

AYURVEDA: A SOURCE OF ENTREPRENEURSHIP**Lou Xi**

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Abstract

Ayurveda, is a popular name in India. It is a medicine, it is a culture, and it is a name for all and any product to ascertain its authenticity. Similar to Ayurveda in China is Traditional Chinese Medicine convinced by almost all Chinese people. When it comes some chronic disease, people prefer turn to Traditional Chinese Medicine for help rather than western medicine. Looking to the commonness between Ayurveda and traditional Chinese medicine, this paper presents an interesting thought in direction of career development.

Keywords: *Ayurveda, entrepreneurship, traditional medicine*

The encounter with Ayurveda

Since I have been in India, I have visited Delhi, Mumbai, Bangalore and Agra Jaipur Udaipur and also went to big mall, or some supermarket, whereby I came across the products with a label of Ayurveda. I also saw it in travel book-Lonely Planet of India over and over again, which force me to think about what is Ayurveda, why is it so popular, how does it work. The reason why I took notice of Ayurveda is that in China, Traditional Chinese Medicine is convinced by almost all Chinese people. When it comes some chronic disease, people prefer turn to Traditional Chinese Medicine for help rather than western medicine. After googling Ayurveda I feel that there are striking similarities between Ayurveda and Traditional Chinese Medicine. Then I found an interesting thought in direction of career development.

Ayurvedic theory

Story-About Ayurveda, there was a story which should be mentioned. Before Brahma created the world, he created Ayurveda first to protect human from disease. After human's born, Brahma passed on the knowledge of Ayurveda which helps ancient people survive.

Vedic period (BC.1500-500) is considered as the foundation of Indian culture and Ayurveda's origins lie in an oral tradition. It's written documentation is sparseness (稀疏的), particularly in the oldest one, Rigveda. After the discovery of Veda scripture, people started to sort out the documents of Ayurveda. Up till now Ayurveda has 3000 years history and it is becoming more popular not only in India but western country.

Meaning-Ayurveda is a Sanskrit Word, Ayur means life, Veda means wisdom, so Ayurveda means the knowledge or science of life in the sense of the optimal measure of all aspects of high-quality and healthy living.

The theory of Ayurveda is that the cause of one's illness is the imbalance of three vital energies (called dosh) in the body. The three major energies are Vata, Pitta and Kapha. Ayurvedic medicine holds that nature and the human body are composed of five elements: ether, air, fire, water and earth. The three major energies in the human body are also composed of these five elements: ether and air combine to form Vata, fire and water combine to form Pitta, water and soil combine to form Kapha. Too much or not enough of these three vital energies and improper eating habits and lifestyle can make people sick.

Development of Ayurveda-Since Ayurveda has a long history, there is a theory said that Ayurveda affected both Traditional Chinese Medicine and Western Medicine. King Ashoka, the emperor of most of the Maurya kingdom of northern India, became a convert to Buddhism in the third century B.C. Ayurvedic medicine became widely disseminated through this ruler's establishment of a number of charitable hospitals with extensive medical.

Many great Ayurvedic physicians became Buddhists and many Buddhist monks began to chronicle the development of Ayurveda within India and later in other foreign lands such as Sri Lanka, China Tibet. The influence of Ayurveda, perhaps brought China by itinerant, missionary Indian Buddhist monks. Ayurveda appears earlier in Chinese text such as the Nan-Jing in the early part of Han Dynasty perhaps around 100 century.

When Alexander the Great invaded India and temporarily occupied the Sind and Punjab areas, historical reports describe his contact of Ayurvedic physicians whose talents. He is said to have used almost exclusively to treat poisoning cases in his armies. It is believed that he and his cohort of physicians took some this Ayurvedic knowledge back to the west, perhaps influencing the early development of the Greek Medical. Such as Galen of Pergamon was an influential physician in western Latin world, especially in Rome and he was trained in Asian Minor and medical school in Alexandria, Egypt. The way of practicing then became the theoretical basis of all Western Medical practice in the next 1500years.

Benefits of Ayurveda- Ayurveda proposes an optimal healthy life style, if you are in health, then keep it, if you are ill, don't worry, Ayurveda is here. The material of Ayurveda comes from nature, the herbs and plants are made into medicines and essential oil. It doesn't like western medicine having side effect. It is not about physical health but also mental health. So more and more people prefer to convince in Ayurveda.

Ayurvedic theory in Indian beauty brand-Himalaya Forest Essentials

I believe that most of you have heard or you are using the products of Himalaya and Forest Essentials or you frequently go to Ayurveda spa center. Since sitting in front of computer and living a hectic, a busy life for a long time, people want to come back to nature and were waking up to the benefits of herbal and natural products for their personal care needs.

Himalaya- His vision was to 'bring the herbal, traditional Indian science of Ayurveda to society in a contemporary form'. In 1999, Himalaya entered the personal care segment under the brand name 'Ayurvedic Concepts'. This was uncharted territory which brought with it new challenges and new opportunities for learning. Up till now, Himalaya products exists in every Indian family and also exported to more than 90 countries in the world, which brings it huge profit and meanwhile, it also created many jobs for Indian people.

Another example-Forest Essentials was created by a woman, Mira Kulkarni, an Ayurveda aficionado who single-handedly revived Ayurveda, and familiarized people with its significance. In the beginning, she just gathered some wasted materials from factory to make some soaps and oil. Gradually she found that most manufacturers used substandard materials to keep prices low like using dry herbs which were stored in dusty go downs. She knew that Ayurveda relied on cold-pressing oil but the production by hand is very small. Kulkarni insisted on organically grown unprocessed

oils cold-pressed by hand, commissioning only pure plant, herb, and flower infusions, and sourcing the purest steam-distilled essential oils. It took her over two years to come up with her first product. At that time, people wanted high quality Ayurveda products so she decided to start her huge business. She said, We wanted to introduce a traditional version of cosmetics made according to Ayurveda but with a modern twist. In 2008, it was purchased by Este Lauder, the biggest beauty products company, who holds more than half brands in the cosmetics territory and brought Forest Essentials products into other countries. Up till now Forest Essentials has more than 40 stores, almost covered every capital city in India.

Conclusion

Through Himalaya and Forest Essentials, we can easily see the key point of entrepreneurship is that

They all based on the theory of Ayurveda, which is strongly convinced by Indian people. So it's also easier for them to gain the trust of people, which makes their business proceed in a smooth way. Without others help, only entrepreneur himself cannot make a great success in business. It's wise to leverage the power, resource of others to help us start our business.

They aim at bring people healthy, herbal and high quality product. This kind of enterprise culture is easy to gain people's trust without suspicious. Because Ayurvedic theory is known and accepted by all most every Indian and the lacking of high quality product at that time is the best time to push out a new product based on Ayurveda.

Cultural assimilation makes the loyal of local product. It's easy to understand for cultural assimilation. Ayurveda also called Traditional Indian Medicine, the theory of it deeply rooted in Indian people's mind, because we all know the natural, non-chemical product is good for our health. At this time, in front of you there are a high-quality, traditional product and a foreign product, I believe most people will choose the traditional one.

They reached in an unreached area, which brought they amount of profits. They are warriors to start the new business, which means they may meet the risks they have not seen before. Creation is a double edged sword, it can bring entrepreneur profits, at the meanwhile, it is also a way to weed out the backward company.

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