

**MINISTRY OF AYUSH COMPILED MEDIA REPORT**  
**30 May, 2025 – 31 May, 2025**

 **Total Mention 12**

 <b>Print</b>	<b>Financial</b>	<b>Mainline</b>	<b>Regional</b>	<b>Periodical</b>
<b>12</b>	<b>2</b>	<b>7</b>	<b>3</b>	<b>N/A</b>

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The Economic Times • 31 May • Ministry of Ayush  
Patanjali Ayurved under MCA lens for 'company law lapses'

1,12 • PG

135 • Sqcm

363967 • AVE

1.1M • Cir

Middle Left,Top Center

Mumbai



## Patanjali Ayurved Under MCA Lens for 'Company Law Lapses'

Our Bureau

**New Delhi:** The ministry of corporate affairs (MCA) has initiated the process for a probe into the affairs of Patanjali Ayurved to ascertain if there have been any corporate governance or financial lapses there, a person aware of the development said.

The ministry is learnt to have sent a notice for this purpose to the company under Section 210 of the Companies Act.

This section empowers the government to launch a probe into a company in public interest, among other conditions.

The ministry's decision, said the person cited above, follows inputs from government agencies about alleged financial irregularities at the company.

In response to ET's query, a Pa-

tanjali Ayurved spokesperson said "no communication has been received so far" from the MCA on this issue. An email sent to the ministry remained unanswered until the paper went to press. In April 2024, Patanjali Foods, the listed unit of the closely-held Pa-

tanjali Ayurved, said it had received a show-cause notice from the Directorate General of GST Intelligence in Chandigarh over a ₹27.5 crore tax claim.

Earlier, the Supreme Court had also restrained the company from putting up misleading advertisements.

The ministry has in recent years stepped up its scrutiny of corporate governance and related lapses at companies. Recently, it has launched an investigation into Gensol Engineering for alleged fraud there.



Bizz Buzz • 31 May • Ministry of Ayush  
AyushEXCIL to issue certificate of origin

2 • PG

36 • Sqcm

3626 • AVE

N/A • Cir

Bottom Left

Hyderabad

**AyushEXCIL to issue  
certificate of origin**

NEW DELHI: The government on Friday authorised Ayush Export Promotion Council to issue certificates of origin for non-preferential trade. This certificate is essential to prove the place of origin of goods. The council was set up to boost exports of Ayush products. "Ayush Export Promotion Council (AYUSHEXCIL) is enlisted under Appendix 2E of FTP 2023 (Foreign Trade Policy) for issuing certificate of origin (non-preferential), with immediate effect," the Directorate General of Foreign Trade (DGFT) said in a public notice.

The Times of India • 31 May • Ministry of Ayush  
Does vajra twist yoga reduce belly fat? Experts weigh in

5 • PG

438 • Sqcm

477750 • AVE

1.21M • Cir

Top Right

Chennai Times

Chennai

# Does vajra twist yoga reduce belly fat? Experts weigh in

Yashaswi Kochar

**Y**ong Cun, a popular Tai Chi practitioner, has piqued curiosity with a video that's gone viral on social media. In it, he demonstrates a Vajra twist and claims that doing it 30 times a day can help reduce belly fat. But how accurate is this claim?

## What is the Vajra twist?

Traditionally, Vajrasana (Thunderbolt Pose) is a meditative yoga posture. The Vajra twist appears to be a modern variation combining elements of Vajrasana and Ushtrasana (Camel Pose), creating a gentle spinal twist. The Vajra twist has become popular and several Tai Chi practitioners have been incorporating it into their wellness routine.

**Vajra twist helps you strengthen your core, but that doesn't mean it will reduce your belly fat. Belly fat cannot be reduced just by doing one exercise**

– Rajesh Pavar, gym trainer

Variations of (above) Vajra twist include Vajra squat, Vajra kneeling, Vajra lunge, Vajra seated twist



**Fitness Fundas**

## 'To reduce belly fat, one has to focus on diet too'

The idea of spot reduction – losing fat from a specific part of the body by exercising that area – is widely considered a myth. Fat loss is systemic and requires a caloric deficit, usually achieved through a combination of diet, exercise, and proper rest. "To reduce belly fat, one has to focus on diet. You must take in fewer carbohydrates, avoid sugar and tea, reduce rice intake, and stop eating junk food," says Vishal Vaghela, a yoga trainer.

Pankaj Pasi, founder of a Vadodara-based gym, suggests integrating Vajra twist into a broader routine. "For best results, you can add it daily after workout sessions."

Fitness enthusiasts Ekta Vaishnav, a faculty member at an interior design institute, and Tanvi Buch, a landscape designer, feel, "A combination of yoga poses like Surya Namaskar, Cat-Cow, Sphinx, and Cobra can aid in reducing belly fat, while activities like walking, running, swimming, Zumba, aerobics, or any sport can significantly boost cardiovascular health."

## Belly fat cannot be reduced by just one exercise, say experts

"There is nothing like Vajra twist; someone has created a variation of Vajrasana and Ushtrasana. This twist helps you reduce love handles and belly fat, strengthens your core and back, helps in spine flexibility and improves your digestion as well," says Vishal Vaghela.



The Indian Express • 31 May • Ministry of Ayush

All big hospitals in city to come under Ayushman scheme, says Delhi Govt

13 • PG

319 • Sqcm

282007 • AVE

175.5K • Cir

Top Center

Chandigarh

# All big hospitals in city to come under Ayushman scheme, says Delhi Govt

ANKITA UPADHYAY  
NEW DELHI, MAY 30

ALL THE “big hospitals” of Delhi will now be brought under the Ayushman Bharat insurance umbrella in the next “20-25 days”, Health Minister Pankaj Singh told *The Indian Express* as the Rekha Gupta-led BJP government in the Capital completed 100 days in power Friday.

Singh’s remarks are significant because major private hospital groups in Delhi, such as Max, Fortis and Apollo, have not yet come on board the Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY) — the scheme’s dashboard currently includes 82 other private hospitals, apart from 11 government facilities.

According to Singh, private hospitals in Delhi were hesitant to sign up because the previous AAP government did not clear pending payments under other schemes. “They did not make the payment on time from Delhi Arogya Nidhi (the financial assistance scheme run by



Delhi Chief Minister Rekha Gupta flags off a Forensic Science Laboratory vehicle in New Delhi on Friday. *Praveen Khanna*

the Directorate General of Health Services). Now I ensure that in the next 20-25 days, all the big hospitals will be empanelled under Ayushman Bharat. I will talk to them soon,” the Health Minister said.

Under Ayushman Bharat PM-JAY, patients from poor households get health insurance of up to Rs 5 lakh, and Rs 5 lakh for patients above the age of 70. While Centre offers a cover of Rs 5 lakh, Chief

Minister Rekha Gupta had said after her Cabinet’s first meeting that the Delhi government would provide an additional top-up of Rs 5 lakh to beneficiaries.

Records show that more than 3.16 lakh beneficiaries have been registered so far from poor households, and 30,000 above the age of 70. Beneficiaries for the scheme are selected on the basis of National Food Security Act (NFSA) data,

and Socio Economic and Caste Census 2011. So far, 601 beneficiaries have availed services under the scheme, Singh said.

Healthcare representatives in Delhi, however, have called for a “reality check” before the scheme is expanded. Currently, of 62 private hospitals under Ayushman Bharat for which details are publicly available, nine are eyecare facilities while others offer services related to general medicine, general surgery, obstetrics and gynaecology, and cardiology.

Representing the Association of Healthcare Providers India (APHI), Dr Vipender Sabherwal, convenor for Ayushman Bharat, said, “We have been in touch with the Union Health Ministry and government officials on pricing and rates, which do not match the requirements of good hospitals with all facilities. The amount being offered is meagre and not practical. Even our payments were not made on time under Ayushman Bharat.”

Sabherwal said doctors’ associations would get in touch

with the Delhi government for further discussions. AHPI represents about 15,000 private hospitals, including Fortis, Max Healthcare, Manipal, Medanta, Narayana and Apollo.

Meanwhile, the Delhi government is expected to launch 33 Jan Arogya Mandirs in place of AAP’s mohalla clinics and government dispensaries on Saturday under the Centre’s Pradhan Mantri Ayushman Bharat Health Infrastructure Mission scheme (PM-ABHIM).

Health Minister Singh had earlier said the government would open 200 such centres. Each Arogya Mandir is expected to provide 12 service packages, including maternal and child healthcare, vaccinations, mental health services, elderly care, and treatment for communicable diseases. Each facility is mandated to maintain an essential drug list of 256 medicines, with in-house tests for blood sugar, haemoglobin, blood group, urine and pregnancy, among others — 90 other tests will be outsourced to Agilus Lab.

Political & Business Daily • 31 May • Ministry of Ayush

## Ayush Suraksha Portal a vigilant watchtower against misinformation, says Prataprao Jadhav

7 • PG

105 • Sqcm

26265 • AVE

125K • Cir

Bottom Left

Bhubaneshwar

### Ayush Suraksha Portal a vigilant watchtower against misinformation, says Prataprao Jadhav



**NEW DELHI, MAY 30**

IN a landmark step toward strengthening consumer protection and regulatory oversight in the field of traditional medicine, the Ministry of Ayush on Friday launched the Ayush Suraksha Portal, which will serve as a vigilant watchtower against misinformation.

The portal, launched by Prataprao Jadhav, Union Minister of State (Independent Charge), Ministry of Ayush at the Ayush Bhawan, New Delhi, marks a significant moment to address issues of misleading ads and adverse drug reactions.

"With the launch of the Ayush Suraksha Portal, we are empowering citizens and professionals alike to become active participants in safeguarding the integrity of Ayush systems. This platform will serve as a vigilant watchtower against misleading advertisements and ensure that only safe and credible products reach the people," Jadhav said.

The Ayush Suraksha Portal represents a significant advancement in pharmacovigilance and regulatory convergence within the Ayush ecosystem.



## The Morning Standard • 31 May • Ministry of Ayush

### Fit Bit

2 • PG

603 • Sqcm

289276 • AVE

300K • Cir

Middle Right

Delhi

#### FITBIT

### SQUAT POSE

This pose may seem similar to Malasana (Garland Pose), but it is not. In this pose, the hips move internally, unlike the external rotation of the hips in Malasana. The squeezing of the arms around the knees puts pressure on the hips to move internally while flexing them, here. Those with tight hips, weak knees and ankles, and a big stomach may find Squat Pose more challenging than Malasana. It puts pressure on the hips, knees, and ankles, but with additional pressure on the abdominal muscles.

#### STEPS

- Stand in Mountain Pose Variation Feet Hip-Wide with the toes pointing outward.
- Keep your weight evenly distributed on both feet, the chest lifted and your spine in a neutral position.
- Begin to squat down, inhale, and lengthen your spine. Exhale, bend your knees and sit on the feet and soles. Maintain a controlled descent, avoiding any sudden or jerky movements.
- Keep your knees in line with the toes. Once are balanced, inhale and bring your arms around your legs and join your palms in Prayer Pose in front of the chest. Your elbows are wrapped around the knees and in line with the forearms parallel to the floor.
- Stay here in Squat Pose for about six breaths or as per the body's capacity. Soften your gaze and take slow-soft-smooth deep breaths.
- To release, inhale and bring your hands on the floor in front to slowly lift your hips up. Rise and align back in Tadasana Variation Feet Hips Wide. Or else you can sit down, lowering your hips on the floor. Gently straighten your legs out in front of you in Dandasana.
- Finally, relax in Staff Pose Hands Back Knees Bent.
- Tip: If your heels are off the floor, use a folded blanket/pillow/rolled mat under them.

#### BENEFITS

- Strengthens the muscles and ligaments involved in this contraction.
- Helps strengthen the muscles of the lower back, pelvis, abdomen, and legs.
- Lengthening of the spine helps to keep the hips neutral to a bit of internal rotation.
- Helps to reduce the weight on the knees and the ankles.
- Various muscles and joints involved gain strength, improve in the range of motion.
- It can be a counter pose after the practice of deep hip-opening yoga sequences, involving the core muscles.
- Helps relax the overstretched gluteus, hamstrings, and hip flexors in the yoga poses for external rotation of the hips.
- Helps in shaping the involved muscles related to the buttocks, thighs, and even the back.
- Can be included in postnatal yoga sequences.
- Included in yoga for feet and ankles, preparing the legs for deeper squats.
- Builds strength in the hips.
- Helps build strong, stable, and flexible hips, knees, and back.
- Good for a hunchback and stimulates internal organs.

#### LIMITATIONS

- Practitioners with very tight hips, weak knees and ankles, and pregnant women, peptic ulcers, abdominal hernia, and weak joints must avoid this pose.



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

The Pioneer • 31 May • Ministry of Ayush  
Ayushman Aarogya Mandir funds diverted in Siddipet

4 • PG

143 • Sqcm

48597 • AVE

275K • Cir

Bottom Left

Hyderabad

# Ayushman Aarogya Mandir funds diverted in Siddipet?

PNS ■ SIDDIPET

Funds allocated for public hygiene awareness are reportedly being misappropriated in Siddipet. Allegations have emerged that money intended for promoting the Ayushman Aarogya Mandir scheme is being diverted with the help of middlemen.

Fake bills are allegedly being generated in the name of mere formal advertisements, while the allocated funds are being siphoned off.

There are serious accusations against a senior official who is said to be harassing medical officers if money is not transferred to the accounts of these intermediaries.

The behaviour of the senior health officer in Siddipet seems to echo the old saying — "Who will guard the guards?" Instead of punishing



lower-level officers for wrongdoing, he is allegedly committing the misdeeds.

It appears he operates under the assumption that no one dares to question his actions.

Critics claim that while officials show great enthusiasm for misusing public funds, they show little concern for actual public health.

One such misused programme is the Ayushman Aarogya Mandir, designed to raise awareness among rural

populations about personal hygiene.

Under this scheme, posters, pamphlets, and patient registration materials were to be distributed at primary health centres across villages. For this purpose, the government allocated Rs 30 lakhs to 108 sub-centres in Siddipet district.

However, instead of reaching the intended centres, these funds reportedly ended up in the bank accounts of middlemen in Hyderabad, allegedly facilitated by the interference of senior officials.

Fake bills were created to show full-scale advertisement campaigns, while in reality, only token efforts were made.

When local medical officers were questioned, they distanced themselves from the issue, saying, "We're only following orders from the district-level authority."

The Pioneer • 31 May • Ministry of Ayush

## Ayush Suraksha Portal launched to handle misleading advertisements

4 • PG

159 • Sqcm

453687 • AVE

634.42K • Cir

Middle Center

Delhi

# Ayush Suraksha Portal launched to handle misleading advertisements

PIONEER NEWS SERVICE ■ New Delhi

**I**n a landmark step toward strengthening consumer protection and regulatory oversight in the field of traditional medicine, the Union Minister of Ayush Prataprao Jadhav, on Friday launched the Ayush Suraksha Portal at Ayush Bhawan. The portal was unveiled marking a significant moment in the Ministry's efforts to enhance accountability and transparency across the Ayush sector.

Speaking at the event, the Minister stated, "with the launch of the Ayush Suraksha Portal, we are empowering citizens and professionals alike to become active participants in safeguarding the integrity of Ayush systems. This platform will serve as a vigilant watchtower against misleading advertisements and ensure that only safe and credible

products reach the people." "The Ayush Suraksha Portal represents a significant advancement in pharmacovigilance and regulatory convergence within the Ayush ecosystem. By integrating data from State Licensing Authorities, national pharmacovigilance centres, and key regulatory stakeholders, the portal facilitates real-time monitoring, systematic analysis and coordinated action on misleading advertisements and adverse drug reactions.

We have made it accessible to the public so that any citizen can directly report misleading ads or ADRs via the portal," said Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush. The Ayush Suraksha Portal has been developed in accordance with the Supreme Court's order in 2024, emphasized the need for a centralised dashboard for monitoring and publishing data related to mis-

leading advertisements and adverse drug reactions.

The Court directed the Union of India to ensure that such a system is established to allow State Licensing Authorities to report complaints, share inter-state referrals and update the status of actions taken.

The portal, developed with the technical support of the Central Council for Research in Siddha (CCRS) and aligned with the National Pharmacovigilance Program, allows consumers, healthcare professionals and regulatory authorities to report and monitor misleading advertisements and adverse drug reactions through a seamless digital process. A pre-launch training session for nodal officers from these organisations was successfully conducted on April 9, 2025, under the chairmanship of Dr Kousthubha Upadhyaya, Advisor, Ministry of Ayush.

The New Indian Express • 31 May • Ministry of Ayush

# SQUAT POSE

2 • PG

630 • Sqcm

629874 • AVE

177.8K • Cir

Top Right

City Express

Bengaluru • Chennai

## FITBIT

## SQUAT POSE

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### STEPS

- Stand in Mountain Pose Variation Feet Hip-Wide with the toes pointing slightly outward.
- Keep your weight evenly distributed on both feet, the chest lifted, and your spine in a neutral position.
- Begin to squat down, inhale, and lengthen your spine. Exhale, bend your knees and sit on the feet and soles. Maintain a controlled descent, avoiding any sudden or jerky movements.
- Keep your knees in line with the toes. Once you feel balanced, inhale and bring your arms around your legs and join your palms in Prayer Pose in front of the chest. Your elbows are wrapped around the knees and in line with the forearms parallel to the floor.
- Stay here in Squat Pose for about six breaths or as per the body's capacity. Soften your gaze and take slow-soft-smooth deep breaths.
- To release, inhale and bring your hands on the floor in front to slowly lift your hips up. Rise and align back in Tadasana Variation Feet Hips Wide. Or else, you can sit down, lowering your hips on the floor. Gently straighten your legs out in front of you in Dandasana.
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- Helps strengthen the muscles of the lower back, pelvis, abdomen, and legs.
- Lengthening of the spine helps to keep the hips neutral to a bit of internal rotation.
- Helps to reduce the weight on the knees and the ankles.
- Various muscles and joints involved gain strength, improve in the range of motion.
- It can be a counter pose after the practice of deep hip-opening yoga sequences, involving the core muscles.
- Helps relax the overstretched gluteus, hamstrings, and hip flexors in the yoga poses for external rotation of the hips.
- Helps in shaping the involved muscles related to the buttocks, thighs, and even the back.
- Can be included in postnatal yoga sequences.
- Included in yoga for feet and ankles, preparing the legs for deeper squats.
- Builds strength in the hips.
- Helps build strong, stable, and flexible hips, knees, and back.
- Good for a hunchback and stimulates internal organs.
- Improves digestive system, kidney functions, and even reproductive system.

### LIMITATIONS

- Students with very tight hips, weak knees and ankles, a big stomach, those with peptic ulcers, abdominal hernia, weak joints, and pregnant women must avoid this practice.



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



Dainik Jagran • 31 May • Ministry of Ayush

Ayurvedic davaon ke bhramak vigyapnp se nipatne ke liye portal hua launch

11 • PG

131 • Sqcm

331049 • AVE

1.14M • Cir

Middle Center

Delhi

## आयुर्वेदिक दवाओं के भ्रामक विज्ञापनों से निपटने के लिए पोर्टल हुआ लांच

जागरण ब्यूरो, नई दिल्ली: आयुर्वेदिक दवाओं के भ्रामक विज्ञापन के खिलाफ कार्रवाई सुनिश्चित करने के लिए आयुष मंत्रालय ने नया पोर्टल लांच किया है। इस पर कोई भी भ्रामक विज्ञापन के खिलाफ शिकायत कर सकेगा। पोर्टल से सभी नियामक एजेंसियों को भी जोड़ा गया है ताकि वे समन्वित ढंग से कार्रवाई करें।

आयुष मंत्री प्रताप राव जाधव ने कहा कि इससे आयुष क्षेत्र में जवाबदेही व पारदर्शिता भी बढ़ेगी। आयुष सचिव वैद्य राजेश कोटेचा के अनुसार पोर्टल में फार्मा के विजलेंस और नियामक एजेंसियों को एक साथ लाया जाना सबसे अहम है। इससे भ्रामक विज्ञापन की जानकारी भी मिलेगी। पोर्टल में जनशिकायतों के लिए विशेष प्रबंध किया गया है ताकि भ्रामक विज्ञापनों के बारे में अधिकाधिक जानकारी मिले।

Dainik Jagran (Rashtriya) • 31 May • Ministry of Ayush

Ayurvedic davaon ke bhramak vigyapnp se nipatne ke liye portal hua launch

3 • PG

466 • Sqcm

214090 • AVE

1.54M • Cir

Top Center

Delhi

# आयुर्वेदिक दवाओं के भ्रामक विज्ञापन से निपटने के लिए पोर्टल किया लांच

जागरण ब्यूरो, नई दिल्ली

आयुर्वेदिक दवाओं के भ्रामक विज्ञापन के खिलाफ कार्रवाई सुनिश्चित करने के लिए आयुष मंत्रालय ने नया पोर्टल लांच किया है। इस पोर्टल पर कोई भी व्यक्ति भ्रामक विज्ञापन के खिलाफ शिकायत कर सकेगा और उस पर होने वाली कार्रवाई को मानिटर भी कर सकेगा। पोर्टल के साथ सभी नियामक एजेंसियों को भी जोड़ा गया है ताकि सभी एजेंसियां समन्वित तरीके से कार्रवाई कर सकें।

'आयुष सुरक्षा पोर्टल' लांच करते हुए आयुष मंत्री प्रताप राव जाधव ने कहा कि इससे आयुष क्षेत्र में जवाबदेही के साथ-साथ पारदर्शिता भी बढ़ेगी। आयुष सचिव वैद्य राजेश कोटेचा के अनुसार पोर्टल में फार्मा के विजलेंस और नियामक एजेंसियों को एक साथ लाया जाना सबसे अहम है। इससे भ्रामक विज्ञापन की जानकारी भी मिलेगी और उसके खिलाफ कार्रवाई भी सुनिश्चित होगी। पोर्टल में जनता की शिकायतों के लिए विशेष प्रबंध किया गया है ताकि भ्रामक विज्ञापनों के बारे में अधिक-अधिक जानकारी भी मिले और कार्रवाई भी हो।

उन्होंने कहा कि यह पोर्टल आयुर्वेदिक दवाओं के भ्रामक विज्ञापनों से जुड़े मामलों में राष्ट्रीय डैश बोर्ड का काम करेगा, जिसमें सभी शिकायतों और उनके खिलाफ कार्रवाई का डाटा एक जगह उपलब्ध होगा। ध्यान देने की बात

भ्रामक विज्ञापनों के बारे में कोई भी व्यक्ति पोर्टल पर कर सकता है शिकायत

शिकायतों और कार्रवाई के लिए केंद्रीकृत डैशबोर्ड के रूप में काम करेगा पोर्टल



आयुष मंत्रालय।

फाइल

है कि जुलाई 2024 में सुप्रीम कोर्ट ने अपने फैसले में आयुर्वेदिक दवाओं के भ्रामक विज्ञापनों और उसके औषधीय दुष्प्रभावों पर कड़ी निगरानी के लिए केंद्रीकृत डैशबोर्ड की जरूरत पर बल दिया था। आयुष मंत्रालय का नया पोर्टल उसी आदेश के तहत तैयार किया गया है।

केंद्र सरकार ने आयुर्वेदिक, सिद्ध और यूनानी दवाओं के अनुचित विज्ञापनों को नियंत्रित करने के लिए औषधि एवं प्रसाधन सामग्री नियम, 1945 में नियम 170 को शामिल किया है। यह उपभोक्ताओं को भ्रामक विज्ञापनों से बचाता है और उन्हें सही जानकारी तक पहुंचने में मदद करता है।

Amar Ujala • 31 May • Ministry of Ayush

## Bharamak vigyapno par nigrani ke liye ayush suraksha portal launch

13 • PG

96 • Sqcm

203746 • AVE

564.4K • Cir

Middle Left

Delhi

### भ्रामक विज्ञापनों पर निगरानी के लिए आयुष सुरक्षा पोर्टल लॉन्च

नई दिल्ली। केंद्रीय आयुष राज्य मंत्री (स्वतंत्र प्रभार) प्रतापराव जाधव ने भ्रामक विज्ञापनों और दवाओं के प्रतिकूल प्रभावों पर वास्तविक समय निगरानी और समन्वित कार्रवाई के लिए आयुष सुरक्षा पोर्टल लॉन्च किया। यह पारंपरिक चिकित्सा क्षेत्र में उपभोक्ता संरक्षण और नियामक निगरानी तंत्र को मजबूत करने की दिशा में महत्वपूर्ण कदम है। जाधव ने कहा कि इस पोर्टल की शुरुआत के साथ हम नागरिकों और प्रोफेशनलों दोनों को आयुष प्रणालियों की अखंडता की रक्षा में सक्रिय भागीदार बनने के लिए सशक्त बना रहे हैं। यह मंच भ्रामक विज्ञापनों के खिलाफ एक सजग प्रहरी के तौर पर काम करेगा। एजेंसी