



Action Plan of Working Group on Promotion & Propagation of Ayurveda

presentation by

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Action Plan of Working Group on Promotion & Propagation of Ayurveda

Total 17 members from all continents

Chair: Dr. Vivek Shanbhag

Co-Chair: Alexander Tseyko, Russia

Co-Chair: Shantanu Banerji, Netherlands

Co-Chair: Vasanthi Pillay, Singapore



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- Success story of Traditional Chinese Medicine TCM is replicable
 - In 1989 only few states in the US were licensing and offered insurance coverage to TCM
 - Currently all US States license and have insurance coverage for TCM
 - TCM herbs have a lion's share in the world herb market
 - It has provided cure, wellness, employment, respect and success to millions.

Action Plan for the duration one year:

- Set up a Promotion Cell to compile Data of currently available promotion information
- Create & Distribute Promotion Material
- Create Promotion Website
- Participate in Conferences & events to conduct promotion activities.

Set up a Promotion & propagation cell. May be at a top advertising company. Involve the Confederation of Indian Industries(CII)

- Three people for data collection

- One administrator

- Hardware

- Space

- Duration: 3 months, Estimated budget – 20 Lakhs

- ✔ Preparation of Promotion & Propagation material, broad theme & slogans, with celebrities. Involve top PR Agencies.
- ✔ Formats: Articles, pamphlets, Audio-visual DVD, Kiosk Displays, to provide information & images about general awareness, strength areas of Ayurveda, Ayurveda for children, women, geriatric care etc.
- ✔ Information for different levels: student , teachers, medical practitioners, sportsmen, tourists
 - Duration: 3 months, Estimated budget – 1 Crore

Distribution of Promotion & Propagation material to various media:

- Newspapers, magazines, publications, directories
- Radio stations, TV Channels,
- School, Institutions, Universities
- Professional associations
- Embassies, Airports, Resorts
 - Duration: 3 months, Estimated budget – 50 Lakhs

Development of comprehensive Website

- Use all IT tools like U-tube, google , facebook, twitter
- Link website to various associations, External Affairs & Tourism Departments, Embassies, Educational institutions
 - Duration: 3 months, Estimated budget – 50 Lakhs

- ✔ Dissemination of propagation and promotion material
- ✔ Propagation & promotion of Ayurveda in International AYUSH conferences and also in other events and conferences like sports, tourism, pharmaceuticals, World Ayurveda Day, Commonwealth Games, road-shows, caravans event etc.
- ✔ Participation of 4-5 AYUSH experts to participate in these events
 - Estimated budget – 8-10 Crores

Indian Information Technology(IT) sector has done successful promotion all over the world.

Individuals and Institutions in this room have done successful promotion of Ayurveda in their respective countries.

successful promotion of Ayurveda all over the world is possible with:

Passion

Plan

People

Power(authority & support)

Purse(Funds & resources)