

Wellness startup Sarva urges Ayush Ministry to integrate yoga into mainstream

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SARVA, India's fastest growing yoga-based wellness platform, has reached out to the Ministry of Ayush, Government of India, to offer its services digitally completely free of cost.

In a letter sent out recently, the brand has highlighted the importance of making yoga an integral part of the COVID-19 recovery process. The brand delineates how the ministry has taken commendable steps towards not only curbing the pandemic, but also highlighting the true power of yoga to the entire world.

Speaking about this, Sarvesh Shashi, Founder, SARVA, said, "There cannot be a more opportune time to integrate yoga into people's lives than now. Given how the last two years have been with the pandemic and how yoga has benefitted several people, there is a need to make it a national practice. Once the dangers of the pandemic ease out, government needs to provide parks, beaches and other recreational centres with a dedicated space for people to frequent and practice yoga. Our country has no dearth of such spaces and an initiative by the Ministry of Ayush can bring about an incredible change, driving people towards Fit India Mission's goal. This is what we have set out to do with our initiative."

Mumbai-based SARVA is equipped to offer its vast resource pool, operational technical platform and regional language content to conduct interactive as well as on demand sessions to support the ministry in execution.

The M-Yoga app announced just recently is another focal point of an alliance that SARVA aims to leverage with the ministry. The brand has expert Yoga trainers from prestigious Yoga schools in Rishikesh with proficiency in Hindi, English and regional languages. SARVA aims to leverage its knowledge and the power of digital communication to help as many people in India as well as globally in boosting their immunity and recovery from COVID-19.

SARVA recently launched SARVA 2.0 digital platform with over 1500 hours of Yoga and mindfulness content, 280+ guided goal based programmes which makes it one of the largest content banks for a yoga app in the country. The app has yoga modules across various categories and offers pre-recorded classes on the app, live classes led by instructors and celebrities, and personal training for quicker more focused results.