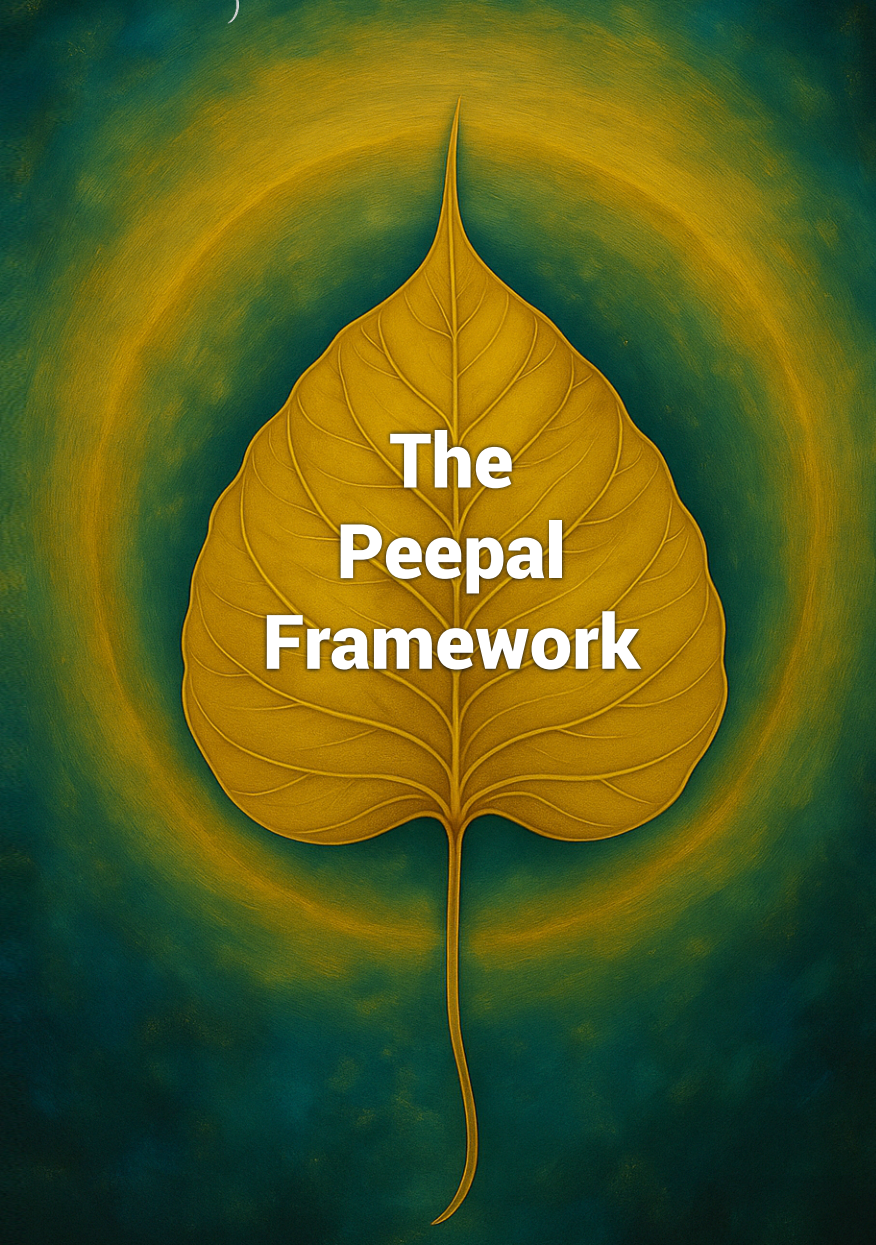


The world's first think tank where ancient wisdom
meets modern governance for a sustainable future.



PEEPAL
GLOBAL PEEPAL POLICY LEAGUE

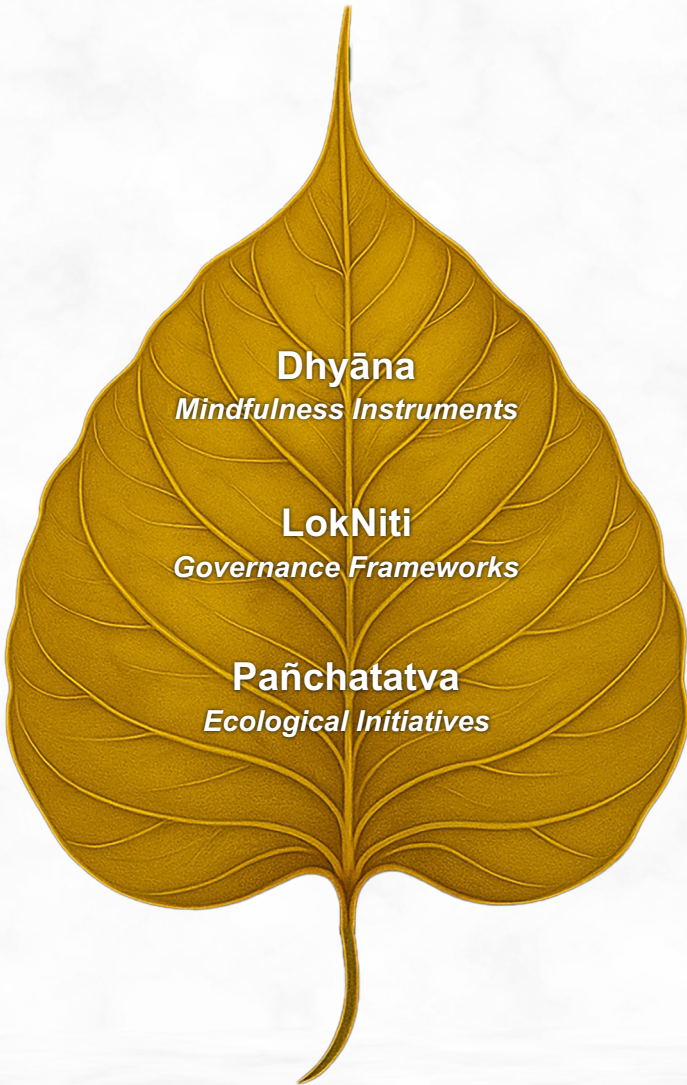


The Peepal Framework

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Global Peepal Policy League

Where Ancient Wisdom Meets Modern Governance



Overview

The Global Peepal Policy League is a pioneering policy think tank focused on blending ancient wisdom with contemporary public policy principles to promote sustainable mindful governance. Its fundamental belief is that human wellbeing and ecological balance grow strongest when governance embraces holistic values.

Vision & Mission

Vision:

To cultivate governance frameworks that are rooted in:

- Historic traditions and knowledge
- Mindfulness and inner awareness
- Participatory democracy
- Ecological care and sustainability

This vision aims to reshape policy so that it fosters not just material progress, but human flourishing and planetary wellbeing.

Mission:

- Spread policy dialogue grounded in values such as compassion, ecological wisdom, and long-term resilience.
- Create networks between communities, governments, and most importantly within.
- Develop tools and ideas that help policymakers and citizens act from mindful awareness.

A women-led start-up rooted in the belief that meaningful change begins from within. We champion mental wellbeing and inclusive decision-making as the pathway to a truly sustainable life on earth.



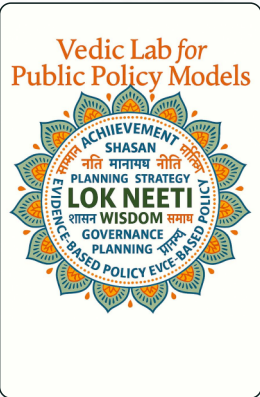
Core Programs & Initiatives

The League advances its mission through the following **key components**:



Dhyāna – Mindfulness Instruments

A 24x7 Calm-line staffed with trained yoga and breathwork professionals provides guided practice in breath control and mental calmness rooted in ancient pranayama techniques.



Vedic Lab for Public Policy Models

This initiative reimagines modern policy through ancient principles – especially those emphasizing:

- Community-led decision making
- Ethical orientation to life and society
- Value-based communal wellbeing

It seeks to adapt Vedic wisdom into contemporary governance frameworks so that policy reflects cultural roots while meeting modern challenges. [Peepal](#)



Pañchatatva – Ecological Initiatives

Named after the “five elements” (earth, water, fire, air, space), this initiative emphasizes ecological integration and environmental care. Among its activities are:

- Peepal tree planting programs designed to create carbon sinks
- IoT-enabled environmental monitoring aligned with international climate standards

The League frames its ecological strategy around harmonious living with nature – not just protection for its own sake, but as foundational to long-term human wellbeing.

Guiding Principles

The League's philosophy is built on several foundational beliefs:

Mindfulness in Governance

Policies should cultivate reflection, presence, and ethical consideration among leaders and citizens.

Participatory Decision - Making

Communities – especially women and underrepresented groups – should actively shape decisions that affect their lives..

Ecological Stewardship

Environmental responsibility is not a side concern, but central to policy creation and society's life prospects.

GPPL applies timeless Indian wisdom to solve contemporary global problems through rapid innovation - creating evidence and scalable models.

Impact & Outreach

GPPL emphasizes women leadership as a core strength, affirming that meaningful social progress begins with inclusive participation from all.



Testimonials & Social Presence

The Global Peepal Policy League has been recognized on social platforms for its contributions to public policy discourse:

- Celebrated by community leaders on X (formerly Twitter) for putting **Indian wisdom on the global policy map**.
- Announced initiatives such as a **“world's first helpline for mindful wellness”** tied to notable public figures and events.



Amitabh Kant ✓
@amitabhk87

Pleasure to do pranayam in simple conversational way with well learned confident yogis. The personal touch wasn't missed.

“Ancient wisdom. Modern Policy” - @GlobalPeepal is a promising women-led initiative, putting Indian wisdom on the global map.
[@G20org](#) [#MakeInIndia](#)



Global Peepal Policy League @PeepalPolicy · 17 Sep

On Hon'ble PM @narendramodi 75th birth year, launching the WORLD's FIRST helpline for mindful wellness. Guided live meditation based on Vedic techniques by trained counsellors. Free of charge till Gandhi Jayanti. Call 1800-1033-725 [#SwasthNariSashaktParivar](#) @MoHFW_INDIA @moayush



H.E. Didier Vanderhasselt
Ambassador, Kingdom of Belgium



Mrs. Shefali Chaturvedi
President, RWA, Chanakyapuri



Ms. Bansuri Swaraj, M. P.
MEMBER OF PARLIAMENT, INDIA

How to Engage

GPPL invites contributions and participation from:

- Policy makers
- Educators and students
- Community leaders
- Anyone interested in mindful, sustainable, inclusive public policy making.

Participation can take many forms, from collaborative research and policy workshops to community practice groups and ecological action networks.

Way Forward

The Global Peepal Policy League arises from the conviction that societies flourish when governance reflects both wisdom and wellbeing. It combines ancient thought systems with contemporary policy tools to create governance that is mindful, equitable, and planet-alive.



Mainstreaming Pranayam as Preventive Mental Health Policy

A Call Centre–Based Experiment

Executive Summary

The World is witnessing a rapid rise in stress-related disorders and lifestyle diseases, placing increasing pressure on an already constrained mental healthcare system¹. Preventive mental health interventions remain underdeveloped despite strong evidence supporting low-cost, non-clinical approaches.

This policy brief presents findings from a Pranayam Helpline pilot launched by the Global Peepal Policy League (GPPL). The experiment demonstrates that guided pranayam, delivered telephonically by trained instructors, can serve as an accessible, scalable, and culturally resonant preventive mental health intervention.

Context and Problem Statement

India faces a growing mental health burden characterised by rising stress, anxiety, and non-communicable diseases. The country has a severe shortage of mental health professionals, high stigma associated with seeking care, and uneven access across regions. While clinical care is essential, scalable preventive solutions are urgently required to reduce long-term pressure on healthcare systems

¹ Demarzo, Marcelo. (2025). *The Price of Living a Full Life and Experiencing Well-Being: Why a Dignified Life Costs Thousands of Dollars per Person – And Why This Is a Structural Question for Nations*. 10.32388/QU2ZQ0.

Why Pranayam

Pranayam—controlled breathing rooted in India’s yogic tradition—offers scientifically supported benefits for stress regulation, emotional balance, and overall wellbeing. It is low-cost, non-invasive, culturally familiar, and well-suited for delivery through digital and telephonic platforms. Despite these advantages, pranayam remains largely absent from formal preventive mental health policy frameworks.

The Pranayam Helpline Pilot

To mark the 75th birthday of the Hon’ble Prime Minister on 17 September, GPPL launched a Pranayam Helpline enabling citizens to access guided breathing practices via a toll-free phone number. The service operated 24×7 and was delivered by trained yoga instructors.

Early Outcomes:

Nearly
300 calls
within
two weeks

Average call
duration of
3 minutes, with
some extending
to 15–20 minutes

Engagement
across
age groups
and professions

Over 6,000 social
media
impressions
through organic
amplification





Policy Recommendations

- 1. Launch a National Pranayam Helpline under the Ministry of AYUSH, with coordination from the Ministry of Health and Family Welfare.
- 2. Integrate pranayam counselling into existing digital health and telemedicine platforms.
- 3. Expand services into multiple Indian languages to ensure inclusivity.
- 4. Enable partnerships with RWAs, NGOs, and CSR initiatives for outreach and scale.
- 5. Position pranayam as a first-line preventive mental wellbeing support, complementing—not replacing—clinical care.

Conclusion

The Pranayam Helpline pilot demonstrates that preventive mental healthcare can be effectively democratised through culturally grounded and digitally enabled interventions. At population scale, such approaches can improve wellbeing, reduce long-term healthcare costs, and strengthen India’s leadership in preventive health and wellness.

Snigdha Verma - Founder and CEO

Ms. Snigdha Verma graduated with an MSc. in Public Policy and Management from Carnegie Mellon University, US, in 2010. She started her career with The World Bank and IFC in Washington, DC focusing on financial and private sector development (Publication, World Bank 2012). Thereafter moving to rural India, she served the ‘Solar Mamas’ at Barefoot College, one of the oldest Civil Societies of India (Interview with Sansad TV, 2020). A regular speaker at global forums such as the Tufts Energy Conference, UN CSW, and Asia Climate Summit, she’s also been a visiting fellow at Monash University, Melbourne, Australia (PLoS ONE, 2018) and was awarded the Woman in Power Award by ISGF for her role in carbon credits in 2024.

Shambhavi Chaturvedi - Co-Founder

Bsc (IT), Amity University, New Delhi (2027)

Member, AIIT Student Community.

Member, Digital India Club, Amity University.

As a young leader, Shambhavi brings creativity, entrepreneurial spirit and a passion for technology towards building a meaningful initiative.



माननीय प्रधानमंत्री जी के जन्मोत्सव पर

मन की शांति और आत्मबल के लिए

प्राणायाम एवं वैदिक ज्ञान पर आधारित हेल्पलाइन

स्वस्थ मन
सशक्त समाज



विश्व की पहल
भारत से

1800-1033-725

इस टोल फ्री नंबर पर काल करें और
प्रशिक्षित योगियों से प्राणायाम का परामर्श लें।

Contact: Global Peepal Policy League (GPPL)

Twitter : @PeepalPolicy

Website: www.peepal.org.in