



MINISTRY OF AYUSH COMPILED MEDIA REPORT
30 Dec, 2024 – 31 Dec, 2024

 **Total Mention 35**

 Print	Financial	Mainline	Regional	Periodical
12	5	6	1	N/A

 Online

23


 Print

No	Newspaper	Headline	Edition	Pg
1.	Mint	In 2025, take smaller, consistent steps to a fitter you	Chennai + 2	16
2.	Mint	Wellness synced with tech and mind- body therapy	Ahmedabad	1, 16
3.	Mint	Wellness synced with tech and mind-body therapy	Bengaluru + 3	16
4.	Mint	Wellness synced with tech and mind-body therapy	Chennai	16
5.	Mint	Wellness synced with tech and mind body therapy	Chandigarh	1, 16
6.	The Times of India	FITNESS REDEFINED: WORKOUT TRENDS THAT RULED THE YEAR	Bengaluru	2
7.	The Indian Express	Meeting to discuss 'practice of Allopathy by those who have studied Ayurveda' sparks row	Ahmedabad	3
8.	The New Indian Express	Vijaya Bharathi Vidyalaya hosts FIT India Sports Week	Bengaluru	5
9.	The New Indian Express	DANDAYAMANA BADDHA KONASANA (BALANCING BOUND ANGLE POSE)	Bengaluru	2
10.	Deccan Chronicle	Embracing Change Is The Mantra for 2025	Chennai	14
11.	Mid Day	Can AI power your wellness journey in 2025	Mumbai	18
12.	Nav Rashtra	Mixpathy' free game with patient's life	Mumbai	4

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In 2025, take smaller, consistent steps to a fitter you

16 • PG

185 • Sqcm

55605 • AVE

47.5K • Cir

Bottom Center

Chennai • Mumbai • Bengaluru

In 2025, take smaller, consistent steps to a fitter you

Instead of framing a vague and ambitious fitness resolution, set a super-specific goal with a timeline and track it daily

Shrenik Avasthi
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New year, new me. That's the image most of us have in our heads while making earnest resolutions for 2025. However, there are multiple studies that show most people give up on their new year resolutions, especially those related to fitness and wellness. In fact, a 2020 research by the popular American digital health platform Strava found that most people quit on their wellness and fitness resolutions as early as the third week of January. So, this year instead of making lofty resolutions and seeing them fail, set yourself some practical, measurable goals when it comes to your diet and exercise. Also, make some small changes in your behaviour and lifestyle that you are more likely to stick to in the long run for a fitter, happier you.

HAVE SPECIFIC GOALS

We live in a world driven by targets and

wish lists. And so, just like financial, career and personal goals, you need to have a health and wellness goal. Here's what's important: Do not set yourself vague goals. Be specific. For instance, if you have taken up running, first set yourself a clear goal of 'completing a 5km without a break'. Set a timeline for achieving this goal, which in this case, could be three months. Then have a plan on how you would do this. Track your progress. Once you achieve that, set yourself a new goal of completing 5km non-stop within a certain time. Or, if you have started working out, set yourself a goal of doing one set of 10 push-ups or 5 pull-ups unbroken in three months. In case you want to improve your eating and drinking habits, then instead of going cold turkey, set yourself a weekly limit for foods that stand between you and better health or the number of drinks you consume. There are plenty of apps that record your eating and drinking, use them to keep track. Be practical, know your limits and based on your progress, push yourself by setting yourself tougher targets.

START SMALL

Do not aim for the stars because that way you will just set yourself up for failure and disappointment. Start small and set yourself manageable goals that do not require you to make drastic changes to your lifestyle. So, if you haven't ever exercised, set



yourself a simple target of exercising at least 100 days in the year, which is two days per week for the entire year. Or if you have successfully completed a 5km recently, aim to finish 10km and improve your time in both distances before attempting a marathon or full marathon. A study by the National Centre for Sport and Exercise Medicine, UK found that 70 per cent of injuries among runners are from overuse, which includes doing too

much too soon. Another study by the Hospital for Special Surgery in New York, found that runners who increased their mileage too quickly were more likely to get injured than those who gradually scaled up. Going for broke is likely to break you and leave you nursing an injury.

BE CONSISTENT AND PATIENT

Physiological changes, without surgical intervention or drug use, come about at a

tediously slow pace. So, do not be put off if you do not notice much change in the first few weeks. In the early days, the only thing you are guaranteed is pain. The two secrets to any transformation towards better health and fitness? Consistency and patience. Despite lack of visible progress and the pain, stick with the process and be patient. It takes anything between a few weeks to a few months to start seeing visible changes. It will reward you in more ways as you will also benefit from better cardiovascular and metabolic health, lower stress levels, improved mobility and confidence and mental health too.

FOCUS ON HEALTH, NOT LOOKS

Most of us end up chasing health and fitness goals for all the wrong reasons. While weight, size and looks continue to be the predominant reason why people exercise, they are not necessarily parameters or indicators of either one's health or fitness. Six-pack abs might look good but there is no way anyone can manage to live their entire life sporting those. Truer indicators of good health and fitness are mobility, flexibility, ability to move freely without pain, muscle mass, healthy blood pressure and blood sugar levels, good cardiovascular health and low stress among others. Use your exercise and nutrition to improve these health markers. In doing so, you will inadvertently

end up looking better, feeling fitter, happier and stress-free.

BETTER ETIQUETTE

Walking or exercising in a park or a gym can often be a frustrating experience for the majority of us. This is because of a general lack of exercise etiquette. If you are walking or running in a park, stick to the left side, leaving the middle path for faster walkers/runners. If you are with friends, be mindful as not to occupy half the walking path. In the gym, a lot of users do not put their weights back or wipe down the bench and equipment after use. Be mindful of these practices. Finally, if you need music for your walks/runs and workouts in the park, invest in a pair of headphones. It's a public space, not everyone will like your taste in music.

BE KIND TO YOURSELF

In India, our lives are constantly under pressure, right from school days. You don't need to exert that sort of unhealthy pressure and competition when it comes to your health and fitness. If you miss training a few times or miss your target time in a race, or your progress is slower than expected, don't beat yourself up over it. Be kind to yourself. As long as you don't make self-compassion an excuse to skip exercise altogether, you will get there. It's just a matter of time.

Mint • 31 Dec • Ministry of Ayush
Wellness synced with tech and mind- body therapy

1, 16 • PG

5944 • Sqcm

1337379 • AVE

75K • Cir

Middle Center,Top Left

Ahmedabad

Wellness synced with tech and mind-
body therapy **>P16**

Wellness synced with tech and mind-body therapy

From somatic therapy to the rise of wellness realty, 2024 saw the world seeking deeper, sustainable solutions for optimal well-being

Tanisha Saxena, Shrenik Avlani
lounge@livemint.com

Women's health took the front seat, digital tools democratized therapy and the body came into focus as the seat to heal trauma in 2024. This year's trends also reflected a collective yearning for deeper, smarter, and more sustainable solutions. While biohacking and longevity increased our curiosity, this was also the year when an alternative modality for self-care like 'manifestation' went so mainstream, Cambridge Dictionary declared it word of the year. Everyone's looking for solutions for optimal well-being and *Mint's* round up of wellness and fitness trends for the year shares a glimpse into how the world went about accomplishing it.

HEAL THE BODY

In 2024, somatic therapy went mainstream. Rooted in the idea that trauma and emotional experiences are stored within the body, these therapies offer an alternative to traditional talk therapy. "Individuals who have experienced severe trauma, children with intellectual disabilities, or elderly people nearing the end of their lives may struggle to engage with evidence-based therapies like CBT (Cognitive Behavioral Therapy). Somatic and art-based therapies, become crucial in these situations," says Dr Sneha Rooh, a Delhi-based palliative care physician and somatic therapist. Wellness retreats in India are increasingly embracing somatic therapy, blending physical movement with emotional healing. Centers like Oceanic Yoga in Goa and Swar Yog Peeth in Rishikesh now offer immersive retreats focused on trauma release through body-centered practices. "Trauma and memories are stored not just in our minds but deep within our cells, making somatic therapy essential for true healing. This form of therapy works with the body ('Soma' in Greek) to release trapped emotions such as anger and sadness," says Dr Ramon Lamba from Golden age Isvara, a holistic wellness center in Delhi.

WOMEN WENT 'CYCLE SYNCING'

Women's health, an area that had been overlooked and underfunded for long, gained traction this year. For Dr. Amodia Ahuja, senior consultant in Gynecology at PSRI Hospital, Delhi, a notable trend that stood out in women's wellness this year was 'cycle syncing'. The term refers to the practice of aligning your health and lifestyle with the natural rhythm of your menstrual cycle. "With the abundance of period-tracking apps now, integrating this practice has never been easier. By adopting cycle syncing, women are gaining valuable insights into their menstrual cycles, allowing them to reduce PMS, improve mood, and manage stress in more proactive ways," Ahuja notes.

This year also saw a surge in awareness around perimenopause and open discussions and growing acceptance of hormone replacement therapy (HRT). Egg freezing has gained traction as an important reproductive option for young women. All this focus on women's wellness or 'femtech' also translated into Indian wellness brands expanding into the sector. Men's



wellness brand Bold Care, for instance, launched a new brand, Bloom, that aims to address key areas in women's wellness: sexual health, menopause, pregnancy, personal hygiene & nutrition. "In recent years, we've seen a shift in how we understand women's wellness. It was once a topic discussed only when issues reached a crisis point, but today, we are increasingly aware of its importance. 2024 has been a bold year in this regard," says Rajat Jadhav, co-founder of the brand.

WIRED FOR WELLNESS

The concept of digital wellness expanded beyond merely limiting screen time to encompass a more holistic approach to how we engage with technology. Leading this charge were initiatives like Narayana One Health's One Health Score, which used AI to deliver personalized health insights, and SehatUP's pioneering integrated digital health clinic that offers tailored care plans for weight management and sexual wellness. Meanwhile, Bharat-Box and GOQii's innovative wellness metaverse blurred the lines between technology and self-care, creating immersive spaces for fitness and mental health practices.

The 2024 *Employee Wellness Industry Trends Report* by Wellable, an employee wellness technology company, indicated that a majority of organizations planned to increase investments in mental health solutions (91%), stress management tools (66%), and telemedicine (63%), reflecting a growing reliance on digital platforms to support employee wellness. "From habit trackers to virtual consultations and



global support communities, digital wellness platforms and tools are making health more accessible and personalized than ever before," says Saurabh Bothra, CEO of Habuild. In 2024, gaming and

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PHOTOGRAPHS BY STOCKPHOTO

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If 2023 introduced the world to 'Ozempic' and 'Wegovy', 2024 saw the continuing reign of these semaglutide-based injectable weight loss drugs. This new generation of drugs are known to be effective and have been a game-changer in treating the twin health crises of obesity and diabetes. In fact, they are so effective at helping people drop weight that there is a thriving black market, even in India where these drugs haven't been approved yet. Early research has shown that these drugs also have other benefits such as improving heart health and longevity. Celebrities are openly using it and influencers are even sharing micro-dosing strategies. All this in spite of the undesirable side effects they can cause such as constipation, nausea, stomach pain and dizziness.

BIOHACKING MET AYURVEDA

Biohacking took an unexpected turn this year with wellness companies like Viroots Wellness Solutions in Bengaluru offering programmes that fuse biohacking techniques with principles of Ayurveda, India's ancient system of holistic health. An example of this synergy would be pairing wearable devices that track sleep cycles along with Ayurvedic detox plans. Another example would be having nutritional supplements that conform to the body's constitution or *doshas* as defined by Ayurveda. At Ayurveda Week, held in October 2024 in the capital by the National Ayurvedic Medical Association (NAMA), the session titled 'Ayurveda: The Original Biohacking', further emphasized how Ayurvedic practices align with contemporary biohacking techniques to promote health and well-being. A concept

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'Home is where wellness is' got a new meaning this year with the emergence of wellness real estate, globally. The concept underlines the belief that your living environment is just as important as self-care in ensuring your health and well-being. At a time where it's almost difficult to escape air or noise pollution, designing a wellness home seems like a workable solution. Designed to enhance the resident's physical and mental well-being, a wellness home comes with features like enhanced ventilation and water filtration systems, abundant natural lighting, gardens and dedicated spaces for exercise or meditation. Early this year, a report by Global Wellness Institute (GWI), a US-based non-profit research and educational institution, claimed that the burgeoning 'wellness real estate sector' is poised for remarkable growth, with earnings projected to grow globally from \$438 billion in 2023 to \$913 billion by 2028. India was ranked as the 10th biggest market for it and that explains why the real industry here is waking up to its potential.

THE POWER OF MUSHROOMS

Edible fungi have been a part of Indian diets for a while now, but this was the year that saw health-conscious consumers getting familiar with functional or medicinal mushrooms such as reishi, lion's mane, chaga and cordyceps. These medicinal mushrooms are known for their adaptogenic and antioxidant-rich properties that help reduce stress and inflammation, regulate blood sugar levels and enhance brain function. This increased awareness of the potency of edible fungi saw wellness brands launching mushroom-infused coffees and teas, dried powders, capsules and oils. Explaining their growing popularity, Richa Jaggi, co-founder of wellness startup Awshad, in an earlier story for *Mint* had said, "An increasing demand for natural, plant-based health products and treatments, and a growing shift from chemical-based synthetic medicines is pushing (medicinal) mushrooms' popularity as alternative solutions to manage stress and strengthen the body's immunity."

(with inputs from Mahalakshmi Prabhakaran)

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Wellness synced with tech and mind-body therapy

16 • PG

473 • Sqcm

165625 • AVE

125K • Cir

Top Center

Bengaluru • Hyderabad • Mumbai • Delhi

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From somatic therapy to the rise of wellness realty, 2024 saw the world seeking deeper, sustainable solutions for optimal well-being

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(with inputs from Mahalakshmi Prabhakaran)
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Mint • 31 Dec • Ministry of Ayush
Wellness synced with tech and mind body therapy

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Chandigarh

Wellness synced with tech and mind-
body therapy

>P16

Wellness synced with tech and mind-body therapy

From somatic therapy to the rise of wellness realty, 2024 saw the world seeking deeper, sustainable solutions for optimal well-being

Tanisha Saxena, Shrenik Avlani
lounge@livemint.com

Women's health took the front seat, digital tools democratized therapy and the body came into focus as the seat to heal trauma in 2024. This year's trends also reflected a collective yearning for deeper, smarter, and more sustainable solutions. While biohacking and longevity increased our curiosity, this was also the year when an alternative modality for self-care like 'manifestation' went so mainstream, Cambridge Dictionary declared it word of the year. Everyone's looking for solutions for optimal wellbeing and *Mint's* round up of wellness and fitness trends for the year shares a glimpse into how the world went about accomplishing it.

HEAL THE BODY

In 2024, somatic therapy went mainstream. Rooted in the idea that trauma and emotional experiences are stored within the body, these therapies offer an alternative to traditional talk therapy. "Individuals who have experienced severe trauma, children with intellectual disabilities, or elderly people nearing the end of their lives may struggle to engage with evidence-based therapies like CBT (Cognitive Behavioral Therapy). Somatic and art-based therapies, become crucial in these situations," says Dr Sneha Rooh, a Delhi-based palliative care physician and somatic therapist. Wellness retreats in India are increasingly embracing somatic therapy, blending physical movement with emotional healing. Centers like Oceanic Yoga in Goa and Swar Yog Peeth in Rishikesh now offer immersive retreats focused on trauma release through body-centered practices. "Trauma and memories are stored not just in our minds but deep within our cells, making somatic therapy essential for true healing. This form of therapy works with the body ('Soma' in Greek) to release trapped emotions such as anger and sadness," says Dr Ramon Lamba from Golden Age Isvara, a holistic wellness center in Delhi.

WOMEN WENT 'CYCLE SYNCING'

Women's health, an area that had been overlooked and underfunded for long, gained traction this year. For Dr. Amodia Ahuja, senior consultant in Gynecology at PSRI Hospital, Delhi, a notable trend that stood out in women's wellness this year was 'cycle syncing'. The term refers to the practice of aligning your health and lifestyle with the natural rhythm of your menstrual cycle. "With the abundance of period-tracking apps now, integrating this practice has never been easier. By adopting cycle syncing, women are gaining valuable insights into their menstrual cycles, allowing them to reduce PMS, improve mood, and manage stress in more proactive ways," Ahuja notes.

This year also saw a surge in awareness around perimenopause and open discussions and growing acceptance of hormone replacement therapy (HRT). Egg freezing has gained traction as an important reproductive option for young women. All this focus on women's wellness or 'femtech' also translated into Indian wellness brands expanding into the sector. Men's



wellness brand Bold Care, for instance, launched a new brand, Bloom, that aims to address key areas in women's wellness: sexual health, menopause, pregnancy, personal hygiene & nutrition. "In recent years, we've seen a shift in how we understand women's wellness. It was once a topic discussed only when issues reached a crisis point, but today, we are increasingly aware of its importance. 2024 has been a bold year in this regard," says Rajat Jadhav, co-founder of the brand.

WIRED FOR WELLNESS

The concept of digital wellness expanded beyond merely limiting screen time to encompass a more holistic approach to how we engage with technology. Leading this charge were initiatives like Narayana One Health's One Health Score, which used AI to deliver personalized health insights, and SehatUP's pioneering integrated digital health clinic that offers tailored care plans for weight management and sexual wellness. Meanwhile, Bharat-Box and GOQii's innovative wellness metaverse blurred the lines between technology and self-care, creating immersive spaces for fitness and mental health practices.

The 2024 *Employee Wellness Industry Trends Report* by Wellable, an employee wellness technology company, indicated that a majority of organizations planned to increase investments in mental health solutions (91%), stress management tools (66%), and telemedicine (63%), reflecting a growing reliance on digital platforms to support employee wellness. "From habit trackers to virtual consultations and



global support communities, digital wellness platforms and tools are making health more accessible and personalized than ever before," says Saurabh Bothra, CEO of Habuild. In 2024, gaming and

reduce anxiety, ADHD, and improve emotional resilience.

YES TO COMBINED EXERCISES

Whether it was exercise or endurance sport, 2024 — both on social media and real life — was all about combining exercises and movements. Endurance events such as the Hyrox race, which involves running a kilometre and then doing one exercise and then repeating it with another exercise every kilometre for 8km,

This year, women around the world learnt to 'sync' their daily routines, diet and workouts to their menstrual cycles



PHOTOGRAPHS BY STOCKPHOTO

swept through the world and has now announced its arrival in India. In the world of training and fitness, animal flow-inspired body weight exercises that combine two or more exercises grew in popularity thanks to content creators such as Leandro Fornito (aka Leo.Moves) gaining a huge global following. Some examples of these combination exercises include push-up to side plank knee touch, mountain climbers to side kicks, and leg raises to push-ups. These exercises not only improve strength but also mobility and coordination. Some popular weight training combination moves are devil presses, man-makers, clean and press, as well as Olympic lifts such as clean and jerk, and the snatch.

JABS FOR WEIGHT LOSS

If 2023 introduced the world to 'Ozempic' and 'Wegovy', 2024 saw the continuing reign of these semaglutide-based injectable weight loss drugs. This new generation of drugs are known to be effective and have been a game-changer in treating the twin health crises of obesity and diabetes. In fact, they are so effective at helping people drop weight that there is a thriving black market, even in India where these drugs haven't been approved yet. Early research has shown that these drugs also have other benefits such as improving heart health and longevity. Celebrities are openly using it and influencers are even sharing micro-dosing strategies. All this in spite of the undesirable side effects they can cause such as constipation, nausea, stomach pain and dizziness.

BIOHACKING MET AYURVEDA

Biohacking took an unexpected turn this year with wellness companies like Viroots Wellness Solutions in Bengaluru offering programmes that fuse biohacking techniques with principles of Ayurveda, India's ancient system of holistic health. An example of this synergy would be pairing wearable devices that track sleep cycles along with Ayurvedic detox plans. Another example would be having nutritional supplements that conform to the body's constitution or *doshas* as defined by Ayurveda. At Ayurveda Week, held in October 2024 in the capital by the National Ayurvedic Medical Association (NAMA), the session titled 'Ayurveda: The Original Biohacking', further emphasized how Ayurvedic practices align with contemporary biohacking techniques to promote health and well-being. A concept

that's still in nascent, this could well evolve in 2025 and beyond.

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The Times of India • 31 Dec • Ministry of Ayush
FITNESS REDEFINED: WORKOUT TRENDS THAT RULED THE YEAR

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Top Center

Bangalore Times

Bengaluru

FITNESS REDEFINED: WORKOUT TRENDS THAT RULED THE YEAR

Yvonne Jacob

Ice baths

Ice baths were more popular than ever in 2024, especially among athletes and individuals seeking mental toughness, muscle relaxation and recovery. Social media was flooded with celebs trying artificial and natural ice baths for anti-inflammatory and mood-boosting benefits. Portable setups made it easier to bring this recovery ritual home.

Primal movement workouts

This focused on returning to the basics – movements inspired by activities of our ancestors, such as crawling, climbing, and squatting. These functional exercises enhance mobility, balance, and strength while addressing posture issues.

Biohacking for peak performance

The practice of optimising physical and mental health through science and tech exploded this year. From red light therapy for muscle recovery, to nootropics for improved focus, people sought innovative ways to enhance their overall performance.

2024 REWIND

Smart rings

Wearable fitness tracking rings took centre stage with advanced features that go beyond tracking steps and calories. The 2024 versions measured stress and hydration levels, and even heart rate variability (HRV). Celebs like Alia Bhatt, Sonakshi Sinha, Zahoor Iqbal and Gwyneth Paltrow hopped on the smart ring trend.

Recovery workouts

As more people embraced high-intensity exercise routines, the need for effective recovery methods gained prominence. Practices like yoga, foam rolling, active stretching, and low-impact activities like swimming or walking, became important to fitness regimes. Celebs like Kareena Kapoor Khan, Malaika Arora, Alaya F, Sara Ali Khan and Sushmita Sen tried yoga for its benefits.

2024 taught me the importance of including recovery time in my workout routine. Meeting goals is important but so is taking time to let your body and muscles recover

— Aditya Menon, a CrossFit athlete

Yoga has taught me how to listen to my body. After years of pushing myself too hard, it's a relief to find a practice that's about balance, not just intensity

— Aabha Gupta, a marketing professional

Trends that fizzled out:

- Extreme fasting workouts, where people trained on empty stomach
- VR-only workouts that often caused motion sickness
- 15 or 30-day fitness challenges
- Dry-scooping pre-workout or protein powders
- Supplement stacking for ultimate results

Celebs like Malaika and Alaya kept yoga buzzing with their posts

The Indian Express • 31 Dec • Ministry of Ayush

Meeting to discuss 'practice of Allopathy by those who have studied Ayurveda' sparks row

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Ahmedabad

Meeting to discuss 'practice of Allopathy by those who have studied Ayurveda' sparks row

BRENDAN DABHI

AHMEDABAD, DECEMBER 30

A LETTER from Gujarat health department calling a meeting of officials and regulators to discuss "the practice of allopathy by those who have studied Ayurveda" has not gone down well with the Gujarat State Branch of the Indian Medical Association (IMA-GSB), which has stated in a letter that allowing "this dangerous trend" could lead to medical emergencies and "jeopardize the public's trust in the medical system."

The IMA-GSB members have also taken exception to not being invited to the meeting scheduled for January 3 in Gandhinagar. This comes two days after the Food and Drugs Administration (FDA) in Maharashtra permitted prescription of Allopathic medicines by Homeopaths who have

completed a course in modern pharmacology. On Monday, the IMA-GSB wrote to Gujarat Health Commissioner Harshad Kumar R. Patel, drawing attention to what it called the "critical issue of unauthorised practice of modern medicine by non-allopathic practitioners and quacks." The IMA-GSB letter stated several instances of individuals providing Allopathic treatments without a medical education in modern medicine had surfaced and that "this trend posed a serious threat to the health of the people, leading to dangerous and sometimes life-threatening consequences for unsuspecting patients."

The scheduled meeting, to be held under the aegis of Dhananjay Dwivedi, the Principal Secretary of Health, came as a result of a representation by one Kamlesh C Rajgor, who runs a private hospital in Ahmedabad.

The health department has sought attendance from Commissioner of Health, MD of National Health Mission, Additional Director of Medical Services, Additional Director of Medical Education and Research, President of the Gujarat Medical Council, President of the Gujarat Board of Ayurvedic and Unani System of Medicine (GBAU), President of the Council of Homeopathy System of Medicine, and Dr Rajgor, who runs Yogeshwar Multispeciality Hospital.

The agenda of the meeting, the letter states, is to discuss "whether those who have become doctors in the study of Ayurveda can study Allopathy if the need arises." When contacted, Dr Rajgor declined to comment on the contents of his representation.

Dr Sanjay Prabhudas Jivrajani, the president of the GBAU, said:

"The term 'quackery' is unfortunately extrapolated to include Homeopathy and Ayurvedic practitioners. We want to help correct this narrative. We also want to make sure that if doctors under our Board are crossing any limits, they must learn to remain within their mandate." On IMA's letter, Dr Jivrajani said that all systems of medicine are "three pillars of the Indian health system and must work together."

Meanwhile, the letter from IMA-GSB stated, "Patients risk suffering severe complications, permanent disabilities, or even death due to misdiagnosis, improper treatments...Allowing this dangerous trend to persist could overwhelm healthcare facilities with preventable emergencies, and jeopardize public trust in the medical system." It urged the Gujarat government to develop an action plan to prevent this.

Dr Mehul Shah, President of

the IMA-GSB and member of the Gujarat Medical Council (GMC), said, "The point we are stressing on is that people should practise only in those fields of medicine in which they are educated. There cannot be a bypass or shortcut in any professional practice."

On the other hand, defending the medical practitioners in Ayurveda and Unani systems, Dr Jivrajani said, "In all 32 of our medical colleges, we have pharmacology in the syllabus. Our doctors are posted to PHCs and CHCs and in ambulances...Our practitioners are posted in the farthest villages. We have the rarest number of complaints in our council and there hasn't been a single medico-legal case so far." The Indian Express attempted to reach out to Harshad Kumar Patel, the Commissioner of Health, but he remained unavailable for comment.

The New Indian Express • 31 Dec • Ministry of Ayush
Vijaya Bharathi Vidyalaya hosts FIT India Sports Week

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Bengaluru

Vijaya Bharathi Vidyalaya hosts FIT India Sports Week

Bengaluru: Vijaya Bharathi Vidyalaya, in collaboration with Sports Authority of India (SAI), hosted the FIT India Sports Week at their school premises in Girinagar from December 23 to 28. The event, promoted by the Government of India, aimed to encourage physical fitness and sports among students. The valedictory on December 28 featured a victory march and lowering of the flag. A key highlight was the 'Meet the Champion' session with Ajeet Singh Yadav, a paralympic World Champion and gold medalist in javelin at the Paris Olympics earlier this year. The event also showcased models of sports fields that highlighted the evolution of sports over time.

The New Indian Express • 31 Dec • Ministry of Ayush DANDAYAMANA BADDHA KONASANA (BALANCING BOUND ANGLE POSE)

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City Express

Bengaluru

FITBIT

DANDAYAMANA BADDHA KONASANA

(BALANCING BOUND ANGLE POSE)

This is a seated balancing practice that activates the deep core muscles to help open the hips. This intermediate pose prepares the hips, hip flexors, core muscles, and abdominal muscles for Merudandasana (Spinal Column Pose). This pose activates both, the Muladhara (Root) and Swadhisthana (Sacral) Chakras. While the primary focus is on the chakras mentioned, it also activates the Manipura (Solar Plexus) Chakra since the abdominal muscles are engaged to help them remain in balance. It is a versatile pose with physical, emotional, and spiritual benefits.

STEPS

- Start the practice by sitting with your legs extended in front of you in Dandasana (Staff Pose), and take a few breaths here.
- Now bend your knees and join the soles of your feet.
- Inhale, hold your ankles with your palms. Move the heels towards the body, moving them to the groins as much as possible. Exhaling, allows your knees to fall and open on the sides.
- Grab your feet with your hands, interlocking the fingers below.
- Ensure your spine is tall and upright in Baddha Konasana.
- Moving forward in a seated-balancing pose. Inhale, lift your legs off the ground, keeping them in Baddha Konasana legs.
- Feet will be in front of the heart and hands are straight, keeping your fingers interlocked.
- Keep your spine tall and chest lifted. Engage your core muscles..
- Stay here for about six breaths or as per the body's capacity.
- To release, exhaling, go back to Baddha Konasana and finally return to Dandasana.
- If beginners have balancing issues, they can follow the same against a wall to avoid falls.

BENEFITS

- It stretches the hips and inner thighs along with strengthening the core muscles i.e., the abdominal and back muscles.
- It helps in stimulating the internal organs.
- Helps in aiding in the better functioning of the digestive system, improving digestion.
- With the active use of the pelvic floor muscles, women in general benefit more.
- Recommended to those who suffer from infertility, as this stimulates reproductive organs such as ovaries and uterus.
- Sacral Chakra is believed to be responsible for emotional stability in the body and mind.
- Helps in increasing mind-body coordination.
- It is also an energy-boosting and calming practice.
- Relieves a lot of physical discomforts, activates the parasympathetic nervous system (PNS), and releases all pent-up emotions.
- Brings focus, and improves concentration.
- Builds confidence and is part of fun practice.
- Included in partner yoga, where students can hold hands.
- Energises the body with the active use of the core muscles.
- Can also be part of Vinyasa Yoga.

LIMITATIONS

- Students who have either lower back injury or herniated vertebral disc, injury within the hips, groin or knee region, back problems, suffering from sciatica and women during menstruation, should avoid this practice.



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

Deccan Chronicle • 31 Dec • Ministry of Ayush
Embracing Change Is The Mantra for 2025

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Chennai Chronicle

Chennai

ANUSHREE CHAURASIA

As the calendar flips to a new year, the world finds itself at a crossroads — a time of reflection, renewal, and recalibration. The trials of recent years have left indelible marks on societies, economies, and individuals, but they have also fostered a newfound resilience and a collective determination to rebuild with purpose. This year's mantra seems clear: adapt, sustain, and thrive.

PRIORITIZING SELF-CARE

One of the most profound shifts is happening at the personal level, where self-care has transcended being a trend to become a necessity. Individuals are increasingly prioritizing their mental and physical well-being, recognizing that resilience begins within.

Dr. Dipali Sikand, Founder and Managing Director of Les Concierge says that 2024 has been a year of immense reflection and renewal. "As an entrepreneur, I've always believed that life is a delicate balance of embracing opportunities and learning from challenges. This year, I focused on expanding my capacity for creativity and adaptability," she shares.

Mindfulness practices, such as meditation and journaling, are being embraced as tools to navigate stress and uncertainty. Digital detoxes and boundaries around work-life balance are becoming standard. Fitness routines have also



Embracing Change Is The Mantra for 2025

Slow living, radical self-prioritization and forming real human connections instead of digital bonds is the mantra for the coming year



THIS YEAR HAS BEEN DEFINED BY ADAPTABILITY, REINVENTION, AND CREATING ECOSYSTEMS THAT SPARK CREATIVITY AND HUMAN CONNECTION."

— DIPALI SIKAND,
Founder & MD, Les Concierge

shifted focus from aesthetic goals to functional health, emphasizing strength, flexibility, and longevity. Plant-based diets, intermittent fasting, and gut health have emerged as significant trends, reflecting a broader understanding of the connection between what we consume and how we feel.

The concept of "radical self-prioritization" is gaining traction. Many are learning to say no to overcommitments, toxic relationships, and societal pressures. The message is clear: self-care is not selfish — it's foundational.

ECONOMIC

RESILIENCE

At the economic level, resilience is being forged through adaptability and innovation. Entrepreneurs are launching ventures that address contemporary needs, such as mental health apps, eco-friendly products, and digital education platforms.

Sustainability remains a cornerstone of economic renewal. The past year has seen a surge in the adoption of circular economy practices, where businesses focus on reducing waste by reusing, recycling, and refurbishing materials. Green jobs and industries are also on the rise, as governments and organizations invest in renewable energy, sustainable agriculture, and climate tech.

Mental health, long stigmatized or ignored, is now at the forefront of public discourse. Governments and organizations are increasing access to mental health resources, launching campaigns to combat stigma, and embedding mental wellness into broader health policies. "This year has been a roller-



coaster of fear, self-doubt, feeling lost, and growth. There is pride in self-reliance and embracing adulthood. Nostalgia for student life remains, but this year was about transformation, resilience, and finding strength," says Nandini Gupta, Account Executive, Dentsu.

SLOW LIVING TREND

A notable societal shift is the rise of 'slow living,' a lifestyle philosophy that encourages individuals and communities to embrace simplicity and intentionality. By slowing down, people are finding more meaning in everyday experiences, reducing stress, and fostering a deeper connection with others.

Lifestyle changes in 2025 are deeply rooted in the pursuit of sustainability and simplicity. Minimalism is no longer just a design aesthetic but a way of life. People are decluttering not just their homes but also their schedules, habits, and relationships.

Homegrown food and urban gardening are making a comeback, as individuals seek to reconnect with nature and reduce reliance on industrial agriculture. This movement is

complemented by a rise in community-supported agriculture programs and farmer's markets.

Sustainable tourism is gaining traction, with travellers seeking experiences that are both eco-conscious and culturally enriching. The emphasis is on slow travel, where people immerse themselves in local cultures, prioritize low-impact transportation, and support small businesses.

SHARING IS CARING

Social connection is also being reimagined. Community spaces, whether physical or virtual, play a vital role in fostering belonging and support. People are rediscovering the joy of shared meals, collaborative projects, and meaningful conversations, emphasizing quality over quantity in relationships.

The new year represents an opportunity for collective renewal. From personal wellness and sustainable lifestyles to economic innovation and societal reforms. The focus on building a more compassionate, sustainable, and balanced world suggests a brighter path towards 2025!

Mid Day • 31 Dec • Ministry of Ayush

Can AI power your wellness journey in 2025

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Can AI power your wellness journey in 2025?

From glorified virtual assistants to nifty personal health advisors, AI tools have come a long way since their earliest introduction. Here's how you can meaningfully incorporate them into your physical and mental wellness routines

ANINDITA PAUL
theguide@mid-day.com

FROM summarising a medical report to planning a vacation itinerary — Artificial Intelligence (AI) chatbots, including ChatGPT, have all but revolutionised our everyday living. But can AI tools contribute to improving your wellbeing and helping you to resolve your pressing health concerns? A social media post by a mother identified as Courtney about her four-year-old's chronic health concerns, which went viral last year, suggests that the possibilities of AI are far more comprehensive and nuanced than what most users may have known. In her post, Courtney wrote about being frustrated when numerous trips to multiple medical professionals (a total of 17) yielded no concrete diagnosis; her child Alex suffered from severe toothaches, stunted growth and unusual behaviours such as chewing on objects. Her search for answers led Courtney to create an account on ChatGPT, where she listed out her son's symptoms and received a diagnosis of tethered cord syndrome, an uncommon neurological condition that a neurologist would later confirm.

Anecdotes such as these suggest that there's a lot more to AI than initially meets the eye, especially in the areas of health and wellness. But how reliable are these AI tools and can they really prove to be a gamechanger in keeping you healthier and fitter in 2025?

Pervasive and persuasive

"AI has been part of our practice for decades. Tele-consultations, breast cancer diagnoses, and robotic surgeries are very common applications of AI,"

explains Dr Vaishali Joshi, a senior obstetrician and gynaecologist at Kokilaben Dhirubhai Ambani Hospital. She adds that AI's biggest advantage is the ability to analyse large data sets with multiple variables, including age, parity, weights and coexisting health conditions, to create clear pathways for diagnosis and early treatment of illnesses. "AI can help to deliver universal standardised health in remote areas through telemedicine. Further, newer technologies and research in Virtual Reality (VR) as well as robotics-assisted surgical technology offer a definitive edge over traditional surgery," she says.

The use of AI in consumables intended for end-users too is on the rise, says Jeff Bathija, personal coach at Mid-life Lifting Club. "From wearable technology like fitness trackers to AI-driven diet apps, the trend towards using AI for achieving personal health goals is growing," he observes. According to him, AI can be a versatile tool in your health fitness journey if used in the following ways:

1. Reminders and scheduling: AI can help maintain consistent fitness routines by setting reminders for workouts, hydration, and sleep schedules.

2. Personalised fitness plans: By analysing user data, such as body type, fitness level, and goals, AI can generate tailored workout plans.

3. Calorie tracking: AI-powered apps can track calorie intake and expenditure, offering suggestions to balance diet and exercise.

4. Virtual trainers: AI chatbots and apps can simulate personal trainers, offering real-time feedback on form, technique, or workout intensity.



AI can analyse patterns of sleep, eating habits and stress levels, and suggest improvements to individual habits. REPRESENTATION PICS



AI-powered calorie tracking apps are already in use

AI can help by reminding clients to take their medications, schedule therapy sessions or engage in mindfulness exercises. It can also provide basic emotional support and analyse input to determine areas that need work.

Proceed with caution

While Dr Ladak notes that AI has been replacing search engines as a primary source of information for many patients, several others are increasingly turning to AI chatbots for advice and support. This can be counterproductive as AI tools, by their very nature, offer up insufficient or error-prone and non-personalised advice. "AI lacks the compassion and comprehension that comes from face-to-face communication. Concerns about privacy and the possibility of sensitive data being misused are serious problems. Professional diagnosis and treatment cannot be replaced by AI," she cautions. Dr Joshi also warns that being dependent on AI can cause unnecessary anxiety and over-investigatory approaches to treat a disease.

"While AI tools personalise suggestions based on data, they may still miss the nuances of individual preferences, injuries or unique circumstances.

Users risk becoming overly reliant on AI, reducing their ability to self-regulate and make decisions independently. There is also potential for misinterpretation that arises from misreading data which, combined with inappropriate suggestions, could lead to ineffective or harmful practices," adds Bathija.

Nutritionist Kajal Bhatena believes that the growing reliance on AI tools is indicative of the desire for quick fixes, which is a counter-intuitive mindset to holistic wellness. "Our health consists of eight fundamental pillars — physical, emotional, mental, financially, social, spiritual, educational and environmental. These must be addressed at the same time, for human beings to function optimally. With AI, there is a risk of users becoming obsessed with one aspect at the cost of the others. While AI is useful to expand our overall spectrum of knowledge, it is important to mindfully use these tools and not neglect our own cognitive abilities. AI can offer some support with basic tasks such as meal planning, exercise routines or diagnosing symptoms; however, the efficacy of information provided depends on various other factors such as health status, family history and work-life balance, among others. This is where the advice of a health professional is irreplaceable," she explains.

"AI functions best when guided by professionals, emphasising individualised care and human connection. To guarantee safe, moral, and efficient use, AI tools must be continuously assessed and improved," says Dr Ladak, while Bathija concludes that maintaining a balanced approach that combines AI tools with human expertise and self-awareness is the way forward.



Kajal Bhatena



Naazneen Ladak

'AI lacks the compassion and comprehension that comes from face-to-face communication'

Vaishali Joshi



Jeff Bathija

Nav Rashtra • 31 Dec • Ministry of Ayush
'Mixpathy' free game with patient's life

4 • PG

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Mumbai



काही रोगी जेव्हा ऑलोपॅथीच्या औषधीने बरे होत नाही, तेव्हा त्यांना होमिओपॅथीची औषधे देण्यात येते. आयुर्वेदिक औषधी सुद्धा सक्षम आहे, परंतु रोग्यांना दुरुस्त होण्यासाठी या औषधीने जरा उशीर होतो. डॉक्टरांची कमतरता असल्यामुळे ग्रामीण भागात झोलाछाप डॉक्टर सक्रिय आहेत.

'मिक्सपॅथी'ची मोकळीक रुग्णाच्या जीवाशी खेळ?

हो मिओपॅथिक डॉक्टरांना ऑलोपॅथिक औषधी रोग्यांना लिहून देण्याची सवलत का मिळायला पाहिजे? खरं म्हणजे अशी सवलत देणे म्हणजेएका चिकित्सा पद्धतीने दुस-या चिकित्सापद्धतीत केलेला हस्तक्षेप ठरेल. राज्याच्या अन्न आणि औषधी प्रशासनाने (एफडीए) किरकोळ आणि थोके डिलर्सना असे निर्देश दिले आहेत की, ते फार्माकोलॉजीचा प्रमाणपत्र अभ्यासक्रम पूर्ण केलेल्या होमिओपॅथी डॉक्टरांना ऑलोपॅथिक औषधे विकू शकतात. एफडीएच्या या निर्णयाने नॅशनल मेडिकल कॉन्सिल (एनएमसी) न्यायालयात आव्हान देऊ शकते. काही वर्षांपूर्वी एफडीएने इतर चिकित्सा प्रणालीच्या डॉक्टरांना रोग्यांना लिहून दिलेल्या औषधीप्रकरणी या डॉक्टरांवर धाडी टाकल्या होत्या. आता मात्र एफडीएने आपली भूमिका कशी काय बदलली? महाराष्ट्र सरकारने एका अध्यादेशाद्वारे आयुर्वेदिक आणि होमिओपॅथिक डॉक्टरांना रजिस्टर्ड मेडिकल प्रॅक्टीशनर्सचा (आरएमपी) दर्जा दिलेला आहे. एनएमसीने याला सुद्धा आव्हान दिले असून हे प्रकरण गेल्या एक दशकापासून न्यायालयात प्रलंबित आहे. या प्रकरणी न्यायालयाचा निर्णय न आल्यामुळे मिक्सपॅथी आणि क्रॉस प्रॅक्टीसच्या प्रकरणाचा निपटारा होऊ सकला नाही. खरं म्हणजे असे कायला पाहिजे की, जे डॉक्टर ज्या पॅथीचे तज्ञ आहेत, त्याच पॅथीची औषधे त्यांनी रोग्यांना लिहून दिली पाहिजे. आयुर्वेदिक आणि होमिओपॅथीच्या डॉक्टरांनी ऑलोपॅथीची औषधे रोग्यांना का लिहून द्यावी? राज्यसरकारने याबाबतीत कठोर पावले उचलण्याची आवश्यकता आहे. या डॉक्टरांना ऑलोपॅथीची माहिती नसताना त्यांनी जर ऑलोपॅथीची औषधे रोग्यांना दिली तर रोग्यांच्या जीवांना धोका होण्याची शक्यता असते. दुसरी धोकादायक बाब अशी आहे की, काही आयुर्वेदिक औषधींमध्ये स्टेराईड आणि वेदनाशामकचे मिश्रण करण्यात येते. ऑलोपॅथीच्या काही मर्यादा आहेत. काही रोगी जेव्हा ऑलोपॅथीच्या औषधीने बरे होत नाही, तेव्हा त्यांना होमिओपॅथीची औषधे देण्यात येते. आयुर्वेदिक औषधी सुद्धा सक्षम आहे, परंतु रोग्यांना दुरुस्त होण्यासाठी या औषधीने जरा उशीर होतो. डॉक्टरांची कमतरता असल्यामुळे ग्रामीण भागात झोलाछाप डॉक्टर सक्रिय आहेत. ते रोग्यांवर इलाज करताना त्यांना कोणतीही औषधी देतात. एखादेवेळी त्यांच्या औषधीने रोगी दुरुस्त होतो, परंतु त्यांच्या औषधीमुळे रोग्यांच्या जीवाला धोका होण्याची शक्यता असते. रोग्यांची सुरक्षा आणि डॉक्टरांची जबाबदारी महत्वाची असते. आजकाल जनरल फिजिशियन आणि फॅमिली डॉक्टर कमी झाले असून स्पेशालिस्ट डॉक्टरांची संख्या वाढलेली आहे. सर्वसामान्य रोग्यांवर कमी खर्चामध्ये उपचार करणा-या डॉक्टरांची आणि रुग्णालयांची सद्यस्थितीत नितांत आवश्यकता आहे.



Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	PM Modi credits Ministry of Ayush for Ayurvedas expanding global presence	733.9M
2.	Dainik Bhaskar	विकास की कई योजनाएं पूरे तो कई रहे अधूरे	66.5M
3.	Dainik Bhaskar	आज नोडल अधिकारियों को मिलेगा जीआईएस प्रशिक्षण	66.5M
4.	Dainik Bhaskar	बीसीएस पीजी कॉलेज में देश के प्रकृति परीक्षण के अभियान पर कार्यशाला हुई	66.5M
5.	The Times of India	HC directs Ayurved University to decide on regularisation of associate professor...	64.4M
6.	अमर उजाला (Amar ujala)	Hamirpur (Himachal) News: जोलसप्पड़ में खुले 10 बिस्तर का आयुर्वेदिक अस्पताल	63.8M
7.	अमर उजाला (Amar ujala)	Kangra News: अब मौसम के अनुसार सही खान-पान के आएंगे मैसेज	63.8M
8.	Dailyhunt	Research jobs at Central Council for Research in Homoeopathy: Apply for fellow, . ..	18.6M
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10.	वेबदुनिया	PM मोदी ने 'मन की बात' में आयुर्वेद की बढ़ती वैश्विक लोकप्रियता को रेखांकित किय...	1.4M
11.	Deccan Herald	Preserving Kewda's fragile bloom	1.14M
12.	Krishi Jagran	PM Modi Highlights Ayurveda's Growing Global Presence in 117th Episode of Ma nn ...	1.1M
13.	Daily Excelsior	VM delegation meets LG, submits memorandum of demands	717.7K
14.	The Hills Times	PM Modi highlights ayurveda's growing global resonance	154.9K
15.	HT Syndication	Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...	119.8K
16.	Tennews.in	Ayush Ministry committed to advancing Ayurveda as universal health solution: Min ...	9.1K
17.	Ahmedabadexpress	गुजरात राज्य योग बोर्डना सर्टिफाइड योग ट्रेनर बनवा माटेनी सुवर्ण तक	390
18.	Raksha Rajniti	पराग्वे से दुनिया तक: प्रधानमंत्री नरेन्द्र मोदी ने आयुर्वेद की बढ़ती वैश्विक उप...	N/A
19.	Singrauli Mirror	Erica Huber Ayurveda : प्रधानमंत्री मोदी ने आयुर्वेद की बढ़ती वैश्विक उपस्थिति क...	N/A
20.	The Lucknow Tribune	From Paraguay to the World: Ayurveda's Expanding Global Presence	N/A
21.	Medical Buyer	PM Modi bats for Ayurveda's global presence	N/A
22.	Ne India Broadcast	From Paraguay to the World: Prime Minister Narendra Modi Highlights Ayurveda" S ...	N/A
23.	Observer Voice	Ayurveda's Global Rise: A New Era of Wellness	N/A