# Practical Ayurveda in Hungary between 1990-2010

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In the frame of the II. International Scientific-Practical Conference on "East medicine in a modern world: traditions, innovation and prospects of developement"

22-23 of May 2010

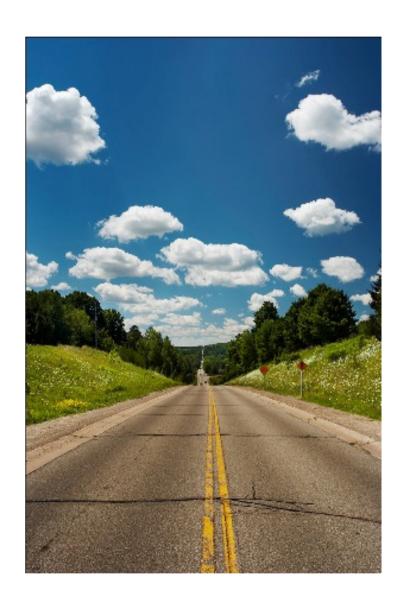
**Donetsk, Ukraine** 

### **Ayurveda**

### ancient knowledge in a modern world



- ✓ Ayurveda is the most ancient medical knowedge, basis of all other medicinal systems.
- ✓ A 5000 years old medical system, science of healthy life and longevity.
- ✓ Ayurvedic methods can be assessed by modern examinations as well.
- ✓ Ayurveda can be the basis of a healthy society and food-safety.
- ✓ Question of today: how can Ayurveda function in the Western world, in cooperation with allopathic methods, for the benefit of mankind.



### **Sharing experiences:**

Milestones of the introduction of Ayurveda to Hungary:

Product Registration

1991. Garuda Trade Ltd. founded
30-years Programme drafted (1990-2020)
Cooperation with DIL – Mr. G.C. Burman

1990-2010: Licencing and registration of ayurvedic human care products

- √13 herbal paramedicines
- √around 20 herbal food-supplements
- √ cosmetical/personal care products

1998. First ayurvedic veterinary products licenced (Ayurvet, Mr. Pradip Burman)

- **√**5 veterinary herbal paramedicines
- √18 herbal fodder-supplements

# Ayurvedic products licenced in Hungary















### Human paramedicines (OGYI)

**Dabur Ashwagandha** 

Dabur Shilajit (1991)

**Dabur Livfit tablets and syrup** 

**Dabur Nature Care Isabgol** 

**Dabur PudinHara** 

**Dabur Sitopaladi Churna** 

**Dabur Chyawanprash** 

**Dabur Lactonic** 

**Muniyal Herbadict tablets** 

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### Food-supplements (Baidyanath), Cosmetics (OETI)

Livgood, Spirulina Plus,
Arth Plus, Diabet Guard, etc.
Emami Neem and Gold 24k, and Dabur cosmetics ranges

#### **RESULTS:**

Over 500.000 people in Hungary cured

# Ayurvedic products licenced in Hungary























### Veterinary paramedicines (FVM)

Ayurvet Ruchamax
Ayurvet Mastilep gel
Ayurvet Charmil gel
Ayurvet Exapar
Ayurvet Janova

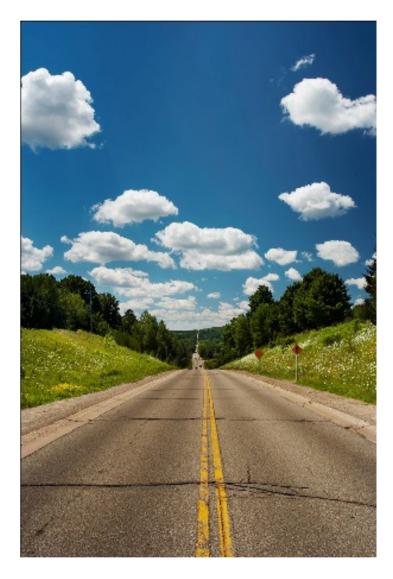
#### **Fodder-supplements (OMMI):**

Diaroak, Superliv, Stresroak Yakrifit, Payapro, Restobal, etc.

Pet products (OMMI)

#### **RESULTS:**

- ✓ Efficiency of hundreds of animal breeders boosted
- ✓ Food-safety



# New directions and methods: Milestones of creating the legal and scientific background

1996. Hungarian Ayurveda Medical Foundation (HAMF) established

1996. Ayurveda Trade Promotion Centre

1997. Ayurveda is an official health-care system in Hungary (Gov. D. 40/1997) as a naturopathy

**2001.** Indo-Hungarian Health Agreement is signed (resigned in 2008)

**2002.** Ayurveda is part of the National Public Health Programme of Hungary

**2003.** Inauguration of the Ayurveda Library of HAMF (at governmental level)



### **Integration of methods:** Milestones of education

**1996.** HAMF is the scientific background for Ayurveda education in Hungary

2003-2010. 9 diploma works on Ayurveda and related sciences

2008: University level teaching of Ayurveda to doctors and health-care experts is started (half-year seminar)

**1991-2010:** Regular seminars, lectures for the greater public and for experts on Ayurveda

2004-2009. two authentic ayurveda books are transleted to Hungarian and published (Ayurveda unravelled, Ayurvedic massage-The healing touch)



# Integration of methods: conferences, international relations

**2006.** First Central-European Ayurveda Veterinary Conference (Budapest)

2007.

First International Conference-cum-Exhibition on Ayurveda (Budapest)

The Ayurveda Coordination Centre of Europe (ACCE-database) www.ayurveda.hu, www.ayurvedacoordination.eu

**1991-2010:** HAMF participates as lecturer at numerous international Ayurveda conferences

**2008.** 3 ayurveda experts delegated to Hungary by AYUSH (ayurveda beauty and health treatments, massage)

**2010.** AYUSH-cell is funded in frame of the Embassy of India to Budapest



# Completing the web database on ayurveda organizations and doctors in EU

Ayurveda Coordination Centre of Europe and Ayurveda Trade Promotion Centre

- √ a central database
- ✓ a strong link, a daily contact and a close cooperation between the ayurveda organizations, institutions, companies, ayurveda practitioners and supporters throughout Europe
- √ to strengten the status of Ayurveda in Europe
- ✓ lead to new scientific and business cooperations
- ✓ open new horizons, deepen and strenghten the status of Ayurveda in Europe

ACCE is hosted, founded and run by HAMF at

www.ayurveda.hu, www.ayurvedacoordination.eu

### **Further developement:**

### Aims, challenges of the present

Coordination between EU and India in the field of pharmacopoeas (→ CITES!)

Strenghten the legal and market status of Ayurveda in the EU (ATPC)

Alleviation of the licencing procedure of ayurvedic products in the EU (THMPD)

Ayurveda Workshop on Traditional Herbal Medicines EU-Directive (Budapest, 19-20th of March 2010)

2nd Interactive meeting with International delegates for Global Propagation of Ayurveda (New Delhi, 3-4th of May 2010)



For more details on THMP Directive visit: www.euroayurveda.com

### **Further developement:**

### Aims, challenges of the present

Legal acknowledgement of Ayurveda diplomas and trainings in EU

**Translation** of further ayurvedic books to Hungarian and other European languages (for universities)

Amplification of the collection of books of the Ayurveda Library (800 books)

#### Role of ayurvedic products in:

- √ food-safety
- ✓ environment protection
- √ fight against popular diseases
- ✓ rehabilitation
- ✓ prevention
- √ elderly people care



## Promotion of healthy lifestyle: ayurveda clinic, media, conferences



- ✓ Calendula Ayurveda Private Clinic established in 1995 (comprehensive ayurvedic treatments, Indian experts) Siófok, Hungary
- ✓ Ayurveda massage treatments at Hungarian wellness hotels, spas

#### Marketing, media:

- ✓ PR-articles
- ✓ books,
- ✓ informative materials,
- ✓ radio/TV interviews,
- ✓ lectures
- √ conferences
- ✓ informations online
- ✓ library
- ✓ leaflets

by HAMF and joint organizations.

# Ayurveda in Central-Europe



Ayurveda organizations functioning in many Central-European countries (see ACCE-database):

- ✓ Slovakia
- ✓ Serbia
- ✓ Romania
- ✓ Croatia
- ✓ Lithuania
- ✓ Austria
- **√** Ukraine

www.ayurveda.hu/eu.html



### Thank you for your kind attention!

See you in Pécs, Hungary in November 2010!

#### **Contact us:**

### **Hungarian Ayurveda Medical Foundation**

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Garuda Trade Ltd.