

Presented by:

Dr. RAKESH R. MODI

(Toronto, Canada)

B.A.M.S., D.Ac., Dr.Ac., M.Ac., M.Ac.F., C.A.H.P.

Ayurvedic Physician & Lecturer

Certified Holistic Practitioner, PanchaKarma Specialist, Quality Assurance Person (Q.A.P.),

Director of Research & Development and Event Management for ICAP Inc.,

Director of IIACM Inc.

www.AyurvedToronto.com (Centre)

www.ICAPINC.org (Association: International Council of Ayurvedic Physician Inc.)

www.IIACM.com (Institute of Ayurveda & Complimentary Medicines Inc.)

416-778-9341

Role of NRI's for Global Promotion of Ayurveda

Shri Dr. Ramesh Modi, my father, is a very well known Ayurvedic physician in Canada & India. That motivated me to enter into the world of Ayurveda. His vast experience of 35 years, helping and kind nature made my job a little easier. A Man of strict principles, he has been a friend, philosopher and guide to me in my endeavors to help fellow brothers and sisters.

However, life as an NRI Ayurvedic Practitioner was a different story altogether. Soon I realized the rules & regulations were different, more strident and the by-laws did not make life more comfortable for us either. We also had to face powerful lobbies and overcome obstacles put up by them. Many efforts were made to pull the rug from under our feet. But we were adamant

too. We hung in there as we knew Ayurveda can be a real boon for many.

Finally, I decided that it was now time to go out of the box and do something outstanding in the field of Ayurveda for the others to take note of it. As a first step, I went to a college to learn website designing (1999). After about 6 to 9 months of hard work and help from friends and well-wishers, I managed to put together a good, informative and user-friendly website for Ayurveda. That was really good move as marketing prospects.

As they say, good deeds, done with good intentions always pay off. Within just 6 months of the launch, I started receiving good responses from around the world. The situation has become such that nearly 40 to 60% of our new clients come to us through our

website. Once again, the key here was to provide the useful information they need in a language that they can understand.

Once I had the website up and running, it was time to move on and focus on the next step. To spread the message of Ayurveda among the masses, I started organizing small or big educational seminars & lectures. These were done in various religious places, community centers and such other educational places. Soon we started receiving invitations as Guest Speakers.

People now knew me by my first name, my face and personality. I had finally arrived. The recognition was backed by years of solid work and research. There was not a single library that I did not visit; I borrowed books on Ayurveda, Yoga, Acupuncture, Astrology etc.

Part of the reason why people flock to us in droves is our emphasis on combining the most scientific approach with the simplest possible language of communication. We strongly feel the media and educational institutes can play a decisive role in advancing the real benefits of Ayurveda. So many times we have discovered that people want to know more about Ayurveda and its benefits, but the information (the correct one, which is) is simply not made available to them. Books that claim to represent Ayurveda but in fact are misleading, make things more complicated for a genuine practitioner.

And that's where we come into the picture. We promote Homemade GHEE for their benefit. We try and educate them, not only about the benefits of GHEE, but also how to prepare GHEE. We strongly suggest that "Food is the Medicine", so all should eat according their body type, must take herbs (medicine)

according to their body type as well as therapies like PANCHAKARMA customize to their need.

Coming back to the role of an NRI, we believe Ayurveda has to be and must be promoted globally. Principles mentioned above should form an important part of such promotion. Let us not forget that Health is too important an issue to be neglected or played around with. It's time to get serious about it.

In the case of Ayurveda, a word of mouth often proves to be more effective than any other ways of marketing your products. In my view, we also need to create awareness about it among the Government officials, Members of Parliament and specially health ministries of different country. They are the people who matter; they are the ones making all those rules and regulations. At the Same time, we, NRIs need to educate Indian Government officials about the reality of other countries around the world.

We need to request or lobby the Health Ministry of India to deal with foreign governments on various issues like exports and imports of Ayurvedic Medicines. Making rules and regulation easier will only help make it easier. As an NRI, my role should be to communicate effectively between my Matrubhumi (place where I was born) India and Karmbhumi (place where I earn my living) Canada.

It is also important to have an Ayurvedic Association Abroad, so that we can have a solid, common voice in the parliament, general debates, in the public and among the different layers of Government. So with a proper team work and dedication, we have formed Association called **"INTERNATIONAL COUNCIL OF AYURVEDIC PHYSICIANS (ICAP) INC."** A Registered Non-Profit Organization Dedicated to Ayurveda & Natural Ancient Healing Sciences, which is one

the first Approved Professional Holistic Association in Canada.

IN CANADA, IF YOU LIKE TO BECOME AYURVEDIC PRACTITIONER:

You must:

- 1. become a member of Approved Professional Holistic Association**
- 2. have MAL PRACTICE insurance and/or liability insurance**
- 3. have office in commercial zone**
- 4. have registered business name and have license to practice from municipality**
- 5. ETC.. (these are common by-laws, according your CITY zone, it may varies)**

As an NRI, my next dream to open an Ayurvedic Institute in Canada, so a large number of people can take advantage of it. My aim is to create a team of young and energetic Ayurvedic physicians to organize seminars, conferences, volunteer work and natural disaster management team. So in January 2006, we have formed institute called **"INTERNATIONAL INSTITUTE OF AYURVEDA & COMPLIMENTARY MEDICINES (IIACM) INC."**, which is registered and approved by **GOVERNMENT of CANADA** (registered under Private Career College Act, where anyone who is age of over 18/19, and/or Grade 12 pass, and/or whoever from any Science or any other background can join as student).

To promote Ayurvedic Products in CANADA (North America):

- 1. Each product should have Natural Product Number (NPN) from Health Ministry of Canada**
- 2. To get this N.P.N., you must appoint Quality Assurance Person (Q.A.P.) someone like me**
- 3. This process is neither easy nor hard, but with proper paperwork and communication between both Health Ministry, it can be easier, still Health Ministry of Canada is trying to pass some obstacle and here Association like us and AYUSH can offer some help to make it easier and faster**

To fulfill your need to promote/market your products we have few new business adventures:

- 1. We are starting a research based and Natural Divine Ancient Healing Sciences related PUBLICATION**
- 2. Franchising of AYURVEDIC HEALTHCARE CENTRE with full supports.**
- 3. We are training new Ayurvedic Practitioner, Physicians & Therapist**
- 4. We have also started new trend of Make-up Products contains Pure Minerals & Organics base, without any chemicals added (Ayurvedic Style)**

Along with 3 successfully running organizations:

- 1. Ayurved Centre (one of the oldest centre in North America)**
- 2. Association: International Council of Ayurvedic Physicians (ICAP) Inc.**

3. Institute: International Institute of Ayurveda & Complimentary Medicines (IIACM) Inc.

In between we have organized small and / or big seminars, conferences, to create awareness about Ancient Divine Healing Arts, mainly AYURVEDA. We have started writing articles in various languages as well in various publications.

TO PROMOTE AYURVEDA GLOBALLY, I STRONGLY SUGGEST TO THE HEALTH MINISTRY (AAYUSH) THAT NRIS LIKE US WITH PROVEN TRACK RECORDS ARE TRUE REPRESENTATIVE OF INDIA AND AYURVEDA, SHOULD BE GRANTED SPECIAL AUTHORITY (POWER) TO DEAL WITH RESIDING COUNTRY'S GOVERNMENT OFFICIALS TO EASE-UP EXPORT, IMPORT AND MANUFACTURING. GOVERNMENT OF INDIA AND RESIDING

GOVERNMENT, PROVIDE US A FUNDING TO ORGANIZE EXPOS, CONFERENCES, AND SEMINARS FOR EXPORTERS, IMPORTERS, MANUFACTURES, LABELERS, PACKAGERS, ETC.