

April 2025



Yoga *for* LiFE

(Lifestyle for Environment)

Wellness. Sustainability.
Conscious Living.

Be Part of the Change!





योगश्चित्तवृत्तिनिरोधः ॥१.२॥

yogascitta vritti nirodhah ॥१.२॥

**Controlling the fluctuations of the
mind is Yoga**

Patanajali Yoga Sutra





Yoga for LiFE (Lifestyle for Environment)

Inspired by Mission LiFE, **Yoga for LiFE** promotes an eco-conscious lifestyle by integrating **yogic principles into daily life**. This movement empowers individuals, organizations, and policymakers to foster inner well-being while safeguarding planetary health.

The connection between yoga and sustainable living

Yoga and sustainable living share a common foundation of mindfulness, balance, and respect for nature. Yogic principles like **Ahimsa** (non-violence) and **Aparigraha** (minimalism) encourage conscious consumption, reducing waste, and living in harmony with the environment.

By fostering inner awareness, yoga inspires sustainable choices that benefit both personal well-being and planetary health.





Why Yoga for LiFE?

Yoga is not just a physical practice—it's a way of life that aligns with sustainability. Rooted in the ancient wisdom of harmony between body, mind, and nature, Yoga for LiFE empowers people to:

- ✓ Live consciously and minimally
- ✓ Reduce carbon footprint through mindful consumption
- ✓ Foster mental and physical resilience
- ✓ Strengthen connections with local culture and nature

Why It Matters

According to a 2023 Booking.com survey:

- ✦ 76% of travelers seek sustainable tourism.
- ✦ 75% prioritize authentic cultural experiences.
- ✦ 69% want their spending to benefit local communities.



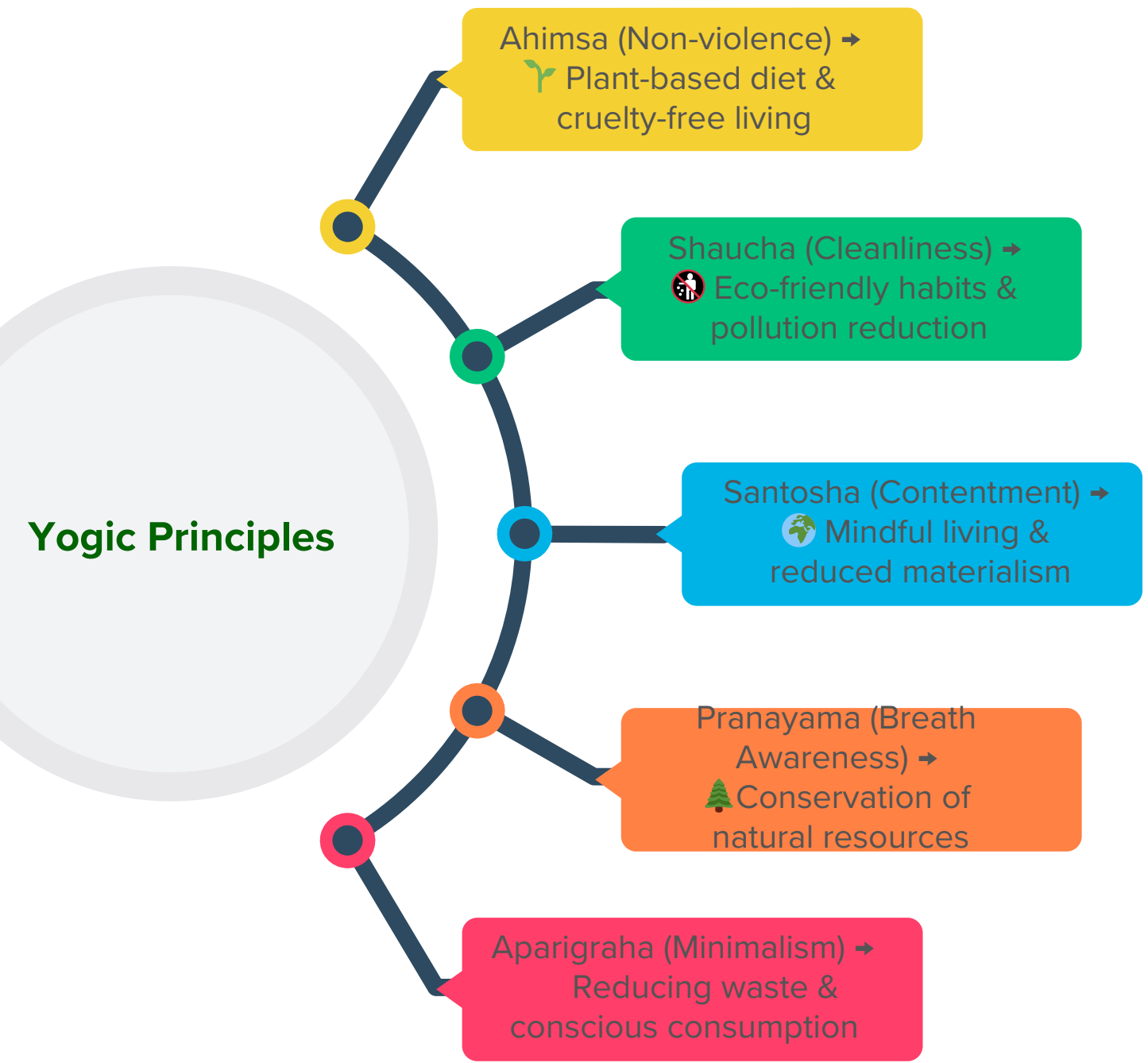
Swasti Yoga Center proudly supports the **Travel for LiFE Program** – Sustainable Tourism India initiative promoting environmental conservation and responsible tourism.







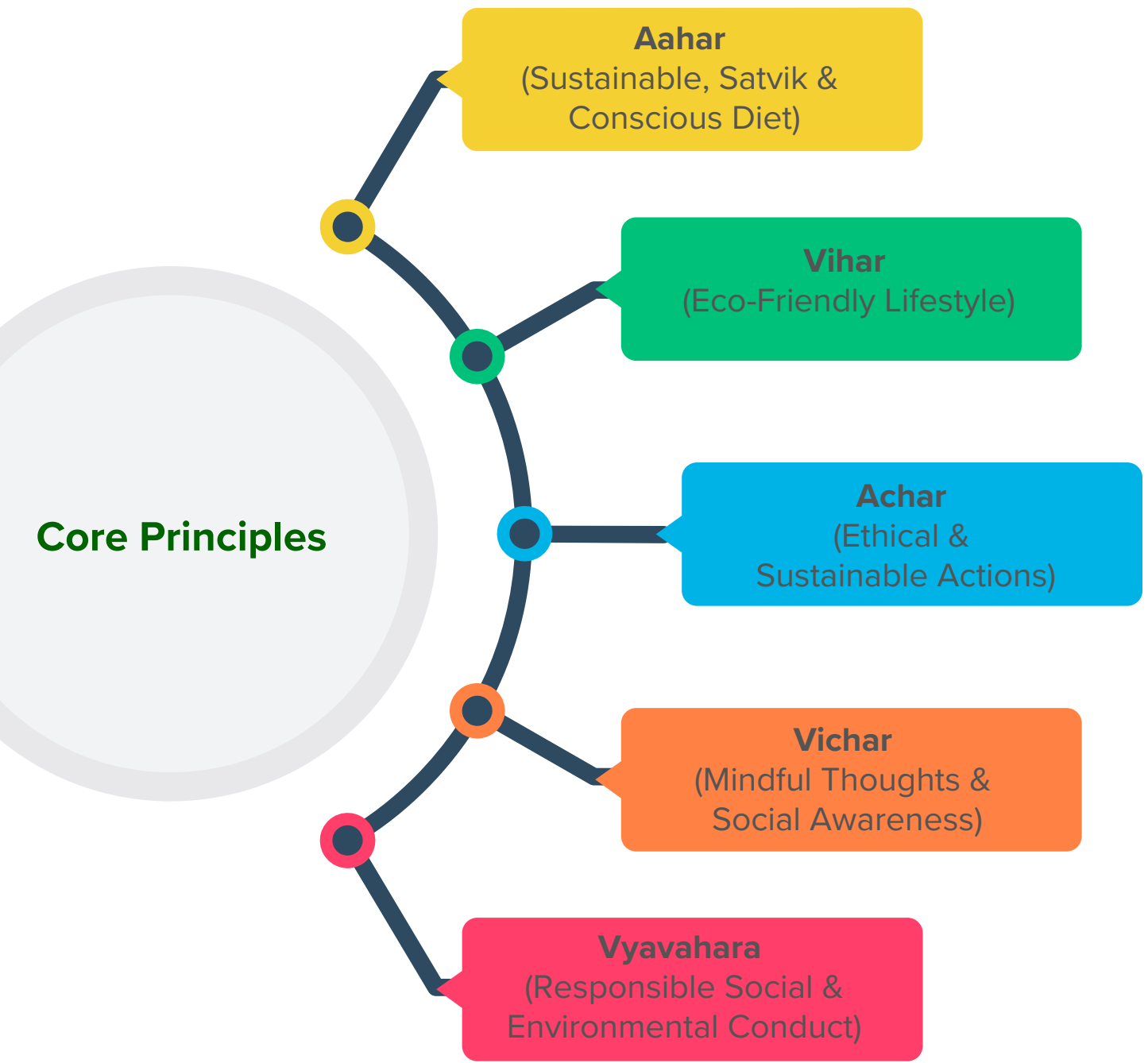
Principles of Yoga that Promote Environmental Consciousness







Yoga for LiFE: A Path to Sustainable Living



Yoga for LiFE and Sustainable Development Goals (SDGs)

Inspired by Travel for LiFE, Yoga for LiFE integrates traditional yogic wisdom with modern sustainability practices.

1. Aahar (Sustainable, Satvik Diet)

“You are what you eat.” A balanced, mindful diet nourishes both the body and the environment.

- ✓ Consume Local Foods – Choose plant-based, organic, millets and seasonal nutrition to reduce carbon footprint.
- ✓ Support Local Farmers – Prefer seasonal & farm-to-table available foods to reduce carbon footprint.
- ✓ Reduce Waste – Practice mindful eating, avoid food waste, and compost leftovers. Daily 1/3 of food produced globally is wasted.

2. Vihar (Eco-Friendly Lifestyle)

A yogic lifestyle promotes simplicity, harmony, and mindful living.

- ✓ Save Energy – Use natural light and switch off unnecessary lights & appliances. Take the stairs instead of elevators when possible. Carpool to reduce carbon footprint.
- ✓ Save Water – Adopt mindful water consumption in daily routines and yoga retreats.





3. Achar (Ethical & Sustainable Actions)

Living ethically means aligning daily actions with sustainability and non-harm (Ahimsa).

- ✓ Reduce Waste – Choose sustainable yoga clothing, avoid fast fashion, and minimize plastic use.
- ✓ Empowering Underrepresented Youth -Swasti Yoga Center uplifts marginalized communities through training, YCB certification, and economic opportunities while preserving local traditions.
- ✓ Respect Local Culture & Heritage – Honor traditional yoga practices and indigenous wisdom.

4. Vichar (Mindful Poitive Thoughts & Awareness)

A sustainable world starts with a sustainable mind—thoughts shape our actions.

- ✓ Practice Mindfulness – Meditate on interconnectedness with nature and cultivate gratitude through sun salutation and balasana.
- ✓ Promote Sustainability – Spread awareness on climate change in yoga class by discussing with students. Carry a cloth bag instead of using plastic bag (1 cloth bag = 170 plastic bags saved)
- ✓ Live with Purpose – Choose minimalism and conscious consumption over material excess.





5. Vyavahara (Responsible Social & Environmental Conduct)


Our actions impact society and nature—practicing yoga extends beyond the mat.


- ✓ Conserve Natural Heritage – Practice yoga in eco-friendly spaces and support biodiversity conservation.
- ✓ Engage in Community Initiatives – Join clean-up drives, tree-planting efforts, and sustainability projects.
- ✓ Be a Role Model – Inspire others to adopt an eco-conscious, yoga-driven lifestyle.
- ✓ Off-Season Travel & Lesser-Known Destinations – Encouraging mindful travel that avoids overcrowding, supports local economies, and minimizes resource strain.



Yoga for LiFE List of Actions



 **Save Energy** – Practice brahmamuhurta yoga (sunrise yoga) and embrace nature.

 **Say No to Single-Use Plastic** – Use eco-friendly yoga mats, reusable bamboo water bottles, and biodegradable products. (One billion sea animals die annually due to plastic waste).

Reduce Waste – Choose sustainable PET bottled clothing, handkerchief, ecofriendly stationary and minimize tissue, waste in yoga spaces. Use menstrual cups instead of sanitary napkins (Pads take 700 years to decompose)





Yoga for LiFE

List of Actions

Empower Local Businesses & Communities –

Support local artisans, yoga centers, Yoga Certification Board (YCB) Certification and organic products.

Respect Local Culture & Heritage – Honor

traditional yoga practices and indigenous knowledge like karma yoga and bhakti yoga.

Conserve Natural Heritage – Practice yoga in

eco-friendly spaces and support biodiversity conservation.












How Can You Be a Part of Yoga for LiFE?

 Attend our **Yoga for LiFE conference in Tbilisi, Georgia** – where yoga, wellness, and sustainability unite to drive positive action for the planet.

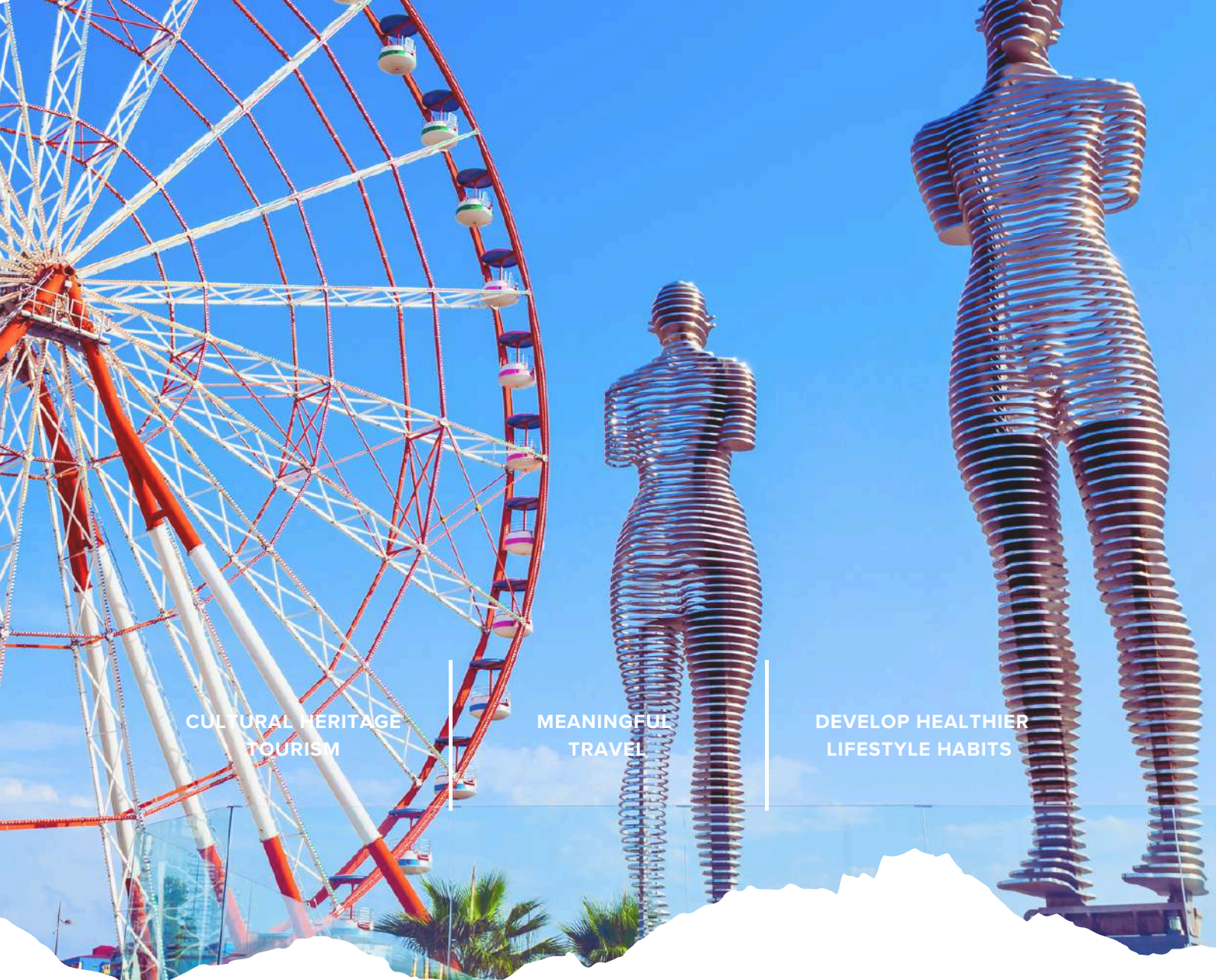
 Take the **Yoga for LiFE Pledge** to embrace a conscious, sustainable lifestyle.

 Connect with us for workshops, partnerships, and community initiatives.

Follow on social media for updates

**Yoga for LiFE –
Breathe, Live, and Act for a Better Planet!**





CULTURAL HERITAGE
TOURISM

MEANINGFUL
TRAVEL

DEVELOP HEALTHIER
LIFESTYLE HABITS



YOGA *for* LIFE

LIFESTYLE FOR ENVIRONMENT
CONFERENCE

TBILISI
GEORGIA 2025



REGISTER

www.swastiyogacenter.com



April 6, 2025 (Sunday)



The Biltmore
Hotel Tbilisi,
Georgia





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LIFESTYLE FOR ENVIRONMENT
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TBILISI
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April 6, 2025 (Sunday)



The Biltmore
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JOIN US!

[Click here](#)





THE BILTMORE HOTEL TBILISI, GEORGIA

Yoga Start-up Challenge: Yoga for LiFE Conference Georgia



Objective:

The Yoga Start-up Challenge aims to create a platform for Indian yoga start-ups to help them scale and establish their own marketplace. The initiative will create market opportunities for growth-stage start-ups, enabling them to build their business, generate working capital, and collaborate with industry leaders.

Unlock a world of wellness and transformation with programs valued at up to INR 60,000. Our prize winners will receive:

- First Prize: Gain access to premium online courses worth INR 20,000.
- Second Prize: Enjoy comprehensive online programs valued at INR 15,000.
- Third Prize: Benefit from curated online courses worth INR 10,000.

Detailed Eligibility Criteria:

1. Start-up Stage: Open to start-ups in the yoga and wellness sector that are in the growth stage and have an existing customer base or working prototype.
2. Legal Entity: The applicant must be a registered entity in India.
3. Focus Areas: Start-ups working on innovative solutions in yoga education, technology, wellness tourism, digital health, sustainable yoga products, mental health, or community wellness initiatives.
4. Market Potential: Should have the potential to scale nationally or internationally.
5. Team Strength: A dedicated founding team with at least two core members.
6. Revenue Model: Should have a clear revenue model, indicating how they generate or plan to generate revenue.
7. Commitment: Willingness to participate in mentorship, capacity-building programs, and global networking sessions.
8. Technology Readiness: Start-ups leveraging technology for scaling their operations will have an added advantage.





Yoga Start-up Challenge: Yoga for LiFE Conference

Relevant Stakeholders:

- Yoga entrepreneurs and start-ups
- Investors and venture capital firms
- Government and regulatory bodies (AYUSH Ministry, MSME Ministry, Start-up India)
- Yoga institutions and wellness centers
- Destination Management Companies (DMCs)
- Technology and digital transformation experts
- Corporate wellness program managers
- Research and academic institutions
- Sustainable product manufacturers

Relevant Industry:

- Yoga & Wellness
- Health-tech & Digital Health
- Sustainable Lifestyle & Eco-friendly Products
- Wellness Tourism
- Corporate Wellness
- Artificial Intelligence & Digital Transformation in Wellness
- E-learning & Online Education
- Ayurveda & Holistic Health

Problem Statement:

While India is the birthplace of yoga, many yoga start-ups struggle with scaling, market access, and sustainable revenue generation. This challenge aims to bridge the gap by connecting yoga start-ups with investors, mentors, and market access collaborations, helping them expand and sustain their business models.





Yoga Start-up Challenge: Yoga for LiFE Conference

Procedure Post Submission:

1. Application Abstract Submission: Start-ups must email details on their business model, traction, and scalability.
2. Screening & Shortlisting: A panel of experts will review applications and shortlist top 5 start-ups based on innovation, impact, and feasibility.
3. Mentorship Program: Shortlisted start-ups will undergo exclusive mentoring sessions, career consulting, and technology scalability guidance.
4. Conference Pitch Day: Finalists will present their start-up ideas to a jury comprising investors, industry experts, and government representatives.
5. Best Yoga start-up will be chosen based on their pitch performance, scalability, and impact potential.
6. Post-event Support: Ongoing support in networking, collaborations, and funding assistance will be provided.

Incentives & Benefits:

1. Business Masterclass: Top 3 founders will get access to an exclusive business masterclass focusing on scaling, investment strategies, and market expansion.
2. Global Study Tours: Winners will be part of study tours organized by Swasti Yoga Center in different countries, enabling global exposure and collaborations.
3. Corporate Wellness Tie-ups: Introductions to corporate wellness programs for direct business growth opportunities.
4. Marketing & Visibility: Media coverage and promotional opportunities through various platforms.
5. AYUSH Recognition: Possible fast-tracking for relevant government schemes and funding support.

Swasti Yoga Start-up Challenge aims to create a thriving ecosystem for yoga start-ups, ensuring they achieve sustainable growth and global market recognition.





Yoga Start-up Challenge: Yoga for LiFE Conference

Procedure Post Submission:

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3. Yoga Scholarships worth up to **60,000 INR** for online Swasti Yoga Certification Programs
4. Marketing & Visibility: Media coverage and promotional opportunities through various platforms.
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