayush  
Vedanta's Swarna Prashan drive covers 17K students

5 • PG

99 • Sqcm

39523 • AVE

107.9K • Cir

Bottom Right

Bhubaneswar

## Vedanta's Swarna Prashan drive covers 17K students

EXPRESS NEWS SERVICE

@Bhubaneswar

VEDANTA Aluminium has successfully completed the 4th phase of its 'Swarna Prashan' initiative extending the benefits of the Ayurveda-based immunisation drive to over 17,000 students across the state.

The leading aluminium producer that has partnered with the Ministry of Ayush to implement the initiative reached out to over 6,400 students of 15 government schools in tribal-dominated Rayagada and Kalahandi districts.

"The immunisation programme is a significant initiative in promoting Ayurvedic healthcare practices for the well-being of children. I appreciate Vedanta Aluminium's collaboration with the government and community stakeholders to

nurture a healthier future for the next generation," Kalahandi medical officer Dr Meenakshi Bedbak said.

Vedanta Aluminium COO Sunil Gupta said the company is committed to improving child health and well-being in underserved regions through sustainable interventions like Swarna Prashan. "We are proud to support the Ministry of Ayush in extending this initiative to the remote corners of Odisha," he said.

Vedanta Aluminium Bauxite Mines CEO Nitin Kumar Tiwari said the Swarna Prashan initiative has benefitted students across 40 government schools. "With plans to extend the programme to Koraput district, we aim to reach more than 30,000 children, from infants to 16-year-olds, by the end of the year," he added.

## The New Indian Express • 25 Dec • Ministry of Ayush

### RECLINING DEER POSE

2 • PG

623 • Sqcm

623161 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

**FITBIT**

### RECLINING DEER POSE

This is a beginner level prone variation of the seated Deer Pose. It is included in Yin Yoga. This pose can help release symptomatic back pain that is mainly caused due to bad posture, overuse of certain muscles, an old injury or surgery. This interesting asymmetrical pose with the hips in external and internal rotation at the same time has an impact on the spine. It stimulates the parasympathetic nervous system and improves relaxation response in the body. This hip opener pose can be included in meridian yoga to release and clear the various channels related to the liver and gallbladder meridian.

#### STEPS

- Start in a prone position, placing your hands on either side of your face and forearms parallel to each other.
- Inhale, lift your head and chest into Sphinx Pose.
- Now, come into Resting Half Frog Pose, keeping your hands under your head.
- Take your right leg towards the left side of the hip and place the hands on the floor near your face.
- Exhale and bend the left leg at the knee.
- Breathe. Twist the hips in this prone pose in Reclining Deer Pose for about 6 breaths.
- It is a great way to release and relax the hips with the twist while prone.

#### LIMITATIONS

- Students suffering from knee, hip, or back injuries, avoid this pose. If you have a history of surgery in these areas, consult your yoga expert before attempting this.
- Lack of body breath connection can restrict the twisting and forward movement of the spine.
- Use as a therapy for the lower back or otherwise, avoid this.
- Blanket or bolster can be placed below the lower back for precautions.
- Pregnant women can do this pose partially by twisting the spine and avoiding the forward movement of placing the torso on the mat.

#### BENEFITS

- Opens, stretches, lengthens, and strengthens the hip flexors, gluteus, IT band, deeper hamstrings, abdominal muscles, muscles of psoas and pelvic floor.
- Helps the joints of the hips, knees, ankles, and shoulders.
- Holding the pose longer helps address the ligaments, tendons and connective tissues around the hips, and abdomen.
- Stabilises the hips and spine.
- Offers internal and external rotation of hips and knees, both sides of the body have a different impact.
- Improves hip's and knees' range of motion, muscles of the back, abdomen, and pelvis.
- Helps active diaphragm and lungs.
- Ensures proper twisting from the lower back.
- Reduces the noise of thoughts in mind and generates awareness and focus.
- Open the deeper tissues around the hips, pelvis, groin, and psoas muscles.
- Increases energy levels.
- Included in nighttime yoga, improving better sleep and in relaxing and calming poses, helping athletes.
- Improves nervous system.
- Relieves accumulated stress and tensions.
- Brings balance in the body and mind, including the emotions.
- Can be included in teens yoga, women's yoga and postnatal yoga.
- When done with bolster, it can be included in restorative yoga.



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



The New Indian Express • 25 Dec • Ministry of Ayush

## Dabur moves HC against Patanjali over Chyawanprash ad campaign

13 • PG

551 • Sqcm

468167 • AVE

177.8K • Cir

Middle Center

Bengaluru

# Dabur moves HC against Patanjali over Chyawanprash ad campaign

**SHEKHAR SINGH** @ New Delhi

FMCG segment leader Dabur approached the Delhi High Court on Tuesday, alleging that Patanjali Ayurved has been running advertisements that disparage its Chyawanprash products. Dabur urged the court to immediately restrain Patanjali from continuing with these ads, which they claim harm their reputation and mislead consumers.

Justice Mini Pushkarna, presiding over the case, issued a notice to Patanjali and scheduled the matter for hearing in the last week of January. Initially, the court considered referring the dispute to mediation, but after Dabur pressed for urgent relief, Justice Pushkarna decided to proceed with hearing the case directly.

Dabur's grievance centered on an advertisement featuring Patanjali founder Swami Ramdev. In the ad, Ramdev questioned the authenticity of other Chyawanprash brands, stating, "How can those without knowledge of Ayurveda and Vedic traditions create an 'original' Chyawanprash?" This statement, Dabur claims, implies that only Patanjali's Chyawanprash is authentic, while other brands, including Dabur's, are



"ordinary" and inauthentic.

Senior Advocate Akhil Sibal, representing Dabur, argued that Patanjali has a history of making such claims, citing a Supreme Court contempt petition filed against the company earlier this year. He emphasised that labelling other Chyawanprash as "ordinary" not only misleads consumers but also undermines the credibility of the entire category of Ayurvedic Chyawanprash products.

Sibal referred to the Drugs and Cosmetics Act, which mandates that all Chyawanprash formulations adhere to ancient Ayurvedic texts. He said the advertisement creates a false narrative, misleading consumers about the safety and efficacy of non-Patanjali brands. The ad raises public health concerns by insinuating that alternative brands may not meet the required standards.

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 • 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

### 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).

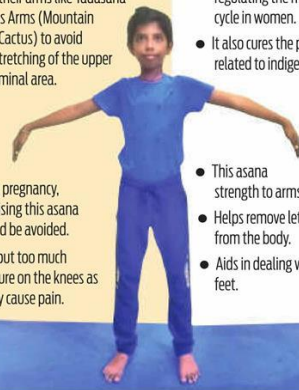
#### BENEFITS

- 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 Statesman • 25 Dec • Ministry of Ayush  
Vedanta's 'Swarna Prashan' to cover 17000 school children

3 • PG

84 • Sqcm

17548 • AVE

50.5K • Cir

Bottom Right

Bhubaneshwar

## Vedanta's 'Swarna Prashan' to cover 17000 school children

**STATESMAN NEWS SERVICE**  
BHUBANESWAR, 24 DECEMBER:

Swarna Prashan', a health-care initiative by Vedanta Aluminium in partnership with the Ministry of AYUSH in September has reached more than 6400 students and its latest phase it is extended to 15 government schools in tribal dominated Rayagada and Kalahandi districts reaching out to more than 17,000 students.

Dr. Meenakshi Bedbak, District Administrative Medical Officer, Kalahandi, said "The Swarna Prashan programme is a significant initiative in promoting Ayurvedic health practices for children's well-being".

Sunil Gupta, COO - Vedanta Aluminium, said,

"Vedanta Aluminium is committed to improving child health and well-being in underserved regions through sustainable interventions like Swarna Prashan. This programme, rooted in Ayurvedic wisdom, ensures that children receive the necessary support for cognitive and physical development".

Nitin Kumar Tiwari, CEO - Bauxite Mines, Vedanta Aluminium, added, "The Swarna Prashan initiative has been warmly received by the community, benefiting students across 40 government schools. With plans to extend the programme to Koraput district, we aim to reach more than 30,000 children, from infants to 16-year-olds, by the end of the year".



## Mid Day • 25 Dec • Ministry of Ayush I haven't had a chapati in years

18 • PG

837 • Sqcm

1906497 • AVE

1.5M • Cir

Top Left

Mumbai



**90**  
Number of kilos  
Sunidhi Chauhan's  
trainer says she  
can lift

# 'I haven't had a chapati in years'

**At 41, Sunidhi Chauhan is rocking a frame that many in their 20s fail to acquire. The rewards, however, come at cost—a dedication to train every day, and a caloric intake that's below 1,200**

**SONIA LULLA**  
sonia.lulla@mid-day.com

IT wasn't until Sunidhi Chauhan welcomed her son Tegg in 2018 that she found merit in a statement that had often been said to her: "They'd say, post-pregnancy, a woman acquires a body that seems new; one that can be moulded as she desires. Back then, I did not believe it." Her stage shows, social media posts, and press outings, however, suggest that Sunidhi 2.0, as internet users have dubbed her, was able to pull off a physical transformation that is inarguably enviable.

In her most recent musical piece, she got Sanya Malhotra—easily among the fittest actors of the industry—to rub shoulders with her in a glamorous dance number that had Chauhan, 41, and Malhotra, 32 sport bikini-like attires that put their svelte frames on display. Sure, it is their physical appearance that was most talked about, but Chauhan can't help but celebrate the multi-fold benefits she has derived from her new routine. "While shooting that song, I recall that I could dance for hours without tiring. The other dancers were getting tired, and would ask for breaks, but I could keep going for as long as three hours. [My choreographer] would say, 'I've never seen a person like you. While others want a 30-minute break after a 30-minute rehearsal, you only need one for five minutes.' I was shocked to notice that I had more energy when I was eating less. Eating right is so important!"

In a bid to establish her "commitment to routine", her fitness trainer Viraj Sarmalkar, seated beside us, chimes in to share that Chauhan had shed five kilos in 10 days to film the song. It is one among the multiple statements he makes in this conversation that take us by surprise. "She can lift 90 kilos, squat with 70 kilos on her back, and can pull off a few unassisted pull-ups. At one time, she completed a five-kilometre run in 25 minutes," he shares. While these statistics may seem incomprehensible for the layman, they're certain to make a fitness buff sit up and take note. Sure, these achievements couldn't have been possible if it wasn't for the commitment that Sarmalkar previously elaborated on. The singer reveals that even during her recently conducted Australia tour, she'd often return to Mumbai and pack in sessions with him. "Often, I'd train with him virtually while I was in Australia too. I've been fit before, but there's something different now. Maybe it's the kind of clothes that I'm wearing now; it was not like that before. Perhaps it's the social media boom, or maybe it's simply the fact that I am [carefree] after becoming a mother."

➔ **Food for thought?**  
Prod her about the most vital lessons she's learnt about fitness, and Chauhan speaks of the importance of discipline, consistency, and commitment. "And keep your mouth shut," says her trainer, "as far as the food is concerned," she completes his sentence. Chauhan, we learn, is indeed keeping her mouth shut, and, according to Sarmalkar, consuming less than 1,200 calories a day. He makes a case for a calorie-restricted diet, as Chauhan reveals she adheres to the principles of intermittent fasting. "The motivation to fast was to not only lose weight, but also give the intestines rest. [Our ancestors] would hunt and eat, and even go without food for days. With evolution, we adopted the pattern of eating three times in a day. It was never a requirement. All the snacking that we do is not good. At times, when I'm travelling, or shooting long hours, I've [gone without food for] 24 hours. I would never be hungry because my work would [keep me occupied]. Today, [fasting for] 16 hours is [not tough]. I get better sleep, and have better concentration."

Chauhan begins her day with eggs, and, when she's permitted, a slice of sourdough bread. "Ideally, you must break the fast with protein and fat. They are more im-

portant than carbohydrates. If I am hungry, I grab a meal. I only crave food at around 5 pm. In the interim, I may have nuts, which keep me full for another three hours. On the days that I lift weights, which is twice or thrice a week, I also have a protein shake. My last meal is at 7.30 pm."

➔ **Eat, train, repeat**  
In a world where the use of semaglutide drugs like Ozempic are considered the easiest way to beat obesity, Chauhan enjoys the rumours linked with her name. When she heard that individuals within her industry were claiming she had undergone surgery to shed the 21 kilos she gained during her pregnancy, she was elated. "It's the best compliment I could have got," she smiles, going on to add that her battle with the bulge is one she has waged on more occasions than one. When she first met her trainer in 2008 at the behest of her singer-friend Aditya Narayan, she recalls having shed 15 kilos in six months. Over the years, she has subsequently gained and lost weight, with each effort making her certain that she could always find her way back to her original fitness levels. "Training is part of my system now," she says, adding that a statement shared by her trainer has stayed with her over the years. "He says, [exercising] is like paying rent. It's an 'everyday' thing. When I am fit, I find a notable difference in my performances. I feel light, and can stretch myself a bit more. Today, before a show, regardless of how I am feeling, and even if I am unwell, I will always do a bout of cardio. It makes me deliver better."

**They'd say, post-pregnancy, a woman acquires a body that seems new; one that can be moulded as she desires. I've been fit before, but there's something different now. Perhaps it's the fact that I am [carefree] now, after becoming a mother**  
Sunidhi Chauhan

PICS/ ANURAG AHIRE



Yugmarg • 25 Dec • Ministry of Ayush  
Ayush department conducts nature test of ITI Naihariya

5 • PG

296 • Sqcm

61363 • AVE

185K • Cir

Middle Center

Chandigarh

# Ayush department conducts nature test of ITI Naihariya

AVINASH CHAUHAN  
AMB, DEC 24

Under the aegis of the Ayush Department, as part of the country's nature test campaign, the nature test of all the staff and trainees was conducted today at ITI Naihariyan. This test of about 80 trainees and staff was done by a team of four doctors of the Ayush Department. This team included Dr. Iti Shri, Dr. Mumtaz, Dr. Bharat Bhushan and Dr. Paramjit Nanda.

After the test, Dr. Paramjit Nanda said that this nationwide campaign started on 26 November 2024 and will run till 25 December 2024. Under this campaign, the nature test of all the citizens of the country is



being done by the Ministry of AYUSH, Government of India and in this series, this test was done today at the Government Industrial Training Institute, Naihariyan. Dr. Bharat Bhushan said that the main objective of this campaign is to reach out to the general public through Ayurveda and move them towards positive health. Dr. Iti Shri and Dr.

Mumtaz told that this test is done with the help of a mobile app, the person whose nature test is to be done has to download the nature test app in his mobile. After that, the doctor who will do the nature test will scan the QR code shown in the mobile app of that person. The doctor will complete the nature test process and then submit it in this system.

The Daily Guardian • 24 Dec • Ministry of Ayush

## MEDITATION-THE MIND-BODY CONNECTION FOR BETTER HEALTH AND PEACE

11 • PG

314 • Sqcm

31445 • AVE

N/A • Cir

Top Left

Delhi

# MEDITATION - THE MIND-BODY CONNECTION FOR BETTER HEALTH AND PEACE



SHARDA BHATI

In today's fast-paced world, where stress, anxiety, and mental health issues are becoming increasingly common, meditation has emerged as one of the most effective ways to cope with these challenges. Meditation is not just a practice; it is a powerful tool for achieving a balanced life, promoting physical health, and enhancing mental well-being. This article explores the significance of meditation, its benefits, and how it can be integrated into daily life to lead a healthier, more fulfilling life.

### WHAT IS MEDITATION?

Meditation is an ancient practice that involves focusing the mind, often through controlled breathing, mindfulness, or visualizations, to achieve a mentally clear and emotionally calm state. It is a technique that has been practiced for thousands of years, originating in ancient cultures such as India, China, and Egypt. Meditation is a tool for personal transformation and self-awareness, which helps individuals attain a sense of peace, balance, and inner strength.

The practice of meditation can vary significantly depending on the tradition, but the essence remains the same - to quiet the mind and connect with one's inner self. Whether through mindfulness, mantra repetition, or visualization, meditation creates an environment where the individual can focus their energy on the present moment, letting go of distractions and anxieties.

**The Benefits of Meditation**  
The benefits of meditation are vast and wide-ranging, affecting the body, mind, and spirit. Some of the key benefits include:

#### 1. Reduces Stress and Anxiety

One of the most well-known benefits of meditation is its ability to reduce stress and anxiety. Meditation encourages relaxation by activating the parasympathetic nervous system, which counters the body's stress response. By focusing on the breath or a calming visualization, the mind is able to detach from external stressors, creating a sense of calm and tranquility. Regular meditation can help individuals better manage the pressures of daily life, leading to a more relaxed and peaceful existence.

#### 2. Improves Mental Clarity and Focus

Meditation enhances concentration and mental clarity. By training the mind to focus on a single object, thought, or sensation, meditation increases one's ability to focus in everyday life. This heightened focus helps improve memory, decision-making, and cognitive



abilities. Many people who practice meditation report that they feel more mentally clear and able to tackle tasks with greater efficiency and creativity.

#### 3. Enhances Emotional Health

Meditation has been shown to have a profound impact on emotional health. Regular practice helps individuals develop a greater sense of self-awareness, emotional regulation, and empathy. By observing their thoughts and emotions without judgment, individuals can cultivate a more positive outlook on life. Meditation helps individuals develop emotional resilience, making it easier to cope with difficult emotions such as sadness, anger, or fear.

#### 4. Promotes Physical Health

Meditation also has numerous physical health benefits. It can help lower blood pressure, reduce the risk of heart disease, and improve sleep quality. Studies have shown that people who meditate regularly tend to have a



lower heart rate and better cardiovascular health. Meditation also boosts the immune system, making the body more resistant to illness. Additionally, it helps regulate the body's stress hormones, such as cortisol, which can otherwise have negative effects on the body when they remain elevated for prolonged periods.

#### 5. Increases Self-Awareness

Meditation encourages individuals to look inward and develop a deeper understanding of their thoughts, behaviors, and patterns. This increased self-awareness is a powerful tool for personal growth and self-improvement. By becoming

more aware of their mental and emotional states, individuals can better manage their reactions, make conscious choices, and lead more intentional lives.

#### 6. Promotes Better Sleep

Meditation has been found to improve sleep quality and help individuals fall asleep more easily. The relaxation that meditation induces helps calm the mind and prepares the body for rest. For those who struggle with insomnia or other sleep-related issues, meditation can be a natural, effective remedy. It promotes deep, restorative sleep, ensuring that the body and mind get the rest they need to function at their best.

### MEDITATION AND ITS ROLE IN THE MODERN WORLD

In the modern world, where people are often caught up in the rush of daily life, meditation serves as a sanctuary. With constant distractions from technology, work, and personal responsibilities, the need for mindfulness and mental clarity has never been greater. Meditation provides a way for individuals to disconnect from the noise of the world and reconnect with their inner selves.

The practice of meditation has gained significant popularity in recent years, with many individuals turning to it as a way to improve their overall quality of life. It is no longer confined to spiritual or religious practices but has been embraced as a secular practice for well-being. Meditation is now commonly integrated into therapy sessions, fitness routines, and corporate wellness programs. This shift in perception has made meditation more accessible and acceptable to people from all walks of life.

### MEDITATION AND INTERNATIONAL AWARENESS

In an effort to raise global awareness about the importance of meditation and its benefits, the United Nations has declared December 21st as International Meditation Day. This day serves as a reminder to individuals worldwide to take a moment for self-reflection, mindfulness, and inner peace. The initiative aims to spread the message of mental well-being and highlight

the role of meditation in promoting global peace and harmony.

International Meditation Day encourages people to recognize the importance of mental health in addition to physical health. In a world where mental health issues such as anxiety, depression, and stress are on the rise, meditation provides an accessible and effective solution for individuals to manage their well-being. The growing recognition of meditation's positive impact on mental health is a step toward creating a more compassionate, balanced, and peaceful world.

### HOW TO BEGIN YOUR MEDITATION PRACTICE

Starting a meditation practice is simple and requires only a few basic steps. Here's a guide to help you begin:

**Find a Quiet Space:** Choose a quiet place where you won't be disturbed. It could be a corner of your room, a park, or any space that makes you feel comfortable and relaxed.

**Sit Comfortably:** You don't need to sit in any particular posture, but it's important to sit comfortably. You can sit cross-legged on the floor, on a cushion, or in a chair with your feet flat on the ground.

**Focus on Your Breath:** Close your eyes and focus on your breathing. Inhale deeply through your nose, hold for a moment, and then exhale slowly. If your mind starts to wander, gently bring your attention back to your breath.

**Use a Mantra or Visualization:** Some people find

it helpful to repeat a mantra or visualize a peaceful scene. This can help deepen the meditation experience and maintain focus.

**Start with Short Sessions:** Begin with short sessions, around 5 to 10 minutes, and gradually increase the time as you become more comfortable with the practice.

**Be Consistent:** Consistency is key to experiencing the benefits of meditation. Try to meditate daily, even if it's just for a few minutes, to build the habit and see long-term benefits.

### CONCLUSION

Meditation is not just a practice; it is a way of life that promotes holistic well-being. By incorporating meditation into daily life, individuals can experience profound benefits, including reduced stress, enhanced mental clarity, emotional stability, and improved physical health. As the world becomes increasingly aware of the importance of mental health, meditation stands out as a timeless and invaluable tool for fostering peace, both within ourselves and in the world at large.

International Meditation Day is a reminder of the power of meditation to transform lives and promote global wellness. Whether you are new to meditation or have been practicing for years, it is never too late to start your journey toward a healthier, more peaceful life. Take a moment each day to practice mindfulness, and you will find that the benefits extend far beyond the meditation session itself, enriching every aspect of your life.



Navshakti • 26 Dec • Ministry of Ayush  
Ayurveda for a healthy lifestyle!

7 • PG

113 • Sqcm

22741 • AVE

419.55K • Cir

Middle Center

Mumbai

## निरामय जीवनशैलीसाठी आयुर्वेद !

आजच्या धावपळीच्या जीवनात आरोग्याचे प्रश्न गंभीर होत आहेत. त्यामुळे सध्या आयुर्वेदाला अनन्यसाधारण महत्त्व प्राप्त झाले आहे. आयुर्वेदामध्ये व्यक्तिला आजार झाल्यास बरा करणेसाठी जसे उपाय आहेत. तसेच आजार होऊच नये म्हणून सविस्तर मार्गदर्शन करून उपाय सुचविलेले आहेत. विकसित देशाकडे होणारी आपल्या देशाची वाटचाल प्रशंसनीय असली, तरी देशातील आरोग्यविषयक समस्यांचे वाढत असलेले प्रमाण देशाच्या प्रगतीत अडथळा बनत आहे. मधुमेह, हृदयविकार, कर्करोग, दमा, वंध्यत्व, हाडांचे आजार आदी व्याधी झपाट्याने वाढत आहेत. आयुर्वेदिक पद्धतीने उपचार करून वेळ लागला तरी रोग मुळापासून नष्ट करता येतो. त्यामुळे सामान्य माणसाला कमी खर्चाचे, दुष्परिणाम न होणारे असे आयुर्वेदशास्त्र विश्वसनीय वाटते. धकाधकीच्या जीवनात निरोगी राहून ताणतणावांना सामोरे जाण्यासाठी चांगली जीवनशैली अनुसरणे आवश्यक असून, त्यासाठी आयुर्वेदशास्त्रातील दिनचर्या, ऋतूचर्या, पंचकर्म आदी संकल्पना समजून घेऊन त्यांचा आपल्या दैनंदिन जीवनात सुयोग्य वापर करणे म्हणजेच योग्य जीवनशैली अनुसरणे होय. म्हणूनच आधुनिक वैद्यकीय शास्त्रातील संशोधनाचा योग्य वापर आणि आयुर्वेदाच्या मदतीने आपले व आपल्या कुटुंबाचे आरोग्य निरामय आणि शतायुषी होऊ शकेल.

- अभिजित शशिकांत पिसे, चिपळूण, जि. रत्नागिरी

Navshakti • 24 Dec • Ministry of Ayush  
Successful organization of fitness festival in Mumbai

12 • PG

68 • Sqcm

13700 • AVE

419.55K • Cir

Bottom Right

Mumbai

### मुंबईत फिटनेस फेस्टिव्हलचे यशस्वी आयोजन



मुंबई : आशिया खंडातील सर्वात मोठी आरोग्य आणि फिटनेस स्पर्धा म्हणजेच आंतरराष्ट्रीय आरोग्य, क्रीडा आणि फिटनेस फेस्टिव्हलचे (आयएचएफएफ) २० ते २२ डिसेंबर दरम्यान मुंबईत बॉम्बे एक्झिबिशन सेंटरमध्ये शानदार आयोजन करण्यात आले.

यामध्ये आशिया खंडातील सर्वात मोठी शरीरसौष्ठव स्पर्धा 'स्टेडफास्ट न्यूट्रिशन प्रो शो' आणि हौसी क्रीडापर्दसाठी भारतातील

सर्वात मोठी शरीरसौष्ठव स्पर्धा 'अर्मेच्युर ऑलिम्पिया' या दोन प्रमुख स्पर्धांचा समावेश होता. या दोन्ही स्पर्धांना भारतातील दिग्गज स्पोर्ट्स आणि वेलनेस न्यूट्रिशनचे ब्रँड स्टेडफास्ट न्यूट्रिशनचे प्रायोजकत्व लाभले होते. तीन दिवसांच्या या कार्यक्रमात १५० आंतरराष्ट्रीय स्पर्धक सहभागी झाले होते. त्यामुळे देशभरातील विविध युवा खेळाडूंना त्यांचे कौशल्य दाखवण्याची संधी मिळाली.

Rashtriya Sahara • 26 Dec • Ministry of Ayush

vanchit abadi ke liye swasthya seva tak pahuch mai juta aayush mantralay

7 • PG

147 • Sqcm

213322 • AVE

390K • Cir

Bottom Left

Delhi

## वंचित आबादी के लिए स्वास्थ्य सेवा तक पहुंच में जुटा आयुष मंत्रालय

### ■ ज्ञानप्रकाश

#### नई दिल्ली। एसएनबी

प्रधानमंत्री नरेंद्र मोदी की अति महत्वाकांक्षी योजनाओं में से एक हेल्थ फॉर ऑल के साथ ही अब आयुष फॉर ऑल यानी सभी के लिए आयुष की केंद्रीय आयुष मंत्रालय ने राष्ट्रीय मिशन के माध्यम से पहल की है। समग्र स्वास्थ्य सेवा महानगरों, राज्यों और जिलास्तरीय, गांव, तालुका स्तर पर रहने वाले लोगों तक अपनी इस योजना के बारे में जानकारी देने के लिए समग्र स्वास्थ्य सेवा नामक एक फिल्म श्रृंखला शुरू की है जिसमें राष्ट्रीय आयुष मिशन (एनएएम) की उल्लेखनीय प्रगति और परिवर्तनकारी प्रभाव को चित्रित किया गया है। जो देश के दूरदराज के इलाकों में रहने वाले लोगों सहित प्रत्येक नागरिक तक समान, किफायती और समग्र स्वास्थ्य सेवा पहुंचाने की सरकार की प्रतिवद्धता को रेखांकित करता है। डिजिटल आउटरीच माध्यमों की मदद लेगी।

#### आयुष स्वास्थ्य सेवा की

**मजबूती :** आयुष मंत्रालय की संयुक्त सचिव कविता गर्ग के अनुसार राष्ट्रीय आयुष मिशन (एनएएम), एक केंद्र प्रायोजित योजना है, जिसका उद्देश्य आयुष स्वास्थ्य सेवाओं को मजबूत करना, आयुष्मान आरोग्य मंदिर (आयुष) के माध्यम से निवारक देखभाल को बढ़ावा देना और मुख्यधारा के सार्वजनिक

#### राष्ट्रीय आयुष मिशन पर फिल्म, हेल्थ फॉर आल के साथ ही अब आयुष फॉर आल

स्वास्थ्य में आयुष प्रणालियों को एकीकृत करना है। एनएएम शिक्षा और अनुसंधान की गुणवत्ता बढ़ाने के लिए आयुष शैक्षणिक संस्थानों के विकास पर भी जोर देता है। इसके अलावा, इस योजना ने 167 एकीकृत आयुष अस्पतालों की स्थापना का समर्थन किया है तथा 416 आयुष अस्पतालों और 5036 औषधालयों को उन्नत किया है। सह-स्थल पहलों से सालाना 2322

पीएचसी, 715 स्पीएचसी और 314 डीएच को लाभ हुआ है। हर साल 996 अस्पतालों और 12,405 औषधालयों को आवश्यक आयुष दवाइयों की आपूर्ति की गयी। एनएएम ने 16 नए आयुष शैक्षणिक संस्थानों को भी समर्थन दिया और 112 अन्य को उन्नत किया। इसके अतिरिक्त, 3883 योग कल्याण केंद्र, 1055 आयुष ग्राम और 12,500 आयुष्मान आरोग्य मंदिर (आयुष) स्थापित किए गए, जिससे देश भर में समग्र कल्याण को बढ़ावा मिलेगा।

#### आमजनों तक स्वदेशी पद्धति की पहुंच

केंद्रीय आयुष सचिव राजेश वैद्य के अनुसार राष्ट्रीय आयुष मिशन ने पारंपरिक प्रथाओं के आधार पर सुलभ और लागत प्रभावी स्वास्थ्य सेवा प्रदान करने के लिए समुदायों को सशक्त बनाया है। यह फिल्म श्रृंखला हमारी पहलों के बारे में जानकारी को जनता तक आसानी से पहुंचाने की दिशा में एक कदम है, जो पूरे देश में बीमारी के बोझ को कम करने और स्वास्थ्य को बढ़ावा देने में आयुष की महत्वपूर्ण भूमिका को प्रदर्शित करती है।

Rashtriya Sahara • 25 Dec • Ministry of Ayush  
2024 Indigenous systems dominate the global stage

7 • PG

190 • Sqcm

41816 • AVE

562.46K • Cir

Bottom Center

Jaipur

# 2024 वैश्विक मंच पर स्वदेशी पद्धतियों की धाक रही

## ■ ज्ञानप्रकाश

### नई दिल्ली। एसएनबी

पारंपरिक चिकित्सा की वैश्विक मान्यता और इसे बढ़ावा देने की दिशा में महत्वपूर्ण प्रगति को चिन्हित करते हुए, यह वर्ष आयुष मंत्रालय के लिए ऐतिहासिक रहा है। इस वर्ष आयुर्वेद, योग, यूनानी, सिद्ध और होम्योपैथी को दुनिया भर में मुख्यधारा की स्वास्थ्य प्रणालियों में एकीकृत किया गया है तथा देशों और अंतर्राष्ट्रीय संगठनों के साथ महत्वपूर्ण समझौते किए गए हैं। यौगिक क्रियाओं, स्वदेशी पद्धतियों की गुणवत्तापूर्ण राज्यों के जिला, ग्रामीण, तालुका स्तर पर वितरण से लोगों का भारतीय दुर्लभ जड़ी बूटियों के प्रति रुझान बढ़ा है। वहीं नहीं वैश्विक मंच पर भी इसका वर्चस्व देखा गया।

वैश्विक मंच पर स्वदेशी पद्धति की धाक:

विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) ने आईसीडी-11 में पारंपरिक चिकित्सा के लिए अंतर्राष्ट्रीय रोग वर्गीकरण (आईसीडी) की शुरुआत की गई। आयुर्वेद, सिद्ध और यूनानी चिकित्सा पर आधारित रोगों से संबंधित डेटा और शब्दावली की श्रेणी में शामिल करने के प्रयास से इन पद्धतियों के रोगों को परिभाषित करने वाली शब्दावली को एक कोड के रूप में अनुक्रमित किया गया है। इस

प्रयास भारत की स्वास्थ्य सेवा वितरण प्रणाली, अनुसंधान, आयुष बीमा कवरेज, शोध एवं विकास और नीति-निर्माण प्रणाली को और मजबूत तथा विस्तारित करेगा। इन कोडों का उपयोग समाज में विभिन्न रोगों को नियंत्रित करने के लिए भविष्य की योजनाएं बनाने के लिए भी किया जा सकता है।

■ पारंपरिक चिकित्सा में तकनीकी प्रगति के लिए वैश्विक मान्यता और महत्वपूर्ण उपलब्धि से भरा रहा रहा एक वर्ष

■ डब्ल्यूएचओ ने आईसीडी 11 पारंपरिक चिकित्सा के लिए रोगों का अंतर्राष्ट्रीय वर्गीकरण कर रहा इतिहास

केंद्रीय आयुष सचिव राजेश कोटेचा के अनुसार सूर्य नमस्कार कार्यक्रम राष्ट्रव्यापी स्वास्थ्य अभियान के प्रति एक सर्वव्यापी दृष्टिकोण से गुजरात राज्य में विभिन्न मंत्रालयों के सहयोग से देशभर में 19 प्रमुख सूर्य मंदिर परिसरों में कार्यक्रमों की धूम रही। वाइब्रेंट गुजरात ग्लोबल समिट जनवरी में, गांधीनगर, गुजरात में हुआ। राष्ट्रीय

आरोग्य मेले और भारत पर्व ने भारत की पारंपरिक चिकित्सा और कल्याण उत्पादों को प्रदर्शित करने के राष्ट्रीय आरोग्य मेला और एआईएससीकॉन 2024 आयोजित किया गया। मेले ने आयुष विधियों को वैश्विक स्वास्थ्य और कल्याण रुझानों में एकीकृत करने की परिवर्तनकारी क्षमता पर प्रकाश डाला।

**स्वदेशी पद्धति को नया जीवन:** केंद्रीय योग एवं प्राकृतिक चिकित्सा अनुसंधान संस्थान की शुरुआत पीएम नरेंद्र मोदी ने की। झज्जर के देवरखाना गांव में 200 विस्तरों वाले अस्पताल के साथ केंद्रीय योग एवं प्राकृतिक चिकित्सा अनुसंधान संस्थान ने स्वदेशी पद्धति को नया जीवन दिया। आयुष समग्र कल्याण केंद्र की स्थापना और भारत के सर्वोच्च न्यायालय के साथ समझौता ज्ञापन किया गया। तत्कालीन न्यायमूर्ति डीवाई चंद्रचूड़ ने इसकी शुरुआत की। अंतर्राष्ट्रीय कूटनीति और सहयोग का आगाज किया गया। 10वां अंतर्राष्ट्रीय योग दिवस 2024 में श्रीनगर में शेर ए कश्मीर अंतर्राष्ट्रीय सम्मेलन में कई समझौते किए गए। कामन सेंटर के जरिए सीवाईपी स्वयंसेवक प्रमाणन पाठ्यक्रमों में 1 लाख 25 हजार से अधिक ग्राम-स्तरीय उद्यमियों की पहचान की गई और फिर उन्होंने 21 जून को नागरिकों को बड़े पैमाने पर संगठित करने के लिए उत्प्रेरक के रूप में काम किया।



Samachar Jagat • 25 Dec • Ministry of Ayush

NIA's nature testing campaign, an initiative of AYUSH Ministry, continues

11 • PG

134 • Sqcm

116924 • AVE

1.11M • Cir

Top Right

Jaipur

## आयुष मंत्रालय की पहल एनआईए का प्रकृति परीक्षण अभियान जारी



समाचार जगत न्यूज

जयपुर. आयुष मंत्रालय भारत सरकार की पहल पर देश का प्रकृति परीक्षण अभियान के अंतर्गत पूरे देश में आमजन के स्वास्थ्य के लिए प्रकृति परीक्षण किया जा रहा है। देश का प्रकृति परीक्षण अभियान के अंतर्गत मंगलवार को युवा मामले एवं खेल विभाग के शासन सचिव नीरज कुमार पवन का सवाई मानसिंह स्टेडियम में प्रकृति परीक्षण किया गया। जयपुर में सवाई मानसिंह स्टेडियम, हरिदेव जोशी पत्रकारिता विश्वविद्यालय, तकनीकी विश्वविद्यालय वाटिका, राजकीय महाविद्यालय रेनवाल जयपुर में अधिकारियों, कर्मचारियों एवं खिलाड़ियों का प्रकृति परीक्षण करने के साथ जयपुर एवं अन्य जिलों के संस्थानों और कार्यालय में राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों की टीम द्वारा बड़ी संख्या में प्रकृति परीक्षण किया

गया। राष्ट्रीय आयुर्वेद संस्थान के कुलपति प्रोफेसर संजीव शर्मा ने बताया आयुष मंत्रालय, भारत सरकार, एवं भारतीय चिकित्सा पद्धति राष्ट्रीय आयोग (NCISM) के सहयोग से राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों द्वारा 'देश का प्रकृति परीक्षण अभियान' के अंतर्गत आमजन के बेहतर स्वास्थ्य के लिए प्रकृति परीक्षण किया जा रहा है। अब तक 2 लाख से अधिक लोगों का राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों द्वारा प्रकृति परीक्षण किया जा चुका है। इस अभियान के अंतर्गत 25 दिसंबर 2024 तक आमजन का प्रकृति परीक्षण किया जाएगा। इस अभियान का मुख्य उद्देश्य जन-स्वास्थ्य के प्रति जागरूकता बढ़ाना, लोगों को उनकी दोष-प्रकृति (शारीरिक प्रकृति) को समझने में सहायता करना, और उन्हें स्वस्थ जीवनशैली अपनाने हेतु प्रेरित करना है।

Morning News • 25 Dec • Ministry of Ayush  
Nature test of more than two lakh people for better health

3 • PG

130 • Sqcm

15595 • AVE

188.32K • Cir

Bottom Center

Jaipur

# दो लाख से अधिक लोगों का बेहतर स्वास्थ्य के लिए प्रकृति परीक्षण

मॉर्निंग न्यूज @ जयपुर। आयुष मंत्रालय भारत सरकार की पहल पर देश का प्रकृति परीक्षण अभियान के अंतर्गत पूरे देश में आमजन के स्वास्थ्य के लिए प्रकृति परीक्षण किया जा रहा है।

देश का प्रकृति परीक्षण अभियान के अंतर्गत मंगलवार को युवा मामले एवं खेल विभाग के शासन सचिव नीरज कुमार पवन का सवाई मानसिंह स्टेडियम में प्रकृति परीक्षण किया गया। जयपुर में सवाई मानसिंह स्टेडियम, हरिदेव जोशी पत्रकारिता विश्वविद्यालय, तकनीकी विश्वविद्यालय



वाटिका, राजकीय महाविद्यालय रेनवाल जयपुर में अधिकारियों, कर्मचारियों एवं खिलाड़ियों का प्रकृति परीक्षण करने के

साथ जयपुर एवं अन्य जिलों के संस्थानों और कार्यालय में राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों की टीम द्वारा बड़ी संख्या में प्रकृति परीक्षण किया गया।

राष्ट्रीय आयुर्वेद संस्थान के कुलपति प्रोफेसर संजीव शर्मा ने बताया आयुष मंत्रालय, भारत सरकार, एवं भारतीय चिकित्सा पद्धति राष्ट्रीय आयोग के सहयोग से राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों द्वारा 'देश का प्रकृति परीक्षण अभियान' के अंतर्गत आमजन के बेहतर स्वास्थ्य के लिए प्रकृति परीक्षण किया जा रहा है।

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।

Punjab Kesari • 25 Dec • Ministry of Ayush  
Ayushman arogya shivir mein logo ne karwaya checkup

5 • PG

51 • Sqcm

46720 • AVE

867.98K • Cir

Middle Left

Chandigarh

आयुष्मान आरोग्य  
शिविर में लोगों ने  
करवाया चैकअप

पिंजौर, 24 दिसम्बर (रावत)  
: स्वास्थ्य विभाग ने गांव नानकपुर  
में आयुष्मान आरोग्य शिविर का  
आयोजन किया। शिविर की  
अध्यक्षता एस.एम.ओ. डा. मनीष  
गर्ग ने की। डा. मनीष गर्ग ने बताया  
कि सिविल सर्जन डा. मुक्ता के  
आदेशानुसार शिविर में नेत्र  
चिकित्सकों ने चैकअप किया और  
और लोगों को योग करवाया।



Punjab Kesari • 25 Dec • Ministry of Ayush  
Ayushman bharat digital mission ek parivartankari pehal:Rajyapal  
dattatreya

8 • PG

92 • Sqcm

85306 • AVE

867.98K • Cir

Middle Center

Chandigarh

## आयुष्मान भारत डिजिटल मिशन एक परिवर्तनकारी पहल : राज्यपाल दत्तात्रेय

चंडीगढ़, 24 दिसम्बर (बंसल):  
हरियाणा के राज्यपाल बंडारू दत्तात्रेय  
ने प्रधानमंत्री एवं केंद्र सरकार की  
महत्वाकांक्षी



योजना- 'आयुष्मान  
भारत योजना' के  
अंतर्गत आयुष्मान  
भारत डिजिटल  
मिशन को बढ़ावा

देने के लिए मंगलवार को राजभवन में  
अपना व अपने परिवार का आभा कार्ड  
बनवाया। उन्होंने कहा कि आयुष्मान  
भारत डिजिटल मिशन एक परिवर्तनकारी  
पहल है जिसका उद्देश्य एक सहज  
डिजिटल स्वास्थ्य पारिस्थितिकी तंत्र  
बनाकर भारत के स्वास्थ्य सेवा क्षेत्र को  
डिजिटल बनाना है।

राज्यपाल ने कहा कि इसके द्वारा  
मरीजों की सारी स्वास्थ्य जानकारी एक  
विशेष डेटाबेस में उपलब्ध होगी, जिससे  
देश के किसी भी कोने में आपातकाल  
स्थिति में भी मरीज को सटीक व उचित  
इलाज मिल सकेगा। इसमें मरीज का  
डेटा केवल सहमति से ही साझा किया  
जाता है। हरियाणा में आभा आई.डी. के  
प्रति जागरूकता और आभा आई.डी.  
के निर्माण को सुविधाजनक बनाने को  
आयुष्मान भारत डिजिटल मिशन की  
टीम सक्रिय रूप से काम कर रही है।

Amar Ujala • 25 Dec • Ministry of Ayush  
Aayush mantralaya ne jari kiya prakarti pariksha app

7 • PG

94 • Sqcm

200004 • AVE

564.4K • Cir

Middle Center

Delhi

## आयुष मंत्रालय ने जारी किया प्रकृति परीक्षण एप

गुरुग्राम। बदलती जीवन शैली से हर उम्र के व्यक्ति प्रभावित हो रहे हैं। इनसे बचाव के लिए आयुष मंत्रालय ने प्रकृति परीक्षण एप जारी किया है। अनुचित आहार, अनुचित दिनचर्या, खराब जीवन शैली व तनाव असंतुलन का कारण बनते हैं। देश का प्रकृति परीक्षण एप आपकी सेहत पर नजर रखेगा कि किस मौसम में क्या खाना चाहिए, किस तरह की वस्तुओं से परहेज करना चाहिए। एप के जरिए आयुर्वेदिक चिकित्सा उपाय की जानकारी भी दी जाएगी। आयुर्वेदिक चिकित्सक डॉ. गीतांजलि अरोड़ा ने बताया कि एप गैर संचारी रोगों (एनसीडी) सहित विभिन्न बीमारियों की रोकथाम में भी मदद करेगा। संवाद

Dainik Bhaskar • 25 Dec • Ministry of Ayush

Naye saal par 70+ bujurgo ke liye gift 5 lakh rupay ka milega free ilaaz

2 • PG

393 • Sqcm

487520 • AVE

446.92K • Cir

Bottom Left

Chandigarh

# आयुष्मान • सेहत विभाग ने योजना की फाइल सीएम को भेजी नए साल पर 70+ बुजुर्गों के लिए तोहफा पांच लाख रुपए का मिलेगा मुफ्त इलाज

भास्कर न्यूज | चंडीगढ़

## पंजाब के 32 लाख बुजुर्गों की पहचान, घर बैठे 770 मान्य अस्पतालों की सिलेक्शन कर सकेंगे

पंजाब सरकार नए साल (2025) में 70+ बुजुर्गों को एक बड़ा तोहफा देने जा रही है। जी हां, यह है 'आयुष्मान वय वंदना योजना'। सरकार ने योजना को लांच करने की तैयारी कर ली है। योजना के तहत बुजुर्ग 5 लाख रुपए का मुफ्त इलाज करा सकेंगे। पंजाब ने 32 लाख बुजुर्गों की पहचान की है। यह भारत सरकार की योजना है। सेहत विभाग की स्टेट हेल्थ एजेंसी ने योजना की फाइल तैयार कर सीएम के पास भेजी है। लाभार्थी घर बैठे अपनी कैटेगरी, मुफ्त इलाज, 770 मान्य अस्पतालों की सिलेक्शन कर सकते हैं।

राज्य में 12 लाख बुजुर्ग पहले आयुष्मान योजना में रजिस्टर्ड हैं, लेकिन अब इनकी 'आयुष्मान वय वंदना' योजना के तहत अलग कैटेगरी बनेगी। बुजुर्गों की पहचान सेहत विभाग ने यूआईडी के आधार पर की है। 70 वर्ष या उससे अधिक आयु के वरिष्ठ नागरिक आयुष्मान वय वंदना कार्ड के लिए पात्र हैं। कई माध्यमों से रजिस्ट्रेशन कर सकते हैं। ऑनलाइन रजिस्ट्रेशन करवाना है तो आप [www.beneficiary.nha.gov.in](http://www.beneficiary.nha.gov.in) पर आवेदन दे सकते हैं। सबसे पहले

आधार लिंक होगा। नाम एड होगा, ई-केवाईसी होगी। स्टेटस चेक में नाम रजिस्टर हुआ दिख जाएगा। ऑफलाइन के तहत आप किसी भी अस्पताल से नाम रजिस्टर कराकर कार्ड बना सकते हैं, लेकिन आपके पास आधारड, मोबाइल नंबर होना जरूरी है। ओटीपी आते नाम एड हो जाएगा। मोबाइल या ओटीपी नहीं है, बायोमैट्रिक कराना होगा। आयुष्मान भारत मुख्यमंत्री सेहत बीमा योजना को लेकर पंजाब सरकार एक एप भी तैयार कर रही है, जो लगभग तैयार है।



Dainik Savera • 25 Dec • Ministry of Ayush

Ayushman bharat digital mission ek parivartankari pehl :Bandaru Dattatreya

9 • PG

217 • Sqcm

51964 • AVE

40.03K • Cir

Middle Center

Chandigarh

# आयुष्मान भारत डिजीटल मिशन एक परिवर्तनकारी पहल : बंडारू दत्तात्रेय

## सवेरा ब्यूरो

चंडीगढ़, 24 दिसंबर : हरियाणा के राज्यपाल बंडारू दत्तात्रेय ने प्रधानमंत्री एवं केंद्र सरकार की महत्वाकांक्षी योजना आयुष्मान भारत योजना के तहत आयुष्मान भारत डिजीटल मिशन को बढ़ावा देने के लिए राजभवन में अपना व अपने परिवार का आभा कार्ड बनवाया। उन्होंने कहा कि आयुष्मान भारत डिजीटल मिशन एक परिवर्तनकारी पहल है। जिसका उद्देश्य एक सहज डिजीटल स्वास्थ्य पारिस्थितिकी तंत्र बनाकर भारत के स्वास्थ्य सेवा क्षेत्र को डिजीटल बनाना है। राज्यपाल ने आभा आईडी के बारे में बताते हुए कहा कि इसके द्वारा मरीजों की सारी स्वास्थ्य जानकारी एक विशेष डाटाबेस में उपलब्ध होगी। जिससे देश के किसी भी कोने में आपातकाल स्थिति में भी मरीज को सटीक व उचित इलाज मिल सकेगा। यह योजना कड़े डाटा सुरक्षा उपायों के साथ निर्मित की गई है। जिसमें मरीज का डाटा केवल स्पष्ट सहमति से ही साझा किया जाता है। हरियाणा में आभा आईडी के प्रति जागरूकता पैदा

करने और आभा आईडी के निर्माण को सुविधाजनक बनाने के लिए आयुष्मान भारत डिजीटल मिशन की टीम सक्रिय रूप से काम कर रही है। इस पहल का उद्देश्य एक महत्वपूर्ण जन जागरूकता अभियान के रूप में कार्य करना है, जो हरियाणा के लोगों को आभा प्रणाली को अपनाने और इसके लाभों को प्राप्त करने के लिए प्रेरित करेगा। इस मौके पर आयुष्मान भारत डिजीटल मिशन के संयुक्त निदेशक कैलाश सोनी ने आयुष्मान भारत डिजीटल मिशन के बारे में विस्तार से जानकारी दी। उन्होंने राज्यपाल को बताया कि अभी तक हरियाणा में 1.50 करोड़ आभा कार्ड बनाए जा चुके हैं। आयुष्मान भारत डिजीटल मिशन स्टेट मिशन डायरेक्टर संगीता तेतरवाल के नेतृत्व में चलाया जा रहा है। इस दौरान आयुष्मान भारत डिजीटल मिशन के प्रोजेक्ट मैनेजर डार्विन अरोड़ा, मैनेजर उमेश सैनी और डाटा विश्लेषक परमिंदर सिंह ने पीपीटी के माध्यम से तकनीकी जानकारी राज्यपाल को उपलब्ध करवाई।



Dainik Savera • 25 Dec • Ministry of Ayush

## Samudayak health kendar nanakpur mein ayushmann arogya shivir ka aayojan

5 • PG

188 • Sqcm

45025 • AVE

40.03K • Cir

Middle Right

Chandigarh

## सामुदायिक स्वास्थ्य केन्द्र नानकपुर में आयुष्मान आरोग्य शिविर का आयोजन

सवेरा न्यूज /मनी

पिंजौर : मंगलवार को सामुदायिक स्वास्थ्य केन्द्र नानकपुर में आयुष्मान आरोग्य शिविर का आयोजन किया गया। जिसकी अध्यक्षता एसएमओ डा. मनीष गर्ग ने की। इस शिविर में सिविल



शिविर में जांच करते डॉक्टर।

-मनी

हस्पताल कालका व जिला हस्पताल पंचकूला के विशेषज्ञों ने भाग लिया जिसमें स्त्री रोग विशेषज्ञ, हड्डी रोग विशेषज्ञ, शिशु रोग व नेत्र रोग विशेषज्ञों की टीम ने मरीजों का चेक अप किया। इस शिविर में मरीजों के निदान, टैस्ट, उपचार व दवाईयों मुफ्त बांटी गई। सीएचसी नानकपुर में लगे स्पेशलिटी स्वास्थ्य शिविर में नेत्र चिकित्सक व नेत्र सहायक ने लोगों को आंखों की देखभाल व सफेद व काले मोतिया के बारे जागरूक किया। कैम्प में स्त्रीरोग के 38 मरीज, हड्डी रोग के 21 मरीज, शिशुरोग 15 मरीज, नेत्ररोग के 25 मरीज, मैडिसिन के 21 व निरोगी के 47 व योगा के 37 मरीजों का चेकअप हुआ।

Hindustan • 24 Dec • Ministry of Ayush  
Ayushman bharat se cancer ke ilaas main aai teji

8 • PG

38 • Sqcm

31880 • AVE

1.53M • Cir

Middle Right

Chandigarh

## ‘आयुष्मान भारत’ से कैंसर के इलाज में आई तेजी

नई दिल्ली। भारत के राष्ट्रीय स्वास्थ्य बीमा कार्यक्रम, आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना (पीएम-जेएवाई) के तहत पंजीकरण से कैंसर का उपचार समय पर शुरू होने के मामलों में 33% की वृद्धि हुई है। यह बात एक अध्ययन से सामने आई है। शोधकर्ताओं ने अपने अध्ययन में यह पाया कि 2018 में इस योजना के शुरू होने के बाद से कैंसर से पीड़ितों का तेजी से इलाज हो रहा है।

Hindustan • 24 Dec • Ministry of Ayush

Asthai karmiyon ko durghatna bima chiktisa aur pension laabh milenge

13 • PG

369 • Sqcm

313543 • AVE

1.53M • Cir

Top Left

Chandigarh

# केन्द्र सरकार ने ई-कॉमर्स कामगारों को सामाजिक सुरक्षा देने की योजना बनाई अस्थायी कर्मियों को दुर्घटना बीमा, चिकित्सा और पेंशन लाभ मिलेंगे

## योजना

### ■ अरुण चट्टा

नई दिल्ली। ई-कॉमर्स कंपनियों से जुड़े कैब ड्राइवर, डिलिवरी ब्वाय व डिजिटल प्लेटफॉर्म से जुड़कर अन्य तरह की सेवा देने वाले करीब डेढ़ करोड़ कामगारों को सरकार सामाजिक सुरक्षा का लाभ देने जा रही है।

केंद्रीय श्रम एवं रोजगार मंत्रालय की तरफ से गठित कमेटी ने सभी पक्षों से विचार-विमर्श के बाद मसौदा तैयार किया है, जिसे जल्द ही सरकार को सौंपा जाना है। अभी तक कमेटी ने इन कंपनियों के प्रमुख अधिकारियों, और विशेषज्ञों के साथ विस्तृत चर्चा की है।

कमेटी ने दो तरह के मसौदे तैयार किए हैं। नंबर एक, ईपीएफओ के जरिए बुढ़ापे में पेंशन का लाभ दिया जाए। दूसरा, आयुष्मान योजना के तहत निशुल्क स्वास्थ्य सेवा का लाभ दिया जाए। इसके साथ ही, प्रधानमंत्री जीवन ज्योति बीमा योजना और प्रधानमंत्री सुरक्षा बीमा योजना के तहत दुर्घटना में एकमुश्त आर्थिक लाभ दिया जाए।



## बंगलुरु में सबसे अधिक कर्मचारी

शहर	संख्या
बंगलुरु	2.34 लाख
दिल्ली	2.25 लाख
मुंबई	1.33 लाख
पुणे	1.25 लाख
चेन्नई	93.22 हजार

■ नोट - आंकड़े वर्ष 2022 की नीति आयोग की रिपोर्ट के हैं। वर्तमान में यह संख्या 20 फीसदी अधिक होने का अनुमान है।

## सवा दो करोड़ से अधिक हो जाएंगे कर्मी

वर्ष 2022 में नीति आयोग ने गिग और प्लेटफॉर्म कामगारों की स्थिति को लेकर रिपोर्ट जारी की जिसमें कहा गया कि मौजूदा वक्त में देशभर में 77 लाख कर्मचारी ई-प्लेटफॉर्म से जुड़कर सेवाएं दे रहे हैं। अब उनकी संख्या बढ़कर करीब डेढ़ करोड़ तक हो गई है, जिसके वर्ष 2029-30 में बढ़कर 2.35 करोड़ होने का अनुमान है। वर्तमान में काम कर रहे कर्मचारियों में 47 फीसदी मध्यम, 22 फीसदी उच्च और 31 फीसदी कम कुशल वाले हैं। इनमें मध्यम कुशल श्रमिकों की संख्या तेजी से बढ़ेगी और कम-उच्च कुशल की तेजी से कम होगी। ऐसे में इन्हें सामाजिक सुरक्षा प्रदान की जाए। कंपनियां अपने डिजिटल प्लेटफॉर्म से जुड़े कर्मचारियों को सामाजिक सुरक्षा का लाभ दिए जाने पर सहमत हैं।

## वित्तीय बोझ नहीं पड़ेगा कर्मचारियों पर

कर्मचारियों की जेब पर कोई वित्तीय बोझ नहीं पड़ेगा क्योंकि सामाजिक सुरक्षा संहिता-2020 में स्पष्ट तैयार पर उल्लेख किया गया है कि कंपनी अधिनियम-2013 के तहत कॉरपोरेट सामाजिक उत्तरदायित्व निधि में योगदान देंगे। उन्हें एक से दो फीसदी तक योगदान करना होगा, जिसका इस्तेमाल कर्मचारियों को सामाजिक सुरक्षा प्रदान करने पर किया जाएगा। संहिता में यह भी स्पष्ट है कि सरकार गिग और प्लेटफॉर्म कामगारों के लिए सामाजिक सुरक्षा स्कीम बना सकेगी। स्कीम के तहत उन्हें जीवन और दिव्यांगता कवर, दुर्घटना बीमा, स्वास्थ्य और मातृत्व प्रसुविधाएं, वृद्धावस्था संरक्षा, क्रेच और अन्य कोई भी फायदा दिया जाएगा जो केंद्र सरकार द्वारा निर्धारित किया जाए।



Hindustan • 24 Dec • Ministry of Ayush  
AAYUSHMAN bharat se caner ke ilaj mai aai tezi

8 • PG

38 • Sqcm

46883 • AVE

1.29M • Cir

Middle Right

Delhi

## ‘आयुष्मान भारत’ से कैंसर के इलाज में आई तेजी

नई दिल्ली। भारत के राष्ट्रीय स्वास्थ्य बीमा कार्यक्रम, आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना (पीएम-जेएवाई) के तहत पंजीकरण से कैंसर का उपचार समय पर शुरू होने के मामलों में 33% की वृद्धि हुई है। यह बात एक अध्ययन से सामने आई है। शोधकर्ताओं ने अपने अध्ययन में यह पाया कि 2018 में इस योजना के शुरू होने के बाद से कैंसर से पीड़ितों का तेजी से इलाज हो रहा है।

Hindustan • 24 Dec • Ministry of Ayush

Asthai karmiyan ko durghatna beema, chikitsa or pensioon labh milenge

13 • PG

369 • Sqcm

461092 • AVE

1.29M • Cir

Top Left

Delhi

# केन्द्र सरकार ने ई-कॉमर्स कामगारों को सामाजिक सुरक्षा देने की योजना बनाई अस्थायी कर्मियों को दुर्घटना बीमा, चिकित्सा और पेंशन लाभ मिलेंगे

## योजना

### ■ अरुण चट्टा

नई दिल्ली। ई-कॉमर्स कंपनियों से जुड़े कैब ड्राइवर, डिलिवरी ब्वाय व डिजिटल प्लेटफॉर्म से जुड़कर अन्य तरह की सेवा देने वाले करीब डेढ़ करोड़ कामगारों को सरकार सामाजिक सुरक्षा का लाभ देने जा रही है।

केंद्रीय श्रम एवं रोजगार मंत्रालय की तरफ से गठित कमेटी ने सभी पक्षों से विचार-विमर्श के बाद मसौदा तैयार किया है, जिसे जल्द ही सरकार को सौंपा जाना है। अभी तक कमेटी ने इन कंपनियों के प्रमुख अधिकारियों, और विशेषज्ञों के साथ विस्तृत चर्चा की है।

कमेटी ने दो तरह के मसौदे तैयार किए हैं। नंबर एक, ईपीएफओ के जरिए बुढ़ापे में पेंशन का लाभ दिया जाए। दूसरा, आयुष्मान योजना के तहत निशुल्क स्वास्थ्य सेवा का लाभ दिया जाए। इसके साथ ही, प्रधानमंत्री जीवन ज्योति बीमा योजना और प्रधानमंत्री सुरक्षा बीमा योजना के तहत दुर्घटना में एकमुश्त आर्थिक लाभ दिया जाए।



## बंगलुरु में सबसे अधिक कर्मचारी

शहर	संख्या
बंगलुरु	2.34 लाख
दिल्ली	2.25 लाख
मुंबई	1.33 लाख
पुणे	1.25 लाख
चेन्नई	93.22 हजार

■ नोट - आंकड़े वर्ष 2022 की नीति आयोग की रिपोर्ट के हैं। वर्तमान में यह संख्या 20 फीसदी अधिक होने का अनुमान है।

## सवा दो करोड़ से अधिक हो जाएंगे कर्मी

वर्ष 2022 में नीति आयोग ने गिग और प्लेटफॉर्म कामगारों की स्थिति को लेकर रिपोर्ट जारी की जिसमें कहा गया कि मौजूदा वक्त में देशभर में 77 लाख कर्मचारी ई-प्लेटफॉर्म से जुड़कर सेवाएं दे रहे हैं। अब उनकी संख्या बढ़कर करीब डेढ़ करोड़ तक हो गई है, जिसके वर्ष 2029-30 में बढ़कर 2.35 करोड़ होने का अनुमान है। वर्तमान में काम कर रहे कर्मचारियों में 47 फीसदी मध्यम, 22 फीसदी उच्च और 31 फीसदी कम कुशल वाले हैं। इनमें मध्यम कुशल श्रमिकों की संख्या तेजी से बढ़ेगी और कम-उच्च कुशल की तेजी से कम होगी। ऐसे में इन्हें सामाजिक सुरक्षा प्रदान की जाए। कंपनियां अपने डिजिटल प्लेटफॉर्म से जुड़े कर्मचारियों को सामाजिक सुरक्षा का लाभ दिए जाने पर सहमत हैं।

## वित्तीय बोझ नहीं पड़ेगा कर्मचारियों पर

कर्मचारियों की जेब पर कोई वित्तीय बोझ नहीं पड़ेगा क्योंकि सामाजिक सुरक्षा संहिता-2020 में स्पष्ट तैयार पर उल्लेख किया गया है कि कंपनी अधिनियम-2013 के तहत कॉरपोरेट सामाजिक उत्तरदायित्व निधि में योगदान देंगे। उन्हें एक से दो फीसदी तक योगदान करना होगा, जिसका इस्तेमाल कर्मचारियों को सामाजिक सुरक्षा प्रदान करने पर किया जाएगा। संहिता में यह भी स्पष्ट है कि सरकार गिग और प्लेटफॉर्म कामगारों के लिए सामाजिक सुरक्षा स्कीम बना सकेगी। स्कीम के तहत उन्हें जीवन और दिव्यांगता कवर, दुर्घटना बीमा, स्वास्थ्य और मातृत्व प्रसुविधाएं, वृद्धावस्था संरक्षा, क्रेच और अन्य कोई भी फायदा दिया जाएगा जो केंद्र सरकार द्वारा निर्धारित किया जाए।

Dina Karan • 24 Dec • Ministry of Ayush

## 2-day workshop on drug-free treatment at Unani Research Institute

14 • PG

92 • Sqcm

117779 • AVE

1.45M • Cir

Bottom Center

Chennai





Daily Thanti • 24 Dec • Ministry of Ayush

## 2-day workshop on drug-free treatment at Unani Research Institute

12 • PG

93 • Sqcm

64615 • AVE

2M • Cir

Bottom Center

Chennai

ராயபுரத்தில் உள்ள  
மத்திய யுனானி மருத்துவ ஆராய்ச்சி நிறுவனத்தில்  
மருந்தில்லா சிகிச்சை பயிற்சி வகுப்பு

பெரம்பூர், டி.ச.24-  
சென்னை ராயபுரம் மேற்கு மாதா கோவில் தெருவில் உள்ள  
மத்திய அரசின் ஆயுஷ் அமைச்சகத்தின் கீழ் இயங்கும் வட்-  
டார யுனானி மருத்துவ ஆராய்ச்சி நிறுவனத்தில் தசை கூட்டு  
கோளாறுக்கான தடுப்பு மற்றும் ஒழுங்குமுறை சிகிச்சைக்கான  
2 நாள் பயிலரங்கம் நேற்று காலை தொடங்கியது. நிகழ்ச்சிக்கு  
மத்திய யுனானி ஆராய்ச்சி கழகத்தின் பொது இயக்குனர்  
டாக்டர் ஜாஹிர் அஹ்மத் தலைமை தாங்கினார். சிறப்பு  
விருந்தினராக டாக்டர் எம்.ஜி.ஆர். மருத்துவ பல்கலைக்கழ  
கத்தின் துணைவேந்தர் டாக்டர் நாராயணசாமி, மத்திய  
சித்தா ஆராய்ச்சி கழகத்தின் பொது இயக்குனர் பேராசிரியர்  
டாக்டர் முத்துக்குமார், அண்ணா பல்கலைக்கழகத்தின் முன்  
னாள் துணைவேந்தர் டாக்டர் வேல்ராஜ் ஆகியோர் சிறப்  
புரை ஆற்றினர்.

நிகழ்ச்சியில் ரூ.995-க்கு முழு உடல் பரிசோதனை திட்டம்  
தொடங்கி வைக்கப்பட்டது. முதியோர்களுக்கு 40 சதவீத  
கட்டண சலுகையில் சிகிச்சை அளிக்கப்படும் என்றும் தெரி  
வித்தனர். இந்த பயிற்சி வகுப்பில் இந்தியா முழுவதும் உள்ள  
யுனானி மருத்துவர்கள் 100-க்கும் மேற்பட்டோர் கலந்து  
கொண்டனர். அவர்களுக்கு மருந்தில்லா 'பிசிக்கல் தெரபி'  
மூலம் சிகிச்சை அளிப்பது குறித்த பயிற்சி வழங்கப்பட்டது.  
சிறப்பு மருத்துவம் குறித்த புத்தகம் வெளியிடப்பட்டது. இதன்  
மூலம் மக்களுக்கு தரமான சிகிச்சை வழங்கப்படும் என்று  
யுனானி ஆராய்ச்சி கழகத்தின் இயக்குனர் தெரிவித்தார்.

Tamil Murasu • 24 Dec • Ministry of Ayush

## 2-day workshop on drug-free treatment at Unani Research Institute

3 • PG

124 • Sqcm

43574 • AVE

219.02K • Cir

Bottom Center

Chennai

**ராயபுரத்தில் உள்ள**

## மத்திய யுனானி ஆராய்ச்சி நிலையத்தில் மருந்தில்லா சிகிச்சை பயிற்சி வகுப்பு

தண்டையார்பேட்டை, டிச.23-  
சென்னை ராயபுரம் மேற்கு  
மாதா கோவில் தெருவில்  
உள்ள மத்திய அரசின்  
ஆயுஷ் அமைச்சகத்தின் கீழ்  
இயங்கும் வட்டார யுனானி  
மருத்துவ ஆராய்ச்சி நிறுவ  
னத்தில் தடுப்பு மற்றும்  
ஒழுங்குமுறை சிகிச்சைக்  
கான 2 நாள் பயிலரங்கம்  
இன்று காலை துவங்கியது.  
இதற்கு மத்திய யுனானி  
ஆராய்ச்சி கழகத்தில்  
பொது இயக்குனர் டாக்டர்  
ஜாவீர் அஹ்மத் தலைமை  
வகித்தார். சிறப்பு விருந்தின  
ராக டாக்டர் எம்ஜிஆர்

மருத்துவ பல்கலைக்கழ  
கத்தின் துணைவேந்தர்  
டாக்டர் நாராயணசாமி  
மத்திய சித்தா ஆராய்ச்சி  
கழகத்தின் பொது இயக்கு  
னர் பேராசிரியர் டாக்டர்  
முத்துக்குமார், முன்னாள்  
அண்ணா பல்கலைக்கழ  
கத்தின் துணைவேந்தர்  
டாக்டர் வேல்ராஜ் ஆகி  
யோர் கலந்துகொண்டு  
சிறப்புரையாற்றினர். இந்த  
பயிற்சி வகுப்பில் இந்திய  
முழுவதும் உள்ள யுனானி  
மருத்துவர்கள் கலந்து  
கொண்டனர்.

இதில், முழு உடல்  
பரிசோதனை திட்டம்  
995 ரூபாய்க்கு தொடங்கி  
வைக்கப்பட்டது. முதிய  
வர்களுக்கு 40 சதவீதம்  
கட்டண சலுகையில்  
சிகிச்சை அளிக்கப்படுகி  
றது. மருந்தில்லா பிஸிக்கல்  
தெரேபி மூலம் சிகிச்சை  
அளிப்பது குறித்த பயிற்சி  
வழங்கப்பட்டது. சிறப்பு  
மருத்துவம் குறித்த புத்தகம்  
வெளியிடப்பட்டது. இதன்  
மூலம் மக்களுக்கு தரமான  
சிகிச்சை வழங்கப்படும்  
என்று யுனானி ஆராய்ச்சி  
கழகத்தின் இயக்குனர்  
தெரிவித்தார்.