



सत्यमेव जयते



एक कदम स्वच्छता की ओर



सचिव

भारत सरकार

आयुर्वेद, योग व प्राकृतिक चिकित्सा

यूनानी, सिद्ध, सोवा रिग्पा एव होम्योपैथी (आयुष) मंत्रालय

आयुष भवन, बी ब्लॉक, जी पी.ओ. कॉम्प्लेक्स

आई.एन.ए. नई दिल्ली-110023

SECRETARY

GOVERNMENT OF INDIA

MINISTRY OF AYURVEDA, YOGA & NATUROPATHY
UNANI, SIDDHA, SOWA-RIGPA AND HOMOEOPATHY (AYUSH)

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वैद्य राजेश कोटेचा
Vaidya Rajesh Kotecha

आयुष विभाग
ए.ए.डी. 26223
दिनांक 14/5/19
(एस)



Dear Secretary,

D.O. No. M-16030/15/2019-Y&N

Dated: 03rd May 2019

I am happy to inform that preparatory steps for the International Day of Yoga (IDY) 2019 are gaining momentum. I am sure that your Ministry/Department will also have set in motion the appropriate activities for IDY.

2. One of the themes being promoted in this year's IDY is the usage of eco-friendly products in the practice of Yoga.

3. Instances have come to the notice of this Ministry that the market is pervaded with manufacture and supply of PVC mats and other plastic based accessories related to the activities of the Yoga. This may be due to cheaper cost of the material, but usage of such products is not desirable from the health perspective of the individual using it and also from the angle of global environment. Hence, it is imperative to take initiatives at all levels to encourage manufacture, supply and usage of eco-friendly Yoga products. Since PVC and synthetic based accessories are hazardous and non-perishable, the public needs to be sensitized and motivated to use eco-friendly products.

4. In this regard, I am enclosing herewith a concept note for your kind perusal, with a request to take appropriate measures to promote this campaign for eco-friendly Yoga accessories, which will help in safeguarding the health of public in general as well as the environment.

With regards,

Yours sincerely,

Encl. as above

JSHA

Rajesh Kotecha
(Rajesh Kotecha)

To,

All Secretaries to Government of India.

Pl. explore how it can be integrated into YA prog

14.5.19

AD(P)

Pl. make it a part of awareness programme related to Yoga day.

14.05.19 - Dir (cont) / Dir, AYUSH Dr. M.P. Gupta

CONCEPT NOTE

This is a proposal for taking steps for raising public awareness about the need to opt for eco-friendly Yoga accessories.

2. With the rapidly growing popularity of Yoga, there is also an increase in demand for yoga products such as yoga mats, yoga blocks and other accessories. As per available information, most of such products currently available in the market are PVC-based, and are not very easy to recycle. Consequently, at the end of their life-cycle, they end up in landfills and also, polluting the ocean. This causes major environmental issues. These PVC-based products are also reported to add to air pollution, as these materials are flammable products and produce toxic fumes.

3. PVC is popular for yoga mats because it's cheap and effective. To make the vinyl pliable for practice, it is treated with phthalates, lead and cadmium. Phthalates are used not just in yoga mats, but also in many other yoga products, including blocks, rollers, wedges, etc. Some reports indicate large-scale presence of cheap varieties of such products in Indian markets often imported from other countries and hence of unverifiable quality.

4. The other concern is that exposure of Indian public to such yoga mat compounds and to all the other products with contaminants pose a risk to health.

5. Yogic lifestyle is all about living consciously and sustainably. Ideally, all practitioners of yoga would be keen to adopt sustainable and eco-friendly lifestyles also. With the growing popularity of yoga and the growing number of yogis worldwide, the world would become more eco-conscious and an increasing number of people would contribute towards a greener and cleaner environment.

6. Reports indicate that many of the yoga practitioners are not aware of the harmful effects of the commonly available yoga mats and props. Thus, there is a pressing need to create more awareness about the harmful effects of

PVC and synthetics used for yoga related products. Lack of awareness about this challenge is adding to the growing menace of PVC pollution in the world of yoga. Yoga practitioners will happily make the switch to a PVC-free mat/product if they are made aware of its harmful effects. Government bodies, yoga institutions and yoga teachers are all potential influencers who can help to create more awareness about the same.

7. It is requested that stakeholders and others who are concerned with promoting yoga may also be informed about the need to use yoga products made from juts, cock, rubber and other eco-friendly methods to ensure sustainability.