



MINISTRY OF AYUSH COMPILED MEDIA REPORT
30 Jan, 2025 – 31 Jan, 2025

 **Total Mention 44**

 Print	Financial	Mainline	Regional	Periodical
8	1	5	N/A	2
 Online				

36


 Print

No	Newspaper	Headline	Edition	Pg
1.	Business Standard	Dabur to hike prices of toothpaste, fruit juices	Jaipur + 1	2
2.	The Times of India	In a first, state to offer yogic science & ayurveda degree	Pune	8
3.	The Times of India	In a 1st, state to offer ayurveda & yogic science degree	Mumbai	2
4.	The Indian Express	International Ayurveda Congress in Pune on Feb 1-2	Pune	4
5.	The Morning Standard	Fit Bit	Delhi	2
6.	The New Indian Express	Free health camp tomorrow	Bengaluru	3
7.	Biospectrum	RSSDI study lays focus on Yoga and Diabetes Prevention	National	46
8.	Biospectrum	Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027	National	11

Business Standard • 31 Jan • Ministry of Ayush
Dabur to hike prices of toothpaste, fruit juices

2 • PG

126 • Sqcm

40753 • AVE

89.49K • Cir

Middle Right

Jaipur • Delhi

Dabur to hike prices of toothpaste, fruit juices

Net up 1.6%
at ₹522 crore

AKSHARA SRIVASTAVA
New Delhi, 30 January

Home-grown Ayurvedic fast-moving consumer goods (FMCG) major Dabur India said on Thursday it will increase prices of products in the oral care and fruit juice categories in the coming few quarters, amid high food inflation and a continued moderation in urban demand.

The company's net profit attributable to the owners for the third quarter rose 1.6 per cent to ₹522 crore against ₹514 crore in the year-ago period. It reported a 3.1 per cent year-on-year (Y-o-Y) increase in consolidated revenue to ₹3,355 crore.

The maker of Hajmola candy and Real fruit juice



SCORECARD

Consolidated figures of Dabur India (₹ cr)

	Q3FY25	Q-o-Q	Y-o-Y
Revenues	3,355	10.8	3.1
Other income	128	-15.5	0.5
Net profit*	522	22.9	1.6

*Attributable to owners of the company
Compiled by BS research Bureau Source: Company

noted that the December quarter was marked by high food inflation and continued moderation in urban demand. The company's rural demand outpaced urban by 140 basis points. It posted a 2 per cent growth, while the urban demand registered a growth of 0.6 per cent.

"We focused on strengthening our competitive edge in the marketplace to gain market share in 95 per cent of our port-

folio and enhancing brand superiority to strengthen and consolidate our position in the categories where we operate," Mohit Malhotra, chief executive officer at Dabur India, said in a release.

Price increases will happen in both the toothpaste and fruit juices categories, but will have to be very calibrated increases after observing the competitive intensity in the market, he told investors in a post-results call.

The Times of India • 31 Jan • Ministry of Ayush
In a first, state to offer yogic science & ayurveda degree

8 • PG

132 • Sqcm

319827 • AVE

1.05M • Cir

Top Center

Pune

In a first, state to offer yogic science & ayurveda degree

Yogita.Rao@timesofindia.com

Mumbai: The state govt is all set to offer a four-year bachelor's course in naturopathy and yogic science (BNYS) from the current year.

The medical education and drugs department (MEDD) has granted permission to start a new college in Kolhapur with a capacity of 60 students. Two private colleges, one in Satara and the other at Chhatrapati Sambhaji Nagar, are also in the pipeline. Though it is already late for the current academic session, 2024-25, the govt wants to open it to interested students even for the current year.

Since it is declared a professional course by the state,

admissions will be conducted by the state CET cell, and students have to clear class XII with physics, chemistry, and biology and should have appeared for NEET-UG 2024 to be eligible.

4-YEAR COURSE

While diploma courses in naturopathy and yogic science were available in the state, this is the first time a full-fledged course in the subject will be rolled out.

Down south, some universities offer the bachelor's programme, too, and interested candidates from the state head to the south for this course, said parent representative Sudha Shenoy. She added,

"Since admissions to other health science courses came to an end recently, there could be some students who will be interested even this year."

Maharashtra University of Health Sciences (MUHS), which will offer the course through affiliated institutes, has designed the curriculum with inputs from experts in the ayurveda domain and also Kaivalyadhama Yoga Institute, Lonavala.

"Since it is being offered for the first time, it went through a lot of scrutiny. Right from developing curriculum to conduct of the course and assessment, everything had to be chalked out," said Lt Gen Dr Madhuri Kanitkar (retd), MUHS Vice-Chancellor.

The Times of India • 31 Jan • Ministry of Ayush
In a 1st, state to offer ayurveda & yogic science degree

2 • PG

159 • Sqcm

894728 • AVE

3.52M • Cir

Bottom Center

Mumbai

In a 1st, state to offer ayurveda & yogic science degree

Yogita.Rao@timesofindia.com

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to conduct of the course and assessment, everything had to be chalked out," said Lt Gen (retd) Dr Madhuri Kanitkar, MUHS Vice-Chancellor, adding that the course will come under the domain of AYUSH as the graduates in the course cannot practise modern medicine. The decision to offer the course has been long pending.

The govt passed a resolution in Sept. giving permission to Govt Yoga and Naturo-

pathy College at Ajara, Kolhapur, with 60 seats and an affiliated hospital with 60 beds. A government circular mentioned that the govt has set aside Rs 182 crore for the college and hospital. Two private colleges too will admit students this year.

The course fee for the two private colleges at Satara and Chhatrapati Sambhaji Nagar will be determined by the Fee Regulating Authority as it is a 'professional' course.

The Indian Express • 31 Jan • Ministry of Ayush
International Ayurveda Congress in Pune on Feb 1-2

4 • PG

113 • Sqcm

170287 • AVE

89.5K • Cir

Middle Left

Pune

International Ayurveda Congress in Pune on Feb 1-2

EXPRESS NEWS SERVICE
PUNE, JANUARY 30

DR D Y Patil College of Ayurveda and Research Centre, Pune, in collaboration with the All India Ayurveda Congress (New Delhi), the International Maharishi Ayurveda Foundation, Netherlands, and the International Academy of Ayurveda, is organising the 8th International Ayurveda Congress.

This two-day event will be held on February 1 and 2 at the university's auditorium in Pimpri. The conference will bring together Ayurveda experts, researchers, educators, and students from across the world for lectures, paper presentations, and discussions on various topics in Ayurveda, said Dr Smita Jadhav, Pro Vice Chancellor of Dr D Y Patil (Deemed) University in a press conference which saw the likes of Brazilian Ayurveda expert Dr Jose Ruegue.

Around 16 Ayurveda students from Brazil have already arrived to participate in the conference.

Dr Smita Jadhav stated that this two-day conference has been recognized by the Ministry of AYUSH, the Government of India, and the National Commission for Indian System of Medicine (NCISM). It aims to foster discussions on Ayurveda research, innovations, future scope, challenges, solutions, and treatments for various disorders.

Additionally, it will promote collaboration with international organisations and align with initiatives like the 'Integrated Health Scheme' and 'Heal in India' launched by Prime Minister Narendra Modi.

Principal of the college, Dr. Gunvant Yevle said, "The first day of the conference will feature a special convocation ceremony where notable contributions to Ayurveda will be recognised."

Neuroscientist Dr Tony Nader, Head of the Global Transcendental Meditation in the U.S.; IPS Mahesh Bhagwat, Additional Director General of Police, Telangana; and Prof. Dr. Sadanand Sardeshmukh, President of the Indian Culture and Vision Trust, Wagholi, will be conferred with 'Honorary Doctor of Science' degrees at the event.

The Morning Standard • 31 Jan • Ministry of Ayush

Fit Bit

2 • PG

613 • Sqcm

294398 • AVE

300K • Cir

Middle Right

Delhi

FITBIT

ARDHA CHAKRASANA

(HALF WHEEL POSE)

This Half Wheel Pose is a standing beginner-level backbend. It acts as a foundation for many other levels of backbend yoga poses, like one in the Surya Namaskar (Sun Salutation) where the hands are straight backbend asana. Here, the hands are placed on the hips giving better support for the back in the backbend. This technique of doing backbends is used in yoga practice to strengthen the muscles that support the spine, give a nice stretch to the abdomen, and open the chest to create some space for the heart and lungs to allow for deep and full breaths.

STEPS

- To begin with, stand straight in Tadasana (Mountain Pose).
- After that, inhale and come up straightening the knees and raising the upper body.
- You can again inhale and take the neck, shoulders, and chest backward, placing the hands on the hip for better support.
- Then, exhale completely at the pose and begin slow breathing watching the chest and the abdomen expand with the breathing.
- This pose will protect the back from any stiffness that may arise while running and also keeps digestion under control.
- You can remain in the position for six breaths.
- Then, release from the pose and remain standing straight closing your eyes and bringing your breath to normal.
- Finally, you can bring your body to relax while standing with deep breathing and stay calm and focussed on easing the body.
- You should avoid practising Savasana after the above sequences and before running. It is better to go into Kapalabhati Pranayama if one feels a bit tired to relax the brain.
- It slowly helps in stimulating the internal organs leading to improved digestion.
- This pose stimulates the pancreas and controls high blood sugar.
- It helps to open the heart and also regulates blood pressure.
- The stretching in this pose improves the functioning of the lungs reducing any respiratory disorders.
- This pose also improves balance with both the body and the mind.
- It helps to create awareness of the body which is essential for balance.
- It creates a foundation for challenging backbends like Ustrasana (Camel Pose), Viparita Virabhadrasana (Reverse Warrior Pose), and many others.
- This pose is more effective in reducing stomach and thigh fat.
- This asana helps to improve lung capacity.
- It helps bring flexibility to the spine and back muscles.
- This pose tones arms, thighs, waist, and shoulders.
- It is more helpful to relieve the pain in the neck and shoulders.

BENEFITS

- This backbend pose helps with toning and flexibility of the muscles around the hips and the lower back.

LIMITATIONS

- People with recent or chronic injuries to hips, lower back, or neck, and heart issues such as high blood pressure and vertigo, should not practise this asana.
- Women during pregnancy should consult with a yoga expert before practising this asana.
- Patients with serious spine, hips, ulcers, and hernia problems should not practise this asana.



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

The New Indian Express • 31 Jan • Ministry of Ayush
Free health camp tomorrow

3 • PG

52 • Sqcm

44243 • AVE

177.8K • Cir

Middle Right

Bengaluru

Free health camp tomorrow

Bengaluru: Shree Dhanvantari Ayurveda Hospital will organise a free health check-up camp for patients with piles, fistula and fissure on its premises in Rajajinagar from 10.30 am to 2 pm on Saturday. The camp will offer free consultation and checkups by Ayurveda specialists. For registration, contact Dr Shambhulingaiah Hiremath at 9353077772 / 23505777. **ENS**

Biospectrum • 31 Jan • Ministry of Ayush
RSSDI study lays focus on Yoga and Diabetes Prevention

46 • PG

177 • Sqcm

54057 • AVE

399.99K • Cir

Inside Page (Magazine only)

National

RSSDI study lays focus on Yoga and Diabetes Prevention

Dr Jitendra Singh, Union Minister of State (Independent Charge) for Science and Technology, recently released the landmark study by Research Society for Study of Diabetes in India (RSSDI) on 'Yoga and Diabetes Prevention'. The study was conducted by a group of eminent RSSDI members including Prof.



S.V. Madhu, Head of Centre for Diabetes, Endocrinology and Metabolism, University College of Medical Sciences, New Delhi; Prof. H.B. Chandalia, Former Head at Grant Medical College, Mumbai and presently Head Diabetes Endocrine Nutrition Management and Research Centre, Mumbai; Dr Arvind Gupta, Manilek Research Centre, Jaipur

and others. Conducted over three years across five centres in India and involving nearly 1,000 prediabetic individuals, the study highlights that a 40-minute daily Yoga routine, incorporating select asanas and pranayama, along with standard lifestyle interventions, can reduce the risk of developing diabetes by approximately 40 per cent. These results surpass the outcomes of existing diabetes prevention strategies in the country.

Biospectrum • 31 Jan • Ministry of Ayush

Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027

11 • PG

196 • Sqcm

59831 • AVE

399.99K • Cir

Inside Page (Magazine only)

National



Jagat Pharma endeavours for Rs 250+ Cr revenue by FY 2027

Jagat Pharma, a trusted name in Ayurvedic wellness, is poised for remarkable growth as it targets revenue exceeding Rs 250 crore by the financial year 2027. Renowned for its expertise in Ayurvedic eye care and wellness products, the company has steadily expanded its reach across India and beyond, combining a legacy of over 42 years with innovative strategies. The company has an impressive reach in the offline space also, with over 200 distributors across 17+ states. This includes a strong presence in South India with 50+ distributors for a territory that is embracing Ayurvedic solutions in increasing folds. With yearly 200 per cent growth its online space dominance gives it a 60 per cent market share in the Ayurvedic eye care segment as well. Jagat Pharma's ambitious expansion plans extend far beyond Indian borders. The company is actively preparing to enter the lucrative markets of the Middle East and African countries, tapping into regions with a rising demand for holistic healthcare solutions.

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Dainik Bhaskar	किसानों को दिया औषधीय पौधों का प्रशिक्षण	66.5M
2.	Dainik Bhaskar	तीन फरवरी को सूर्य सप्तमी पर सूर्य नमस्कार को लेकर गाइड लाइन जारी	66.5M
3.	हिन्दुस्तान(Live Hindustan)	एमडीएम में अनियमितता पर एनजीओ को हटाने के निर्देश	64.8M
4.	The Times of India	New building of SDM College of Ayurveda to be inaugurated today	64.4M
5.	The Times of India	Edu dept withdraws Surya Namaskar on Feb 4 order to schools after row erupts	64.4M
6.	अमर उजाला (Amar ujala)	Jammu News: खुले में दवाइयां छोड़ने के मामले में होगी कार्रवाई	63.8M
7.	अमर उजाला (Amar ujala)	Sant Kabir Nagar News: सेमरियावां में केमिकल फैक्टरी पर छापा तेजपत्ता और तुलसी क...	63.8M
8.	अमर उजाला (Amar ujala)	Fatehabad News: नियमित योग वीमारियों से करता है बचाव	63.8M
9.	अमर उजाला (Amar ujala)	Kullu News: नारा लेखन में सारिका और भाषण में सुकृति रही प्रथम	63.8M
10.	अमर उजाला (Amar ujala)	Jammu News: मंदिर में डॉक्टर की छोड़ी दवाइयों से खेल रहे बच्चे	63.8M
11.	अमर उजाला (Amar ujala)	Kathua News: लोगों को स्वस्थ जीवन शैली अपनाने की सलाह दी	63.8M
12.	The Hindu	New building of SDM college to be inaugurated in Udupi on January 31	35.9M
13.	Dailyhunt	An amla a day: Of ayurveda advices	18.6M
14.	Telugu Samayam	‘తండ్రిలో’ క్లీసం అల్లు అర్జున్.. ‘మష్టిప 2’ వ హాదంతో ఉత్కంఠ	11.3M
15.	Telugu Samayam	Illu Illalu Pillalu Today జనవరి 30 ఎవరోడ్: ధీరజ్ నో చంపాలంటే ముందు నవ్వు చంపి అ...	11.3M
16.	Udayavani	Udupi: New building of SDM Ayurveda College to be inaugurated on January 31	3.6M
17.	AV News	सिंहस्थ: मप्र सरकार अलर्ट, प्रयागराज हादसे के बाद उज्जैन में भीड़ पर फोकस	348.7K
18.	Samachar Nama	Buxar 'बिहार में खोला जाये राष्ट्रीय स्तर का आयुर्वेद संस्थान"	195.8K
19.	United News Of India	महाकुम्भ में सात हजार आयु रक्षा किट का वितरण	99K
20.	United News Of India	महाकुम्भ में सात हजार आयु रक्षा किट का वितरण	99K
21.	परफॉर्म इंडिया	आयुष्मान भारत से अब तक 8 करोड़ से अधिक लोगों को मिला मुफ्त इलाज, 1.20 लाख करोड़ ...	17.9K
22.	PR Wire India	120Water Launches PFAS Sampling and CCR Solution to Support Utilities Naviga ting...	N/A
23.	Early Times	Yog Guru Karan Ji honored at CCRYN Yoga and Naturopathy Centre in Jhajjar	N/A
24.	Prabhu Kvn	New building of SDM college to be inaugurated in Udupi on January 31	N/A
25.	Indore Samachar	जनजातीय कार्य मंत्री विजय शाह की अध्यक्षता में धरती आवा – जनजातीय ग्राम उत्कर्ष ...	N/A
26.	Sarasjanvaad	भांकरोटा हादसे में मानवता का फर्ज निभाने वाले 25 वॉरियर्स का हुआ पुलिस मुख्यालय ...	N/A

27.	khabledinraat	भांकरोटा हादसे में मानवता का फर्ज निभाने वाले 25 वॉरियर्स का हुआ पुलिस मुख्यालय ...	N/A
28.	Udaipur Kiran	भांकरोटा हादसे में मानवता का फर्ज निभाने वाले 25 वॉरियर्स का हुआ पुलिस मुख्यालय ...	N/A
29.	News Wala	Buxar 'बिहार में खोला जाये राष्ट्रीय स्तर का आयुर्वेद संस्थान"	N/A
30.	Newzfatafat	भांकरोटा हादसे में मानवता का फर्ज निभाने वाले 25 वॉरियर्स का हुआ पुलिस मुख्यालय ...	N/A
31.	New India	महाकुम्भ में सात हजार आयु रक्षा किट का वितरण	N/A
32.	Citizenvoice	जिला उद्योग /व्यापार /श्रम बन्धु की बैठक हुई सम्पन्न।	N/A
33.	Mpositive.in	Keeper of the lost culture	N/A
34.	Karavali Xpress	ಎಸ್‌ಡಿಎಂಆಯುಎಸ್‌ಎಫ್‌ದ ಕಾಲೇಜಿಗೆ ಸುಸಜ್ಜಿತ ಕಟ್ಟಡ ಜನವರಿ 31ರಂದು ಲೋಕಾರ್ಪಣೆ	N/A
35.	News Wala	Sriganganagar 3 फरवरी को सूर्य सप्तमी पर सूर्य नमस्कार के लिए दिशा-निर्देश जारी	N/A
36.	Rajasthan News(राजस्थान समाचार)	Sriganganagar 3 फरवरी को सूर्य सप्तमी पर सूर्य नमस्कार के लिए दिशा-निर्देश जारी	N/A