



TEA BOARD INDIA

(Under Ministry of Commerce & Industry, Deptt. of Commerce, Govt. of India)
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Ref.No.25(35)/Sectt./2019

Date : 22/05/2019.

CIRCULAR No.13/2019

Sub: Concept Note on use of eco-friendly yoga products.

Directed to enclose herewith d.o. No.M-16030/15/2019-Y&N dated 3rd May 2019 of Secretary, Ministry of Yoga & Naturopathy with an advice to use eco-friendly products in the practice of Yoga through the Ministry of Commerce on the captioned subject for information and strict compliance. The relevant seven point Concept Note on such issue, as provided by Secretary, Ministry of Yoga & Naturopathy, is enclosed.

In this connection it may be mentioned that 21st June 2019 happens for WORLD YOGA DAY.

In this regard Board's HQ, Kolkata, is arranging a Yoga Session on 21st June 2019 in different batches and it is requested that Board's other field offices may also carry out similar activities.

This issues with the approval of Deputy Chairman.

Yours faithfully,

(Dr. Rishikesh Rai)
Secretary

Enclo: As stated.

Forwarded via Email to –

1.	All HoDs in Head Office	With a request to kindly attend the Yoga Session on 21 st June 2019 at Board's Recreation Hall at 2 nd Floor in batches along with staff members.
2.	Executive Director, Tea Board, – Guwahati / Coonor.	With the request to kindly organise similar Yoga Session.
3.	DDTD, Tea Board – Siliguri, Jalpaiguri, Palampur	
4.	Special Officer for NWI, Tea Board, New Delhi	
5.	Director Research, Tea Board, QCL, Siliguri	
6.	System Analyst	
7.	Secy. To Dy. Chairman	To upload in the Board's Website.
8.	Guard File.	For kind information of Dy.Chairman.



सत्यमेव जयते

IDY No. 933/E. III

14/5/2019



एक कदम स्वच्छता की ओर



डॉ. राजेश कोटेचा
Vaidya Rajesh Kotecha

आयुर्वेद, योग, प्राकृतिक चिकित्सा
यूनानी, सिद्ध, सोवा-रिग्पा एवं होम्योपैथी (आयुष) विभाग
आयुष भवन, ई ब्लॉक, गपो कॉम्प्लेक्स,
नई दिल्ली-110023
SECRETARY
GOVERNMENT OF INDIA
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY
UNANI, SIDDHA, SOWA-RIGPA AND HOMOEOPATHY (AYUSH)
AYUSH BHAWAN, B-BLOCK, GPO COMPLEX
INA, NEW DELHI-110023
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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

सचिव, विभाग आयुष
Secretary, Ministry of AYUSH
P-265844
10/05

(Rajesh Kotecha)

To,

All Secretaries to Government of India.

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JS(LAD) JS(R)

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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.