

INTEGRATION OF AYURVEDA INTO EUROPEAN EDUCATION SYSTEM

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AAA for Ayurveda Integration:

1. AWARENESS
2. ACCEPTANCE
3. APPLICATION

Awareness = Education

no „Acceptance“ without „Education“

2 types of education:

- Education ABOUT Ayurveda (One goes around/about.)
- Education IN Ayurveda (One goes/dives in-to.)

Ayurvedic education

Education *about* Ayurveda:

- leads to „Awareness“,
- which opens the door for „Acceptance“

Education *in* Ayurveda:

- leads to „Application“.
- Good application increases „Acceptance“

Ayurvedic experience

**HOW WE, PIONEERING
AYURVEDIC PRACTITIONERS
and EDUCATORS CREATE
AWARENESS in the local
public?**

Things that have worked:

Ayurveda is a universal message of recognition of an individual as a soul, message of acceptance and love for life, returning people to their selves. No practitioner should ever feel shy or inadequate to explore and assimilate this fundamental aspect into his or her practice.

1. *Good, ethical practice* lays the foundation for the rest.
2. Courage to *promote Ayurveda, not the self*, own practice or own products.
3. Take share in *Education*.

“A good Ayurvedic physician should go to faraway places and teach others; this itself will sustain him as it is the highest dharma“

4. Education first through *lectures, courses, articles, simple practices and simple products*

5. Proceed with *one-two years courses*
‘Basics of Ayurveda’ or ‘Ayurvedic Massage’

6. Start educating the public in *quality and standard.*

The real challenge:

*Full Ayurvedic program
with an approved college.*

WHAT HAS TO BE DONE:

From the side of the practitioners

- **develop a teaching curriculum in accordance with both the traditional Indian AND modern international standards,**
- **(EHPA (UK) or NAMA (USA) or any other functional model)**
- **program conform to the framework of the local educational system and requirements set for vocational and professional training**
- **ensure quality of the teaching standard**

WHAT HAS TO BE DONE:

From the side of the practitioners

- **seek support from the local government and legal protection; this may require even a sort of lobbying**
- **form a locally acceptable body to announce your mission and benefits for the society from the Ayurvedic field**
- **offer your share of expertise in governemental regulatory bodies; if such a body does not exist, initiate it**

WHAT HAS TO BE DONE:

From the side of the practitioners

- **represent interests of the Ayurvedic community; invite contacts with all involved and collaborating sectors and parties;**
- **negotiate and bridge to avoid clashes of interest; do not allow partial interests to dissipate your efforts; do not allow any monopoly of a single person or a group**
- **integration into EU bodies and other international organizations**

WHAT HAS TO BE DONE:

From the side of the academic/government

- **sector represent interests of the Ayurvedic community; invite contacts with all involved and collaborating sectors and parties;**
- **negotiate and bridge to avoid clashes of interest; do not allow partial interests to dissipate your efforts; do not allow any monopoly of a single person or a group**
- **integration into EU bodies and other international organizations**

WHAT HAS TO BE DONE:

From the side of the academic/government

- take genuine interest in helping to develop the Ayurvedic field; this is unlikely to happen unless an intelligent public figure takes a personal interest (first hand experience with Ayurveda!)
- facilitate the ground work of the practitioners – work around the existing legal framework, provide space, assist in approval/accreditation process
- establish a working relationship with an appropriate helpful Indian/international institutions and request their support

WHAT HAS TO BE DONE:

From the side of the Indian government

- make their supportive policies and measures publically known
- make the relevant information sources available and easily accessible
- insist that Indian Embassies' appointed staff is knowledgeable about Ayurveda and take personal pride in promoting Indian heritage

WHAT HAS TO BE DONE:

From the side of the Indian government

- **equip the Embassies with proper communication links to the Central and local governmental bodies responsible for Ayurveda**
- **encourage the Embassies to promote through organizing meeting forums, conferences etc.**

APPEAL to THE INDIAN GOVERNMENT

Sequence of Steps

- **RESEARCH** – provides the factual background for
- Scientifically based **EDUCATION** and **PROMOTION**– prepares ground for
- **ACCEPTANCE/APPROVAL** needed for **BUSINESS**

Research

- Make available Existing research results
- (dedicated journal, series of books, dedicated webpage).
- Make accessible unique and innovative scientific concepts, methods and tools
- (*Herboprinting*)
- Terms and conditions to use the tools for testing by researchers and teachers

Education

- Support sincere effort by physicians and educators working abroad to teach should be.
- Develop and put into practice a support scheme based on quality criteria.
- Make the criteria a reference standard for the public.

Promotion

- Promote regularly by sponsoring conferences, symposiums, expos etc.
- Provide funding for any sincere attempt to promote Ayurveda by an institution or individual (clearly laid criteria – e.g. such as translating classical texts or books by outstanding Indian scholars)
- Release videos, CD, DVD - to be available with the Embassies.

Promotion

Indian Embassies' staff should have:

- a reasonable understanding of Ayurveda and related traditional sciences
- knowledge of the global position of Ayurveda
- the position and the needs of the local Ayurvedic community within the local legal, socio-economic and educational framework.

Promotion

- Invite foreign delegates to India to promote Ayurveda.
- Have a facility with ISO standard, impeccable hygienic conditions 50 bed hospital plus manufacturing unit – a pilot model place to invite foreign delegates!

Approval

- Bilateral negotiations facilitating approval proces in respective countries.
- Reimbursement policies should also concern the abroad Indian subjects who get approvals in the respective countries.
- To uphold the export standards (do not allow dumping practices etc.)

SUMMARY:

An **INDEPENDENT SUPPORT AGENCY** (such as e.g. a networking agency for IT industries) catering to the needs of the overseas Ayurvedic community should be established, headed by a highly experienced, impartial and internationally recognized Indian figure (former Ayurvedic College Chancellor, e.g. Prof. R.H.Singh).

Thank you for your attention

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