





Government of India
Ministry of Ayush

सत्यमेव जयते

MINISTRY OF AYUSH COMPILED MEDIA REPORT 28 Feb, 2025 – 03 Mar, 2025

One Day as a Scientist

 **Total Mention 407**

|  Print | Financial | Mainline | Regional | Periodical |
|---|------------------|-----------------|-----------------|-------------------|
| 59 | 9 | 28 | 21 | 1 |
|  Online | | | | |
| 348 | | | | |

 Print

| No | Newspaper | Headline | Edition | Pg |
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| 1. | The Economic Times | Why do women live longer than men | Delhi | 19 |
| 2. | The Economic Times | That Gut Feeling | Pune + 1 | 1, 5 |
| 3. | The Economic Times | Hard Core | Bengaluru | 9 |
| 4. | Mint | Move over K-Beauty | Bengaluru + 1 | 2 |
| 5. | Mint | Skin deep | Bengaluru + 2 | 6 |
| 6. | Mint | Move over K - Beauty | Chennai | 2 |
| 7. | Mint | Shahnaz Husain: The OG beauty influencer | Hyderabad | 9 |
| 8. | Mint | Unwinding with a cascade of hot stones in Bhutan | Bengaluru | 16 |
| 9. | Bizz Buzz | AP budget outlay at Rs 3.22 L cr; med insurance of Rs 25L to all | Hyderabad | 3 |
| 10. | The Times of India | Wellness parties bring the focus on holistic well-being | Bengaluru | 6 |
| 11. | The Times of India | Health insurers mop up Rs1L cr in FY25 | Chandigarh | 1, 20 |
| 12. | The Times of India | Aerobic exercise may boost cognition for people with ADHD | Bengaluru | 7 |
| 13. | Hindustan Times | India Has Gone From Being The Back Office To World Factory | Delhi | 1 |
| 14. | Hindustan Times | SC allows BJP govt to retract appeal against HC order on ABHIM | Delhi | 3 |
| 15. | The Indian Express | PM Modi chairs Ayush sector review meeting | Mumbai + 2 | 10 |
| 16. | The Morning Standard | Fit Bit | Delhi | 2 |
| 17. | The Morning Standard | FIT BIT | Delhi | 2 |
| 18. | The Morning Standard | Fit Bit | Delhi | 2 |
| 19. | The New Indian Express | ANANTASANA PADA LIFT VARIATION | Chennai | 2 |
| 20. | The New Indian Express | ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION) | Bengaluru | 2 |
| 21. | The New Indian Express | PRASARITA BALASANA VARIATION HEAD UP | Chennai | 2 |
| 22. | The New Indian Express | PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP) | Bengaluru | 2 |
| 23. | The Pioneer | Yogasanas For Belly Fat Loss | Delhi | 11 |

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|-----|--------------------|---|----------------|---|
| 24. | The Pioneer | Finding money for 'freebies': BJP faces an uphill task | Delhi + 2 | 7 |
| 25. | The Hindu | FROM THE ARCHIVES | Delhi | 7 |
| 26. | The Statesman | Ayurveda begins where medicine ends: Rajasthan Dy CM | Delhi | 10 |
| 27. | The Statesman | PM chairs meeting to review Ayush sector | Delhi | 2 |
| 28. | Millenniumpost | India now emerging as factory of world: PM | Delhi | 1, 4 |
| 29. | Deccan Herald | Delhi govt to implement Ayushman Bharat scheme | Bengaluru | 10 |
| 30. | Deccan Chronicle | PM chairs key Ayush sector meet | Chennai | 5 |
| 31. | Deccan Chronicle | Modi chairs key Ayush sector meet | Hyderabad | 10 |
| 32. | The Daily Guardian | Need for steps to harness Ayush's full potential: PM Modi | Chandigarh + 1 | 2 |
| 33. | The Asian Age | PM chairs key Ayush sector meet | Delhi | 4 |
| 34. | Free Press Journal | Ayush dispensaries helped 8L pilgrims | Mumbai | 1 |
| 35. | Punjab Express | Healthcare leads AI adoption in India, surpasses FMCG and manufacturing sectors: Report | Chandigarh | 6 |
| 36. | Eastern Chronicle | National Institute of Ayurveda vacancy 2025: 12 assistant professor posts | Kolkata | 7 |
| 37. | The Hans India | Yogi honours boatmen; post-registration funds, insurance to be provided for boats | Hyderabad | 5 |
| 38. | BW Hotelier | NAMASTE DWAAR THE GATEWAY TO HOLISTIC WELLNESS | National | 134, 135, 136, 137, 138, 139 |
| 39. | Prahar | Spontaneous response to Ayurvedic camp | Mumbai | 4 |
| 40. | Rashtriya Sahara | Cancer rodhi gunon se bharpur hai Safed Haldi | Delhi | 14 |
| 41. | Rashtriya Sahara | 84 Medicines fail quality test! | Jaipur | 3 |
| 42. | Rashtriya Sahara | India rising workshop for World | Delhi | 1 |
| 43. | Rashtriya Sahara | Ramban hai Punnarva | Delhi | 14 |
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| 45. | Dainik Jagran | Ayush workshop ne student ke liye khole darwaje | Delhi | 11 |
| 46. | Amar Ujala | Bina bijali internet sirf tasveero se cancer ki pusthi kar raha swdeshi AI | Chandigarh | 8 |

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| 51. | The Hindu Tamil | Order to appoint 1300 yoga Trainers | Chennai | 2 |
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| 54. | Jansatta | World eye on 21st century India | Delhi | 1, 8 |
| 55. | Loksatta | AYUSH' notice to the College of Ministers from their own department | Mumbai | 1 |
| 56. | Loksatta | AYUSH Minister's college gets notice from his own department | Pune | 11 |
| 57. | Samachar Jagat | Will make citizens aware about AYUSH systems and healthy lifestyle: Dr. Prem Chand Bairwa | Jaipur | 5 |
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The Economic Times • 03 Mar • Ministry of Ayush

Why do women live longer than men

19 • PG

480 • Sqcm

213600 • AVE

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Top Center

ET Panache

Delhi

Why do women live longer than men?

Scientists don't know exactly what factors are boosting life expectancy in one gender, but there are some possible clues

Women outlive men by a long shot: The global life expectancy for women is currently 75, as compared to around 70 for men. There's a marked difference between the genders, something that's true regardless of location, money and other factors. In fact, it's true even for other mammals.

But the fact that women are outliving men doesn't necessarily mean they are living better. Women tend to have shorter health spans (the number of healthy years a person lives) than men, said Bérénice Benayoun, an associate professor at the USC Leonard Davis School of Gerontology, US.

Women are generally frailer than men in old age; they're also more vulnerable, particularly after menopause, to developing cardiovascular issues and Alzheimer's disease, Benayoun said.

Factors at play

Scientists are trying to uncover the reasons men and women age differently in the hopes of extending health span for both. "If we can understand what makes one sex more resilient or vulnerable, then we have new pathways and new understandings [for] new therapeutics that could help," said Dr Dena Dubal, a professor of neurology at the University of California, US.

Research suggests that the XX set of female sex chromosomes may impact longevity, though it's not clear exactly how.

For example, a 2018 study conducted by Dubal's lab looked at genetically manipulated mice



PICS: GETTY IMAGES

with different combinations of sex chromosomes and reproductive organs. Those with two X chromosomes and ovaries lived longest, followed by mice with two X chromosomes and testicles. Mice with XY chromosomes had shorter life spans.

"There was something about the second X chromosome that was protecting the mice," Dubal said.

Scientists haven't yet examined this in humans, but Dubal said the fact that we have the same hormones and sex chromosomes, and similar reproductive systems, suggests that the findings could be similar.

Montserrat Anguera, an associate professor of biomedical sciences at the University of Pennsylvania School of Veterinary Medicine, US, said that epigenetic factors — environmental or lifestyle elements like climate or chronic stress that impact which genes are expressed, and how — may also play a role.

Researchers are also investigating the role of hormones like oestrogen

in longevity. "There's decent data showing that, at least before menopause, the female immune system tends to be better able to mount responses," Benayoun said. In general, males "tend to do much worse in response to infection", which, in turn, could shorten their life spans.

One analysis found that women who experienced menopause later — older than 50 — lived longer than those who experienced it earlier. When oestrogen levels drop, women's immune systems seem to weaken.

Lifestyle and behaviour

Behavioural patterns play a key role in the disparity. Women are generally less likely than men to smoke or drink heavily — behaviours that contribute significantly to mortality, said Kyle Bourassa, a psychologist at Duke University, US.

Women also tend to practice more "health-promoting behaviour", like wearing a seat belt or going to the doctor for annual checkups, Bourassa said.

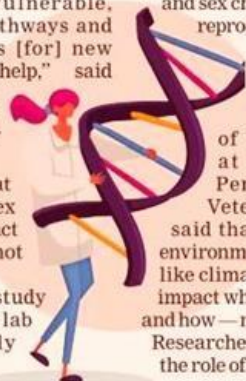
In addition, women are more likely than men to socialise, protecting them from the detrimental effects of social isolation and loneliness.

External factors

Even on a broader societal level, issues like war or randomised violence disproportionately impact men, said Naoko Muramatsu, a professor of community health sciences at the University of Illinois Chicago, US.

During the pandemic, for instance, men died at higher rates. Research showed that they were more likely to hold jobs that exposed them to the virus, like food preparation or construction, or to be homeless or incarcerated, all of which affected mortality rates.

— The New York Times



The Economic Times • 02 Mar • Ministry of Ayush
That Gut Feeling

1, 5 • PG


1437 • Sqcm

539002 • AVE

102.04K • Cir

Middle Left,Top Left

Pune • Bengaluru

 That Gut Feeling

That Gut Feeling

Conversations around gut health have increased, as have misconceptions. What is needed is a comprehensive, tailored approach

Lijee Phillip & Apoorva Mittal

After experiencing bloating, flatulence and constipation, 24-year-old Reena Sharma, who lives in Delhi, sought professional help. The nutritionist recommended a gluten-free diet based on an extensive food allergy test.

But her symptoms persisted. "Even after going on a gluten-free diet, I was still experiencing digestive issues," says Sharma.

Dr SK Thakur, a senior gastroenterologist at Sitaram Bhartia Institute of Science & Research in New Delhi, who treated her eventually attributes much of the crisis to misconceptions around diet, which have only intensified as conversations around gut health have increased.

People, often without solid evidence, try to manipulate their diets in ways that can worsen their condition. "The gut is a victim of the activity of the mind," says Thakur. Sharma did not need drastic diet changes; she needed physical activity, a well-balanced diet with more fibre and meals at proper intervals.

Despite chatter to the contrary on social media, there are no silver bullets when it comes to gut health. The number of

awareness of mental health issues.

Poor gut health, often a result of poor diet, stress and overuse of antibiotics, has been linked to mental health issues such as anxiety, depression and brain fog.

Gut health has three main "enemies"—hurry, worry and curry.

The hectic pace of modern life (hurry), constant stress (worry) and a diet rich in spicy, processed foods (curry) create a perfect storm for gut-related issues.

Gastroenterologists and fitness experts are urging people to slow down, reduce stress and embrace a healthier, more mindful diet to restore gut health.

Raina Sahni's story underlines this advice. Suffering from heartburn, regurgitation and even choking while eating, Sahni was advised to elevate the head of her bed and take antacids. These quick fixes seemed to offer temporary relief, but they didn't address the root cause.

Once she was prescribed anti-anxiety medication and given a lower dose of acidity medications, her symptoms improved, Dr Thakur says quick solutions

However, gut microbiome tests have not

Market Size of Global Digestive Health Products

2023:

\$51.6 bn

CAGR in 2024-30:

8.3%

*Compound annual growth rate

Source: Grand View Research

often mask the underlying problem, offering only short-term relief rather than long-term healing.

"The real cause was stress related to my job," says Sahni.

RECOVERY PATH

When there is worry, there is a market, and there are companies, especially startups, which have jumped on to the bandwagon to offer personalised solutions for

gut health management.

Take Gurgaon-based Sovo, which offers custom-made probiotics for individuals.

"Covid shifted the needle," says Sovo cofounder Tanveer Singh. He points to the increased use of antibiotics during the pandemic in India, which has a history of antibiotic abuse. Studies have shown that antibiotics can disrupt the balance of gut bacteria.

Sovo's treatment begins with a gut microbiome test of a stool sample of the customer. The result, it says, will provide a detailed map of the digestive system, revealing everything from probiotic deficiencies to antibiotic resistance.

However, gut microbiome tests have not

conditions like Crohn's disease, ulcerative colitis or IBS.

Another startup riding the wave of growing gut health awareness is The Good Bug, backed by Fireside Ventures.

The product line of the Mumbai-based company includes synbiotic formulas, probiotics, prebiotic fibres, a 14-day detox programme and fermented foods and beverages such as kombucha, water kefir and pickles.

"Each product is for different health indications with specific bacterial strains targeted to solve a particular problem point," says Keshav Biyani, cofounder and CEO, The Good Bug. "We do synbiotics, a combination of prebiotics and probiotics. When you combine the two, bacteria thrives on prebiotics, creating a synergistic effect in our microbiome. This works in a very effective manner."

Dr Debasis Datta, director of gastroenterology, Fortis Hospital, Kolkata,

warns that not all probiotics are equal. "Live microorganisms must be administered in the right amounts to be effective," he says. Packaging and storage are also key to ensure the effectiveness of probiotics.

Dr Datta, like most doctors, underlines that regular exercise, weight management and an appropriate diet are crucial for maintaining a healthy gut.

Biyani acknowledges that diet and lifestyle remain crucial components in managing gut health, with prebiotics and probiotics serving to augment these benefits.

OTHER APPROACHES

Arjun Mogre, 36, son of celebrity fitness expert Leena Mogre, was experiencing bloating when he saw the advertisement of a probiotic supplement that promised to alleviate such a condition. He tried it, but to no avail.

Leena says she addressed her son's gut issues by giving him sol kadhi, ajwain, saunf and jeera water. These, she says, worked wonders.

Alternative remedies, often rooted in personal experiences, are gaining in popularity. Some may provide temporary relief, but doctors caution that more research is needed to validate their benefits.

Gut cleanses, for example, are becoming common, but should only be done under the strict supervision of a healthcare professional.

Some with chronic gut issues such as IBS

BUSTING MYTHS

| MYTH | FACT |
|---|--|
| Milk is a common cause of gut-related symptoms | Milk causes gut issues only in lactose-intolerant individuals |
| Non-vegetarian food is bad for health | Non-vegetarian food is a very good source of protein and energy for people of all ages, especially the young and the old |
| People with lactose intolerance should avoid all milk products | Curd, butter, buttermilk, ghee and cheese are well tolerated by many |
| Gluten is bad for gut after a certain age | Gluten is a good source of fibre and need not be avoided without medical advice |
| Fasting is the best way to lose weight | Eating well and burning calories through exercise/regular walks is the ideal way to lose weight |
| Clearing the bowel at any cost is important for good gut health | Normal bowel clearance varies in people—from three times a day to three times a week |

Source: Dr SK Thakur, senior gastroenterologist, Sitaram Bhartia Institute of Science & Research, Delhi

therapies as a non-invasive solution. Many alternative therapies focus on gut health through diet, stress management and lifestyle changes. While mainstream medicine also incorporates these elements, alternative approaches often position themselves as more "natural" or "holistic" solutions.

Dr Shiny Benedict, chief medical officer at Tre Wellness Centre in Vikarabad near Hyderabad, says fermented foods like kimchi, yoghurt and kefir water are excellent for supporting gut health.

Traditional probiotics like kanji, a fermented drink made of black carrots and beetroots that is popular in north India, are also gaining in popularity for promoting healthy gut microbiome. These foods are rich in beneficial bacteria, which support overall health and contribute to better digestion.

This concept is well-accepted in modern medicine, which recommends curd and probiotic drinks, says Dr Thakur.

Sidharth Dominic, CEO of CGH Earth Wellness, emphasises that modern life, with its fast pace and poor lifestyle choices, has a detrimental effect on our health. According to him, ayurvedic and alternative therapies are becoming popular as they offer "natural", non-invasive solutions to gut health issues. Ayurveda, in particular, attributes the rise in gut-related problems to stress

The Good Bug, Mumbai

FOUNDERS: Keshav Biyani (R) & Prabhu Karthikeyan (L)

PRODUCTS: Probiotics, prebiotic fibre, 14-day detox formula, Ferments collection featuring kombuchas, water kefir and pickles, programmes for better metabolism and gut health

FUNDS RAISED: ₹63 crore



allergy test.
But her symptoms persisted.
"Even after going on a gluten-free diet, I was still experiencing digestive issues," says Sharma.
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People, often without solid evidence, try to manipulate their diets in ways that can worsen their condition. "The gut is a victim of the activity of the mind," says Thakur. Sharma did not need drastic diet changes; she needed physical activity, a well-balanced diet with more fibre and meals at proper intervals.

Despite chatter to the contrary on social media, there are no silver bullets when it comes to gut health. The number of Instagram posts of influencers talking about #GutHealth shot up by 68% in 2024 over 2023, according to Qoruz, an influencer marketing software company. Social media feeds are now populated with ads from companies offering prebiotics, probiotics and gut cleanses.

They needn't be effective by themselves. Gut health is complicated and solutions require a comprehensive approach tailored to an individual.

MODERN GUT CRISIS

A growing body of research around gut microbiome—microorganisms living in our digestive tract—and the gut-brain axis, a bi-directional communication system between the digestive system and the brain, has pushed the concept into the mainstream.

Although the possibility of a gut-brain connection goes back to the 18th century, rigorous scientific research on the gut-brain axis has expanded significantly in recent decades, coinciding with growing

experts—nurry, worry and cury.

The hectic pace of modern life (hurry), constant stress (worry) and a diet rich in spicy, processed foods (curry) create a perfect storm for gut-related issues. Gastroenterologists and fitness experts are urging people to slow down, reduce stress and embrace a healthier, more mindful diet to restore gut health.

Raina Sahni's story underlines this advice. Suffering from heartburn, regurgitation and even choking while eating, Sahni was advised to elevate the head of her bed and take antacids. These quick fixes seemed to offer temporary relief, but they didn't address the root cause.

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Sova Health, Gurgaon

FOUNDERS: Tanveer Singh (R) & Max Kushnir (L)

PRODUCTS: Gut microbiome tests, custom-made probiotics based on gut test; over-the-counter probiotic supplements; health programmes, costing ₹4,000-27,000, to improve digestive health

FUNDS RAISED: ₹13 crore in seed funding

INVESTORS: Antler, Accelerating Asia, Practival VC, Goodwater Capital, IIMA Ventures and Venture Catalysts

8.3%
"Compound annual growth rate
Source: Grand View Research

gut health management.

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Sova's treatment begins with a gut microbiome test of a stool sample of the customer. The result, it says, will provide a detailed map of the digestive system, revealing everything from probiotic deficiencies to antibiotic resistance.

However, gut microbiome tests have not been scientifically validated for their utility in assessing gut health. While these tests can map the gut, there is no consensus on what constitutes a "normal" gut.

Singh says Sova will create personalised probiotics that contain bacterial strains missing in the body.

For those dealing with more serious conditions like irritable bowel syndrome (IBS) or Crohn's disease, Sova offers a four-month programme with a nutritionist, a "gut coach", who helps reshape the patient's lifestyle, diet and exercise.

However, a report from the American Gastroenterological Association in 2020 points out that probiotics—the so-called good bacteria—don't do much for gut health, including digestive

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Dr Debasis Datta, director of gastroenterology, Fortis Hospital, Kolkata,

debating whether the new live bacteria in a probiotic supplement that promised to alleviate such a condition. He tried it, but to no avail.

Leena says she addressed her son's gut issues by giving him sol kadhi, ajwain, saunf and jeera water. These, she says, worked wonders.

Alternative remedies, often rooted in personal experiences, are gaining in popularity. Some may provide temporary relief, but doctors caution that more research is needed to validate their benefits.

Gut cleanses, for example, are becoming common, but should only be done under the strict supervision of a healthcare professional.

Some with chronic gut issues, such as IBS, where mainstream medicine offers limited benefits, look at alternative

remedies, such as curd, but these are excellent for supporting gut health.

Traditional probiotics like kanji, a fermented drink made of black carrots and beetroots that is popular in north India, are also gaining in popularity for promoting healthy gut microbiome. These foods are rich in beneficial bacteria, which support overall health and contribute to better digestion.

This concept is well-accepted in modern medicine, which recommends curd and probiotic drinks, says Dr Thakur.

Sidharth Dominic, CEO of CGH Earth Wellness, emphasises that modern life, with its fast pace and poor lifestyle choices, has a detrimental effect on our health. According to him, ayurvedic and alternative therapies are becoming popular as they offer "natural", non-invasive solutions to gut health issues. Ayurveda, in particular, attributes the rise in gut-related problems to stress, imbalances in diet and lack of physical activity.

Dr Subhash Markande, an ayurvedic expert, offers solution in the form of dietary modifications, herbal remedies, yoga and panchakarma (ayurvedic detoxification). He believes that these methods, tailored to an individual's needs, can be effective in restoring balance and improving gut health.

Dr Thakur says many practitioners of modern medicine often seek the help of ayurveda to relieve symptoms of patients with persistent issues of IBS.

Often, what is required are comprehensive lifestyle changes.

Srijan Mahajan, who runs a health enthusiast community, Attis, and has cofounded mental health startup Pause, says, "I can't speak for anybody else, but in my experience with gut health—while it might be placebo—I've noticed that on days when I eat well, sleep well and work out, I generally feel significantly better."

live.philip@timesofindia.com

The Good Bug, Mumbai

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PRODUCTS: Probiotics, prebiotic fibre, 14-day detox formula, Ferments collection featuring kombuchas, water kefir and pickles, programmes for better metabolism and gut health

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INVESTORS: Fireside Ventures, Sharrp Ventures



Dos and Don'ts for Good Gut Health

Dos

- Have a balanced diet
- Eat three proper meals at regular intervals
- Keep a gap of 2-2.5 hours between dinner and sleep
- Exercise moderation in the quantity of food consumed
- Eat till you are 80% full. Don't overeat

Don'ts

- Don't indulge in unjustified dietary restrictions

- Don't go for frequent fasting or long gaps between meals
- Avoid a lot of spicy, oily, deep-fried foods
- Don't be a victim of Internet-derived information obstruction treatment (IDIOT) syndrome
- Don't overuse/overconsume products advertised as supplements for good gut health
- Don't persist with self-medication for prolonged symptoms

Source: Dr SK Thakur, gastroenterologist



The Economic Times • 02 Mar • Ministry of Ayush
Hard Core

9 • PG

655 • Sqcm

540341 • AVE

215.44K • Cir

Top Right

Bengaluru

Thanks to its hipster aesthetic appeal, Pilates is among the trendiest workout regimens today

Hard Core

The New York Times

Scrolling through social media may lead you to believe that Pilates is not only a workout, but also a lifestyle choice, one comprising minimalist fitness studios, expensive leggings and matcha lattes. Pilates was invented by Joseph Pilates, a German boxer, about a century ago. It focuses on exercises designed to improve core strength, spinal alignment, joint stability and mobility, as well as breathing function.

Traditional Pilates can be practised on a mat or on an apparatus. The reformer — a platform with a sliding carriage, adjustable straps and a footbar — is one of the most common. Beyond traditional Pilates, there are also muscle-quaking, sweat-inducing, high-intensity megaformer classes.

If you're new to Pilates or looking to deepen your practice, here are a few tips to make the most of your session:

NOT THE HARDEST VERSION OF EVERY EXERCISE

While pushing yourself to do the most difficult version of each exercise might be beneficial in some workouts, in Pilates, tailoring them to your body and level of ability is more important. "When you're a beginner, the exercises might seem basic or feel subtle," said Kira Lamb, a US-based Pilates teacher.

But this simplicity allows you to build a strong foundation, so you can work towards performing harder exercises without strain or discomfort. If you find yourself gripping your glutes,

Most classes don't involve much cardiovascular training or heavy lifting, but Pilates can help make the activities that provide benefits more comfortable

clenching your jaw or holding your breath, it could be signs that the exercise is too advanced. "It should feel muscularly challenging, but you shouldn't have to grit your teeth to stay there," said Julia Rosenthal, a New York-based physical therapist.

There are two simple ways to adjust many exercises: First, you can adjust your range of motion to change the difficulty of the exercise. For example, making a small circle with your leg is less taxing than

making a large circle. Second, try bending your knees to lighten the load during exercises that involve lifting, lowering or otherwise moving your legs.

GET CREATIVE WITH PROPS

Not all Pilates teachers will incorporate props into their classes, but that doesn't mean you can't benefit from them. Tools like cushions and yoga blocks can help participants of all body types reap the benefits.

When you lie on your back with no support, depending on your physique, the natural curves of your body may cause your head to tilt back slightly, leading to tension in your neck and the middle of your back. "But if you start with a pillow under your head, you can do those challenging exercises because you're not fighting gravity," explained Ivy Baron, a Pilates teacher in Texas, US.

INVEST IN ONE-ON-ONE SUPPORT

Occasional private sessions could be a good investment if your normal routine involves attending group or video classes.

especially if you're new to using an apparatus.

A few private lessons can help you get comfortable with the equipment and learn potential modifications for your body in advance, Lamb said. An instructor can also give you individual feedback and hands-on adjustments to ensure you're connecting with the intended muscles in each exercise, since it isn't always easy to tell on your own, Rosenthal said.

A good Pilates instructor would also offer modifications and customisations to suit all participants, Baron added, meaning an investment can become worthwhile.

AS A FOUNDATION FOR OTHER ACTIVITIES

Pilates won't check every box for your physical fitness. Most classes don't involve much cardiovascular training or the heavy lifting that helps maintain bone density and muscle mass, but Pilates can help make the activities that provide those benefits more comfortable. "Everyone needs to be strength training, and Pilates can be a great add-on to that," Rosenthal said.

Baron asks new students about the types of workouts they love to do — or would like to do if they felt more capable — and the range of responses is vast: Golf, horseback riding, swimming, running, etc.

"Nobody comes in and is like, 'You know what I want my hobby to be? Pilates,'" Baron said. "[But] it is a vehicle to do the other things that you love with more strength and connection, and less tension and pain."



PICS: GETTY IMAGES

Mint • 01 Mar • Ministry of Ayush
Move over K-Beauty

2 • PG

99 • Sqcm

34685 • AVE

125K • Cir

Top Left

Bengaluru • Hyderabad

SHALINI UMACHANDRAN

Move over K-Beauty



At her beautiful farmhouse in Coimbatore a few months ago, serial entrepreneur Rajshree Pathy showed me her new line of shampoos, conditioners and oils that looked, felt and smelled nothing like Ayurvedic formulations but had the same kind of gentle, nourishing impact. Her Qi Ayurveda is mildly scented, the colours are pleasing, the textures far removed from the viscous, smelly *thailanas (oils)* that I had to apply as a teen with eczema. She's taken old Ayurvedic favourites such as hibiscus, *awla* and sandalwood and had them reformulated and certified in a Swiss lab, making them easier for urban—and even international—customers used to squeeze tubes and pump-top jars to slather on. “I’ve only used Ayurveda all my life. So I thought why not blend traditional Ayurvedic wisdom with Swiss innovation,” she explained.

Pathy first did this about 20 years ago with Kama Ayurveda, which she has since exited, but she's not the only one repackaging Ayurvedic beauty treatments as “clean”, “non-toxic” and “safe”, as we report this week. Globally too, beauty brands are turning to botanicals as customers seek out products that aren't too harsh on their skin. Ayurveda, with its long history of using plant extracts, is way ahead of this curve, and its solutions are also gender-neutral in its focus on overall wellness for both men and women. It's the next big trend in the beauty business, giving K-beauty a run for its money, and we examine where it's headed. The first person to see the potential of chemical-free, Ayurvedic treatments was, of course, the fabulous and unorthodox Shahnaz Husain—and she tells us how she did it in an exclusive interview.

Other stories to bookmark include an interview with Copenhagen's Rasmus Munk, recently crowned the world's best chef, who is reimagining the future of food; a dispatch from the Berlin Film Festival; and a review of Kashmiri writer Zahid Rafiq's *The World with its Mouth Open*, the best book I've read so far this year. Do read our story on adaptive fashion for the disabled and the brands making an effort to be more inclusive as well as our many recommendations for what to watch, eat, do and read this weekend.

Write to the editor at shalini.umachandran@hltive.com
or @shaliniimb

Mint • 01 Mar • Ministry of Ayush Skin deep

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Bengaluru • Chennai • Hyderabad



One of the reasons for the popularity of A-Beauty is its use of natural ingredients to make formulations.

Skin deep

A-Beauty is moving off granny's dressing + and gaining followers worldwide as Ayurveda gets a makeover with easy-to-use creams and oils, quirky packaging and science-based formulations

Photo: Shriya
people: aishwarya

Kritika D. 25, started "skincare deans" five months ago. This was around the time she got her lip fillers dissolved after watching TikTok about international celebrities favouring the "natural look".

It went from an online rabbit hole to a full-time business. She started with skincare products, including some of her favourites, contain toxic chemicals. She began thinking about the "poisonousness of it all" — inserting needles to look like a sculpted face, wearing rubber bands around the ears for a minute to lift the face, following 20-step morning and night time routines with serums and creams. "At the end of it, I would repeat my health at risk and end up like a thousand other people following the same trends the algorithm was dictating," says Kritika, apart-time lawyer aspiring to be a full-time fashion content creator. "I made a vow to lose all that beauty baggage".

Over 300 plus bottles offering hopes of glowing skin. In came jars that claimed to go beyond the surface and deliver beauty in a more holistic manner. "These mostly have Ayurveda related natural ingredients," Kritika says over a video call, showing the seven bottles in her cabinet — each priced well above ₹1,000 and branded with words like "serum", "pot-belly", "rose" and "Aam-kand". "I'm hoping they will help my skinage better without any harmful side-effects. Now I just need to be patient," she laughs.

Kritika's shift in perspective is in sync with a chorus that's growing louder across genders and age groups: a clean beauty routine with natural ingredients. Think farm-to-table, for the skin.

That's the gap in India's \$20-plus billion beauty market. A 5,000-year-old system of traditional medicine, is looking to fill. Established as well as emerging brands, including Kama Ayurveda, Forest Essentials, Pahadi Local, Inde Wild and Ras, are going beyond just picking herbs and flowers, boiling and straining the oils and packaging them. They are using the recognised ancient

science to combine natural ingredients with chemical formulations in labs, passing clinical tests and selling these products as gels, roll-ons, creams just like other convenient skincare products. The attempt is to move away from a long perceived image of Ayurvedic products being sticky, smelly, javeed oil that have to be mixed and boiled, and serve the needs of the modern consumer who believes wellness starts when health and beauty merge, even if it means spending over ₹2,000 for a blend under-eye serum with an extract from the Ajayna tree, or ₹2,200 on a 20g post-wash omni hair mask. Even celebrities like Deepika Padukone have been speaking the Ayurveda language through their skincare brands.

The other hope is to catch the attention of India's young shoppers — aged 20 and above — who are also looking for preventive skincare options, besides quick remedies in a market brimming with home-grown as well as international brand names.

The Indian beauty and personal care market is expected to reach \$34 billion by 2028, up from the current \$20 billion, according to a report by Statista. Nykaa, in collaboration with L'Oréal, consolidated its market share. Globally, the market is projected to generate revenue of \$677.19 billion this year, estimates Statista.

The worldwide Ayurveda cosmetic product market, on the other hand, is likely to reach over \$9 billion by 2030, up from \$3.36 billion in 2022, growing at a CAGR (compound annual growth rate) of 11% from 2023-30, according to a study published earlier this month by research company Verified Market Reports.

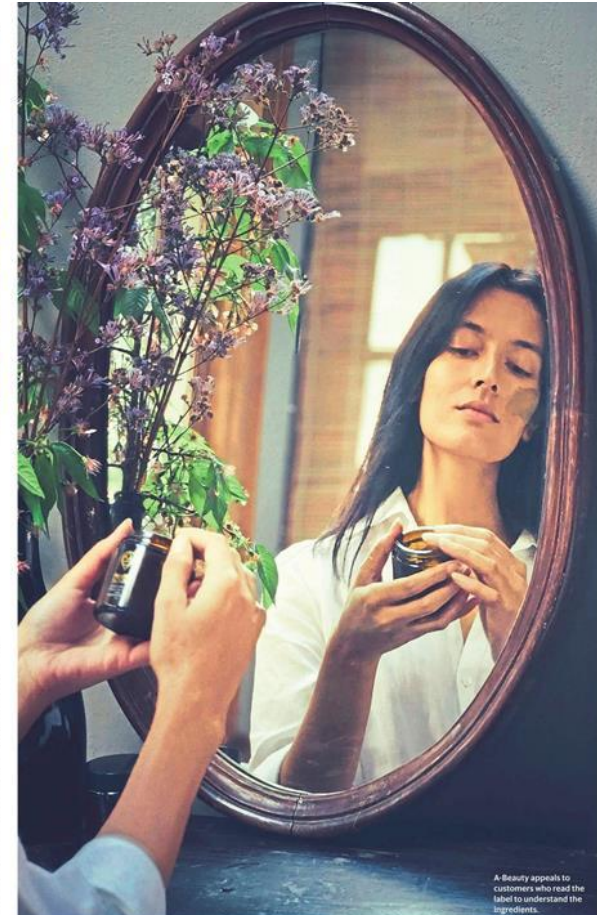
At home, the Ayurveda product market is estimated to hit \$62.27 billion within the next three years, from \$37 billion in 2024, states a report by Ayurveda tech startup NirogStreet.

Among the reasons for the popularity of A-Beauty, especially post COVID, is consumers' dalliance with skin with synthetic ingredients, environmental concerns and fear of toxins. Rising interest from the West has also helped. Spanish conglomerate Puig has a majority stake in Kama Ayurveda and US' Estée Lauder Companies in Forest Essentials. Both Indian growth brands have over 100 outlets across India and London. Forest Essentials has an additional international presence in Dubai and Kuwait. Sephora is planning to launch Inde Wild in the US next year, taking the three-year-old brand by content creator Dipika Bhatia. Kholad that blends Ayurvedic ingredients and modern dermatological science. The brand is valued at \$30 million and is available in five countries already.

There's something to be said about the timing of the rising interest in A-Beauty as well. In the past five years, wellness has entered the skincare vernacular in a big way. From the use of so-called "imperfections" to nourishing and healing, so-called skin is beginning to receive the social acceptance it deserves. "We're no longer buying beauty; we are buying self-care," says Dr. Gireesh Srinivasan, a dermatologist with over a decade of experience and founder of Delhi-based Influencer Clinic that offers laser and other beauty non-Ayurveda treatments for face, skin and hair. Many of her clients are beauty product. "They're a sense of trust when you know the product you're applying on your body has an ingredient that also in your kitchen, or it's something your grandparents or parents used. There's nostalgia attached to it."

What A-Beauty doesn't offer is the awareness of whether a certain ingredient will suit all types of skin. Dr. Srinivasan says, "Plus, there's lack of regulation, an issue that extends to the beauty industry in general."

To produce an authentic Ayurveda product that employs the science, one has to have a certificate from the Central government department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and



A-Beauty appeals to customers who read the label to understand the ingredients.

Homeopathy, or AYUSH

But in the world of beauty products, regulations are not hard and fast. You can add some turmeric to a brightening cream, labelling it "Ayurvedic", "clean" or "organic". "Regulations will be imposed once consumers become aware," explains Dr. Srinivasan. It's only now that Indians have become interested in skincare. Once more people start reading the ingredient list and questioning, we will, hopefully, see a change. It will take at least five years before strict regulations are introduced."

OLD POTIONS, NEW HOPES

The herb-based healing tradition of Ayurveda (Sanskrit for "knowledge of life") is said to have divine origins with Lord Brahma offering the knowledge to Dhruv, the son of the sage. Ayurveda's simple principle is that your inner beauty essentially, a well-nourished body and a balanced and peaceful mind reflects your outer beauty," says Vivek Sahni, co-founder of skincare brand Kama Ayurveda. "That idea holds a lot of power."

When Kama Ayurveda and Forest Essentials were born over two decades ago, they were among a handful of brands that distilled the science of Ayurveda into a bottle. Till then, the Indian beauty market had been a major domestic player who made a big international mark, besides Shubham Masani who opened her herbal clinic in the 1970s in Delhi. "When I was growing up in Delhi, there was a lot of conversation around Ayurveda, at least not in north India. The south definitely had, and still has, a stronger culture of it, but here it was associated with some brown smelly stuff, an oil or a cream. It was all herbal beauty or kitchen remedies for the skin, there was no Ayurveda skincare," says Sahni.

Growth was slow and steady but Ayurveda beauty was seen largely as a luxury indulgence — until the pandemic. Once people started thinking about immunity and putting inner beauty first, Ayurveda made a grand entry in self-care. Plus, the desire to spend more green. India's household spending will spill over \$3 trillion by 2027, with over a quarter of households touching ₹80,000 in disposable income annually, says a 2023 report by IMF, a Fitch Solutions company.

Building there's a strong consumer demand and a stronger willingness to spend online with disposable income. A beauty brand started to experiment. Now you can shell out ₹2,000 and get an easy-to-use Unani acne spot corrector in a gel form that has cooling of vetiver root and purifying properties of cardamom and thyme. For those fine lines,

there's an anti-ageing cream, priced at close to ₹1,000 for 50ml, that uses gotu kola and hyaluronic acid. A clean make-up enthusiast can pick up a cream packed with sandalwood, skin tint with natural rose extracts and blush and there seems to be with color oil and actives like glycerin, each for around ₹1,000.

"Ayurvedic beauty's emphasis on personalised care — tailored to an individual's dosha (or body type) — distinguishes it from conventional beauty," says a spokesperson from marketplace Tira, adding that Inde Wild, along with Forest Essentials and Kama Ayurveda, hold the lion's share of A-Beauty business on the platform. "Consumers are moving away from generic solutions and opting for products that cater to their unique needs, with a particular focus on mental wellness."

While traditional sub-categories like face moisturisers and hair oils continue to drive revenue

A beauty doesn't provide information about whether a certain ingredient will suit all skin types. Plus, there's lack of regulation which extends to the overall beauty industry.

The lab at Ras skincare.



growth on Tira, smaller sub-categories like hair serums, masks and peels, eye creams, body scrubs and mists are widening the consumer's horizons, says the spokesperson, highlighting the growing interest among A-beauty consumers.

"The universe of A-beauty has just started building," says Sahni, who opened the first overseas Kama Ayurveda store in Tokyo's posh Notting Hill neighbourhood a year ago. "A good thing is all this competition with new brands is that there will be more awareness where Ayurveda stands when it comes to beauty. Most consumers come to us a beauty after they have tried everything in the market."

Jose Paul, 35, is that customer. A Mumbai-based advertising professional with a hectic job, he had tried every product, chemical, organic as well as medicated, in the market to control his dandruff, but nothing gave him the confidence to wear a black shirt to work. "The most I spent was ₹5,000 on a shampoo that had some chemicals and made my hair very itchy. In the end, I switched to an Ayurvedic neem oil," says Paul. After a month or so, his dandruff has reduced but not disappeared.

What Ayurveda can't give is instant results. A beauty is slow beauty, says Jessica Jayne, founder of wellness-meets-skincare brand Pahadi Local. "It's for the audience that's looking for long-term results." Mumbai-born and now engineer Jayne too had tried expensive serums and medical creams 15 years ago to help her skin that wasn't adjusting well to her new home in Shimla. Then someone suggested time-tested *gandhi* for it. It took oil, which eventually became the first and only her product when she launched Pahadi Local seven years ago, centered around the idea of bringing ingredients from the mountains to the beauty conscious.

Since then, the brand has expanded its range, offering anti-acne salt from Labadi salt extracted from the region during extreme winter weeks, which has 27 active ingredients, including magnesium and zinc, a cleansing clay that has volcanic ash, and moisturising milk that has gotu berry oil, blueberry oil, Lehi berry oil and shea butter.

"We're basically picking up ingredients from the hard and connecting ourselves to our older, perhaps wiser, selves," says Jayne. "It also helps when you see the government's push for Made in India products, yoga and Ayurveda."

What's surprising is that despite sitting on this treasure of knowledge for centuries, the experimentation within skin care has been slow — reminiscent of how yoga revived here after the West turned it into a big business. Suramya Jain offers a different perspective: the idea of skin care has changed over the past few decades. "Make-up was fun, and skin care was really just one cream. It wasn't something we cared about too much," says Jain, co-founder and chief marketing officer of heavy skincare brand Ras. Earlier this month, the seven-year-old heavy skincare brand raised \$5 million in a Series A funding round by Unilever Ventures. "Actives, molecules, serums — these are terms that have entered our lexicon recently. And innovation takes time."

One of the ideas behind Ras, she says, was "Why are people still relying on Korean brands or French brands for their skin care needs? Why can't the consumer trust an Indian brand?"

While trying to find a balance between Ayurveda, innovation and trends, Ras had found a sweet spot, offering products like face oils that have oil-based lipid actives and moisturising serums with licorice root extract. The aim is to let the user feel that they're paying more attention to the label of the product. Kritika belongs to that crowd. When we met at a beauty and skincare store in Delhi's Khan Market early February, she showed me the list of ingredients on the back of a brightening cream bottle. "You see salicylic acid," Kritika pointed out. "It's among the top 5 ingredients that kind of shows it genuinely has some amount of salicylic acid, at least that's what I have been told."

The growing mindfulness might have helped A-Beauty gain prominence but can it thrive in a space where Korean and Japanese products are being launched every week and viral innovations like EX-300s, or electric muscle stimulation in a patch that can move micro-currents to speed and contract muscles in a targeted area, are making headlines?

Dr. Srinivasan recommends people stick with A-Beauty. "It's not for our skin," she says. "Comparing Ayurveda to Korean and Japanese, we have more melanin and thick skin, and we move more to pigmentation. These viral products might work temporarily but in the long term aren't meant for us."

MAKING IT COMPATIBLE

A beauty has the years of wisdom and the pull of nostalgia but it hasn't caught the attention of everyone. One of the reasons is the smell and packaging associated with it — but this is something brands are actively trying to change.

So no more is content creator Bhatia. Kholad about the stereotypical ideas of smell and packaging that when she launched Inde Wild in 2022, she ensured the bottles were cheerfully bright and marvellous. "Ayurveda doesn't have to be boring," says Bhatia. Kholad. "It needs an image makeover." It's evident from the brand's biggest hit, Champi Oil, which contains Brahmi, amle, neem, castor oil, coconut, almond, argan and vitamin E. "Growing up in the UK, doing college was a little more of a tradition," she recalls. "While I was researching A-Beauty in India, I realised there weren't many efforts being made to create a good identity for Ayurveda."

A beauty remains largely inaccessible when it comes to the price point — a large number of products are priced upwards of ₹1,000. But most of the founders aren't really interested in making their product mass.

"How much do you think it's like of rose oil?" Jain asks. It costs over ₹10 lakh. "There's a kind of online for ₹140, ₹300, ₹1,000 and ₹14,000, the market is full of options. A genuine product will command a certain price."

Jayne agrees, adding that there is need for more development and expansion of the A-beauty space. "There's certainly a lot of noise, but when it comes to innovation, we are moving slowly. Perhaps this is the year conversation on A-beauty will reach a new level."

Kritika, meanwhile, has found her groove in following her skin beauty regime. She carries a small bottle of her skin care product from Unilever in her bag. While she puts a spoon of it in her green tea, she smiles as she says: "This is for the glow."

Actor Ishan Khatter is the brand ambassador for Inde Wild.

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Move over K – Beauty

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SHALINI UMACHANDRAN

Move over K-Beauty



At her beautiful farmhouse in Coimbatore a few months ago, serial entrepreneur Rajshree Pathy showed me her new line of shampoos, conditioners and oils that looked, felt and smelled nothing like Ayurvedic formulations but had the same kind of gentle, nourishing impact. Her Qi Ayurveda is mildly scented, the colours are pleasing, the textures far removed from the viscous, smelly *thailanas (oils)* that I had to apply as a teen with eczema. She's taken old Ayurvedic favourites such as hibiscus, *awla* and sandalwood and had them reformulated and certified in a Swiss lab, making them easier for urban—and even international—customers used to squeeze tubes and pump-top jars to slather on. “I’ve only used Ayurveda all my life. So I thought why not blend traditional Ayurvedic wisdom with Swiss innovation,” she explained.

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Mint • 01 Mar • Ministry of Ayush Shahnaz Husain: The OG beauty influencer

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Shahnaz Husain: The OG beauty influencer

The Delhi-based entrepreneur was the first to take herbal skincare to the world and turn herself into a global brand over a span of five decades



Shahnaz Husain at her Delhi home.

Pooja Singh
pooja@hivive.com

Never have I ever been asked to cut a cake (read with the words "Welcome Home" after I've finished an interview). But at Shahnaz Husain's mansion in Delhi, it's a ritual for first-time guests. "Now you can't forget me," Husain says, as an in-house photographer takes pictures. It is difficult to forget her. She doesn't look like she's aged a day since I first saw her in the lobby of Delhi's Oberoi hotel 20 years ago. With her henna-coloured halo hair, pea-sized diamond nose pin and peach-red lipstick, she's the original beauty influencer who started a herbal cosmetics revolution in India in the 1970s by putting kitchen remedies in plastic jars and her face and name on the label.

When we meet, she's dressed in an electric-blue *kurta* shirt with matching pants, a long black jacket, pale gold leather gloves with cut-out detailing to reveal just her red nails, and a bright blue scarf with multi-coloured LV logos. Her bold-lined eyes are hidden behind Louis Vuitton sunglasses. "You know, I am here because of you," she says while settling into a chair that resembles a golden throne. She's referring to the press. "If you guys had not written about me all these years, I would have not reached here."

KEEPING IT REAL

Since starting her eponymous brand in 1971, Husain, who turns 81 this year, has built a business selling 5,000-year-old Ayurvedic formulations in modern packaging well before terms like "clean beauty" and "organic beauty" were conceived. At present, the brand, which is also managed by her daughter Nishita Currimbhay, has over 150,000 stores across 138 countries. They sell 300 formulations, some with 24-carat gold, oxygen, pearl and plant stem cells. It recently launched Maroil, a skincare line for men. While Husain refuses to talk numbers, estimates put her peak revenues at about \$375 million, according to a 2024 *Forbes* report.

The journey started with her learning the basics of cosmetics at a beauty school in Delhi's Defence Colony. She was 15, newly married and bored. "I wasn't really interested in beauty, but my father (Nasir Ullah Beg, former chief justice of the Allahabad high court) used to encourage me to read a lot. I came across several reports in newspapers stating that people had died after getting their hair coloured, or that their skin had burnt because they used some chemical cream. It made me wonder why people weren't using traditional herbs and *mas* (remedies), stuff we all grew up with at home," she says. Her own haircare routine has always consisted of henna and a strict weekly routine of "13 eggs, coffee, lime juice" as hair pack.

Soon she, along with her one-year-old daughter, moved to Tehran with her husband Nasir Husain, who was then director for foreign trade at State Trading Corporation. Her interest in beauty had grown, and she wanted to do cosmetology courses, but didn't want to borrow money from her father or husband. So, she started writing articles in an English language newspaper in Iran to eventually fund her education at leading schools in the U.K., Germany and the U.S.

Her decision to promote the use of herbs as skincare in a world of chemicals took shape during the early days at Helena Rubinstein School of Beauty in the 1980s in London, when she learnt about an accident from a classmate-turned-friend. "Her mother had been a model for a make-up company and her eyes had started blurring after using some products and eventually she lost her eyesight and became

"I am Shahnaz Husain the brand, the brand is me. I was selling an ancient science when hardly anyone was talking about it. Now everyone is doing what I was doing 50 years ago."

SHAHNAZ HUSAIN FOUNDER

blind," she recalls. "That was the point that decided my future. I told myself I am going to study all the chemical formulas, and then recreate them using plants in India."

Back in Delhi in 1971, Husain set up a factory in Okhla. She started creating solutions for dullness, hair fall, acne, stretch marks, dark circles and pigmentation and selling them from her first herbal salon in the veranda of her home. The products were an instant success. She was also setting up salons for housewives to get trained in beauty techniques and earn a living.

Over the next seven years, Husain represented India at international fairs, including the prestigious New York Beauty Congress. In 1982, she became the first Asian woman to retail her products from British store Selfridges. Soon, she was in Harrods (UK), La Rinascente (Italy), El Corte Inglés (Spain), Bloomingdale's (US), Japan's Seibu chain and Galleries Lafayette (France). Newspapers and magazines across the world hailed her as the "Ayurveda queen from India". Socialites as well as Hollywood stars wanted her products, especially the saffron-infused skin brightening cream. Shahnaz bridal glow treatment became a must have for brides-to-be.

FOLLOWING ONE'S OWN TUNE

Competition started building two decades ago, with the emergence of premium Ayurveda-focused skincare brands like Kama Ayurveda and Forest Essentials. Husain wasn't too bothered. "I was too consumed with what I was building. I am still like that," she says.

In the past decade, she's launched products like a castor oil-infused Touch-Up in a big lipstick-like bottle to conceal grey hair instantly and gel-like eye mask packed with scented flower oil for hydrating properties. Despite the new generation of beauty entrepreneurs, Husain continues to hold sway among loyalists who swear by her *Rapid Jenna*, all-season face cream and face mask with diamond dust—more so because of the price point that falls in the 2,000-2,000 range.

At present, her focus is on Maroil, which offers the usual creams, serums, shaving cream, hair oil and tonic for men. The other thing keeping her busy is expansion. She doesn't get into specifics but says she is launching more stores this year.

A large part of her success has come from her in-your-face marketing strategy. Even today, Shahnaz Husain has no influencer-led brand promotions or brand ambassadors. "I am Shahnaz Husain the brand, the brand is me," she says. "I was selling an ancient science when hardly anyone was talking about it and look around you now, everyone is doing what I was doing 50 years ago. There's no competition. I am going to stick to what I know."

I ask her what she does when she's not working. "Wait," she says, excitedly. She calls one of her assistants on the phone and 10 minutes later, 20 long coats are paraded in front of me. Some have leopard print on the collars, sleeves and shoulder; there's a peplum-style burgundy overcoat with fuchsia pink lining and gold buttons; another has the LV logo embossed all over herring the sleeves. "I shop for bags, shawls and scarves, cut them up and make my own clothes," she says, adding proudly that her outfit of the day is also her own design. She has four in-house tailors. "I don't wear designer clothes, everything from top to bottom is bespoke. I always wanted to start a fashion label."

Then what stopped you? "That's a story for the next interview."



Mint • 28 Feb • Ministry of Ayush

Unwinding with a cascade of hot stones in Bhutan

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Bengaluru

Unwinding with a cascade of hot stones in Bhutan

The ancient Bhutanese ritual of hot stone baths, known to promote rest, is being offered in luxury hotels as well as rustic homestays

Tina Elie

The wooden bath dominates the well-appointed room that looks over tall blue pine trees and colourful prayer flags fluttering in the wind. Glowing river stones, slow-heated over a fire, drop down a slanted chute, warming the water and gently disseminating minerals. Leaves crowd the surface of the steaming water, inviting me to slip into the tub and relax. The stage is set for a Himalayan Hot Stone Bath, a signature therapeutic treatment that's been part of Bhutanese life for centuries.

But why a bath tub made of wood? I turn to the spa attendant at Amankora Paro, a luxury resort shrouded by a pine forest so verdant that it scents the crisp Himalayan air. Won't it be prone to mildew, cracks and leaks, I ask.

"A hard wood tub has a rustic, natural beauty and is a wonderful insulator. Wood has been used to craft bath tubs in Bhutan for centuries, and we find that they elevate a simple bath to a spiritual experience," says Tsering Peldon, the spa supervisor. An attendant sets down a glass bottle with apple juice and a stemmed glass, and points to a small ornate bell cast with Tibetan script next to twinkling candles. "Ring it when you're done," she says.

SCIENCE IN THE SPA

Isip into the heated natural river water, keen to enjoy the treatment that's known to release tension, boost relaxation, and cleanse the skin. The minerals released by the stones and *Khenpa* leaves (*Artemisia absinthium*) have created *memba*, the medicinal water said to have a meditative and calming effect.

Bhutan, also known as Menjung or the "land of medicinal herbs", has a rich history of traditional medicine and pharmacopoeia that dates to 7th century Tibet, and borrows heavily from India's Ayurvedic practices. Hot stone baths are an intrinsic part of Bhutanese culture. Centuries ago, people would indulge in a soak after completing backbreaking farm work before the onset of winter. "Sitting in the hot, healing bath helped relax the body, deal with skin ailments and cure backaches and joint pains acquired during long months of farmwork," Peldon says. She adds that hot stone baths have for decades been used to treat a variety of health ailments, including arthritis, joint pains and body aches, hypertension and skin diseases. What was once a family ritual is now used to promote rest and relaxation across Bhutan, in rustic homestays and uber-luxe five-star hotels.

Researchers believe that medical hydrology originated "thousands of years ago in Asia, where Indians, Japanese, and Chinese first used water extract of tea and natural hot springs to purify their body and soul". A research paper, "Water-Based Therapies of Bhutan", published in 2020 by James Cook University and funded by World Health Organisation, states that the Bhutanese have for centuries used medical water therapies "to treat various ailments, including gastritis, neurological disorders, arthritis, dermatological diseases, and rheumatological and musculoskeletal disorders".

I sip on the apple juice, looking at the trees



Bhutan has a rich history of traditional medicine and pharmacopoeia that dates to 7th century Tibet; (below) the Amankora Paro hot stone bath.



swaying in the wind. *Khenpa* or wormwood leaves are the source of absinthe, an anise-flavoured spirit, and that perhaps is calming me. I ring the bell as the water cools and the attendant drops a few more heated stones via the chute. I

sit back and close my eyes as the temperature of the water rises. Numerous studies have shown the benefits of a hot soak. It increases core body temperature and improves blood flow, which can reduce blood pressure, control blood sugar and lessen inflammation. In Japan, where tub bathing is ingrained in the culture, a 2022 study in *Journal of Physiological Anthropology* revealed that Japanese-style bathing—soaking

in hot water in the evenings or nights—enhances recovery from fatigue and improves sleep quality.

Dr Hayasaka Shin'ya, a professor at Tokyo City University, worked with Chiba University on a project to track the health benefits of hot water baths and believes regular bathing "might be one of the reasons for Japan's high levels of health and longevity".

By now, I am beginning to feel a sense of lassitude. The hot water has banished the niggling aches and pains that tend to accompany a walking holiday. My arteries have relaxed and expanded, boosting blood circulation. That may be

responsible for the restorative and relaxed feeling; fatigue seems to be floating away, leaving me rested and reinvigorated.

Perhaps the benefits of buoyancy, that weightless feeling we get when floating on water or after a great massage, are also at play. Buoyancy makes the body "relaxed and oxygen-charged so all movement seems easy and fluid", according to Shin'ya.

WHAT THE STARS SAY

As the sun begins to slip down the horizon and the wind picks up pace, I am bundled out in a blanket. I must now choose between a body polish and wrap ritual or a hot stone massage, which uses a combination of warm stones and massage to further relax muscles. I eschew both in favour of *ho Nye*, a traditional Tibetan massage technique that loosens stiff joints, improves digestion, stimulates blood flow and promotes sleep.

That night, after returning to my room, where a crackling fire and a hot water bottle in the bed create a comfy atmosphere, I sleep like the proverbial log.

Over breakfast, my guide, Tshewang Phuntsok, tells me that hot stone baths remain popular across Bhutan, with people often consulting astrologers for the right day to enjoy one. "The Bhutanese people believe that any treatment done on an auspicious day is more curative and better for the body. That's why a few people still consult astrologers to pinpoint days when baths can offer the maximum beneficial effects," he says. I didn't do that, but still feel calm and relaxed.

I return to the hotel that evening, my last in the remote Himalayan kingdom, and enjoy the peach wine in peace. Bhutan really is the perfect place to recharge mentally and spiritually. Physically too, if you throw a hot stone bath into the mix.

Write to us at longevity@tattva.com

Bizz Buzz • 01 Mar • Ministry of Ayush

AP budget outlay at Rs 3.22 L cr; med insurance of Rs 25L to all

3 • PG

402 • Sqcm

40162 • AVE

N/A • Cir

Top Left

Hyderabad

AP budget outlay at ₹3.22 L cr; med insurance of ₹25L to all

Made several proposals for a time-bound rebuilding of Andhra Pradesh showing way towards realisation of Swarnandhra Pradesh

PLANNING GROWTH

- ₹11,636 crore for agriculture
- ₹10,909 crore for social welfare
- ₹10,619 crore for economically weaker sections
- ₹8,785 crore for transport

SANTOSH PATNAIK
AMARAVATI

ANDHRA Pradesh Finance Minister Payyavula Keshav on Friday presented the budget for 2025-26 with an outlay of Rs3.22 lakh crore by making a provision for providing Rs25 lakh medical insurance to all.

Highest- ever annual outlay has been proposed for the State. This is also for the first time that the allocation has crossed Rs3 lakh crore mark due to commitments made towards Super Six Guarantees. Incidentally, this is the

first full-fledged budget by the coalition. The Finance Minister announced the allocation of Rs11,636 crore for agriculture, Rs10,909 crore for social welfare, Rs10,619 crore for economically weaker sections and Rs 8,785 crore for transport. Revenue expenditure has been put at Rs2.51 lakh crore, revenue deficit pegged at Rs33,185 crore and fiscal deficit is put at Rs79,926 crore. The capital expenditure has been put at Rs40,635 crore. While describing the budget as growth-oriented, the Finance Minister squarely blamed the erstwhile YSRCP Government for ruining the State by indulging in fiscal indiscipline. He said anarchy prevailed during the previous regime.

The budget made several proposals for a time-bound rebuilding of Andhra Pradesh. It showed the way towards realization of 'Swarnandhra Pradesh' by 2047, the centenary year of Independ-



Finance Minister Payyavula Keshav and Irrigation Minister Nirmala Rama Naidu before presenting budget on Friday

ence of the country. It instills confidence in the people of the State that the NDA Government will stand by them in the realization of their hopes and aspirations for which they gave a massive mandate in the last elections, the Finance Minister said.

The budget has made huge allocations for priority sectors like welfare of various sections of the people, agricul-

“The budget has addressed developmental activities, Super Six and other manifesto promises. The budget has sown seeds to realise Swarna Andhra Vision 2047. It is a growth-oriented budget along with allocations for welfare activities. He said “we wholeheartedly welcome the allocation of ₹42,635 crore for the capital expenditure apart from Amaravati and Polavaram projects.

- Potluri Bhaskara Rao, AP Chambers president



ture, education, health, skill development, infrastructure promotion through increased allocation for capital expenditure.

Human Resource Development has been accorded priority in the Budget for 2025-26. Health sector has been allocated Rs19,264 crore which accounts for about 6 per cent of total budget allocation and an increase of about 4 per cent over that of 2024-25. Allocation for Health for 2025-26 marks an increase of

29 per cent over the allocation for 2023-24.

Health Minister Satya Kumar Yadav announced that Health Insurance for Rs.25 lakh for all in the State will be introduced during the financial year 2025-26, Rs4,000 crore has been allocated for Dr.NTR Vaidya Seva, Rs.2,299 crore for National Health Mission and Rs1,158 crore for Pradhan Manti Ayushman Bharat Infrastructure Mission (PMABHIM).

Earlier, the Cabinet meet-

ing was held under the chairmanship of Chief Minister N Chandrababu Naidu discussed the thrust areas to give push towards achieving \$2.41 trillion economy by 2047 with a growth rate of 15 per cent.

Speaking on the budget at the TDLP meeting later, Chief Minister N Chandrababu Naidu despite financial challenges thrown up by the YSRCP regime, the TDP-led coalition has presented the budget with emphasis on welfare and growth. Cautioning the MLAs to discharge their responsibilities in ensuring proper utilisation of funds, he asked them to work in tandem with MPs and avoid internal conflicts.

YSRCP Leader of Opposition in Council Botcha Satyanarayana and former Finance Minister Buggana Rajendranath strongly criticised the coalition for resorting to jugglery of figures stating that the budget outlay has belied the expectations.

The Times of India • 01 Mar • Ministry of Ayush

Wellness parties bring the focus on holistic well-being

6 • PG

1009 • Sqcm

1730746 • AVE

2.27M • Cir

Top Center

Bangalore Times

Bengaluru

'Wellness parties bring the focus on holistic well-being'



At wellness parties you celebrate yourself as you come with a common goal - to give back to yourself," shares Kitty Kalra

Without a mindful approach, the true purpose can be lost'
Relationship therapist Kasturi Mahanta, who conducted her session on mental health wellbeing & relationships, at a wellness retreat, shares, "When the goal or focus of the event is holistic well-being, these sessions need to be approached with intention. Without a mindful approach, their true purpose can be lost." She explains her sessions focus on creating a safe space, education about relationships, sharing anecdotes, answering questions, tackling myths or unrealistic concepts and giving out practical tips to implement in life - whether it is theory and concepts that help or exercises to control reactions or regulate emotions. "Holistic health is gaining widespread recognition, with more people understanding the importance of physical, mental, and emotional well-being. As a result, this concept is now being embraced more openly than ever before, unlike in the past," she adds.



Wellness parties with the approach of holistic health are now gaining popularity

What are wellness parties?
"Wellness parties focus on your mind, body and soul. These are about nourishing your overall well-being," shares Kitty Kalra. She adds that you celebrate yourself at such parties as you come with a common goal - to give back to yourself, to do something meaningful. "When you come for an event like that then you are coming with the mindset that you are going to do something for yourself. You learn the basics of an activity and take the experience back," she explains.

'Sound baths enhance social connections by creating a shared meditative experience'
Events like these are redefining our notion of a celebration, mentions Vikas Gutgutia, Founder and MD of a luxury wellness sanctuary. Along with yoga, meditation, mental health, well-being and relationships workshop, sound baths are also becoming increasingly popular at such gatherings. "Bridesmaids, mothers' clubs, and entrepreneurs are opting for these sensory experiences over conventional gatherings. Sound baths enhance social connections by creating a shared meditative experience that fosters unity. Often paired with wellness discussions or holistic workshops, these gatherings encourage open communication and a greater sense of togetherness," Vikas tells us.

'Tech companies, law firms are increasingly incorporating sound healing and chair yoga'
Companies are also organising sound bath workshops for their employees as part of their team-building retreat. "Tech companies, law firms, and creative enterprises are increasingly incorporating sound healing into their wellness strategies. By offering a blend of relaxation, connection, and novelty, sound baths are seen as a powerful tool for reducing stress, improving focus, and fostering team camaraderie," shares Vikas Gutgutia. Sonika Uppal tells us that corporate companies usually request for chair yogas for their employees. She says, "Companies expect us to share chair yoga techniques with their employees so they could stretch after long hours of work."

'Friends and family are gifting experiences to each other'
These sessions can also be an experiential gift to your loved ones. "People are booking studios for a yoga or sound bath workshop as something that they want to do on their birthdays or anniversaries. The idea is to look for something relaxing and doing something unique on their special day. It is not a typical yoga class when they book an activity like this. We incorporate mindful techniques so that it becomes an experience for them," shares yoga expert Rati S Tehri. "Events like these also help those who are not regular with any sort of exercise and can inspire them to take up something new," adds Yoga instructor Sonika Uppal.

Since the COVID pandemic, people have changed their lifestyles. They are focusing on working on their body and mind through activities like pilates, meditation, and choosing to eat right
— Sonika Uppal, Yoga instructor

Companies are increasingly incorporating activities like chair yoga, which can be done in an office space, to encourage more group activities

The Times of India • 28 Feb • Ministry of Ayush
Health insurers mop up Rs1L cr in FY25

1, 20 • PG

347 • Sqcm

168421 • AVE

46.88K • Cir

Middle Left, Top Left

Chandigarh

Health insurers mop up ₹1L cr in FY25

Health insurance premiums crossed the Rs 1 lakh-crore mark in the first 10 months of the current fiscal — a 10% rise from Rs 90,785cr mopped up in this period last year: **CT Jkt Back**

Health insurers mop up ₹1L cr in FY25 as premium costs rise

Growth Slows To 10% In A Year | Govt Schemes See Decline

Mayur.Shetty
@timesofindia.com

Mumbai: Health insurance premiums crossed the Rs 1-lakh-crore mark in the first 10 months of the current financial year, marking a 10% increase from Rs 90,785 crore mopped up in the same period last year. However, growth has slowed compared to the previous fiscal year when premiums grew 20%.

Total health insurance premiums for FY24 stood at Rs 1.07 lakh crore. In FY25, the premiums reached Rs 1 lakh crore in Jan 2025, data reported by non-life insurers showed. Individual health segment recorded the fastest growth, expanding by 13.5% to Rs 37,068 crore, accounting for 38% of the total. Group health insurance, primarily purchased by companies for employees, remained the dominant category with a 53% share. Premiums in this segment rose by 12.4% to Rs 47,312 crore. In contrast, premiums from govt-backed schemes, in-

Higher The Prices, Lower The Reach

FY25 Health Insurance Report Card

| | Premium | | Growth |
|---------------------|----------|---|--------|
| Individual policies | ₹37k cr |  | 13.5% |
| Group policies | ₹53k cr | | 12.4% |
| Govt schemes | ₹8.8k cr | | -9.7% |

cluding Ayushman Bharat Yojana, declined by 9.7% to Rs 8,828 crore. Under the scheme, state govts either purchase insurance or establish trusts to settle claims.

In FY24, all three segments — govt schemes, group insurance, and individual policies — had registered double-digit growth. This year, total premium growth has moderated to 10.4%, with some policyholders seeing increases exceeding 10% following rate revisions by insurers.

The rising cost of health insurance has also raised con-

cerns about reach. Last year, despite a 20% increase in premiums, the number of individuals covered under personal health policies grew by just 5%, broadly tracking workforce expansion. Affordability remains a key issue.

The sharp jump in premiums under individual policies have increased calls for waiver of 18% GST on health insurance premium. In addition to the increase in rates, insurers have been pushing individuals to take higher sum assured on the grounds of medical inflation. While a

decade ago, the standard mediclaim was a Rs 3-lakh-cover, most insurers now suggest Rs 5 lakh. Besides high claims ratio in group policies, another reason for the increase in the cost of cover is the expansion in its scope. Many policies now cover maternity costs. The regulator has also made it mandatory to include some covers that were earlier excluded.

Data from Star Health and Allied Insurance, which accounts for a third of individual health policies in India, show a decline in the retail health renewal ratio from 98.2% in Dec 2023 to 94% in Dec 2024. The company also reported a 10% rise in the overall sum insured in retail health. Among insurers, New India Assurance remains the market leader, holding a 17% share of total health insurance premiums, followed by Star Health (13%) and Bajaj Allianz (7%). Standalone health insurers collectively account for nearly 30% of total premiums.

The Times of India • 28 Feb • Ministry of Ayush
Aerobic exercise may boost cognition for people with ADHD

7 • PG

367 • Sqcm

628836 • AVE

2.27M • Cir

Top Left

Bangalore Times

Bengaluru

Aerobic exercise may boost cognition for people with ADHD

Just 30 minutes of aerobic exercise can give people with ADHD a short-term boost in cognition, according to a new study from researchers in Taiwan. The team, led by neuroscientist Hsiao-I Kuo from National Taiwan University, also found exercise that gets your heart pumping such as fast walking, jogging, swimming, dancing or cycling, ramped up inhibition in the motor cortex for people with Attention-Deficit Hyperactivity Disorder (ADHD), while those without the disorder saw quite the opposite result.

HOW AEROBIC EXERCISE AFFECTS PEOPLE WITH ADHD

Twenty-six people with ADHD participated in the study, along with 26 non-ADHD counterparts. In two exercise sessions, each person spent exercising 30 minutes on a stationary bike. Two other sessions were designed as 'controls': participants sat on the bike for 30 mins watching a nature documentary.

WHAT THE STUDY FOUND:

Before and after one of these exercise or control sessions, Kuo's team tested everyone's performance on cognitive tasks: one that assesses the person's ability to 'pull back' from an activity on command, as a measure of inhibitory control, and another that tests motor learning, which is essentially 'muscle memory'. Before and after the remaining exercise and control sessions, they used TMS (transcranial magnetic stimulation) to measure short-interval intracortical inhibition (SICI) and facilitation (ICF). Aerobic exercise increased SICI in ADHD participants, who also performed better in both inhibitory control and motor learning tasks post-workout. Agencies



'Improvement in motor learning'

Kuo and team say 30-minute bouts of aerobic exercise could benefit some patients with ADHD with respect to cognitive performance in the short-term. "A single bout of aerobic exercise increases cortical inhibition in adults with ADHD, which is determined primarily by the GABAergic system. This might lead to improvements in inhibitory control and motor learning in ADHD patients," says Kuo.

Hindustan Times • 02 Mar • Ministry of Ayush
India Has Gone From Being The Back Office To World Factory

1 • PG

80 • Sqcm

471212 • AVE

3.43M • Cir

Top Center

Delhi



Narendra Modi

'INDIA HAS GONE FROM BEING THE BACK OFFICE TO WORLD FACTORY'

Vrinda Tulsian

letters@hindustantimes.com

NEW DELHI: India is now manufacturing everything from semi-conductors to aircraft carriers, gaining recognition for its innovative capabilities, Prime Minister Narendra Modi said on Saturday, underlining the country's increasing role as an export hub. "The world is keenly watching 21st-century India," the prime minister said, while speaking about the country's growth and its expanding role on the global stage at the NXT Conclave, organised by the ITV network at the Bharat Mandapam in Delhi.

"Few years ago, I had presented the vision of 'Vocal for Local' and 'Local for Global' to the nation and today, we are seeing this vision turn into reality," he said, emphasising that India's Ayush products, yoga, millets, makhana (fox nuts) and turmeric have gained global recognition.

"India is not only providing products to the world but is also becoming a trusted and reliable partner in the global supply chain... India is not just a work-force but a world-force," the PM said, underscoring the country's transition from being the world's "back office" to becoming the "new factory of the world." →P10

Hindustan Times • 01 Mar • Ministry of Ayush

SC allows BJP govt to retract appeal against HC order on ABHIM

3 • PG

681 • Sqcm

4033089 • AVE

3.43M • Cir

Middle Right

Delhi

SC allows BJP govt to retract appeal against HC order on ABHIM

Utkarsh Anand

letters@hindustantimes.com

NEW DELHI: The Supreme Court on Friday allowed the Delhi government to withdraw its appeal against a Delhi high court order that had mandated the implementation of the Pradhan Mantri-Ayushman Bharat Health Infrastructure Mission (PM-ABHIM) in the Capital, after the newly elected Bharatiya Janata Party (BJP) government informed that the scheme is now being implemented.

This marks the first instance of the BJP-led Delhi government reversing a legal challenge initiated by the previous Aam Aadmi Party (AAP) administration. The decision, coming days after the BJP's decisive electoral victory in Delhi, signals a shift in the city's health care policy, aligning it with the Centre's initiative.

A bench of justices Bhushan R Gavai and Prashant Kumar Mishra, taking note of the changed political landscape, quipped: "Now you won't be interested to continue with this case." The court, on January 17, stayed the high court's December 24, 2024 order, which had directed the Delhi government to sign a memorandum of understanding (MoU) with the Union health ministry by January 5.

During Friday's proceedings, advocate Jyoti Mendiratta, representing the Delhi government, informed the bench: "We are now going ahead with the implementation of the PM-ABHIM scheme." Taking note of this, the court allowed the government to withdraw its appeal.

The withdrawal application stated: "The present government is now implementing said policy as directed by the high court and is taking necessary steps to ensure compliance with the objectives of PM-ABHIM. In view of the above developments, the present petition has become infructuous...."

The case had reached the apex court in January when it issued a stay on the high court's December 24 directive, which mandated the Delhi government to sign the MoU by January 5. The high court had ruled that the MoU should be signed to ensure Delhi residents received central funding for health infrastructure.

In January, the AAP government argued that the high court overstepped its jurisdiction by compelling the Delhi government to sign an MoU. The AAP administration insisted its health schemes provided better coverage than the Centre's.

The case became a political flashpoint and a key issue in the recent assembly elections.

The Indian Express • 28 Feb • Ministry of Ayush
PM Modi chairs Ayush sector review meeting

10 • PG

62 • Sqcm

176688 • AVE

625K • Cir

Middle Center

Mumbai • Delhi • Pune

PM Modi chairs Ayush sector review meeting

EXPRESS NEWS SERVICE
NEW DELHI, FEBRUARY 27

PRIME MINISTER Narendra Modi chaired a high-level meeting at his residence for a comprehensive review of the Ayush sector, where he emphasised its vital role in holistic wellbeing and healthcare, preserving traditional knowledge, and contributing to the nation's wellness ecosystem.

The review focused on streamlining initiatives, optimising resources and elevating the global presence of Ayush. He said it not only promotes preventive health, it boosts rural economies through medicinal plant cultivation, and enhances India's global standing as a leader in traditional medicine. The WHO set up its Global Traditional Medicine Centre in Gujarat's Jamnagar.

The review highlighted the key achievements of the ministry including the exponential economic growth in the sector.

The meeting was attended by Union Health Minister JP Nadda, MoS for Ayush Prataprao Jadhav, and principal secretaries to the PM Dr P K Mishra and Shaktikanta Das.

The Morning Standard • 03 Mar • Ministry of Ayush

Fit Bit

2 • PG

614 • Sqcm

294700 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Lift Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving core strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

- Start lying in the Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head, and grab a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor. The palm supports the back of the head, and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the ground. The foot is extended, with the toes pointing towards the sky. Focus on a point to maintain balance and stability. Keep the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for six breaths. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaja Anantasana Variation.
- Relax in the Constructive Rest Pose.

LIMITATIONS

- People with spondylitis, cervical issues, or a slipped disc should practise with caution.
- Those with spinal conditions such as scoliosis should practise only under guidance.
- Practitioners with sciatic pain or shoulder injuries should avoid this pose.

BENEFITS

- This variation enhances balance, strength, and flexibility.
- Stimulates the apana vayu, promoting the elimination of physical and emotional toxins.
- Can be included in Power, Hot, and Sculpt Yoga sequences.
- Counteracts the effects of prolonged sitting, improving body posture.
- Helps improve cardiovascular function.
- A good addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
- Stretches and strengthens the muscles on the side of the torso.
- Enhances the mobility of the scapula and shoulder joint.
- Regular practice makes the hamstrings and calves supple and flexible, improving movement.
- Stretches the abdominal muscles, assisting in various balancing asanas.
- Improves circulation, induces tranquillity, and promotes mental relaxation, helping to overcome stress and tension.
- Stimulates the Sacral Chakra, encouraging a sense of desire, pleasure, and creativity in practitioners.
- Holding for a longer duration reduces weight from the hips and waist.



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

The Morning Standard • 01 Mar • Ministry of Ayush FIT BIT

2 • PG

609 • Sqcm

292140 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

This is a beginner-level forward bend stretch pose. It resembles the Salamba Bhujangasana (Sphinx Pose). Those who are not comfortable with the backbend of the Sphinx pose can practise this asana. It is a preparatory pose to Prasrita Balasana Variation Hasta Sirsa Side. It can be added to yoga poses with animal sequences.

STEPS

- Start in Vajrasana (Thunderbolt Pose) and take a few breaths.
- Stretch your spine and hip upwards.
- Inhale, widen your knees, and thighs. Exhale.
- Place toes together and slowly place the sit bones on the heels.
- Inhale, stretch your arms above the head. Exhale, bend forward and reach the floor with your forearms and your elbows touching the outer knees.
- Ensure your elbow is perpendicular to the shoulder, and your arms are in an L shape with the palms on the floor.
- Look ahead and take a few breaths.
- Ensure the knees and ankles are comfortable and stay here for two breaths.
- Slowly release and come back to Vajrasana.

LIMITATIONS

- People with any injury to the ankles, shoulders, knees, or wrists, or have undergone recent abdominal surgery, hip replacement, or knee surgery, acute arthritis, knees joint pain or rheumatoid arthritis, weak joints, lower back, ankles or shoulders, and pregnant and postnatal women, should avoid this pose.

BENEFITS

- Stretches the hip muscles, quadriceps, back, wrists, forearms, ligaments of the anterior knee, and calves.
- Works as a great advantage for practising various deep yoga poses.
- Enhances hip flexibility and mobility and the thoracic cavity.
- Keeps the shoulder blades and the torso broad.
- Surrendering the mind and body is the main element of this pose.
- Improves the mobility of the lower limbs.
- Extended spine and elongated torso with broad shoulders improves body posture.
- Energises the body by calming the mind.
- Helps relax the spine, shoulders, neck, and head.
- Regulates heartbeat and breathing rhythm to its natural level.
- Stimulates the parasympathetic nervous system.
- It can be a relief for knee pain.
- Reduces shoulder, upper, and lower back stiffness by lengthening the spine.
- It is a restorative pose when done in a calm and serene environment.
- Stimulates the Root and Sacral Chakras and channelises the prana to the Crown Chakra.
- Can be a cool down for athletes, swimmers, advanced yoga practitioners, and marathon runners.
- Good preparation for deeper hip opening poses in a prone position.



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

The Morning Standard • 28 Feb • Ministry of Ayush Fit Bit

2 • PG

606 • Sqcm

290853 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

PHALAKASANA HASTA VIMANASANA AERIAL (PLANK POSE AIRPLANE ARMS AERIAL)

This intermediate-level standing/ toe-balancing pose is a variation of the base pose Plank Pose Aerial. In the variation, the body is leaned forward in the Aerial Plank Pose, and the arms are stretched out in the Airplane Pose. This engages the shoulders and upper back muscles more, requiring greater stabilisation throughout the entire body. The open arms create a sense of expansion and openness in the chest, promoting better breathing and posture.

STEPS

- Start setting up your aerial hammock to hang securely from the ceiling, adjusting it to hip height.
- Stand by facing the hammock and hold the fabric with both hands.
- Keep the fabric before your hips and step back to create tension. Wrap the fabric over your shoulders and under your armpits, ensuring it rests securely across your upper back and chest.
- You can adjust the fabric to feel snug but comfortable, providing support as you move into the pose and distribute your weight evenly as you lean forward.
- Lean forward the hammock allows it to support your chest and hips. Hold the fabric firmly and keep your arms straight, and extended in front of you.
- Extend your legs behind you, coming onto your toes, your body forms a straight line from head to heels. This is the starting position, similar to the Plank Pose Aerial.
- Inhale, engage your core and slowly lift your arms to the sides, creating a T-shape with your body. Keep your palms

facing down and arms parallel to the ground. Arms should be in the Airplane Pose.

- Maintain a steady breath while holding it. Inhale deeply through the nose, feeling the expansion of the chest, and exhale slowly, engaging the core further.
- Gaze slightly forward, maintaining a neutral neck alignment. Ensure your body stays straight and strong, with the hammock providing support. Hold in this position for six breaths.
- Bring your arms back, and come out of the pose. Walk your feet forward to release the tension on the hammock and slowly stand up.
- Take a few deep breaths and relax in the Three Part Breath Mountain Pose for three to four breaths before moving on to the next pose.

BENEFITS

- Aerial hammock alleviates pressure on the wrists and shoulders, making the pose gentler on the joints.
- Beneficial for individuals with joint issues.
- Suspension requires the core muscles to work harder to maintain stability and balance.
- Helps in building a stronger and more resilient core.
- Slight movements of the hammock help improve body awareness and coordination.
- Enhanced proprioception can improve overall balance and agility in daily activities.



LIMITATIONS

- People with recent shoulder, wrist, arm, back, spinal, abdominal, or any other injuries, severe asthma or chronic obstructive pulmonary disease (COPD), lack of upper body strength, weak core muscles, and overall physical weakness, high blood pressure or heart conditions, risk of imbalance and strain on the abdomen, vertigo or other balance disorders, dizziness or falls, severe anxiety or fear of heights, avoid this pose.

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

The New Indian Express • 03 Mar • Ministry of Ayush ANANTASANA PADA LIFT VARIATION

2 • PG

712 • Sqcm

939700 • AVE

246.4K • Cir

Top Center

Chennai

FITBIT

ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Lift Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving overall core strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

- Start lying in Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head and form a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor. The palm supports the back of the head, and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the ground. The foot is extended, with the toes pointing towards the sky. Focus on a point in front of you to maintain balance and stability. Keep the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for about six breaths or as per the body's comfort. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaja Anantasana Variation.
- Relax in Constructive Rest Pose. Then counter the stretch on the other side (left), following the above instructions. As an alternative, students can follow the same practice in a flow – inhale, raise the leg; exhale, lower it down.

BENEFITS

- This variation enhances balance, strength, and flexibility.
- Stimulates the apana vayu (downward flow of energy), promoting the elimination of physical and emotional toxins.
- Can be included in Power, Hot, and Sculpt Yoga sequences.
- Counteracts the effects of prolonged sitting, improving body posture.
- Helps improve cardiovascular function.
- An excellent addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for yoga for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
- Stretches and strengthens the muscles on the side of the torso.
- Enhances the mobility of the scapula and shoulder joint.
- Regular practice makes the hamstrings and calves supple and flexible, improving movement.
- Stretches the abdominal muscles, assisting in various balancing asanas.
- Improves circulation, induces tranquillity, and promotes mental relaxation, helping to overcome stress and tension.
- Stimulates the Sacral Chakra, encouraging a sense of desire, pleasure, and creativity in practitioners.
- Holding for a longer duration reduces weight from the hips and waist.
- Encourages coordinated function of the heart and lungs, improving cardiorespiratory health in Coronary Artery Disease (CAD).

LIMITATIONS

- Students with spondylitis, cervical issues, or a slipped disc should practise with caution.
- Those with spinal conditions such as scoliosis should practise only under guidance.
- Practitioners with sciatic pain or shoulder injuries should avoid this pose.



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

The New Indian Express • 03 Mar • Ministry of Ayush

ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

2 • PG

680 • Sqcm

679614 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

ANANTASANA PADA LIFT VARIATION (SIDE RECLINING POSE LEG LIFT VARIATION)

This pose is a variation of the foundational pose, Anantasana (Side Reclining Leg Lift Pose). However, this is a transit pose to the base pose, Anantasana. It strengthens the upper back, neck, arms, shoulders, glutes, abdominal muscles, obliques, and quadriceps, improving overall core strength and stability. It also strengthens the outer thigh muscles (abductors), toning the legs. It demands awareness and focus on balance and stability. Holding the body in this posture daily improves mindfulness and reduces stress. This mind-body practice can boost confidence, promoting empowerment and self-esteem.

STEPS

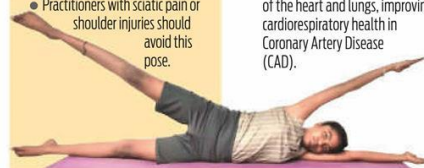
- Start lying in Easy Side Reclining Pose Variation on the left side. Place your right hand in front of the heart centre, helping balance the body on the left side. The fingers of the right hand should point towards the head.
- Inhale, lift your head, and form a pillow with your lower arm (left), comfortably placed under your head in Easy Reclining Pose Hand Floor. The palm supports the back of the head and the elbow is in line with the shoulder. Exhale completely here.
- Inhale, lift your right leg straight towards the sky, pressing the right palm on the ground. The foot is extended, with the toes pointing towards the sky. Focus on a point in front of you to maintain balance and stability. Keep the lifted leg straight and active at 90 degrees while maintaining the grounded leg straight.
- Stay here in Anantasana Pada Lift Variation for about six breaths or as per the body's comfort. Find balance by rooting down your left hip and maintaining a steady gaze at a fixed point.
- To release, exhale, lower the right hand and right leg, and realign in Sahaja Anantasana Variation.
- Relax in Constructive Rest Pose. Then counter the stretch on the other side (left), following the above instructions. As an alternative, students can follow the same practice in a flow – inhale, raise the leg; exhale, lower it down.

LIMITATIONS

- Students with spondylitis, cervical issues, or a slipped disc should practise with caution.
- Those with spinal conditions such as scoliosis should practise only under guidance.
- Practitioners with sciatic pain or shoulder injuries should avoid this pose.

BENEFITS

- This variation enhances balance, strength, and flexibility.
- Stimulates the apana vayu (downward flow of energy), promoting the elimination of physical and emotional toxins.
- Can be included in Power, Hot, and Sculpt Yoga sequences.
- Counteracts the effects of prolonged sitting, improving body posture.
- Helps improve cardiovascular function.
- An excellent addition to yoga for athletes, runners, mountain climbers, or students engaged in active sports.
- Suitable for yoga for kids or teens, helping improve hip mobility.
- Supports the toning and strengthening of the pelvic floor muscles for postnatal recovery.
- Stretches and strengthens the muscles on the side of the torso.
- Enhances the mobility of the scapula and shoulder joint.
- Regular practice makes the hamstrings and calves supple and flexible, improving movement.
- Stretches the abdominal muscles, assisting in various balancing asanas.
- Improves circulation, induces tranquility, and promotes mental relaxation, helping to overcome stress and tension.
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- Holding for a longer duration reduces weight from the hips and waist.
- Encourages coordinated function of the heart and lungs, improving cardiorespiratory health in Coronary Artery Disease (CAD).



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

The New Indian Express • 01 Mar • Ministry of Ayush

PRASARITA BALASANA VARIATION HEAD UP

2 • PG

675 • Sqcm

891219 • AVE

246.4K • Cir

Top Center

Chennai

FITBIT

PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

This is a beginner-level forward bend stretch pose. It resembles the Salamba Bhujangasana (Sphinx Pose). People who are not comfortable with the backbend of Sphinx pose can practice this asana. It is a preparatory pose to Prasari Balasana Variation Hasta Sirsa Side. It can be added to yoga poses with animal sequences.

STEPS

- Start in Vajrasana (Thunderbolt Pose) and take a few breaths.
- Stretch your spine and hip upwards.
- Inhale, widen your knees and thighs. Exhale.
- Place toes together and slowly place the sit bones on the heels.
- Inhale, stretch your arms above the head. Exhale, bend forward and reach the floor with your forearms, and your elbows touching the outer knees.
- Ensure your elbow is perpendicular to the shoulder, and arms are in an L shape with the palms on the floor.
- Look ahead. Take a few slow deep breaths.
- Ensure the knees and ankles are comfortable, stay here for about 1-2 breaths or more.
- Slowly release, and come back to Vajrasana.

LIMITATIONS

- Students with any injury to the ankles, shoulders, knees, or wrists, or have undergone recent abdominal surgery, hip replacement, or knee surgery, acute arthritis, knees joint pain or rheumatoid arthritis, weak joints, lower back, ankles or shoulders, pregnant and postnatal women, should avoid this pose.

BENEFITS

- Stretches the hip muscles, quadriceps, back, wrists, forearms, ligaments of the anterior knee, and calves.
- Works as a great advantage for practicing various deep yoga poses.
- Enhances hip flexibility and mobility and the thoracic cavity.
- Keeps the shoulder blades and the torso broad.
- Surrendering the mind and body is the main element of this pose.
- Improves the mobility of the lower limbs.
- Extended spine and elongated torso with broad shoulders improves body posture.
- Energises the body by calming the mind.
- Helps relax the spine, shoulders, neck, and head.
- Regulates heartbeat and breathing rhythm to its natural level.
- Stimulates the parasympathetic nervous system.
- It can be a relief for knee pain.
- Reduces shoulder, upper and lower back stiffness by lengthening the spine.
- Restorative pose when done in a calm serene environment.
- Stimulates the Root and Sacral Chakras and channels the prana to the Crown Chakra.
- Can be a cool down for athletes, swimmers, advanced yoga practitioners, and marathon runners.
- Good preparation for deeper hip opening poses in a prone position.



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

The New Indian Express • 01 Mar • Ministry of Ayush

PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

2 • PG

596 • Sqcm

596052 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru

FITBIT

PRASARITA BALASANA VARIATION HEAD UP (WIDE CHILD POSE VARIATION HEAD UP)

This is a beginner-level forward bend stretch pose. It resembles the Salamba Bhujangasana (Sphinx Pose). People who are not comfortable with the backbend of Sphinx pose can practice this asana. It is a preparatory pose to Prasariata Balasana Variation Hasta Sirsa Side. It can be added to yoga poses with animal sequences.

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- Improves the mobility of the lower limbs.
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- Good preparation for deeper hip opening poses in a prone position.



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

The Pioneer • 03 Mar • Ministry of Ayush Yogasanas For Belly Fat Loss

11 • PG

1048 • Sqcm

2987400 • AVE

634.42K • Cir

Top Left

Delhi

YOGASANAS FOR BELLY FAT LOSS



SURYA NAMAKSARA:
A series of 12 asanas combined to form a perfect combination we call *sun salutation*. It is also known as the mother of all asanas. It starts with namaste and stretching the abdomen and then stretching the hamstrings bending forward and so on! The sequence we all know it, if you don't and are completely new to it, just google it. It will burn the fat faster resulting in a smooth and toned belly shape that every person desires when roaming beachside. There is and never be another substitute for *Surya Namaskar*. It helps in overall blood circulation in the body and stretching abdomen muscles resulting in good appetite and reduced bowel problems.

BY YASH GUPTA

Obesity is the most common problem among the elderly as well as the youth, the people and their lifestyle are forcing them to walk and have poor posture, which results in low confidence and prone to diseases. Due to sitting all day in front of a computer and workstations, it is obvious the belly from the button will say hello before you can speak. So, if you think there is a remedy that will burn the fat without you moving an inch, everyone would do it. It's better to choose your hard, either regret or discipline. Here we will look at the top 5 yoga asanas to reduce belly fat quickly. The flatter the stomach the more fabulous the life. Health is the new currency of the era. Make sure you own it and keep the wealth as long you live.

The author is an Art of Living faculty, meditation & mind coach, professional yoga trainer.

NAUKASANA
Also known as the boat pose/posture. Looks very tough but with practice the core muscles function well and get those 3D abs. All you have to do is lie down on your back and lift your arms, feet, and eyes in the same line. At least 6 inches off from the ground, hold the position for at least 30 seconds, and later you can progress the number of times and for a longer duration. It promotes burning belly fat and building stabilized core muscles. Advisable to do an empty stomach and women on periods must avoid the asana. Make sure to continue breathing while holding onto the posture and relax in *Shavasana* very slowly.




PURN-PAVANMUKTASANA
Another wonderful and effective way to burn belly fat is to perform *pavanmuktasana*, as the name suggests yes you thought that right, it not only promotes belly fat loss but helps in gastric issues in the system. Simply lie down on your back bring both your knees to your chest and place your arms around your legs like you are giving a hug, keep breathing and duck your nose in between your knees. Hold this position for 20-30 seconds and right before releasing the stretch, you may rock like a child back and forth and side to side. It will give a good massage to your spine and previously mentioned in earlier articles, a healthy spine healthy life. People with knee problems must do it under supervision.



PADA CHAKRASANA
One's favourite exercise for belly fat loss is *leg rotation*. It is indeed the most effective way to build a strong core. It works on every single muscle major and minor, from the torso to the hips. Every muscle group is involved, working on the inner thighs and hip abductors. Just as above simply lie down with the same hand placement you have to do is keep your feet together and rotate your legs in a circular motion clockwise and anti-clockwise. Make big circles like from up and coming down barely touching the ground and with the strength of your core and groin bone raise your leg in a circular motion.




PADA SANCHALANASANA
Let me simplify, cycling. You don't have to go for cycling outside. Just relax and lie down on your back place your palms on the ground for support (personal recommendation to put both your palms in a diamond shape under your lower back, gives you comfort) and lift your legs. Start cycling and you will feel a lot of muscles saying "hello" and "save me" and if you are not used to this exercise "let's stop for now". Don't worry, until to trick your mind you will never achieve the rewards if keep listening to your mind. Do it for 15-20 seconds clockwise and 15-20 seconds anti-clockwise 2-3 times each. Works magic, but there is always a price to pay.



TAKE CARE OF:
When performing *Pada Sanchalanasana* keep in mind to maintain proper alignment of your spine, core muscles & leg movements with your breath to avoid strain on lower back.

- Work on yourself, because it is the only thing that will stay.
- Work on yourself because it is the only thing you are working on at the end of the day.
- Work on yourself because you have to leave a legacy behind
- Work on yourself because this is how you win the mind.

The Pioneer • 01 Mar • Ministry of Ayush

Finding money for 'freebies': BJP faces an uphill task

7 • PG

1136 • Sqcm

3238316 • AVE

634.42K • Cir

Top Center

Delhi • Chandigarh • Hyderabad

Finding money for 'freebies': BJP faces an uphill task



UTTAM GUPTA

The challenge now is not just about delivering on electoral promises but also about balancing an already precarious fiscal equation that could see deficits skyrocket



Having swept the polls in the National Capital Territory (NCT) of Delhi with a clinching 2/3rd majority, Rekha Gupta-led BJP - government faces the daunting challenge of having to find money to fulfil its poll promises. Amongst others, the BJP had promised Rs 2,500 a month to women under Mahila Samridhi Yojana (MSY); Rs 21,000 to pregnant women; LPG cylinders for Rs 500 and free cylinder on Holi and Diwali; a stipend of Rs 1000 a month to SC students pursuing technical and vocational courses; free education for needy students from KG to PG; free travel for students on Delhi Metro; Atal Canteens in Jhuggi Basti clusters providing nutritional meals for Rs 5 only; implementation of Ayushman Bharat scheme and additional cover of Rs 5 lakh for senior citizens. BJP had also vowed to continue all existing schemes such as free electricity and free water (for monthly consumption up to a specified threshold) run by the erstwhile AAP - dispensation under the then Chief Minister, Arvind Kejriwal.

How much will these freebies cost?
Let us look at the Mahila Samridhi Yojana (MSY) under which the party has promised to give cash assistance of Rs 2500 per month to every woman. The number of women above the age of 18 years in Delhi is around 6700,000. @ Rs 2500 per month or Rs 30,000 annually to each woman, giving cash assistance to them all will require Rs 20,100 crore per annum (0.67x30,000). The assistance to pregnant women @Rs 21,000 per woman, taking a total of about 1500,000 pregnant women will cost around Rs 3150 crore annually.

As for subsidy on LPG, take consumption of 4 cylinders (14 kg each) per household (HH) in a year. The current cost of supplying a cylinder is around Rs 1000. For two cylinders (Holi and Diwali) promised to be given free, the subsidy will be Rs 2000 whereas for the other two to be given @ Rs 500 each, the outgo will be Rs 1000. This gives an annual subsidy of Rs 3000 per HH. The current population of Delhi is 330 lakh. Taking an average of 4 members per HH,



NOW, CONSIDER THE IMPACT OF BJP PROMISES. MODI HAS GUARANTEED THAT EXISTING SCHEMES WON'T BE DISCONTINUED. SO, FREE ELECTRICITY/WATER COSTING RS 11,000 CRORE WILL STAY. ADD TO THIS, THE FRESH GUARANTEES WHICH WOULD BE AT LEAST ABOUT RS 30,000 CRORE

we get a total of over 82.5 lakh HHs. Multiplied by Rs 3000 being the subsidy per HH, the annual outgo comes to Rs 2500 crore. Look at free education for needy students from KG to PG. According to the latest data available, around 10 per cent of Delhi's population was considered below the poverty line in 2011-12. On this basis, the number of poor persons comes to 33 lakh (330x0.1). About one-third of this or 11 lakh would be persons in the studying age 4 - 25 years. Taking the average expense of educating a child in India at the bare minimum of Rs 20,000 per annum, the total annual expense on "needy students" in the city would be about Rs 2200 crore (0.11x20,000). The additional burden of these four promises alone on the Delhi government's budget is Rs 27,950 crore (20,100+3150+2500+2200). Other freebies would bloat this figure by several thousand crore. Let us take the total to be around Rs 30,000 crore.

What is the current state of Delhi's finances?

For the current financial year (FY) 2024-25, the total expenditure of the Delhi government is estimated at Rs 76,000 crore. This includes revenue expenditure (RE) of Rs 61,000 crore and capital expenditure (CE) of Rs 15,000 crore. Against this, the total revenue receipts or RR (tax plus non-tax receipts including transfer from the Central government) is estimated at around Rs 58,000 crore. That leaves a revenue deficit or RD (RR - RE) of Rs 3000 crore. This is disconcerting when seen in the backdrop of Delhi's potential to generate substantial surplus given two fundamental factors working to its advantage.

First, due to its special status of being NCT, three major functions namely law and order, police and land

come under the Centre's jurisdiction hence, the latter foots the bill for expenses on those functions. Second, Delhi being a major hub of economic activity, its propensity to garner its tax revenue in terms of higher GST collection besides VAT on petrol and diesel and excise duty and VAT on alcohol (these products are outside the GST regime) is greater.

The RD will increase drastically when we consider the cost of servicing the loans taken by various departments of the Delhi government such as the Delhi Jal Board (DJB); over Rs 70,000 crore and Delhi Transport Corporation (DTC); Rs 60,000 crore (according to the CAG, these are cumulative losses of DTC as at end of FY 2021-22 and would have ballooned further during the following three FYs till end March 2025).

The liability for servicing those debts is vested entirely in the NCT government and should be reflected in its balance sheet. Look at the fiscal deficit (FD) which is the excess of total receipts over total expenditure. For FY 2024-25, it is estimated at Rs 18,000 crore which is 80 per cent higher than the FD during FY 2023-24 at Rs 10,000 crore. The surge is despite a steep reduction of over 30 per cent in CE from the budget estimate (BE) of Rs 22,000 crore for FY 2023-24 to Rs 15,000 crore for FY 2024-25.

If interest payments on loans taken by DJB and DTC (Rs 130,000 crore plus) which are merely adding to the mountain of debt on the books of those departments year after year are also included, the FD would be much higher. The situation had come to such a pass that the then CM Atishi had approached the Centre seeking a loan of Rs 10,000 crore from the National Small Savings Fund (NSSF). The precariousness of the state's finances has a lot to do with the galloping freebies and irregularities and mismanagement in running various schemes and overall governance on a monumental scale. During 2024-25, the cost of free electricity and free water alone is estimated to be about Rs 11,000 crore. According to CAG, during 2015-16 and 2021-22, the losses of DTC went up by Rs 35,000 crore and that was due to both free bus rides and misgovernance.

Now, consider the impact of BJP promises. Modi has guaranteed that existing schemes won't be discontinued. So, free electricity/water costing Rs 11,000 crore will stay. Add to this, the fresh guarantees which would be at least about Rs 30,000 crore. This takes the RE from Rs 61,000 crore during FY 2024-25 to Rs 91,000 crore during FY 2025-26 (assuming all other things remain unchanged). The RR is Rs 58,000 crore, we get RD of Rs 33,000 crore - up from Rs 3000 crore budgeted for FY 2024-25.

The incumbent government has also promised to clean Yamuna River, clean the air, renovate/build roads, cleanse the drainage systems, build and renovate hospitals and schools in fact, take up and complete a host of physical and social infrastructure projects needed for ensuring a good quality life for Delhiites. That means even if CE is restored to 2023-24 level Rs 22,000 crore, that won't be enough. Even with this insufficient level, the total expenditure will be Rs 113,000 crore. Minus RR of Rs 58,000 crore, we get FD of Rs 55,000 crore. Put simply, the Centre will have to arrange for at least Rs 55,000 crore to enable the BJP to live up to its promises for Delhi.

(The writer is a policy analyst; views are personal)

The Hindu • 03 Mar • Ministry of Ayush
FROM THE ARCHIVES

7 • PG

182 • Sqcm

136665 • AVE

682.81K • Cir

Bottom Right

Delhi

FROM THE ARCHIVES

The Hindu.

FIFTY YEARS AGO MARCH 3, 1975

WHO boost for Indian medicine

New Delhi, March 2: Traditional systems of medicine are likely to get a boost if a proposal now before the World Health Organisation goes through.

The reported success of the Chinese health care programme has made the WHO evince interest in traditional systems of medicine in various countries, and a group of experts has been busy during the past few months collecting information about Ayurveda and other systems.

This group is said to have come to the conclusion that these systems can be assigned a useful role in national health services. The findings are expected to come up before the WHO General Assembly session in May, and if the recommendations are accepted by member countries, WHO assistance will be forthcoming for schemes to utilise Indian systems of medicine in the rural health care programme.

The WHO group has been on a study tour in India to have an idea of the role played by the Vaidas and Hakims and the people's response. The group visited villages and small towns in Uttar Pradesh and had discussions with medical experts there. The experts have been convinced that practitioners of the Indian systems of medicine are playing a vital role in catering to the health needs not only in rural areas but also in towns, and the answer to the problem of rural medical care lies in deploying Vaidas and Hakims.

A HUNDRED YEARS AGO MARCH 3, 1925

Earthquake in America.

New York, March 2: One man was killed and two women seriously injured through being shaken off the platform of an elevated railway at New York during the earthquake shock yesterday evening. The tremor was felt but seen half a minute and two minutes over a wide area in Canada and the United States. It was the most intense shock registered in New York State since 1755. Many big subway buildings were shaken, but no damage has been reported anywhere.

New Hampshire villagers proceeded to the Church fearing that the end of the world had come.

The Ottawa Seismograph reports indicate that the epicentre of the disturbance was 400 miles East of Ottawa in the vicinity of Saguanay River, Quebec.

The Statesman • 02 Mar • Ministry of Ayush
Ayurveda begins where medicine ends: Rajasthan Dy CM

10 • PG

437 • Sqcm

78706 • AVE

225K • Cir

Middle Left

Delhi

Ayurveda begins where medicine ends: Rajasthan Dy CM

AGENCIES

JAIPUR, 1 MARCH

To promote Ayurveda and traditional medical practices in Rajasthan, the four-day State Level Arogya Mela-2025 was inaugurated on Saturday at Shilpgram, Jawahar Kala Kendra by Deputy Chief Minister and AYUSH Minister Prem Chand Bairwa by lighting the ceremonial lamp.

He emphasised that Ayurveda is the foundation of Indian lifestyle, citing Maharishi Charak's contributions in proving that this system not only treats diseases but also promotes overall health and well-being. Bairwa highlighted that the state government is committed to modernising Ayurveda by integrating it with scientific advancements and innovation. The expansion of Ayurveda centers is being prioritised to ensure accessible and effective healthcare for all.



He also noted that Rajasthan's abundance of medicinal plants is contributing to exports, positioning the state as a major hub for Ayurveda and naturopathy. Bairwa stated that Ayurveda begins where modern medicine ends, as it aims to eradicate diseases from the root. Rajasthan, he said, is not only a land of valor but also a birthplace of health and wellness. The Arogya Mela serves as an excellent platform where visitors can receive free consultations and gain in-

During the event, Bairwa visited various stalls, interacting with exhibitors and learning about Ayurvedic products, traditional treatments, and medicinal plants.

depth knowledge about Ayurveda and other traditional medical systems.

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The programme was presided over by MP Manju Sharma, who emphasised the importance of making Yoga and Ayurveda accessible to the masses in line with the vision of "Pehla Sukh Nirogi

Kaya" (Good health is the first happiness).

She described the Arogya Mela as a significant initiative for increasing health awareness. A special book for farmers was released at the event, providing detailed insights into medicinal plants to promote Ayurvedic farming as a means of financial empowerment.

Experts in Ayurveda, Yoga, Homeopathy, Unani, and Naturopathy are present at the fair, offering free consultations and treatments. Additionally, visitors can participate in yoga sessions, explore an exhibition of Ayurvedic products, and gain information about medicinal plants.

The event was attended by MLA Kalicharan Saraf, Jaipur Greater Mayor Saumya Gurjar, Principal Secretary (Ayurveda Department) Bhawani Singh Detha, and other senior officials from various departments.

The Statesman • 28 Feb • Ministry of Ayush
PM chairs meeting to review Ayush sector

2 • PG

696 • Sqcm

125247 • AVE

225K • Cir

Top Center

Delhi

PM chairs meeting to review Ayush sector

Prime Minister has envisioned a clear roadmap for its growth, recognising its vast potential



STATESMAN NEWS SERVICE
NEW DELHI, 27 FEBRUARY

Prime Minister Narendra Modi on Thursday chaired a high-level meeting at his official residence here to review the Ayush sector, underscoring its vital role in holistic wellbeing and healthcare, preserving traditional knowledge, and contributing to the nation's wellness ecosystem.

Since the creation of the Ministry of Ayush in 2014, the Prime Minister has envisioned a clear roadmap for its growth, recognizing its vast potential.

In a comprehensive review of the sector's progress, Modi emphasised the need for strategic interventions to harness its full potential.

The review focused on streamlining initiatives, optimizing resources, and charting a visionary path to elevate Ayush's global presence.

According to the Prime Minister's Office (PMO), during the review, the Prime Minister emphasized the sector's significant contributions, including its role in promoting preventive healthcare, boosting rural economies through medicinal plant cultivation, and enhanc-

ing India's global standing as a leader in traditional medicine.

He highlighted the sector's resilience and growth, noting its increasing acceptance worldwide and its potential to drive sustainable development and employment generation.

The Prime Minister reiterated that the government is committed to strengthening the Ayush sector through policy support, research, and innovation. He also emphasised the need to promote holistic and integrated health and standard protocols on Yoga, Naturopathy and Phar-

macy Sector.

Modi emphasised that transparency must remain the bedrock of all operations within the Government across sectors.

He directed all stakeholders to uphold the highest standards of integrity, ensuring that their work is guided solely by the rule of law and for the public good.

The Ayush sector has rapidly evolved into a driving force in India's healthcare landscape, achieving significant milestones in education, research, public health, international collaboration, trade, digitalization, and global expansion.

Through the efforts of the government, the sector has witnessed several key achievements, about which the Prime Minister was briefed during the meeting.

The meeting was attended by Union Health Minister Jagat Prakash Nadda, Minister of State (IC), Ministry of Ayush and Minister of State, Ministry of Health & Family Welfare, Prataprao Jadhav, Principal Secretary to PM Dr. P K Mishra, Principal Secretary-2 to PM Shaktikanta Das, Advisor to PM Amit Khare and senior officials.

Millenniumpost • 02 Mar • Ministry of Ayush
India now emerging as factory of world: PM

1, 4 • PG

303 • Sqcm

546292 • AVE

750K • Cir

Bottom Left,Middle Center

Delhi

— **'PRODUCTS GOING GLOBAL'** —
**India now emerging as
factory of world: PM**

OUR CORRESPONDENT

NEW DELHI: Prime Minister Narendra Modi said on Saturday that his "vocal for local" campaign is bearing fruit as Indian products are going global and making their presence felt across the world.

Speaking at the NXT conclave where the 'NewsX World' channel was launched, Modi also said that India was becoming the land of infinite innovations, finding affordable solutions and offering them to the world.

"The world is keenly watching 21st-century India. People from around the globe want to visit and understand India," Modi said.

He said that the country was now emerging as a manufacturing hub and a "factory of the world".

"For decades, the world referred to India as their back office. Now, India is becoming the new factory of the world. We are no longer just a workforce but instead becoming a world force," Modi said.

The prime minister said that India's rising defence products showcase the strength of its engineering and technology to the world.

"From electronics to the automobile sector, the world has witnessed India's scale and capability. India is not only providing products to the world but is also becoming a trusted and reliable partner in the global supply chain," Modi said.

The prime minister said India's leadership in various sectors was a result of years of hard work and systematic policy decisions.

"A few years ago, I presented the vision of 'Vocal for Local' and 'Local for Global' to the nation and today, we are seeing this vision turn into reality," he said.

Modi said the country is manufacturing semiconductors and air-



**“A FEW YEARS
AGO, I PRESENTED THE
VISION OF VOCAL FOR
LOCAL AND LOCAL
FOR GLOBAL TO THE
NATION AND TODAY,
WE ARE SEEING THIS
VISION TURN INTO
REALITY”**

craft carriers and its superfoods like 'makhana' and millets, Ayush products and yoga are being embraced across the world.

The prime minister said India should be presented to the world as it is, without any bias. "We do not need any make-up," he said, adding that real stories from the country should reach the world in its true form.

He said India was the land that gave the world the concept of zero and was now becoming the land of infinite innovations.

"India is not only innovating but also 'Indovating', meaning innovating the Indian way," Modi said. He added that India was creating solutions that were

Continued on P4

India now emerging

affordable, accessible, and adaptable, and

offering them to the world without gatekeeping.

"When the world needed a secure and cost-effective digital payment system, India developed the UPI (Unified Payments Interface) system. Today, countries like France, UAE, and Singapore are integrating UPI into their financial ecosystems," he said.

He said the world is looking at India in the 21st century, and that the country is constantly generating positive news. India is now leading many global initiatives, he said, referring to him co-hosting the recent AI summit and India's presidency of the G20.

He said the recently concluded Maha Kumbh, too, highlighted India's organising skills and innovation.

The prime minister said that his government has repealed many obsolete laws, including the Dramatic Performances Act that had provisions for the arrest of 10 or more persons found dancing together. Taking a swipe at his critics, the prime minister said he was surprised that the "Lutyens jamaat" and "the Khan Market gang" were silent on such laws for more than 75 years.

WITH AGENCY INPUTS

Deccan Herald • 01 Mar • Ministry of Ayush
Delhi govt to implement Ayushman Bharat scheme

10 • PG

75 • Sqcm

90222 • AVE

1.4M • Cir

Top Right

Bengaluru



Deccan Chronicle • 28 Feb • Ministry of Ayush
PM chairs key Ayush sector meet

5 • PG

272 • Sqcm

479342 • AVE

1.15M • Cir

Top Center

Chennai

PM chairs key Ayush sector meet

Reiterates govt's commitment to strengthen the sector through policy support, research

DC CORRESPONDENT
NEW DELHI, FEB. 27

Chairing a high-level meeting to review the Ayush sector on Thursday, Prime Minister Narendra Modi reiterated that the government is committed to strengthening it through policy support, research, and innovation.

The Prime Minister underscored the Ayush sector's vital role in holistic well-being and health-care, preserving traditional knowledge, and contributing to the nation's wellness ecosystem.

The Prime Minister's Office (PMO) said that

since the creation of the Ministry of Ayush in 2014, the Prime Minister has envisioned a clear roadmap for its growth, recognising its vast potential.

"In a comprehensive review of the sector's progress, the Prime Minister emphasised the need for strategic interventions to harness its full potential. The review focused on streamlining initiatives, optimising resources, and charting a visionary path to elevate Ayush's global presence," the PMO said.

During the review, the Prime Minister emphasised the sector's signifi-

Modi to attend 25th anniversary of Jahan-e-Khusrau Sufi music fest

New Delhi, Feb. 27: Prime Minister Narendra Modi will attend a Sufi music festival titled Jahan-e-Khusrau in Delhi on Friday, a statement from the PMO said. Curated by the renowned filmmaker and artist Muzaffar Ali, the three-day festival will take place from February 28 to March 2 at the Sunder Nursery.

cant contributions, including its role in promoting preventive health-care, boosting rural

Mr Modi said on X, "I will be attending Jahan-e-Khusrau at 7:30 PM tomorrow, 28th February at Sunder Nursery in Delhi. This is the 25th edition of the festival, which has been a commendable effort to popularise Sufi music and culture. I look forward to witnessing Nazr-e-Krishna during tomorrow's programme." — PTI

economies through medicinal plant cultivation, and enhancing India's global standing as

a leader in traditional medicine.

Mr Modi highlighted the sector's resilience and growth, noting its increasing acceptance worldwide and its potential to drive sustainable development and employment generation.

The Prime Minister reiterated that the government is committed to strengthening the Ayush sector through policy support, research, and innovation.

He also emphasised the need to promote holistic and integrated health and standard protocols in the yoga, naturopathy and pharmacy sector.

Deccan Chronicle • 28 Feb • Ministry of Ayush
Modi chairs key Ayush sector meet

10 • PG

127 • Sqcm

473671 • AVE

2.55M • Cir

Top Left

Hyderabad

Modi chairs key Ayush sector meet

DC CORRESPONDENT
NEW DELHI, FEB. 27

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During the review, the Prime Minister emphasised the sector's significant contributions, including its role in promoting preventive healthcare, boosting rural economies through medicinal plant cultivation, and enhancing India's global standing as a leader in traditional medicine.

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The Daily Guardian • 28 Feb • Ministry of Ayush
Need for steps to harness Ayush's full potential: PM Modi

2 • PG

175 • Sqcm

17526 • AVE

N/A • Cir

Middle Left

Chandigarh • Delhi

Need for steps to harness Ayush's full potential: PM Modi

TDG NETWORK
NEW DELHI

Prime Minister Narendra Modi on Thursday chaired a high-level meeting to review the Ayush sector, underscoring its vital role in holistic well-being and healthcare, preserving traditional knowledge, and contributing to the nation's wellness ecosystem.

Since the creation of the Ministry of Ayush in 2014, the Prime Minister has envisioned a clear roadmap for its growth, recognizing its vast potential, an official release said.

In a comprehensive review of the sector's progress, the Prime Minister emphasized the need for strate-



gic interventions to harness its full potential. The review focused on streamlining initiatives, optimizing resources, and charting a visionary path to elevate Ayush's global presence.

During the review, the Prime Minister emphasized the sector's signifi-

cant contributions, including its role in promoting preventive healthcare, boosting rural economies through medicinal plant cultivation, and enhancing India's global standing as a leader in traditional medicine.

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Prime Minister reiterated that the government is committed to strengthening the Ayush sector through policy support, research, and innovation. He also emphasised the need to promote holistic and integrated health and standard protocols

on Yoga, Naturopathy and Pharmacy sectors.

Prime Minister emphasized that transparency must remain the bedrock of all operations within the Government across sectors. He directed all stakeholders to uphold the highest standards of integrity, ensuring that their work is guided solely by the rule of law and for the public good.

The Ayush sector has rapidly evolved into a driving force in India's healthcare landscape, achieving significant milestones in education, research, public health, international collaboration, trade, digitalization, and global expansion, the release said.

The Asian Age • 28 Feb • Ministry of Ayush
PM chairs key Ayush sector meet

4 • PG

270 • Sqcm

189289 • AVE

389.96K • Cir

Top Center

Delhi

PM chairs key Ayush sector meet

Reiterates govt's commitment to strengthen the sector through policy support, research

AGE CORRESPONDENT
NEW DELHI, FEB. 27

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Free Press Journal • 28 Feb • Ministry of Ayush
Ayush dispensaries helped 8L pilgrims

1 • PG

91 • Sqcm

72352 • AVE

251.68K • Cir

Top Right

FP School

Mumbai



Ayush dispensaries helped 8L pilgrims

Ensuring the health and safety of millions of devotees, the Ministry of Ayush extended comprehensive healthcare services to more than eight lakh pilgrims, making their sacred journey safer and healthier during the Maha Kumbh, a statement issued by the ministry said on Thursday. Besides setting up 20 Ayush OPDs and deploying mobile health units, more than 90 doctors and 150 healthcare workers worked tirelessly to provide continuous medical care throughout the grand spiritual event, the statement said, adding that these dedicated efforts ensured that the devotees, kalpvasis and seers could participate in the holy festivities without health concerns.

Punjab Express • 28 Feb • Ministry of Ayush

Healthcare leads AI adoption in India, surpasses FMCG and manufacturing sectors: Report

6 • PG

604 • Sqcm

120712 • AVE

348.98K • Cir

Bottom Center

Chandigarh

Healthcare leads AI adoption in India, surpasses FMCG and manufacturing sectors: Report

India's healthcare sector is on the cusp of a revolution, with an increase in adoption of artificial intelligence (AI) and technology-driven solutions, according to a report.

The report by Deloitte India showed that AI adoption in healthcare has surged past 40 per cent, surpassing sectors such as FMCG (about 30 per cent) and manufacturing (about 25 per cent).

The report credited this to government-backed initiatives such as the IndiaAI Mission and the Digital Personal Data Protection Act, 2023 -- setting the stage for a digitally empowered healthcare ecosystem.

"India's digital healthcare ecosystem is rapidly advancing, with AI-powered diagnostics, MedTech innovations, and digital health records transforming patient care," said Joydeep Ghosh, Life Sciences and Health Care Industry Leader, Partner, Deloitte India.

Ghosh noted that the surgical consumables and disposables exports in the country "reached \$1.6 billion in FY 2022-23, showcasing its growing capabilities and presence in the global healthcare market".

The report also mentioned the govern-



ment's strategic initiatives such as the Ayushman Bharat Digital Mission, an influx of private sector investments, and the integration of various technological breakthroughs.

Initiatives such as mobile cancer detection hubs in Telangana and Uttar Pradesh, along with AI-driven diagnostic labs in Himachal Pradesh, are improving early

disease detection and making advanced diagnostics more affordable. India's healthcare system is poised to significantly influence the health of over a billion people, stimulate economic growth, and provide high-quality, affordable care to previously underserved regions of the country, the report said.

Despite advancements, the adoption

of AI in healthcare is progressing more slowly than in banking and financial services, said the report, citing concerns on data security, regulatory fragmentation, and limited digital infrastructure in rural areas.

In addition, the shortage of professionals trained in AI further complicates the seamless integration of these technologies into clinical workflows.

To realise AI's full potential in healthcare, "the sector must overcome challenges such as regulatory alignment, workforce training, and infrastructure limitations. With targeted investments and focused policy advancements, India can become a global leader in AI-powered healthcare, elevating patient outcomes and accessibility," Ghosh said.

IANs

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Eastern Chronicle • 28 Feb • Ministry of Ayush

National Institute of Ayurveda vacancy 2025: 12 assistant professor posts

7 • PG

145 • Sqcm

363265 • AVE

182.88K • Cir

Middle Center

Kolkata

National Institute of Ayurveda vacancy 2025: 12 assistant professor posts



National Institute of Ayurveda (NIA) has published vacancy notification no. 2/2024 for recruitment of 12 Posts of Assistant Professor in different Subjects for NIA, Jaipur. The closing date for registration of online applications is 21st January, now extended up to 7th March 2025.

Post Name & Total Vacancies: Assistant Professor- 12.

Age Limit: Maximum 40 years as on closing date of applications.

Monthly Salary (Pay Scale): Pay Level 10 (Pay Matrix Rs. 56,100-1,77,500) + NPA.

Eligibility Criteria:

(1) Post Graduate Degree in Ayurveda in the concerned Subject included and recognized under IMCC Act 1970/ NCISM Act 2020.

(2) Desirable: Publication and Experience in Research, Working Knowledge of Computer.

Selection Process: The NIA Assistant Professor

2025 Selection Processes like Preliminary Tests, Mains Examinations, Interview etc.

Application Fee: Rs. 3,500 (For General and OBC Candidates). Rs. 3,000 (For SC, ST, EWS Candidates) is to be paid with each Application for each Post. Applicants belonging to Physically Handicapped and Ex-Servicemen need not pay the Application Processing & Intimation Fee.

How to apply: Eligible and interested candidates must complete the Online Application Form through the NIA Jaipur Portal. To begin, candidates need to provide their name, date of birth, and email address to create an account. After account creation, they should log in to proceed with their application. The deadline for registering online applications is 07/03/2025, until 5:00 PM.

About NIA: The National Institute of Ayurveda, Deemed to be University (De Novo) under Ministry of AYUSH, Government of India.

The Hans India • 28 Feb • Ministry of Ayush

Yogi honours boatmen; post-registration funds, insurance to be provided for boats

5 • PG

359 • Sqcm

107685 • AVE

390.49K • Cir

Top Right

Hyderabad



Yogi honours boatmen; post-registration funds, insurance to be provided for boats

HANS NEWS SERVICE
MAHAKUMBH NAGAR

CHIEF Minister Yogi Adityanath engaged with boatmen to acknowledge their significant contribution to the Mahakumbh. During this interaction at Triveni Complex, he made several significant announcements aimed at their welfare. He assured that the government would extend special benefits to boatmen, beginning with their registration. Following this, financial assistance for boats and an insurance cover of up to Rs 5 lakh would be provided.

Recognising their pivotal role in ensuring the grandeur and success of Mahakumbh, the Chief Minister honoured the boatmen with certificates. The event resonated with Bharat Mata ki Jai chants, Ganga Maiya ki Jai, and Har Har Gange. Drawing a historical parallel, he remarked that just as Nishadraj had helped Lord Shri Ram cross the Ganges in Treta Yuga, today's boatmen continue to uphold this tradition.

He acknowledged their crucial role in enabling crores of devotees to bathe at Sangam, stating that their contribution deserved recognition and support. He also expressed pride in installing a grand statue of Lord Shri Ram and Nishadraj in Shringerpur.

CM Yogi announced several initiatives to uplift the boatmen and the Nishad community. He emphasised that the double-engine government is committed to the welfare of those engaged in fisheries under the Pradhan Mantri Matsya Sampada Yojana. Boats will be provided through a dedicated scheme under the Chief Minister's Fund, ensuring that every boatman is registered and receives security insurance.

Additionally, under the

● UP Chief Minister makes another big announcement on the Prayagraj tour – the govt will give special facilities to the boatmen

● CM expresses gratitude to the boatmen for facilitating the sacred bath for over 66 crore devotees

● The boatmen were honoured with a certificate; the whole hall echoed with slogans of Har Har Gange and Jai Shri Ram

● CM Yogi interacts with transport drivers, and commends their tireless service in ensuring smooth operations during Maha Kumbh

Kisan Aapda Yojana, boat operators will receive disaster assistance similar to the Mukhyamantri Krishak Durghatna Bima Yojana, offering financial aid of Rs 5 lakh in case of an unfortunate event. Those without health insurance will be linked to the Ayushman Bharat Yojana and granted a Rs 5 lakh health cover.

Moreover, specialised training will enhance their skills and ensure they receive exclusive benefits. These measures reaffirm the government's commitment to empowering the boatmen and Nishad community, preserving their legacy, and securing their future.

Chief Minister Yogi Adityanath highlighted the historic role of boatmen in the Mahakumbh, stating that crores of devotees took a holy dip at Sangam, which was made possible by their relentless efforts. He remarked that in these 45 days, each boatman must have earned lakhs of rupees through their hard work—an unprecedented business scale. However, he emphasised that this was more than just an economic opportunity; it was a continuation of a sacred ancestral tradition. CM Yogi also lauded the Irrigation Department, noting that after many years, Sangam witnessed such a high water level on such a large scale. He praised the officials and staff for their dedication, calling it a historic milestone in mak-

ing the Maha Kumbh divine and grand. Following this, the President of the Boatmen Association expressed gratitude to the Chief Minister, acknowledging his crucial support in creating significant employment opportunities for boatmen. He also submitted a letter outlining key demands.

BW Hotelier • 28 Feb • Ministry of Ayush
NAMASTE DWAAR THE GATEWAY TO HOLISTIC WELLNESS

134, 135, 136, 137, 138, 139 • PG

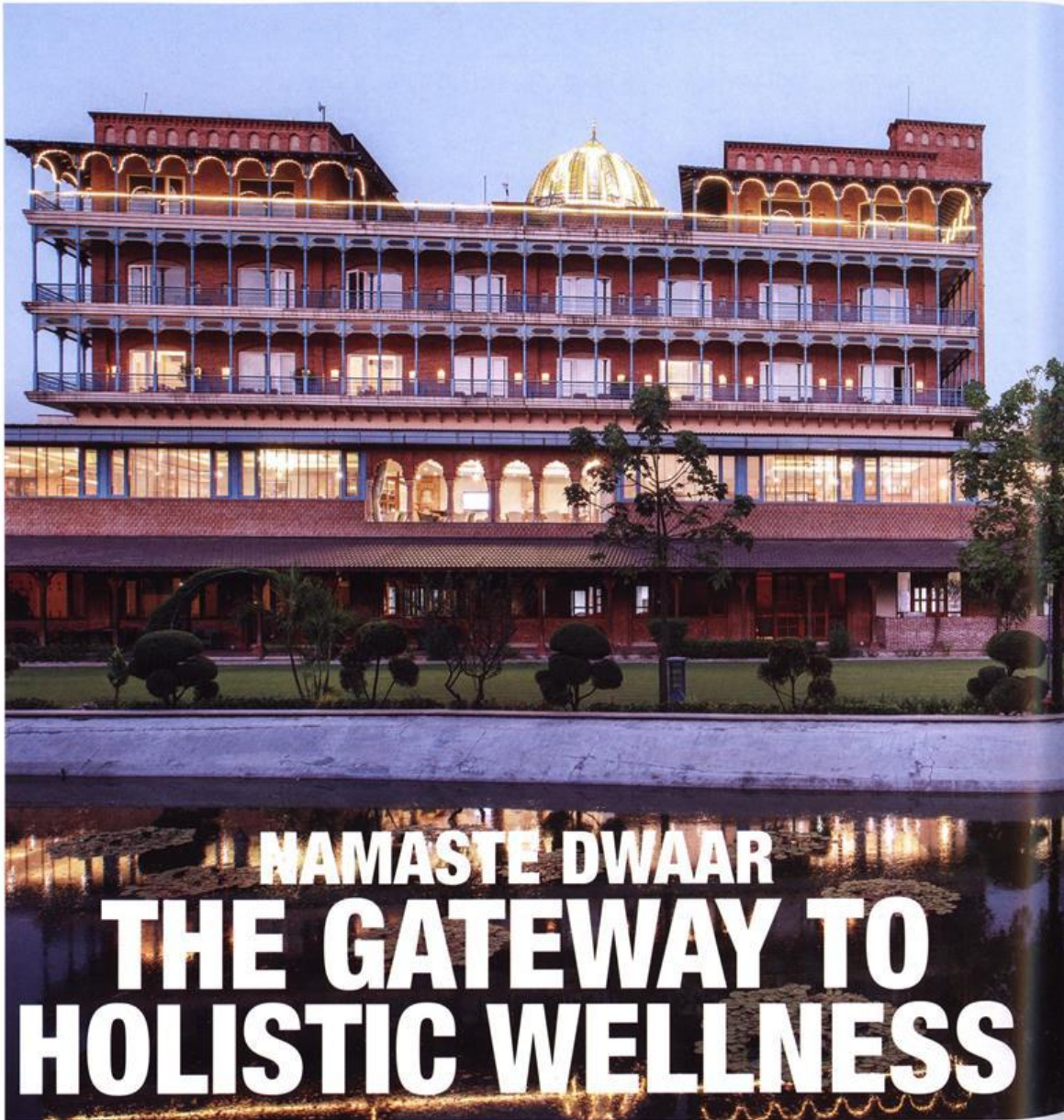
3358 • Sqcm

1222222 • AVE

250K • Cir

Inside Page (Magazine only)

National



BW HOTELIER JANUARY-FEBRUARY 2025 www.bwhotelier.com

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NAMASTE DWAAR



NESTLED AROUND 100 KM FROM DELHI-NCR, NAMASTE DWAAR OFFERS A SERENE ESCAPE, BLENDING HOLISTIC WELLNESS WITH LUXURIOUS ACCOMMODATIONS FOR THE PERFECT RETREAT

BY **BHUVANESH KHANNA**

Tucked away in the tranquil countryside of Mansurpur, a mere 105 km from Delhi-NCR and close to Ghaziabad and Noida, Namaste Dwaar is strategically located on the Delhi-Haridwar-Dehradun Highway. This serene retreat offers a seamless escape from the bustling city life while remaining easily accessible, making it the perfect getaway for those seeking rejuvenation and relaxation.

Namaste Dwaar is the brainchild of Arvind Rath, a visionary whose unwavering passion for giving back to society has transformed this retreat into a vibrant hub for wellness and hospitality. With a successful career in aviation logistics and a life of comfort in South Delhi, Rath made the bold decision to step away from the urban hustle a few years ago. Alongside his wife, Charu Rath, an accomplished educationist, he chose to return to his ancestral village home in Mansurpur to care of his aging parents.

This move was not just a homecoming; it was the start of an extraordinary journey. Rooted in his deep connection to the land of his ancestors and its traditions, Arvind envisioned creating a sanctuary that would serve not only as a refuge for weary souls but also as a beacon of growth and enrichment for the local community. What began as a modest initiative has blossomed into a sprawling destination, offering an unmatched blend of authentic wellness therapies, luxurious accommodations, and curated F&B experiences.

The Rath family's commitment to excellence is further elevated by the active involvement of their Canadian-French

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10 PROPERTY REVIEW



Westview Lounge

daughter-in-law, Erika, who has brought a global perspective to this endeavour. Erika has become an integral part of the project, lending her creativity and expertise to shape Namaste Dwaar into a world-class destination. Together, the Rathis have transformed a deeply personal vision into a flourishing reality, making Namaste Dwaar not just a retreat, but a legacy of wellness, rooted in love, tradition, and innovation.

THE COLIN GARY HALL CONNECTION

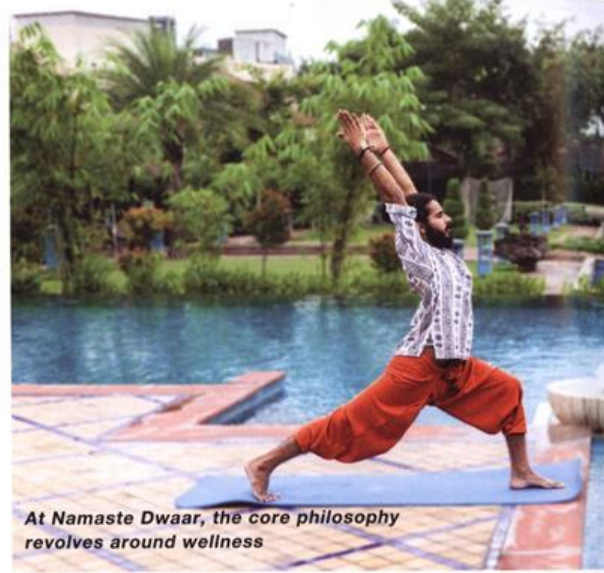
Adding a global dimension to Namaste Dwaar is Colin Gary Hall, a celebrated figure in the world of wellness. With over three decades of experience in luxury spas and wellness hospitality, Colin brings an unparalleled depth of expertise to the retreat. His illustrious career includes tenures with prestigious brands like Ananda in the Himalayas, Raffles International and Shangri-La.

Colin's meticulous approach to wellness design and operations has earned him accolades worldwide. At Namaste Dwaar, his involvement ensures that the retreat not only meets but exceeds global standards. From creating bespoke wellness spaces to designing signature treatments, his influence is evident in every corner. Colin's work here is a testament to his belief in blending traditional practices with modern excellence, making Namaste Dwaar a truly world-class destination.

WELLNESS AT THE HEART OF IT ALL

At Namaste Dwaar, the core philosophy revolves around wellness, with Ayurvedic treatments serving as the centrepiece. Under the guidance of Dr C Joshi, an expert Ayurvedacharya from Kerala, and Colin's meticulous oversight, guests can embark on transformative journeys through therapies that address the root causes of imbalances in the body and mind.

The retreat also offers daily yoga and meditation sessions, creating a harmonious blend of physical and mental rejuvenation. With every therapy tailored to individual needs, Namaste Dwaar



At Namaste Dwaar, the core philosophy revolves around wellness



Ayurveda Lobby

**ERIKA RATHI HAS BROUGHT
A GLOBAL PERSPECTIVE
TO THIS ENDEAVOUR AND
BECOME AN INTEGRAL
PART OF THE PROJECT**

BWHOTELIER JANUARY-FEBRUARY 2025 www.bwhotelier.com

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NAMASTE DWAAR



The Pool

ensures a deeply personalised healing experience.

Awarded Best Spa & Wellness Property by a leading media house, Namaste Dwaar offers a transformative journey of rejuvenation. Ancient Ayurvedic wisdom and modern wellness practices combine to restore balance and vitality, leading to holistic health and well-being.



Erika-Rajini

UNLEASHING THE POWER OF AYURVEDA

At Namaste Dwaar, Ayurveda is at the heart of everything. Offering personalised treatments, their programmes aim to detoxify, restore balance, and rejuvenate both body and mind. The expert team, led by Dr Joshi, ensures a tailored wellness experience using time-tested therapies designed for deep healing.

REVITALISE YOUR BODY AND MIND

Experience Panchakarma A detoxification therapy that eliminates toxins and restores equilibrium through oil massages, steam baths, and herbal treatments.

Weight Management The holistic weight management program blends personalised nutrition, therapy, and lifestyle changes for sustainable results.

Vedic Healing and Pain Management From Vedic Acupressure Kayakalpa to pain management, their treatments align the body's energies, alleviate stress, and provide lasting comfort.

SIGNATURE TREATMENTS ALSO INCLUDE:

Abhyanga and Shirodhara Soothing massages and oil therapies to calm the mind and improve circulation.

Herbal Steam and Healing Baths Traditional therapies that rejuvenate the skin and soothe the senses.

A PROVEN TRACK RECORD OF HEALING

They take pride in success stories, with patients who have

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10 PROPERTY REVIEW



overcome chronic conditions like arthritis and diabetes through holistic therapies. Many, once reliant on wheelchairs, have walked away with renewed health and vitality.

A CULINARY JOURNEY TO WELLNESS

Food at Namaste Dwaar is not just sustenance but a journey of nourishment and wellness. Using produce grown in the in-house organic gardens, the expert chefs craft sattvik meals that delight the palate and promote holistic health.

Freshly picked vegetables, herbs, and fruits from the retreat's farms are transformed into meals rich in flavour and nutrition. The menu includes:

- » Wholesome millet-based dishes
- » Light, healing soups
- » Herbal teas made from freshly plucked leaves

Every meal is a mindful celebration of wellness, leaving guests energised and satisfied.

ARCHITECTURAL ELEGANCE

The design of Namaste Dwaar pays homage to India's rural charm while offering modern-day luxury. The visionary architect

Late Pradeep Sachdeva, known for his work on premium retreats, created spaces that blend seamlessly with nature. Wide verandas, open courtyards, and earthy interiors evoke a sense of calm, making the retreat an architectural masterpiece.

LUXURIOUS ACCOMMODATIONS

On offer are an array of accommodations tailored to meet the diverse needs of its guests. Each room and villa has been thoughtfully designed to provide comfort, privacy and a connection with Nature.

- » **Maharaja and Maharani Suites** Royal elegance meets modern luxury in these expansive suites.
- » **The Exclusive Gher** A unique three-bedroom village-style villa with a veranda, kitchen, and terrace. Perfect for families seeking a private retreat.
- » **Rooms and Suites** The resort boasts 45 well-appointed guest rooms, including four elite terrace suites and two royal garden suites, each with a private balcony to soak in the scenic countryside.
- » **Pet-Friendly Villa** Tailored for guests travelling with pets, this gated villa ensures that four-legged companions feel just as pampered.

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NAMASTE DWAAR



Premium Room

ONE OF THE MOST UNIQUE HIGHLIGHTS OF NAMASTE DWAAR IS THE ARYABHATTA OBSERVATORY, OFFERING A MESMERISING JOURNEY THROUGH THE NIGHT SKY



Herbal Garden

THE WONDERS OF THE COSMOS

One of the most unique highlights of Namaste Dwaar is its Aryabhatta Observatory, offering guests a mesmerising journey through the night sky. Guided by skilled astronomers, visitors can explore stars, planets, and galaxies, gaining a deeper appreciation for the universe. This celestial experience adds a magical touch to every stay.

THE RATHI LEGACY

The Rathis' dedication to excellence is evident in every corner of Namaste Dwaar. With Erica Rathi's global perspective and Colin Gary Hall's expertise, the retreat combines local traditions with international standards. Their shared vision has transformed Namaste Dwaar into a beacon of wellness and hospitality in the NCR.

A SANCTUARY OF WELLNESS AND LUXURY

Namaste Dwaar is more than just a retreat — it's a journey into the heart of holistic living.

With its focus on Ayurvedic therapies, sattvik cuisine, luxurious accommodations and unique experiences like

stargazing and pet-friendly stays, it offers something for every traveller.

Whether you're seeking a tranquil getaway, a rejuvenating health programme, or simply a break from the urban chaos, Namaste Dwaar promises to leave you renewed, recharged, and inspired. Embrace the serenity and wellness that await at this countryside haven, just a short drive from Delhi-NCR. ■

NAMASTE DWAAR

Phone: +91 98184 00708

General Manager: Jitender Jakhar

Room Rates: Starting at INR 12,000 (all meals + taxes)

Keys: 45

Location: 104 KM Milestone,
NH-58, Delhi Haridwar Highway, Mansurpur - 251 203
Distt. Muzaffar Nagar (UP)

BW-HOTELIER JANUARY-FEBRUARY 2025 www.bwhotelier.com

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Prahar • 03 Mar • Ministry of Ayush
Spontaneous response to Ayurvedic camp

4 • PG

17 • Sqcm

4640 • AVE

215K • Cir

Middle Left

Mumbai

आयुर्वेदिक शिबिराला उत्स्फूर्त प्रतिसाद

कल्पवाण : निलेशा शिंदे फाऊंडेशन, सहयोग सामाजिक संस्था आणि हर्ष आयुर्वेद संस्था संयुक्त विद्यमाने कल्याण पूर्वतील कोळमेवाडी शिबिराला बोलवले. निलेशा शिंदे यांच्या कल्पवाणकडून आयोजित आयुर्वेद त्वचा आणि केस उपचार शिबिराला नागरिकांच्या उत्स्फूर्त प्रतिसाद मिळाला. शिबिराला कल्याण पूर्व शहर प्रमुख निलेशा शिंदे यांच्या हस्ते या शिबिराचे उद्घाटन करण्यात आले. या शिबिराच्या माध्यमातून नागरिकांना आयुर्वेदाच्या गुढ आणि वैज्ञानिक उपचारापद्धतीची माहिती मिळाली आणि, मोफत त्वचावैद्य व त्वचा संस्थांचा स्पर्श घेतला. डॉ. हर्षदा भदानी यांनी नागरिकांना अत्यंत उत्तम प्रकारे आयुर्वेदावर माहिती देत यांच्या त्वचा व केसांसंबंधीच्या तक्रारीवर प्रभावी उपचार दिले.

Rashtriya Sahara • 03 Mar • Ministry of Ayush
Cancer rodhi gunon se bharpur hai Safed Haldi

14 • PG

408 • Sqcm

592411 • AVE

390K • Cir

Top Left

Delhi



कैंसर रोधी गुणों से भरपूर है सफेद हल्दी

नई दिल्ली (आईएनएस)। दुर्लभ औषधीय पौधे कनूर (सफेद हल्दी) का आयुर्वेद में खासा स्थान है। कैंसर जैसी गंभीर बीमारियों से लेकर यह पाचन और त्वचा संबंधी समस्याओं को भी मात देने में सफल रहा है। बड़ी-बड़ी पत्तियां और खुबसूरत गुलाबी फूल जहां एक ओर आपका ध्यान आकर्षित करेंगे तो वहीं, इसके अनगिनत लाभ भी हैं। 2023 में इंटरनेशनल जर्नल ऑफ आयुर्वेद एंड फार्मी रिसर्च में प्रकाशित समीक्षा रिपोर्ट के मुताबिक, कनूर में कई बीमारियों के लिए अमृत के समान

फाइटोकैमिस्ट्रयुट्स की जटिल श्रृंखला होती है। अध्ययन में इसकी एंटी-माइक्रोबियल गतिविधि, एंटी-ऑक्सीडेंट गतिविधि, एंटी-इंफ्लेमेटरी, और एंटीपाथेनेटिक गुणों का पता चला। इसका व्यापक रूप से विभिन्न रोगों जैसे कि कृमि (वार्म) संक्रमण, ल्यूकोरिया, गोनोरिया, पेट फूलना,



अपच, जलोदर आदि के उपचार के लिए उपयोग किया जाता है। कनूर एक बहुउपयोगी गी आयुर्वेदिक औषधि है, जो कैंसर, पाचन,



त्वचा, श्वसन और हड्डियों की समस्याओं के लिए फायदेमंद है। बताया जाता है कि यह कैंसर रोधी गुणों से भरपूर औषधि है, जिसका इस्तेमाल आयुर्वेद में कई गंभीर बीमारियों के इलाज के लिए किया जाता है। कनूर अदरक परिवार का एक हिस्सा है और इसका वैज्ञानिक नाम करकुमा जेडोेरिया है। इसे सफेद हल्दी भी कहा जाता है। कनूर कैंसर से बचाव और ट्यूमर को रोकने में सहायक है। इसके अलावा, इसमें एंटी-ट्यूमर और एंटी-कैंसर गुण भी होते हैं, जो शरीर में कैंसर सेल्स के बढ़ने को रोकते हैं। साथ ही, इसमें मौजूद कर्क्यूमिन तत्व कैंसर के खतरे को कम करता है। बताया जाता है कि कोमोथेरेपी के दौरान कनूर का सेवन शरीर को ताकत देता है। साथ ही, यह पाचन तंत्र को मजबूत बनाता है और भूख को बढ़ाने में सहायक भी है। इसके अलावा, अपच, गैस और एसिडिटी को भी कम करने में लाभदायक है। यही नहीं, कनूर लीवर और पित्ताशय की समस्याओं में मदद करने का काम करता है। इसका सेवन करने से पेट में मौजूद हानिकारक बैक्टीरिया खत्म हो जाते हैं और अस्थिमा तथा सांस की बीमारियों में लाभकारी माना जाता है। साथ ही, कनूर का पाउडर या रस अस्थिमा, सर्दी-जुकाम और खांसी में भी लाभदायक होता है। इसके अलावा, यह जोड़ों के दर्द और सूजन में भी राहत पहुंचाता है। कनूर में एंटी-इंफ्लेमेटरी गुण होते हैं, जो गठिया और जोड़ों के दर्द को कम करने में कारगर होते हैं।

Rashtriya Sahara • 02 Mar • Ministry of Ayush

84 Medicines fail quality test!

3 • PG

156 • Sqcm

34346 • AVE

562.46K • Cir

Middle Left

Jaipur

84 दवाएं गुणवत्ता परीक्षण में फेल!

■ ज्ञानप्रकाश

नई दिल्ली। एसएनबी

केंद्रीय स्वास्थ्य मंत्रालय और केंद्रीय औषधि नियंत्रण संगठन (सीडीएससीओ) ने हाल ही में 84 दवाओं को घटिया गुणवत्ता (एनएसक्यू) की श्रेणी में रखा है। इनमें एंटीबायोटिक्स, मधुमेह, हृदय रोग, एसिडिटी, दर्द निवारक, मानसिक स्वास्थ्य और पोषण सप्लीमेंट जैसी दवाएं शामिल हैं। सरकार ने नागरिकों को इन दवाओं के उपयोग से पहले सतर्क रहने और तुरंत डॉक्टर से संपर्क करने की सलाह दी है।

सीडीएससीओ द्वारा जारी सूची के अनुसार कई प्रमुख दवाएं गुणवत्ता परीक्षण में फेल हो गई हैं। इनमें से कुछ

दवाओं में दूषित तत्व पाए गए, जबकि अन्य घुलनशीलता, विघटन और स्टेरिलिटी परीक्षण में असफल रहें। इन दवाओं में कैफोटॉक्साइड, मोरेपनेम और अंबिकासिन सल्फेट जैसी एंटीबायोटिक्स, एसप्रिन और पैरासिटामोल जैसी दर्द निवारक दवाएं, पैटामोल और ओम्प्रजोल जैसी एसिडिटी की दवाएं शामिल हैं। आईएचएफ के अध्यक्ष डा. आरएन कालरा के अनुसार असफल दवाओं का सेवन करने से गंभीर स्वास्थ्य समस्याएं हो सकती हैं। मधुमेह और हृदय रोगियों के लिए ग्लिमेराइड और टेलमिसार्टन जैसी दवाओं का फेल होना चिंताजनक है। मानसिक स्वास्थ्य के लिए उपयोग की जाने वाली अल्फ्राजोलाम और सरट्रालिन दवाओं में

दूषित तत्व पाए गए हैं, जिससे उनके प्रभाव में कमी आ सकती है।

मल्टीविटामिंस की इफेकेसी भी भ्रम के दायरे में :

केंद्रीय स्वास्थ्य सचिव पुष्य सलिला श्रीवास्तव के अनुसार मल्टीविटामिन और पोषण सप्लीमेंट्स की गुणवत्ता भी सवालों के घेरे में आ गई है। कैल्शियम एंड विटामिन डी3 और जिंक सल्फेट की गुणवत्ता में कमी पाई गई है, जिससे शरीर को आवश्यक पोषक तत्व नहीं मिल पाते। इसके अलावा, थायरोक्सीन सोडियम और हाइड्रोक्वीन सल्फेट जैसी अन्य आवश्यक दवाएं भी गुणवत्ता परीक्षण में असफल रही हैं।

सरकार ने नागरिकों को सतर्क रहने और अपनी दवाओं की बैच संख्या और एक्सपायरी डेट की जांच करने की सलाह दी है। यदि कोई व्यक्ति इन दवाओं का उपयोग कर

रहा है, तो उसे तुरंत डॉक्टर से परामर्श लेना चाहिए। किसी भी दुष्प्रभाव या स्वास्थ्य समस्या की रिपोर्ट संबंधित स्वास्थ्य विभाग को करनी चाहिए। सरकारी एजेंसियां इस मामले की गहराई से जांच कर रही हैं और जल्द ही कड़े कदम उठाने की संभावना है। नागरिकों को सीडीएससीओ द्वारा जारी सूचना को नियमित रूप से जांचते रहना चाहिए और किसी भी संदिग्ध दवा के उपयोग से बचना चाहिए। अधिक जानकारी के लिए सरकारी हेल्पलाइन 1800-180-3024 पर संपर्क किया जा सकता है या सीडीएससीओ की आधिकारिक वेबसाइट सीडीएससीओ.गोव.इन पर विजिट किया जा सकता है।

■ केंद्रीय स्वास्थ्य एजेंसियां
एलर्ट मोड में, मल्टीपल विटामिंस
की इफेकेसी पर भी भ्रम

Rashtriya Sahara • 02 Mar • Ministry of Ayush
India rising workshop for World

1 • PG

101 • Sqcm

146376 • AVE

390K • Cir

Middle Center

Delhi

दुनिया के कारखाने के रूप में उभर रहा भारत : मोदी

नई दिल्ली (भाषा)। प्रधानमंत्री नरेन्द्र मोदी ने शनिवार को कहा कि उनका 'वोकल फॉर लोकल' अभियान अब रंग ला रहा है क्योंकि भारतीय उत्पाद वैश्विक हो रहे हैं और दुनिया भर में अपनी उपस्थिति दर्ज करा रहे हैं। मोदी ने 'एनएक्सटी' सम्मेलन में 'न्यूजएक्स वर्ल्ड' चैनल के उद्घाटन के अवसर पर कहा कि दुनिया दशकों तक भारत को अपने 'बैंक ऑफिस' के रूप में देखती रही, लेकिन देश अब दुनिया के कारखाने के रूप में उभर रहा है।

प्रधानमंत्री ने कहा कि अब भारत कार्यबल नहीं बल्कि एक 'विश्व शक्ति' है। मोदी ने कहा कि देश 'सेमीकंडक्टर' और विमानवाहक



■ कहा, अब भारत कार्यबल का केंद्र नहीं बल्कि एक 'विश्व शक्ति' का केंद्र है

पोत बना रहा है तथा इसके मखाना और बाजरा जैसे 'सुपरफूड' (न्यूनतम कैलोरी और अधिकतम पोषक तत्व वाले खाद्य पदार्थ), आयुष उत्पाद तथा योग को दुनिया भर में अपनाया जा रहा है। उन्होंने कहा कि भारत एक प्रमुख ऑटोमोबाइल उत्पादक बन गया है और इसका रक्षा निर्यात बढ़ रहा है। मोदी ने कहा कि भारत को बिना किसी लीपा-पोती के वैसा ही पेश किया जाना चाहिए जैसा वह है। उन्होंने कहा कि इसे किसी तरह के दिखावे की जरूरत नहीं है। उन्होंने कहा कि देश की असली कहनियां दुनिया तक पहुंचनी चाहिए। भाजपा के नेतृत्व वाली राजग सरकार का तीसरी बार फिर से चुना जाना लोगों के भरोसे को दर्शाता है।

Rashtriya Sahara • 01 Mar • Ministry of Ayush
Ramban hai Punnarva

14 • PG

372 • Sqcm

540620 • AVE

390K • Cir

Bottom Left

Delhi

नई दिल्ली (आईएनएस)। शायद ही ऐसी कोई शारीरिक समस्या हो, जिसका समाधान आयुर्वेद में न हो। फिर बात गुर्दे से संबंधित हो तो सबसे पहला नाम आता है पुनर्नवा का। पुनर्नवा को आयुर्वेद में रामबाण, अमृत जैसी उपाधियाँ से भी नवाजा जा चुका है। यह छोटा सा पौधा बड़े-बड़े लाभ देता है। यह न केवल गुर्दे, बल्कि हृदय के लिए भी टॉनिक का काम करता है। दरअसल, पुनर्नवा एक संस्कृत शब्द है, जो पुनर और नव दो शब्दों से मिलकर बना है। पुनर का अर्थ एक बार फिर और नव का मतलब नया बनना है।

पुनर्नवा एक औषधीय जड़ी बूटी है, जिसके कई स्वास्थ्य लाभ भी हैं। नेफ्रोनल सेंटर फॉर बायोटेक्नोलॉजी इंफॉर्मेशन की वेबसाइट पर छपे एक अध्ययन के मुताबिक, पुनर्नवा में इम्पूटो माइग्रेलोन, हेपेटो प्रोटेक्शन, एंटी कैसर, एंटीऑक्सीडेंटिक, एंटी-इन्फ्लेमेशन जैसे पोषक तत्व होते हैं, जो कई बीमारियों से बचाव में मदद करते हैं। बताया जाता है कि इस औषधीय जड़ी बूटी का इस्तेमाल इसके गुणों के कारण गुर्दे और मूत्र संबंधी समस्याओं के इलाज में किया जाता है। पुनर्नवा को हृदय और गुर्दे दोनों के लिए रामबाण माना गया है।

हालांकि, यह जड़ी बूटी खाने में कड़वी और तीखी होती है, लेकिन आयुर्वेदिक उपचार में यह कारगर है। पुनर्नवा को पीलिया, दुखार और मोटापे के इलाज के

गुर्दे, हृदय की समस्याओं में
रामबाण है पुनर्नवा



लिए भी इस्तेमाल किया जाता है। इसकी जड़ का रस भी काफी खास होता है, जो रक्तौषी से पीड़ित लोगों को मदद करता है। इतना ही नहीं, सामयिक उपयोग दर्द और सूजन को भी कम करने का काम करता है। इसके अलावा, यह अस्थमा को कम करने के लिए भी जाना जाता है। इस जड़ी बूटी में मैग्नीशियम, सोडियम, कैल्शियम और पोटेशियम सहित मकी खनिजों का एक मूल्यवान स्रोत होता है।

मैग्नीशियम रक्तचाप को कम करने में मदद कर सकता है। साथ ही, मधुमेह को भी नियंत्रित करने में पुनर्नवा को फायदेमंद माना जाता है। पुनर्नवा मधुमेह के अलावा अस्थमा, मोटापे का इलाज, ड्रायप्री, जलदर, पेट के कीड़े को मारने, रक्तौषी (आंखों की एक बीमारी), दर्द और सूजन को कम करने, किडनी की समस्याओं को ठीक करने, त्वचा रोगों, एनीमिया, कब्ज के लिए लाभकारी है। स्वास्थ्य लाभों के लिए आमतौर पर पूरे पौधे या जड़ों का उपयोग किया जाता है।

Rashtriya Sahara • 28 Feb • Ministry of Ayush

Now AIIMS has foolproof preparations for organ transplantation under one roof

3 • PG

178 • Sqcm

39259 • AVE

562.46K • Cir

Middle Left

Jaipur

एम्स में अब एक ही छत के नीचे अंग प्रत्यारोपण की फूलप्रूफ तैयारी

■ ज्ञानप्रकाश

नई दिल्ली। एसएनबी

अखिल भारतीय आयुर्विज्ञान संस्थान (एम्स) अब अंग प्रत्यारोपण प्रोसीजर के मामले में देश का सबसे बड़ा ट्रांसप्लांट सेंटर बनेगा। इसके लिए नीति आयोग सहित एम्स फैकल्टी वित्तीय समिति ने योजना को अपनी स्वीकृति दे दी है। इसमें करीब 100 करोड़ की लागत आने का अनुमान है। सब कुछ सामान्य रहा तो ह्यूमन ट्रांसप्लांट सेंटर दिसम्बर 2025 तक बनकर तैयार होने की उम्मीद है। इस सेंटर में गुर्दा, यकृत, कार्निया सहित अन्य ज़रूरी स्वेच्छा से अंगदान के रूप में मिलने वाले अंगों का प्रत्यारोपण किया जाएगा। एम्स प्रशासन ने इस योजना को अंडर वन रूफ ह्यूमन ट्रांसप्लांट सेंटर नाम दिया है। केंद्र अत्याधुनिक सुविधाओं के साथ विकसित होगा। वर्तमान में मरीजों का अंग प्रत्यारोपण से जुड़ी टेस्टिंग और ज़रूरी औपचारिकताएं एक ही छत के नीचे उपलब्ध होगी।

एम्स के निदेशक डा. एम श्रीनिवास का मानना है कि पेशेंट फ्रेंडली योजना के तहत यह विस्तार मील का पत्थर साबित होगा। गुणवत्ता पूर्ण स्वास्थ्य सेवाओं के लिए एम्स दुनियाभर में विख्यात है। अंग प्रत्यारोपण संबंधी सुविधाओं को एक जगह पर लाने से अंग

■ गुर्दा, यकृत, कार्निया, दिल प्रत्यारोपण के लिए ट्रिपल ट्रांसप्लांट केंद्र

■ दिसम्बर 2025 तक ट्रांसप्लांट सेंटर बनने की है उम्मीद

■ बढ़ेगी अंग प्रत्यारोपण की गति, खत्म होंगे टेस्टिंग संबंधी झंझट

प्रत्यारोपण में तेजी आएगी। साथ ही प्रत्यारोपण की गुणवत्ता में सुधार आएगा। इसके अलावा स्वास्थ्य कर्मियों का प्रशिक्षण भी होगा। इसकी मदद से देश में अंग प्रत्यारोपण करने वाले विशेषज्ञों की संख्या बढ़ेगी। एक कमेटी बना दी गई है। केंद्रीय स्वास्थ्य मंत्रालय के तरफ से आए प्रस्ताव के तहत सिंगल अंब्रेला अप्रोच के तहत सभी तरह के प्रत्यारोपण सुविधा को एक छत के नीचे लाया जाएगा। यही पर मरीजों का पूरा मूल्यांकन होगा। अंग का प्रत्यारोपण भी इसी सेंटर में होगा। यहां पर प्रत्यारोपण से जुड़े सभी विशेषज्ञ होंगे। सेंटर बनने के बाद विशेषज्ञ समर्पित अंग प्रत्यारोपण ही करेंगे।

त्वरित सुविधा मिलना, अंग प्रत्यारोपण गति बढ़ेगी : मैक्स कैथलैब के निदेशक डा.

विवेका कुमार के अनुसार देश में अंग प्रत्यारोपण विशेषज्ञों की संख्या कम होने के कारण मांग के मुकाबले 10 फीसद ही अंग प्रत्यारोपण हो पाता है। इनमें से अधिकतर सुविधा शहरी क्षेत्र के बड़े अस्पतालों में है। ऐसे में सेंटर विकसित करने के साथ अंग प्रत्यारोपण कर रहे विशेषज्ञों को आधुनिक प्रशिक्षण देकर इनकी संख्या बढ़ाना ज़रूरी है। देशभर में करीब 620 जगहों पर अंग प्रत्यारोपण की सुविधा उपलब्ध है। इसमें सरकारी सुविधा केवल 180 जगह उपलब्ध है। विशेषज्ञ और अंग के अभाव में मांग के मुकाबले केवल 10 फीसद ही प्रत्यारोपण हो पाते हैं। बीते साल देश में करीब 3.2 लाख किडनी प्रत्यारोपण की ज़रूरत थी, लेकिन 18,439 ही हो पाए। इसी तरह दिल, लिवर व दूसरे अंगों की स्थिति और खराब है।

एम्स की स्थिति : एम्स में अभी दिल, लिवर, किडनी और पैंक्रियाज का प्रत्यारोपण हो रहा है। इसमें दिल, लिवर और पैंक्रियाज का प्रत्यारोपण शव से मिले अंग से होता है। किडनी का प्रत्यारोपण शव व जिंदा व्यक्ति से मिले अंग से होता है। लिवर का प्रत्यारोपण जल्द जिंदा व्यक्ति से मिले अंग से भी करने की तैयारी की जा रही है। भविष्य में इस दिशा में प्रत्यारोपण शुरू होने की उम्मीद है। बीते साल एम्स में करीब 180 अंग प्रत्यारोपण किए गए।

Dainik Jagran • 03 Mar • Ministry of Ayush
Ayush workshop ne student ke liyue khole darwaje

11 • PG

166 • Sqcm

419891 • AVE

1.14M • Cir

Middle Right

Delhi

आयुष प्रयोगशालाओं ने छात्रों के लिए खोले दरवाजे

नई दिल्ली, प्रेटर: प्रधानमंत्री नरेन्द्र मोदी के आह्वान के बाद आयुष मंत्रालय के संस्थानों ने छात्रों को 'विज्ञानी के रूप में एक दिन' पहल में शामिल होने का अवसर दिया। संस्थानों ने छात्रों को प्रयोगशालाओं को दिखाने के लिए कार्यक्रम आयोजित किए। पीएम ने 'मन की बात' में छात्रों को अनुसंधान प्रयोगशालाओं, विज्ञान संस्थानों का दौरा करने के लिए प्रोत्साहित किया था। उन्होंने युवाओं से 'एक दिन विज्ञानी' के रूप में बिताने का आह्वान किया था।

आयुष मंत्रालय ने कहा, 'विज्ञानी के रूप में एक दिन' पहल के तहत छात्रों ने प्रयोगशाला के काम, उपकरणों और वैज्ञानिक प्रगति के बारे में जाना। छात्रों को विज्ञानियों के साथ बात करने, तकनीक का पता लगाने, स्वास्थ्य देखभाल में आयुष प्रणालियों की क्षमता समझने का मौका मिला। पहल के तहत एमिटी विवि, जयपुर के छात्र 19 फरवरी को राष्ट्रीय आयुर्वेद संस्थान, जयपुर पहुंचे।

Amar Ujala • 03 Mar • Ministry of Ayush

Bina bijali internet sirf tasveero se cancer ki pusti kar raha swdeshi AI

8 • PG

247 • Sqcm

182086 • AVE

368.8K • Cir

Bottom Left

Chandigarh

कामयाबी

सर्वाइकल कैंसर का पता लगाने वाले मॉडल को 90 फीसदी से ज्यादा असरदार पाया गया

बिना बिजली-इंटरनेट सिर्फ तस्वीरों से कैंसर की पुष्टि कर रहा स्वदेशी एआई

परीक्षित निर्भय

नई दिल्ली। भारत के तकनीक और स्वास्थ्य विशेषज्ञों ने ऐसा स्वदेशी एआई मॉडल विकसित करने में सफलता हासिल की है, जिसके लिए न इंटरनेट की जरूरत है और न ही बिजली की। यह सिर्फ तस्वीरों के जरिये सर्वाइकल कैंसर का पूर्वानुमान लगाने में सक्षम है। एम्स बठिंडा के डॉक्टरों ने इसका क्लिनिकल परीक्षण किया है।

आयुष्मान आरोग्य मंदिरों सहित देश के अलग-अलग हिस्सों में इस मॉडल को 90 फीसदी से भी ज्यादा असरदार पाया गया है। पुणे स्थित स्टार्ट कंपनी पेरिविकल टेक्नोलॉजीज ने इस स्वदेशी एआई आधारित उपकरण को स्मार्ट स्कोप का नाम दिया है जो केवल 30 सेकंड में तस्वीरों के जरिये कैंसर स्क्रीनिंग करने में सक्षम है। यह महिलाओं में घावों



और संक्रमणों के साथ गर्भाशय ग्रीवा की असामान्यताओं का शीघ्र पता लगाने में बेहतर साबित हुआ है। स्मार्ट स्कोप को विकसित करने के बाद अब तक 3.50 लाख से अधिक महिलाओं की स्क्रीनिंग की गई है, जिनमें से पांच हजार महिलाओं को सर्वाइकल कैंसर को लेकर संदिग्ध पाया गया। यूएस एफडीए और भारत के केंद्रीय औषधि मानक नियंत्रण संगठन से अनुमति मिलने के बाद उसे जिला और ग्रामीण स्तर के स्वास्थ्य सेवाओं में भी शामिल किया जा रहा है।

समय पर पहचान से प्रभावी इलाज

एमआईएटीवाई नैसकॉम सीओई के सीईओ संजीव मल्होत्रा ने बताया कि सर्वाइकल कैंसर एक ऐसा रोग है, जिसे केवल समय पर पहचान कर ही प्रभावी रूप से इलाज किया जा सकता है। पंजाब के बठिंडा एम्स में इस एआई मॉडल पर काम किया जा रहा है। अभी तक के निष्कर्ष बताते हैं कि इस तकनीक से पहचाने गए संदिग्ध मामलों में से 24% को आगे की जांच के लिए रेफर किया, जबकि 20% को दबाए शुरू की गई।

हर आठ मिनट में एक महिला की मौत

भारत में हर आठ मिनट में एक महिला की सर्वाइकल कैंसर से मौत हो रही है। भारतीय महिलाओं में कैंसर से होने वाली मौतों यह दूसरा सबसे प्रमुख कारण है, जिसके लिए समय पर जांच न हो पाना और तीसरी या चौथी स्टेज में कैंसर का पता चलना जिम्मेदार है। हालांकि, इस कैंसर से बचाव के लिए केंद्र सरकार ने टीका भी मंजूर किया है जो अब तक राष्ट्रीय टीकाकरण कार्यक्रम का हिस्सा नहीं बन पाया है।

एक स्क्रीन और रिमोट का कमाल

भारत के साथ-साथ अमेरिका, चीन और इंडोनेशिया सहित छह देशों में अनुमति पाने वाला यह स्वदेशी मॉडल एक स्क्रीन और रिमोट के जरिये काम करता है। एक टॉर्च रूपी रिमोट पर लगे कैमरे से तस्वीरें ली जाती हैं और एआई एल्गोरिदम उनका विश्लेषण करने में मदद करती है। ग्रामीण क्षेत्रों में इसे स्वास्थ्यकर्मी भी इस्तेमाल कर सकते हैं।

इसलिए जरूरी है जल्दी पता चलना : सर्वाइकल कैंसर भारत और विश्व स्तर पर एक गंभीर स्वास्थ्य चिंता बना हुआ है। विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) की ओर से 2022 में प्रकाशित आंकड़ों के अनुसार, यह दुनियाभर में महिलाओं में चौथा सबसे आम कैंसर है। सालाना 6.60 लाख से ज्यादा महिलाओं में हर साल इस कैंसर की पहचान हो रही है। 3.50 लाख महिलाओं की मौत हो रही है। सर्वाइकल कैंसर की घटनाओं और मृत्यु दर की उच्चतम दर निम्न और मध्यम आय वाले देशों में है, जिससे भारत जैसे देश पर बड़ा सार्वजनिक स्वास्थ्य बोझ है।

Amar Ujala • 02 Mar • Ministry of Ayush
Daily health Capsul

16 • PG

262 • Sqcm

554688 • AVE

564.4K • Cir

Bottom Right

Delhi

डेली हेल्थ
कैप्सूल

इम्युनिटी
बढ़ाता है लौकी
का जूस

लौकी के जूस में
एंटीऑक्सिडेंट्स होते हैं, जो
इम्युनिटी को मजबूत बनाकर
रोगों से रक्षा करते हैं।

लौकी का जूस शारीरिक और
मनसिक दोनों तरह की सेहत
के लिए फायदेमंद होता है। इसमें
पानी, फाइबर और विटामिन सी,
बी6, फोलेट, मैग्नीशियम और
पोटेशियम पाए जाते हैं, जो शरीर
को स्वस्थ रखने में अहम
भूमिका निभाते हैं। इसके
अलावा, लौकी में
एंटीऑक्सिडेंट्स भी होते हैं, जो
इम्युनिटी को बढ़ाकर रोगों से



बचाव करते हैं। विटामिन और
मिनरल्स से भरपूर इस जूस से
शरीर को एनर्जी मिलती है और
टॉक्सिन्स को बाहर निकालने में
मदद मिलती है। लौकी के जूस
में फाइबर भरपूर मात्रा में होता
है, जो पाचन क्रिया को सुचारु
रूप से चलाने में मदद करता
है। इसके नियमित सेवन से
कब्ज और पेट संबंधी समस्याओं
से छुटकारा मिलता है। साथ ही
लंबे समय तक पेट के भरा होने
का अहसास होने से वजन
नियंत्रित रहता है। लौकी में
मौजूद पोटेशियम ब्लड प्रेशर को
नियंत्रित रखता है और
कोलेस्ट्रॉल को संतुलित रखता है,
जिससे दिल की बीमारियों का
जोखिम कम होता है। जूस
बनाने के लिए लौकी को धो लें
और छिलका हटा दें। थोड़ा पानी
मिलाकर इसे मिक्सी में पीस लें।
छानकर इसका सेवन करें। आप
स्वाद के लिए इसमें नींबू का रस
भी मिला सकते हैं।

क्या कहते हैं विशेषज्ञ



हफ्ते में 2-3 दिन
लौकी के जूस का
सेवन कर सकते
हैं। जूस बनाते समय
लौकी को थोड़ा काटकर चख
लें, कहीं स्वाद कड़वा तो नहीं
है। अगर लौकी कड़वी निकले,
तो इसे इस्तेमाल न करें।
-डॉ. आर.पी. पाराशर
वरिष्ठ आयुर्वेद चिकित्सक

Amar Ujala • 01 Mar • Ministry of Ayush

10 saal mein jan aushadhi ne marijo ke 30,000cr bachaye

14 • PG

537 • Sqcm

1139824 • AVE

564.4K • Cir

Bottom Left

Delhi

सुविधा

एक से सात मार्च तक देशभर में अभियान चलाने का फैसला, 200 केंद्र भी होंगे शुरू

10 साल में जन औषधि ने मरीजों के 30 हजार करोड़ बचाए

नई दिल्ली। सस्ती और किफायती दवाओं के लिए भारत का जन औषधि मॉडल अब जमीनी स्तर पर हजारों करोड़ों रुपये की बचत के रूप में दिखाई देने लगा है। बीते 10 साल में जन औषधि दवाओं ने मरीजों के 30 हजार करोड़ रुपये बचाए हैं। लोगों के बीच जेनेरिक दवाओं के प्रति जागरूकता लाने के लिए केंद्र सरकार ने एक सप्ताह तक अभियान शुरू करने का फैसला लिया है जिसका उद्घाटन शनिवार को दिल्ली में केंद्रीय स्वास्थ्य मंत्री जगत प्रकाश नड्डा करेंगे।

शुक्रवार को प्रधानमंत्री भारतीय जन औषधि परियोजना (पीएमबीजेपी) के सीईओ रवि दधिचि ने बताया कि बीते 31 जनवरी तक देश में जन औषधि केंद्रों की संख्या बढ़कर 15 हजार तक पहुंची है जिसे अगले कुछ वर्ष में 25



हजार तक लेकर जाने का लक्ष्य है। इन दुकानों पर 2047 दवाएं और 300 तरह के सर्जिकल उपकरण शामिल हैं जो ब्रांडेड दवाओं की तुलना में खुदरा दुकानों पर 50% से 80% सस्ते में बेचे जा रहे हैं। पिछले 10 वर्षों में जन औषधि केंद्रों की संख्या में 180 गुना वृद्धि हुई है। 2014 में केवल 80 केंद्र थे। वित्तीय वर्ष 2023-24 में जन औषधि ने 1,470 करोड़ रुपये का

सात मार्च को देश में जन औषधि दिवस का सातवां वर्ष मनेगा। इसके लिए एक मार्च से अभियान शुरू होगा। इसमें जगह-जगह जन औषधि जन चेतना अभियान या पदयात्रा निकलेगी। दो मार्च को जन आरोग्य मेला, तीन को जन औषधि वाल मित्र भागीदारी, चार को महिला भागीदारी, 5 को सेमिनार, 6 को जन औषधि मित्र पंजीकरण अभियान और 7 मार्च को जन औषधि उत्सव पूरे देश में एक साथ मनेगा। इस दौरान 200 केंद्रों की शुरुआत एक ही दिन होगी।

कारोबार किया जबकि चालू वित्त वर्ष में 31 जनवरी तक 1,606 करोड़ रुपये का कारोबार हुआ है। इस तरह देश में जेनेरिक दवाओं की बिक्री में करीब 200 गुना से ज्यादा की बढ़ोतरी हुई है। जन औषधि केंद्रों पर महिलाओं के लिए ऑक्सी-बायोडिग्रेडेबल सेनेटरी नैपकिन

दवाओं की बिक्री पर प्रोत्साहन

पीएमबीजेपी सीईओ रवि दधिचि ने बताया कि सरकार जन औषधि केंद्र मालिकों को मासिक खरीद का 20% प्रोत्साहन राशि दे रही है जो तकरीबन 20 हजार रुपये तक है। उत्तर-पूर्वी राज्यों, हिमालयी क्षेत्रों, द्वीप क्षेत्रों और नीति आयोग द्वारा आकांक्षी जिलों के अलावा महिला उद्यमियों, पूर्व सैनिकों, दिव्यांगों, एससी और एसटी द्वारा खोले गए केंद्रों को फर्नीचर, कंप्यूटर, रेफ्रिजरेटर और अन्य खर्च को पूरा करने के लिए दो लाख रुपये दिए जा रहे हैं।

भी उपलब्ध हैं जिनकी एक रुपये प्रति पैड कीमत है। अब तक इन केंद्रों से 72 करोड़ से अधिक सेनेटरी पैड बेचे गए। सीईओ ने बताया कि एंटीबायोटिक, एंटी-डायबिटीज, कार्डियोवैस्कुलर, एनाल्जेसिक व एंटीपयरेटिक, एंटी-एलर्जी, जैसी दवाएं यहां उपलब्ध हैं। ब्यूरो

Amar Ujala • 01 Mar • Ministry of Ayush
Daily health capsul

2 • PG

252 • Sqcm

534278 • AVE

564.4K • Cir

Bottom Right

Delhi

डेली हेल्थ
कैप्सूल

बालों के लिए
नीलगिरी
का तेल

नीलगिरी के तेल में मौजूद
एंटीफंगल गुण सिर के रोमछिद्रों
को खोलते हैं और बालों को
पोषण देकर स्वस्थ बनाते हैं।

नीलगिरी यानी यूकेलिप्टस का
तेल औषधीय गुणों से भरपूर
होता है, जो त्वचा के साथ-साथ
बालों से जुड़ी समस्याओं को दूर
करने में मदद करता है। बालों
की खुबसूरती और मजबूती
बढ़ाने के लिए नीलगिरी का तेल
लगाने की सलाह बड़ी-नानी के
समय से चली आ रही है। यह
तेल बालों का टेक्सचर सुधारता
है और जड़ों को मजबूत



बनाकर गहराई तक पोषण देता
है। साथ ही यह तेल बालों से
जुड़ी कई समस्याओं को दूर
करने में मदद करता है।
नीलगिरी के तेल में एंटी-
बैक्टीरियल गुण होते हैं, जो
त्वचा को संक्रमण से बचाते हैं।
साथ ही त्वचा को मुलायम और
बेदन बनाते हैं। यह तेल त्वचा
को सूर्य की हानिकारक
पराबैंगनी किरणों से भी सुरक्षा
देता है। मूड़ को बेहतर बनाने
और दिली-दिमाग को सुकून देने
के लिए नीलगिरी का तेल बहुत
फायदेमंद होता है। नीलगिरी
ऑयल की खुशबू ताज़गी और
सुकून देती है। नीलगिरी के तेल
में एंटीफंगल गुण होते हैं, जो
संक्रमण से सुरक्षा प्रदान करते
हैं। ये सिर के रोमछिद्रों को
खोलते हैं और बालों को जड़ से
पोषण देकर उन्हें स्वस्थ बनाते
हैं। इस तेल से बाल घने होते हैं
और सिर में होने वाली खुजली
से आराम मिलता है।

क्या कहते हैं विशेषज्ञ



नीलगिरी
एसेशियल ऑयल
शुद्ध और काफी
गाढ़े होते हैं।

इसलिए आप इस तेल की 2-3
बूंद किसी और तेल जैसे
कैस्टर ऑयल या जैतून के तेल
में मिलाकर लगा सकते हैं।

-डॉ. नवीन चंद्र जोशी
वरिष्ठ आयुर्वेद चिकित्सक

Amar Ujala • 28 Feb • Ministry of Ayush
Ayush Sector

14 • PG

575 • Sqcm

1219562 • AVE

564.4K • Cir

Top Left

Delhi

आयुष क्षेत्र : प्रधानमंत्री मोदी ने पूरी क्षमता का दोहन करने पर दिया जोर

समीक्षा बैठक में कहा, योग, प्राकृतिक चिकित्सा व फार्मेसी क्षेत्र में समग्र स्वास्थ्य-मानक प्रोटोकॉल को बढ़ावा देने की जरूरत

नई दिल्ली। प्रधानमंत्री नरेंद्र मोदी ने कहा कि योग, प्राकृतिक चिकित्सा और फार्मेसी क्षेत्र में समग्र स्वास्थ्य और मानक प्रोटोकॉल को बढ़ावा देने की आवश्यकता है। पीएम मोदी ने अपने आवास पर हुई बैठक में आयुष क्षेत्र की व्यापक समीक्षा की। पीएमओ से जारी बयान के मुताबिक 2014 में आयुष मंत्रालय के निर्माण के बाद से पीएम मोदी ने इसकी विशाल क्षमता को पहचानते हुए इसके विकास के लिए एक स्पष्ट रोडमैप की कल्पना की है। क्षेत्र की प्रगति की व्यापक समीक्षा के दौरान, प्रधानमंत्री ने इसकी पूरी क्षमता का दोहन करने के लिए रणनीतिक हस्तक्षेप की जरूरत पर जोर दिया।

समीक्षा बैठक में पहलों को सुव्यवस्थित करने, संसाधनों को अनुकूलतम बनाने तथा आयुष की वैश्विक उपस्थिति को बढ़ाने के लिए एक दूरदर्शी मार्ग तैयार करने पर जोर दिया गया। पीएम मोदी ने इस क्षेत्र के महत्वपूर्ण योगदान पर जोर दिया, जिसमें निवारक स्वास्थ्य देखभाल, औषधीय पौधों की खेती के माध्यम से ग्रामीण अर्थव्यवस्था को बढ़ावा देने और पारंपरिक चिकित्सा में



एक अग्रणी के रूप में भारत की वैश्विक स्थिति को बढ़ाने पर चर्चा हुई। प्रधानमंत्री ने दोहराया कि सरकार नीति समर्थन, अनुसंधान और नवाचार के माध्यम से आयुष क्षेत्र को मजबूत करने के लिए प्रतिबद्ध है। उन्होंने योग, प्राकृतिक चिकित्सा और फार्मेसी क्षेत्र में समग्र और एकीकृत स्वास्थ्य और मानक प्रोटोकॉल को बढ़ावा देने की जरूरत पर भी जोर दिया। उन्होंने कहा कि पारदर्शिता सरकार के सभी क्षेत्रों में सभी कार्यों का आधार बनी रहनी चाहिए। उन्होंने सभी हितधारकों को ईमानदारी के उच्चतम मानकों को बनाए रखने का निर्देश दिया। ब्यूरो

आयुष क्षेत्र ने तेजी से किया विकास : आयुष क्षेत्र ने तेजी से आर्थिक विकास किया है, विनिर्माण बाजार का आकार 2014 में 2.85 अरब डॉलर से बढ़कर 2023 में 23 अरब डॉलर हुआ। भारत ने साक्ष्य आधारित पारंपरिक चिकित्सा में खुद को वैश्विक लीडर के रूप में स्थापित किया है। आयुष अनुसंधान पोर्टल अब 43,000 से अधिक अध्ययनों की मेजबानी कर रहा है। बयान में कहा गया है कि पिछले 10 वर्षों में शोध प्रकाशनों की संख्या पिछले 60 वर्षों के प्रकाशनों के आंकड़े को पार कर गई है।

आयुष बीजा से बढ़ेगा चिकित्सा पर्यटन

पीएम मोदी ने कहा कि आयुष बीजा का उद्देश्य चिकित्सा पर्यटन को बढ़ावा देना और समग्र स्वास्थ्य सेवा समाधान चाहने वाले अंतरराष्ट्रीय रोगियों को आकर्षित करना है। आयुष क्षेत्र ने राष्ट्रीय और अंतरराष्ट्रीय स्तर पर प्रमुख संस्थानों के साथ सहयोग के माध्यम से महत्वपूर्ण सफलताएं हासिल की हैं। इन उपलब्धियों में बुनियादी ढांचे को मजबूत करना और आयुष ग्रिड के तहत आर्टिफिशियल इंटेलिजेंस के एकीकरण पर नए सिरे से ध्यान केंद्रित करना भी शामिल है।

योग के प्रचार-प्रसार में डिजिटल तकनीकों पर जोर

पीएमओ के मुताबिक योग के प्रचार-प्रसार के लिए डिजिटल तकनीकों पर जोर रहा। आईगॉट प्लेटफॉर्म वाई-ब्रेक योग जैसी समग्र सामग्री की मेजबानी करेगा। बयान में कहा गया कि गुजरात के जामनगर में डब्ल्यूएचओ ग्लोबल ट्रेडिशनल मेडिसिन सेंटर की स्थापना एक ऐतिहासिक उपलब्धि है, जो पारंपरिक चिकित्सा में भारत के नेतृत्व को मजबूत करती है।

The Hindu Tamil • 02 Mar • Ministry of Ayush
Order to appoint 1300 yoga Trainers

2 • PG

53 • Sqcm

156196 • AVE

416.52K • Cir

Bottom Center

Chennai

1,300 யோகா பயிற்றுநர்கள் நியமிக்க உத்தரவு

■ சென்னை

அரசு மருத்துவமனைகளில் 1,300 யோகா பயிற்றுநர்கள் நியமிக்க வேண்டும் என்று இந்திய மருத்துவம் மற்றும் ஓமியோபதி துறை இயக்குநர் விஜயலக்ஷ்மி உத்தரவிட்டுள்ளார்.

அனைத்து தரப்பு மக்களும் யோகா பயிற்சியை மேற்கொள்ளும் வகையில், அரசு மருத்துவமனைகள் மற்றும் அனைத்து ஆயுஷ் தேசிய நல்வாழ்வு மையங்களில், 650 இருபாலர் யோகா பயிற்றுநர்கள் மற்றும் 650 பெண் யோகா பயிற்றுநர்கள் என 1,300 பேரை நியமிக்க அனைத்து மாவட்ட ஆட்சியர்களுக்கும் இந்திய மருத்துவ மற்றும் ஓமியோபதி துறை இயக்குநர் விஜயலக்ஷ்மி உத்தரவிட்டுள்ளார்.

Navbharat Times • 02 Mar • Ministry of Ayush

Ohh, Foxnuts

9 • PG

1712 • Sqcm

3338248 • AVE

2.68M • Cir

Top Left

Delhi



एक्सपर्ट पैनल



डॉ. वी. सी. चौधरी
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डॉ. राजेश कुमार
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आयुर्वेद विशेषज्ञ

मोदी भी खूब खाते हैं मखाने

मैं साल के 365 दिनों में से 300 दिन मखाने जरूर खाता हूँ।

— प्रधानमंत्री नरेंद्र मोदी, भागलपुर (बिहार) की जनसभा में, 24.02.2025

ओह मखाना...

मखाना नाम तो सुना होगा। आजकल इसके गुणों की चर्चा भी बढ़ती जा रही है, डिमांड भी और दाम भी। अब तो इसे सुपरफूड की कैटेगरी में भी रखा गया है। क्या सच में इसमें कुछ खास बात है या फिर यों ही चर्चा में आ गया? देश के बेहतरीन एक्सपर्ट्स से बातकर जानकारी दे रहे हैं **लोकेश के. भारती**

मखाना है गुणों की खान, पर रखना है इन बातों का भी ध्यान

1 अगर कोई किडनी स्टोन है तो उसे मखाने का खाने चाहिए। मखाने में फोस्फोरस और कैल्शियम का अच्छा संतुलन होता है, जो किडनी स्टोन को हटाने में मदद करता है।

2 पाचन तंत्र को मजबूत करने के लिए मखाने खाएं। मखाने में फाइबर का अच्छा स्रोत है, जो पाचन तंत्र को मजबूत करता है।

3 मखाना खाना कम उम्र के बच्चों के लिए अच्छा है। मखाने में कैल्शियम का अच्छा स्रोत है, जो बच्चों के हड्डी को मजबूत करता है।

4 आयुर्वेद के अनुसार मखाना रीतज गुण का है। रीतज गुण का मतलब है कि मखाने में गर्मी कम करने वाले गुण हैं।

5 मखाना रीतज रस का है। रीतज रस का मतलब है कि मखाने में खून बढ़ाने वाले गुण हैं।

अगर कोई किडनी स्टोन है तो उसे मखाने का खाने चाहिए। मखाने में फोस्फोरस और कैल्शियम का अच्छा संतुलन होता है, जो किडनी स्टोन को हटाने में मदद करता है।

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3 मखाना खाना कम उम्र के बच्चों के लिए अच्छा है। मखाने में कैल्शियम का अच्छा स्रोत है, जो बच्चों के हड्डी को मजबूत करता है।

4 आयुर्वेद के अनुसार मखाना रीतज गुण का है। रीतज गुण का मतलब है कि मखाने में गर्मी कम करने वाले गुण हैं।

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क्या आम और क्या खास, हर शख्स के लिए फायदेमंद है मखाना

हर शख्स के लिए सुपरफूड

हर साल उलट है कि कोन मखाने की खूब खाता है। इस बार तो हमें पता चल गया है कि आम और मखाना दोनों ही सुपरफूड हैं।

मखाना है खाने का सुपरफूड

मखाना का वैज्ञानिक इतिहास बताता है कि यह एक बहुत ही पुराना फल है। यह एक बहुत ही पुराना फल है।

मखाना है खाने का सुपरफूड

मखाना का वैज्ञानिक इतिहास बताता है कि यह एक बहुत ही पुराना फल है। यह एक बहुत ही पुराना फल है।

मोटापा कम करने में

मोटापा कम करने के लिए मखाने का उपयोग करना चाहिए। मखाने में फाइबर का अच्छा स्रोत है, जो मोटापा कम करने में मदद करता है।

हार्ड पेट के लिए

हार्ड पेट के लिए मखाने का उपयोग करना चाहिए। मखाने में फाइबर का अच्छा स्रोत है, जो हार्ड पेट को ठीक करने में मदद करता है।

किडनी पेट के लिए

किडनी पेट के लिए मखाने का उपयोग करना चाहिए। मखाने में फाइबर का अच्छा स्रोत है, जो किडनी पेट को ठीक करने में मदद करता है।

कहां-कहां उत्पादन

मखाना के उत्पादन के लिए भारत में कई जगहों पर खेती होती है। इन जगहों में मखाना का उत्पादन होता है।

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मखाना खाने का सही तरीका और कुछ बेहतरीन रेसिपीज

मखानों को कई तरीकों से खाया जा सकता है। नारले में, स्नैक्स या मिठाई के रूप में, सूप या कढ़ी तैयार करके।

भूने हुए मखानों के मखाने

मखानों को भूने हुए खाया जा सकता है। यह एक बहुत ही पुराना तरीका है।

मखानों की खीर

मखानों की खीर एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

मखानों का सूप

मखानों का सूप एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

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मखानों की खीर

मखानों की खीर एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

महंगे मखाने के क्या-क्या हैं विकल्प

यह सच है कि बीते दिनों में मखानों की कीमत में तेजी से बढ़ोतरी हुई है। इसकी वजह बढ़ती मांग के साथ उत्पादन क्षेत्र का सीमित होना है।

भूने हुए मखाने

मखानों को भूने हुए खाया जा सकता है। यह एक बहुत ही पुराना तरीका है।

मखानों की खीर

मखानों की खीर एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

मखानों का सूप

मखानों का सूप एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

महंगे मखाने के क्या-क्या हैं विकल्प

यह सच है कि बीते दिनों में मखानों की कीमत में तेजी से बढ़ोतरी हुई है। इसकी वजह बढ़ती मांग के साथ उत्पादन क्षेत्र का सीमित होना है।

भूने हुए मखाने

मखानों को भूने हुए खाया जा सकता है। यह एक बहुत ही पुराना तरीका है।

मखानों की खीर

मखानों की खीर एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

मखानों का सूप

मखानों का सूप एक बहुत ही पुराना तरीका है। यह एक बहुत ही पुराना तरीका है।

Navbharat Times • 02 Mar • Ministry of Ayush
Vocal for Local

13 • PG

389 • Sqcm

759334 • AVE

2.68M • Cir

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Delhi

'वोकल फॉर लोकल' से मिली ग्लोबल पहचान: पीएम मोदी

कहा, भारत अब दुनिया की फैक्ट्री के रूप में उभर रहा है

■ पीटीआई, नई दिल्ली: प्रधानमंत्री नरेंद्र मोदी ने शनिवार को कहा कि 'वोकल फॉर लोकल' अभियान अब रंग ला रहा है, क्योंकि भारतीय उत्पाद ग्लोबल स्तर पर अपनी मजबूत उपस्थिति दर्ज करा रहे हैं। उन्होंने कहा कि भारत केवल कार्यालय नहीं, बल्कि एक विश्व शक्ति बन रहा है। दिल्ली में NXT सम्मेलन में

पीएम ने कहा कि भारत अब दुनिया के लिए सिर्फ 'बैक ऑफिस' नहीं, बल्कि एक प्रमुख निर्माण केंद्र बन रहा है। उन्होंने कहा कि भारत अंतर्गत नवोन्मेषों और किफायती समाधानों की भूमि बन चुका है। उन्होंने कहा कि देश अब विनिर्माण केंद्र और 'दुनिया के फैक्ट्री' के रूप में उभर रहा है।

PTI

'सुपरफूड तक भारत का दबदबा'

मोदी ने कहा कि भारत सेमीकंडक्टर और मिशन क्रैक फीट बनाने में सक्षम हो गया है। इसके अलावा, मखाना और बाजरा जैसे



सुपरफूड, आयुष उत्पाद और योग को भी दुनिया भर में तेजी से अपनाया जा रहा है। पीएम ने नबबार के भारतीय दृष्टिकोण को 'इंटीग्रेशन' करार देते हुए कहा कि भारत केवल नबबार ही नहीं कर रहा, बल्कि इसे भारतीय तरीके से कर रहा है। उन्होंने कहा कि हम ऐसे समाधान तैयार कर रहे हैं जो किफायती, सुलभ और समग्र के अनुसार ढलने वाले हैं।



तीसरी बार सरकार बनने पर भरोसा

मोदी ने कहा कि बीजेपी के नेतृत्व वाली एनडीए सरकार का तीसरी बार सत्ता में लौटना जनता के विश्वास को दर्शाता है। उन्होंने उन्मीद जताई कि नया



ग्लोबल समाचार चैनल भारत की उपलब्धियों को दुनिया तक पहुंचाएगा। मोदी ने कहा कि उनकी सरकार ने नाट्य प्रदर्शन अधिनियम समेत कई अप्रचलित कानूनों को निरस्त कर दिया है। नाट्य प्रदर्शन अधिनियम के तहत, 10 या अधिक व्यक्तियों के एक सभा नृत्य करते हुए जाने पर गिरफ्तारी का प्रावधान था।

'दुनिया का डिजिटल पैमेंट मॉडल UPI'

पीएम ने कहा कि जब दुनिया को सुरक्षित और किफायती डिजिटल भुगतान प्रणाली की जरूरत थी, तब भारत ने यूनिफाइड पेमेंट इंटरफेस (UPI) विकसित



किया। आज फ्रांस, यूएई और सिंगापुर जैसे कई देश इसे अपने वित्तीय तंत्र में अपना रहे हैं। उन्होंने कहा कि कोविड-19 के दौरान भारत के टीकॉ ने उन्नती स्वास्थ्य सेवा की ताकत को साबित किया। आरोग्य सेतु ऐप को ऑफन सोर्स बनाकर दुनिया के लिए उपलब्ध कराया गया।

'अगर मोदी कानून लाते, तो बवाल मच जाता'

पीएम ने अपने आलोचकों पर निशाना साधते हुए कहा कि उन्हें आश्चर्य है कि 'लुटियन जमात' और 'खान मर्कट गिरोह' 75 साल से अधिक समय तक ऐसे कानूनों पर चुप रहे। प्रधानमंत्री ने कहा, 'अगर मोदी ऐसा कानून (नाट्य प्रदर्शन अधिनियम) लाते, तो जरा सोचिए क्या होता। यहां तक कि अगर सोशल मीडिया पर 'ट्रोल' करने वालों ने ऐसी कोई गलत सूचना भी फैलाई होती, तो ये लोग शोर मचाते और मोदी को निशाना बनाते, लेकिन यह हमारी सरकार है जिसने औपनिवेशिक काल के इस कानून को खत्म कर दिया है।'



'दुनिया की नजर हम पर, भविष्य उज्ज्वल'

प्रधानमंत्री ने कहा कि भारत 21वीं सदी में कई ग्लोबल पहलों का नेतृत्व कर रहा है। उन्होंने हाल में AI शिखर सम्मेलन और



G-20 अध्यक्षता को भारत की बढ़ती भूमिका का प्रतीक बताया। उन्होंने कहा कि भारत यह भूमि है, जिसने दुनिया को शून्य रिश्व और अब यह अंतर्गत नवोन्मेष की भूमि बन चुका है। पीएम मोदी ने महकुम का जिक्र करते हुए कहा कि इसने कार्यक्रमों का आयोजन करने के भारत के कोशल और नवोन्मेष को उज्जगर किया है।

कृषि बजट पर मोदी का फोकस

पीएम मोदी ने शनिवार को 'कृषि और ग्रामीण समृद्धि' पर आयोजित सेमिनार में बजटीय प्रस्तावों के शीघ्र कार्यान्वयन का आह्वान किया। उन्होंने कहा कि अब विचार-विमर्श नहीं, बल्कि क्रियान्वयन पर ध्यान देना होगा। मोदी ने प्रधानमंत्री धन धन्य कृषि योजना और मखाना बोर्ड की स्थापना जैसी योजनाओं को महत्वपूर्ण बताते हुए कृषि उत्पादन बढ़ाने और



छोटे किसानों तक उन्नत बीज पहुंचाने पर जोर दिया। उन्होंने बताया कि पीएम-किसान योजना के तहत 11 करोड़ किसानों को 3.75 लाख करोड़ रुपये सीधे ट्रांसफर किए गए हैं। प्रधानमंत्री ने अरहर, उड़द और मसूर की आरामनिर्मित बढ़ाने के लिए उच्च उपज देने वाली किस्में और निजी क्षेत्र की भागीदारी को भी आवश्यक बताया।

Jansatta • 02 Mar • Ministry of Ayush
World eye on 21st century India

1, 8 • PG

588 • Sqcm

396681 • AVE

223.14K • Cir

Bottom Left,Top Right

Delhi

प्रधानमंत्री ने कहा, रंग ला रहा 'स्थानीय को बढ़ावा' दुनिया की नजर 21वीं सदी के भारत पर : मोदी



दिल्ली में शनिवार को 'एनएक्सटी' सम्मेलन को संबोधित करते प्रधानमंत्री नरेंद्र मोदी।

जनसत्ता ब्यूरो
नई दिल्ली, 1 मार्च।

प्रधानमंत्री नरेंद्र मोदी ने कहा, उनका 'वोकल फार लोकल' अभियान अब रंग ला रहा है, क्योंकि भारतीय उत्पाद वैश्विक हो रहे हैं और दुनिया भर में अपनी उपस्थिति दर्ज करा रहे हैं।

मोदी ने शनिवार को 'एनएक्सटी' सम्मेलन

में 'न्यूजएक्स वर्ल्ड' चैनल के उद्घाटन के अवसर पर कहा कि भारत अनंत नवोन्मेषों, किफायती समाधान खोजने और उन्हें विश्व को उपलब्ध कराने की भूमि बन रहा है।

मोदी ने कहा, 'दुनिया 21वीं सदी के भारत को उत्सुकता से देख रही है। दुनिया भर से लोग भारत आना और उसे समझना चाहते हैं।' उन्होंने कहा कि देश

बाकी पेज 8 पर

पेज 1 का बाकी

दुनिया की नजर 21वीं सदी के भारत पर : मोदी

अब विनिर्माण केंद्र और 'दुनिया के कारखाने' के रूप में उभर रहा है। मोदी ने कहा, 'दशकों से दुनिया भारत को अपना 'बैक ऑफिस' कहती रही है। अब भारत दुनिया का नया कारखाना बन रहा है। हम अब केवल कार्यबल नहीं रह गए हैं, बल्कि एक विश्व शक्ति बन रहे हैं।' प्रधानमंत्री ने कहा कि भारत के बढ़ते रक्षा उत्पाद दुनिया के सामने इसकी इंजीनियरिंग और प्रौद्योगिकी की ताकत को दर्शाते हैं।

मोदी ने कहा, 'इलेक्ट्रॉनिक्स से लेकर आटोमोबाइल के क्षेत्र तक दुनिया ने भारत के पैमाने और क्षमता को देखा है। भारत न केवल दुनिया को उत्पाद उपलब्ध करा रहा है, बल्कि वैश्विक आपूर्ति शृंखला में एक भरोसेमंद और विश्वसनीय भागीदार भी बन रहा है।' प्रधानमंत्री ने कहा कि विभिन्न क्षेत्रों में भारत का नेतृत्व वर्षों की कड़ी मेहनत और व्यवस्थित नीतिगत निर्णयों का परिणाम है।

उन्होंने कहा, 'मैंने कुछ साल पहले देश के सामने 'वोकल फार लोकल' और 'लोकल फार ग्लोबल' की सोच रखी थी और आज हम इस सोच को हकीकत में बदलते देख रहे हैं।' मोदी ने कहा कि देश 'सेमीकंडक्टर' और विमानवाहक पोत बना रहा है तथा इसके मखाना और बाजरा जैसे 'सुपरफूड' (न्यूनतम कैलोरी और अधिकतम पोषक तत्व वाले खाद्य पदार्थ), आयुष उत्पाद तथा योग को दुनिया भर में अपनाया जा रहा है।

उन्होंने कहा कि भारत एक प्रमुख आटोमोबाइल निर्माता बन गया है और इसका रक्षा निर्यात बढ़ रहा है। प्रधानमंत्री ने कहा कि भारत को दुनिया के सामने बिना किसी पूर्वाग्रह के वैसा ही पेश किया जाना चाहिए, जैसा वह है। उन्होंने कहा कि भारत ऐसे समाधान तैयार कर रहा है जो

किफायती, सुलभ और समय के अनुसार ढलने वाले हैं और वह उन्हें बिना किसी बाधा के दुनिया को पेश कर रहा है।

उन्होंने कहा, 'जब दुनिया को एक सुरक्षित और लागत प्रभावी डिजिटल भुगतान प्रणाली की आवश्यकता थी, तो भारत ने यूपीआई (यूनिफाइड पेमेंट इंटरफेस) प्रणाली विकसित की। आज फ्रांस, यूई (संयुक्त अरब अमीरात) और सिंगापुर जैसे देश यूपीआई को अपने वित्तीय पारिस्थितिकी तंत्र में एकीकृत कर रहे हैं।' मोदी ने महाकुंभ का जिक्र करते हुए कहा कि इसने कार्यक्रमों का आयोजन करने के भारत के कौशल और नवोन्मेष को उजागर किया।

उन्होंने कहा कि उनकी सरकार ने नाट्य प्रदर्शन अधिनियम समेत कई अप्रचलित कानूनों को निरस्त कर दिया है। नाट्य प्रदर्शन अधिनियम के तहत, 10 या अधिक व्यक्तियों के एक साथ नृत्य करते पाए जाने पर गिरफ्तारी का प्रावधान था।

प्रधानमंत्री ने अपने आलोचकों पर निशाना साधते हुए कहा कि उन्हें आश्चर्य है कि 'लुटियन जमात' और 'खान मार्केट गिरोह' 75 साल से अधिक समय तक ऐसे कानूनों पर चुप रहे।

प्रधानमंत्री ने कहा, "अगर मोदी ऐसा कानून (नाट्य प्रदर्शन अधिनियम) लाते, तो जरा सोचिए क्या होता। यहां तक कि अगर सोशल मीडिया पर 'ट्रोल' करने वालों ने ऐसी कोई गलत सूचना भी फैलाई होती, तो ये लोग शोर मचाते और मोदी को निशाना बनाते, लेकिन यह हमारी सरकार है जिसने औपनिवेशिक काल के इस कानून को खत्म कर दिया है।"

प्रधानमंत्री ने कहा कि भारत को दुनिया के सामने बिना किसी पूर्वाग्रह के वैसा ही पेश किया जाना चाहिए, जैसा वह है।

Loksatta • 01 Mar • Ministry of Ayush

AYUSH' notice to the College of Ministers from their own department

1 • PG

198 • Sqcm

778280 • AVE

784.32K • Cir

Bottom Left

Mumbai

‘आयुष’ मंत्र्यांच्या महाविद्यालयास त्यांच्याच विभागाची नोटीस

प्रशांत देशमुख, लोकसत्ता

वर्धा : केंद्रीय ‘आयुष’ राज्यमंत्री प्रतापराव जाधव यांच्या आयुर्वेद महाविद्यालयास नियमभंग केल्याची नोटीस त्यांच्याच खात्याने पाठवली आहे.

जाधव यांनी स्थापन केलेल्या संस्थेमार्फत बुलढाणा जिल्ह्यात मेहकर येथे राजश्री आयुर्वेदिक महाविद्यालय आणि रुग्णालय संचालित केले जाते. ते मंत्री झाल्याने आता त्यांचे पुत्र ऋषी प्रतापराव जाधव हे संस्थेचे अध्यक्ष आहेत.

आयोगाच्या वैद्यकीय मूल्यांकन व मानक मंडळाने देशातील आयुष पुरस्कृत सर्व महाविद्यालयांना



निर्देशाची पूर्तता न केल्याने या महाविद्यालयास आयुष मंत्रालयाच्या भारतीय चिकित्सा पद्धती राष्ट्रीय आयोगाने नोटीस पाठवली व मुदतीत पूर्तता न झाल्यास प्रवेश प्रक्रिया थांबवण्यात येईल, असा इशाराही दिला.

बायोमेट्रिक हजेरी व्यवस्था लागू करण्याचे निर्देश दिले आहेत. केवळ कागदोपत्री हजेरी दाखवणाऱ्यांना वचक बसावा,



आयोगाने नमूद केलेलीच प्रणाली लावायची असल्याने विलंब झाला. पण आता सर्व प्रक्रिया पूर्ण झाली आहे. या खात्याचे मंत्रीपद माझ्या वडिलांकडे आताच आले. मंत्रालय मात्र १० वर्षांपासून कार्यरत आहे. मंत्रालयाकडून त्यांच्या कार्यप्रणालीची अंमलबजावणी सुरूच असते. आमचे सर्व काम नियमानुसार आहे. - **ऋषी प्रतापराव जाधव** अध्यक्ष, स्व. धर्मवीर दिलीपराव रहाटे शैक्षणिक व ब्रह्म संस्था

असा यामागचा हेतू आहे. ही यंत्रणा कार्यान्वित करण्याची मुदत आधी ८ ते २८ जानेवारी होती. नंतर ती १८ फेब्रुवारीपर्यंत वाढवण्यात

आली. मात्र तरीही महाविद्यालयाकडून निर्देश पाळण्यात टाळाटाळ झाली. म्हणून आयोगाने महाविद्यालयास नोटीस

बजावली. देशात सातशेवर आयुर्वेद व अन्य भारतीय चिकित्सा पद्धतीची महाविद्यालये आहेत. यातील ७२ महाविद्यालयांनी ही पद्धत वारंवार सूचना देऊनही अमलात आणलेली नाही. त्यामुळे ही नोटीस पाठवण्यात आली.

राजश्री आयुर्वेद महाविद्यालयाच्या प्राचार्य डॉ. सोनल लोहिया राठी यांनी नोटीस मिळाल्याची बाब मान्य केली. आयोगाने यापूर्वी आमच्या महाविद्यालयांस सूचित केले होते, पण आरोग्य शिबिरे व अन्य कामांमुळे बायोमेट्रिक प्रणालीचा विषय मागे पडला. मात्र प्रक्रिया सुरू केली असल्याचे त्यांनी सांगितले.

Loksatta • 01 Mar • Ministry of Ayush
AYUSH Minister's college gets notice from his own department

11 • PG

159 • Sqcm

92875 • AVE

272.51K • Cir

Middle Left

Pune

‘आयुष’ मंत्र्यांच्या महाविद्यालयास त्यांच्याच विभागाची नोटीस

प्रशांत देशमुख, लोकसत्ता

वर्धा : केंद्रीय ‘आयुष’ राज्यमंत्री प्रतापराव जाधव यांच्या आयुर्वेद महाविद्यालयास निवमभंग केल्याची नोटीस त्यांच्याच खात्याने पाठवली आहे.

जाधव यांनी स्थापन केलेल्या संस्थेमार्फत बुलढाणा जिल्ह्यात मेहकर येथे राजश्री आयुर्वेदिक महाविद्यालय आणि रुग्णालय संचालित केले जाते. ते मंत्री झाल्याने आता त्यांचे पुत्र ऋषी प्रतापराव जाधव हे संस्थेचे अध्यक्ष आहेत.

आयोगाच्या वैद्यकीय मूल्यांकन व मानक मंडळाने देशातील आयुष पुरस्कृत सर्व महाविद्यालयांना बायोमेट्रिक हजेरी व्यवस्था लागू करण्याचे निर्देश दिले आहेत. केवळ कागदोपत्री हजेरी दाखवणाऱ्यांना वचक बसावा, असा यामागचा हेतू आहे. ही यंत्रणा कार्यान्वित करण्याची मुदत आधी ८ ते २८ जानेवारी होती. नंतर ती १८



आयोगाने नमूद केलेलीच प्रणाली लावण्याची असल्याने विलंब झाला. पण आता सर्व प्रक्रिया पूर्ण झाली आहे. या खात्याचे मंत्रीपद माझ्या बडिलांकडे आताच आले. मंत्रालय मात्र १० वर्षांपासून कार्यरत आहे. मंत्रालयाकडून त्यांच्या कार्यप्रणालीची अंमलबजावणी सुरूच असते. आमचे सर्व काम नियमानुसार आहे. - **ऋषी प्रतापराव जाधव** अध्यक्ष, स्व. धर्मवीर दिलीपराव रहाटे शैक्षणिक व बहू संस्था

फेब्रुवारीपर्यंत वाढवण्यात आली. मात्र तरीही महाविद्यालयाकडून निर्देश पाळण्यात टाळाटाळ झाली. म्हणून आयोगाने महाविद्यालयास नोटीस बजावली. देशात सातशेवर आयुर्वेद व अन्य भारतीय चिकित्सा पद्धतींची महाविद्यालये आहेत. यातील ७२ महाविद्यालयांनी ही पद्धत वारंवार सूचना देऊनही अमलात आणलेली नाही. त्यामुळे ही नोटीस

पाठवण्यात आली.

राजश्री आयुर्वेद महाविद्यालयाच्या प्राचार्य डॉ. सोनल लोहिबा राठी यांनी नोटीस मिळाल्याची बाब मान्य केली. आयोगाने यापूर्वी आमच्या महाविद्यालयांस सूचित केले होते, पण आरोग्य शिबिरे व अन्य कामांमुळे बायोमेट्रिक प्रणालीचा विषय मागे पडला. मात्र प्रक्रिया सुरू केली असल्याचे त्यांनी सांगितले.

Samachar Jagat • 01 Mar • Ministry of Ayush

Will make citizens aware about AYUSH systems and healthy lifestyle: Dr. Prem Chand Bairwa

5 • PG

335 • Sqcm

291026 • AVE

1.11M • Cir

Bottom Left

Jaipur

उद्देश्य

जेकेके शिल्पग्राम में आज से भरेगा राज्य स्तरीय आरोग्य मेला

आयुष पद्धतियों एवं स्वस्थ जीवनशैली को लेकर करेंगे नागरिकों को जागरूक : डॉ. प्रेम चंद बैरवा

समाचार जगत न्यूज

जयपुर. स्वस्थ एवं विकसित राजस्थान के संकल्प को साकार करने के उद्देश्य से आयुष विभाग की ओर से 4 दिवसीय राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 1 मार्च से 4 मार्च तक शिल्पग्राम, जवाहर कला केन्द्र में किया जायेगा।

उप मुख्यमंत्री एवं आयुष मंत्री डॉ. प्रेम चंद बैरवा ने शुक्रवार को यह जानकारी देते हुए बताया कि मेले का उद्देश्य आयुष पद्धतियों की प्रभावशीलता एवं स्वस्थ जीवनशैली के बारे में नागरिकों को जागरूक करना, आयुष विशेषज्ञों के ज्ञान एवं अनुभव का आदान-प्रदान करना तथा रोगों से बचाव व उपचार में इन पद्धतियों की विशेषता से



जनमानस को लाभान्वित करना है। उन्होंने बताया कि राज्य स्तरीय आरोग्य मेले-2025 का शुभारंभ 1 मार्च को प्रातः 11 बजे करेंगे। मेला 4 मार्च तक प्रतिदिन प्रातः 11 बजे से रात्रि 8 बजे तक आयोजित होगा।

आयुष मंत्री ने बताया कि आरोग्य मेला अवधि में प्रतिदिन प्रातः 11 बजे से सायं 5 बजे तक

आयुर्वेद, होम्योपैथी, यूनानी, योग एवं नेचुरोपैथी चिकित्सा पद्धतियों के विशेषज्ञों द्वारा सामान्य, जटिल एवं जीर्ण रोगों के संबंध में निःशुल्क चिकित्सा परामर्श एवं उपचार प्रदान किया जायेगा। प्रतिदिन प्रातः 7 से 8 बजे तक योग विशेषज्ञों द्वारा योगाभ्यास कराया जायेगा। साथ ही मेला अवधि में विभिन्न रोगों

से संबंधित योग क्रियाओं का प्रत्यक्ष प्रदर्शन भी प्रदान किया जाएगा।

विशेषज्ञों द्वारा आयुर्वेद की विशिष्ट पंचकर्म चिकित्सा द्वारा जोड़ व कमर के दर्द तथा वात व्याधि आदि रोगों के लिए परामर्श एवं उपचार किया जायेगा। मेले में जलौका चिकित्सा, अग्निकर्म चिकित्सा, ऑस्टियोपैथी, मर्म

चिकित्सा कंपिग थेरेपी आदि विशिष्ट आयुष चिकित्सा विधाओं से उपचार की सुविधा भी उपलब्ध रहेगी। सौंदर्य विशेषज्ञों द्वारा सौंदर्य प्रसादन क्लिनिक पर वर्तमान परिप्रेक्ष्य में होने वाली सौंदर्य समस्याओं की हर्बल चिकित्सा व प्राकृतिक साधनों से सौंदर्य बनाये रखने के विषय में भी जानकारी दी

जाएगी। आयुर्वेद, होम्योपैथी, योग एवं यूनानी चिकित्सा के क्षेत्र में कौशल विकास एवं शैक्षिक अवसरों के संबंध में एम.डी., एम.एस., स्नातक डिग्री व डिप्लोमा पाठ्यक्रमों में प्रवेश प्रक्रिया व पात्रता की जानकारी के साथ-साथ आयुर्वेद फार्मसी स्थापित करने की प्रक्रिया की जानकारी प्रदान की जाएगी।

Ee Sanje • 28 Feb • Ministry of Ayush
Pressure control from Prayer, Yoga

5 • PG

641 • Sqcm

24339 • AVE

225K • Cir

Middle Center

Bengaluru

ಧ್ಯಾನ, ಯೋಗದಿಂದ ಒತ್ತಡ ನಿವಾರಣೆ



ಬೆಂಗಳೂರು, ಫೆ.27 - ಯೋಗ ಮತ್ತು ಧ್ಯಾನದಿಂದ ಒತ್ತಡ ನಿವಾರಿಸಬಹುದು ಎಂದು ಗ್ರೀನ್ ಸ್ಕೂಲ್ ಬೆಂಗಳೂರು ಸಂಸ್ಥಾಪಕ ಮತ್ತು ಪ್ರಾಂಶುಪಾಲರಾದ ಉಷಾ ಆಯ್ಯರ್ ಹೇಳಿದರು.

ವರ್ತಮಾನ ಗ್ರೀನ್ ಸ್ಕೂಲ್‌ನಲ್ಲಿ ಹಮ್ಮಿಕೊಂಡಿದ್ದ ಧ್ಯಾನ ಮತ್ತು ಯೋಗ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಅವರು ಮಾತನಾಡಿದರು.

ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗೆ ತಯಾರಿ ನಡೆಸುತ್ತಿರುವವರು ತಮ್ಮ ಅಧ್ಯಯನಕ್ಕಾಗಿ ತಡರಾತ್ರಿಯ ವರೆಗೂ ಎಚ್ಚರವಾಗಿರುತ್ತಾರೆ, ಕಡಿಮೆ

ನಿದ್ರೆಯೊಂದಿಗೆ ಅವರ ಆರೋಗ್ಯದ ಮೇಲೆ ಪರಿಣಾಮ ಬೀರುತ್ತದೆ ಎಂದು ತಿಳಿಸಿದರು.

ಆಳವಾದ ಉಸಿರಾಟ, ಪ್ರಾಣಾಯಾಮ ಮತ್ತು ಯೋಗ ಅವಧಿಗಳು ಶಿಕ್ಷಕರು ಮತ್ತು ವಿದ್ಯಾರ್ಥಿಗಳ ಮನಸ್ಸು ಶಾಂತವಾಗಿರುವುದನ್ನು ಖಚಿತಪಡಿಸುತ್ತದೆ. ಈ ಸೆಷನ್‌ಗಳು ಕನಿಷ್ಠ 6 ರಿಂದ 8 ಗಂಟೆಗಳ ಕಾಲ ಉತ್ತಮ ನಿದ್ರೆಯನ್ನು ಖಚಿತಪಡಿಸುತ್ತದೆ, ಇದು ಉತ್ತಮ ಧಾರಣವನ್ನು ಖಾತ್ರಿಗೊಳಿಸುತ್ತದೆ ಎಂದು ಸಲಹೆ ನೀಡಿದರು.

ಈ ಎಲ್ಲಾ ಸೆಷನ್‌ಗಳು ಪೋಷಕರಿಗೆ ಸೇರಲು ಸಹ ಮುಕ್ತವಾಗಿದೆ. ಹೆಚ್ಚಿನ ಸಮಯ ಪೋಷಕರು ತಮ್ಮ ತಮ್ಮ ಕಚೇರಿಯಲ್ಲಿ ನಿರತರಾಗಿರುವಾಗ ತಮ್ಮ ಮಕ್ಕಳ ಅಧ್ಯಯನಕ್ಕಾಗಿ ತಮ್ಮ ಸಮಯವನ್ನು ಕಣ್ಣಿಟ್ಟು ಮಾಡುವುದರಿಂದ ಹೆಚ್ಚಿನ ಒತ್ತಡಕ್ಕೆ ಒಳಗಾಗುವುದನ್ನು ನಾವು ಗಮನಿಸುತ್ತೇವೆ. ಬಹಳಷ್ಟು ಪೋಷಕರು ತಮ್ಮ ಮಕ್ಕಳೊಂದಿಗೆ ಈ ಧ್ಯಾನ ಅವಧಿಗಳಿಗೆ ಹಾಜರಾಗುವುದರಿಂದ ಅವರಿಗೆ ಸಹಾಯ ಮಾಡುತ್ತದೆ ಎಂದು ಉಷಾ ಆಯ್ಯರ್ ಸಲಹೆ ಮಾಡಿದ್ದಾರೆ.

Sakal • 28 Feb • Ministry of Ayush Ayurveda in the Vedic period

7 • PG

418 • Sqcm

1506074 • AVE

2.89M • Cir

Top Left

Pune



आयुर्वेदात विस्ताराने सांगितलेल्या अनेक संकल्पनांचा उल्लेख वेदांमध्ये केलेला आढळतो. 'ऋतुचर्या' म्हणजे प्रत्येक ऋतूत कसे वागावे, काय आहार घ्यावा, कोणते उपचार करावेत हे आयुर्वेदाच्या बहुतेक समग्र्या ग्रंथांमध्ये विस्तारपूर्वक दिलेले आढळते. अथर्ववेदात काळाचे वर्षचक्र याप्रमाणे समजावलेले आहे, द्वादश प्रथयक्षत्रमेकं त्रीणि नभ्यदिकं उतच्छिकेत । तत्राहतस्त्रीणि शतानि शङ्खचः पट्टिश्च खीला अविचाचला ये॥

...अथर्ववेद १०-८

कालरूपी वर्षचक्राचे १२ महिने परिधीरूप (चक्राच्या बाह्यसीमा) आहेत. पावसाळा, हिवाळा, उन्हाळा हे तीन नाभीरूप (चक्राचे आस) आहेत आणि तीनशे साठ अहोरात्र या चक्राला असणारे खिळे आहेत. ज्यामुळे हे चक्र स्थिर राहते, मजबूत राहते आणि ढिले होत नाही. अशा प्रकारे अथर्ववेदात वर्षाची तुलना चक्राशी केलेला आहे, तर शतपथब्राह्मणात वर्षाची तुलना मनुष्याशी केलेली आहे,

पुरुषो वै संवत्सरः ।...शतपथब्राह्मण १२-३

वर्षाचे १२ महिने असतात तसे शरीरात पाच महामूलांचे पाच अग्नी व सात धातू हे मनुष्याच्या बाह्यसीमा असतात. वर्षात जसे तीन ऋतू असतात तसे शरीरात वातपित्तकफ हे तीन दोष असतात आणि वर्षात जसे ३६० दिवस असतात तशी शरीरात ३६० हाडे असतात. वेदकाळात हाडे मोडण्याची पद्धत वेगळी असल्याने ३६० ही संख्या आलेली आहे. उदा. आधुनिक वैद्यकात संपूर्ण बरगडी हे एक हाड मोडले जाते, मात्र वेदकाळात किंवा आयुर्वेदात एक बरगडी तीन हाडांच्या संयोगातून तयार झालेली आहे असे समजले जाते. नाक-कान किंवा शरीरात इतरत्रही सहज वाकवता येणाऱ्या शरीरभागांना आधुनिक वैद्यकात कार्टिलेज म्हटले जाते, मात्र भारतीय वैद्यकात त्यांना अस्थीत मोडले जाते. थोडक्यात मोडण्याची पद्धत निरनिराळी असल्याने हाडांच्या संख्येत फरक झालेला दिसतो. भारतवर्षाला वेद, श्रुती, संहिता, ब्राह्मणग्रंथ, आरण्यक, स्मृती, दर्शन, उपनिषद, नौती अशा वैदिक साहित्याचा समृद्ध वारसा आहे. या सर्वांतच आयुर्वेदाची मुळे सापडतात. काही

ब्राह्मणग्रंथात आयुर्वेदाचे सापडणारे उल्लेख याप्रमाणे,

- ऐतरेय ब्राह्मणात अभिनीकुमारांचा 'देवदेवतांचे वैद्य' असा उल्लेख आहे. ढोळ्यांचे विकार अंजनाने बरे होतात, निरनिराळ्या औषधांमुळे रोग बरे होतात, विशिष्ट वातावरणात साथीचे रोग पसरू शकतात, यासारखे उल्लेख सापडतात.
- श्रुतौमधल्या श्रौतसूत्रांमध्ये अग्निहोत्र, दर्शपौर्णमासयज्ञ म्हणजे अमावस्येला आणि पौर्णिमेला करायचे यज्ञ, चातुर्मासात करायचे यज्ञ यांचे वर्णन आहे.
- सूर्योदय आणि सूर्यास्त होत असताना झोपणे हे रोगाचे कारण असते असे अश्वलायन गृह्यसूत्रात सांगितलेले आहे.
- गाईना रोग झाले असले तर त्यांना ज्या ठिकाणी यज्ञ होत आहेत अशा प्रदेशात चरण्यासाठी न्यावे असे खादिर गृह्यसूत्रात सांगितले आहे.
- कौशिक सूत्रांमध्ये रोगशांतीसाठी विशेष मंत्र दिलेले आहेत. कफरोगामध्ये मधाचे पान, वात-पित्तरोगात तेलचे पान, कंपवात, अस्थिभंग वगैरे रोगांमध्ये तुपाचे पान, तुपाचे नस्य यासारखे उपाय सुचविले आहेत, जे आयुर्वेदाशी अगदी मिळते-जुळते आहेत. उपनिषद हे वैदिक साहित्यातील शेवटचे असल्याने त्यांना वेदांत असेही म्हटले जाते. सुमारे २०० उपनिषदे असली तरी त्यातील ११ उपनिषदे मुख्य समजली जातात. सर्व प्राचीन भारतीय शास्त्रांचा उदय व विकास उपनिषदांमधूनच झालेला आढळतो. तैत्तिरीय उपनिषदात अन्नाची दिलेली माहिती आयुर्वेदाशी तंतोतंत जुळणारी आहे. 'अन्नं न निन्द्यात् तत् व्रतम् । अन्नेन जातानि जीवन्ति' अन्नाची कधीही निंदा करू नये, जन्माला आलेले जीव अन्नामुळे जगतात असे उपनिषदात म्हटले आहे, तर 'सर्वमन्त्रे प्रतिष्ठितम्' म्हणजे सर्व जीवन अन्नामुळे प्रतिष्ठित होत असते असे आयुर्वेदात सांगितलेले आहे. अन्नपचन हे जसे आयुर्वेदात समजावले तसे उपनिषदातही सांगितलेले आहे. आहाराचे अग्निद्वारा पचन झाले की त्यापासून सारभाग व मलभाग असे दोन भाग तयार होतात असे आयुर्वेदात सांगितलेले आहे. सारभागातून संपूर्ण शरीराचे पोषण होते आणि

मलभाग पुरीष, मूत्र, स्वेद यांच्या रूपाने शरीराबाहेर विसर्जित केले जातात. ऋग्वेदात तसेच छान्दोग्यपनिषदात अन्नपचनाची प्रक्रिया उसाच्या रसापासून गूळ बनविण्याच्या प्रक्रियेचे उदाहरण देऊन समजावलेली आहे. गूळ बनविण्यासाठी तीन कड्या वापरल्या जातात. उसाचा रस कडईत टाकून गरम केला जातो, तो गरम झाला की त्यातून बरीचशी मळी वेगळी होते. यातील मळीच्या व्यतिरिक्त चांगला गरम रस दुसऱ्या कडईत टाकला जातो. यातूनही उरलेली मळी वेगळी होते आणि उसाचा रस घट्ट होण्यास सुरुवात होते. हा घट्ट रस शेवटच्या कडईत आणून अजून शिजवला जातो व तो घट्ट झाला की त्यापासून गूळ, साखर किंवा राब बनवली जाते. याचप्रकारे अन्नाचा सुद्धा स्थूल, सूक्ष्म व अतिसूक्ष्म पाक होत असतो.

अन्नमशितं त्रेधा विधीयन्ते तस्य यः स्थविष्ठो धातुस्तत्पुरीषं भवति, यो मध्यमस्तमांसं योऽणिष्ठस्तन्मनः । ...छान्दोग्यपनिषद सेवन केलेल्या अन्नाचा तीन प्रकारे पाक होतो, स्थूलपाकातून शरीरधातू तसेच पुरीष (मळभाग) तयार होतात, सूक्ष्म पाकातून मांस तयार होते आणि सूक्ष्मतम पाकातून मनाची पुष्टी होते.

आपः पीतस्त्रेधा विधीयन्ते तासां यः स्थविष्ठो धातुस्तन्मूर्त्रं भवति, यो मध्यमस्तल्लोहितं, योऽअल्पिष्ठः स प्राणः । ...छान्दोग्यपनिषद

सेवन केलेल्या द्रवाचा तीन प्रकारे पाक होतो, स्थूलपाकातून शरीरधातू तसेच मूत्र तयार होते, सूक्ष्म पाकातून रक्त तयार होते आणि सूक्ष्मतम पाकातून प्राणाची पुष्टी होते.

हृदय हा शब्द वेदकाळापासून प्रचलित आहे. या शब्दातच हृदयाचे कार्य स्पष्ट केलेले आहे. बृहदारण्यकातील पुढील सूत्रातून ही गोष्ट समजू शकते,

हृ इति एकमक्षरं अभिहरति अस्मै स्वाक्षान्ये च य एवं वेद ।

द इति एकमक्षरं ददाति अस्मै स्वाक्षान्ये च य एवं वेद ।

यं इति एकमक्षरमेति स्वर्गलोकं य एवं वेद ।बृहदारण्यक

'ह'चा अर्थ आहे आहारण करणे म्हणजे संपूर्ण शरीरात रक्त घेणे; 'द' म्हणजे देणे म्हणजे संपूर्ण शरीराला रक्त देणे आणि 'यं' म्हणजे सर्व शरीरक्रियांचे नियमन करणे. अशा प्रकारे हृदय या शब्दातूनच त्याचे कार्य समजू शकते.

चरकसंहिता ही आयुर्वेदाची सर्वात प्राचीन आणि महत्त्वाची संहिता मानली जाते. जे सतत प्रवास करतात, विचरण करतात अशा सर्व ऋषींसाठी बृहदारण्यक उपनिषदात 'चरक' शब्द वापरलेला आढळतो. चरकसंहितेचे मूळ लेखक अग्निवेश ऋषींचे गुरू आत्रेय ऋषी हे खरोखरच कधी हिमालयात, कधी कैलासावर, कधी कापिल्य देशात तर कधी इंदुराज्यात असण्याचे संदर्भ सापडतात.

थोडक्यात आयुर्वेदशास्त्राची परंपरा अतिशय प्राचीन आहे. वेदाचा उपवेद म्हणून ओळख असणारे आयुर्वेदशास्त्र हजारो वर्षांपासून आरोग्य टिकविण्याचे आणि रोगमुक्तीचे काम करत आलेले आहे. हा प्राचीन वारसा आपण सर्वांनी मिळून जपण्यातच सर्वांचे हित आहे.

(श्रीगुरु डॉ. बालाजी तोंडे यांच्या लेखन, व्याख्यानांतून संतुलन आयुर्वेदद्वारा संकलित.)

Online Coverage

| No | Portal Name | Headline (Incorporated with URL) | Reach |
|-----|-----------------------------|--|--------|
| 1. | Msn India | Staggering increase in Giloy research in last 10 years: Ayush Ministry | 733.9M |
| 2. | Indian Express | PM Narendra Modi chairs Ayush sector review meeting | 90.9M |
| 3. | ABP Live | हिमाचल: अब HRTC के MD का कार्यभार संभालेंगे IAS निपुण जिंदल, दिल्ली गए रोहन चंद ... | 85.9M |
| 4. | Dainik Bhaskar | होम्योपैथी महाकुंभ-2025" की 11वीं नेशनल कॉन्फ्रेंस: इंदौर सांसद लालवानी बोले- श... | 66.5M |
| 5. | Dainik Bhaskar | विदेशी कंपनियां सीधे किसानों से प्याज-लहसुन खरीदेंगी: कॉन्ट्रैक्ट के लिए दी सहमत... | 66.5M |
| 6. | Dainik Bhaskar | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला: राजस्थान के आयुर्वेद और योग से जुड़... | 66.5M |
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| 10. | हिन्दुस्तान(Live Hindustan) | बोले इटावा: हमें 58 सर्जरी करने का अधिकार, रोक हटाई जाए | 64.8M |
| 11. | हिन्दुस्तान(Live Hindustan) | नशा मुक्ति अभियान चलाएंगी यूनानी तिब्बती कांग्रेस | 64.8M |
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| 13. | हिन्दुस्तान(Live Hindustan) | सीएम हेमंत सोरेन से मिहिजाम होम्योपैथिक मेडिकल कॉलेज को पुनः खोलने की मांग | 64.8M |
| 14. | The Times of India | Cruise vessel 'Hebridean Sky' arrives at NMPA | 64.4M |
| 15. | अमर उजाला (Amar ujala) | Indore News: अष्टांग आयुर्वेद महाविद्यालय को मिली 39 करोड़ की सौगात, बनेगा 6 मंज... | 63.8M |
| 16. | News18 | अब आयुर्वेदिक इलाज होगा और भी सुलभ, सीएचसी-पीएचसी में तैनात होंगे विशेषज्ञ चिकित... | 43.6M |
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| 18. | Prabhat Khabar | Aayush: गिलोय की महत्ता को लेकर दुनिया में हो रहे हैं रिसर्च | 22.9M |
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| 20. | Dailyhunt | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity duri... | 18.6M |
| 21. | Dailyhunt | Counting steps: India's long road to fitness | 18.6M |
| 22. | Dailyhunt | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti... | 18.6M |
| 23. | Dailyhunt | 376.5 pc increase in number of research publications around Giloy in 10 years: S... | 18.6M |
| 24. | Dailyhunt | Leverage science, innovation to build Viksit Bharat: PM Modi | 18.6M |

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| 25. | Medical Dialogues | PM Modi reviews AYUSH sector, reiterates government"s commitment to strength en ... | 16M |
| 26. | Medical Dialogues | Violence against doctors- HC slams Delhi Police Commissioner for non-registratio... | 16M |
| 27. | Patrika | Giloy में छुपी कैंसर से लड़ने की शक्ति, इम्यूनिटी बूस्टर के रूप में भी कारगर, शो... | 14M |
| 28. | Prokerala.com | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 13M |
| 29. | Prokerala.com | Leverage science, innovation to build Viksit Bharat: PM Modi | 13M |
| 30. | Prokerala.com | PM Modi reiterates govt"s commitment to strengthen Ayush sector during high-lev... | 13M |
| 31. | Prokerala.com | Ayush mobile units, OPDs, yoga sessions benefit over 8 lakh devotees at Mahaku mb... | 13M |
| 32. | ThePrint | Students taken on visit to Ayush research facilities to see its lab work | 11.3M |
| 33. | ThePrint | Ayush ministry provided healthcare services to over 8 lakh pilgrims during Maha .. | 11.3M |
| 34. | ThePrint | PM chairs meeting on Ayush sector, emphasises on strategic interventions to harn ... | 11.3M |
| 35. | Latestly | Latest News Students Taken on Visit to Ayush Research Facilities to See Its La.. | 7.8M |
| 36. | Latestly | India News Ayush Labs Open Doors; Young Minds Step into World of Science U nder... | 7.8M |
| 37. | The Tribune India | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | 7M |
| 38. | The Tribune India | Abhilashi Ayurvedic College wins AYUSH Ministry"s seond prize | 7M |
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| 41. | PIB | Towards a Fit and Healthy India: Combating Obesity Through Collective Action | 5.4M |
| 42. | PIB | Giloy Takes the Global Stage: Research Publications Soar Over 300% in a Decad e | 5.4M |
| 43. | Odisha Television Limited | National Science Day: Leverage science, innovation to build Viksit Bharat, says ... | 5.2M |
| 44. | Janta Se Rishta | Ramit Tandon, अनाहत सिंह ने पोरबंदर में "फिट इंडिया संडे ऑन साइकिल" के दौरान म... | 3.8M |
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| 46. | Janta Se Rishta | AYUSH प्रयोगशालाओं के दरवाजे खुले | 3.8M |
| 47. | Janta Se Rishta | Jaipur: राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 1 से 4 मार्च तक | 3.8M |

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| 48. | Janta Se Rishta | आयुष क्षेत्र ने समग्र कल्याण, अच्छे स्वास्थ्य को बढ़ावा देने में महत्वपूर्ण भूमि... | 3.8M |
| 49. | Ap7am | Leverage science, innovation to build Viksit Bharat: PM Modi | 3.2M |
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| 52. | Ani News | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | 1.9M |
| 53. | Ani News | Ayush Labs open doors; young minds step into world of Science under "One Day as... | 1.9M |
| 54. | The Statesman | Staggering increase in Giloy research in last 10 years: Ayush Ministry | 1.7M |
| 55. | The Hans India | Cruise Vessel 'Hebridean Sky' Arrives at New Mangalore Port | 1.7M |
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| 57. | Devdiscourse | Giloy: The Rising Star in Global Biomedical Research | 1.2M |
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| 59. | Deccan Herald | Ayush ministry provided healthcare services to over 8 lakh pilgrims during Maha .. . | 1.14M |
| 60. | Deccan Herald | PM Modi chairs meeting on Ayush sector, emphasises on strategic interventions t o... | 1.14M |
| 61. | Newstrack | Chandauli News: महाराज जी के नेतृत्व में चल रहा है रामराज का शासन,जानिए मंत्री न... | 809.7K |
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| 63. | Punjab Kesari | AYUSH क्षेत्र ने अच्छे स्वास्थ्य को बढ़ावा देने में निभाई अहम भूमिका: PM Modi | 592.9K |
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| 66. | ThePrint | विद्यार्थियों को आयुष अनुसंधान संस्थानों की प्रयोगशालाओं का कामकाज दिखाया गया | 483.1K |
| 67. | ThePrint | गिलोय पर शोध प्रकाशनों की संख्या में 10 वर्षों में 376.5 प्रतिशत की वृद्धि: अध्य... | 483.1K |
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| 69. | Khas Khabar | आयुष क्षेत्र ने समग्र कल्याण, अच्छे स्वास्थ्य को बढ़ावा देने में महत्वपूर्ण भूमि... | 466.4K |
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| 72. | Social News XYZ | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 415.2K |
| 73. | Social News XYZ | Leverage science, innovation to build Viksit Bharat: PM Modi | 415.2K |

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| 74. | News Track English | National Science Day: Science & Innovation for a Developed India, says PM Mo... | 387.9K |
| 75. | Live Vns | आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज... | 382.1K |
| 76. | Sambad English | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 354K |
| 77. | Pragativadi | 'One Day as a Scientist'" Program Inspires Future Innovators in Ayush Research | 339.1K |
| 78. | NagalandPost | Leverage science, innovation to build Viksit Bharat: PM Modi | 315.4K |
| 79. | NagalandPost | PM Modi emphasises on strategic interventions to harness full potential | 315.4K |
| 80. | HindusthanPost | AYUSH sector: प्रधानमंत्री मोदी ने की आयुष क्षेत्र की समीक्षा, इस बात पर दिया जो... | 310.6K |
| 81. | The Morung Express | SJU hosts lecture on innovation in Ayurveda | 268.3K |
| 82. | Press Trust of India | Students taken on visit to Ayush research facilities to see its lab work | 200.1K |
| 83. | Press Trust of India | 376.5 pc increase in number of research publications around Giloy in 10 years: S... | 200.1K |
| 84. | Samachar Nama | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वीडियो में देखें प्रमुख डॉक्टर्स औ... | 195.8K |
| 85. | Samachar Nama | महाकुंभ 2025 का समापन, जानिए इस ऐतिहासिक आयोजन में छिपे 10 रहस्य | 195.8K |
| 86. | Samachar Nama | पीएम मोदी का पत्र पाकर वैशाली खुश, मराठी को "शास्त्रीय भाषा" का दर्जा देने पर ... | 195.8K |
| 87. | Sakshipost EN | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 160.8K |
| 88. | Sakshipost EN | Leverage science, innovation to build Viksit Bharat: PM Modi | 160.8K |
| 89. | News Drum | Students taken on visit to Ayush research facilities to see its lab work | 158.4K |
| 90. | News Drum | 376.5 pc increase in number of research publications around Giloy in 10 years: S... | 158.4K |
| 91. | Ommcom News | Leverage Science, Innovation To Build Viksit Bharat: PM Modi | 133.2K |
| 92. | Hitavada News | Hair loss cases in Buldhana villages Only ICMR report conclusive, will be out so... | 129.5K |
| 93. | HT Syndication | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti... | 119.8K |
| 94. | HT Syndication | Ayush Labs open doors; young minds step into world of Science under "One Day as... | 119.8K |
| 95. | Ians | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 116.7K |
| 96. | Ians | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 116.7K |
| 97. | United News Of India | आरोग्य मेला एक मार्च से : डा. बैरवा | 99K |
| 98. | United News Of India | आरोग्य मेला एक मार्च से : डा. बैरवा | 99K |
| 99. | Lokmatimes.com | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 94.3K |
| 100. | Lokmatimes.com | Leverage science, innovation to build Viksit Bharat: PM Modi | 94.3K |



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| 101. | Swadesh News | आयुष मंत्रालय जल्द ही बदलेगा NCISM के चारों अध्यक्षों को, आयुर्वेद, यूनानी और अन... | 93.2K |
| 102. | The News Mill | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | 85.1K |
| 103. | The News Mill | On PM"s call, Ayush labs open doors: Young minds step into 'One Day as Scienti S... | 85.1K |
| 104. | The News Mill | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | 85.1K |
| 105. | New Kerala | Joginder Sharma Leads FIT India Sundays Cycling Movement | 72K |
| 106. | New Kerala | Modi"s Call Sparks Young Scientists" Ayush Lab Discovery | 72K |
| 107. | New Kerala | Modi"s Call Inspires Ayush Labs Science Day Student Visits | 72K |
| 108. | New Kerala | Giloy Research Surges 376% Global Immunity Breakthrough | 72K |
| 109. | New Kerala | Modi Honors CV Raman Calls Youth to Drive Viksit Bharat Science | 72K |
| 110. | New Kerala | Modi Boosts Ayush Sector Global Traditional Medicine Mission | 72K |
| 111. | New Kerala | Modi Charts Ayush Sector Growth Through Innovation Strategy | 72K |
| 112. | The News Room | Leverage science, innovation to build Viksit Bharat: PM Modi | 62.3K |
| 113. | WebIndia123 | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | 61.9K |
| 114. | WebIndia123 | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | 61.9K |
| 115. | WebIndia123 | Ayush Labs open doors; young minds step into world of Science under "One Day as... | 61.9K |
| 116. | Weekly Voice | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 43.8K |
| 117. | Weekly Voice | Leverage science, innovation to build Viksit Bharat: PM Modi | 43.8K |
| 118. | Digital Learning | 'One Day as a Scientist': Ministry of AYUSH Initiative for students on PM's call | 39.3K |
| 119. | Ians Live | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | 32.1K |
| 120. | Ians Live | Leverage science, innovation to build Viksit Bharat: PM Modi | 32.1K |
| 121. | Indian Economic Observer | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | 16.1K |
| 122. | Indian Economic Observer | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | 16.1K |
| 123. | Indian Economic Observer | Ayush Labs open doors; young minds step into world of Science under "One Day as... | 16.1K |
| 124. | Insamachar | प्रधानमंत्री मोदी ने आयुष क्षेत्र की समीक्षा हेतु एक उच्चस्तरीय बैठक की अध्यक्षत... | 12K |

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| 125. | PrameyaNews | Giloy now a universal panacea : Research publications soar over 300% in a Decade | 9.5K |
| 126. | Daily Prabhat | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | 280 |
| 127. | Daily Prabhat | On PM's call, Ayush labs open doors: Young minds step into 'One Day as Scientists... | 280 |
| 128. | Daily Prabhat | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | 280 |
| 129. | Indore Samachar | होम्योपैथी महाकुंभ-2025, इन्वोल्वेशन इन होम्योपैथी पर हुई बात | N/A |
| 130. | Cliq India | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 131. | Shabd Sangram | जीएसआईटीएस में अगले वर्ष से बायोटेक्नोलॉजी के साथ होम्योपैथी पढाई जाएगी – निदेश... | N/A |
| 132. | उद्योग का अनुमान | विद्यार्थियों को आयुष अनुसंधान संस्थानों की प्रयोगशालाओं का कामकाज दिखाया गया | N/A |
| 133. | Daily World Hindi | विद्यार्थियों को आयुष अनुसंधान संस्थानों की प्रयोगशालाओं का कामकाज दिखाया गया | N/A |
| 134. | Sanskar News | जिला कलक्टर ने किया आरोग्य मेले का निरीक्षण | N/A |
| 135. | BharatKi Baat | Students visit Ayush research facilities to observe laboratory work and research... | N/A |
| 136. | Udaipur Kiran | जीएसआईटीएस में अगले वर्ष से बायोटेक्नोलॉजी के साथ पढाई जाएगी होम्योपैथी: निदेशक | N/A |
| 137. | Newzfatafat | जीएसआईटीएस में अगले वर्ष से बायोटेक्नोलॉजी के साथ पढाई जाएगी होम्योपैथी: निदेशक | N/A |
| 138. | हिंदी सामना | शिवराज के विदिशा में 15 साल से नहीं हैं एमडी डॉक्टर...चतुर्थ श्रेणी कर्मचारी के हव... | N/A |
| 139. | Khabar Monkey | आयुष मंत्रालय जल्द बदलेगा NCISM के सभी अध्यक्ष, आयुर्वेद, यूनानी समेत अन्य चिकित... | N/A |
| 140. | Pune Media | Sports News Joginder Sharma, Ramit Tandon, Anahat Singh Spread Message t o Figh... | N/A |
| 141. | Samaj Jagran | बांधवगढ़ विधायक ने बिरासिनी माता की तस्वीर भेंट की | N/A |
| 142. | Times Of Taj | Ex-cricketer Joginder Sharma, squash stars Ramit Tandon, Anahat Singh spread mes... | N/A |
| 143. | Bharat Express | पूर्व क्रिकेटर जोगिंदर शर्मा समेत इन खिलाड़ियों ने दिया मोटापे के खिलाफ संदेश, ख... | N/A |
| 144. | OneTurf News | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 145. | Pune Now | Giloy an Ayurvedic Wonder Herb, Gains Global Attention for Its Immune-Boosting, ... | N/A |
| 146. | Bihar Times | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 147. | Chhattisgarh Today | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |

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| 148. | Newspoint | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 149. | Maharashtra Samachar | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 150. | Odisha Post | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 151. | Himachal Patrika | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 152. | Kashmir Breaking News | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 153. | Kashmir Newslane | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 154. | Jharkhandtimes | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 155. | South India News | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 156. | Vanakkam Tamil Nadu | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 157. | North East Times | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 158. | Haryana Today | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 159. | Delhi live news | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 160. | Gujarat Varta | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 161. | Telangana Journal | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 162. | West Bengal Khabar | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 163. | Bihar 24x7 | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 164. | Rajasthan Ki Khabar | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 165. | Punjab Live | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 166. | Karnataka Live | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |

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| 167. | Gujarat Samachar | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 168. | Andhra Pradesh Mirror | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 169. | Indian News Network | Joginder Sharma, Ramit Tandon, Anahat Singh spread message to fight obesity d uri... | N/A |
| 170. | Kheltoday | Ex-cricketer Joginder Sharma, squash stars Ramit Tandon, Anahat Singh spread mes... | N/A |
| 171. | Swatantra Prabhat | यह सम्मान उत्तर प्रदेश के लिए है गर्व की बात – कुलपति प्रो. वंदना सिंह | N/A |
| 172. | Sonebhadra Live | अब आयुर्वेदिक इलाज होगा और भी सुलभ, सीएचसी-पीएचसी में तैनात होंगे विशेषज्ञ चिकित... | N/A |
| 173. | कुतुब मेल | राजस्थान सरकार के आयुष विभाग द्वारा राज्य स्तरीय आरोग्य मेले का प्रारम्भ | N/A |
| 174. | OB News | Young minds step into 'One Day as Scientist' initiative | N/A |
| 175. | The Mobi World | Young minds step into 'One Day as Scientist' initiative | N/A |
| 176. | Koshur Samachar | IIIM mentors Startups to Business enterprises in J&K | N/A |
| 177. | Rajasthan News(राजस्थान समाचार) | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वीडियो में देखें प्रमुख डॉक्टर्स औ... | N/A |
| 178. | Rajasthan Ki Khabar | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 179. | GNS News: Hindi_GNS | उच्च शिक्षा, तकनीकी शिक्षा एवं आयुष विभाग मंत्री का भ्रमण कार्यक्रम | N/A |
| 180. | Telangana Journal | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 181. | Maharashtra Samachar | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 182. | Punjab Live | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 183. | Karnataka Live | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 184. | Kashmir Newslane | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 185. | Mochansamachaar | प्रधानमंत्री के आह्वान पर आयुष लैब्स ने खोले दरवाजे: 'एक वैज्ञानिक के रूप में एक... | N/A |
| 186. | Bihar Times | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 187. | Bihar 24x7 | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 188. | West Bengal Khabar | On PM's call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |

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| 189. | Andhra Pradesh Mirror | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 190. | Ndtv | Rajasthan News: डिप्टी CM बैरवा ने 4 दिवसीय आरोग्य मेले का किया शुभारंभ, लोग फ्र... | N/A |
| 191. | Newspoint | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 192. | South India News | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 193. | Himachal Patrika | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 194. | Odisha Post | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 195. | OB News | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 196. | North East Times | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 197. | Vanakkam Tamil Nadu | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 198. | The Mobi World | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 199. | Chhattisgarh Today | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 200. | Maverick News3 | Ayush Labs Open Doors: Young Minds Explore Science Under 'One Day as a Sci entist... | N/A |
| 201. | Kashmir Breaking News | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 202. | Haryana Today | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 203. | Gujarat Varta | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 204. | Indian News Network | On PM"s call, Ayush labs open doors: Young minds step into "One Day as Scienti ... | N/A |
| 205. | Rk Tv News | प्रधानमंत्री के आह्वान पर आयुष लैब्स ने खोले दरवाजे: 'एक वैज्ञानिक के रूप में एक... | N/A |
| 206. | Maverick News3 | Towards a Fit and Healthy India: Combating Obesity Through Collective Action | N/A |
| 207. | Odisha News Times | On PM"s call Ayush Labs Open Doors: Young Minds Step into the World of Scien ce ... | N/A |
| 208. | Observer Voice | Students Dive into Science with Ayush Initiative | N/A |
| 209. | IBC World News | "Hebridean Sky" docks in Mangaluru | N/A |

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| 210. | C Bharat | Jaunpur news नई दिल्ली में आयोजित राष्ट्रीय विज्ञान दिवस समारोह में विश्वविद्यालय... | N/A |
| 211. | Udaipur Kiran | उत्तर प्रदेश से वीर बहादुर सिंह पूर्वांचल विश्वविद्यालय को मिला सम्मान | N/A |
| 212. | News Wala | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वायरल फुटेज में जानिए कौन-कौन होगा... | N/A |
| 213. | News Wala | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वीडियो में देखें प्रमुख डॉक्टर्स औ... | N/A |
| 214. | Rajasthan News(राजस्थान समाचार) | जेकेके में शुरू हुआ राज्य स्तरीय आरोग्य मेला, वायरल फुटेज में जानिए कौन-कौन होगा... | N/A |
| 215. | Hamarbani | आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज... | N/A |
| 216. | Observer Voice | Surge in Giloy Research Highlights Herbal Potential | N/A |
| 217. | Guidely | Important Weekly Current Affairs 2025 News - February 22nd to 28th | N/A |
| 218. | Rashtratak | दिव्य ज्योति वेद मन्दिर को मिला तीसरा विश्व रिकॉर्ड सम्मान | N/A |
| 219. | Newzfatafat | आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज... | N/A |
| 220. | Udaipur Kiran | आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाजे | N/A |
| 221. | Guidely | Daily Current Affairs Quiz - 27th February 2025 | N/A |
| 222. | Arpa Samachar | आयुष लैब ने "वैज्ञानिक के रूप में एक दिन" पहल के तहत खोले छात्रों के लिए दरवाज... | N/A |
| 223. | Tripurastar News | On PM's call Ayush Labs Open Doors: Young Minds Step into the World of Scien ce ... | N/A |
| 224. | Odisha Post | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 225. | Education Times | GBSHSE Class 10 exams 2025 begins today, check here for guidelines | N/A |
| 226. | Bihar 24x7 | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 227. | Jharkhandtimes | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 228. | Kashmir Breaking News | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | N/A |
| 229. | Chhattisgarh Today | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 230. | Gujarat Varta | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 231. | Rajasthan Ki Khabar | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | N/A |
| 232. | Punjab Live | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |



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| 233. | Gujarat Samachar | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 234. | Haryana Today | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | N/A |
| 235. | Delhi live news | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 236. | Telangana Journal | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 237. | Karnataka Live | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 238. | Bihar Times | Ayush Labs open doors; young minds step into world of Science under 'One Day as ... | N/A |
| 239. | Sanskritiias | गिलोय: वैश्विक शोध में उभरता आयुर्वेदिक चमत्कार | N/A |
| 240. | Kashmir Newsline | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 241. | Education Times | Ministry of Ayush engages young students through its 'One Day as a Scientist" i... | N/A |
| 242. | West Bengal Khabar | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 243. | Andhra Pradesh Mirror | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 244. | OB News | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 245. | Maharashtra Samachar | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 246. | Himachal Patrika | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 247. | The Mobi World | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 248. | South India News | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 249. | Vanakkam Tamil Nadu | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 250. | North East Times | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 251. | Indian News Network | Ayush Labs open doors; young minds step into world of Science under "One Day as... | N/A |
| 252. | Madrastribune.com | 376.5 pc increase in number of research publications around Giloy in 10 years: S.. | N/A |

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| 253. | Times Of Taj | Resolution Day: POJK"s Return Possible Only Under Modi Government – Dr. Jite ndr... | N/A |
| 254. | DeshWale | India Fights Fat: Tackling Obesity with Collective Action | N/A |
| 255. | NewsKarnataka | Hebridean Sky Docks at New Mangalore Port, Welcomed with Tradition | N/A |
| 256. | Government of Sikkim | Press Release from Health and Family Welfare Department Namchi | N/A |
| 257. | Health Economictimes | 376.5 pc increase in number of research publications around Giloy in 10 years: S.. | N/A |
| 258. | Bharat Mahan | Combating Obesity Through Collective Action | N/A |
| 259. | Drug Today Medical Times | National Institute of Homoeopathy (NIH), Kolkata | N/A |
| 260. | Reporter Post | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 261. | Jharkhand State News | Giloy Takes the Global Stage: New Studies Reveal Promising Role of Giloy in Im mu... | N/A |
| 262. | Ne India Broadcast | Giloy Takes the Global Stage: Research Publications Soar Over 300% in a Decad e | N/A |
| 263. | Early Times | DST iTBI, IIM Jammu Inaugurated at Vigyan Bhawan | N/A |
| 264. | GNS News: Hindi_GNS | आंगनवाड़ी केंद्र पर युवाओं की टोली ने पोषणयुक्त औषधीय पौधों का किया रोपण | N/A |
| 265. | Vande Bharat Live Tv News | राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 01 से 04 मार्च तक* *जयपुर, 28 फरवरी | N/A |
| 266. | Dainik Jaltedeeep | राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 1 से 4 मार्च तक | N/A |
| 267. | The Mobi World | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 268. | Newzfatafat | गिलोय पर अनुसंधान प्रकाशन में जबरदस्त तेजी, एक दशक में 376 फीसदी की बढ़ोतरी | N/A |
| 269. | Daily World | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry -Ag... | N/A |
| 270. | Newzfatafat | राज्य स्तरीय आरोग्य मेला-2025 का आयोजन 01 से 04 मार्च तक | N/A |
| 271. | Thip Media | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 272. | India Online Mart | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 273. | Pune News | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 274. | Nation Press | Global Research on Giloy Soars : Surge in Global Research on Giloy Exceeds 37 5% ... | N/A |
| 275. | Awaaz Hindi | पिछले 10 वर्षों में गिलोय पर वैश्विक शोध 375 प्रतिशत से अधिक बढ़ा: आयुष मंत्रालय | N/A |
| 276. | Ians | Global research on giloy surges over 375 pc in last 10 years: Ayush Ministry | N/A |
| 277. | The Hans India | Cruise Vessel 'Hebridean Sky" Arrives at New Mangalore Port | N/A |

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| 278. | Sanskritiias | महाकुंभ में 8 लाख श्रद्धालुओं को आयुष सेवाओं का लाभ | N/A |
| 279. | Health Economicictimes | PM chairs meeting on Ayush sector, emphasises on strategic interventions to harm ... | N/A |
| 280. | Healthandme | Ayurvedic Recipes, Procedures & Remedies To Boost Your Health | N/A |
| 281. | Construction World | Ayush Serves 800,000 Devotees at Maha Kumbh | N/A |
| 282. | BharatKi Baat | Study reveals 376.5% increase in Giloy research publications over the past decad ... | N/A |
| 283. | Daily aawaz | महाकुंभ 2025 में आयुष मोबाइल इकाइयों, ओपीडी, योग सत्रों से 8 लाख श्रद्धालुओं को ... | N/A |
| 284. | International Business Times | PM Modi Advocates Science and Innovation for a Developed India | N/A |
| 285. | Ians | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 286. | कमल संदेश | प्रधानमंत्री ने आयुष क्षेत्र की समीक्षा हेतु एक उच्चस्तरीय बैठक की अध्यक्षता की ... | N/A |
| 287. | Evening Times | महाकुंभ 2025: 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 288. | Health Economicictimes | Ayush ministry provided healthcare services to over 8 lakh pilgrims during Maha .. | N/A |
| 289. | अंजनी खबर (Anjani Khabar) | महाकुंभ 2025: 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 290. | Shree News | महाकुंभ 2025: 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 291. | Khas Khabar | महाकुंभ 2025 में आयुष मोबाइल इकाइयों, ओपीडी, योग सत्रों से 8 लाख श्रद्धालुओं को ... | N/A |
| 292. | Vande Matram | महाकुंभ 2025: 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 293. | Delhi Bulletin | महाकुंभ 2025 में आयुष मोबाइल इकाइयों, ओपीडी, योग सत्रों से 8 लाख श्रद्धालुओं को ... | N/A |
| 294. | Saahas Samachar | महाकुंभ 2025 में आयुष मोबाइल इकाइयों, ओपीडी, योग सत्रों से 8 लाख श्रद्धालुओं को ... | N/A |
| 295. | Real India News | महाकुंभ 2025 में आयुष मोबाइल इकाइयों, ओपीडी, योग सत्रों से 8 लाख श्रद्धालुओं को ... | N/A |
| 296. | Web Akhbar | महाकुंभ 2025: 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 297. | Vishleshan | 8 लाख श्रद्धालुओं को मिला आयुष का लाभ | N/A |
| 298. | Knowledge and News Network | PM Modi Reviews Ayush Sector Growth, Highlights Global Leadership In Tradition al... | N/A |
| 299. | Konkan Live Breaking | अखिल भारतीय आयुर्वेद संस्थान (आयुष मंत्रालय भारत सरकार अंतर्गत) गोवा,हिंदू एकता ... | N/A |
| 300. | The Mobi World | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 301. | Kamal Sandesh | PM chairs a High-Level Meeting to review Ayush sector | N/A |
| 302. | People In World | Daily Current Affairs- 27 February 2025: India Leads Global IPO Market, IndusInd. .. | N/A |
| 303. | Kaala Sach News | विष्णु देव साय सरकार की पर्यावरण संरक्षण में बड़ी सफलता: प्रकृति परीक्षण अभियान | N/A |

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| 304. | Bharat Express | PM Modi Highlights Role Of Science & Innovation In Building A 'Viksit Bharat... | N/A |
| 305. | DD News | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 306. | Ddindia | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
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| 308. | Yes Punjab | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 309. | Pune News | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 310. | The Better Andhra | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 311. | Daily World | Leverage science, innovation to build Viksit Bharat: PM Modi -Agencies Nationa.. . | N/A |
| 312. | Suryaa | Leverage science, innovation to build Viksit Bharat: PM Modi National IANS P... | N/A |
| 313. | Vishva Times | Leverage science, innovation to build Viksit Bharat: PM Narendra Modi | N/A |
| 314. | Today India News | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 315. | Observer Voice | Maha Kumbh Mela: Health Services for Pilgrims Expanded | N/A |
| 316. | Sarkaritel | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 317. | Thefreedompress | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 318. | Nation Press | Modi Advocates Science for Viksit Bharat : Harness Innovation and Science for a . .. | N/A |
| 319. | India Online Mart | Leverage science, innovation to build Viksit Bharat: PM Modi | N/A |
| 320. | News Point | PM Narendra Modi chairs Ayush sector review meeting | N/A |
| 321. | News Wala | महाकुंभ 2025 का समापन, जानिए इस ऐतिहासिक आयोजन में छिपे 10 रहस्य | N/A |
| 322. | E - PAO | National Science Day 2025 (February 28) | N/A |
| 323. | Koshur Samachar | PM chairs meeting on Ayush sector, emphasises on strategic interventions to harn ... | N/A |
| 324. | Orange News9 | PM chairs meeting on Ayush sector, emphasises on strategic interventions to harn ... | N/A |
| 325. | Indianapolis Post | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 326. | Calcutta News | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 327. | The Mobi World | PM Modi reiterates govt"s commitment to strengthen Ayush sector during high- lev... | N/A |
| 328. | Tripurastar News | PM Chairs a High-Level Meeting To Review Ayush Sector. | N/A |

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| 329. | The Asia News | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 330. | India's News | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 331. | Mumbai News | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 332. | New Delhi News | PM Modi chairs meeting to review Ayush sector, emphasizes need for strategic int ... | N/A |
| 333. | AlJazeera | Ayush ministry provided healthcare services to over 8 lakh pilgrims during Maha .. | N/A |
| 334. | Deshbandhu | आयुष क्षेत्र ने समग्र कल्याण, अच्छे स्वास्थ्य को बढ़ावा देने में महत्वपूर्ण भूमि... | N/A |
| 335. | Delhi live news | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 336. | Punjab Live | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 337. | Andhravilas | PM Modi Vows to Boost Ayush Sector, Strengthening India"s Wellness Ecosyste m | N/A |
| 338. | Andhravilas | PM Modi Vows to Boost Ayush Sector, Highlights Holistic Healthcare in High-Level... | N/A |
| 339. | Telangana Journal | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 340. | Ndtv Profit | Narendra Modi Reviews Ayush Sector, Stresses Holistic Health And Standard Pro toc... | N/A |
| 341. | Chhattisgarh Today | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 342. | South India News | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 343. | Jharkhandtimes | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 344. | Newsfeel online newspaper | PM Chairs Meeting On Ayush Sector, Emphasises On Strategic Interventions To.. | N/A |
| 345. | West Bengal Khabar | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 346. | Odisha Post | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 347. | Himachal Patrika | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |
| 348. | Rajasthan Ki Khabar | "Ayush sector has played a pivotal role in promoting holistic well-being, good h... | N/A |