

Practical Ayurveda in Hungary between 1990-2010

Mr. Istvan Riesz Dr.(Ayu)Hon.

MSc. ME., MSc Economics

Chairman

Hungarian Ayurveda Medical Foundation

(1996)

Managing Director

Garuda Trade Ltd.

(1991)



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

22-23 of May 2010

Donetsk, Ukraine

Ayurveda

ancient knowledge in a modern world



- ✓ Ayurveda is the most ancient medical knowledge, **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 (Ayurved, 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

Muniyal Herbadict tablets

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 translated 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 **strengthen the status of Ayurveda in Europe**
- ✓ lead to **new scientific and business cooperations**
- ✓ open new horizons, **deepen and strengthen 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!**)

Strengthen 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 development:

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

ayurveda@garuda.hu www.ayurveda.hu,

www.ayurvedacoordination.eu

Garuda Trade Ltd.

garuda@garuda.hu

www.garuda.hu