

MINISTRY OF AYUSH COMPILED MEDIA REPORT
24 Jan, 2025 - 25 Jan, 2025

 **Total Mention 18**

 Print	Financial	Mainline	Regional	Periodical
18	3	13	2	N/A

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Patanjali Recalls Chilli Powder, Offers Refund	Mumbai	4
2.	Bizz Buzz	How India can achieve 'insurance for all' by 2047	Hyderabad	5
3.	Bizz Buzz	Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone	Hyderabad	3
4.	The New Indian Express	TADA BADDHA MALASANA	Chennai	2
5.	The Pioneer	AIMTC urges government to address challenges faced by transport sector	Chandigarh + 1	10
6.	The Pioneer	Insurers expect tax benefits, concessions for healthcare sector in Union Budget	Chandigarh	10
7.	The Pioneer	More than 1.21 lakh devotees availed Ayush services	Bhubaneshwar + 1	5
8.	The Pioneer	Ayushman Bharat best of all schemes, says Amit Shah	Hyderabad	5
9.	The Daily Guardian	NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER	Chandigarh	14
10.	The Daily Guardian	Haryana first state to include Yoga in curriculum for classes 1-10: Governor	Chandigarh	13
11.	The Morning Standard	Fit Bit	Delhi	2
12.	The Morning Standard	Fit Bit	Delhi	2
13.	Mid Day	Celebrating life at Kala Ghoda	Mumbai	4
14.	The Asian Age	Snack Size Health Bites	Delhi	12
15.	Pune Mirror	Patient alleges deceit by ayurveda doctor	Pune	5
16.	Punjab Express	Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh	Chandigarh	6
17.	Deshbandhu	Savein launch wellness platform	Delhi	11
18.	Ajit Samachar	Ayushman aarogya kender main mamta divas manaya	Chandigarh	9

The Economic Times • 25 Jan • Ministry of Ayush
Patanjali Recalls Chilli Powder, Offers Refund

4 • PG

111 • Sqcm

300047 • AVE

1.1M • Cir

Bottom Center

Mumbai

Patanjali Recalls Chilli Powder, Offers Refund

Our Bureau

New Delhi: Patanjali Foods has recalled four tonnes of red chilli powder from the retail market after national foods regulator Food Safety and Standards Authority of India (FSSAI) asked the company to recall a specified batch of the same due to non-conformity with food safety norms.

"Patanjali Foods has recalled a small batch of four tonnes of red chilli powder (200 gram pack)," Patanjali Foods chief executive Sanjeev Asthana said in a statement. "The product samples, when tested, were found not conforming to the maximum permitted limit of pesticides residue. The FSSAI sets maximum residue limits (MRLs) for pesticides residue for various food items, including red chilli powder," he said.

Asthana added the company has taken "immediate steps" to inform its distribution channel partners and released ads to re-



ISTOCK

ach out to the consumers who have purchased the product. He urged customers to return the product to the place of purchase and claim full refund.

Last year, some samples of two spices makers, MDH and Everest, were alleged to have been found with traces of ethylene oxide. The incidents involving MDH and Everest had come to light after Hong Kong suspended sale of some samples of MDH and Everest, alleging high levels of ethylene oxide, a pesticide classified as carcinogenic. Subsequently, most of the samples of the two companies were cleared by the FSSAI.

Bizz Buzz • 25 Jan • Ministry of Ayush

How India can achieve 'insurance for all' by 2047

5 • PG

454 • Sqcm

45393 • AVE

N/A • Cir

Middle Left

Hyderabad

How India can achieve 'insurance for all' by 2047

KUMUD DAS

THE National Insurance Academy, Pune aspires to do high-quality research to support policymakers in decisions for the expansion of the insurance sector, says BC Patnaik, the new Director of the Academy. Patnaik has rich experience as a member - Life, IRDAI and MD, LIC of India.

Talking to Bizz Buzz, Patnaik said that National Insurance Academy is a well-known institution in Pune that contributes to research in insurance and allied areas. He further mentioned that for the past two decades, an NIA faculty member Dr Archana Singh has been conducting research on insurance inclusion and microinsurance.

In her recent book chapter 'adoption of microinsurance by microfinance institutions in India' in the book 'Financial Markets, Climate Risk and Renewables' published by Springer Singapore, she attempts to understand the causes for the low uptake of microinsurance and evaluate the experiences of MFIs in extending insurance to their clients. Dr Singh observes that microfinance has allowed millions of people in developing and underdeveloped countries to receive microloans without collateral and build up assets.

The microfinance sector serves 140 billion borrowers annually worldwide, of which 81 per cent are women as per Impact Finance Barometer. India has more than 250 MFIs operating in different parts of the country as per Bharat Micro Finance Report. They have reached out to 162 million households, through 13.4 million SHGs. The 72.6 million unique active borrowers have micro savings worth Rs 589 billion as per a study by NABARD. However, lack of active participation of MFIs in promoting insurance inclusion impacts the accessibility and expansion of insurance for the low-income population.

By international standards, India is lagging in insurance protection compared to the global average. Global insurance penetration (ratio of premium to GDP) is 7 and density (per capita insurance premium) is Rs 77,017 (\$889). Whereas the insurance penetration of India is 3.7 and density is Rs 8,230 (\$95). The insurance density of China

While India has made progress in increasing insurance coverage, particularly in life and personal accident insurance, challenges remain in achieving adequate and inclusive coverage



is Rs 33,267 (\$384), which is more than five times that of India, and penetration is 3.9 as per a report by Swiss Re.

Dr Singh says, "However, these two indicators do not represent access to insurance in emerging markets of India, where a substantial percentage of households and individuals are covered under some kind of insurance. Insurance coverage (percentage of the population covered by insurance) is a better metric for capturing access to insurance in India, which has improved significantly over the last decade."

India has come a long way in covering households under life insurance. The data reveals that LIC has 19 crore individual policyholders, in addition, 3.3 crore people are registered under PMJJBY. Hence, out of 29.34 crore households as per MoSPI, 76 per cent of households (HHs) have access to at least one life insurance policy. This number is significant as the primary purpose of a life insurance policy is the replacement of the income of the breadwinner of the household.

Under General Insurance, 54.4 crore beneficiaries are covered under Personal Accident (PA) insurance for a sum insured up to Rs 2 lakhs. Additionally, 45.9 crore individuals are covered in PMSBY. If we consider the population above the age of 14 years as 106 crore people as per SBI Research, roughly 94.6 per cent population is covered under PA policy. The population covered under commercial health insurance is

57 crores as per IRDAI, and 36.5 crore households are covered under Ayushman Bharat as per NHA. Together, the population covered under health insurance is 67 per cent.

However, when considering the adequacy of coverage in terms of underinsurance, there is ample opportunity for improvement. Insurance inclusion is expected to bring the next big leap in inclusive finance. The government, insurance regulator, and LIC of India are taking several steps to realise the call by the regulator, 'Insurance for All by 2047'. Initiatives like Bima Trinity, and Bima Sakhi are expected to play important roles in this direction. IRDAI has issued a master circular on rural, social sector, and motor third party obligations in 2024. It is expected that regulatory space will be made more inclusive for microinsurance institutions by reducing entry barriers.

It is envisaged that MFIs/ NBFCs and other microfinance entities would become vehicles for insurance inclusion. However, data indicates that microfinance institutions cover only the credit risk of their customers through life insurance and uptake of other insurance products has remained low. Dr Singh's analysis came to the conclusion that supply-side and demand constraints are the causes of the MFIs' poor insurance uptake. Operational issues, lack of trust, low awareness and low demands in the target population, low professional skills among the field personnel

and high cost of insurance were a few reasons for the low uptake of insurance through MFIs. The recommendations presented in the study have policy implications. The findings of the study are relevant in the light of the new initiative of the IRDAI to achieve 'Insurance for All by 2047'.

The book is edited by Sandeep Mahapatra (a Professor at the Department of Resource Economics & Environmental Sociology, University of Alberta, Edmonton, Canada), Puja Padhi (a Professor at the Department of Economics, IIT-B) and Vijeta Singh who is working as an Assistant Professor at the Ramcharan School of Leadership, MIT World Peace University, Pune.

The book offers a comprehensive examination of how innovative financial strategies can address critical environmental and social challenges around the world. Organized around five key themes—financial institutions fostering financial stability; volatility in financial markets; inclusive development: MSMEs, and microfinance; financial innovation for sustainability: ESG and climate finance; and fintech - it presents pioneering studies that provide deep insights into the intersection of finance and sustainable development.

The book fills the literature gap that concerns sustainable economic development, financial markets, and institutions and provides several high-quality studies that focus on sustainable economic development, financial markets, renewables, and climate risks.

Scholars from diverse fields have contributed to the book and made practical policy recommendations. The book is an essential resource for academics, policymakers, and professionals dedicated to leveraging financial innovations for sustainable development.

By offering a comprehensive examination of formal and informal financial institutions, digital finance, economic development, and green sustainability, this book not only advances knowledge but also provides practical solutions to build a resilient and inclusive global economy.

Bizz Buzz • 25 Jan • Ministry of Ayush

Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone

3 • PG

145 • Sqcm

14471 • AVE

N/A • Cir

Bottom Center

Hyderabad

Kidwai Memorial Institute achieves 1,000 robotic surgeries milestone

Among govt institutions, Kidwai is one of the few offering robotic surgery facilities

BENGALURU

THE globally-renowned Kidwai Memorial Institute of Oncology (KMIO), a premier cancer treatment centre in India, run by the Karnataka government, has achieved a historic milestone by successfully completing 1,000 robotic surgeries. Kidwai was among the first few government hospitals to adopt robotic technology and has integrated the advanced Da Vinci robotic surgical system, achieving this remarkable milestone.

Among government institutions, Kidwai stands out as one of the few offering robotic surgery facilities. Sharan Prakash Patil, Minister for Medical Education, Skill Development and Livelihood, stated on Friday that Kidwai's accomplishment of completing 1,000 robotic



surgeries is commendable.

"The hospital offers world-class cancer treatment at no cost or at affordable rates to patients. Adopting innovative medical technologies has enabled Kidwai to deliver high-quality care promptly," he stated. Over the past nine years, the use of robotic technology has made 1,000 surgeries possible, marking a historic achievement.

"Kidwai remains at the forefront of patient care, establishing itself as a leading cancer treatment centre in India and globally. The institute's efforts and achievements are noteworthy," minister Patil underlined. Under the Ayushman Bharat Arogya Karnataka scheme, the institution has emerged as the hospital providing the highest number of treatments.

The New Indian Express • 25 Jan • Ministry of Ayush

TADA BADDHA MALASANA

2 • PG

660 • Sqcm

870591 • AVE

246.4K • Cir

Top Center

Chennai

FITBIT

TADA BADDHA MALASANA

(STANDING BOUND GARLAND POSE)

This standing-balancing yoga pose is a challenging variation of Garland Pose. A powerful hip-opener, it combines elements of Bound Revolved Garland Pose and Mountain Pose. Mastery of the pose, along with a proper warm-up, is essential before attempting this asana. The binding action of the arms enhances stability, making it ideal for peak pose yoga sequences that develop strength and mobility for advanced balancing poses.

STEPS

- Begin in Tadasana Variation Feet Hip Wide (Mountain Pose with feet hip-width apart).
- Point your toes outward and your heels inward, forming a V-shape with your feet. Look down to check your alignment.
- Inhale and lift your left foot off the floor. Hold your bent left leg with your right hand, then bring your left hand around to bind the left leg. Fix your gaze on a single point. Twist and bring your right arm over to the left from behind, interlocking with your left hand to bind the left leg, similar to Bound Revolved Garland Pose.
- Engage your core and extend your left foot downward, pointing the toes. Keep your right leg strong and straight to support the body's weight. Hold Tada Baddha Malasana for 4–6 breaths, maintaining focus and balance. Ensure your hand interlock remains secure to avoid losing balance. Keep the entire movement gentle.
- To release, inhale and free the interlocked hands—first releasing the back hand, then holding the left leg from the front. Slowly release the left arm, lower the leg, and return to Tadasana Variation Feet Hip Wide.
- Relax briefly in Three-Part Breath Mountain Pose before repeating on the other side. Return to Tadasana Variation Feet Hip Wide, then rest in Dirga Pranayama Tadasana to complete the practice.



BENEFITS

- Strengthens the spine, wrists, elbows, and shoulder joints.
- Promotes pelvic stability and improves hip flexibility.
- Tones the leg muscles and strengthens the knees.
- Enhances balance by strengthening the inner ears, eyes, and shoulders.
- Helps relieve sciatica pain and is beneficial for flat feet.
- Calms the mind and improves flexibility and stability.
- Strengthens the tendons and ligaments of the feet.
- Enhances concentration and cognitive function.
- Supports postural alignment.
- Strengthens and tones the hamstrings, calves, ankles, knees, and hips of the weight-bearing leg.
- Stretches the gluteus maximus, hamstrings, and quadriceps.
- Improves joint and muscle mobility.
- Enhances coordination between mind and body, preparing for other balancing poses.

LIMITATIONS

- Avoid this pose if you have had any injury or recent surgery in the legs, knees, ankles, hips, lower back, or abdomen, including hip replacements.
- Not recommended for those with high or low blood pressure, dizziness, migraines, insomnia, acute knee issues, or hip injuries.
- Individuals with weak musculature, arthritis, knee pain, or a history of back or hip pain—especially seniors—should practise cautiously. Beginners should take it slow.
- Pregnant women and seniors can practise this pose with the support of a chair or wall.

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

The Pioneer • 25 Jan • Ministry of Ayush

AIMTC urges government to address challenges faced by transport sector

10 • PG

252 • Sqcm

151124 • AVE

268.96K • Cir

Bottom Center

Chandigarh • Delhi

AIMTC urges government to address challenges faced by transport sector

PTI ■ NEW DELHI

All India Motor Transport Congress (AIMTC) national president Harish Sabharwal on Friday asked the government to address issues like exorbitant increase in toll tax rates and misuse of the e-challan system.

The charge handover and oath taking ceremony of the newly elected office bearers of AIMTC was held on Friday, where Amritlal Madan, the outgoing President of AIMTC, officially passed on his responsibilities to the newly elected president Sabharwal and his team.

AIMTC in a statement said some of the key issues that will be high on Sabharwal's agenda include abolition of border checkpoints in the states especially in



Maharashtra, Karnataka and Chhattisgarh.

The truckers body said exorbitant increase in toll tax rates, checking misuse of E-challan system and impractical ban on 10-year old diesel vehicles in Delhi-NCR are also on

agenda of the newly-elected president of AIMTC.

AIMTC also demanded that the government should constitute 'Drivers Samajik Suraksha Welfare Board' with representatives from AIMTC.

It also demanded that drivers

should be covered in the Pradhan Mantri Awas Yojana (PMAY) and Ayushman Bharat Yojana.

According to the statement, the transportation sector is a key contributor to India's economy, accounting for approximately 7.7 per cent of India's GDP (PPP adjusted). AIMTC also announced that every year the 24th Day of January will be celebrated as 'National Drivers Day'.

In 1936, AIMTC was established as a non-political, not-for-profit apex body representing India's road transport sector in both cargo and passenger segments.

It encompasses over 95 lakh truckers, 50 lakh passenger vehicle operators, and 3,500 associations nationwide, impacting over 20 crore people directly or indirectly.

The Pioneer • 25 Jan • Ministry of Ayush

Insurers expect tax benefits, concessions for healthcare sector in Union Budget

10 • PG

408 • Sqcm

244885 • AVE

268.96K • Cir

Middle Left

Chandigarh

Insurers expect tax benefits, concessions for healthcare sector in Union Budget

PTI ■ NEW DELHI

Insurers are hopeful of a host of tax benefits, including concessions for the insurance and healthcare sectors, from the Union Budget 2025-26 to be unveiled by Finance Minister Nirmala Sitharaman on February 1.

SBI General Insurance MD and CEO Naveen Chandra Jha said that as India advances toward financial inclusivity and universal healthcare, the upcoming Budget is expected to further strengthen the health insurance sector.

Initiatives like Bima Sugam, designed to achieve the goal of 'Insurance for All' by 2047, are expected to receive regulatory and fiscal support to address the protection gap, he noted. "Additionally, the budget is likely to focus on expanding access in underserved regions through government-private partnerships, targeted subsidies, and advancements in digital infrastructure," Jha added.

Bajaj Allianz Life MD and CEO Tarun Chugh said India's economic growth presents immense opportunities for the insurance sector to enhance financial resilience.

"Aligning tax deduction of life insurance annuity products with the National Pension Scheme (NPS) and addressing the issue of tax on principal component on annuity products can evolve retirement needs effectively," he added.

Chugh also made a case for the introduction of a separate tax deduction for term insurance and extending the tax deduction on life insurance premiums under the new tax regime.

According to the Annual Report of the Insurance Regulatory and Development Authority of India (Irdai), the country's insurance penetration in 2023-24 was 3.7 per cent compared to 4 per cent in 2022-23.

The penetration for life insurance industry marginally declined from 3 per cent in 2022-23 to 2.8 per cent during 2023-24.

The penetration with respect



to the non-life insurance industry remained the same at 1 per cent during 2023-24.

Subrata Mondal, MD and CEO of IFFCO Tokio General Insurance said the Union Budget provides an essential opportunity for the government to implement reforms that can address industry challenges and encourage the broader adoption of insurance products.

One key expectation is the enhancement of tax incentives for policyholders to promote wider uptake of insurance, he added.

Another priority is increasing budgetary support for government-backed insurance schemes, such as the Pradhan Mantri Fasal Bima Yojana and Ayushman Bharat, he added.

"They would significantly improve access to insurance for underserved populations, particularly in rural and economically weaker regions," Mondal said.

Sameer Bansal, MD & CEO, PNB MetLife, said that while India is a fast-growing economy fuelled by its rising middle-class population of 25-45-year-olds, the proportion of people above the age of 60 is equally increasing at a rapid pace.

Financial stability is a cornerstone of a secure future. One of our hopes for the upcoming budget is to see support for pension and annuity plans, which are key financial instruments for the retirement planning needed to create that stability, he added.

"Tax support for pension plans offered by life insurers on par with the National

Pension Scheme will provide both greater choice and allow diversification of assets into multiple pension plans," he said.

Bansal also urged the government to consider removing GST on premiums for annuity plans to support pensioners and make annuities more affordable and accessible.

Universal Sompo General Insurance Managing Director and CEO Sharad Mathur opined that strengthening the insurance sector is essential for driving financial resilience, economic stability, and inclusive growth. With targeted reforms and incentives like the reduction of GST on Health insurance, we can unlock the true potential of insurance, ensuring wider coverage, encouraging innovation, and building a secure future for every individual and business, Mathur said.

Srikanth Kandikonda, Chief Financial Officer, ManipalCigna Health Insurance, said that given the rising healthcare costs and the need for higher sum insured cover, the government should reduce the tax burden by increasing the limits under Section 80D of income tax for premiums paid for health insurance to Rs 50,000 for all and Rs 1 lakh for senior citizens.

"This is crucial for achieving the government's vision 'Insurance for all by 2047' and would substantially reduce the financial burden on families investing in their health and financial wellbeing," Kandikonda added.

During 2023-24, the non-life

The Pioneer • 25 Jan • Ministry of Ayush
More than 1.21 lakh devotees availed Ayush services

5 • PG

162 • Sqcm

97062 • AVE

275.94K • Cir

Middle Left

Bhubaneswar • Delhi

More than 1.21 lakh devotees availed Ayush services

PIONEER NEWS SERVICE
■ NEW DELHI

More than 1.21 lakh devotees have availed Ayush services at the facilities set up at Maha Kumbh by the Ayush ministry in collaboration with the National Ayush Mission, Uttar Pradesh.

The Ayush OPDs, clinics, stalls and sessions are emerging as key attractions for devotees and visitors at Maha Kumbh, Prayagraj.

Ministry of Ayush has arranged a host of facilities in collaboration with National Ayush Mission, Uttar Pradesh, at the mega festival, providing free healthcare services to domestic and international devotees, the ministry said in a statement.

The Ayush team at Maha Kumbh comprises 80 doctors across 20 OPDs to provide 24x7 medical services. These OPDs are equipped to address a wide range of common and



chronic conditions.

Foreign devotees are also utilising Ayush services, including OPD consultations, the statement said. Also, daily therapeutic yoga sessions are being conducted from at designated camps in the Sangam area and Sector-8, led by trainers from the Morarji Desai National Institute of Yoga (MDNIY), Ministry of Ayush, Delhi.

The participation of international devotees in these sessions highlights the growing interest and trust in Ayush services among the local and global public, the statement said.

Dr Akhilesh Singh, Ayush nodal officer at Maha Kumbh, said, "Our team not only treats patients but also informs them about the economic potential of medicinal plants. By promoting their cultivation, we aim to create a source of livelihood for people alongside improving their health."

At Maha Kumbh, the Ayush team has also arranged free distribution of medicines, including immunity boosters and calcium tablets, he said.

In line with the ongoing efforts of Ministry of Ayush to ensure special attention towards the elderly's health, the Ayush team at Maha Kumbh is dedicated to facilitating the elderly and extending Ayush services to them, the statement said.

Nearly 45 per cent of the beneficiaries, so far, are elderly. Informative pamphlets on common ailments and their Ayush remedies are also being distributed.

The Pioneer • 24 Jan • Ministry of Ayush
Ayushman Bharat best of all schemes, says Amit Shah

5 • PG

135 • Sqcm

45887 • AVE

275K • Cir

Top Right

Hyderabad



Ayushman Bharat best of all schemes, says Amit Shah

PNS ■ SURAT

Union Minister Amit Shah on Thursday said Ayushman Bharat-Pradhan Mantri Jan Arogya Yojana (PMJAY) was the best among the public welfare schemes launched by Prime Minister Narendra Modi.

Addressing a gathering after inaugurating a trust-run cancer hospital and a sanatorium on Dumas road here, the Union Home minister also said the PM "has done several historical works in just one lifetime".

"But if you ask me to point out the best one among all these schemes, I will say Ayushman Bharat Yojna. Under this scheme, nearly 60 crore citizens are now eligible to get free treatment of up to Rs 5 lakh," Shah opined.

The cancer hospital, built by a trust at a cost of Rs 250 crore, that was inaugurated here will accept patients having

Ayushman Bharat card, he added.

"The Modi government took several steps to improve the healthcare scenario in the country. India's healthcare budget rose from Rs 37,000 crore in 2013-14 to Rs 98,000 crore under the Modi government, which indicates a three-fold increase in allocation. The PM adopted a holistic approach for improving health services in the country," he said.

In 2014, there were 387 medical colleges which used to produce 51,000 MBBS doctors, while the number of medical colleges went up to 766, producing 1.15 lakh MBBS doctors, Shah pointed out.

Other initiatives include promoting the AYUSH sector, providing clean drinking water and promoting sports to increase immunity and resistance power among citizens, the Union minister said.

The Daily Guardian • 25 Jan • Ministry of Ayush
NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER

14 • PG

340 • Sqcm

33992 • AVE

N/A • Cir

Top Left

Chandigarh

NEW AYUSH CENTRES COMING TO EVERY DISTRICT: HEALTH MINISTER

Haryana's health minister, Aarti Singh Rao, announced plans for an international meditation centre and new AYUSH centres statewide.

YASHIKA SAINI
PANCHKULA

In a recent announcement, Haryana's Health and AYUSH Minister, Aarti Singh Rao, revealed plans to establish an international meditation center in Kurukshetra, marking a significant step in promoting spiritual and physical well-being. Additionally, Rao shared that one AYUSH center will be set up in each district to strengthen the practical and therapeutic aspects of yoga and natural medicine.

The Minister made these remarks at an event organized by the Haryana Yoga Commission in Panchkula. During the ceremony, she unveiled the statue of Maharishi Patanjali and inaugurated the expansion of the Haryana Yoga Commission building. She also launched

HARYANA UNVEILS MEDITATION CENTRE AND AYUSH INITIATIVES

- Haryana's Health Minister, Aarti Singh Rao, announced plans for an international meditation center in Kurukshetra.
- One AYUSH center will be set up in each district to promote yoga and natural medicine.
- The Minister unveiled a statue of Maharishi Patanjali and expanded the Haryana Yoga Commission building.
- 800 doctors are being recruited for Haryana's hospitals.
- Rao highlighted the Surya Namaskar project and paid tribute to Swami Vivekananda and Maharishi Dayanand Saraswati.



the official AYUSH department website and magazine and reviewed a special exhibition organized by the department. Rao emphasized

the importance of AYUSH, which refers to the ancient systems of Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy.

In addition to these developments, the Health Minister announced that the recruitment of 800 doctors for Haryana's hospitals is in

the final stages.

The Minister also discussed the establishment of several AYUSH institutions in Haryana, including four Ayurvedic hospitals and numerous dispensaries and health centers.

She highlighted the Surya Namaskar project, which promotes physical, mental, and spiritual health, while also paying tribute to the legacies of Swami Vivekananda and Maharishi Dayanand Saraswati.

Several dignitaries attended the event, including Jagdeep Arya (Chairman of Haryana Yoga Commission), Sanjeev Verma (Director General, AYUSH Department), Dr. Manish Bansal (Director General, Health Department), Rajkumar (Registrar, Yoga Commission), Dr. Mukta Kumar (Civil Surgeon, Panchkula), and others.

The Daily Guardian • 24 Jan • Ministry of Ayush

Haryana first state to include Yoga in curriculum for classes 1-10: Governor

13 • PG

203 • Sqcm

20268 • AVE

N/A • Cir

Top Right

Chandigarh

Haryana first state to include Yoga in curriculum for classes 1-10: Governor

YASHIKA SAINI
PANCHKULA

'Haryana has become the first state in India to integrate yoga into the school curriculum for students from Classes 1 to 10,' announced Governor Bandaru Dattatreya during the Surya Namaskar Abhiyan 2025 program, on Thursday. The event was held at the ITBP's BTC Training Center in Bhanu to commemorate the birth anniversary of Netaji Subhash Chandra Bose.

The event began with Governor Dattatreya paying tribute to Netaji Subhash Chandra Bose, and describing his patriotism, courage, and leadership as a source of inspiration for the nation. He emphasized that Netaji's sacrifices and contributions were instrumental in India's journey toward independence.

Then, the Governor underlined the significance of Surya Namaskar as a holistic exercise beneficial for all age groups. He explained its role in enhancing physical strength, mental peace, and overall vitality. Citing

The event also featured speeches by BTC Training DIG Brigadier GS Gill, Chairman of the Haryana Yoga Council Jaideep Arya, and several other dignitaries.

ancient yogic scriptures, he remarked, "Surya Namaskar is considered the supreme yoga practice. Regular practice enhances one's health, intellect, and energy."

Governor Dattatreya highlighted the critical role of yoga in maintaining physical and mental balance for personnel serving in armed and paramilitary forces under challenging conditions. He described yoga as an invaluable tool to build resilience and ensure well-being in extreme circumstances.

Highlighting Haryana's initiatives, the Governor stated that over 10,000 schools, 300 colleges, and

more than 30 universities in the state have established yoga clubs. Furthermore, the Haryana Yoga Council has trained over 22,000 yoga instructors to promote yoga on a large scale. He praised the Education, AYUSH, and Sports Departments, as well as the Haryana Yoga Council, for their significant contributions to this initiative.

The event also featured speeches by BTC Training DIG Brigadier GS Gill, Chairman of the Haryana Yoga Council Jaideep Arya, and several other dignitaries. During the event, several dignitaries, including Civil Surgeon Dr. Mukta Kumar, Secondary Education Officer Ajay Kumar, Sports Department's Meenakshi Chauhan, CRPF's GD Makkhan Singh Tomar, and representatives from organizations like Vidya Bharati, Energetic Yoga Family, and the Army, were honored for their contributions. Senior officials, including Registrar Roshan Lal, Director Priyanka, and Project Heads, were also in attendance.

The Morning Standard • 25 Jan • Ministry of Ayush

Fit Bit

2 • PG

610 • Sqcm

292643 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

TADA BADDHA MALASANA

(STANDING BOUND GARLAND POSE)

This standing-balancing yoga asana is a challenging variation of Garland Pose. A powerful hip-opener, it combines elements of Bound Revolved Garland Pose and Mountain Pose. Mastery of the pose, along with a proper warm-up, is essential before attempting this asana. The binding action of the arms enhances stability, making it ideal for peak pose yoga sequences that develop strength and mobility for advanced balancing poses.

STEPS

- Begin in Tadasana Variation Feet Hip Wide (Mountain Pose with feet hip-width apart).
- Point your toes outward and your heels inward, forming a V-shape with your feet. Look down to check your alignment.
- Inhale and lift your left foot off the floor. Hold your bent left leg with your right hand, then bring your left hand around to bind the left leg. Fix your gaze on a single point. Twist and bring your right arm over to the left from behind, interlocking with your left hand to bind the left leg, similar to Bound Revolved Garland Pose.
- Engage your core and extend your left foot downward, pointing the toes. Keep your right leg strong and straight to support the body's weight. Hold Tada Baddha Malasana for six breaths, maintaining focus and balance. Ensure your hand interlock remains secure to avoid losing balance. Keep the entire movement gentle.
- To release, inhale, and free the interlocked hands—first releasing the backhand, then holding the left leg from the front. Slowly release the left arm, lower the leg, and return to Tadasana Variation Feet Hip Wide.
- Relax briefly in the Three-Part Breath Mountain Pose before repeating on the other side. Return to Tadasana Variation Feet Hip Wide, then rest in Dirga Pranayama Tadasana to complete the practice.

BENEFITS

- Strengthens the spine, wrists, elbows, and shoulder joints.
- Promotes pelvic stability and improves hip flexibility.
- Tones the leg muscles and strengthens the knees.
- Enhances balance by strengthening the inner ears, eyes, and shoulders.
- Helps relieve sciatica pain and is beneficial for flat feet.
- Calms the mind and improves flexibility and stability.
- Strengthens the tendons and ligaments of the feet.
- Enhances concentration and cognitive function.
- Supports postural alignment.
- Strengthens and tones the hamstrings, calves, ankles, knees, and hips of the weight-bearing leg.
- Stretches the gluteus maximus, hamstrings, and quadriceps.
- Improves joint and muscle mobility.
- Enhances coordination between mind and body, preparing for other balancing poses.

LIMITATIONS

- Avoid this pose if you have had any injury or recent surgery in the legs, knees, ankles, hips, lower back, or abdomen, including hip replacements.
- Not recommended for those with high or low blood pressure, dizziness, migraines, insomnia, acute knee issues, or hip injuries.
- Individuals with weak musculature, arthritis, knee pain, or a history of back or hip pain—especially seniors—should practise cautiously. Beginners should take it slow.
- Pregnant women and seniors can practise this pose with the support of a chair or wall.



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

The Morning Standard • 24 Jan • Ministry of Ayush

Fit Bit

2 • PG

601 • Sqcm

288594 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

ASHTA CHANDRASANA CHAIR

(HIGH LUNGE POSE CHAIR)

As the name suggests, this pose is a chair-supported practice of foundational High Lunge Pose. It is a convenient and accessible approach that brings stability and challenge, making it ideal for practitioners of all levels. By using the chair as a prop to support the front leg, this variation reduces strain while allowing for a deeper stretch for the hip flexors, hamstrings, and lower back, strengthening the knee and ankle joints. It is particularly beneficial for individuals who need extra balance or are working on building strength in the legs and core without overloading the joints.

STEPS

- First, keep a sturdy chair handy. The seat should ideally be at knee height.
- Stand in Mountain Pose Variation Feet Hip Wide in front of the chair, and arms are relaxed by the sides of the body, lengthening the spine.
- Keep your shoulders relaxed, chin aligned to the chest, and parallel to the floor, taking a few deep breaths.
- Inhale deeply, lift your left leg, placing the sole of your left foot flat on the chair seat in front. Knee should be directly above your ankle, forming a 90-degree angle.
- Exhale, lean forward, and place your hands on the chair to adjust the right leg by stepping or dragging it back, extending the leg behind you comfortably, your right leg is straight at the knee, with the foot grounded flat, toes pointing front, approximately three feet distance behind, more or less depending on your height and flexibility.
- Inhale, lift your chest, and come up to standing, placing your chest on your hips for stability.
- Exhale, gently press your hips forward while lifting the chest, drawing the left thigh and shin closer together.
- Press firmly into both feet, activating the legs, and extend your spine upwards. Lift through the chest and feel a gentle lengthening from the pelvis to the crown of your head.
- Stay here for six breaths or as per the body's capacity. Feel

the strength in your legs as you ease deeper into the lunge without collapsing into the back or overstraining the hips. Breathe soft and smooth, keeping the spine long and the chest open.

- Slowly release, and return to Tadasana Variation Feet Hip Wide. Relax, taking a few breaths.
- Counter the stretch on the other side, following the above instructions.
- Finally, rest and relax in the Three Part Breath Chair (Dirga Pranayama Chair).

BENEFITS

- Enhances joint mobility and range of motion.
- Beneficial for athletes.
- Strengthens the knee and ankle joints.
- It is an easy practice for people with a lack of lower body strength.
- Benefits for obese or beginners.
- Chair provides a stable and secure environment.

LIMITATIONS

- People should be careful with the selection of the chair.
- People with weak knees/ankles, general body weakness, high/low blood pressure, or new to balancing practices can follow this variation.
- Seniors with vertigo and weakness, who have any injury to the knees or hips must avoid this.
- People recovering from a prolonged illness must take it slow.



— By N. Elumalai, PhD Scholar (Yoga Science) at Meenakshi Academy of Higher Education & Research, Chennai-78

Mid Day • 25 Jan • Ministry of Ayush
Celebrating life at Kala Ghoda

4 • PG

227 • Sqcm

517768 • AVE

1.5M • Cir

Top Left

Mumbai

FESTIVAL ADDA

Celebrating life at Kala Ghoda

The silver jubilee edition of the Kala Ghoda Arts Festival this year comes with a shiny surprise. A new lifestyle segment will debut alongside familiar segments like art, theatre, dance and walks that attract Mumbaikars to the festival every year. “Mental wellness, yoga, fashion, textile — these are subjects that excite audiences across age groups, but struggle to fit into the



existing segments. The silver jubilee seemed like the right occasion to make space for these programmes,” shared Brinda Miller (inset), honorary chairperson, Kala Ghoda

Association. The programming encompasses a saree draping workshop at the YWCA, a zumba session at the Elphinstone College quadrangle, a DJing workshop hosted by popular musician DJ Suketu, a laughter therapy session with doctors-turned-humorists Dr Anil Abraham and Dr Tushar Shah in addition to talks by familiar personalities like Usha Uthup, actors Vinay Pathak and Fatima Sana Shaikh, and fitness advocate Milind Soman. Whether Soman will join the celebratory spirit by popping out of a gift box and giving us a nostalgic flashback, that remains to be seen.



(From left) Usha Uthup; Milind Soman. **FILE PICS**

Snack Size Health Bites

For busy folks, 'Exercise Snacking' seems to be the fitness mantra, so how about a sandwich stretch, crunchy cookie break or 'side curl' for starters, extra toppings come for free

ROSEINA COUTINHO

✓ Nobody ever thought 'snacking' and 'exercising' would be so much fun. Yes, you heard it right – exercise snacking is the latest go-to fitness mantra for busy bees. Just like your favourite pack of crunchy cookies, (we mean crunches). You just need 2-3 minutes of power-packed simple exercises to snack on and stay fit. This technique proves beneficial for working professionals, homemakers and even youth who love snacking!

24X7 ACTIVE

"Simply put, exercise snacking promotes the idea of staying active throughout the day," says Shivangi Sarda, Strength & Conditioning and Marathon Coach. These exercise bites could be inclusive of anything from five-minute walk breaks to choosing to take the stairs over the escalator or quick 5-10-minute bodyweight exercises. Shivangi particularly highlights that exercise snacking should be a must for professionals who otherwise find no time for fitness. She says, "For many it's more about the shorter time frames that makes it easier to adopt and get at, allowing them to be consistent while fostering some sense of achievement towards their goals."

EXERCISE SNAKING PROMOTES THE IDEA OF STAYING ACTIVE THROUGHOUT THE DAY.
— SHIVANGI SARDA, Strength, Conditioning & Marathon Coach



SCIENCE & PSYCHE

Studies indicate that these power-packed bites of exercise snacks target two important components per se. The first being cardiovascular health along with components of one's metabolic health. Both these areas have direct links with Type-2 diabetes and heart-related conditions. Suggesting that these bits of exercising

should be incorporated by all, especially those who may not have enough time to devote to fitness due to tedious schedules. Forget tedious endless gym workouts, exercise snacking is more about diving into spurts of exercise or exercise packets. Do the math: Three 10-minute packets = 30-minute gym workout! Prableen Kaur, Fitness Creator & Coach from Mumbai says, "It's just about breaking down physical activity into smaller bite-sized chunks that are easier to incorporate into busy and

schedule to go grab a snack from the refrigerator, then you have to invest the same 2-minutes in 'exercise snack'. Perhaps a few squats or push ups or burpees." However, Prableen cautions about implementing the exercise snacking method wisely. "You would have to be consistent with it for the first three to five days until the body adapts to this new form of snacking amidst breaks only then would this fit in well as a permanent addition to one's schedule."

TAKE A BITE

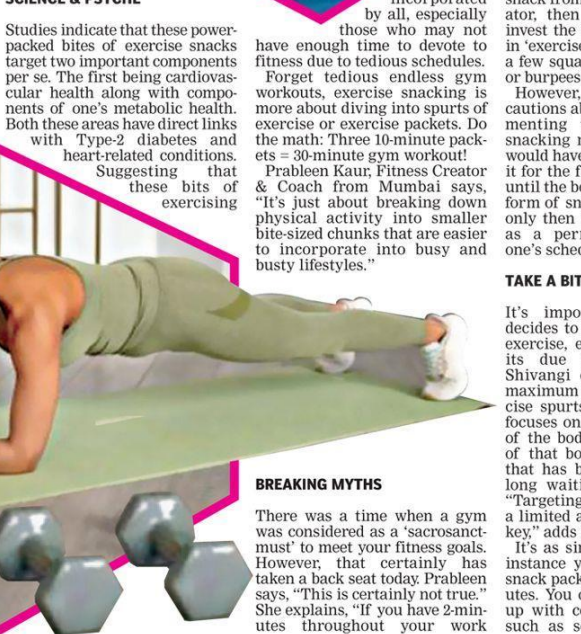
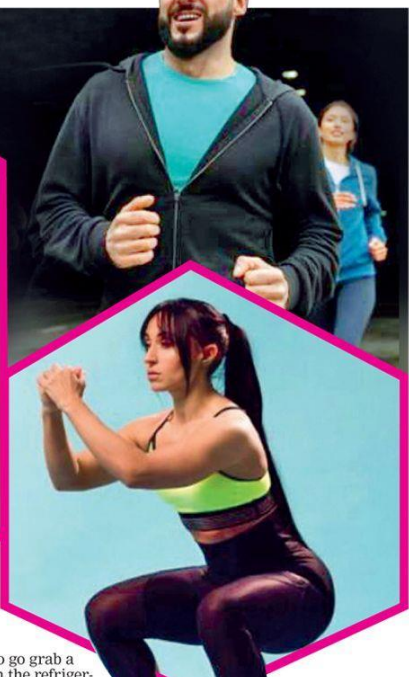
It's important that as one decides to incorporate forms of exercise, each muscle too, gets its due share worked out. Shivangi opines that to yield maximum benefits of such exercise spurts, it's imperative one focuses on different movements of the body parts. Hitting each of that bone, joint and muscle that has been sitting there for long waiting to be hyped up. "Targeting multiple muscles in a limited amount of time is the key," adds Shivangi.

It's as simple as this, take for instance you have an exercise-snack packed for around 15 minutes. You could have it pumped up with compound movements such as squats, push-ups, roll

ups along with shorter durations of planks. These exercises require no additional equipment yet help maximise efficiency by having several muscle groups worked out simultaneously, all in one go! Prableen speaks of possible challenges of exercise snacking. "The very first thought that would pop in anyone's mind is how would just a few minutes of exercising help achieve my fitness goals?" Prableen quips here reiterating the phrase, "Boond boond se sagar banta hai."

EXTRA TOPPINGS

Exercise snacking serves the purpose provided you have a healthy lifestyle. This includes cleaner eating habits to see faster, long-lasting results. "We think home food is healthy. It is certainly a better alternative than street food but here it's all about finding the right balance," adds Prableen. Emphasising that it's those small little choices in terms of food or incorporating bites of exercising that count. So, just hop, skip, jump, push, pull or crawl to grab a bite of your well-earned exercise snack!



BREAKING MYTHS

There was a time when a gym was considered as a 'sacrosanct' must to meet your fitness goals. However, that certainly has taken a back seat today. Prableen says, "This is certainly not true." She explains, "If you have 2-minutes throughout your work

Pune Mirror • 24 Jan • Ministry of Ayush
Patient alleges deceit by ayurveda doctor

5 • PG

450 • Sqcm

389233 • AVE

340.74K • Cir

Top Left

Pune

Patient alleges deceit by ayurveda doctor

State AYUSH director advises people not to fall prey to promises in the name of holistic treatment

Nozia Sayyed
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TWEET @ThePuneMirror

Ayurvedic medicines are looked up to by many, but they are also often misused causing distress to the consumers. It has come to light that certain doctors in the name of ayurveda have claimed to 'cure' patients of their diseases, all in the name of ayurveda.

Given the rising number of cases due to arsenic contents found in ayurveda medicines, many people are known to be suffering from severe and serious health issues. In such a similar incident, one such patient, who suffered not only physically but mentally too because of fake claims in the name of ayurveda, has knocked the doors of IMA, Lok Adalat, as well as the Ayush department of the state.

Narrating his tale, Navnath Tambe, 42, from Katraj, a patient who suffered trauma after consuming medicines given by

Dr Rahul Pangare, owner of AyuCare, an ayurveda clinic, said, "The doctor claimed that he would cure me of hypothyroidism, but instead, I lost my hard earned money and even faced complications as my



condition worsened. He promised he would cure it in 18 months, but instead, I suffered severe complications and also suffered mentally, physically and financially."

Given the false claims, when Tambe confronted him, the doctor said, "I

never said that," however, earlier he said he has a patent and has drugs made by himself to cure hypothyroidism. He has cheated and looted many patients like me, and hence I chose to raise this issue. However, I have been knocking on the doors of several authorities in

vain," he said. "Hence, now I chose to seek help from IMA."

Confirming the complaint received from Tambe, Dr Rajan Sancheti, IMA President for Pune, said, "We received the complaint two days back, and we are investigating the case. We will seek help from Ayush and also take it up with the council as this comes under the bogus doctor category."

Besides this, Tambe also wrote to the Ayush department of the state. Mirror contacted Dr Raman Ghungralekar, Director of Ayush Maharashtra, who said, "There are many fraudsters in the market who are misusing alternate therapy. Many are looting people in the name of ayurveda. This should not happen as it is only defaming this medicine. Hence, patients are requested to check the licences and registrations of doctors before they seek help and also raise a complaint with us and the Maharashtra Medical Council if, in case, they come across any such bogus doctors. However, we promise to look into this matter."

Speaking about the use of arsenic contents and the increasing cases of

side effects due to consumption of ayurvedic medicines laden with toxic ingredients, Dr Rajas Deshpande, head of neurology at Ruby Hall Clinic told Mirror, "There is a tremendous rise in people complaining about severe adverse effects like rheumatoid arthritis, paralysis, dizziness, etc., due to arsenic contents and toxicity caused due to ayurvedic medicines which are brought into the market without research and are laden with chemicals. Hence, it is suggested that patients do not follow any doctor blindly and must consume medicines by checking the ingredients and compositions and following the prescription. They must also avoid over-the-counter medicines."

Mirror tried to contact Dr Rahul Pangare, whose secretary did receive the phone, committing to ask Dr Pangare to call back, but even after several calls and messages, Pangare refused to get back or comment and avoided the calls.

Punjab Express • 24 Jan • Ministry of Ayush

Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh

6 • PG

650 • Sqcm

129957 • AVE

348.98K • Cir

Bottom Center

Chandigarh

Ayush OPDs, clinics provide free consultation, medicines to over 1.21 lakh at Mahakumbh

More than 1.21 lakh devotees have availed free consultation and medicines from OPDs, clinics set up by the Ministry of Ayush at the ongoing Mahakumbh mela Uttar Pradesh's Prayagraj.

The Ayush OPDs, clinics, stalls, and sessions have emerged as key attractions for devotees, pilgrims, and visitors at the Mahakumbh. The Ayush facilities, in collaboration with the National Ayush Mission, are providing free healthcare services to domestic and international devotees.

"With over 1.21 lakh devotees benefiting from these facilities, the response has been beyond encouraging for the Ayush team at Mahakumbh," the Ministry said.

The Ayush team at Maha Kumbh comprises 80 doctors across 20 OPDs to provide 24x7 medical services. These OPDs are equipped to address a wide range of common and chronic conditions. In addition, daily therapeutic yoga sessions are also being conducted from 8:00 AM to 9:00 AM at designated camps in the Sangam area and Sector-8 by trainers from



the Morarji Desai National Institute of Yoga (MDNIY).

Besides Indians, foreign devotees are also utilising Ayush services, including OPD consultations, the Ministry said. These initiatives also focus on empowering devotees with

knowledge of advancements in Ayush systems of medicine, medicinal plants, etc.

Further, the National Medicinal Plants Board (NMPB) put up a creative display of medicinal plants and also deployed experts to share infor-

mation about these plants, including common benefits, etc. Devotees were also informed about the potential financial benefits of growing these plants, and free saplings are also being distributed. In a bid to enhance the health of the elderly, the Ayush team also arranged free distribution of medicines including immunity boosters and calcium tablets.

"As many as 45 per cent of the beneficiaries so far are members of the elderly population," the Ministry said.

While sharing his experience, Raghunandan Prasad, a devotee from Sultanpur suffering from a skin ailment, stated, "After taking medicines from the Ayush camp, my condition has gradually improved. I am thankful to the government and Ayush for their efforts."

IANIS

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Deshbandhu • 25 Jan • Ministry of Ayush
Savein launch wellness platform

11 • PG

153 • Sqcm

128462 • AVE

325.52K • Cir

Bottom Right

Delhi

सेवइन ने वेलनेस प्लेटफॉर्म 'वेलअप' किया लांच

नई दिल्ली। हेल्थटेक स्टार्टअप सेवइन ने वेलनेस प्लेटफॉर्म वेलअप लांच करने की घोषणा की है जो एक अभिनव वेलनेस प्लेटफॉर्म है जिसे पारंपरिक अस्पताल बीमा से परे आधुनिक उपभोक्ताओं की उभरती हुई स्वास्थ्य सेवा आवश्यकताओं को पूरा करने के लिए डिज़ाइन किया गया है। कंपनी ने कहा कि वेलअप एक समग्र, सदस्यता-आधारित समाधान प्रदान करता है जो एलोपैथी, आयुर्वेद और होम्योपैथी में निःशुल्क डॉक्टर परामर्श, निवारक रक्त परीक्षण और दंत चिकित्सा, मानसिक स्वास्थ्य सहायता, व्यक्तिगत आहार योजनाएं आदि के बारे में है। यह प्लेटफॉर्म बिना किसी लागत वाली मासिक किश्त पर पांच लाख तक की क्रेडिट सीमा भी प्रदान करता है, जिससे उपयोगकर्ता आमतौर पर बीमा से बाहर रखे गए उपचारों जैसे कि त्वचाविज्ञान, कॉस्मेटिक सर्जरी, आईवीएफ, दंत चिकित्सा देखभाल, फिटनेस सदस्यता और अन्य वेलनेस खर्च उठा सकते हैं।

Ajit Samachar • 24 Jan • Ministry of Ayush
Ayushman aarogya kender main mamta divas manaya

9 • PG

168 • Sqcm

25222 • AVE

177.4K • Cir

Middle Center

Chandigarh



आयुष्मान अरोग्या केन्द्र कलवां में ममता दिवस मनाने का दृश्य।

आयुष्मान अरोग्या केन्द्र में ममता दिवस मनाया

काहनपुर खूही, 23 जनवरी (गुरबीर सिंह वालिया): आयुष्मान अरोग्या केन्द्र कलवा में ममता दिवस मनाया गया। इस दौरान स्वास्थ्य विभाग के अधिकारियों व स्टाफ ने माता व बाल स्वास्थ्य को बेहतर बनाने के लिए महत्वपूर्ण विषयों पर चर्चा की। इस मौके पर जानकारी देते हुए सीनियर मैडीकल अधिकारी डा. नीलू अरोड़ा ने बताया कि इस दौरान गर्भवती महिलाओं व नवजात बच्चों की सेहत संबंधी खास सुविधाएं मुहैया करवाया गया। डाक्टरों ने महिलाओं को जरूरी सलाह देते हुए सेहतमंद जीवन शैली अपनाने व माता-बच्चे की सेहत का ध्यान रखने की ओर ध्यान दिलाया। ममता दिवस पर प्री-नैटल व पोस्ट-नैटल चैकअप किए गए और महिलाओं को पोषण संबंधी जानकारी दी गई स्टाफ द्वारा वैक्सीनशन और सम्पूर्ण फीडिंग संबंधी भी सुचनाएं दी गई। इस मौके पर उपस्थित महिलाओं को सरकार द्वारा चलाए जा रहे योजनाएं जैसे कि आयुष्मान भारत व जननी सुरक्षा योजना के बारे भी जागरूक किया गया। इस समागम में स्वास्थ्य अधिकारी, आशा वर्करों व पंचायत सदस्यों सहित कई स्थान लोग भी उपस्थित थे। इस मौके पर डा. मुनीश कुमार बाली, अमरीक सिंह भट्टल, एनएम कमलजीत कौर, जय ज्योति कल्याण, आशा वर्कर विजय कुमारी, निशा रानी व अन्य उपस्थित थे।