


**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**27 Dec, 2024 – 28 Dec, 2024**

 **Total Mention 21**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>21</b>	<b>1</b>	<b>12</b>	<b>8</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 Times of India	3 held for fraudulently issuing PM-JAY cards	Chandigarh	16
3.	Hindustan Times	The Mono Diet: The Trend Celebs Are Following - But Should You	Delhi	5
4.	Hindustan Times	NMDC clears resolution on Sanjeevani scheme	Delhi	6
5.	The New Indian Express	ARDHA UTTANASANA	Chennai	2
6.	The New Indian Express	ARDHA UTTANASANA (UPWARD FORWARD FOLD)	Bengaluru	2
7.	The New Indian Express	IMPROVE COLON HEALTH	Chennai	18
8.	The New Indian Express	ICMR-NIN scientists get patent for menopausal care formulation	Hyderabad	2
9.	The Morning Standard	Fit Bit	Delhi	2
10.	The Morning Standard	Shahi jeera: A wonder spice	Delhi	12
11.	The Morning Standard	Fit Bit	Delhi	2
12.	The Statesman	111 drug samples identified as not of standard quality	Delhi	4
13.	Telangana Today	Ayurveda-based therapy for menopausal care	Hyderabad	1, 2
14.	Rashtriya Sahara	Gudo ki khan hai gud	Delhi	14
15.	Morning News	National Ayurveda Institute, Jaipur got first place in nature testing campaign	Jaipur	3
16.	Dainik Savera	Ayushman bharat mein panjikanans se cancer ke upchar ki samay par shurvut ke aankade sudhare :Adhya...	Chandigarh	12
17.	Dina Malar	Counseling for Yoga Naturopathy course today	Chennai	4
18.	Punjab Kesari	NIA Jaipur got first position in the whole country in nature testing campaign	Jaipur	8
19.	Divya Bhaskar	50 test exemption from attendance, 500 exemption from examination, 1000 then internal marks	Mumbai	1, 2
20.	Divya Bhaskar	32 Ayurveda Colleges of Gujarat were entrusted with the work	Ahmedabad	1, 4
21.	Sakal	Science of Ayurveda Dabur Honitus campaign	Mumbai	2

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 Times of India • 28 Dec • Ministry of Ayush  
3 held for fraudulently issuing PM-JAY cards

16 • PG

353 • Sqcm

171068 • AVE

46.88K • Cir

Top Right

Chandigarh

# 3 held for fraudulently issuing PM-JAY cards

## Senior Guj Govt Official Part Of The Racket

**Ahmedabad:** A senior government official and two others were arrested in Ahmedabad in Gujarat for alleged involvement in a racket of fraudulently issuing Ayushman Bharat Pradhan Mantri Jan Arogya Yojana cards to ineligible candidates, police said on Friday.

A Crime Branch release identified the arrested persons as former general manager of PM-JAY in Gujarat Shailesh Anand, Gandhinagar PM-JAY contractual employee Milap Patel and Nikhil Parekh, head of Enser Communication, an authorised outsourcing firm tasked with making these cards.

Patel used to work as project officer in the PM-JAY office in Gandhinagar under Anand, who has already been transferred elsewhere from the post of general manager, the release said.

The scam was unearthed by Crime Branch during its probe into the death of two PM-JAY beneficiaries at Ahmedabad-based Khyati Multispeciality Hospital in November following a botched angioplasty procedure, an official said.

"The role of the trio emerged after Crime Branch arrested and interrogated six persons, including Nimesh Dodiya, for their alleged involvement in issuing PM-JAY cards to ineligible beneficiaries by altering the source code of the official portal using login credentials of an authorised out-



The scam was unearthed by Crime Branch during its probe into the death of two PM-JAY beneficiaries in November

sourcing firm," he said.

Dodiya, an ethical hacker, was hired by the management of Khyati hospital to prepare Ayushman Bharat cards of ineligible patients, for which he charged Rs 1500-2000 per card, the release informed.

"Dodiya and other such agents used to run several WhatsApp groups where they used to exchange details of people wanting to get a PM-JAY card by paying money. Anand asked Patel to join one such group and give approvals for cards using his ID.

In return, Anand asked Patel to give him half of the amount he would receive from agents. Patel then contacted Dodiya and agreed to approve cards for Rs 500 each," inspector Mehul Chauhan told reporters.

"For approvals, Dodiya and others had brokered a deal with Parekh, who was the Gujarat head of Enser Communication, an authorised outsourcing firm for making these cards. Parekh provided them a master login ID of his firm to make these cards. Parekh used to charge Rs 8,000-10,000 per month from these persons," Chauhan said.

Chauhan said the probe so

**The scam was unearthed by Crime Branch during its probe into the death of two PM-JAY beneficiaries at Ahmedabad-based Hospital in November following a botched angioplasty procedure, an official said**

far has found that such cards were given to at least 3000 persons, including some meant for patients admitted to Khyati Hospital.

An investigation is underway to find out if any other official was involved and how many cards were issued through such means, the inspector added.

The probe into PM-JAY irregularities began after complaints were received from kin of two persons who died after angioplasty, a procedure that widens blocked or narrowed coronary arteries to improve blood flow to the heart, at Khyati Hospital on November 11.

As per police, the hospital falsely registered patients under "emergency" category to expedite government approval and in return claimed payments under the scheme.

On November 12, three FIRs were registered at Vastrapur police station in connection with the two deaths.

Those named in the FIRs have been charged with culpable homicide not amounting to murder, forgery, and criminal conspiracy to obtain financial benefits under PM-JAY scheme. PTI



Hindustan Times • 28 Dec • Ministry of Ayush

## The Mono Diet: The Trend Celebs Are Following – But Should You

5 • PG

590 • Sqcm

1180111 • AVE

3.43M • Cir

Bottom Left

HT City

Delhi

# THE MONO DIET: THE TREND CELEBS ARE FOLLOWING – BUT SHOULD YOU?

With stars like Anushka Sharma and Victoria Beckham endorsing monotrophic diets, we ask experts whether it's worth the hype

Kriti Shukla

kriti.shukla@hindustantimes.com

The monotrophic or mono diet is the latest food trend to cross our feeds — and it's all about consistency.

Recently, fashion designer and former popstar Victoria Beckham revealed that she has eaten the same meal — grilled fish and steamed vegetables — for 25 years. Similarly, actor Anushka Sharma shared last year that she and her husband, cricketer Virat Kohli, often follow a similar eating pattern. But is this celeb-approved diet right for you?

### WHAT IS THE MONOTROPHIC DIET?

"The mono diet is a simple way of eating where you consume just one type of food or a small selection of similar foods for a certain period to lose weight," says Dr Komal Malik, head dietician at Asian

A MONO DIET INVOLVES EATING THE SAME FOOD FOR EXTENDED PERIODS, OFTEN TO AID WEIGHT LOSS OR IDENTIFY FOOD SENSITIVITIES

Hospital. Proponents often choose such a diet because it is both easy to follow and cuts down the effort involved in meal planning.

### THE PERKS

Not only can focussing on a single food group aid weight loss, exclusion can also help you zero in on foods that suit your body best. Malik adds, "A mono diet gives your gut a break by processing fewer types of meals. It can also help identify food sensitivities that might be missed with a varied diet. Eating the same food can also help some figure out what works for their digestion or energy levels."

### THE RISKS

While eating the same thing might help you drop the weight, the results might not be sustainable long-term.

Eating the same food repeatedly can affect digestion and metabolism, warns Dr Debjani Banerjee, Incharge Dietetics at PSRI



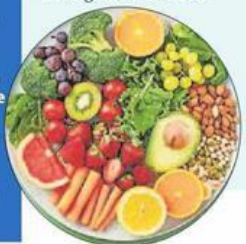
Anushka Sharma (top) and Victoria Beckham

Hospital. "It can make digestion less efficient and even cause food intolerance. Over time, the body may struggle to process that food properly, leading to digestive problems," she shares.

Clinical dietician Garima Goyal further explains, "A varied diet promotes a healthy gut microbiome, while a mono diet reduces the diversity of nutrients needed to support diverse gut bacteria, leading to potential digestive issues and weakened immunity."

### Things to consider

The monotrophic diet may work for some people, especially when guided by a healthcare professional. According to clinical dietician Garima Goyal, "This diet isn't suitable for everyone, particularly those with conditions like diabetes or heart disease. If you want to try a mono diet, choose nutrient-rich foods like vegetables, fruits, or whole grains." She also recommends proper hydration and taking supplements if required.



PHOTOS: ADOBE STOCK (FOR REPRESENTATIONAL PURPOSE ONLY)



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.

The New Indian Express • 28 Dec • Ministry of Ayush

## ARDHA UTTANASANA

2 • PG

714 • Sqcm

943130 • AVE

246.4K • Cir

Top Right

Chennai

### FITBIT

## ARDHA UTTANASANA

(UPWARD FORWARD FOLD)

This is a beginner standing variation of Uttanasana (Standing Forward Fold Pose). While the whole abdomen touches the upper legs in Uttanasana, in Ardha Uttanasana, the back remains in a slanting alert position, allowing students to focus on their hamstrings. This forward bend variation engages the core muscles, keeping the hips, shoulders, knees, and ankle joints active to maintain a well-aligned slant with the back.

### STEPS

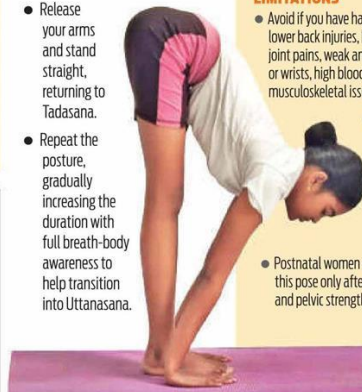
- Start in Tadasana (Mountain Pose), aligning the body with the spine and rolling the shoulders back. Breathe softly.
- Place your hands on your hips. Inhale and bend forward while exhaling. Stretch your arms forward, parallel to the ground, and lengthen the elbows.
- Keep the legs straight and achieve a neat alignment from the ankles to the buttocks, which should point upward.
- Maintain a straight back while breathing, avoiding a hunch, slouch, or curve. Keep the spine alert and look forward as you lower the upper body. Do not hang the head, keep it aligned by looking ahead.
- Place the palms beside the feet. If this is difficult, place your hands on the shins for the Ardha Uttanasana Hands-on-Shins variation. Stay in this position briefly before placing the palms on the floor.
- Ensure straight legs and avoid leaning forward or backward. Breathe deeply, feeling the stretch in the hamstrings, calves, glutes, and hip joints. With every exhale, align the body further. Stay in the pose as per your capacity.
- Release your arms and stand straight, returning to Tadasana.
- Repeat the posture, gradually increasing the duration with full breath-body awareness to help transition into Uttanasana.

### BENEFITS

- Stretches the hamstrings, calves, piriformis, gluteus maximus, wrists, arms, and shoulders.
- Strengthens ankle and knee joints and lengthens spine.
- Enhances body flexibility and relieves stiffness in the back and leg muscles.
- Prepares the spine and hamstrings for Uttanasana.
- Encourages conscious body movement and breathing.
- Improves lung capacity and enhances respiratory functioning.
- Brings focus to body alignment, builds equilibrium, and tones the arms and legs.
- Facilitates spinal extension, improves spinal nerve efficiency, and relieves back pain.
- Reduces anxiety, fatigue, and mental stress by encouraging deep breathing.
- Promotes blood circulation in the legs, pelvis, and heart.
- Stimulates the digestive system and helps with detoxification.
- Beneficial for posture correction, osteoporosis, fertility-related issues, piriformis syndrome, and sciatica.
- Relieves menstrual discomfort and reduces uneasiness.

### LIMITATIONS

- Avoid if you have hamstring or lower back injuries, herniated discs, joint pains, weak ankles, knees, or wrists, high blood pressure, or musculoskeletal issues.
- Senior citizens and pregnant women should also avoid this pose.
- Postnatal women can attempt this pose only after regaining core and pelvic strength.



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



The New Indian Express • 28 Dec • Ministry of Ayush  
**ARDHA UTTANASANA (UPWARD FORWARD FOLD)**

2 • PG

686 • Sqcm

685660 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

**FITBIT**

## ARDHA UTTANASANA

(UPWARD FORWARD FOLD)

This is a beginner standing variation of Uttanasana (Standing Forward Fold Pose). While the whole abdomen touches the upper legs in Uttanasana, in Ardha Uttanasana, the back remains in a slanting alert position, allowing students to focus on their hamstrings. This forward bend variation engages the core muscles, keeping the hips, shoulders, knees, and ankle joints active to maintain a well-aligned slant with the back.

### STEPS

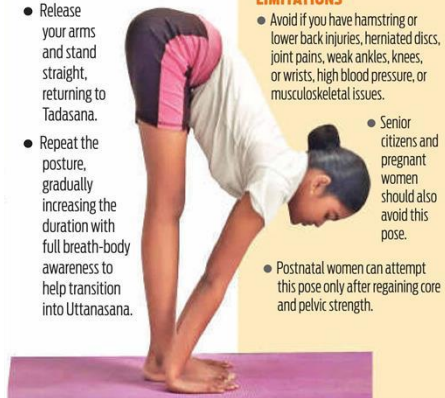
- Start in Tadasana (Mountain Pose), aligning the body with the spine and rolling the shoulders back. Breathe softly.
- Place your hands on your hips. Inhale and bend forward while exhaling. Stretch your arms forward, parallel to the ground, and lengthen the elbows.
- Keep the legs straight and achieve a neat alignment from the ankles to the buttocks, which should point upward.
- Maintain a straight back while breathing, avoiding a hunch, slouch, or curve. Keep the spine alert and look forward as you lower the upper body. Do not hang the head, keep it aligned by looking ahead.
- Place the palms beside the feet. If this is difficult, place your hands on the shins for the Ardha Uttanasana Hands-on-Shins variation. Stay in this position briefly before placing the palms on the floor.
- Ensure straight legs and avoid leaning forward or backward. Breathe deeply, feeling the stretch in the hamstrings, calves, glutes, and hip joints. With every exhale, align the body further. Stay in the pose as per your capacity.
- Release your arms and stand straight, returning to Tadasana.
- Repeat the posture, gradually increasing the duration with full breath-body awareness to help transition into Uttanasana.

### BENEFITS

- Stretches the hamstrings, calves, piriformis, gluteus maximus, wrists, arms, and shoulders.
- Strengthens ankle and knee joints and lengthens spine.
- Enhances body flexibility and relieves stiffness in the back and leg muscles.
- Prepares the spine and hamstrings for Uttanasana.
- Encourages conscious body movement and breathing.
- Improves lung capacity and enhances respiratory functioning.
- Brings focus to body alignment, builds equilibrium, and tones the arms and legs.
- Facilitates spinal extension, improves spinal nerve efficiency, and relieves back pain.
- Reduces anxiety, fatigue, and mental stress by encouraging deep breathing.
- Promotes blood circulation in the legs, pelvis, and heart.
- Stimulates the digestive system and helps with detoxification.
- Beneficial for posture correction, osteoporosis, fertility-related issues, piriformis syndrome, and sciatica.
- Relieves menstrual discomfort and reduces uneasiness.

### LIMITATIONS

- Avoid if you have hamstring or lower back injuries, herniated discs, joint pains, weak ankles, knees, or wrists, high blood pressure, or musculoskeletal issues.
- Senior citizens and pregnant women should also avoid this pose.
- Postnatal women can attempt this pose only after regaining core and pelvic strength.



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



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 fibre 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 • 27 Dec • Ministry of Ayush  
ICMR-NIN scientists get patent for menopausal care formulation

2 • PG

273 • Sqcm

92911 • AVE

91.08K • Cir

Top Right

Hyderabad

# ICMR-NIN scientists get patent for menopausal care formulation

**EXPRESS NEWS SERVICE**

@ Hyderabad

ICMR-National Institute of Nutrition (NIN) scientists have been granted a patent for the innovative menstrual care formulation that addresses menopausal syndrome.

The research work was carried out by researcher Dr Vandana Singh, who worked under the mentorship of Dr B Dinesh Kumar, former scientist G and Head of Drug Division at the Institute.

Dr Vandana Singh, an Ayurveda clinician-turned researcher developed a Non-Hormonal Therapy (NHT) formulation based on her clinical experience and ancient Sanskrit literature and principles collaborating with Dr Dinesh Kumar, a pharmacologist.

Menopausal syndrome has become a growing concern, with traditional treatments like Hormone Replacement Thera-

py (HRT) associated with adverse effects such as vaginal bleeding, liver issues, and increased risks of breast cancer, heart disease, and stroke. The U.S. Food and Drug Administration (FDA) has advised restrictions on long-term HRT use and safer alternatives are urgently needed which are addressed by Dr Vandana's Herbal Alternative Therapies.

The patented formulation, featuring indigenous grass as a key ingredient, follows Ayurveda principles and includes scientific validation. Key features

include: Efficacy: Helps with osteoporosis, fatty liver, and metabolic syndrome; Safety: Non-carcinogenic, even with long-term use; Eco-friendliness: Cost-effective and sustainable.

The work has been recognized globally, including being shortlisted for the Alice and Albert Netter Prize 2023 by the European Society of Gynaecology.



## The Morning Standard • 28 Dec • Ministry of Ayush

### Fit Bit

2 • PG

617 • Sqcm

295954 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### ARDHA UTTANASANA

#### (UPWARD FORWARD FOLD)

This is a beginner standing variation of Uttanasana (Standing Forward Fold Pose). While the whole abdomen touches the upper legs in Uttanasana, in Ardha Uttanasana, the back remains in a slanting alert position, allowing students to focus on their hamstrings. This forward bend variation engages the core muscles, keeping the hips, shoulders, knees, and ankle joints active to maintain a well-aligned slant with the back.

#### STEPS

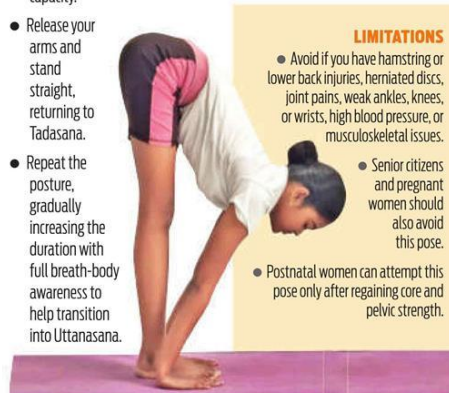
- Start in Tadasana (Mountain Pose), aligning the body with the spine and rolling the shoulders back. Breathe softly.
- Place your hands on your hips. Inhale and bend forward while exhaling. Stretch your arms forward, parallel to the ground, and lengthen the elbows.
- Keep the legs straight and achieve a neat alignment from the ankles to the buttocks, which should point upward.
- Maintain a straight back while breathing, avoiding a hunch, slouch, or curve. Keep the spine alert and look forward as you lower the upper body. Do not hang the head, keep it aligned by looking ahead.
- Place the palms beside the feet. If this is difficult, place your hands on the shins for the Ardha Uttanasana Hands-on-Shins variation. Stay in this position briefly before placing the palms on the floor.
- Ensure straight legs and avoid leaning forward or backward. Breathe deeply, feeling the stretch in the hamstrings, calves, glutes, and hip joints. With every exhale, align the body further. Stay in the pose as per your capacity.
- Release your arms and stand straight, returning to Tadasana.
- Repeat the posture, gradually increasing the duration with full breath-body awareness to help transition into Uttanasana.

#### BENEFITS

- Stretches the hamstrings, calves, piriformis, gluteus maximus, wrists, arms, and shoulders.
- Strengthens ankle and knee joints and lengthens spine.
- Enhances body flexibility and relieves stiffness in the back and leg muscles.
- Prepares the spine and hamstrings for Uttanasana.
- Encourages conscious body movement and breathing.
- Improves lung capacity and enhances respiratory functioning.
- Brings focus to body alignment, builds equilibrium, and tones the arms and legs.
- Facilitates spinal extension, improves spinal nerve efficiency, and relieves back pain.
- Reduces anxiety, fatigue, and mental stress by encouraging deep breathing.
- Promotes blood circulation in the legs, pelvis, and heart.
- Stimulates the digestive system and helps with detoxification.
- Beneficial for posture correction, osteoporosis, fertility-related issues, piriformis syndrome, and sciatica.
- Relieves menstrual discomfort and reduces uneasiness.

#### LIMITATIONS

- Avoid if you have hamstring or lower back injuries, herniated discs, joint pains, weak ankles, knees, or wrists, high blood pressure, or musculoskeletal issues.
- Senior citizens and pregnant women should also avoid this pose.
- Postnatal women can attempt this pose only after regaining core and pelvic strength.



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



The Morning Standard • 28 Dec • Ministry of Ayush  
Shahi jeera: A wonder spice

12 • PG

806 • Sqcm

387023 • AVE

300K • Cir

Bottom Right

Delhi

**D**O you find yourself constantly hungry or struggling to shed those extra kilos despite your best efforts? The answer might lie in a humble ingredient from the Indian kitchen caraway seeds, also known as shahi jeera. This ancient wonder spice not only adds flavour to your meals but also offers a host of health benefits, including weight loss and appetite suppression. Shahi jeera is a medicinal plant known for its aromatic flavour and health-boosting properties. These tiny seeds pack a punch when it comes to nutrients and therapeutic compounds, making them a versatile ingredient in traditional and modern kitchens alike.

Shahi jeera is loaded with essential nutrients that contribute to overall health and well-being, like fibre that helps you feel full for longer, reducing over-eating and aiding digestion. It's a rich source of iron, magnesium, copper, and calcium, which are vital for energy, bone health, and overall body function. Shahi jeera contains limonene and carvone, powerful compounds that fight free radicals. Along with these benefits, let's look at a few other as well:



# Shahi jeera: A wonder spice

Boost digestion, curb hunger, and support weight loss with shahi jeera that is loaded with essential nutrients

## 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.

- One of the most remarkable benefits of shahi jeera is its ability to support weight loss. The fiber in the seeds helps suppress your appetite, keeping hunger pangs at bay. By making you feel full for longer, it reduces the chances of overeating, making it easier to manage your calorie intake.
- Shahi jeera has long been used as a remedy for digestive issues. It helps reduce bloating, indigestion, and even phlegm. The essential oils in the seeds promote healthy gut function and can aid in managing conditions like H. Pylori infections, gut inflammation, ulcers etc.
- The antioxidants in shahi jeera, such as limonene and carvone, fight inflammation

and oxidative stress, which are linked to various chronic diseases. By neutralising harmful free radicals, these compounds help your body stay healthier for longer.

- For those struggling with low iron levels, shahi jeera is a natural source of this essential mineral. Iron is crucial for maintaining energy levels and supporting red blood cell production, making it a great addition to your diet.

- The essential oils in shahi jeera have anti-inflammatory properties that can alleviate discomfort from various conditions, making it a gentle, natural remedy for inflammation-related issues.

- To get the above benefits from this mighty seeds, let's add shahi jeera to your food with rice, curries, or soups. Its aromatic taste enhances dishes while offering health benefits. You can even steep a teaspoon of shahi jeera in hot water for 10 mins for a soothing tea that aids digestion and curbs appetite. If you are looking at weight loss, then lightly roast the seeds and sprinkle them over salads or roasted foxnuts/jowar puffs etc for an extra crunch and flavour.

- Shahi jeera is more than just a spice — it's a natural remedy that can help you manage hunger, lose weight, and improve digestion. Packed with fibre, various essential minerals, and antioxidants, these seeds offer a simple yet powerful way to enhance your health. With a balanced diet, regular exercise, and shahi jeera taken in moderation, your wellness goals are just a step away!





## 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 Statesman • 28 Dec • Ministry of Ayush  
111 drug samples identified as not of standard quality

4 • PG

443 • Sqcm

79692 • AVE

225K • Cir

Middle Center

Delhi

# 111 drug samples identified as not of standard quality

**STATESMAN NEWS SERVICE**

NEW DELHI, 27 DECEMBER

The Central Drugs Laboratories identified 41 drug samples to be not of standard quality (NSQ), while State Drugs Testing Laboratories 70 drugs samples during the month of November, said Union Health Ministry on Friday.

As per routine regulatory surveillance activity the list of NSQ and spurious drugs are being displayed on CDSCO portal on a monthly basis.

The Health Ministry said the identification of drug samples as NSQ is done based on failure of the drug sample in one or the other specified quality parameters.

The failure is specific to the drug products of the batch tested by the government laboratory and it does



not warrant any concerns on the other drug products available in the market, it said.

“Two drug samples have been identified as spurious drugs, out of two samples, one drug sample is picked

by Bihar Drugs Control Authority and one sample picked is by CDSCO (North Zone), Ghaziabad. They have been made by unauthorized and unknown manufacturers, using brand names owned by other companies. Investigation

**The Health Ministry said the identification of drug samples as NSQ is done based on failure of the drug sample in one or the other specified quality parameters.**

has been initiated in the matter,” the Health Ministry said.

Increased reporting of NSQs/spurious identifications from states to central database will further help in improving availability of quality medicines in the country and beyond, it said.

The Health Ministry added the action of identifying NSQ and spurious medicines is taken on a regular basis in collaboration with state regulators to ensure that these drugs are identified and removed from the market.

*(Representational image)*

Telangana Today • 27 Dec • Ministry of Ayush  
Ayurveda-based therapy for menopausal care

1, 2 • PG

174 • Sqcm

225792 • AVE

440K • Cir

Bottom Left, Bottom Right

Hyderabad

# Ayurveda-based therapy for menopausal care

CITY BUREAU  
Hyderabad

The quest for a non-hormonal formulation that could potentially extend proper care for women suffering from menopausal syndrome appears to have found a solution right here in Hyderabad, and that too through the ancient knowledge of Ayurveda.

In a first of its kind, an Ayurvedic-based therapy for menopausal care, devel-

oped by the city-based researcher from the National Institute of Nutrition (NIN), Dr Vandana Singh, has been granted a patent. Derived from ancient Sanskrit literature and based on the principles of Ayurveda, Dr Vandana has developed a non-hormonal formulation that could potentially extend proper care to women suffering from the menopausal syndrome, a major public health issue that is expected to impact

over 1.2 billion women worldwide by 2030.

At present, the traditional treatment to deal with menopausal syndrome is Hormonal Replacement Therapy (HRT), which is associated with adverse effects, including vaginal bleeding, liver issues and increased risk of breast cancer, heart disease and strokes. As a result, the USFDA advised restrictions on long-term use of HRT.

(SEE PAGE 2)

## Ayurveda-based therapy for menopausal care

"Our Ayurvedic formulation does not have such an adverse impact on health while dealing with menopausal syndrome. Our non-hormonal Ayurveda therapy features an indigenous grass as the key ingredient. The formulation follows all Ayurveda principles and helps with osteoporosis, fatty liver and metabolic syndrome," says Dr Vandana Singh. Mentored by Dr B Dinsh Kumar, former Scientist G and Head of Drug Division, during the development of the non-hormonal Ayurveda therapy, Dr Vandana says her research involved plant species identification, quality standards, proof of concept, regulatory compliance and prototype formulation. "This non-hormonal, safe and effective solution aims to enhance the quality of life of menopausal women. The work has already been recognised globally, including a shortlist for the Alice and Albert Netter Prize 2023 by the European Society of Gynecology. The study has already been published in scientific journals and acknowledged by peer review groups and professional societies," she says.



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।

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।

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

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।



Dainik Savera • 27 Dec • Ministry of Ayush

Ayushman bharat mein panjekarans se cancer ke upchar ki samay par shuruvat ke aankade sudhare :Adhya...

12 • PG

274 • Sqcm

65739 • AVE

40.03K • Cir

Top Right

Chandigarh

# आयुष्मान भारत में पंजीकरण से कैंसर के उपचार की समय पर शुरुआत के आंकड़े सुधरे: अध्ययन

सवेरा न्यूज

नई दिल्ली, 26 दिसंबर : भारत के राष्ट्रीय स्वास्थ्य बीमा कार्यक्रम-आयुष्मान भारत प्रधानमंत्री जन आरोग्य योजना (पीएम-जेएवाई) के तहत पंजीकरण से कैंसर का उपचार समय पर शुरू होने के मामले में 33 प्रतिशत की वृद्धि हुई है। यह बात एक अध्ययन से सामने आई है। अनुसंधानकर्ताओं ने अपने अध्ययन से यह पाया कि 2018 में इस योजना के शुरू होने के बाद से कैंसर से पीड़ित रोगियों में 30 दिनों के भीतर समय पर उपचार शुरू होने की संभावना 1995 और 2017 के बीच जांच के बाद सामने आए रोगियों की तुलना में 36 प्रतिशत अधिक थी।

अनुसंधानकर्ताओं में स्नातकोत्तर चिकित्सा शिक्षा एवं अनुसंधान संस्थान (पीजीआईएमईआर), चंडीगढ़ के अनुसंधानकर्ता भी शामिल थे। 'द लैंसेट रीजनल हेल्थ साउथईस्ट एशिया' में प्रकाशित निष्कर्षों से पता चला कि 'पीएम-जेएवाई के लागू होने के परिणामस्वरूप कैंसर का उपचार समय पर शुरू होने के आंकड़े में महत्वपूर्ण



सुधार हुआ है।' शोधकर्ताओं ने तमिलनाडु, महाराष्ट्र और दिल्ली जैसे 6 राज्यों के 'चयनित 7 प्रमुख कैंसर देखभाल अस्पतालों' से अक्टूबर 2020 और मार्च 2022 के बीच भर्ती किए गए लगभग 6,700 कैंसर रोगियों की प्रतिक्रियाओं का विश्लेषण किया।

वर्ष 2018 में विकसित और ब्रिटिश मैडिकल जर्नल ओपन में प्रकाशित एक अध्ययन में वर्णित प्रोटोकॉल 'नैशनल कैंसर डाटाबेस फॉर कॉस्ट एंड क्वालिटी ऑफ लाइफ' के तहत रोगियों का स्वास्थ्य देखभाल लागत और जीवन की गुणवत्ता सहित कई पहलुओं पर साक्षात्कार किया गया। जांच के उपरांत रोग का पता चलने के बाद कैंसर उपचार शुरू करने से पहले की सामान्य अवधि 20 दिन पाई गई।

Dina Malar • 27 Dec • Ministry of Ayush  
Counseling for Yoga Naturopathy course today

4 • PG

83 • Sqcm

71092 • AVE

882.2K • Cir

Bottom Center

Chennai

**யோகா - இயற்கை  
மருத்துவ படிப்புக்கு  
இன்று கவுன்சிலிங்**

சென்னை, டிச. 27-  
யோகா மற்றும் இயற்கை மருத்  
துவ படிப்புகளில், காலியாக உள்ள,  
253 இடங்களுக்கு, இன்று நேரடி  
'கவுன்சிலிங்' நடக்க உள்ளது.  
அரசு மற்றும் தனியார் யோகா  
மற்றும் இயற்கை மருத்துவக் கல்  
லூரிகளில், பி.என்.ஓய்.எஸ்., என்ற  
இளநிலை யோகா மற்றும் இயற்கை  
மருத்துவ படிப்புகளுக்கு, 1,660  
இடங்கள் உள்ளன.  
இந்த இடங்களுக்கான மாணவர்  
சேர்க்கை விண்ணப்ப பதிவு, ஜூன்  
மாதம் துவங்கியது. மொத்தம், 2,320  
பேர் அரசு ஒதுக்கீட்டு இடங்களுக்  
கும், 1,187 பேர் நிர்வாக இடங்களுக்  
கும் விண்ணப்பித்தனர். மூன்று கட்ட  
கவுன்சிலிங் முடிந்த நிலையில், 253  
இடங்கள் நிரம்பாமல் உள்ளன.  
காலி இடங்களை நிரப்புவதற்கான  
சிறப்பு கவுன்சிலிங், அரும்பாக்கம்  
சித்தா மருத்துவமனை வளாகத்தில்  
உள்ள தேர்வு குழு அலுவலகத்தில்,  
இன்று நடக்க உள்ளது.  
பிளஸ் 2 மதிப்பெண் அடிப்படை  
யில் நடக்கும் மாணவர் சேர்க்கையில்,  
உரிய விண்ணப்பங்களை சமர்ப்பித்து  
சேரலாம் என, மாணவர் தேர்வு குழு  
தெரிவித்துள்ளது.



Punjab Kesari • 27 Dec • Ministry of Ayush

## NIA Jaipur got first position in the whole country in nature testing campaign

8 • PG

44 • Sqcm

2181 • AVE

370.92K • Cir

Bottom Center

Jaipur

### प्रकृति परीक्षण अभियान में एनआईए जयपुर पूरे देश में मिला प्रथम

जयपुर, 26 दिसंबर (ब्यूरो) :  
केंद्र सरकार के आयुष मंत्रालय की  
ओर से चलाए जा रहे प्रकृति परीक्षण  
अभियान के तहत 26 नवंबर से 25  
दिसंबर तक राजधानी स्थित राष्ट्रीय  
आयुर्वेद संस्थान के चिकित्सकों ने 2  
लाख 38 हजार 609 नागरिकों का  
प्रकृति परीक्षण कर देश में प्रथम स्थान  
प्राप्त किया है। कुलपति प्रो. संजीव  
शर्मा ने बताया कि स्ट्राइक रेट के साथ  
प्रकृति परीक्षण करने पर  
एनसीआईएसएम द्वारा राष्ट्रीय आयुर्वेद  
संस्थान को प्रथम स्थान दिया गया है।  
उन्होंने कहा कि 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।

Divya Bhaskar • 27 Dec • Ministry of Ayush

50 test exemption from attendance, 500 exemption from examination, 1000 then internal marks

1, 2 • PG

397 • Sqcm

59525 • AVE

316.29K • Cir

Middle Left, Top Right

Mumbai

# આયુષ મંત્રાલયના પ્રકૃતિ પરીક્ષણમાં નંબર-1 આવવા માટે સામ-દામ-દંડનો ખેલ 50 પરીક્ષણ પર હાજરીમાંથી છૂટ, 500 કરો તો પરીક્ષાથી મુક્તિ, 1000 કરો તો ઈન્ટરનલ માર્ક્સ

**પરિણામ:** એક પરીક્ષણમાં સરેરાશ 20 મિનિટ થાય છતાં એક-એક વ્યક્તિ રોજના 100-100 પરીક્ષણ કરી દે છે

**ભારતકર ઇન્વેસ્ટિગેશન**

જયરામ મહેતા | જૂનાગઢ

કેન્દ્ર સરકારના આયુષ મંત્રાલય દ્વારા આખા દેશમાં અત્યારે પ્રકૃતિ પરીક્ષણ ચાલી રહ્યું છે. ગુજરાતમાં પણ આના માટે 32 આયુર્વેદ કોલેજ સહિત 40 જેટલા ઈન્ટિટ્યુટ - સંસ્થાઓને જવાબદારી સોંપવામાં આવી છે. આ પરીક્ષણ કામગીરી માટે આયુર્વેદ કોલેજો અને અને પ્રાઈવેટ યુનિવર્સિટીના વિદ્યાર્થી, ટીચર્સ, પ્રેક્ટિસનર્સ અને મેડિકલ ઓફિસર્સને કામે લગાવી દેવાયા છે. તેમને પ્રોત્સાહન આપવા માટે 50 પરીક્ષણ કરો તો હાજરીમાંથી છૂટ, 500 કરો તો પરીક્ષામાંથી મુક્તિ અને 1 હજાર પરીક્ષણ કરો તો ઈન્ટરનલ માર્ક્સ જવી ઓફર્સ કરવામાં આવી છે. આ ઓફરનું પરિણામ એ આવ્યું છે કે એક પરીક્ષણમાં સરેરાશ 20 મિનિટ જેટલો સમય લાગતો હોવા છતાં એક-એક વ્યક્તિ રોજના સરેરાશ 100 પ્રકૃતિ પરીક્ષણ કરી દેતા હોવાનું સામે આવ્યું છે.

એક પ્રકૃતિ પરીક્ષણ કરવા માટે 22 મુખ્ય પ્રશ્ન અને તેના પેટા પ્રશ્નો સહિત કુલ 84 સવાલો પૂછીને એના જવાબ સબમીટ કરવાના હોય છે, એના માટે ઓછામાં ઓછી 20થી 30 મિનિટ જોઈએ. એ દૃષ્ટિએ જોઈએ તો, તાર્કિક રીતે દરરોજ સતત 10 કલાક આ જ કામ કરવામાં આવે તો પણ રોજના વધુમાં વધુ 25થી 30 પરીક્ષણ ...અનુસંધાન પાના નં. 2



આ સમાચાર વિશે આપના પ્રતિભાવ જણાવવા માટે આ ક્યુઆર કોડ સ્કેન કરો

ગુજરાતની 32 આયુર્વેદ કોલેજ સહિત 40 સંસ્થાઓને કામગીરી સોંપવામાં આવી

આવી રીતે થાય છે ખોટાં પરીક્ષણ

જે નાગરિકનું પ્રકૃતિ પરીક્ષણ કરવાનું હોય તેની શારીરિક માનસિક સ્થિતિ જાણવા માટે તેને 84 પ્રશ્નો પૂછવાના હોય છે.



પ્રક્રિયાની કડ઼કૂટમાં અસંભવ ટાર્ગેટ ક્યારેય પુરા ન થાય. આથી, વોલન્ટિયર્સ દ્વારા જે નાગરિકનું પ્રકૃતિ પરીક્ષણ કરવાનું હોય તેની પાસેથી એપમાં આવેલો ક્યુઆર કોડ મંગાવી લેવામાં આવે છે અને પછી તેના આધારે નાગરિકના જવાબો જાતે જ ભરીને મિનિટોમાં સબમીટ કરી દેવામાં આવે છે. આથી તેનું પ્રકૃતિ પરીક્ષણ થઈ ગયાની નોંધ પડી જાય છે પણ તેની સાચી પ્રકૃતિ એ નાગરિકને પોતાને પણ ખબર પડતી નથી.

**NCISMની મિટિંગમાં પણ આ મુદ્દો ચર્ચાયો : પ્રેસિડેન્ટે કહ્યું, અમે ફિલ્ટર ગોઠવ્યું છે**

આખા દેશમાં આયુષનું સંચાલન કરતા રેગ્યુલેટરી બોર્ડ NCISMની મિટિંગમાં પણ આ મુદ્દો ચર્ચાયો હતો. ખોટી રીતે પરીક્ષણ થતું હોવાની બાબત અંગે ગુજરાત આયુર્વેદ યુનિવર્સિટીના કુલપતિ ડો. મુકુલ પટેલે રેગ્યુલેટરી બોર્ડનું ધ્યાન દોર્યું હતું ત્યારે NCISMના પ્રેસિડેન્ટ ડો. રાકેશ શર્માએ કહ્યું હતું કે, 'આવું આખા દેશમાં ઘણી જગ્યાએ થતું હોય છે એટલે અમે એના માટે ફિલ્ટર ગોઠવેલું જ છે. રીયલ ડેટા જ આવે એવું કહ્યું છે એટલે આઈપી એડ્રેસ પરથી અમને ખબર પડી જશે.'

પ્રકૃતિ પરીક્ષણમાં રાજ્યની ટોપ ત્રણ કોલેજ

કોલેજનું નામ	વોલન્ટિયર્સ	25 ડિસે. સુધી પરીક્ષણ
■ નોબેલ આયુર્વેદ કોલેજ એન્ડ રિસર્ચ ઈન્સ્ટિટ્યુટ, જૂનાગઢ	225	55769
■ મંજુશ્રી રિસર્ચ ઈન્સ્ટિટ્યુટ ઓફ આયુર્વેદિક સાયન્સ	668	33853
■ ગ્લોબલ ઈન્સ્ટિટ્યુટ ઓફ આયુર્વેદ, રાજકોટ	312	27586

આગળ રહેવાની લક્ષ્યમાં આયુષ મંત્રાલયનો એક ઉત્તમ વિચાર ટાર્ગેટ બેઈઝડ બની ગયો



આવી લાલચો અપાઈ, જેથી અસંભવ લક્ષ્યાંકો પણ સાચી ખોટી રીતે પુરા થવા માંડ્યા

1. રોજના 50થી વધુ પરીક્ષણ કરે એની અટેન્ડન્સ પુરાઈ જાય
2. મેડિકલ સ્ટુડન્ટ 500 પ્રકૃતિ પરીક્ષણ કરે તો એને પરીક્ષામાંથી મુક્તિ !
3. રોજના 50થી માંડીને 100 અને કુલ 500થી 1000 પરીક્ષણ કરવામાં ઈન્ટર્નલ માર્ક્સની લ્હાણી

### 50 પરીક્ષણ...

થઈ શકે. પણ, આ વાસ્તવિકતાને નજરઅંદાજ કરીને પોતાની સંસ્થા કે ઈન્સ્ટિટ્યુશન અન્ય કરતાં આગળ રહે એ માટે ગુજરાતની ઘણી કોલેજોમાં તો વિદ્યાર્થીને રોજ 50, 70 કે 100 પરીક્ષણ કરવાના ટાર્ગેટ અપાયા છે. એક દિવસમાં એક જ વોલન્ટિયર આટલા પરીક્ષણ સાચી રીતે કોઈપણ સંજોગોમાં કરી શકે નહીં. આમ છતાં, વોલન્ટિયર્સ દ્વારા ખોટી રીતે જવાબો ભરીને લક્ષ્યાંક પૂરા કરાઈ રહ્યા છે. પરિણામે, આયુષ મંત્રાલયના એક ઉત્તમ વિચારનું ગુજરાતમાં પડીકું વળી ગયું છે.

દેશના તમામ નાગરિકોને પોતાની પ્રકૃતિ જાણવાનો અધિકાર છે અને દરેક વ્યક્તિ પોતાના સ્વાસ્થ્ય પ્રત્યે સભાન બને એ માટે આખા દેશમાં શરૂ થયેલા આ પ્રકૃતિ પરીક્ષણમાં ગિનિસ બુક ઓફ વર્લ્ડ રેકોર્ડમાં નામ નોંધાવવા માટે મૂળ હેતુ ભૂલી જઈને બધા માત્ર આંકડા વધારવાની હોડમાં લાગી ગયા છે.



Divya Bhaskar • 27 Dec • Ministry of Ayush

32 Ayurveda Colleges of Gujarat were entrusted with the work

1, 4 • PG

461 • Sqcm

746567 • AVE

1.54M • Cir

Middle Center, Top Right

Ahmedabad

# આયુષ મંત્રાલયના પ્રકૃતિ પરીક્ષણમાં નંબર-1 આવવા માટે સામ-દામ-દંડનો ખેલ 50 પરીક્ષણ પર હાજરીમાંથી છૂટ, 500 કરો તો પરીક્ષાથી મુક્તિ, 1000 કરો તો ઈન્ટરનલ માર્ક્સ

**પરિણામ:** એક પરીક્ષણમાં સરેરાશ  
20 મિનિટ થાય છતાં એક-એક વ્યક્તિ  
રોજના 100-100 પરીક્ષણ કરી દે છે

**ભાસ્કર ઇન્વેસ્ટિગેશન**

જયરામ મહેતા | જૂનાગઢ

કેન્દ્ર સરકારના આયુષ મંત્રાલય દ્વારા આખા દેશમાં અત્યારે પ્રકૃતિ પરીક્ષણ ચાલી રહ્યું છે. ગુજરાતમાં પણ આના માટે 32 આયુર્વેદ કોલેજ સહિત 40 જેટલા ઈન્સ્ટિટ્યૂટ - સંસ્થાઓને જવાબદારી સોંપવામાં આવી છે. આ પરીક્ષણ કામગીરી માટે આયુર્વેદ કોલેજો અને અને પ્રાઇવેટ યુનિવર્સિટીના વિદ્યાર્થી, ટીચર્સ, પ્રેક્ટિસનર્સ અને મેડિકલ ઓફિસર્સને કામે લગાવી દેવાયા છે. તેમને પ્રોત્સાહન આપવા માટે 50 પરીક્ષણ કરો તો હાજરીમાંથી છૂટ, 500 કરોડ પરીક્ષામાંથી મુક્તિ અને 1 હજાર પરીક્ષણ કરો તો ઈન્ટરનલ માર્ક્સ જવી ઓફર્સ કરવામાં આવી છે. આ ઓફરનું પરિણામ એ આવ્યું છે કે એક પરીક્ષણમાં સરેરાશ 20 મિનિટ જેટલો સમય લાગતો હોવા છતાં એક-એક વ્યક્તિ રોજના સરેરાશ 100 પ્રકૃતિ પરીક્ષણ કરી દેતા હોવાનું સામે આવ્યું છે.

એક પ્રકૃતિ પરીક્ષણ કરવા માટે 22 મુખ્ય પ્રશ્ન અને તેના પેટા પ્રશ્નો સહિત કુલ 84 સવાલો પૂછીને એના જવાબ સબમીટ કરવાના હોય છે. એના માટે ઓછામાં ઓછી 20થી 30 મિનિટ જોઈએ. એ દષ્ટિએ જોઈએ તો, તાર્કિક રીતે દરરોજ સતત 10 કલાક આ જ કામ કરવામાં આવે તો પણ રોજના વધુમાં વધુ 25થી 30 પરીક્ષણ ...અનુસંધાન પાના નં. 04

ગુજરાતની 32 આયુર્વેદ કોલેજ સહિત 40 સંસ્થાઓને કામગીરી સોંપવામાં આવી

આવી રીતે થાય છે ખોટાં પરીક્ષણ

જે નાગરિકનું પ્રકૃતિ પરીક્ષણ કરવાનું હોય તેની શારીરિક માનસિક સ્થિતિ જાણવા માટે તેને 84 પ્રશ્નો પૂછવાના હોય છે. આ પ્રશ્નો પૂછીને તેના જવાબો પ્રકૃતિ પરીક્ષણની એપમાં ટીક કરીને પછી સબમીટ કરવાના હોય છે. આટલી લાંબી

પ્રક્રિયાની કડાકૂટમાં અસંભવ ટાગેટ ક્યારેય પુરા ન થાય. આથી, વોલન્ટિયર્સ દ્વારા જે નાગરિકનું પ્રકૃતિ પરીક્ષણ કરવાનું હોય તેની પાસેથી એપમાં આવેલો ક્યુઆર કોડ મંગાવી લેવામાં આવે છે અને પછી તેના આધારે નાગરિકના જવાબો જાતે જ ભરીને મિનિટોમાં સબમીટ કરી દેવામાં આવે છે. આથી તેનું પ્રકૃતિ પરીક્ષણ થઈ ગયાની નોંધ પડી જાય છે પણ તેની સાચી પ્રકૃતિ એ નાગરિકને પોતાને પણ ખબર પડતી નથી.

**NCISMની મિટિંગમાં પણ આ મુદ્દો ચર્ચાયો :  
પ્રેસિડેન્ટે કહ્યું, અમે ફિલ્ટર ગોઠવ્યું છે**

આખા દેશમાં આયુષનું સંચાલન કરતા રેગ્યુલેટરી બોર્ડ NCISMની મિટિંગમાં પણ આ મુદ્દો ચર્ચાયો હતો. ખોટી રીતે પરીક્ષણ થતું હોવાની બાબત અંગે ગુજરાત આયુર્વેદ યુનિવર્સિટીના કુલપતિ ડૉ. મુકુલ પટેલે રેગ્યુલેટરી બોર્ડનું ધ્યાન દોર્યું હતું ત્યારે NCISMના પ્રેસિડેન્ટ ડૉ. રાકેશ શર્માએ કહ્યું હતું કે, 'આવું આખા દેશમાં ઘણી જગ્યાએ થતું હોય છે એટલે અમે એના માટે ફિલ્ટર ગોઠવેલું જ છે. રીયલ ડેટા જ આવે એવું કર્યું છે એટલે આઈપી એડ્રેસ પરથી અમને ખબર પડી જશે.'

**આગળ રહેવાની લ્હાવમાં આયુષ મંત્રાલયનો  
એક ઉત્તમ વિચાર ટાગેટ બેઈઝડ બની ગયો**



**આવી લાલચો અપાઈ, જેથી અસંભવ લક્ષ્યાંકો  
પણ સાચી ખોટી રીતે પુરા થવા માંડ્યા**

1. રોજના 50થી વધુ પરીક્ષણ કરે એની અટેન્ડન્સ પુરાઈ જાય
2. મેડિકલ સ્ટુડન્ટ 500 પ્રકૃતિ પરીક્ષણ કરે તો એને પરીક્ષામાંથી મુક્તિ !
3. રોજના 50થી માંડીને 100 અને કુલ 500થી 1000 પરીક્ષણ કરવામાં ઈન્ટરનલ માર્ક્સની લ્હાણી



આ સમાચાર વિશે આપના  
પ્રતિભાવ જણાવવા માટે આ  
ક્યુઆર કોડ સ્કેન કરો

**પ્રકૃતિ પરીક્ષણમાં  
રાજ્યની ટોપ  
ત્રણ કોલેજ**

કોલેજનું નામ

- નોબેલ આયુર્વેદ કોલેજ એન્ડ રિસર્ચ ઈન્સ્ટિટ્યૂટ, જૂનાગઢ
- મંજુશ્રી રિસર્ચ ઈન્સ્ટિટ્યૂટ ઓફ આયુર્વેદિક સાયન્સ
- ગ્લોબલ ઈન્સ્ટિટ્યૂટ ઓફ આયુર્વેદ, રાજકોટ

વોલન્ટિયર્સ	25 ડિસે. સુધી પરીક્ષણ
225	55769
668	33853
312	27586



## 50 પરીક્ષણ...

થઈ શકે. પણ આ વાસ્તવિકતાને નજરઅંદાજ કરીને પોતાની સંસ્થા કે ઈન્સ્ટિટ્યુશન અન્ય કરતાં આગળ રહે એ માટે ગુજરાતની ધણી કોલેજોમાં તો વિદ્યાર્થીને રોજ 50, 70 કે 100 પરીક્ષણ કરવાના ટાઈમ અપાયા છે. એક દિવસમાં એક જ વોલન્ટિયર આટલા પરીક્ષણ સાચી રીતે કોઈપણ સંજોગોમાં કરી શકે નહીં. આમ છતાં, વોલન્ટિયર્સ દ્વારા ખોટી રીતે જવાબો ભરીને લક્ષ્યાંક પૂરા કરાઈ રહ્યા છે. પરિણામે, આયુષ મંત્રાલયના એક ઉત્તમ વિચારનું ગુજરાતમાં પડીકું વળી ગયું છે. દેશના તમામ નાગરિકોને પોતાની પ્રકૃતિ જાણવાનો અધિકાર છે અને દરેક વ્યક્તિ પોતાના સ્વાસ્થ્ય પ્રત્યે સત્તાન બને એ માટે આખા દેશમાં શરૂ થયેલા આ પ્રકૃતિ પરીક્ષણમાં ગિનિસ બુક ઓફ વર્લ્ડ રેકોર્ડમાં નામ નોંધાવવા માટે મૂળ હેતુ ભૂલી જઈને બધા માત્ર આંકડા વધારવાની હોડમાં લાગી ગયા છે.

Sakal • 27 Dec • Ministry of Ayush  
Science of Ayurveda Dabur Honitus campaign

2 • PG

39 • Sqcm

25547 • AVE

352.42K • Cir

Middle Center

Mumbai

सायन्स ऑफ आयुर्वेद  
डाबर हनीटसची मोहीम

मुंबई, ता. २६ : हिवाळ्यात होणारे  
श्वसनाचे विकार आणि त्याला आळा  
घालण्यासाठी आयुर्वेदिक औषधांचे  
महत्त्व यासंदर्भात जनजागृतीसाठी  
डाबर इंडियाच्या आयुर्वेदिक कफ  
सिरप ब्रँड, डाबर हनीटसने सायन्स  
ऑफ आयुर्वेद ही जनजागृती मोहीम  
सुरू केली आहे.

खोकल्यावरील डाबर  
हनीटससारख्या आयुर्वेदिक औषधांच्या  
उपायांमागील शास्त्र तसेच डाबर  
हनीटसमधील आले, मध, तुळशी,  
मुळेटी, बनपाशा आदी घटकांच्या  
फायदांबाबत या जागरूकता निर्माण  
केली जाईल. यात आयुर्वेदिक  
औषधांच्या महत्त्वाबद्दल शिक्षित केले  
जाईल, असे डाबर इंडियाचे विपणन  
उपाध्यक्ष अजय सिंह परिहार म्हणाले.