


**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**26 Dec, 2024 – 27 Dec, 2024**

 **Total Mention 17**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>17</b>	<b>3</b>	<b>9</b>	<b>5</b>	<b>N/A</b>

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Financial Express	Delhi HC seeks Patanjali's stand on Dabur lawsuit	Bhubaneshwar + 10	4
2.	The Financial Express	Dabur moves HC against Patanjali over ad campaign	Mumbai + 10	4
3.	Bizz Buzz	Min releases film on national Ayush mission	Hyderabad	8
4.	Hindustan Times	NMDC clears resolution on Sanjeevani scheme	Delhi	6
5.	The New Indian Express	IMPROVE COLON HEALTH	Chennai	18
6.	The New Indian Express	SALAMBA BHARADVAJASANA	Chennai	2
7.	The New Indian Express	SALAMBA BHARADVAJASANA (SUPPORTED BHARADVAJA TWIST POSE)	Bengaluru	2
8.	The Morning Standard	Fit Bit	Delhi	2
9.	The Morning Standard	Fit Bit	Delhi	2
10.	The Morning Standard	To maintain health as I age, suggest exercises or habits to do in my 20s	Delhi	2
11.	Punjab Express	National Ayush Mission empowering communities with accessible, affordable healthcare	Chandigarh	6
12.	The Pioneer	Vedanta's 'Swania Prashan' corers 17K school kids	Bhubaneshwar	3
13.	Rashtriya Sahara	Gudo ki khan hai gud	Delhi	14
14.	Rashtriya Sahara	vanchit abadi ke liye swasthya seva tak pahuch mai juta aayush mantralay	Delhi	7
15.	Rashtriya Sahara	Ministry of AYUSH working to make healthcare accessible to underprivileged population	Jaipur	7
16.	Morning News	National Ayurveda Institute, Jaipur got first place in nature testing campaign	Jaipur	3
17.	Navshakti	Ayurveda for a healthy lifestyle!	Mumbai	7

The Financial Express • 27 Dec • Ministry of Ayush  
Delhi HC seeks Patanjali's stand on Dabur lawsuit

4 • PG

27 • Sqcm

4244 • AVE

90K • Cir

Top Left

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

**Delhi HC seeks  
Patanjali's stand  
on Dabur lawsuit**



THE DELHI HIGH Court has sought Patanjali Ayurved's stand on a lawsuit by Dabur over advertisements allegedly disparaging its product Chyawanprash. On December 24, the HC issued summons on the lawsuit to the defendants — Patanjali Ayurved and Patanjali Foods — for a reply.

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

4 • PG

25 • Sqcm

22158 • AVE

175K • Cir

Top Left

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

**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.

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.

Hindustan Times • 27 Dec • Ministry of Ayush  
NMDC clears resolution on Sanjeevani scheme

6 • PG

175 • Sqcm

1036739 • AVE

3.43M • Cir

Middle Left

Delhi

# NMDC clears resolution on Sanjeevani scheme

## HT Correspondent

htreporters@hindustantimes.com

**NEW DELHI:** The Bharatiya Janata Party (BJP) members of the New Delhi Municipal Council (NDMC) on Thursday passed a resolution condemning Aam Aadmi Party (AAP) convener Arvind Kejriwal for not implementing the central government's Ayushman Bharat — a national public health insurance scheme — in the Capital, and for allegedly "misinforming people" about the AAP government's Sanjeevani Yojana scheme.

The BJP also said that they have sent a proposal to the coun-

cil's legal department to examine if Kejriwal — an ex-officio member by virtue of being the New Delhi legislator — can be removed as a member for not attending four consecutive meetings of the civic body, and for not taking oath as a member.

In response, the AAP claimed that the Delhi government allocates ₹9,000 crore annually on its residents, while the entire country's budget under Ayushman Bharat is only ₹7,200 crore. Party leaders also said that Kejriwal's removal as an NDMC member is "untenable".

The Ayushman Bharat scheme, launched in 2018, aims

to provide health cover of ₹5 lakh per family per year for secondary and tertiary care hospitalisation.

Under the Sanjeevani Yojana, meanwhile, all Delhi residents aged 60 years and above will be provided free treatment in government and private hospitals in the city, and the cost will be borne by the state. However, the state health department on Wednesday said the scheme is "non-existent", had not been notified, and urged residents not to share personal data.

On Thursday, the resolution passed by NDMC was signed by five BJP members — New Delhi

MP Bansuri Swaraj, vice chairman Kuljeet Singh Chahal, and members Anil Valmiki, Sarita Tomar, Dinesh Pratap Singh. Kejriwal was not present, while the other AAP member — Delhi Cantt MLA Virender Kadiyan — argued that the council can only deliberate the issues related to NDMC, and not the Delhi Assembly. The remaining members of the council are all bureaucrats.

Sharing details of the resolution, Swaraj posted on X, "In the meeting, a resolution condemning the neglect of public interest by former Chief Minister of Delhi Shri Arvind Kejriwal ji by not implementing the Ayushman

Bharat scheme in Delhi was unanimously passed. Also, it became clear that no such scheme as the so-called Sanjeevani Yojana exists. Important issues related to the development of New Delhi region were also discussed in detail."

In response, the AAP alleged that Delhi's health care allocation is more than the entire budget for Ayushman Bharat.

"Under Ayushman Bharat, there is no OPD facility...; However, under the Delhi government's health care schemes, there are no such restrictions. This ensures that healthcare is accessible to all," it added.



mind  
&  
body

wellness/week ahead

INDULGE

THE NEW INDIAN EXPRESS  
FRIDAY, DECEMBER 27, 2024 | CHENNAI

IMPROVE COLON HEALTH

A healthy colon ensures smooth digestion and overall well-being

**T**HE FESTIVE SEASON brings joy, celebrations, and indulgent meals. While this is delightful, many people feel sluggish and uncomfortable afterward. The reason? Overloading the gut, especially the colon, with foods that slow digestion and increase toxicity. The colon, or the large intestine, plays a crucial role in processing waste and preparing it for elimination. It's also responsible for absorbing water, electrolytes, and some vitamins from the leftover food material. The colon houses billions of bacteria, collectively known as the gut microbiome, which aid digestion, produce certain vitamins, and protect against harmful pathogens. A healthy colon ensures smooth digestion and overall well-being.

Festive eating often involves low-fiber, high-fat, and heavily processed foods, which can harm your colon in several ways. Processed and fatty foods slow down digestion, increasing the time food stays in the colon. This can lead to decay, fermentation, and toxin buildup. Over time, these issues can compromise colon health, causing inflammation, toxicity, and even chronic conditions. Incorporate these into your diet to counteract the effects of festive indulgence:

- Fiber also called the natural broom is essential for a healthy colon because it helps in sweeping away waste and toxins. It also absorbs water, softening stools and promoting regular bowel movements. There are 2 types of fiber: Soluble fiber found in oats, flaxseeds, psyllium husks, beans, rice, barley, apples etc dissolves in water, forming a gel-like substance that promotes healthy digestion. It feeds beneficial gut bacteria, reducing inflam-

mation and supporting colon health. Soluble fiber also softens stools, easing their passage and preventing constipation. And the insoluble fibre found in whole wheat, rye, brown rice, cabbage, carrots, cauliflower, and Brussels sprouts etc adds bulk to stool, promoting regular bowel movements, and preventing constipation. It helps waste pass efficiently through the digestive tract, reducing the risk of blockages and toxin build-ups.

- Probiotics are the gut's best friend, these are live bacteria that keep your colon healthy, they help improve digestion, prevent harmful bacteria from growing, and support your immune system. Foods like yogurt, kefir, miso, sauerkraut, and kombucha etc are rich in probiotics. Prebiotics too are important for good health because they are food for the good bacteria in your gut. Foods like garlic, onions, bananas, and oats are rich in prebiotics and essential for gut health.

- Leafy greens like spinach, kale, wheatgrass, barley grass, etc are good for your gut. They are rich in chlorophyll, which help cleanse the colon by

removing toxins and promoting healthy digestion. Chlorophyll improves oxygen flow in the gut, reduces harmful bacteria, and supports the growth of good bacteria. These greens also provide fiber, which aids in bowel movements and prevents waste build-up.

- Avocado is rich in omega-3 fatty acids that lubricates the colon walls, preventing toxins from sticking and aiding smooth elimination. The fiber promotes smooth digestion and regular bowel movements. Enjoy sourdough toast with guacamole or add avocado in the salad to get maximum benefits.

- Include ginger and garlic in everyday meals because garlic's antibacterial, antiviral, and antiparasitic properties help remove toxins, pathogens, and parasites from the digestive tract. Garlic also supports the growth of good gut bacteria, reduces inflammation, and prevents toxin build-up. Ginger, on the other hand, contains gingerol, which kills harmful bacteria and parasites.

- Water is essential for keeping the colon healthy because it helps soften stool, making it easier to pass. It also aids in flushing out waste and toxins from the body. When you stay hydrated, your colon can absorb the right amount of water, preventing constipation and promoting regular bowel movements.

HEALTHY LIVING

DEEPIKA RATHOD

Chief Nutrition Officer, Luke Coutinho Holistic Healing Systems. The writer is a clinical nutritionist with a focus on healthy lifestyle choices.

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 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 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 • 26 Dec • Ministry of Ayush  
**SALAMBA BHARADVAJASANA (SUPPORTED BHARADVAJA TWIST POSE)**

2 • PG

574 • Sqcm

573576 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

**FITBIT**

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## The Morning Standard • 27 Dec • Ministry of Ayush

### Fit Bit

2 • PG

600 • Sqcm

288039 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### REVOLVED SHOELACE POSE

This is a variation of Shoelace Pose and is practised as part of the Yin Yoga Sequence to stimulate the meridians in the human body. This pose stretches the outer thigh muscles working with the deeper tissues and ligaments. It works with the IT band (a tendon that runs down the length of the outer thigh), which generally becomes very stiff as it stores the blocked energy. Hence, seated on the floor with the thighs overlapping, the sides of the thighs are stretched, and when in a revolved position, the spinal stretch is deeper. This pose variation benefits the muscles of the arms, shoulders, lower back, feet and ankles, gluteus, hamstrings, and pelvis. This also helps improve spinal mobility and flexibility, helping people with kyphosis or cervical spondylosis.

#### STEPS

- First, prepare yourself to start by aligning in Shoelace Pose on the yoga mat. Stay here for five breaths and prepare to take the abdominal twist.
- After that, inhale, pull up the chest a bit, and spread both hands to their respective sides, in line with the shoulders.
- Now, you can turn the neck to gaze at the right palm.
- Make sure to complete the above two steps in three seconds while inhaling.
- Then, exhale and swing your hands along, simultaneously twisting your spine.
- While keeping the spine alert and the shoulders broad, you can now place your right palm on the left foot ankle and place the left palm relaxed on the right knee ahead.
- Do not bend the wrists and elbows but keep them softly engaged.
- Ensure that your head is turned towards the right, while you are gazing toward the right palm.
- At this position, ensure that your right thigh is placed on the left thigh.
- Stay in the pose and breathe. Hold the pose as per your capacity.
- To come out of the pose, you should first release the spinal twist and then bring the upper body to the centre, and then the interlocked legs.
- Now you can realign in the shoelace pose.
- Then, you can practise this pose on the other side, following the above steps.
- Stay in this position as per your capacity and finally release and

then relax in Dandasana Hands Back Knees Bent.

#### BENEFITS

- This pose helps stretch the muscles of the back.
- It helps lengthen the spine by maintaining the natural vertebral space.
- In this pose, your neck twist is needed for the cervical vertebrae and neck muscles.
- Twist tones the abdomen, which helps in core strengthening.
- It helps to reduce the belly fat in the obliques.
- This pose stimulates the gallbladder and urinary bladder meridians.
- It is more helpful to improve the spinal cord's range of motion.
- It helps the body by engaging and extending all the muscle groups.
- This pose helps enhance the lung capacity.
- It strengthens the lower body and neutrally engages the spine.
- It opens the chest which is good for posture.
- Reduces pelvic, upper, and middle back muscular stiffness.
- Regular practice of this pose helps enhance blood circulation.

#### LIMITATIONS

- If you feel discomfort in your knees or injuries and aggravate sciatica, you must avoid this practice.
- In case of back issues, either keep the spine straight or probe Eye of the Needle pose, you should be very cautious while doing this pose.
- Pregnant women should not fold forward after the first trimester.



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

## The Morning Standard • 26 Dec • Ministry of Ayush

### Fit Bit

2 • PG

620 • Sqcm

297695 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

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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.



Punjab Express • 26 Dec • Ministry of Ayush

## National Ayush Mission empowering communities with accessible, affordable healthcare

6 • PG

655 • Sqcm

131035 • AVE

348.98K • Cir

Middle Center

Chandigarh

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

The Pioneer • 26 Dec • Ministry of Ayush  
Vedanta's 'Swarna Prashan' corers 17K school kids

3 • PG

130 • Sqcm

78024 • AVE

275.94K • Cir

Middle Left

Bhubaneshwar

## Vedanta's 'Swarna Prashan' covers 17K school kids



PNS ■ BHUBANESWAR

Since the launching of its ambitious 'Swarna Prashan' healthcare initiative in partnership with the Ministry of AYUSH in September, the Vedanta Aluminium has successfully completed the 4th phase by reaching to more than 6,400 students, while its latest phase has positively impacted more than 17,000 students in Odisha. The campaign was rolled out in 15 government schools in tribal-dominated Rayagada and Kalahandi districts.

District Administrative Medical Officer, Kalahandi, Dr Meenakshi Bedbak commented, "The Swarna Prashan programme is a significant initiative in promoting Ayurvedic health practices for children's well-being. I appreciate Vedanta Aluminium's collaboration with the gov-

ernment and community stakeholders to nurture a healthier future for the next generation."

In his reactions, COO - Vedanta Aluminium, Sunil Gupta said, "The programme, rooted in Ayurvedic wisdom, ensures that children receive the necessary support for cognitive and physical development. We are proud to support the Ministry of AYUSH in extending the initiative to remote corners of Odisha."

CEO - Bauxite Mines, Vedanta Aluminium, Nitin Kumar Tiwari added, "The Swarna Prashan initiative has been warmly received by the community, benefitting 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."



Rashtriya Sahara • 27 Dec • Ministry of Ayush  
Gudo ki khan hai gud

14 • PG

239 • Sqcm

346479 • AVE

390K • Cir

Middle Center

Delhi



# गुड़ों की खान है

गुड़ के नियमित सेवन से शरीर की रोग प्रतिरोधक क्षमता बढ़ती है और शरीर की संक्रमण से भी रक्षा होती है। वैद्य जी के अनुसार, गुड़ की तासीर गर्म होती है इसलिए सर्दियों में खांसी, जुकाम होने पर गुड़ खाना सेहत के लिए बेहद फायदेमंद होता है। गुड़ से बनी चाय पीने से ताजगी मिलती है और सुस्ती दूर होती है। सर्दियों में गुड़ खाने से शरीर को कई फायदे मिलते हैं। इससे पाचन में भी सुधार होता है।

आयुर्वेद में सांस संबंधी समस्याओं के साथ ही खून साफ करने और पाचन में सुधार समेत कई रोगों के इलाज में गुड़ का इस्तेमाल किया जाता है। आखिर फेफड़ों के संक्रमण को कैसे रोकता है या फिर उसका ख्याल कैसे रखता है गुड़? डॉक्टर प्रमोद आनंद ने बताया, गुड़ फेफड़ों को स्वस्थ रखने में भी मदद करता है। दरअसल, एंटी-एलर्जी गुणों की वजह से यह फेफड़ों से एलर्जी पैदा करने वाले तत्वों को पनपने नहीं देता। इन तत्वों के कारण ही सांस लेने में दिक्कत और खांसी जैसी समस्याएं होती हैं। नियमित रूप से गुड़ का सेवन करने से सांस संबंधी समस्याओं में राहत मिलती है।

एक्सपर्ट्स कहते हैं कि गुड़ में डिटॉक्स करने के गुण भी कूट कूट कर भरे हैं। जो शरीर को नुकसान पहुंचाने वाले जहरीले तत्वों को दूर करते हैं। इसमें आबरन की मात्रा भी भरपूर होती है जो हीमोग्लोबिन का स्तर बढ़ाता है। इससे खून साफ रहता है।

कहते हैं करीब 3000 वर्षों से आयुर्वेदिक चिकित्सा में मिठास डालने के लिए इसका प्रयोग होता आया है।

■ नई दिल्ली (आईएनएस)।

शरीर दर्द और टंडजनिट कई रोग, सर्दियों में आम सी बात बन जाते हैं। मीठा-मीठा गुड़ स्वाद में जितना अच्छा लगता है, उतना ही सेहत के लिए भी फायदेमंद होता है। सर्दी के मौसम में गुड़ स्वास्थ्य संबंधी कई समस्याओं से आपको कोसों दूर रख सकता है। इस नेचुरल स्वीटनर में पोषक तत्व भरपूर होते हैं। 10 से 20 ग्राम गुड़ कई बीमारियों को फटकने नहीं देता।

आकड़े बताते हैं कि भारत गुड़ के मुख्य उत्पादक देशों में से एक है। गुड़ को लोकप्रिय रूप से औषधीय चीनी भी कहा जाता है। कहते हैं करीब 3000 वर्षों से आयुर्वेदिक चिकित्सा में मिठास डालने के लिए इसका प्रयोग होता आया है।

रूप से औषधीय चीनी भी कहा जाता है। कहते हैं करीब 3000 वर्षों से आयुर्वेदिक चिकित्सा में मिठास डालने के लिए इसका प्रयोग होता आया है। गुड़ को गले और फेफड़ों के संक्रमण से जूझ रहे शख्स के इलाज में फायदेमंद समझा जाता है। पंजाब स्थित बांवे के आयुर्वेदिक मेडिकल कॉलेज एवं हॉस्पिटल के आयुर्वेदाचार्य प्रमोद आनंद तिवारी ने बताया कि सर्दियों में गुड़ खाने से कई फायदे मिलते हैं। रोज गुड़ खाने से न केवल रोग प्रतिरोधक क्षमता बढ़ती है बल्कि संक्रमण से भी बचाव होता है। गुणों की खान है गुड़। इसमें ज़िंक, मैग्नीशियम, आयरन के साथ पोटेशियम भी पाया जाता है।

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 • 26 Dec • Ministry of Ayush

## Ministry of AYUSH working to make healthcare accessible to underprivileged population

7 • PG

145 • Sqcm

31849 • AVE

562.46K • Cir

Bottom Left

Jaipur

# 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 प्रतिबद्धता 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

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### 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।

Morning News • 27 Dec • Ministry of Ayush

National Ayurveda Institute, Jaipur got first place in nature testing campaign

3 • PG

227 • Sqcm

27187 • AVE

188.32K • Cir

Top Center

Jaipur

# प्रकृति परीक्षण अभियान में राष्ट्रीय आयुर्वेद संस्थान, जयपुर को मिला प्रथम स्थान

मोदी के आह्वान पर आयुष मंत्रालय के अंतर्गत पूरे देश में हुआ आयोजित

**मॉर्निंग न्यूज @ जयपुर।** देश के नागरिकों के बेहतर स्वास्थ्य के लिए प्रधानमंत्री नरेंद्र मोदी के आह्वान पर आयुष मंत्रालय भारत सरकार द्वारा 'देश का प्रकृति परीक्षण' अभियान के अंतर्गत पूरे देश में आम जन का प्रकृति परीक्षण किया गया। अभियान के अंतर्गत पूरे देश में आयुष मंत्रालय के अंतर्गत आने वाले संस्थानों द्वारा 26 नवम्बर से 25 दिसम्बर तक किए जाने वाले प्रकृति परीक्षण के आंकड़ों को एनसीआईएसएम द्वारा गुरुवार को जारी किया गया। एनसीआईएसएम द्वारा जारी रिपोर्ट के अनुसार पूरे देश में अभियान के अंतर्गत नागरिकों का प्रकृति परीक्षण किया गया। पूरे देश में प्रकृति परीक्षण करने वाले



संस्थानों में से जयपुर स्थित राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों द्वारा 2,38,609 नागरिकों का प्रकृति परीक्षण करके देश में प्रथम स्थान पर रहा।

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 26 नवम्बर से 25 दिसम्बर तक आमजन के बेहतर स्वास्थ्य के लिए प्रकृति परीक्षण किया गया। अभियान के अंतर्गत राष्ट्रीय आयुर्वेद संस्थान जयपुर द्वारा 193.52 प्रतिशत की स्ट्राइक रेट के साथ 2,38,609 लोगों का प्रकृति परीक्षण करने पर एनसीआईएसएम द्वारा राष्ट्रीय आयुर्वेद संस्थान को प्रथम स्थान दिया गया है। कुलपति प्रोफेसर संजीव शर्मा ने संस्थान को प्रथम स्थान मिलने पर कहा 'देश के प्रकृति परीक्षण अभियान' के

अंतर्गत राष्ट्रीय आयुर्वेद संस्थान द्वारा इतनी बड़ी संख्या में आमजन का प्रकृति परीक्षण करने में संस्थान के चिकित्सकों, विद्यार्थियों, अधिकारियों और कर्मचारियों की कड़ी मेहनत का परिणाम है, जिसके कारण पूरे देश के आयुष संस्थानों में से राष्ट्रीय आयुर्वेद संस्थान को प्रथम स्थान मिला है। कुलपति ने राष्ट्रीय आयुर्वेद संस्थान के चिकित्सकों के साथ सरकारी एवं निजी संस्थानों, शिक्षण संस्थाओं, समाजसेवी संगठन एवं इस अभियान में जुड़े प्रत्येक व्यक्ति का सहयोग के लिये आभार जताया। कुलपति ने देश का प्रकृति परीक्षण अभियान से जुड़े सभी चिकित्सकों एवं अधिकारियों को धन्यवाद पत्र दिया।

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## 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