



MINISTRY OF AYUSH COMPILED MEDIA REPORT 26 May, 2025

 **Total Mention 50**

 Print	Financial	Mainline	Regional	Periodical
24	5	17	2	N/A

 Online
--

26

 Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Unhealthy Demand for Supplements Despite Concerns	Jaipur	1,10
2.	The Economic Times	Pills Promotions and a Dose of Doubt	Delhi	1,10
3.	The Economic Times	India Partners WHO to Set Global Norms For Traditional Drugs	Jaipur + 2	4
4.	The Financial Express	India partners with WHO to mainstream Ayush globally	Chennai + 10	2
5.	The Business Guardian	Northeast Investors Summit 2025 draws Rs 4.3 lakh crore in investment pledges	Delhi	1
6.	The Times of India	KJ Somaiya Institute of Dharma Studies to host yoga event	Mumbai	13
7.	The Times of India	Study reveals economic toll of NCDs on Pb households	Chandigarh	5
8.	The Pioneer	Caste census will pave way to provide rights and opportunities to most deprived sections of society:...	Chandigarh	3
9.	The Pioneer	India, WHO to mainstream Ayush globally, boosting traditional medicines	Delhi + 1	1
10.	The New Indian Express	UTKATASANA ARMS OUTSTRETCHED (CHAIR POSE ARMS UTSTRECHED)	Bengaluru	2
11.	The New Indian Express	Free yoga class	Chennai	2
12.	The New Indian Express	FITBIT	Chennai	2
13.	Deccan Herald	Mental Health: What all your insurance covers	Bengaluru	11
14.	The Goan	Health benefits: Aloe vera	Goa	9
15.	The Daily Guardian	CHHATTISGARH'S BASTAR MODEL PRAISED AT NDA CMS' MEET	Chandigarh	5
16.	The Daily Guardian	PM MODI HAS SHOWN VISIONARY LEADERSHIP BY TAKING DECISION OF CASTE CENSUS: SAINI	Chandigarh	4
17.	Deccan Chronicle	Pact with WHO to help Ayush systems get global access	Chennai	1,5
18.	The Morning Standard	Fit Bit	Delhi	2
19.	The Asian Age	India partners with WHO to give Ayush a global recognition	Delhi	2
20.	The Asian Age	Modi chairs key meet of NDA states, pushes for 'sushasan	Delhi	1,4

21.	The Statesman	PM urges global participation in Yoga Day	Delhi	3
22.	Daily Thanthi Next	India partners with WHO to mainstream Ayush globally	Chennai	6
23.	Pioneer Hindi	Partnership with WHO to take AYUSH to the global stage	Delhi	1
24.	Samachar Jagat	India signs historic agreement with WHO on traditional medicine interventions	Jaipur	4

The Economic Times • 26 May • Ministry of Ayush
Unhealthy Demand for Supplements Despite Concerns

1,10 • PG

1087 • Sqcm

168449 • AVE

33.32K • Cir

Bottom Left,Top Center,Top Right

Jaipur

► Unhealthy Demand for Supplements Despite Concerns: P 1

Pills, Promotions and a Dose of Doubt

VC funding, influencers power India's supplements craze amid lingering safety concerns

Disha Acharya & Ajay Rag

Bengaluru | Mumbai: A decade ago, India's health supplements mostly meant vitamin C, iron and B12 tablets purchased at pharmacies after consulting a doctor.

Fast forward to 2025, and a whole new market has emerged—gummies to enhance your hair health, powders to boost collagen, liquid for gut, pills for women's perimenopause hormonal imbalance, magnesium tablets for better sleep, testosterone boosters, capsules with calming

properties and vegan versions of all these.

The supplements wave in the country was sparked by increased health awareness after Covid-19 pandemic and powered by social media influencer marketing and a rush of venture capital (VC), according to industry executives and experts.

These products are being sold directly to consumers on ecommerce websites as well as quick-commerce apps, spawning a fast-growing segment within the health sector. But as gummies and pills become lifestyle staples, the line between wellness and pseudoscience is blurring. Most items are sold over the counter—with no prescription, no pharmacist and often no clarity on whether they actually work.

The result? A shelf full of products that look similar, promise big results and raise a critical question—how much of it is science, and how much social media hype?

Marketability over Efficacy? ►► 10

'Pop' Culture

Over \$500 million raised
by health supplement startups
over the last 5 years

Gummies, powders, and pills now target hair, gut, sleep and hormone health

Post-Covid health awareness and influencer marketing are driving growth

Source: Venture Intelligence



Most products sold without prescription, often through quick commerce channels

Marketing eats up **20-25%** of budgets for many brands

Experts recommend stricter oversight for health claims

Marketability over Efficacy?

► From Page 1

Here is a closer look at the key issues.

FUNDING BOOM

India's nutritional supplement industry, pegged at \$47.92 billion in 2024, is projected to expand to \$68.43 billion by 2030, at a compound annual growth rate of 8.1%, according to market research firm Research and Markets. The growth story has attracted both founders and venture capitalists. "Just after the Covid-19 pandemic, the evolution of these nutra products happened with immunity-building items. After seeing good acceptance from the audience and more usage of digital platforms (ecommerce and quick-commerce) to buy such products, brands started experimenting with their offerings," said Renu Bisht, founder of Commercify360, a Gurgaon-based brand consulting firm.

The funding numbers back this up. According to data firm Venture Intelligence, the sector raised more than \$500 million between 2020 and May 2025. The latest in the line is Mumbai-based The Good Bug, a gut health startup that raised about \$12 million in a round led by Susquehanna Asia Venture Capital, with Fireside Ventures participating.

Ankur Khaitan, principal at Fireside Ventures, emphasised the sharpening focus on science and research, along with innovation, in delivery formats. "As themes like women's health, longevity and bone health evolve, we are looking to double down on startups opera-

ting at the intersection of unmet consumer needs and science-led innovation," he said.

MARKETING MUSCLE OUTWEIGHING MEDICINAL VALUE?

Some health professionals are beginning to worry that the focus is shifting from effectiveness to aesthetics. "The wellness sector is booming in India, which is why a lot of companies are getting a lot of VC funding early on. They use a lot of that funding to basically not work so much on the formulation but more on the marketability of a product," said Poorvi Bhat Khandige, a Bengaluru-based naturopathic physician and nutritionist.

"Health supplement brands are heavily reaching out to influencers because the concept is fairly new in India," said Commercify 360's Bisht. "Brands are partnering with health influencers, doctors and fitness trainers for marketing in order to build the audience's trust. Some brands are spending 15-30% of their budget on influencer marketing."

Ayurvedic label Kapiva, from Kolkata-based Baidyanath, works with regional wellness influencers, while nutrition brand Fast&Up aligns with athletes and fitness content creators. "We are trying to reach our target audience and continuously build awareness at the right frequency with them," said Keshav Biyani, founder of gut health-focused brand The Good Bug. Hindustan Unilever-backed Wellbeing Nutrition, a direct-to-consumer nutraceutical player, said 20-25% of its

expenses are allocated to marketing. These companies are ramping up their marketing budgets to build awareness by partnering with doctors and clinics.

GROWING CONCERN

However, the marketing-first approach leads to many consumers buying the products without understanding them, and sometimes overusing them, leaving experts and nutritionists worried. "We've seen almost 200% growth month-on-month where protein is concerned, which is good and bad," said Avnish Chhabria, founder of Wellbeing Nutrition. "It's good, because everyone's gotten the sense and understanding of what they need to take. It's bad, because even people who are eating enough protein in a day are now overconsuming it, which could eventually lead to kidney problems." The lack of guidance regarding the usage of such products poses a real risk. In some cases, certain ingredients require specific lifestyle choices to be safe.

For instance, a Jaipur-based consumer used a popular nutrition brand's metabolically lean powder for more than a year before eventually stopping, after realising that some ingredients in the product required lifestyle adjustments. "The product has EGCG and ALA (epigallocatechin gallate and alpha-lipoic acid are ingredients typically used in weight loss products), both of which can cause issues if you're not active," the person said on condition of anonymity.

Additionally, some products may fall short of their promises. Hair gummies, for example, are marketed with the promise of improving hair health and making it stronger and shinier. How-

ever, according to Khandige, a nutritionist, many of these products don't contain a sufficient therapeutic dose to be truly effective.

REGULATION STILL A WORK-IN-PROGRESS

Even as the market expands, several leading brands are grappling with challenges tied to regulatory scrutiny, supply chain issues and shifting consumer expectations.

GNC, a supplement retailer in the US—where the supplements market is projected to exceed \$70 billion by 2031, from around \$43 billion in 2022, according to data and business intelligence platform Statista—has faced multiple legal battles over product quality. Elysium Health, known for its anti-aging supplements, has drawn criticism from scientists, who have questioned the efficacy of its claims. However, the risk of such products reaching Indian consumers is heightened by the rise of fast and frictionless delivery channels such as quick-commerce apps.

Most supplement products in India fall under the purview of the Food Safety and Standards Authority of India, and not the drug regulator. That means weaker scrutiny and lighter penalties despite brands making bold claims like "improves liver health" or "reverses aging".

Health experts have long called for stringent oversight. Recently, an inter-ministerial committee headed by former health secretary Apurva Chandra recommended that any supplement claiming to treat or mitigate a disease should be classified as a drug. That would bring such products under the Central Drugs Standard Control Organisation and subject them to stricter regulation.

The Economic Times • 26 May • Ministry of Ayush
Pills Promotions and a Dose of Doubt

1,10 • PG

1087 • Sqcm

2831023 • AVE

420.14K • Cir

Bottom Left,Top Center,Top Right

Delhi

► **Unhealthy Demand for Supplements Despite Concerns: P 1**

Pills, Promotions and a Dose of Doubt

VC funding, influencers power India's supplements craze amid lingering safety concerns

Disha Acharya & Ajay Rag

Bengaluru | Mumbai: A decade ago, India's health supplements mostly meant vitamin C, iron and B12 tablets purchased at pharmacies after consulting a doctor.

Fast forward to 2025, and a whole new market has emerged—gummies to enhance your hair health, powders to boost collagen, liquid for gut, pills for women's perimenopause hormonal imbalance, magnesium tablets for better sleep, testosterone boosters, capsules with calming

properties and vegan versions of all these.

The supplements wave in the country was sparked by increased health awareness after Covid-19 pandemic and powered by social media influencer marketing and a rush of venture capital (VC), according to industry executives and experts.

These products are being sold directly to consumers on ecommerce websites as well as quick-commerce apps, spawning a fast-growing segment within the health sector. But as gummies and pills become lifestyle staples, the line between wellness and pseudoscience is blurring. Most items are sold over the counter—with no prescription, no pharmacist and often no clarity on whether they actually work.

The result? A shelf full of products that look similar, promise big results and raise a critical question—how much of it is science, and how much social media hype?

Marketability over Efficacy? ►► 10

'Pop' Culture

Over \$500 million raised
by health supplement startups
over the last 5 years

Gummies, powders, and pills now target hair, gut, sleep and hormone health

Post-Covid health awareness and influencer marketing are driving growth

Source: Venture Intelligence



Most products sold without prescription, often through quick commerce channels

Marketing eats up **20-25%** of budgets for many brands

Experts recommend stricter oversight for health claims

Marketability over Efficacy?

► From Page 1

Here is a closer look at the key issues.

FUNDING BOOM

India's nutritional supplement industry, pegged at \$47.92 billion in 2024, is projected to expand to \$68.43 billion by 2030, at a compound annual growth rate of 8.1%, according to market research firm Research and Markets. The growth story has attracted both founders and venture capitalists. "Just after the Covid-19 pandemic, the evolution of these nutra products happened with immunity-building items. After seeing good acceptance from the audience and more usage of digital platforms (ecommerce and quick-commerce) to buy such products, brands started experimenting with their offerings," said Renu Bisht, founder of Commercify360, a Gurgaon-based brand consulting firm.

The funding numbers back this up. According to data firm Venture Intelligence, the sector raised more than \$500 million between 2020 and May 2025. The latest in the line is Mumbai-based The Good Bug, a gut health startup that raised about \$12 million in a round led by Susquehanna Asia Venture Capital, with Fireside Ventures participating.

Ankur Khaitan, principal at Fireside Ventures, emphasised the sharpening focus on science and research, along with innovation, in delivery formats. "As themes like women's health, longevity and bone health evolve, we are looking to double down on startups opera-

ting at the intersection of unmet consumer needs and science-led innovation," he said.

MARKETING MUSCLE OUTWEIGHING MEDICINAL VALUE?

Some health professionals are beginning to worry that the focus is shifting from effectiveness to aesthetics. "The wellness sector is booming in India, which is why a lot of companies are getting a lot of VC funding early on. They use a lot of that funding to basically not work so much on the formulation but more on the marketability of a product," said Poorvi Bhat Khandige, a Bengaluru-based naturopathic physician and nutritionist.

"Health supplement brands are heavily reaching out to influencers because the concept is fairly new in India," said Commercify 360's Bisht. "Brands are partnering with health influencers, doctors and fitness trainers for marketing in order to build the audience's trust. Some brands are spending 15-30% of their budget on influencer marketing."

Ayurvedic label Kapiva, from Kolkata-based Baidyanath, works with regional wellness influencers, while nutrition brand Fast&Up aligns with athletes and fitness content creators. "We are trying to reach our target audience and continuously build awareness at the right frequency with them," said Keshav Biyani, founder of gut health-focused brand The Good Bug. Hindustan Unilever-backed Wellbeing Nutrition, a direct-to-consumer nutraceutical player, said 20-25% of its

expenses are allocated to marketing. These companies are ramping up their marketing budgets to build awareness by partnering with doctors and clinics.

GROWING CONCERN

However, the marketing-first approach leads to many consumers buying the products without understanding them, and sometimes overusing them, leaving experts and nutritionists worried. "We've seen almost 200% growth month-on-month where protein is concerned, which is good and bad," said Avnish Chhabria, founder of Wellbeing Nutrition. "It's good, because everyone's gotten the sense and understanding of what they need to take. It's bad, because even people who are eating enough protein in a day are now overconsuming it, which could eventually lead to kidney problems." The lack of guidance regarding the usage of such products poses a real risk. In some cases, certain ingredients require specific lifestyle choices to be safe.

For instance, a Jaipur-based consumer used a popular nutrition brand's metabolically lean powder for more than a year before eventually stopping, after realising that some ingredients in the product required lifestyle adjustments. "The product has EGCG and ALA (epigallocatechin gallate and alpha-lipoic acid are ingredients typically used in weight loss products), both of which can cause issues if you're not active," the person said on condition of anonymity.

Additionally, some products may fall short of their promises. Hair gummies, for example, are marketed with the promise of improving hair health and making it stronger and shinier. How-

ever, according to Khandige, a nutritionist, many of these products don't contain a sufficient therapeutic dose to be truly effective.

REGULATION STILL A WORK-IN-PROGRESS

Even as the market expands, several leading brands are grappling with challenges tied to regulatory scrutiny, supply chain issues and shifting consumer expectations.

GNC, a supplement retailer in the US—where the supplements market is projected to exceed \$70 billion by 2031, from around \$43 billion in 2022, according to data and business intelligence platform Statista—has faced multiple legal battles over product quality. Elysium Health, known for its anti-aging supplements, has drawn criticism from scientists, who have questioned the efficacy of its claims. However, the risk of such products reaching Indian consumers is heightened by the rise of fast and frictionless delivery channels such as quick-commerce apps.

Most supplement products in India fall under the purview of the Food Safety and Standards Authority of India, and not the drug regulator. That means weaker scrutiny and lighter penalties despite brands making bold claims like "improves liver health" or "reverses aging".

Health experts have long called for stringent oversight. Recently, an inter-ministerial committee headed by former health secretary Apurva Chandra recommended that any supplement claiming to treat or mitigate a disease should be classified as a drug. That would bring such products under the Central Drugs Standard Control Organisation and subject them to stricter regulation.

The Economic Times • 26 May • Ministry of Ayush
India Partners WHO to Set Global Norms For Traditional Drugs

4 • PG

160 • Sqcm

24793 • AVE

33.32K • Cir

Middle Center

Jaipur • Delhi • Chandigarh

India Partners WHO to Set Global Norms For Traditional Drugs

New Delhi: In a landmark development poised to transform the global standing of traditional medicine systems, an agreement has been signed between the Ministry of Ayush and the World Health Organization (WHO).

The agreement inked on Saturday marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI), the Ayush Ministry said in a statement. Highlighting the significance of this achievement during the 122nd episode of Mann Ki Baat on Sunday, PM Narendra Modi said, "Friends, something has happened in the field of Ayurveda... Just yesterday, i.e. on 24th May, an MoU was signed in the presence of WHO Director General and my friend Tulsi Bhai."



"Along with this agreement, work has started on a dedicated traditional medicine module under the International Classification of Health Interventions. This initiative will help in making Ayush reach maximum number of people across the world in a scientific manner," he added. The ICHI, complementing the WHO's International Classification of Diseases (ICD-11), documents what treatments and health interventions are administered. —PTI

The Financial Express • 26 May • Ministry of Ayush
India partners with WHO to mainstream Ayush globally

2 • PG

25 • Sqcm

9734 • AVE

79.18K • Cir

Middle Left

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

**India partners with
WHO to mainstream
Ayush globally**

AN AGREEMENT HAS been signed between the ministry of ayush and WHO on Saturday which marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions, the ayush ministry said.

The Business Guardian • 26 May • Ministry of Ayush
Northeast Investors Summit 2025 draws Rs 4.3 lakh crore in investment pledges

1 • PG

314 • Sqcm

31449 • AVE

N/A • Cir

Bottom Left

Delhi

Northeast Investors Summit 2025 draws Rs 4.3 lakh crore in investment pledges

TBG NETWORK
NEW DELHI

The Rising Northeast Investors Summit 2025 concluded with attracting investment commitments of Rs 4.3 lakh crore, according to an official statement. Held under the leadership of Prime Minister Narendra Modi and led by the Ministry of Development of North Eastern Region (MDoNER), the two-day summit brought together investors from across the globe, reaffirming that the Northeast is not just a region but a strategic growth corridor for Viksit Bharat. "Today, that acronym, NER, stands for the New Economic Revolution and New Economic Revival of India," said Union Minister of Develop-



ment of Northeastern Region Jyotiraditya Scindia during the valedictory session. "Our summit is not a culmination -- it is a begin-

ning. Ye poorna viraam nahi, prastaavna hai," he added. Several landmark MoUs were signed with major national and international in-

vestors across key sectors. During the summit, the Sikkim government signed an MoU with SM Hotels and Resorts with an investment intent of Rs

250-300 crore. The Arunachal Pradesh government also signed an MoU of Rs 150 crore with the Farm Native Group. The Meghalaya government signed a Rs 4,000 crore MoU with Agri-Bio Fuels Global Ltd. The Meghalaya government and Inlambi Pvt Ltd signed an MoU for Rs 1,000 crore. The Manipur government also signed a major MoU of Rs 1,000 crore with Inlambi Pvt Ltd. The Tripura government signed a Rs 500 crore MoU with the Sri Sri Ravishankar Vidya Mandir Trust for Sri Sri University and an Ayurveda College and Hospital. Beyond the marquee MoUs, the summit recorded a total of 803 investment intents through roadshows, B2G meetings, and PSU/public-

private proposals. Roadshows held across states contributed Rs 99,533 crore in interest; PSUs brought in Rs 1.27 lakh crore; industrial houses pledged Rs 1.58 lakh crore; and B2G meetings during the summit itself resulted in over Rs 18,600 crore worth of commitments, as per the release. "The seed sown by Vajpayee ji has grown into a banyan tree under Prime Minister Modi's leadership. Our Cabinet has visited the Northeast 730 times in 11 years, reflecting the Centre's emotional and strategic commitment," Scindia noted. With delegations from over 80 countries, the summit reinforced the Northeast's role as a global economic bridge to Southeast Asia and beyond.

The Times of India • 26 May • Ministry of Ayush
KJ Somaiya Institute of Dharma Studies to host yoga event

13 • PG

35 • Sqcm

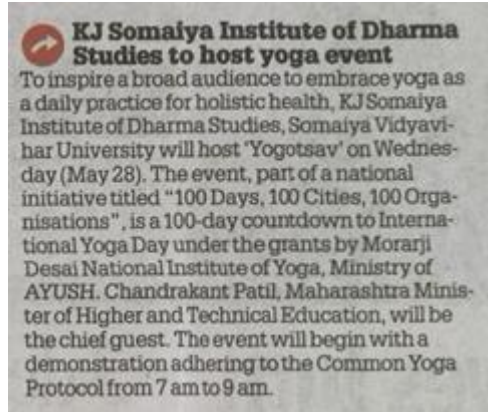
55335 • AVE

2.74M • Cir

Middle Center

Education Times

Mumbai



The Times of India • 26 May • Ministry of Ayush
Study reveals economic toll of NCDs on Pb households

5 • PG

455 • Sqcm

220642 • AVE

345.95K • Cir

Bottom Center

Chandigarh

Study reveals economic toll of NCDs on Pb households

Vinod.Kumar3
@timesofindia.com

Chandigarh: As the burden of non-communicable diseases (NCDs) continues to rise across Punjab, their economic impact on households is becoming increasingly severe. A recent study found that out-of-pocket healthcare expenses are pushing many families into catastrophic health expenditure (CHE), with the burden falling disproportionately on lower-income groups and those with specific socioeconomic vulnerabilities. Households with larger family sizes and lower levels of education were particularly at risk of financial hardship due to medical costs.

With NCDs recognised as a public health priority due to their significant contribution to disability, illness, and mortality, the study aimed to estimate out-of-pocket expenditures, catastrophic health expenditures (CHE), and income loss among affected households. The data was collected from 576 individuals across various healthcare facilities in Punjab.

The majority of respondents diagnosed with NCDs were male, and most were from urban areas. These diseases were largely classified as lifestyle-related, and a significant proportion of respondents fell within the 41-60 and above 60 age groups. Notably, 54% reported a family history of NCDs. Among the various conditions identified, diabetes was the most prevalent (31%), followed by hypertension (24%), cardiovascular disease (19%), stroke (15%), and chronic obstructive pulmonary disease (11%).

The study also examined healthcare-seeking behaviour and revealed that 76% of respondents relied on allopathic treatment. This was followed by home remedies (18%), ayurveda (5%), and homoeopathy (1%). In terms of

OUTPATIENT COSTS

➤ A cost analysis revealed that cardiovascular disease patients incurred the highest mean direct outpatient expenses at ₹48,000 (ranging from ₹3,800 to ₹90,000), along with an average indirect cost of ₹6,000 (₹500-₹7,500)

➤ Stroke patients followed, with an average direct outpatient cost of ₹40,300 (₹4,000-₹85,000)

➤ COPD patients incurred the second-highest mean indirect cost at ₹4,909

➤ Patients with hypertension experienced the lowest direct and indirect outpatient costs

healthcare facility usage, 48% accessed private care, 26% relied on public facilities, 19% consulted chemists, and 7% turned to homoeopathy care providers. Regarding insurance coverage, 259 individuals held private insurance, 34% were covered under the govt scheme Ayushman Bharat-Mukh Mantri Sehat Bima Yojana (AB-MMSBY), and 21% were unaware of their insurance status. On average, respondents travelled 5.49 km to access healthcare services.

The cost analysis revealed that cardiovascular disease patients incurred the highest mean direct outpatient expenses at Rs 48,000 (ranging from Rs 3,800 to Rs 90,000), along with an average indirect cost of Rs 6,000 (Rs 500-Rs 7,500). Stroke patients followed, with an average direct outpatient cost of Rs 40,300 (Rs 4,000-Rs 85,000). COPD patients incurred the second-highest mean indirect cost at Rs 4,909. In contrast, patients with hypertension experienced the lowest direct and indirect outpatient costs. Medicine costs represented the largest share of expenses across all NCDs, followed by diagnostic tests, consultation fees, and transportation.

Inpatient treatment data showed that only 209 of the 576 respondents utilised such care. Cardiovascular disease again accounted for the highest mean direct inpatient cost at Rs 90,000 (Rs 2,500-Rs 1,50,000), followed by COPD, hypertension, stroke, and diabetes. Under indirect inpatient expenses, COPD patients incurred the highest mean cost at Rs 5,000 (Rs 500-Rs 10,000), followed by cardiovascular disease, diabetes, stroke, and hypertension.

The study also analysed the incidence and intensity of catastrophic healthcare expenditure. Diabetes patients experienced the highest incidence of CHE at all threshold levels, while COPD patients reported the lowest at the 20 and 30% thresholds. The intensity or overshoot of CHE for diabetes and hypertension patients exceeded 8% at the 5% threshold. Stroke patients showed the lowest overshoot across all thresholds. Hypertension patients experienced the second-highest overshoot and the highest average positive overshoot at both 5 and 10% thresholds.

The study, titled 'Out-of-pocket payments and catastrophic healthcare expenditure for non-communicable diseases: Results of a State-wide STEPS survey in north India', was conducted by researchers Pooja Kansra, Sumit Oberoi, and Anurag Garg. The findings have been published in the Indian Journal of Medical Research.

In light of these findings, the researchers recommended that the govt health insurance scheme AB-MMSBY be expanded to cover outpatient as well as pre- and post-diagnostic expenses for patients with cardiovascular disease, COPD, and diabetes. They also highlighted the urgent need to include individuals with type-1 diabetes under existing health insurance benefits.

The Pioneer • 26 May • Ministry of Ayush

Caste census will pave way to provide rights and opportunities to most deprived sections of society:...

3 • PG

275 • Sqcm

164727 • AVE

268.96K • Cir

Top Right

Chandigarh

Caste census will pave way to provide rights and opportunities to most deprived sections of society: Hry CM

PNS ■ CHANDIGARH

Stating that the Prime Minister Narendra Modi has shown visionary leadership by taking the historic decision of conducting a nationwide caste census, Haryana Chief Minister Nayab Singh Saini on Sunday said that caste census will pave the way to provide rights and opportunities to the most deprived sections of society. This census is an unprecedented step towards social justice, said the Chief Minister during the meeting of Chief Ministers and Deputy Chief Ministers of the National Democratic Alliance (NDA) chaired by Prime Minister Modi in New Delhi.

In the meeting, a resolution was passed praising the valour of the armed forces in Operation Sindoor and the courageous leadership of the Prime Minister. Along with Prime Minister Narendra Modi, Union Home Minister Amit Shah, Defence Minister Rajnath Singh and BJP national president Jagat Prakash Nadda also attended this one-day conference.

The Chief Minister said that the mantra of the government 'Sabka Saath, Sabka Vikas and Sabka Vishwas' has been vividly manifested in this decision. The caste census will help in understanding the socio-economic condition of the deprived communities, which will lead to targeted policies for their education, employment and overall progress. This effort reflects the unwavering commitment to bring the light of development to every corner of society.

Saini further said that the caste census will accurately assess the real condition of various communities, making the schemes more effective. This is part of the vision of the government, which focuses on providing equal opportunity and respect to every Indian. This step of the government will raise the standard of living of the most vulnerable sections of society, which is another example of people-centric governance, he added.



The Chief Minister said that the Prime Minister showed his generosity and foresight by accepting this long-standing demand. This move proved that the government respects the views of all and is capable of taking big decisions in national interest and this leadership will bring more glory to India on the global platform.

Saini said that the Congress only did politics on the issue of caste census for a long time. By repeatedly postponing the issue and using it as a political weapon, the party not only stopped the progress towards social justice but also promoted division in society on caste basis. He said that this hindered the deprived communities from getting their fair share and benefits of government schemes. He said that the government has repeatedly proved its sensitivity towards the poor and deprived with revolutionary schemes like Ujjwala Yojana, Ayushman Bharat, PM Awas Yojana and Jan Dhan Yojana. Now, the decision of the caste census will further strengthen these efforts, so that every section can take advantage of the welfare governance of the government, he added.

The Chief Minister said that the Government's decision for the underprivileged will be written in golden letters in the history of India. This historic decision of the Prime Minister has ushered in a new era of social justice and equality. With this, India is becoming empowered not only economically but also morally and socially, Saini added.

The Pioneer • 26 May • Ministry of Ayush

India, WHO to mainstream Ayush globally, boosting traditional medicines

1 • PG

360 • Sqcm

1026612 • AVE

634.42K • Cir

Bottom Center

Delhi • Chandigarh

India, WHO to mainstream Ayush globally, boosting traditional medicines

PIONEER NEWS SERVICE ■ New Delhi

In a landmark development poised to transform the global standing of traditional medicine systems, an agreement has been signed between the Ministry of Ayush and the World Health Organisation (WHO). The agreement inked on Saturday marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI), the Ayush Ministry said in a statement.

Highlighting the significance of this achievement during the 122nd episode of Mann Ki Baat on Sunday, Prime Minister Narendra Modi said, "Friends, something has happened in the field of Ayurveda. Just yesterday, that is on May 24, an MoU was signed in the presence of WHO Director General and my friend Tulsi Bhai."

"Along with this agreement, work has started on a dedicated traditional medicine



module under the International Classification of Health Interventions (ICHI). This initiative will help in making Ayush reach maximum number of people across the world in a scientific manner," he added. The ICHI, complementing the WHO's International Classification of Diseases (ICD-11), documents what treatments and health interventions are administered. With the inclusion of a traditional medicine module, therapies from Ayurveda, Yoga, Siddha and Unani systems such as Panchakarma, Yoga therapy, Unani regimens and Siddha procedures will now be recognised in globally standardised terms, the ministry statement said.

This will bring about multiple benefits such as transparent billing and fair pricing for Ayush services, smoother integration of Ayush treatments in health insurance coverage and enhanced hospital management, clinical documentation and health research.

Most importantly, it will lead to greater

global accessibility to Ayush interventions. This development aligns with India's vision of bringing its rich heritage of traditional wisdom into the global healthcare mainstream, backed by scientific classification and international standards, the statement said.

Welcoming the agreement, WHO Director-General Dr Tedros Adhanom Ghebreyesus said on X, "Pleased to sign an agreement for a \$3 million contribution from #India to @WHO's work on traditional medicine and the International Classification of Health Interventions, with @moAyush Secretary Vaidya Rajesh Kotecha. We welcome India's continued commitment to #HealthForAll."

The combined impact of ICD-11 for diseases and the new ICHI module for interventions will ensure that Ayush becomes an integral, evidence-based, and policy-recognised part of global healthcare systems, the statement said.

The New Indian Express • 26 May • Ministry of Ayush

UTKATASANA ARMS OUTSTRETCHED (CHAIR POSE ARMS UTSTRECHED)

2 • PG

661 • Sqcm

660696 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

UTKATASANA ARMS OUTSTRETCHED (CHAIR POSE ARMS UTSTRECHED)

This unique practice is performed by stretching the arms in a way that brings awareness and focus to the upper body, while building strength in the lower body. This is an alternative for those with shoulder restrictions. It stretches, opens and strengthens the shoulders, chest, upper back, side torso, and arms.

STEPS

- Start in Tadasana (Mountain pose), pressing all four corners of the feet firmly, slightly engaging your core muscles. Roll the shoulders back and down, allowing your chest to open gently.
- Lengthen your spine, arms by your side, palms facing the body. Take a few deep breaths here.
- Take a big breath in. Exhale, lower your hips, and bend your knees as if sitting on an imaginary chair.
- Inhale, lift your arms from the sides at the shoulder level. Keep them parallel to the floor with palms facing upward or forward. Keep the elbows soft, avoiding hypertension. Feel a gentle external rotation of the shoulders, if the palms are facing upward.
- Keep your shoulders relaxed and allow shoulder blades to slide down the back, creating space between the ears and shoulders.
- Stay here with your knees bent for about six breaths or as per the body's capacity. Breathe deeply and feel the chest open.
- Look forward, find balance and focus. Engage your leg muscles to provide a stable foundation. Ensure your knees stay aligned over the toes without collapsing inward. Keep the breath steady and smooth, creating space and expansion with each inhale and grounding with each exhale.
- Slowly release the pose and return to Tadasana. Observe the effects of the pose on your energy and state of mind.
- Finally, relax in Tadasana. Palms Facing Forward while taking slow-soft-smooth deep breaths.
- Tips: If you find it difficult to follow with feet together, you can practice with a hip-width apart.

BENEFITS

- Alleviates any discomfort from the arms, chest, neck, shoulders, and upper back.
- Stretches and lengthens the arms at shoulder level and spine.
- Integrates body awareness and improves your focus when holding the pose for a longer time.
- Helps kids and teens in keeping calm, steady, and more capable of accessing their brains.
- Helps relax the tensed muscles.
- Prepares the upper body, especially for the poses requiring arm strength.
- Improves breathing, impacting stability and balance.
- Stretches the diaphragm, thereby increasing lung capacity.
- Aids in correcting slouched or hunched back, collapsed chest, and rounded shoulders.
- Increases the blood supply at the digestive and reproductive systems.
- As the body is sthira (still), the mind becomes calm.
- Included in the yoga sequence for professionals, teens, homemakers, and sportspeople.
- Prepares mind and body for various twisting, forward and backward bending poses.
- Strengthens the torso, thighs and lower back.
- Tones and stabilises the knee and ankle joints.
- Gives a good massage to abdominal organs, stimulating the heart.
- Strengthens the immune system and relieves joint and back pains.

LIMITATIONS

- Students with arthritis in the knees, hips, and feet, especially senior citizens, suffering from sciatica, insomnia, headache or sprained ankles, avoid sitting on the floor. Those with a slipped disc, spinal issues, weak digestion, minor backache, or knee pain can take the support of a pillow but shouldn't stay in the pose for more than five mins.
- People with injuries to knees, hips, lower back, hamstrings, ankle, or who have undergone any abdominal, knees, or hips surgery should take the advice of the yoga experts.
- New to yoga or pregnant women should practice while seated on a folded blanket, block or pillow or wall support.



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

The New Indian Express • 26 May • Ministry of Ayush
Free yoga class

2 • PG

36 • Sqcm

47922 • AVE


246.4K • Cir

Middle Left

Chennai

Free yoga class

Free Summer Yoga Class for children aged 6 to 16 is being held at Ashok Nagar Anjaneyar Temple, Chennai-83. This will go on till May 29, 2025, between 7 am and 8 am. Aspirants may join the class to avail the benefits.

 **CALL:** 9840707775

The New Indian Express • 26 May • Ministry of Ayush
FITBIT

2 • PG

723 • Sqcm

954934 • AVE

246.4K • Cir

Top Right

Chennai

FITBIT

UTKATASANA ARMS OUTSTRETCHED
(CHAIR POSE ARMS OUTSTRETCHED)

This unique practice is performed by stretching the arms in a way that brings awareness and focus to the upper body, while building strength in the lower body. This is an alternative for those with shoulder restrictions. It stretches, opens and strengthens the shoulders, chest, upper back, side torso, and arms.

STEPS

- Start in Tadasana (Mountain pose), pressing all four corners of the feet firmly, slightly engaging your core muscles. Roll the shoulders back and down, allowing your chest to open gently.
- Lengthen your spine, arms by your side, palms facing the body. Take a few deep breaths here.
- Take a big breath in. Exhale, lower your hips and bend your knees as if sitting on an imaginary chair.
- Inhale, lift your arms from the sides at the shoulder level. Keep them parallel to the floor with palms facing upward or forward. Keep the elbows soft, avoiding hypertension. Feel a gentle external rotation of the shoulders, if palms are facing upward.
- Keep your shoulders relaxed and allow shoulder blades to slide down the back, creating space between the ears and shoulders.
- Stay here with your knees bent for about six breaths or as per the body's capacity. Breathe deeply and feel the chest open.
- Look forward, find balance and focus. Engage your leg muscles to provide a stable foundation. Ensure your knees stay aligned over the toes without collapsing inward. Keep the breath steady and smooth, creating space and expansion with each inhale and grounding with each exhale.
- Slowly release the pose and return to Tadasana. Observe the effects of the pose on your energy and state of mind.
- Finally, relax in Tadasana Palms Facing Forward while taking slow-soft-smooth deep breaths.
- Tips: If you find it difficult to follow with feet together, you can practice with a hip-width apart.

BENEFITS

- Alleviates any discomfort from the arms, chest, neck, shoulders, and upper back.
- Stretches and lengthens the arms at shoulder level and spine.
- Integrates body awareness and improves your focus when holding the pose for a longer time.
- Helps kids and teens in keeping calm, steady, and more capable of accessing their brain.
- Helps relax the tensed muscles.
- Prepares the upper body, especially for the poses requiring arms strength.
- Improves breathing, impacting stability and balance.
- Stretches the diaphragm, thereby increasing lung capacity.
- Aids in correcting slouched or hunched back, collapsed chest, and rounded shoulders.
- Increases the blood supply at the digestive and reproductive system.
- As the body is sthira (still), the mind becomes calm.
- Included in the yoga sequence for professionals, teens, homemakers, and sportspeople.
- Prepares mind and body for various twisting, forward and backward bending poses.
- Strengthens the torso, thighs and lower back.
- Tones and stabilises the knee and ankle joints.
- Gives a good massage to abdominal organs, stimulating the heart.
- Strengthens immune system and relieves joint and back pains.

LIMITATIONS

- Students with arthritis in the knees, hips, and feet, especially senior citizens, suffering from sciatica, insomnia, headache or sprained ankles, avoid sitting on the floor. Those with a slipped disc, spinal issues, weak digestion, minor backache, or knee pain can take support of a pillow but shouldn't stay in the pose for more than 5 mins.
- People with injuries to knees, hips, lower back, hamstrings, ankle, or who have undergone any abdominal, knees, or hips surgery should take the advice of the yoga experts.
- New to yoga or pregnant women should practice while seated on a folded blanket, block or pillow or wall support.



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

Deccan Herald • 26 May • Ministry of Ayush
Mental Health: What all your insurance covers

11 • PG

335 • Sqcm

402203 • AVE

1.4M • Cir

Bottom Center

Bengaluru

MIND MATTERS

Mental Health: What all your insurance covers?

BHASKAR NERURKAR

Mental well-being is an integral part of overall well-being, and it has often been neglected due to the taboo around the issue. The fast-paced modern lifestyle, coupled with rising stress levels, is significantly contributing to an increase in mental health issues, which are increasingly getting centre stage and are being recognised for their profound impact on individuals, families, and society at large.

The media has played its role in spreading awareness by highlighting some of the celebrities admitting on record about their mental health. There has been a noticeable shift in the perception of mental health in the country, and the stigma attached to these issues is slowly fading away. Today, more and more people are opening up about their mental health issues and are seeking professional help.

The insurance regulator and industry also understand the importance of the mental health of the citizens and have been working actively to make insurance products more inclusive, covering all important aspects of a person's overall well-being. So, let's take a walkthrough of what all your insurance policy covers when it comes to mental health.

Which ailments are covered?

A broad range of ailments like post-traumatic stress disorder (PTSD), depression, anxiety, schizophrenia, alzheimer's, obsessive-compulsive disorder (OCD), and bipolar disorder are covered.

What is covered?

A typical health insurance policy will cover inpatient expenses arising due to mental illness. It includes expenditures like treatment costs, doctor fees, room rent, and ambulance charges, amongst other hospitalisation expenses. Pre and post-hospitalisation medical expenses are also covered.

Some insurers may cover OPD costs like consultation/counseling. OPD riders also cover costs of teleconsultation, emotional well-being, in-clinic consultation, and investigation expenditure, i.e. pathology & radiology expenses, to name a few. Additionally, some insurers offer mental wellness programs to help people manage their mental health better.

Important to keep in mind: One of the most crucial things to remember is that illness or disorder arising out of alcohol or drug abuse is not covered. Most of the insurance policies cover the insured only for costs pertaining to hospitalisation due to mental conditions.

The policies or riders that cover counselling would mostly cover a certain number of sessions per year. The number of sessions covered will be clearly mentioned in the policy term. When filling out the proposal form, it is important to declare the existing health issues that you suffer, including mental health issues.

Though it may seem advantageous to keep certain details under wraps in order to reduce premiums, the potential consequences of non-disclosure can be significant. If the insurance company determines that a claim is arising due to a pre-existing condition that was not disclosed, they are likely to deny the claim. Even if the condition is minor or under control, failing to disclose it can invalidate both the claim and the entire policy.

Specific products: Apart from the coverage in standard health insurance policies, there are specific products that cover ailments like autism spectrum disorder, Parkinson's disease, intellectual disability, etc. Such policies also cover AYUSH treatment, which comprises coverage for ayurveda, yoga and naturopathy, unani, siddha, and homeopathy. Depending on the insurer, a few pre-existing mental illnesses might also be covered.

Good mental health is just as important as good physical health. Even conditions that seem minor can have serious effects. It is essential to take care of your mental health and get professional help if required. Please note, as per the Mental Healthcare Act, 2017 and the latest insurance directives, all health insurance products cover mental illness. However, be sure to read the policy details carefully to understand what is covered. Remember, your insurer is there to support you. Stay healthy and take care of both your mental and physical well-being.

(The author is Head - Health Administration Team, Bajaj Allianz General Insurance)



The Goan • 26 May • Ministry of Ayush

Health benefits: Aloe vera

9 • PG

670 • Sqcm

100438 • AVE

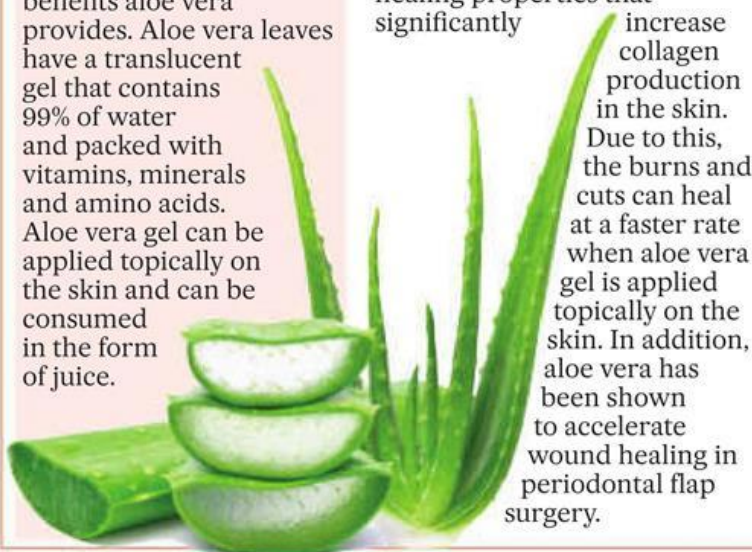
200K • Cir

Middle Center

Goa

Neha Gosh

Aloe vera (Aloe barbadensis) is a popular medicinal plant that belongs to the Asphodelaceae (Liliaceae) family. The aloe vera plant is prized for its antiviral, anti-inflammatory, antibacterial and immunomodulatory properties. Due to its many properties, aloe vera is used in the pharmaceutical, cosmetic and food industries. Aloe vera possesses 75 active compounds which include vitamins, minerals, enzymes, sugars, lignin, saponins, amino acids and salicylic acids which contribute to many of the health benefits aloe vera provides. Aloe vera leaves have a translucent gel that contains 99% of water and packed with vitamins, minerals and amino acids. Aloe vera gel can be applied topically on the skin and can be consumed in the form of juice.



■ Reduces blood sugar levels

Aloe vera can increase insulin sensitivity and help in improving blood sugar levels. A study showed the antidiabetic activity of aloe vera gel on diabetic patients. During

the study, 1 tbsp of aloe vera juice was given to diabetic patients twice a day for two weeks and the results were significant improvement in blood sugar and triglyceride levels.

■ Treats constipation

In traditional Chinese medicine, aloe vera has been used to treat constipation. It is due to the presence of a certain compound called barbaloin which is known to have laxative effects that can help in treating constipation.



Health Benefits: Aloe vera

■ Promotes oral health

Aloe vera contains anti-inflammatory and antibacterial properties that can help lower the severity of dental problems. A study has shown the effectiveness of aloe vera gel in treating plaque-induced gingivitis and periodontal disease.

■ Heals wounds

Aloe vera gel has wound healing properties that significantly increase collagen production in the skin. Due to this, the burns and cuts can heal at a faster rate when aloe vera gel is applied topically on the skin. In addition, aloe vera has been shown to accelerate wound healing in periodontal flap surgery.

■ Relieves heartburn

Gastroesophageal reflux disease, also known as acid reflux is a condition which occurs when the stomach acid flows back into the oesophagus. Aloe vera has been shown to have the ability to lower the symptoms of gastroesophageal reflux disease (GERD) which includes heartburn, vomiting and belching.

■ Strengthens the immune system

Aloe vera contains antiviral and antibacterial properties that help trigger the immune system to fight against the pathogens and protect you from various diseases.

■ Keeps the skin good

Aloe vera aids in the production of collagen and elastin fibres that make the skin more tight and prevents wrinkles. The amino acids and other nutrients in aloe vera soften hardened skin cells and act as an astringent to tighten skin pores. This improves skin health and decreases the appearance of wrinkles.

■ Cures sunburn

Another benefit of aloe vera is it can help in curing sunburn. Due to the cooling and antioxidant properties in aloe vera, it is used as a remedy for relieving sunburn. Also, aloe vera gel acts as a shield against radiation damage on the skin.



The Daily Guardian • 26 May • Ministry of Ayush
CHHATTISGARH'S BASTAR MODEL PRAISED AT NDA CMS' MEET

5 • PG

387 • Sqcm

38713 • AVE

N/A • Cir

Top Left

Chandigarh

CHHATTISGARH'S BASTAR MODEL PRAISED AT NDA CMS' MEET

AJIT MAINDOLA
NEW DELHI

The Chhattisgarh government has received special appreciation for its development model and innovative initiatives at the Chief minister's conclave chaired by Prime Minister Narendra Modi.

The presentation made by Chief Minister Vishnu Deo Sai on the Bastar Olympics and Bastar Pandum captivated the attention of the Prime Minister and other participating Chief Ministers. Chhattisgarh Deputy Chief Ministers Vijay Sharma and Arun Sao also attended the conclave.

Chhattisgarh Chief Minister Vishnu Deo Sai highlighted the state's efforts toward good governance and informed that Chhattisgarh has institutionalized transparency and efficiency by creating a dedicated Department of Good Governance and Convergence. Schemes in the state are being closely monitored through digital tools like the Atal Monitoring Portal, ensuring timely grievance redressal and real-time performance tracking, he added.

"Our goal is not just to launch schemes but to ensure they are implemented honestly and effectively on the ground," the Chief Minister said while addressing



Odisha Chief Minister Mohan Charan Majhi, Chhattisgarh Chief Minister Vishnu Deo Sai, Madhya Pradesh Chief Minister Mohan Yadav and others during the NDA Chief Ministers and Deputy Chief Ministers meeting, in New Delhi on Sunday. ANI

ister said while addressing the conclave at the Ashok

Hotel in New Delhi.

A key focus of the meet-

ing was the effective implementation of Central

government's flagship schemes. CM Sai shared that programme such as the Pradhan Mantri Awas Yojana, Ujjwala Yojana, Ayushman Bharat, and Jal Jeevan Mission have been successfully delivered to the grassroots in Chhattisgarh through Gram Sabhas, public outreach, and technology-led interventions.

The highlight of the session was a special presentation on Bastar Olympics and Bastar Pandum, two major socio-cultural initiatives. Referring to PM Modi's inspiring call of "Khele India, Jeetoge India," the Chief Minister said that Chhattisgarh has turned

this vision into a grassroots reality through these two initiatives.

He explained that Bastar Olympics is not merely a sporting event, but a social movement that has replaced guns with javelins, arrows, and balls in the hands of the youth. The event saw participation from 1.65 lakh athletes across 32 development blocks in 7 districts, conducted over 40 days in three levels - block, district, and division.

The competition featured 11 traditional tribal games, including archery, running, kho-kho, kabaddi, and tug-of-war. Participants were divided into four

categories - junior, senior, surrendered Naxals, and differently-abled. What stood out was the enthusiastic participation from remote villages, especially by women and people with disabilities.

During his presentation, CM Sai shared the inspiring story of Punem Sanna, a wheelchair athlete from Dornapal - once a region affected by Naxal violence. Today, Sanna is a medalist and a role model for youth across the region. It is noteworthy that PM Modi had earlier appreciated Bastar Olympics during his 'Mann Ki Baat' broadcast, calling it "a celebration of Bastar's soul."

The Daily Guardian • 26 May • Ministry of Ayush

PM MODI HAS SHOWN VISIONARY LEADERSHIP BY TAKING DECISION OF CASTE CENSUS: SAINI

4 • PG

433 • Sqcm

43301 • AVE

N/A • Cir

Top Left

Chandigarh

PM MODI HAS SHOWN VISIONARY LEADERSHIP BY TAKING DECISION OF CASTE CENSUS: SAINI

TDG NETWORK
CHANDIGARH

Haryana Chief Minister Nayab Singh Saini said Prime Minister Narendra Modi has shown visionary leadership by taking the historic decision of conducting a nationwide caste census. This decision is an unprecedented step towards social justice which will pave the way to provide rights and opportunities to the most deprived and neglected sections of society.

The Chief Minister said this in the meeting of Chief Ministers and Deputy Chief Ministers of the National Democratic Alliance (NDA) chaired by Prime Minister Narendra Modi in New Delhi today. In this meeting, a resolution was passed praising the valour of the armed forces in Operation Sindoor and the courageous leadership of the Prime Minister. Along with PM, Union Home Minister Amit Shah, Defence Minister Rajnath Singh and BJP National President Jagat Prakash Nadda also attended this one-day conference. The Chief Minister said the mantra of the government 'Sabka Saath, Sabka Vikas and Sabka Vishwas' has been vividly manifested in this decision.

The caste census will help



INCLUSIVITY

- CM emphasized that the caste census will provide accurate data on socio-economic conditions, enabling more effective policies for education, employment, and upliftment of deprived communities.
- The decision reflects the government's commitment to equality and development for all, aiming to raise living standards and promote inclusive growth across society.
- Saini criticized Congress for delaying the caste census for political gain and highlighted BJP's ongoing support for the poor through welfare schemes like Ujjwala Yojana and Ayushman Bharat.

in understanding the socio-economic condition of the deprived communities, which will lead to targeted policies for their education, employment and overall progress. This effort reflects the unwavering commitment to bring the light of development to every corner of society. He said the caste census will accurately assess the real condition of various communities, making the schemes more effective. This is part of the vision

of the government, which focuses on providing equal opportunity and respect to every Indian. This step of the government will raise the standard of living of the most vulnerable sections of society, which is another example of people-centric governance.

The Chief Minister said the Prime Minister showed his generosity and foresight by accepting this long-standing demand. This move proves that the government respects

the views of all and is capable of taking big decisions in national interest and this leadership will bring more glory to India on the global platform.

Nayab Singh Saini said the Congress only did politics on the issue of caste census for a long time. By repeatedly postponing the issue and using it as a political weapon, the party not only stopped the progress towards social justice but also promoted division in society on caste

basis. He said this hindered the deprived communities from getting their fair share and benefits of government schemes. He said the government has repeatedly proved its sensitivity towards the poor and deprived with revolutionary schemes like Ujjwala Yojana, Ayushman Bharat, PM Awas Yojana and Jan Dhan Yojana. Now, the decision of caste census will further strengthen these efforts, so that every section can take advantage of the welfare governance of the government.

The Chief Minister said this decision of the government for the underprivileged will be written in golden letters in the history of India. This historic decision of the Prime Minister has ushered in a new era of social justice and equality. With this, India is becoming empowered not only economically but also morally and socially.

Deccan Chronicle • 26 May • Ministry of Ayush
Pact with WHO to help Ayush systems get global access

1,5 • PG

352 • Sqcm

619066 • AVE

1.15M • Cir

Bottom Right,Top Center

Chennai

Pact with WHO to help Ayush systems get global access

DC CORRESPONDENT
NEW DELHI, MAY 25

In a major development set to transform the global standing of traditional medicine systems, an agreement has been signed between the ministry of Ayush and the World Health Organisation (WHO).

In a statement, the Ayush ministry said that the agreement signed on Saturday marks the beginning of work on a dedicated traditional medicine module under the International Classification of Health Interventions.

Highlighting the significance of this achievement during the 122nd episode of Mann Ki Baat on Sunday, Prime Minister Narendra Modi said, "Friends, something has happened in the field of Ayurveda... Just yesterday, i.e. on May 24, an MoU was signed in the presence of the WHO director-general and my friend Tulsi Bhai."

"Along with this agree-

THERAPIES FROM
Ayurveda, Yoga, Siddha and Unani systems such as Panchakarma, yoga therapy, Unani regimens and Siddha procedures will now be recognised in globally standardised terms.

ment, work has started on a dedicated traditional medicine module under the International Classification of Health Interventions. This initiative will help in making Ayush reach the maximum number of people across the world in a scientific manner," he added.

The ICHI, complementing the WHO's International Classification of Diseases (ICD-11), documents what treatments and health interventions are administered.

The ministry said that with the inclusion of a traditional medicine module, therapies from Ayurveda, Yoga, Siddha and Unani systems such as Panchakarma.

■ P5

PACT WITH WHO TO HELP AYUSH SYSTEMS GET GLOBAL ACCESS

FROM PG 1

Yoga therapy, Unani regimens and Siddha procedures will now be recognised in globally standardised terms.

This will bring about multiple benefits, such as transparent billing and fair pricing for Ayush services, smoother integration of Ayush treatments in health insurance coverage and enhanced hospital management, clinical documentation and health research. It will also lead to greater global accessibility to Ayush interventions.

The development is in sync with India's vision of bringing its rich heritage of traditional wisdom into the global healthcare mainstream, backed by scientific classification and international standards, the statement said.

In his post on X, WHO Director-General Dr Tedros Adhanom Ghebreyesus said: "Pleased to sign an agreement for a \$3 million contribution from #India to @WHO's work on traditional medicine and the International Classification of Health Interventions.



Students and other visitors during the inauguration of a guided tour of Vidhana Soudha in Bengaluru on Sunday.

— PTI

The Morning Standard • 26 May • Ministry of Ayush

Fit Bit

2 • PG

607 • Sqcm

291562 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

UTKATASANA ARMS OUTSTRETCHED (CHAIR POSE ARMS OUTSTRETCHED)

This unique practice is performed by stretching the arms in a way that brings awareness and focus to the upper body, while building strength in the lower body. This is an alternative for people with shoulder restrictions. It stretches, opens, and strengthens the shoulders, chest, upper back, side torso, and arms.

STEPS

- Start in Tadasana, pressing all four corners of the feet firmly, slightly engaging your core muscles. Roll the shoulders back and down, allowing your chest to open gently.
- Lengthen your spine, arms by your side, palms facing the body. Take a few deep breaths here.
- Take a big breath in. Exhale, lower your hips and bend your knees as if sitting on an imaginary chair.
- Inhale, lift your arms from the sides at the shoulder level. Keep them parallel to the floor with palms facing upward or forward. Keep the elbows soft, avoiding hypertension. Feel a gentle external rotation of the shoulders, if palms are facing upward.
- Keep your shoulders relaxed and allow shoulder blades to slide down the back, creating space between the ears and shoulders.
- Stay here with your knees bent for six breaths. Breathe deeply and feel the chest open.
- Look forward, find balance and focus. Engage your leg muscles to provide a stable foundation. Ensure your knees stay aligned over the toes without collapsing inward. Keep the breath steady and smooth, creating space and expansion with each inhale and grounding with each exhale.
- Slowly release the pose and return to Tadasana. Observe the effects of the pose on your energy and state of mind.
- Finally, relax in Tadasana Palms Facing Forward while taking slow-soft-smooth deep breaths.

BENEFITS

- Alleviates any discomfort from the arms, chest, neck, shoulders, and upper back.
- Stretches and lengthens the arms at shoulder level and spine.
- Integrates body awareness and improves your focus when holding the pose for a longer time.
- Helps kids and teens in keeping calm, steady, and more capable of accessing their brains.
- Helps relax the tensed muscles.
- Prepares the upper body, especially for the poses requiring arm strength.
- Improves breathing, impacting stability and balance.
- Stretches the diaphragm, thereby increasing lung capacity.
- Aids in correcting slouched or hunched back, collapsed chest, and rounded shoulders.
- Increases the blood supply to the digestive and reproductive systems.
- As the body is sthira, the mind becomes calm.
- Included in the yoga sequence for professionals, teens, homemakers, and sportspeople.
- Prepares mind and body for various twisting, forward and backward bending poses.
- Strengthens the torso, thighs and lower back.
- Tones and stabilises the knee and ankle joints.

LIMITATIONS

- People with arthritis in the knees, hips, and feet, especially senior citizens, suffering from sciatica, insomnia, headaches, or sprained ankles, should avoid sitting on the floor. Those with a slipped disc, spinal issues, weak digestion, minor backache, or knee pain can take the support of a pillow but shouldn't stay in the pose for more than five minutes.
- People with injuries to knees, hips, lower back, hamstrings, ankle, or who have undergone any abdominal, knee, or hip surgery should take the advice of the yoga experts.
- New to yoga or pregnant women should practise while seated on a folded blanket, block, pillow, or wall support.



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

The Asian Age • 26 May • Ministry of Ayush
India partners with WHO to give Ayush a global recognition

2 • PG

163 • Sqcm

114063 • AVE

389.96K • Cir

Middle Center

Delhi

India partners with WHO to give Ayush a global recognition

AGE CORRESPONDENT
NEW DELHI, MAY 25

In a major development set to transform the global standing of traditional medicine systems, an agreement has been signed between the ministry of Ayush and the World Health Organisation.

In a statement, the Ayush ministry said that the agreement signed on Saturday marks the beginning of work on a dedicated traditional medicine module under the International Classification of Health Interventions.

Highlighting the significance of this achievement during the 122nd episode of Mann Ki Baat on Sunday, Prime Minister Narendra Modi said, "Friends, something has happened in the field of Ayurveda... Just yesterday, i.e. on May 24, an MoU was signed in the presence of the WHO director-general and my friend Tulsi Bhai."

"Along with this agreement, work has started on a dedicated traditional medicine module under the International

Classification of Health Interventions. This initiative will help in making Ayush reach the maximum number of people across the world in a scientific manner," he added.

The ICHI, complementing the WHO's International Classification of Diseases (ICD-11), documents what treatments and health interventions are administered.

The ministry said that with the inclusion of a traditional medicine module, therapies from Ayurveda, Yoga, Siddha and Unani systems such as Panchakarma, yoga therapy, Unani regimens and Siddha procedures will now be recognised in globally standardised terms.

This will bring about multiple benefits, such as transparent billing and fair pricing for Ayush services, smoother integration of Ayush treatments in health insurance coverage and enhanced hospital management, clinical documentation and health research. It will also lead to greater global accessibility to Ayush interventions.

The Asian Age • 26 May • Ministry of Ayush
Modi chairs key meet of NDA states, pushes for 'sushasan'

1,4 • PG

747 • Sqcm

523116 • AVE

389.96K • Cir

Bottom Center,Top Center

Delhi

- NDA meet adopts resolution on Op Sindoor & caste census
- HM, DefMin, BJP chief, 20 CMs, Dy CMs attend conclave

Modi chairs key meet of NDA states, pushes for 'sushasan'

AGE CORRESPONDENT
NEW DELHI, MAY 25

Prime Minister Narendra Modi on Sunday called on the NDA-ruled states to adopt the best governance practices of each other for "Viksit Bharat". The NDA parties are likely to form a committee to study and integrate these governance practices in states. The ruling alliance will be marking the first anniversary of the Modi-led NDA government's third consecutive term next month. Addressing the day-long NDA chief ministers and deputy chief ministers conclave, Mr Modi described caste enumeration as a step towards bringing the marginalised into the mainstream and also lauded the success of Operation Sindoor. The NDA meeting unanimously adopted two resolutions — one on Operation Sindoor and another on the caste census.

On Operation Sindoor, the PM said its success was a reaffirmation of India's achievements in its push towards self-reliance, underscoring the accuracy and precision of indigenous defence technology.

Mr Modi, sources said, also told the gathering that caste enumeration is a step towards his government's model to bring the marginalised and those left behind in every field into mainstream development. The NDA leadership also paid tributes to the people killed in the April 22 Pahalgam terror attack.



Prime Minister Narendra Modi with BJP president J.P. Nadda, Bihar chief minister Nitish Kumar and deputy CMs Samrat Choudhary and Vijay Kumar Sinha in New Delhi on Sunday.

— PTI

The Prime Minister, it was learnt, also advised the NDA leaders to keep restraints in their speeches and avoid making unnecessary remarks. His

remarks came in the wake of controversial utterances by some BJP leaders in the wake of Operation Sindoor.

■ Turn to Page 4

Modi chairs key meet of NDA states

■ Continued from Page 1

During the conclave, the chief ministers of Bihar, Uttar Pradesh, Assam, Uttarakhand and Chhattisgarh gave presentations on best governance practice initiatives in their respective states.

Completion of a decade of International Yoga Day, good governance and the 50th "Loktantra Hatya Diwas" (imposition of Emergency) were also discussed during the meet. The chief ministers and deputy chief ministers of 20 states attended the meet.

Mr Modi will be in Visakhapatnam to participate in International Yoga Day on June 21. Andhra Pradesh chief minister N. Chandrababu Naidu, who could not attend the conclave due to a prior commitment in the state, posted on X about the state's initiative of month-long yoga sessions across the state at 100 tourist destinations, leading up to June 21.

Moved by Rajasthan CM Bhajanlal Sharma and seconded by Maharashtra deputy CM Eknath Shinde, the resolution on Operation Sindoor praised the valour of the armed forces and the brave leadership of Mr Modi.

Praising Mr Modi's leadership, the resolution said he has always supported the armed forces and that Operation Sindoor has given a befitting reply to terrorists and their sponsors.

Another resolution on the

caste census, moved by Haryana CM Nayab Singh Saini, was also passed during the day-long conclave, reinforcing the government's assertion of inclusive policymaking.

"Participated in the NDA chief ministers' conclave in Delhi. We had extensive deliberations about various issues. Various states showcased their best practices in diverse areas, including water conservation, grievance redressal, strengthening administrative frameworks, education, women empowerment, sports and more. It was wonderful to hear these experiences. I emphasised the need to add momentum to our development trajectories and ensure the benefits of a double-engine government reach the people in an effective manner. Spoke about building stronger synergies in key areas, be it cleanliness, sanitation, healthcare, youth empowerment, agriculture, technology and more," Mr Modi posted on X after the meeting.

The meeting was also attended by BJP president J.P. Nadda and Union ministers Amit Shah and Rajnath Singh. Mr Shah, sources said, also briefed on the government's ongoing mission against Left-wing extremism.

"Two resolutions were passed... One of the resolutions was on 'Operation Sindoor', and our armed forces were hailed in this resolution. This resolution was passed unanimously. In this resolution, a discussion

was also held on how the country is becoming 'atmanirbhar' (self-reliant) and capable under Mr Modi's leadership. We also discussed the precision of the strikes by Indian Armed Forces on Pakistan. During the conclave, a resolution was also passed on the caste census," said Mr Nadda while briefing about the conclave.

The BJP president said the ruling NDA does not believe in caste politics, but caste enumeration will help those left behind in different fields to develop. A census of castes, Mr Nadda said, was always part of the ruling alliance's imagination, noting that the Bihar government headed by JD(U) leader and chief minister Nitish Kumar was the first to do it.

Mr Nadda added that on June 25, the 50th anniversary of the imposition of the Emergency, the NDA will "inform the public about those people who tried to strangle democracy".

A significant part of deliberations at this conclave was devoted to best practices by different NDA state governments. Presentations on the Bastar Olympics in the once citadel of Maoists in Chhattisgarh, a campaign against child marriage in Assam, Bihar's Jal Jeevan Hariyali Abhiyaan, Gujarat's solar electricity drive and Meghalaya's scheme for accountable governance were made by their respective representatives. Uttarakhand CM did a presentation on the Uniform Civil Code.

The Statesman • 26 May • Ministry of Ayush
PM urges global participation in Yoga Day

3 • PG

728 • Sqcm

131041 • AVE

225K • Cir

Top Center

Delhi

PM urges global participation in Yoga Day

Modi encourages people to embrace yoga for a vibrant and healthy lifestyle

STATESMAN NEWS SERVICE
NEW DELHI, 25 MAY

Prime Minister Narendra Modi, in the latest episode of Mann Ki Baat on Sunday, urged Indians across the globe to actively participate in the International Day of Yoga (IDY) celebrations and to find creative ways to mark the occasion.

He encouraged people to embrace yoga for a vibrant and healthy lifestyle. From forming yoga chains to practicing at iconic landmarks, citizens are transforming IDY into a dynamic and inclusive movement, the Prime Minister said.

"Yoga will change the way you live your life," Modi asserted, sharing his strong belief in this ancient Indian practice.



He acknowledged the growing popularity and enthusiasm for Yoga Day celebrations both in India and around the world.

"Since the inception of 'Yoga Day' on 21 June 2015, the attraction towards it has been continuously rising. This

time too, the zeal and enthusiasm among people across the world regarding Yoga Day is clearly visible," he stated.

In his address, the Prime Minister lauded the efforts of Andhra Pradesh, where the 'YogAndhra Abhiyan' has been launched to promote a strong yoga culture in the state. The campaign aspires to build a pool of 10 lakh regular yoga practitioners, exemplifying how states can lead the wellness revolution from the front.

He also expressed his excitement about participating in this year's IDY celebrations in Visakhapatnam, emphasizing the importance of yoga in both personal well-being and national development.

The Prime Minister further praised the positive role of corporations in advancing the country's health movement by providing dedicated spaces and designated hours for yoga

in workplaces. To commemorate a decade of Yoga Day celebrations, the Ministry of Ayush has curated 10 Signature Events aimed at expanding the reach and relevance of yoga across diverse social and professional settings, according to an official statement.

The Ministry noted that Yoga Sangam, one of the flagship events, has already garnered significant attention, with over 6,000 organizations registered to host activities—making it one of the largest community-driven wellness initiatives in the country's history. Meanwhile, Samyoga—another key initiative for this year—aims to integrate evidence-based yoga practices into mainstream healthcare systems, including Ayurveda, Homeopathy, Unani, Siddha, Naturopathy, and Sowa-Rigpa.

Daily Thanthi Next • 26 May • Ministry of Ayush
India partners with WHO to mainstream Ayush globally

6 • PG

172 • Sqcm

137849 • AVE

1.65M • Cir

Bottom Right

Chennai

India partners with WHO to mainstream Ayush globally

NEW DELHI: In a landmark development poised to transform the global standing of traditional medicine systems, an agreement has been signed between the Ministry of Ayush and the World Health Organization (WHO).

The agreement inked on Saturday marks the beginning of work on a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI), the Ayush Ministry said in a statement.

Highlighting the significance of this achievement during the 122nd episode of Mann Ki Baat on Sunday, PM Narendra Modi said, "Friends, something has happened in the field of Ayurveda... Just yesterday, i.e. on 24th May, an MoU was signed in the presence of WHO Director General and my friend Tulsi Bhai."

"Along with this agreement, work has started on a dedicated traditional medicine module under the International Classification of Health Interventions. This initiative will help in making Ayush reach maximum number of people across the world in a scientific manner," he added.

The ICHI, complementing the WHO's International Classification of Diseases (ICD-11), documents what treatments and

health interventions are administered.

With the inclusion of a traditional medicine module, therapies from Ayurveda, Yoga, Siddha and Unani systems such as Panchakarma, Yoga therapy, Unani regimens and Siddha procedures will now be recognized in globally standardized terms, the ministry statement said.

This will bring about multiple benefits such as transparent billing and fair pricing for Ayush services, smoother integration of Ayush treatments in health insurance coverage. Most importantly, it will lead to greater global accessibility to Ayush interventions.

This development aligns with India's vision of bringing its rich heritage of traditional wisdom into the global healthcare mainstream, backed by scientific classification and international standards, the statement said.

Welcoming the agreement, WHO Director-General Dr Tedros Adhanom Ghebreyesus said on X, "Pleased to sign an agreement for a \$3 million contribution from #India to @WHO's work on traditional medicine and the International Classification of Health Interventions, with @moAyush Secretary Vaidya Rajesh Kotecha. We welcome India's continued commitment to #HealthForAll."

This development aligns with India's vision of bringing its rich heritage of traditional wisdom into the global healthcare mainstream, a statement from WHO said

Pioneer Hindi • 26 May • Ministry of Ayush
Partnership with WHO to take AYUSH to the global stage

1 • PG

312 • Sqcm

486634 • AVE

375K • Cir

Bottom Center

Delhi

आयुष को विश्व पटल पर ले जाने के लिए डब्ल्यूएचओ के साथ साझेदारी

पायनियर समाचार सेवा। नई दिल्ली

आयुष को वैश्विक पारंपरिक चिकित्सा प्रणालियों को वैश्विक स्तर पर ले जाने के क्रम में आयुष मंत्रालय ने विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) के बीच एक समझौते पर हस्ताक्षर किया गया है। आयुष मंत्रालय ने एक बयान में कहा कि शनिवार को हस्ताक्षरित यह समझौता अंतरराष्ट्रीय स्वास्थ्य हस्तक्षेप वर्गीकरण (आईसीएचआई) के तहत एक समर्पित पारंपरिक चिकित्सा मॉड्यूल पर काम का शुरुआत का प्रतीक है। रविवार को मन की बात के 122वें एपिसोड के दौरान इस उपलब्धि के महत्व पर प्रकाश

डालते हुए, प्रधान मंत्री नरेंद्र मोदी ने कहा, मित्रों, आयुर्वेद के क्षेत्र में कई को, डब्ल्यूएचओ के महानिदेशक और मेरे मित्र तुलसी भाई की उपस्थिति में एक समझौता ज्ञापन पर हस्ताक्षर किया गया।

इस समझौते के साथ, अंतरराष्ट्रीय स्वास्थ्य हस्तक्षेप वर्गीकरण के तहत एक समर्पित पारंपरिक चिकित्सा मॉड्यूल पर काम शुरू हो गया है। उन्होंने कहा, इस पहल से आयुष को वैज्ञानिक तरीके से दुनिया भर में अधिकतम लोगों तक पहुंचाने में मदद मिलेगी। आईसीएचआई, डब्ल्यूएचओ के अंतरराष्ट्रीय रोग वर्गीकरण (आईसीडी-11) का पूरक है, जो



बताता है कि कौन से उपचार और स्वास्थ्य हस्तक्षेप किए जाते हैं। मंत्रालय के बयान में कहा गया, पारंपरिक चिकित्सा मॉड्यूल को शामिल करने से आयुर्वेद, योग, सिद्ध और यूनानी प्रणालियों जैसे पंचकर्म, योग चिकित्सा, यूनानी आहार और सिद्ध प्रक्रियाओं को अब वैश्विक रूप से मानकीकृत शर्तों में मान्यता मिलेगी।

इससे आयुष सेवाओं के लिए पारदर्शी विलिंग और उचित मूल्य निर्धारण, स्वास्थ्य बीमा कवरेज में आयुष उपचारों का सहज एकीकरण और बेहतर अस्पताल प्रबंधन, नैदानिक दस्तावेजीकरण और स्वास्थ्य अनुसंधान जैसे कई लाभ होंगे। सबसे महत्वपूर्ण बात

यह है कि इससे आयुष हस्तक्षेपों को वैश्विक पहुंच बढ़ेगी। बयान में कहा गया है कि यह विकास वैज्ञानिक वर्गीकरण और अंतरराष्ट्रीय मानकों द्वारा समर्थित पारंपरिक ज्ञान की अपनी समृद्ध विरासत को वैश्विक स्वास्थ्य सेवा मुख्यधारा में लाने के भारत के दृष्टिकोण के अनुरूप है।

समझौते का स्वागत करते हुए, विश्व स्वास्थ्य संगठन के महानिदेशक डॉ. टेड्रोस एडर्नाम गेब्रेयसस ने एक्स पर कहा, आयुष सचिव वैद्य राजेश कोटेचा के साथ पारंपरिक चिकित्सा और स्वास्थ्य हस्तक्षेपों के अंतरराष्ट्रीय वर्गीकरण पर डब्ल्यूएचओ के काम में भारत से 3 मिलियन के योगदान के लिए

एक समझौते पर हस्ताक्षर करके प्रसन्नता हुई। हम सभी के लिए स्वास्थ्य के लिए भारत की निरंतर प्रतिबद्धता का स्वागत करते हैं। बयान में कहा गया है कि कोमारियों के लिए आईसीडी-11 और आईसीएचआई मॉड्यूल का संयुक्त प्रभाव यह सुनिश्चित करेगा कि आयुष वैश्विक स्वास्थ्य सेवा आधारित और नीति-मान्यता प्राप्त हिस्सा बन जाए। यह एक कोडिंग अपडेट से कहीं अधिक है, यह भारत की पारंपरिक प्रणालियों के माध्यम से सस्ती, सुलभ और विश्वसनीय स्वास्थ्य सेवा की ओर एक परिवर्तनकारी कदम है।

Samachar Jagat • 26 May • Ministry of Ayush
India signs historic agreement with WHO on traditional medicine
interventions

4 • PG

110 • Sqcm

96105 • AVE

1.11M • Cir

Bottom Center

Jaipur

भारत ने पारंपरिक चिकित्सा हस्तक्षेप पर डब्ल्यूएचओ के साथ ऐतिहासिक समझौता किया

नई दिल्ली, (भाषा) . भारत की पारंपरिक चिकित्सा प्रणालियों को वैश्विक पहचान और समर्थन मिले, इसके लिये आयुष मंत्रालय और विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) के बीच एक समझौते पर हस्ताक्षर किए गए हैं। आयुष मंत्रालय ने एक बयान में यह जानकारी दी। बयान के मुताबिक, इस समझौते पर शनिवार को हस्ताक्षर किए गए। यह समझौता स्वास्थ्य हस्तक्षेपों का अंतरराष्ट्रीय वर्गीकरण (आईसीएचआई) के तहत एक समर्पित पारंपरिक चिकित्सा मॉड्यूल पर काम की शुरुआत का प्रतीक है। मन की बात की 122वीं कड़ी के दौरान इस उपलब्धि के महत्व पर प्रकाश डालते हुए प्रधानमंत्री नरेन्द्र मोदी ने कहा, "साथियों, आयुर्वेद के क्षेत्र में भी कुछ ऐसा हुआ है, जिसके बारे में जानकर आपको बहुत खुशी होगी। कल ही, यानी 24 मई को, डब्ल्यूएचओ के महानिदेशक और मेरे मित्र तुलसी भाई की उपस्थिति में एक समझौता ज्ञापन पर हस्ताक्षर किए गए। इस समझौते के साथ ही, स्वास्थ्य हस्तक्षेपों का अंतरराष्ट्रीय वर्गीकरण (आईसीएचआई) के तहत एक समर्पित पारंपरिक चिकित्सा मॉड्यूल पर काम शुरू हो गया है। इस पहल से आयुष को वैज्ञानिक तरीके से दुनिया भर में अधिकतम लोगों तक पहुंचाने में मदद मिलेगी।" आईसीएचआई, डब्ल्यूएचओ के रोगों का अंतरराष्ट्रीय वर्गीकरण (आईसीडी-11) का पूरक है, जो यह बताता है कि कौन से उपचार और स्वास्थ्य हस्तक्षेप किए जाते हैं।

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	The Times of India	Governor stresses on genetic counselling, medication to eradicate sickle cell by...	64.4M
2.	अमर उजाला (Amar ujala)	Una News: ओयल प्राकृतिक चिकित्सा केंद्र में गंभीर बीमारियों का हो रहा निदान	63.8M
3.	Dinamalar	சித்த மருத்துவ சிகிச்சை: உலக சுகாதார அமைப்புடன் மத்திய அரசு ஒப்பந்தம்	11.9M
4.	ThePrint	India partners with WHO to mainstream Ayush globally through agreement on trad it...	11.3M
5.	The Statesman	India and WHO collaborate to include traditional medicine in International Class...	1.7M
6.	Sentinel Assam	New global health agreement to take Ayush to the world: Government	1.2M
7.	The Pioneer	India, WHO to mainstream Ayush globally, boosting traditional medicines	776.4K
8.	Samachar Nama	आईआईटी दिल्ली जल्द ही डीपीआर प्रस्तुत करेगा, बाढ़ सुरक्षा के लिए रिंग बंड बनाया ...	195.8K
9.	Ht Syndication	India, WHO to mainstream Ayush globally, boosting traditional medicines	119.8K
10.	Tennews.in	New global health agreement to take Ayush to world in scientific way: PM Modi	9.1K
11.	Chhattisgarh Vishesh	स्वस्थ जीवन की ओर एक कदम: दुर्ग में लाइफस्टाइल क्लिनिक रोगों की रोकथाम और समग्र ...	N/A
12.	Pharmabiz.com	Ayush and herbal products exports grew 5.9 per cent in FY25	N/A
13.	Health Economictimes	Ahead of International Yoga Day, PM Modi invites people to embrace yoga for vib r...	N/A
14.	Tezzbuzz	How to increase weight without side effects? Sehat Plus is giving 100% Ayurvedic ...	N/A
15.	Tripurastar News	Prime Minister Narendra Modi Calls For Mass Participation In International Day O. ..	N/A
16.	Tezzbuzz	India partners with WHO to mainstream Ayush globally through agreement on trad it...	N/A
17.	Forever News	India-WHO Agreement to Expand Global Reach of Ayurveda, Yoga, and Tradition al Me...	N/A
18.	Palgharnews	India partners with WHO to mainstream Ayush globally through agreement on trad it...	N/A
19.	Rising Kashmir	Yoga Day: Zeal, enthusiasm among people all over world amply visible: PM Modi	N/A
20.	Calcutta News	India partners with WHO to mainstream Ayush globally through agreement on trad it...	N/A
21.	World News Network	"This time too, zeal and enthusiasm among people all over world with regard to Y. ..	N/A
22.	Palgharnews	"This time too, zeal and enthusiasm among people all over world with regard to Y. ..	N/A

23.	Hindustan Global Times	मंत्रालय (आयुर्वेद, योग, यूनानी, सिद्ध और होम्योपैथी) और विश्व स्वास्थ्य संगठन (...)	N/A
24.	Keekli	PM Modi Urges Mass Participation in Yoga Day 2025, to Join Celebrations in Visa k...	N/A
25.	Bharat24 News	भारत की पारंपरिक चिकित्सा को मिलेगी अंतरराष्ट्रीय उड़ान, WHO के साथ हुआ ऐतिहासिक...	N/A
26.	Sambad	ଯୋଗ ଦିବସକୁ ଏକ ଅଭିନବ ଉପାୟରେ ପାଳନ କରିବାକୁ ବିଚାର କରନ୍ତୁ : ପ୍ରଧାନମନ୍ତ୍ରୀ	N/A