

MONTHLY REPORT



MAY 2023

VALUE

Total Ad. value generated in the month of May 2023 was approximately INR 11.90 Lakh and above, which translates to approximate PR value of INR 59.35 Lakh.

Media Highlight

World Laughter Day 2023: Here are 8 ways laughter enhances mental and physical well-being

The Feed • Last Updated: May 07, 2023, 12:00 PM IST

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Synopsis

Globally, the first Sunday of May is commemorated as World Laughter Day, recognizing the healing effects of laughter in promoting overall joy and wellness. Laughter is known to elevate our mood, and its therapeutic benefits are widely acknowledged.



Agencies

World Laughter Day is an annual celebration held on the first Sunday of May, and this year it falls on May 7. The day holds great significance as it aims to promote awareness about the numerous benefits of laughter, including its healing effects, and emphasizes the importance of maintaining happiness. World

Laughter Day was established in 1998 by Dr. **Madan Kataria**, the founder of



Videos



The Economic Times is an English-language Indian daily newspaper published by the Bennett, Coleman & Co. Ltd., more popularly known as The Times Group. The Economic Times, started in 1961, is Asia's largest and among the world's top 3 English Business dailies. It provides an outreach corresponding to Approximate Media Value of Rs 3.52 Lakh and PR Value of Rs 17.60 Lakh.

Harnessing the power of yoga: A holistic approach to quitting tobacco

3 min read • 31 May 2023, 08:12 AM IST

Alka Jain

Spiritual and yoga leaders suggested that practicing yoga can help individuals stay away from tobacco and strengthen their physical and mental well-being. World No Tobacco Day, celebrated on May 31 every year, aims to raise awareness about the harmful effects of smoking and encourage people to quit.



Surrounding yourself around on their health.

mint

an individual to focus

Mint is an Indian business and financial daily newspaper published by HT Media, a Delhi-based media group which is controlled by the K. K. Birla family that also publishes Hindustan Times. It provides an outreach corresponding to Approximate Media Value of Rs 1.5 Lak and PR Value of Rs 7.50 Lakh.

INDEX

S. No.	Publication	News Link
1	The Economic Times	https://economictimes.indiatimes.com/news/new-updates/world-laughter-day-2023-here-are-8-ways-laughter-enhances-mental-and-physical-well-being/articleshow/100048132.cms
2	Hindustan Times	https://www.hindustantimes.com/lifestyle/health/world-meditation-day-best-ways-to-meditate-as-per-yoga-experts-101684502855396.html
3	Zee News	https://zeenews.india.com/health/world-laughter-day-2023-8-ways-in-which-laughter-can-better-your-mental-and-physical-health-2603924
4	Livemint	https://www.livemint.com/news/world/world-no-tobacco-day-harnessing-the-power-of-yoga-a-holistic-approach-to-quitting-tobacco-11685495840042.html
5	Boldoutline	https://boldoutline.in/4-powerful-ways-spiritually-can-ease-anxiety-and-depression.html
6	Businessworld	https://bwwellbeingworld.businessworld.in/article/How-To-Achieve-Spiritual-Enlightenment-By-Overcoming-The-Self/05-05-2023-475531
7	Businessworld	https://bwwellbeingworld.businessworld.in/article/The-Role-Of-Meditation-In-Spiritual-Enlightenment/05-05-2023-475534
8	Businessworld	https://bwwellbeingworld.businessworld.in/article/Understanding-The-Journey-Towards-Spiritual-Awakening/07-05-2023-475670/
9	Businessworld	https://bwwellbeingworld.businessworld.in/article/The-Power-Of-Forgiveness-In-Spiritual-Healing/19-05-2023-477152

INDEX

10	Businessworld	https://bwellbeingworld.businessworld.in/article/What-Is-Enlightenment-/20-05-2023-477274
11	MSN News	https://www.msn.com/en-in/health/wellness/world-meditation-day-best-ways-to-meditate-as-per-yoga-experts/ar-AA1bpgYf
12	MSN News	https://www.msn.com/en-in/news/other/world-laughter-day-2023-8-ways-in-which-laughter-can-better-your-mental-and-physical-health/ar-AA1aQ4Ur?ocid=wispr&li=AAggbRN
13	Twitter HT Lifestyle	https://twitter.com/htlifeandstyle/status/1659554232154877958?s=48&t=-BmndZECYDxxVVEsbHvDIA
14	Facebook HT Lifestyle	https://www.facebook.com/htlifestyle/posts/pfbid02jDeN5EgvkMSxX2k4BUuZn4auVRTPiUN9jobdHGhVF4bNbAJA6mXRdxKq2a7ugSxFl
15	Vocal Media	https://vocal.media/humans/harnessing-the-power-of-yoga-a-holistic-approach-to-quitting-tobacco

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Laughter Day was established in 1998 by Dr. **Madan Kataria**, the founder of the global Laughter Yoga movement. One of the primary objectives of this observance is to foster a sense of global unity and friendship through laughter. On an individual level, genuine laughter has been proven to reduce stress, alleviate anxiety, and enhance overall mental and emotional well-being.



Videos



Temples are not going to create jobs'



How to write an impactful cover letter

World Meditation Day: Best ways to meditate as per Yoga experts

By [Parmita Uniyal](#) , New Delhi

May 19, 2023 07:07 PM IST



Meditation can have a powerful impact on your mind and quality of life. However, many people struggle to find the right way to do it.



Meditation is a practise that can have a powerful impact on your life. You won't be able to experience meditation's benefits if you try to force it or start doing it abruptly.



News ▶ Health

WORLD LAUGHTER DAY

World Laughter Day 2023: 8 Ways In Which Laughter Can Better Your Mental And Physical Health

The first Sunday of every May is celebrated as World Laughter Day globally. Laughter has a healing effect and it can lift out mood and promote overall joy and wellness.

Written By [Ipsita Bhattacharya](#) | Last Updated: May 07, 2023, 07:54 AM IST | Source: Bureau

- Laughter and a joyous nature are believed to make people more productive
- Laughter offers a range of health benefits, including reducing stress hormones, relieving pain, burning calories, and stimulating organs
- A sense of enjoyment and curiosity serves as a preventive measure against mental health issues



mint

Harnessing the power of yoga: A holistic approach to quitting tobacco

3 min read • 31 May 2023, 08:12 AM IST

Alka Jain

Spiritual and yoga leaders suggested that practicing yoga can help individuals stay away from tobacco and strengthen their physical and mental well-being. World No Tobacco Day, celebrated on May 31 every year, aims to raise awareness about the harmful effects of smoking and encourage people to quit.



Surrounding yourself around the power of yoga will empower an individual to focus on their health.



4 Powerful Ways Spirituality Can Ease Anxiety And Depression

GUEST CONTRIBUTOR - 1 MONTH AGO



How To Achieve Spiritual Enlightenment By Overcoming The Self

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Getting rid of our ego helps in our spiritual evolution



The Role Of Meditation In Spiritual Enlightenment

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Meditation is an important spiritual practice and a technique for inner growth



05 May, 2023
by AiR Atman in Ravi

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Understanding The Journey Towards Spiritual Awakening

 Follow

Just like we switch on a light in a room to dispel the darkness, we switch on the light within to eradicate the ignorance we live in



The Power Of Forgiveness In Spiritual Healing

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Forgiveness enable us to let go of past hurt and move towards a more enlightened state of being



19 May, 2023
by AiR Atman in Ravi

 Print this article
Tl Font size - 16 +



What Is Enlightenment?

 Follow

Enlightenment is a journey to light the light within





World Meditation Day: Best ways to meditate as per Yoga experts

Story by Parmita Uniyal, New Delhi • 19 May

Mind has a tendency to wander and it's quite natural for thoughts to come and go. The mind is conditioned from early on to handle this flow of thoughts. However, when thoughts take over the mental space completely and attack with a fierce intensity, mind finds it difficult to handle them. As this continues one may feel mentally exhausted. [Meditation](#) disciplines the mind and prepares it to withstand any storm. With a calm state of mind, one can tackle any challenge at hand and experience peace. World Meditation Day is celebrated every year on May 21 to create awareness about this ancient practice and the many benefits that come with it. (Also read: [5 effective meditation techniques for beginners to promote inner peace](#))

Improve Online Safety For Kids

Ad Dove



"Meditation is a practise that can have a powerful impact on your life. You won't be able to experience

World Laughter Day 2023: 8 Ways In Which Laughter Can Better Your Mental And Physical Health

Story by Ipsita Bhattacharya • 7 May





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World Meditation Day: Best ways to meditate as per Yoga experts



hindustantimes.com

World Meditation Day: Best ways to meditate as per Yoga experts

Meditation can have a powerful impact on your mind and quality of life.

However, many people struggle to find the right way to do it.

7:08 PM · May 19, 2023 · **2,413** Views



HT Lifestyle ✓

May 19 at 7:08 PM · 🌐



Meditation can have a powerful impact on your mind and quality of life. However, many people struggle to find the right way to do it.



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World Meditation Day: Best ways to meditate as per Yoga experts

Meditation can have a powerful impact on your mind and quality of life. Howe...

Harnessing the Power of Yoga: A Holistic Approach to Quitting Tobacco

Medications for Smoking Cessation and Nicotine Addiction



By satish Kumar

Published 7 days ago • 3 min read

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