



**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**29 Dec, 2024**

 **Total Mention 62**

|  <b>Print</b> | <b>Financial</b> | <b>Mainline</b> | <b>Regional</b> | <b>Periodical</b> |
|--|------------------|-----------------|-----------------|-------------------|
| <b>6</b>   | <b>N/A</b>       | <b>4</b>        | <b>2</b>        | <b>N/A</b>        |

|   |
|---|
|  <b>Online</b> |
|---|

**56**

 Print

| No | Newspaper          | Headline  | Edition | Pg                       |
|----|--------------------|---|---------|--------------------------|
| 1. | Free Press Journal | Shape Up With Wall Pilates                                  | Mumbai  | 31                       |
| 2. | Free Press Journal | Decoding HYROX  | Mumbai  | 22                       |
| 3. | Free Press Journal | Trends of the year  | Mumbai  | 22                       |
| 4. | Mid Day            | This could be you, next year                                | Mumbai  | 14, 15,<br>16, 17,<br>18 |
| 5. | Rashtriya Sahara   | ...opening this year closing next year                      | Jaipur  | 7                        |
| 6. | Janmabhumi         | Homeopathic doctors can also prescribe allopathic medicines | Mumbai  | 3                        |

## Free Press Journal • 29 Dec • Ministry of Ayush

### Shape Up With Wall Pilates

31 • PG

360 • Sqcm

286536 • AVE

251.68K • Cir

Top Right

Mumbai

# Shape Up With Wall Pilates

Fitness expert Nawaz Modi Singhanian shows you some effective exercises to boost your fitness journey

**W**all Pilates is similar to Mat Pilates, just more advanced. Though not as advanced as equipment-based Pilates – it falls somewhere in between. As the name suggests, this form of Pilates uses no equipment, just a wall but you'll get a fantastic workout in! The wall acts as resistance, a stabilising factor and an aligning tool. You

can expect to find a completely new, lean, petite, toned, erect body; with years having been taken off your frame in no time! Additionally, the benefits of regular exercise will be seen here as well.

Let's explore a simple routine of just five simple exercises below, which will work the whole body in a few short minutes.



## Seated Bridge

While seated on the floor, facing the wall, position your hands behind your hips, fingers, pointing forward, and your feet up on the wall at about knee height. Lift the hips up in this position and hold for 8-10 counts before lowering and sitting on the floor. Make sure your elbows remain slightly bent/ soft during the whole exercise.

**DO 3-5 REPETITIONS.**

## Wall Push-Up Plank

No rocket science required here – it is the plank position, done in the push-up position with your feet up against the wall. If the feet are turned outward into a 'V' formation, then more of the lower body muscle is involved, in addition to the upper body and the midsection. It makes for a great comprehensive full-body workout. Hold this position for 8-10 counts while keeping your elbows slightly soft and come out of the position by placing one foot at a time on the floor.

**DO 3 REPETITIONS.**



## Wall Bridge

With your feet positioned up against the wall at knee level, shoulder or hip width apart while lying down on your back, slowly start bridging up from the tailbone to the cervical vertebrae. Hold the position for 6-8 counts, squeezing your butt/ glutes and then slowly lower your back to the floor from the cervical vertebrae, one-by-one, all the way down eventually to the tailbone.

**DO 8 REPETITIONS.**



## Wall Squat

Lean against the wall, with your legs shoulder or hip width apart, feet far away from the wall. While squatting down, extend the arms overhead while keeping the back fully plastered against the wall all through the exercise. Ensure the thighs are parallel to the floor, unless you have a knee problem, in which case stay on the higher end. Your knees should never cross your toes. Hold this position for 6-8 slow counts while keeping the butt muscles squeezed, before sliding back up to standing position and lowering the arms as you do so.

**DO 6-8 REPETITIONS.**

## Things To Remember

- Don't hold your breath during the exercises. Try to exhale during the more difficult part, while inhaling on the easier part.
- If you find the repetitions too many during any exercise, feel free to do fewer. Quality over quantity, any day!
- As you go forward with these exercises, you'll find them getting easier as you get stronger and more adept at performing them. You can then add more reps as per your ability.

## Wall Bridge With Leg Up

Assume the Wall Bridge position, then lift one leg up and extend it back towards the body, as far back as you can, while keeping it straight. Hold this position for a few moments. Return the foot back to the wall, change legs and repeat. Then bridge back down.

**DO 3-4 REPETITIONS.**



## Free Press Journal • 29 Dec • Ministry of Ayush Decoding HYROX

22 • PG

383 • Sqcm

304279 • AVE

251.68K • Cir

Top Left

Mumbai

### Decoding HYROX

**HYROX has been garnering attention for its effective combination of running and functional endurance training**



**Bindu Gopal Rao**

If you are looking to up the ante as far as your fitness is concerned, check out HYROX, a set of eight workouts that is bound to challenge you in more ways than one. Starting in 2017, HYROX has been expanding rapidly across Europe and the US, gaining popularity very quickly. The events bring the participants together as it celebrates all levels of fitness. The atmosphere is known to be fun and allows competitors to reach their potential while enjoying camaraderie with other athletes. HYROX specific preparation requires mental resilience as training combines both aerobic and strength elements performed in a timed sequence.

Before embarking on a HYROX training regimen, participants should consider a few basic things. It is a good idea to have a complete physical assessment to ensure that your health is good enough for strenuous physically intensive activities. Develop a structured training plan which has a running and strength training phase tailored to the specific demands of the race. Pay attention to mobility and preventive exercises to be able to mitigate the chances of being injured during training and competition. Learn how to pace in any race including the transition from running to workouts.

#### Workout mix

HYROX is a global fitness race that seamlessly combines running and functional workout stations in a structured format designed for accessibility and inclusivity. "The exercises are deliberately designed to be low skill yet challenging, making HYROX suitable for fitness enthusiasts of all levels. This standardized format ensures consistency and allows participants to test their endurance, strength, and determination in a dynamic and engaging competition," says Drishti Chhabria, Founder and Chief Experience Officer, OrangeTheory Fitness India.

The race format includes a one kilometre run followed by a specific workout, repeated eight times, resulting in a total of eight kilometres of running and eight functional workouts. "It aligns itself somewhere between an endurance sport and functional fitness movement that appeals to a broad fan base, starting with novice to elite athletes. In HYROX, distinct sets of workouts are completed which are aimed at improvement of cardiovascular endurance and strength," says Dr. Siddhant Bhargava, Fitness and Nutritional Scientist, Co-

Founder, Food Darzee.

These workouts are designed to be functional and accessible, requiring less technical skill compared to other fitness competitions like Cross Fit. The exercises focus on full-body movements that target different muscle groups, improving cardiovascular fitness, strength, and mobility.

#### Exercise caution

While HYROX is open to everyone, it is still advisable to seek medical advice before participating in it. "This is true especially, if the individual suffers from heart conditions, musculoskeletal injury, respiratory illness, diabetes, obesity, poor tolerance of heat, or are on medicines which may impact performance. This is important to promote safety and potential risks associated with the intense physical demands of the event," says Bhargava.

The workout is structured to provide a balanced, full-body challenge that tests both aerobic and anaerobic fitness, making it suitable for athletes and fitness enthusiasts of various skill levels. "HYROX is suitable for a wide range of fitness levels, from beginners to experienced athletes, particularly those who enjoy combining cardiovascular exercise with functional strength training. It's ideal for individuals who are generally fit, training for competitions, or aiming to improve endurance and strength. Beginners who are not familiar with regular exercise, pregnant women, or individuals recovering from

injuries should avoid HYROX or consult with a healthcare professional before attempting the workout," adds Chhabria.

#### Take care

Given the high-intensity nature of the workout, a proper warm-up is crucial to prepare your body and prevent injury. If you have any pre-existing health conditions or injuries, consult a doctor to ensure it's safe for you. "Maintaining proper form during functional exercises like sled pushes, rowing, and burpees is key to minimizing injury risk. Make sure you are well-hydrated and have eaten a balanced meal before the workout and wear comfortable workout clothes and supportive footwear. If you are new to high-intensity training, start with less intense sessions or modify exercises, gradually by increasing intensity as your fitness level improves," says Chhabria. The key as always is to listen to your body and avoid pushing beyond your limits.



**In HYROX, distinct sets of workouts are completed which are aimed at improvement of cardiovascular endurance and strength.**

—Dr. Siddhant Bhargava, Fitness and Nutritional Scientist, Co-Founder, Food Darzee



## Free Press Journal • 29 Dec • Ministry of Ayush Trends of the year

22 • PG

787 • Sqcm

625727 • AVE

251.68K • Cir

Top Right

Mumbai



### Mineral of the year: Magnesium

Everyone's talking about magnesium, and that's because it's crucial for brain and body. It helps combat depression, improves sleep, regulates blood sugar and blood pressure, relieves PMS, and may prevent migraine. General practitioner, Dr Hetal Panchal explains that we need to eat more nuts and leafy greens to increase our magnesium intake. Other good sources are avocados, bananas and dark chocolate. 2024 saw magnesium take center stage in many ways than one. Gummies, supplements... it was everywhere. Body lotions with magnesium as key element are a rage. They are supposed to help get rid of insomnia if applied before going to sleep.



### Hobby of the year: Reading

People dabble in pastimes like puzzles, trekking, painting and craft, but the end of the year brought reading into the spotlight with a bang, when a "Books Secret Santa" event at Cubbon Park in Bengaluru was stopped by authorities due to lack of permission. Apparently, too many people turned up at the event — which we think is a great thumbs-up for reading! Well, you don't need an okay to dive into a book; and it's a truly portable hobby, specially if you e-read. It takes you on a journey of your choice anywhere, any time. So join a library, browse among the new and second-hand book-stalls in your area, or trawl through the offerings online.

## Trends of the year

### Chinmay Raval takes a look top lifestyle choices that defined 2024

#### Diet of the year: Moderation

Yes, you heard right. People are not fretting about what to eat — instead, the principle is that "Moderation Is Key". Remember to have a little of everything, and exercise in moderation, too. Dr Hetal Panchal explains that every part of your meal is important — your brain needs carbs, your muscles need proteins, and vitamins from milk, vegetables and fruits are essential for fighting infection, strengthening bones and regulating hormones. An occasional binge is fine but don't go overboard with anything and avoid fads, which may end up depriving you of essential nutrients and affect your health. So bookmark those reels that showcase the best Thali meals in town — the old-fashioned way of eating is ideal, as it turns out.



### Beauty & skincare trend of the year: Korean

2024 saw Korean skincare and beauty products maintaining their dominance in the global beauty industry. From innovative formulations to eco-conscious packaging, K-beauty brands solidified their reputation for setting path-breaking global trends. The year saw the rise of skinimalism — a minimalist approach to skincare that champions fewer yet more effective products. Several Korean brands came up with multi-tasking solutions such as serum-moisturiser hybrids and SPF-infused BB creams, to streamline skincare routines while preserving skin health. K-beauty's 'glass skin look' garnered global attention. "Korean beauty has been globally influential due to its focus on innovation, holistic care, and personalisation. Key factors include unique product formulations, aesthetic packaging, and a comprehensive skincare-first approach," says Rohit Rao, Co-founder & CEO, Purple Pompa.

### Drink of the year: Negroni

Surely Negroni! This dark nectar has gained popularity and how. Cocktail is dedicated to Count Camillo Negroni and his family in the Negroni district of Italy. Count Negroni, according to the legend, requested hi bartender to add gin to his then popular Americano, instead of soda because he was in a mood for something strong. Equal parts of Campari, Gin and Sweet Vermouth is the traditional way to make this drink. However, the creative bartenders of Mumbai have come up with varied versions and infusions to make Negroni palatable for more than just connoisseurs. Coffee Negroni and fruit infusions ruled. Negroni bars, exclusive Negroni menus at high-end and local bars clearly indicate that Negroni ruled 2024. Shahrom Oshtri, partner Sixteen33, said, "Negroni is simple, classy and deliciously strong. It has ruled 2024 in India as discerning guests have shifted to more classy and clean drinks. Since Negroni is pure alcohol with no additives of syrups, etc. that makes it a perfect choice."



### Exercise of the Year: Chair Yoga & Chair Pilates

Jobs that cause us to sit extensively take a toll on posture and overall health, too. If you can't get up, walk and stretch, the alternative is chair yoga, or chair pilates — whatever suits you. Just 20 minutes a day is enough to help increase blood flow, keep your joints active, strengthen your muscles and boost your mood. Senior citizens in particular can benefit from chair exercises if walking or gymming is not an option. "Chair Yoga is beneficial for upper body activity and for people with less lower body mobility, and those who struggle to sit down on the floor. Chair Yoga is not just for the elderly, it has gained popularity among the young as well. You don't need to buy an expensive chair for it. It's better to take the guidance of a coach. Right coach can modify exercises according to your weaknesses and strengths," says Bipin Salvi, ACSM and Yoga Alliance certified personal and group trainer.



### Spiritual mantra of the year: Walk Away

It's an extension of the Letting Go principle: If you find yourself in a clash with someone or in a stressful place, just walk away. It doesn't mean giving up — it means choosing not to let this particular thing take up space in your head without bringing you any benefit. In fact, you will be avoiding negative fallout of the incident or situation if you just turn your back. Weigh the cost of the conflict and the benefit of leaving. Set boundaries, and say no to an emotionally draining situation. Focus on the future, it's more important than the past.





Mid Day • 29 Dec • Ministry of Ayush  
This could be you, next year

14, 15, 16, 17, 18 • PG

4535 • Sqcm

10325668 • AVE

1.5M • Cir

Top Left

Mumbai

# This could be you, next year

Resolutions can be hard to keep, but these nine inspirational go-getters show that it's consistency, and the art of changing the narrative in your own head, that will get you there



I noticed that I didn't have the stamina for reading anymore," recalls Dasgupta. "It felt like I was walking up the stairs after being completely unfit for years. I was devastated because I love reading so much

Rohini Dasgupta is now on her 100th book of 2024

DEBJANI PAUL

**ROHINI DASGUPTA**

35, Project Manager at TCS

**RESOLUTION:** To uninstall all social media and OTT apps and read 100 books over the year

AT dinner parties, when everyone else talks about what show they are currently bingeing on, Rohini Dasgupta shares what book she's reading at the moment. The usual refrain of "Oh, I wish I'd read more, I just never seem to have the time" passes through the room. It's when Dasgupta reveals that she's on a mission to read 100 books this year that jaws drop across the party.

Is that even possible, you must be wondering. When we speak to Dasgupta a day after Christmas, she's already on her 100th book (We Solve Murders by Richard Osman), and well on her way to meeting her goal this week.

Like every other person who reacts in amazement on hearing about her goal, we too ask: Why 100 books?

"When I was a child, this was the pace at which I read—two books a week, easily," she tells us. "Then I went to college, and the habit fell away because there were so many things going on." As a project manager at TCS with work often running into nine-hour days, it got even harder to get back to reading.

In 2016, she made a conscious decision to try harder. "But I noticed that I didn't have the stamina for reading anymore," recalls Dasgupta. "It felt like I was walking up the stairs after being completely unfit for years. I was devastated because I love reading so much."

There were also the distractions of social media and OTT shows. "I would fall back into the same old pattern of returning home from work and watching a show to unwind. Except it's never one episode; I'll still be watching it at 3 am. I wasn't being intentional with my time," she says.

The key, she says, was to start small. "I wanted to get to the point where reading became my default choice for recreation but I had to slowly increase my capacity to read for longer periods and not get distracted. In 2018, I read seven books. In 2023, I hit 60. I slowly

## 'I feel the possibilities in life opening up now'

built up my reading muscle. Then this year, I wanted to see if I could get back to my childhood level," she says.

One of the first things she did was to uninstall all social media and OTT apps to stop the mindless doom-scrolling and binge-watching. The other decision she made was not to have too many rules. She doesn't restrict herself to just one book at a time. "On days I'm tired and can't absorb anything, I turn to lighter reads. I usually have at least two books on at the same time—an audiobook that I listen to during chores and my morning walk, and a paperback or e-book that I read at the end of the day in bed or when I go to parks," she says, adding that audiobooks had been a game-changer for her, helping her make use of short windows of free time.

"I don't push myself to finish a book if I'm not in the mood for it; I put it aside for later. You wouldn't watch a show if you weren't in the mood for it, you'd just switch to something else without judgment, right? Take the judgment out of it. If you've read for 15 minutes today, don't think of it as 'just 15 minutes', think of it like building a streak. Try reading a little longer the next day, and so on," she adds.

Next year, Dasgupta has decided to halve her target to 50 books, but be more mindful about her selection. Ever the project manager, she's even drawn up a spreadsheet of how many books will be fiction vs non-fiction, light vs heavy reads. "The one mistake I made initially was to get too ambitious, picking too many translated works or heavy reads. But I realised I read more when I picked things I liked—thrillers and detective fiction. Next year, I have planned a balance of genres," she says.

Now that she's so close to hitting her goal, it's changed her perspective on life altogether, she says. "I think the biggest thing it's done for me is that I now believe I can do a lot of the things that I didn't think I could before. Do I not have the time, or am I just not using it effectively? I may not ultimately end up doing everything I have wanted to, but I really feel the possibilities in life opening up."

debjani.paul@mid-day.com

### Target for 2025

**EASY READS: 10**  
**HARD READS: 5**  
**FICTION: 10**  
**NON-FICTION: 10**  
**NEW DISCOVERIES: 10**  
**REPEAT READS: 5**



## 'The cancer scare was a big jolt for me'

ARPIKA BHOSALE

DHARMISHTHA DAGIA

36, celebrity manager-freelance writer

**RESOLUTION:** To write for a minimum of 15 minutes every day and work on her book

DHARMISHTHA Dagia keeps her cards close to her chest, and she did just that when she went for surgery back in August 2023. "Only my sister, who lives abroad, knew about it," says Dagia.

The dual purpose surgery was to not just extract a cyst in the arm that was causing Dagia tremendous pain, also to biopsy it to see if she had the dreaded "Big C".

"I didn't want it to be a big fuss and wanted to just see what it was first," she adds. It may sound like Dagia took it all in a stoic manner, but merely facing the prospect of cancer had rid her of any notion she may have had of having the luxury of time. Even when the biopsy results declared that the cyst was benign and that she was cancer-free, the Kandivli resident held on to the clarity that the health scare had given her.

"After that, I was pickier about who I would work with," she says,



"Unless they would pay half the fees [at the start of the project], I wouldn't take them on as clients. I would prefer to read or watch Harry Potter," she quips. Being more selective also led to Dagia getting genuine clients, and led to one of her biggest projects—managing a few clients for Ambani's pre-wedding and wedding celebrations.

It also freed up her mind, as well as her schedule, to finally get to

writing the book that she had put in the cold storage for years—always writing a bit and then shelving it for months at a time.

"Writing has always been something I wanted to do. But you tell yourself that you will do it when the time is right, or that you will do it well when you have time," she says.

Dagia took the pressure off by instead resolving to write at

Dharmishtha Dagia's diary has been her constant companion and she makes sure to write at least a line every day—on good days and bad

You tell yourself that you'll do it when you have time... But even though I have to sometimes rewrite or reframe what I might have quickly scribbled on a day I wasn't in the mood to do much, writing every day has helped keep my end goal on track

Dharmishtha Dagia

September because it's my birth month, or then October, which is when my mom was born, as well as the month I launched my own agency," she says.

Talking about how her close call with cancer shaped her perspective, "It was one of those moments, you know? Things could have gone either way for me. It was a big jolt for me," she says, adding that it pushed her to stop putting things off for later. "Even though I am ambitious and a go-getter, life can slow down the best of us."

Her health scare also pushed her to pursue her other interest—dance. She now dances at least 15 minutes every day, no matter what. "Even though dance is just as much of a creative process as writing, I do make sure that I do 15 minutes of it every day as well," she says, "Dance is about both your mind and body. These two [writing and dancing] have become a part of my everyday life," she adds.

When we ask Dagia what her book is about, the writer in her peeks out. "I can't tell you now. Give me some time," she giggles. We press on. "Soon," she says, now with all-out laughter.

arpika.bhosale@mid-day.com

## Walk the walk

MITALI PAREKH

SUDHAKAR VR

53, Team Lead (Analytics), Digital Business, BPCL

**RESOLUTION:** To train to host two to three heritage walks in 2024; he ended up overshooting his target and did 12

ON his new commute from Chembur to Cuffe Parade, Sudhakar VR would pass Horniman Circle, the RBI building and wanted to know more about them. He moved from Kolkata to Mumbai in 2018 and attended guided walks to learn more about his home city. At the Kala Ghoda Arts Festival, he chanced upon a book about the Fort region and saw that one of the co-authors was Bharat Gorhoskar of the Khaki Foundation. KHAKI is an acronym for Keeping Heritage Alive and Kicking in India.

Ten quick steps, and Sudhakar, who works in the Analytics department of Bharat Petroleum, learned of Khaki's Ambassador of Mumbai programme where you train for six months to host walks yourself for Khaki. "I started with their most popular walk, Castle-2Gateway," says the 53-year-old, "and I thought I could do this a few times a month. The walk lasts two-and-a-half hours, and with my commute, it took up five hours of my weekends till lunchtime."

Simultaneously, he attended other walks and was entranced by each one. "I enjoy researching

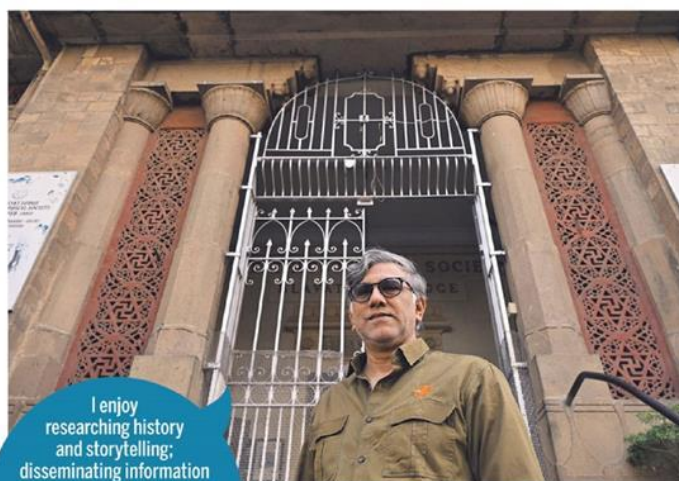
history and storytelling; disseminating information excites me. There is a satisfaction in telling the stories [of little-known heroes], and you can see that people are energised by it."

For 2024, Sudhakar set a target of qualifying to lead two or three walks: the Wonder Women walk, which becomes the Durgas of Mumbai walk during Dussehra; the Girgaon Ganpati Walk; and the Azad Hind walk. The resolution was to do two or three of these a month on weekends. However, by the end of the year, he had qualified for 12 walks, including ones adapted for schoolchildren, such as Freedom4Kids (Azad Hind walk) and Fort4Kids.

Then there are the culture-centric ones he added to his kitty, such as Girgaon Ganesh, which threads through Girgaon, and Mumbai Muharram, which goes through Mohammed Ali Road and Dongri. "The latter is a night walk, and for it, I read a lot of Islamic literature and what happened after the Prophet's death." There's also the 26/11 homage walk, which was prelude by familiarity with the book The Siege: The Attack on the Taj, which detailed the terror attack on the Taj Mahal hotel in 2008.

"I spend most of my evenings reading," he says, "I don't watch TV anymore."

For each route, he underwent training for a month to a month-and-a-half; and finally hosted seven to eight walks a week, some-



I enjoy researching history and storytelling; disseminating information excites me. There is a satisfaction in telling the stories [of little-known heroes], and you can see that people are energised by it

Sudhakar VR

times doing two on the same day. In September, Sudhakar conducted 14 walks.

"There's great satisfaction in conducting the children's variation of the walk; we have to learn a different methodology of instruction

and to manage them," he says.

For Durgas of Mumbai/Wonder Women, he learned about the women who shaped the city such as Helena Blavatsky, founder of the Theosophical society after whom the Charni Road lodge is named; and about the several meetings related to the nationalist movement held there. The walk then introduces patrons to Rukmini Devi Arundale, who brought the classical dance form Bharatnatyam to the fore; Sumati Morarjee, the first woman CEO of an Indian company; and Dr Rukhmabai Raut,

who revolutionised marriage laws that resulted in ending child marriages in India.

"You get to learn about amazing connections," he says, "such as the 12-inch disc on board NASA's Voyager 1, launched into space in 1977, called Sounds of Earth. On it is a piece of Indian music recorded at Blavatsky Lodge." It still floats in space.

In 2025, he wishes to contribute more by designing a new walk around Fort, covering new things.

smdmail@mid-day.com

Sudhakar VR outside The Blavatsky Lodge of the Theosophical Society on Charni Road, which is part of the Wonder Women walk. PIC/ATUL KAMBLE

MORE STORIES OF PEOPLE WHO STUCK TO THEIR GOALS ON PAGES 16-18



## Not a sweet 2024

SPANDANA BHURA

JAYA BHURA

45, Founder, Chakraview Solutions

RESOLUTION: To cut out all forms of sugar

At the beginning of 2024, Jaya Bhura made a decision that would redefine her approach to health and well-being. "I resolved to quit sugar entirely—this meant avoiding it in all forms, including mithai, chocolates, aerated drinks, and even processed foods," shares Bhura, an entrepreneur and co-founder of Chakraview Solutions. This resolution was not just about cutting calories; it was a statement of intent and a commitment to taking transformative phase of life.

Bhura's professional life is a dynamic one. "Chakraview is a mobile phone application designed to enhance the safety and security of the school bus commute for children," says the 45-year-old. "The app tracks school buses, helps with attendance management, and communication to improve student safety, streamline bus operations, and optimise bus route management with just a few taps." As co-founder, the Bandra-resident oversees customer service, logistics, and operations for the app, which now supports over 100 schools in Mumbai and Pune, and is trusted by more than one lakh parents.

This rapid growth of her start-up, established in 2016, has demanded Bhura's peak performance every day, which emphasised the importance of staying mentally and physically fit. "Like almost every woman, I juggle many roles—I am an entrepreneur, mother of two, nature enthusiast, marathon runner, bibliophile and so much more. As a 45-year-old in perimenopause, I understood the necessity of prioritising my health and taking the utmost care of my



Jaya Bhura has made it a habit to read the ingredients of packaged foods, and avoid completely if they contain even a bit of sugar. PIC/ANURAG AHIRE

body," she reflects.

Perimenopause, the transition to menopause, is marked by irregular periods, heat flashes, sleep disturbances, and other symptoms as the body prepares to cease menstruation. These can significantly affect mental and physical well-being, making self-care and support systems all the more vital.

"It's easy to feel overwhelmed, but I took it as an opportunity to reconnect with myself," she says. "At first, it was primarily about maintaining my weight. Now that I've made the shift, it's about so much more than just numbers on a scale. I feel more energetic, sleep better, and am learning to rely on healthier forms of dopamine," laughs Bhura.

The first five months were a

struggle. For every week she stuck to the resolution, there would be another where she'd falter. "It felt like a constant cycle of two steps forward and one step back," she admits candidly. The breakthrough came in July when she involved her family. "Announcing my resolution was a game-changer," she says. Bhura also made it a habit to carefully read the ingredients on any packaged food, and to avoid it completely if it contains even a trace of sugar. Her commitment hasn't gone unnoticed.

A recent visit to her gynaecologist yielded enthusiastic praise. "She gave me a 10/10 for cutting out sugar and prioritising my health by working out regularly!" Bhura beams.

Bhura's journey has been shaped by the weight of opinions. "After my son was born, 15

years ago, I gained a significant amount of weight, and people wouldn't let me forget it," Bhura says with a sigh. And when she managed to lose over 25 kgs within a year with yoga, people asked if she had been ill!

This rollercoaster of unsolicited comments taught her an important lesson: No matter what you do, people will always have something to say, and it's rarely positive. "Even now, they're quick to respond with, 'Arey yaar, ek mithai kha lo, kuch nahi hoga.'"

Festivals, in particular, posed challenges initially. "I was constantly tempted, but I don't even get cravings now. While it might not make me the most pleasant person in the room, people eventually back off."

To her, the bottom line is about reclaiming agency over body and mind. As she puts it, it's about, "Showing up as the best version of myself, for me."

smdmail@mid-day.com

They're [people] are quick to say, 'Arey yaar, ek mithai kha lo, kuch nahi hoga. While it might not make me the most pleasant person in the room, people eventually back off'

Jaya Bhura

## Hi to Hola

JUNISHA DAMA

SUREKHA RAO

31, Founder of Scene Studio

RESOLUTION: To learn a new language

IN early 2024, Surekha Rao, founder of Scene Studio, received a photo from her friend. The picture showed an image of Spain pinned to a vision board, and her message indicated that she was moving away. Rao asked how the photo was related, and that's when she learnt how to chalk out a vision board.

So, in March 2024, later than many others, Rao sat down to list things for her vision board. One of them was to learn a new language. "I don't shun any opportunity to upgrade myself. So, I thought, why not try out a vision board? At the



very least, I will have a pretty collage even if nothing materialises," says Rao. The process of selecting what to put on her vision board was slow. Rao says that for any vision board, one needs to choose practical and easily achievable goals. "Your mindset should be that you have already achieved

it," she says, adding, "I put down swimming, a few financial goals, and of course, learning a new language." For Rao, picking Spanish to be the language to learn was a no-brainer.

Ever since Rao was in college, Spain and its culture fascinated her. It also helped that certain words were similar to English, and the language was easy to catch. But Rao never formally learnt the language. "I always wanted to be a polyglot. I know it's not a big deal in India as most of us know at least three languages. But I wanted to upgrade myself," she says. At 21, she tried learning German, but the language did not hold her attention. Learning Spanish instead, was on Rao's mind, but

with work and life, she had never got time.

That was until she put it down on her vision board, and began working towards it. Learning Spanish would mean that Rao would be able to interact with Latin culture better, watch Spanish movies without subtitles, and gain personal fulfilment. So, she downloaded the Duolingo app and began practising the language. It went smoothly for some time, until it didn't. After a bit

of start and stop, she gradually became more regular with her learning, spending at least a few minutes with the language every day before bed. "Technology has made things easier, and it's such a beautiful thing. If people want to upskill, technology

makes it easy to be a better version of yourself," she says. Through regular lessons on the Duolingo app, Rao has completed her A Levels in Spanish. She's now looking at continuing her streak to get to the B Levels next year.

Among other things she had put down on her vision board in March, Rao has successfully achieved them all. She now plans to make a personal and a professional vision board for 2025. Speaking on how she managed to stay motivated through the course, she says, "Doing something for 30-45 minutes daily is impractical for me as work keeps me busy. So, studying the language for a few minutes each day helps," and advises, "You have to be pragmatic. Don't set too high a goal and don't look at it. Reach the half-way point first, and then keep at it."

smdmail@mid-day.com

You have to be pragmatic. Don't set too high a goal and don't look at it. Reach the half-way point first, and then keep at it

Surekha Rao



## 24 new flavours in '24

JUNISHA DAMA

ADITI PRABHU

36, clinical nutritionist

Resolution: To try 24 new ingredients

FOR the last decade, each year, Aditi Prabhu has set five goals. These cover various aspects of her life, including upskilling, and she also integrates something that will help her with business. In 2024, one of the five goals included trying 24 new ingredients.

As a clinical nutritionist and food enthusiast, Prabhu was excited to see where this would take her. "One thing I've seen in the last 15 years of my practice is that even though there is a lot of globalisation and we have easy access to a lot of ingredients, our plates have become smaller and smaller. The younger generation is less aware of what is local, and what is seasonal," she says, adding, "A lot of them even struggle with global ingredients. Everybody has read about them, but they don't know how to use them. So I chose this goal from a professional and a personal perspective. As it was 2024, I chose 24 ingredients that I wanted to explore."

The idea, at its core, was simple: Try something you have never tried before. Naturally, her nutritionist instincts kicked in, and she decided to steer herself in a healthy direction, with seasonal or local produce. As she was keen on a few global ingredients, those were added to the mix too. But she says she did not set rules for how she would try them out. "Some of them I tried out at restaurants or through colleagues or friends; so it's a mix," she says.

Through the course of the year, Prabhu tried some ingredients through her travels. She ate



explored ingredients as she came across them, using her expertise as a nutritionist to study how best to use them. "Nobody knew about this goal except my siblings. When I look back now, there are ingredients which I came across because I was travelling," she says.

"Some colleagues found out I was travelling and they gave me a list of things I needed to try. I had friends and clients who brought back ingredients from their travels for me to try because they know I enjoy learning about new flavours and writing about it. Besides that, I had Instagram followers who, when they saw a new ingredient at the market, would click a picture and send it across because I write about ingredients," Prabhu adds.

Each time she came across something she had not tried before, she would find out its botanical name, read research papers on the ingredient, and figure out how to incorporate it in a client's diet and in what proportion, quantity, and preparation style.

But how does one even set such a goal and stay the course to achieving it? Prabhu has some advice for the kind of mindset shift one needs to practise. "I don't call them resolutions because somehow when we think about resolutions, we always know they're going to break. I always say set goals," she says.

Prabhu says it helps to look at all domains of life, and to only set three to five things that one wants to work on throughout the year. Next, these goals have to be categorised as short-term, medium-term, and long-term goals. Following this method has helped her stay motivated to check off all that she has set out to do for the last decade.

smidmail@mid-day.com

Aditi Prabhu focused on local and seasonal ingredients that she explored either by cooking with them, fermenting them, or at local restaurants and during her travels

### Flavours of the year

1. Scampi
2. Lobster
3. White chillies
4. Habanero
5. Black carrots
6. Kavla bhaji
7. White bitter gourd
8. Red potatoes
9. Muskmelon
10. Madhumati
11. Koorka (Chinese potato)
12. Serrano chillies
13. Caperino peppers
14. Shishito peppers
15. Red rice vinegar
16. Greek mustard
17. Gochujang
18. Citron
19. Yak cheese
20. White fungus
21. Indian palm dates
22. Ponnangani keelai
23. Tilapia fish
24. Macademia nuts
25. Kewpie mayo



BEFORE



AFTER

## Facing the fat

AASTHA ATRAY BANAN

MASHA ARABI

30, Artist Manager

Resolution: To lose 25 kilos in a year

MY resolution was to reduce my health issues, and that was connected to my weight, so I needed to lose 25 kilos in a year. Basically, I

wanted to go from an XL to a Small size. I just wanted to be healthy—and it was a comfortable target—as it was around two kilograms a month," says artist manager Masha Arabi, who divides her time between Mumbai and Mangaluru.

The moment of reckoning started the year before for Arabi, who

My validation used to be tied to the way I look. Now, I am not as thin as I once was, but I am more comfortable with my body. I like my belly. Also, I have learned consistency, so this is a way of life now  
Masha Arabi

moved back to Mangaluru after quitting her job, as her stress levels were skyrocketing, which in turn was leading to weight gain. "I couldn't function mentally, emotionally or physically. I thought it would be better if I shifted, but then my dad passed away in March. I went for a workout the next day after my dad's funeral, as it was an escape, but I was barely surviving at that time." So she was going for a workout, but also binge-eating. "That went on for a year, because I was concentrating on surviving."

In December 2023, Arabi decided that she had made peace with what had happened, and it was time to bring the focus back on her. "I decided I can't keep gaining and losing, as that also affects mental peace. I would keep a comfortable target that I could hit every month. I would keep it at four kgs, and at least lose two kgs. I also stopped feeling guilty if I ate something calorie-rich once in a while. I knew this was a long-term thing, and I couldn't beat myself up, as that wasn't healthy. I made sure that 90 per cent of my meals are healthy," she says.

But the most important factor that Arabi says has helped her is having an accountability partner. "My friend and I would text each other 'Hey, we can get through this,' and it worked. Also, my workout of choice was dancing, so that helped, as it never felt like a workout."

Her trainer Yaaz came up with an interesting idea. He would give her time limits. Initially, she would do 50 burpees in an hour, then she ramped that up to 100 burpees in 50 minutes, and now 100 burpees in 10 minutes. "I still hate burpees, but my stamina and resilience has increased."

Arabi has clear learnings from her year, and self-acceptance has been a big part of that. "My validation used to be tied to the way I look. Now, I am not as thin as I once was, but I am more comfortable with my body. I like my belly. Also, I have learned consistency, so this is a way of life now."

And that's why right now, Arabi is at a good place. "I am happier and more disciplined. Even if I go for a vacation, I can come back and get back on track. My mind has become stronger. For me, the fact that I have managed to make it a long-term habit, is the best takeaway. I am very grateful I got to do this. In fact, this keeps me going even when nothing else is going good."

aastha.banan@mid-day.com



## 'It's all about baby steps'

AASTHA ATRAY BANAN

SNEHA BAID

40, Tech Programme Manager (software)

Resolution: To climb a 6,000-metre mountain peak

FOR Sneha Baid, 2024 was a landmark year. She was turning 40 and wanted to do something "big" to mark it. She had tried climbing mountains in Ladakh in 2023, and had to turn back because of unfavourable weather conditions. This year, she ended up setting a record, and became the first, and fastest, Indian civilian woman to climb KY2 (Kang Yatse I at 6,400 metres and 2 at 6,250 metres) in Ladakh back to back. "I wasn't even aiming for that, it just happened."

Her preparation has been all about living a healthy life every day. Baid has fibroids, and has lived with inflammation all her life. To manage those conditions as well, she works

out regularly—she gets up at 5 am, cycles, runs and hits the gym. She gets back and then it's off to work for the day.

"In 2023, I also did a basic mountaineering course. It gave me a fair idea of what I needed. For the climbing, you need a lot of physical and mental endurance. I found out my shortcomings, and what I needed to work on. I needed to do the peaks to really put my knowledge to test."

Post the feat, Baid has a confidence that's enviable. "There are two things that happen. Firstly, it gives one patience. I turned back last time, as the mountain is a very powerful force. You need to know when to turn back. I wasn't going to be dejected if I had to turn back," she says, adding, "Secondly, the only limit you set for yourself is in your head. Once you break those limits, you find out things about yourself that you never knew. You realise you were boxing yourself in."

For now, she is readying for her

Some days, you can't even get up out of bed. Every day is a fight. It's all about one step at a time. Set achievable goals, and feel good about yourself

Sneha Baid

next climb—one in the winters, and then move on to a 7,000-metre peak.

She has a word of advice for anyone who wants to make a resolution but remains sceptical about sticking to it: "Some days, you can't even get up out of bed. Every day is a fight. It's all about baby steps—one step at a time. Mountains teach you to plan ahead, but focus on the next step only. Set achievable goals, and feel good about yourself. Don't ever beat yourself up. If you keep at it, it will work out."

aastha.banan@mid-day.com



Consistent effort ensured Sudha Menon bagged multiple ad shoots, as well as a role in the webseries Poacher. In the coming year, she intends to put writing on hold so she can focus on acting

## 'Mein actor banna chahti hu'

JUNISHA DAMA

SUDHA MENON

58, Author

Resolution: To focus on her acting and modelling career

AFTER a career in journalism spanning over two decades and authoring six books, Sudha Menon decided to give modelling and acting a try. She first landed a few gigs that she took up along with her writing career. But it wasn't until the end of 2023 that Menon decided that in 2024 she would focus on her acting career more diligently.

That decision resulted in Menon spending 2024 on set after having bagged ads for brands like Malabar Gold, Joyallukkas, Reliance Jewels, ICICI, Mercedes, and a role in the award-winning webseries, Poacher. She has worked with the likes of Anand Mahadevan, Paresh Rawal, Pan-kaj Tripathi, Junior NTR, and Ram Charan. A few days before speaking to Sunday mid-day, Menon had just wrapped a shoot with her all-time favourite hero Amitabh Bachchan. "After having spent 24 years asking people questions [as a journalist] and in the communication business, it was very challenging for me to be on the other side of it where I had to communicate. I can sleepwalk through writing, but communicating on set in front of a 100 people is different. It is hugely challenging to make yourself vulnerable by putting your expressions and your feelings out there in front of so many people," says Menon speaking about her experience so far.

But Menon's mind was made up—she wanted to pursue a career in a competitive industry and

be in front of the camera. "I did most things to make an impact. I signed up for workshops, and I auditioned for whatever came my way. My mother keeps ill, and my sister and I are her caregivers. So, at times, I have to say no to a lot of work. That's why I want to take up every chance I can get," she says. So, at 58, Menon wakes up every morning and prepares for auditions, a lot of which are at home. This means setting up the camera, finding the right frame, taking care of the lighting, wearing the right outfit, and finally, performing her best. "For every 25 auditions, you land maybe two or three. I think of auditions as practice, and learn from each failure as I go," adds Menon.

Fame has never been a driving factor for Menon. After playing the role of a journalist, motivational speaker, and author, she says she has seen that side. And is well aware, that she will never be a heroine. Her on-screen roles include a mother, an aunt, a psychiatrist, judge, a principal, or a corporate diva. "I seem to be getting roles where women make a difference, strong women. And I have always believed in that. Most of my books are about path-breaking women, transiting

women and their journeys. So, I think in my own small way, it is nice to be getting these roles where women are making a difference," says Menon.

In an attempt to further her career, Menon has made a tough decision for 2025, "My writing will pause for the next two-three years. You can't do justice to two things. I started writing when I was 21 and my last book was three years ago. I have two, three books in various stages of completion. But this year, I'm so fascinated by this new space that I'm working in that I find it difficult to focus on something else," she says. But Menon sounds determined, resilient, and willing to do the hard work it takes to explore a new career in her 50s. "I think I do a good job in whatever I'm doing because, after all, it is communication, isn't it?" she says.

But how does she stay motivated on tough days when rejection knocks at her door? Her writer instincts kick in. Menon has had to pitch her writing and ideas numerous times, and enjoys the hustle. She says that just as she would wake up every day and write something daily, she does the same with acting, but adds that it's also important to promote your work. "I tell myself I want to be in this for the long run. And so, I take that time to catch up on reading a good book. I watch good movies from some of the greatest actors out there. And then you are motivated because you know that you would like to some day become like them and be noticed for your work," she says, and adds, "Continuously remind yourself of your worth. Not getting one project does not define who you are."

I think of auditions as practice, and learn from each failure as I go... Continuously remind yourself of your worth. Not getting one project does not define who you are

Sudha Menon

smdmail@mid-day.com



Rashtriya Sahara • 29 Dec • Ministry of Ayush  
...opening this year closing next year

7 • PG

69 • Sqcm

15200 • AVE

562.46K • Cir

Bottom Right

Jaipur

## ...उद्घाटन इस साल समापन अगली साल

आयुष मंत्रालय के आला अधिकारी साल के 365 दिन यानी जाते वर्ष 2024 के दौरान की गई उपलब्धियों का ब्यौरा तैयार करने में जुटे हैं। करीब 100 से अधिक उपलब्धियों में देशभर में आयुष केंद्रों के उद्घाटन, सेवाओं का विस्तार संबंधी प्लान के 80 फीसद मामले पाए गए। वर्ष 2024 का ब्यौरा तैयार कर रहे शीर्षस्थ अधिकारियों से हिम्मत कर कुछ मातहत अधिकारियों ने पूछा कि साहेब इसमें तो उपलब्धियों सिर्फ केंद्रों का शिलान्यास, उद्घाटन का फीसद ज्यादा है तो वह ठोस उठाए गए फैसलों के बारे में क्या बताएं। ये योजनाएं कब तक पूरा होगी इस बारे में भी स्पष्ट नहीं है। इस यक्ष प्रश्न पर आला अधिकारी भी संशय में आ गए और अपनी बात को जारी रखते हुए कहा कि जो तुम्हें काम दिया गया है उसे पूरा करिए इधर उधर का तर्क करना तुम्हारा काम नहीं है। पर दूसरे वरिष्ठ अधिकारी ने एसओपी तैयार कर रहे जूनियर अधिकारियों का मान रखते हुए कहा कि भाई उद्घाटन हुआ तो कार्य का समापन भी होगा। समापन सत्र हम वर्ष 2025 के अंत में तैयार करेंगे। लोगों के चेहरे पर कुटिल मुस्कान सिहर गई और वे समझ गए कि उनका मान भी रखा और अपनी बात भी सहजता से रख दी।

■ नारद जी

Janmabhumi • 29 Dec • Ministry of Ayush

## Homeopathic doctors can also prescribe allopathic medicines

3 • PG

130 • Sqcm

52124 • AVE

34.89K • Cir

Top Left

Mumbai

## હોમિયોપેથી ડૉક્ટરો એલોપેથિક દવાઓ પણ આપી શકશે

મુંબઈ, તા. ૨૮ : મહારાષ્ટ્ર હૂડ એન્ડ ડ્રગ એડમિનિસ્ટ્રેશને ગુરુવારે રાજ્યના છૂટક કેમિસ્ટ અને જથ્થાબંધ વેપારીઓને આપેલા નિર્દેશ અનુસાર આધુનિક ફાર્માકોલોજીમાં પ્રમાણપત્ર અભ્યાસક્રમ પૂર્ણ કરનારા હોમિયોપેથી ડૉક્ટરો તેમના દર્દીઓને એલોપેથિક દવાઓ પ્રિસ્ક્રાઇબ (લખી આપી શકશે) કરી શકશે. રાજ્ય સરકારે હોમિયોપેથ ડૉક્ટરોનો સમાવેશ કરવા માટે મહારાષ્ટ્ર મેડિકલ કાઉન્સિલ એક્ટ હેઠળ રજિસ્ટર્ડ મેડિકલ પ્રેક્ટિશનરોની વ્યાખ્યામાં ફેરફાર કર્યાના લગભગ એક

દાયકા પછી એફડીએને આ નિર્દેશ આપ્યો છે.

તમામ છૂટક અને જથ્થાબંધ દવાના વેપારીઓ આ ડૉક્ટરોના પ્રિસ્ક્રિપ્શન પર દવાઓ વેચી શકશે. મહારાષ્ટ્ર હોમિયોપેથી કાઉન્સિલના વહીવટકર્તા ડૉ. બાહુબલી શાહની આગેવાની હેઠળ હોમિયોપેથિક ડૉક્ટરો આ પગલાંથી ખુશ થયા હતા, જે અસરકારક રીતે તેમને હવે આધુનિક દવાની પ્રેક્ટિસ કરવાની મંજૂરી આપે છે.

જોકે, ઇન્ડિયન મેડિકલ એસોસિયેશન (આઈએમએ) નારાજ છે અને 'મિક્સ પેથીઝ'

સામે કાનૂની ઉપાય કરવાની યોજના ઘરાવે છે.

આઈએમએ મહારાષ્ટ્રના પ્રમુખ ડૉ. સંતોષ કદમે જણાવ્યું હતું કે, જ્યારે તેમને પ્રેક્ટિસ કરવાની મંજૂરી આપવામાં આવી ત્યારે અમે અદાલતમાં ગયા હતા અને આ મામલો હજુ પણ અદાલતમાં છે.

અમે એફડીએના નિર્દેશને કોર્ટમાં પણ લઈ જઈશું. શુક્રવારે એફડીએ કમિશનર રાજેશ નાવેકરે જણાવ્યું હતું કે, હોમિયોપેથીઓ દ્વારા લખાયેલા એલોપેથિક પ્રિસ્ક્રિપ્શનો અંગે કેમિસ્ટો મૂંઝવણમાં છે.



Online Coverage

| No  | Portal Name                 | Headline (Incorporated with URL)   | Reach  |
|-----|-----------------------------|--|--------|
| 1.  | Ndtv                        | Boy, 8, Loses Vision In 1 Eye After Battery In Kit Sold By Gujarat School Explod...  | 111.1M |
| 2.  | Dainik Bhaskar              | आयुर्वेद से अच्छा इलाज कहीं और नहीं: सिंह  | 66.5M  |
| 3.  | Dainik Bhaskar              | आयुष चिकित्सकों ने किया बालकों का स्वास्थ्य परीक्षण                                  | 66.5M  |
| 4.  | हिन्दुस्तान(Live Hindustan) | कैंप लगाकर 181 लोगों की स्वास्थ्य जांच की गई   | 64.8M  |
| 5.  | अमर उजाला (Amar ujala)      | Kullu News: आयुष्मान, हिमकेयर से नहीं हो रहा मरीजों का उपचार                         | 63.8M  |
| 6.  | News18 Hindi                | दवाई नहीं... तिल खाकर ही आ जाएगा सेहत में बदलाव, जोड़ों का दर्द तो गायब होगा, हड...  | 43.6M  |
| 7.  | Prokerala.com               | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ... | 13M    |
| 8.  | ThePrint                    | PM Modi highlights ayurveda"s growing global resonance in "Mann ki Baat"             | 11.3M  |
| 9.  | Business Standard           | PM Modi highlights ayurveda"s growing global impact in "Mann ki Baat"                | 8.1M   |
| 10. | Latestly                    | India News   PM Modi Highlights Ayurveda"s Growing Global Resonance in "Man n K...   | 7.8M   |
| 11. | PIB                         | From Paraguay to the World: Prime Minister Shri Narendra Modi Highlights Ayurv ed... | 5.4M   |
| 12. | English.mathrubhumi.com     | Fourth round stray allotment for PG Ayurveda in Kerala published, here"s how to.. .  | 3.2M   |
| 13. | English.mathrubhumi.com     | Union Budget 2025: CII urges govt to cut income tax, reduce excise duty on fuels     | 3.2M   |
| 14. | English.mathrubhumi.com     | Research jobs at Central Council for Research in Homoeopathy: Apply for fellow, . .. | 3.2M   |
| 15. | Daijiworld                  | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ... | 3M     |
| 16. | The Hans India              | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ... | 1.7M   |
| 17. | The Statesman               | PM Modi credits Ministry of Ayush for Ayurveda"s expanding global presence           | 1.7M   |
| 18. | Devdiscourse                | Ayurveda"s Global Rise: A Journey of Wellness and Traditional Medicine               | 1.2M   |
| 19. | Deccan Herald               | PM Modi highlights ayurveda"s growing global resonance in "Mann ki Baat"             | 1.14M  |
| 20. | ThePrint                    | प्रधानमंत्री मोदी ने 'मन की बात' में आयुर्वेद की बढ़ती वैश्विक लोकप्रियता को रे...   | 483.1K |
| 21. | Social News XYZ             | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ... | 415.2K |
| 22. | Sambad English              | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ... | 354K   |



|     |                          |   |        |
|-----|--------------------------|---|--------|
| 23. | Press Trust of India     | PM Modi highlights ayurveda"s growing global resonance in "Mann ki Baat"              | 200.1K |
| 24. | Sakshipost EN            | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 160.8K |
| 25. | Take One Digital Network | PM Modi highlights ayurveda"s growing global resonance in 'Mann ki Baat'              | 139.2K |
| 26. | Ommcom News              | Ayush Ministry Committed To Advancing Ayurveda As Universal Health Solution: Min...   | 133.2K |
| 27. | Ians                     | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 116.7K |
| 28. | Lokmattimes.com          | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 94.3K  |
| 29. | New Kerala               | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 72K    |
| 30. | Punjab News Live         | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 63.5K  |
| 31. | Bhaskar Live             | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 46.5K  |
| 32. | The News Strike          | Prime Minister Shri Narendra Modi Highlights Ayurveda"s Expanding Global Prese n...   | 28.3K  |
| 33. | Divya Bharat             | 50 bed hospital built in Unnao at a cost of Rs 8.1 crore   50 bedded hospital bu...   | 8.9K   |
| 34. | Hi INDiA                 | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | 2.4K   |
| 35. | Medindia                 | Government Aims to Position Ayurveda as a Global Healthcare Solution                  | N/A    |
| 36. | हिंदी सामना              | चतुर्थ श्रेणी कर्मचारी के हवाले है विदिशा का मॉडल औषधालय... राष्ट्रीय आयुष मिशन की... | N/A    |
| 37. | Rk Tv News               | पराग्वे से दुनिया तक: प्रधानमंत्री नरेन्द्र मोदी ने आयुर्वेद की बढ़ती वैश्विक उप...   | N/A    |
| 38. | Daily World Hindi        | प्रधानमंत्री मोदी ने 'मन की बात' में आयुर्वेद की बढ़ती वैश्विक लोकप्रियता को रे...    | N/A    |
| 39. | उद्योग का अनुमान         | प्रधानमंत्री मोदी ने 'मन की बात' में आयुर्वेद की बढ़ती वैश्विक लोकप्रियता को रे...    | N/A    |
| 40. | The Hans India           | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | N/A    |
| 41. | Awaaz Hindi              | आयुष मंत्रालय आयुर्वेद को सार्वभौमिक स्वास्थ्य समाधान के रूप में आगे बढ़ाने के ल...   | N/A    |
| 42. | BharatKi Baat            | PM Modi emphasizes the global appeal of Ayurveda in 'Mann ki Baat'.                   | N/A    |
| 43. | Today India News         | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | N/A    |
| 44. | Business Ians            | Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...  | N/A    |



|     |                      |  |     |
|-----|----------------------|--|-----|
| 45. | Thip Media           | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 46. | Sakshi Post          | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 47. | Vishva Times         | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 48. | Thefreedompress      | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 49. | Shubhabori           | <a href="#">প্য়াগুয়ে থেকে বিশ্বে: প্রধানমন্ত্রী নরেন্দ্র মোদী আয়ুর্বেদের সম্প্রসারিত বিশ...</a>   | N/A |
| 50. | India Online Mart    | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 51. | Pune News            | <a href="#">Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...</a> | N/A |
| 52. | Incredible Goa       | <a href="#">Holistic Healthcare in Goa: A Vision for Comprehensive Well-Being</a>                    | N/A |
| 53. | Reh News             | <a href="#">नए साल में नई MF स्कीम में पैसा लगाने का मौका, ICICI Prudential ला रहा रूरल अपॉर...</a>  | N/A |
| 54. | News Track Bhopal    | <a href="#">Rise Wellness Pvt. Ltd. Launches Nivam Ayurvedic Wellness: Pioneering Wellnes s T...</a> | N/A |
| 55. | News Grid            | <a href="#">आयुष विभाग ने 7000 से अधिक लोगों का प्रकृति परीक्षण किया</a>                             | N/A |
| 56. | Prithak Chhattisgarh | <a href="#">आयुष विभाग ने 7000 से अधिक लोगों का प्रकृति परीक्षण किया</a>                             | N/A |