



Āyurvedic Health Counselor: Educational Outline for Competency

SECTION 1: FOUNDATION OF ĀYURVEDA

- **Understands Definition of Āyurveda, History of Āyurveda, Aṣṭāṅga Āyurveda (Eight branches of Ayurveda), Bṛhat trayī (Three primary texts of Ayurveda), Laghu trayī (Three secondary texts of Ayurveda)**
- **Understands Sāmkhya Philosophy**
 - Prakṛti (Primordial nature), Puruṣa (Eternal cause)
 - Mahat (Causative Intelligence)
 - Ahaṁkāra (Ego Principle)
 - Manas (Mind)
 - Pañca tanmātras (Five subtle elements)
 - Pañca jñānendriyas (Five sensory organs of cognition)
 - Pañca karmendriyas (Five organs of action)
 - Pañca mahābhūtas (Five gross elements)
 - Relationship of jñānendriyas(Five sense organs), karmendriyas(Five organs of action), tanmātras(Five subtle elements) and mahābhūtas(Five gross elements)

SECTION 2: CONCEPTS OF ĀYURVEDA

Guṇas (Twenty Qualities)

NAMA Scope Description: The counselor has skills and competence in determining which guṇas are predominant in prakṛti (individual constitution) and vikṛti (pathological condition) and demonstrates the following ability/abilities:

- **To determine the role and influence of the 10 pairs (or 20 total) of gurvādi guṇas (opposing qualities) in the prakṛti (individual constitution) and vikṛti (pathological condition) through the data received from the history and examination of the client.**

Related Pre-requisite or Complementary Knowledge of:

- The gurvādi guṇas (10 pairs of opposing qualities) associated with the pañca mahābhūtas (five elements) and the three doṣas
- The guṇas (qualities) causing doṣas to accumulate and become aggravated
- How diet, climate, season and age impact the guṇas(qualities) and subsequently contribute to the cause of disease
- What constitutes excess, deficiency and the imbalance of the guṇas (qualities) in doṣa vikṛti (Abnormal doṣa variance)
- The theory of similar and dissimilar and balancing the guṇas (qualities) through proper daily and seasonal routines for a person of each constitutional type

Prakṛti (Individual constitution) and Vikṛti (Pathological condition)

NAMA Scope Description: The counselor has the skills required to assess the physical and mental prakṛti (individual constitution) and doṣic imbalance using trividha (three fold diagnostic method) aṣṭavidha (eight fold diagnostic method) and daśavidha parīkṣā (tenfold diagnostic method)

The counselor has knowledge of:

Trividha Parīkṣā (Three-fold Diagnostic Method)

- Darśana (Observation)
- Sparśana (Palpation)
- Praśna (Questioning)

Eight-fold Diagnostic Method (Aṣṭavidha Parīkṣā)

- Nāḍī Parīkṣā (Pulse Assessment)
- Mūtra Parīkṣā (Urine Assessment) – theoretical knowledge only
- Mala Parīkṣā (Stool Assessment) – theoretical knowledge onl
- Jihvā Parīkṣā (Tongue Assessment)
- Śabda Parīkṣā (Speech and Voice Assessment)
- Sparśa Parīkṣā (Skin Assessment)
- Dṛk Parīkṣā (Assessment of Eyes)
- Ākṛti Parīkṣā (General Appearance of external features)

Ten-fold Diagnostic Method (Daśavidha Parīkṣā)

- Dūṣyam (Structural and functional abnormalities of the body)
- Deśam (Geographical nature of the place where client lives)
- Balam (Physical strength)
- Kālam (The season and climatic conditions)
- Anala (digestive fire of the client)
- Prakṛti (Constitution)
- Vayas (Age of the client)
- Sattva (Psychological nature of the client)
- Sātmya (General and personal habits of the client)
- Āhāra (Nature of the patients diet)

Additional items:

- Sāra (Quality of Dhātus)
- Samhanana (Physical Build)
- Pramāṇa (Measurement of Body- Height, Weight, Posture, Circumference of Head)
- Sātmya or client's ability to adapt to Āhāra (Diet), Dravya (Herbs), Vihāra (Lifestyle and Behavior)
- Āhāra Śakti (Ability to Digest)
- Vyāyāma Śakti (Stamina, endurance and capacity to exercise)

Related Pre-requisite or Complementary Knowledge of:

- Tridoṣa (three humors) theory including the gurvādi guṇas (10 pairs of opposite qualities)
- Physical and mental attributes in a prakṛti (individual constitution) including but not limited to height, weight, color of eyes, skin, mental abilities, memory, intellect, diet, tastes, digestive fire, quality of skin, temperature, hair, appetite, elimination, stress factors
- Physical and mental attributes that change with time: diet, climate, season, stress and environment
- Changes in vikṛti (pathological condition) due to changes in agni (digestive fire), guṇas (qualities) resulting in digestive disorders, appetite and elimination changes
- Guṇas (attributes) that cause the doṣas to accumulate and become aggravated
- Āhāra (diet) and vihāra (lifestyle); how diet, climate, season and age impact the prakṛti (individual constitution) and subsequently contribute to doṣa vikṛti (aggravation of doṣa) and cause of disease
- What constitutes excess, deficient and the imbalance of doṣas within their own site
- Theory of similar and dissimilar and balancing the doṣa vikṛti (aggravation of doṣa) through a proper daily routine, seasonal routine and basic rasas (six tastes) for a person of each constitutional type

Doṣas, Sub-doṣas, Dhātus (Tissues), Srotāṃsi (Pathways)

NAMA Scope Description: The counselor exhibits skills and competency in determining the state of doṣas, sub-doṣas, dhātus, upadhātu (By products of nutrition) and srotāṃsi (pathways), then able to assess the following:

The counselor is able to assess the state of doṣas, and sub-doṣas, dhātus (tissues), upadhātus (By products of nutrition), and srotāṃsi (pathways) involved through darśana (observation), sparśana (palpation) and praśna (asking questions) and is able to interpret the information received.

Darśana (Observation)

- **The ability to interpret information that has been received upon darśana (observation) to determine the involvement (vitiation) of doṣas, sub-doṣas, dhātus (tissues) and srotāṃsi(pathways).**

Sparśana (Palpation)

- **The ability to interpret information that has been received upon palpation (sparśana) to determine the involvement (vitiation) of doṣas, sub-doṣas, dhātus (tissues) and srotāṃsi (pathways).**

Praśna (Interview / Questioning)

- **Asking questions about the current state of digestion, elimination, sleep, stress level, energy level and emotional level.**

Related Pre-requisite or Complementary Knowledge of:

- Healthy dhātus – tissues (dhātu sārata – Signs of ideal tissues).

- How to properly examine the client utilizing the methods of trividha parīkṣā (three fold clinical assessment), aṣṭavidha parīkṣā (eight fold clinical assessment), daśavidha parīkṣā (tenfold clinical assessment)
- Definition, qualities, locations, actions and functions of the three doṣas and 15 sub-doṣas
- Causes of imbalance, signs of imbalance of the three doṣas and 15 sub-doṣas
- Definition, location and function of the dhātus (tissues) and how they are formed.
- Definition of upadhātus (By products of nutrition) and dhātu malas (waste products of nutrition)
- Relationship between dhātus (tissues), upadhātus (By products of nutrition) and dhātu malas (waste products of nutrition)
- Definition, types, qualities and functions of ojas (Essence of Nutrition)
- Relationship of doṣas and dhātus (tissues)
- Definition, origin and function of the srotāṃsi (pathways)
- Factors causing abnormality of dhātus (Tissues)
- Vṛddhi (aggravation) and kṣaya (depletion) of the doṣas and dhātus (tissues)
- Normal and abnormal functions of srotāṃsi (pathways)

Agni (Digestive fire) – Āma (Undigested material), Malas (Waste)

NAMA Scope of Description: The counselor can assess the state of the malas (waste), agni (digestive fire), and āma (undigested material) through praśna (questioning) and darśana (observation).

The counselor has the following skills:

- Ability to determine the state of agni (digestive fire) by questioning the client for rugṇa patrakam (Client intake form).
- Questioning about appetite, digestion and elimination
- Ability to recognize the signs and symptoms of āma (undigested material) in the body
- Questioning about digestion
- Observation of tongue, stools and body odor
- Ability to recognize the signs and symptoms of normal and vitiated mala (waste)
- Questioning about urination, elimination and sweat patterns
- Observation of the urine stools and sweat to include color, volume, odor, clarity

Related Pre-requisite or Complementary Knowledge of:

- Symptoms and signs of the four states of agni (digestion)
- Definitions of āma (undigested material), agni (digestive fire) and mala (waste)
- How āma (undigested material) is formed
- Types agni (digestive fire) and āma (undigested material)
- Functions of agni (digestive fire)
- Signs and symptoms of the altered states of agni (digestive fire)
- Signs and symptoms of āma (undigested material) in the mūtra (urine), purīṣa (feces), sveda (sweat), on the jihvā (tongue), netra (eyes), nakha (nails), tvak (skin), etc.
- Functions of the malas (waste)
- What constitutes the normal and abnormal quantity and qualities of malas (waste)

Prāṇa (vital energy) –Tejas (radiance) –Ojas (essence of life)

NAMA Scope Description: The counselor can determine the state of prāṇa, ojas and tejas

The counselor can assess the following:

- The state of prāṇa (vital energy), tejas (radiance) and ojas (essence of life) through observation and the interview process (consultation) which explores the state of prāṇa (vital energy), tejas (radiance) and ojas (essence of life).

Related Pre-requisite or Complementary Knowledge of:

- Definition of prāṇa (vital energy), tejas (radiance) and ojas (essence of life)
- Relationship of prāṇa (vital energy), tejas (radiance) and ojas (essence of life) to vāta, pitta and kapha
- Signs of healthy or balanced prāṇa (vital energy), tejas (radiance) and ojas (essence of life)
- Symptoms of high ojas (essence of life)
- Symptoms of low ojas (essence of life)
- Displaced ojas (essence of life)
- Factors causing imbalance in prāṇa (vital energy), tejas (radiance) and ojas (essence of life)

SECTION 3: ASSESSMENT AND DIAGNOSIS

Personal and Family Health History

NAMA Scope of Practice: The counselor has the necessary skills to be able to effectively take a detailed current and past, personal and family health history with the following ability/abilities:

- **Asks questions which gather the appropriate information necessary to understand the prakṛti individual constitution) and vikṛti (pathological condition) of the client and refers a client for disease management care, when necessary.**

Related Pre-requisite or Complementary Knowledge of:

- What the chief complaint is, based on initial consultation and the importance of mitigating factors such as: origin, duration, progress, factors that aggravate and relieve the symptoms.
- Past medical history, including: Illness, injuries, surgeries, hospitalizations
- Family history affecting vikṛti (pathological condition) of the client
- Social history affecting vikṛti (pathological condition) of the client
- Roles of work relationships and home environment affecting vikṛti (pathological condition) of the client
- Medication and supplements a client is taking
- Any food or drug allergies or intolerances the client has
- Nutritional habits of the client
- Good listening skills, eye contact and develops rapport with client
- How to ask open ended questions with each client
- The importance of obtaining a good health history and demonstrates this ability
- Accurate assessment and plan of action
- Client's satisfaction of Āyurveda methodology
- Improving the understanding of the consultation
- Improvement of client compliance to any suggestions or guidelines given

Vital Signs

NAMA Scope Description: The counselor has the skills to be able to effectively take basic vital signs such as raktacāpa (blood pressure).

These abilities are demonstrated by:

- Taking a client's measurements: (Requires a description of measurements)
- Assessing a client's height and weight
- Taking a client's pulse
- Taking the blood pressure

Related Pre-requisite or Complementary Knowledge of:

- **Pulse**
 - Able to interpret pulse rate, rhythm and volume
 - Taking pulse at appropriate site
 - Normal and abnormal pulses
- **Blood Pressure**
 - Determining what is blood pressure
 - The systolic and diastolic pressure (normal, abnormal, physiology)
 - Measuring blood pressure
- **Respiration**
 - Determining respiration
 - Normal and abnormal respiration

Nidāna (Etiological Factors)

NAMA Scope Description: The counselor has the skills to determine the nidāna (etiological factors) responsible for the doṣic imbalance and demonstrates the following ability/abilities:

1. **Interprets and understands the case history of the client**
2. **Conveys the factors causing the general doṣic imbalance with the client**

Related Pre-requisite or Complementary Knowledge of:

- The three fundamental causes of disease: Asātmyendriyārtha saṃyoga (abnormal interaction of senses and their objects), prajñāparādha (intellectual transgression) , pariṇāma (change due to time)
- How the senses might be misused (over-used, under-used or wrongly used) in a manner that causes the doṣas to become aggravated
- How daily and seasonal routines impact the flow of the doṣas
- Qualities that cause the doṣas to go through the six stages of pathogenesis
- How constitution, climate, season and age impact the movement of the doṣas
- Additional nidānas (causative factors) in the disease process
- How the suppression of natural urges contributes to the disease process

Samprāpti (Pathogenesis)

NAMA Scope Description: The counselor can determine the current stage of samprāpti by darśana (observation), sparśana (touch) and praśna (questioning) and assess the following:

- Evaluate the client and determine the stage of pathology the client is experiencing.
- Discerning the difference between the stages of sañcaya (accumulation), prakopa (aggravation) and prasara (overflow) and relocation, manifestation and differentiation in order to have knowledge of the limitations of the scope of practice.

Related Pre-requisite or Complementary Knowledge of:

- Each stage of samprāpti (pathogenesis)
- General signs and symptoms all stages of samprāpti (pathogenesis)
- How the stages of pathology are affected/influenced by season, climate and age

COUNSELING SKILLS

NAMA Scope of Practice: The counselor has the necessary skills to provide counseling with the following ability/abilities:

- Conveys information and ideas correctly (to educate)
- Listens and understands
- Supports a client to make positive changes in his/her life
- Earns the clients trust

Related Pre-requisite or Complementary Knowledge of:

- Communicating effectively
- Demonstrating effective skills for counseling
- Recommending changes in diet and lifestyle as necessary, due to doṣic tendencies and how they relate to challenges
- Supporting each person to make successful changes based on their constitutional type
- Supporting a rājasika (hyperactive /motivated) and tāmasika (dull/ disassociated) client to make changes
- Demonstrating good bedside manner
- The following areas of knowledge are generalized and no specific methodology has been determined. Schools are encouraged to include their own methodologies in their curriculum. No competencies will be evaluated in these areas
- Understanding body language
- Understanding tone of voice
- Asking relevant questions
- Ability to paraphrase and summarize
- Demonstrates active listening
- Discern nonverbal communication
- Referring clients to theory references including books and other reference materials that support self learning

Client Strengths and Assets

NAMA Scope of Practice: Assessing and determining client's strengths and willingness to follow recommendations

The counselor can assess the following:

- Client's compliance
- Memory of the client

Related Pre-requisite or Complementary Knowledge of:

- How the qualities noted above influence the outcome of a case.

Research

NAMA Scope of Practice: The counselor can collect case studies to contribute to research on health promotion and svasthavṛtta (disease prevention). The counselor can prepare a case study based on the clients who have become a part of the practice.

Related Pre-requisite or Complementary Knowledge of:

- **How to write up a case study including the proper format to summarize the following:**
 - **Patient information**
 - Age
 - Sex
 - Occupation
 - Client's goals
 - Prakṛti (individual constitution) and Vikṛti (pathological condition)
 - Patients state of agni (digestive fire), āma (undigested material), ojas (essence of life) and mala (waste)
 - **Treatment plan**
 - Diet
 - Lifestyle
 - Herbs
 - Frequency of appointments
 - **Progress of each appointment**
 - **Adjustments to the plan at each visit**
 - **Final outcome**
 - **Comments about what aspects of case management were most successful and what aspects were least successful**
 - **Comments about what could have been done different that may have produced a more positive outcome**

SECTION 4: RECOMMENDATIONS, TREATMENT AND OTHER INTERVENTIONS

Āhāra: Food/Diet

NAMA Scope Description: Recommendations The counselor can recommend or prescribe the appropriate food choices and proper āhāra vidhi (eating behaviors) in accordance with the prakṛti (individual constitution), vikṛti (pathological condition), guṇas (qualities), rasa (taste), ṛtu (season), agnibala (digestive strength) and vāya (age) of the client.

NAMA Scope Description Treatment and Intervention: The counselor can demonstrate the selection and preparation of appropriate foods and spices as per the prakṛti (individual constitution), vikṛti (pathological condition), guṇas (qualities), rasa (taste), ṛtu (season), agnibala (digestive strength) and vāya (age) as well as demonstrate proper āhāra vidhi (eating behaviors) through their own practice.

The counselor can:

- Recommend appropriate food and dietary guide lines to promote and restore balance based on prakṛti (individual constitution), vikṛti (Pathological condition), agni (digestive fire) and āma (undigested material).
- Recommend fasting when appropriate
- Teach and support the client to implement proper dietary guidelines into their lives
- Prescribe specific foods and spices
- Discuss with the client how to properly prepare the food/meals
- Discuss and teach the proper rituals of eating
- Discuss and teach how to adapt diet to the season and age of a client

Pre requisite and Complementary Knowledge:

- **General Knowledge of the six tastes**
 - Six tastes, their elemental make up and qualities
 - Rasa (taste), vīrya (potency) and vipāka (post digestive effect) of the tastes
 - The gurvādi guṇas (10 pairs of opposite qualities) of each taste
 - Effects of each taste on doṣas, dhātus (tissues) and malas (waste)
 - Tastes that are bṛmhāṇa (nourishing) and those that are laṅghana (depleting)
 - Effect of the tastes and foods on agni (digestive fire) and āma (undigested material)
 - Elemental make up of foods (mahābhoutika āhāra – five elements in food)
- **Dietary Guidelines**
 - Suggests proper guidelines for healthy eating
- **Specific Foods and Spices**
 - Foods in each major category (Grains, meats, dairy, etc) and their effect on their actions on the three doṣas
 - Spices and their effect upon the doṣas
- **Fasting**
 - Fasting able to offer types of fasting
 - Liquid, juice, fruit, one meal per day

- **Preparation of Food**
 - How processing food changes its qualities
 - How to prepare basic foods such as kichari, ghee and buttermilk
- **Rituals of Eating**
 - Importance of saying grace before meals
- **Other**
 - Importance and intake of *uṣāpāna* (cooked water) in the mornings

Vihāra: Lifestyle

NAMA Scope Description. Skills and Competencies: The counselor can recommend or prescribe appropriate *dinacaryā* (daily), *rtucaryā* (seasonal) and life cycle routines as per the *prakṛti* (individual constitution), *vikṛti* (pathological condition), and *guṇas* (qualities). The counselor can recommend at-home *svasthavṛtta* (preventive and promotive) measures and *sadvṛtta* (positive conduct) measures.

Scope of Practice Description Treatment and Intervention:

The counselor can demonstrate the *dinacaryā* (appropriate daily), *rtucaryā* (seasonal) and life cycle routines according to *prakṛti* (individual constitution), *vikṛti* (pathological condition), and *guṇas* (qualities). By demonstrating at-home *svasthavṛtta* (preventive and promotive) and *sadvṛtta* (positive conduct).

The counselor can recommend, prescribe and demonstrate the following:

- **Recommend daily routines (review techniques with client)**
 - Recommend proper oral hygiene (tongue cleaning, teeth brushing and flossing)
 - Taking care of Eyes (eye wash)
 - Self *abhyaṅga* (oil application)
 - Drinking *uṣāpāna* (cooked water) in the morning
 - Tongue cleaning
 - Eye washes
 - *Netī* (nasal salve)
 - Activities to promote sleep before bed
- **Recommend adjustments to the daily routine based on season**
- **Support the client to make life style changes**
 - Adjusting bed times and wake up times according to *dosha*, as well as season
 - Times to take food
 - Instruct the client in modifying lifestyle in accordance with the seasons
- **Sadvṛtta (Good moral conduct)**
 - Encourage devotional and spiritual practices
 - Encouraging mindfulness throughout the day
 - Encourage to cultivate loving kindness, compassion, joy and equanimity

Related Pre-requisite or Complementary Knowledge of:

- Doṣas increasing or decreasing during different times of the day and season
- Age affecting the doṣas and agni (digestive fire)
- Influence of appropriate physical, devotional, spiritual practices on doṣas and guṇas (qualities)
- Twenty guṇas (qualities), doṣas, agni (digestive fire), āma (undigested material), ojas (essence of life)
- Mahāguṇas - sattva, rajas, tamas (Three Primal States)
- Drinking uṣāpāna (cooked water) in the morning
- Lifestyle impacting digestion and elimination
- A regular routine influencing the doṣas
- Practice of abhyaṅga (oil application), the oils to be used for abhyaṅga (oil application), different types of abhyaṅga (oil application)
- Effective use of daily routine
- Effective use of seasonal routine
- Devotional and spiritual practices affecting the mind and body
- Rātrīcaryā (evening routine)
- Ṛtusandhi (transition of the seasons)
- Rasāyana (rejuvenating) foods
- Vājīkaraṇa (aphrodisiac) foods
- Resisting and not resisting urges

Senses

NAMA Scope of Practice Description. Recommendations: The counselor can recommend or prescribe sātmyendriyārthasamyoga (the appropriate use of sight, smell, touch, taste and hearing).

Scope of Practice Definition. Treatment and Intervention: The counselor can demonstrate appropriate use of sight, smell, touch, taste and hearing.

The counselor can recommend, prescribe and/or demonstrate the following:

- **Aromatic Therapy:** The counselor can identify excessive utilization, deficient utilization and mis-utilization of the sense of smell and instruct the client to adjust their aromatic environment (the counselor is not required to have specific knowledge of aromas as a form of therapy but only that may be utilized as a form of therapy)
- **Taste Therapy (diet and herbs):** The counselor can identify excessive utilization, deficient utilization and mis-utilization of the sense of taste and instruct the client to adjust their gustatory environment (for more information see the food section) to support the healing process. This might include correcting a diet that is too salty, too pungent, too sweet, etc. and recommending a doshically appropriate balance of tastes.
- **Touch Therapy (self massage):** The counselor can identify excessive utilization, deficient utilization and mis-utilization of the sense of touch and instruct the client to adjust their tactile environment (the counselor is not required to have specific knowledge of types of touch as a form of therapy but only that may be utilized as a form of therapy)
- **Sound therapy:** The counselor can identify excessive utilization, deficient utilization and mis-utilization of the sense of hearing and instruct the client to adjust their auditory environment (the counselor is not required to have specific knowledge of mantras or music as a form of therapy but only that may be utilized as a form of

therapy). This might include identifying exposure to loud music or work-related noise as well as recommending methods to mitigate such exposures.

- **Visual Therapy:** The counselor can identify excessive utilization, deficient utilization and mis-utilization of the sense of vision and instruct the client to adjust their visual environment (the counselor is not required to have specific knowledge of color or other specific visual stimuli). This might include identifying aspects of the client's work or leisure environment, such as excess screen time, that are stressful to the sense of vision and recommending methods to mitigate these exposures.

Related Pre-requisite or Complementary Knowledge of:

- The sensory and motor faculties
- Relationship of pañca mahābhūtas (five elements) to each sensory and motor faculty
- Effect of appropriate, excessive and absence of sensory stimuli on each of the five sensory faculties and mind
- Sensory stimuli affecting the doṣas
- Appropriate and inappropriate use of senses
- Different oils used for nasya
- Touch therapy including different forms of abhyaṅga (oil application) and appropriate oils used for abhyaṅga (oil application)
- Different tastes and influence on doṣas
- The mind is and its functions
- Relationship between the five elements and their respective tanmātra (five subtle elements), sense and motor organ

Psychiatry

NAMA Scope Description: The counselor can recommend āhāra (diet), vihāra (lifestyle) and ācāra (positive conduct) to maintain a healthy mind.

NAMA Scope Description: The counselor can design, implement and manage a plan to pacify the doṣas within the mind.

The counselor can recommend, prescribe and implement the following therapies with the goal in mind to pacify the doṣas, balance prāṇa (vital energy), tejas (radiance) and ojas (essence of life) and cultivate sattva (purity and knowledge).

- Visual Therapy: Sāttvika (purity and knowledge). intake of impressions and the proper use of color
- Auditory Therapy: Sāttvika (purity and knowledge) intake of impressions and the proper use of sound
- Aromatic Therapy: Sāttvika (purity and knowledge) intake of impressions and the proper use of aromas
- Gustatory Therapy: Sāttvika (purity and knowledge) intake of impressions and the proper use of foods
- Tactile Therapy: Sāttvika (purity and knowledge) intake of impressions and the proper use of touch
- Effective daily routines
- Changes to a person's behavior

Related Pre-requisite or Complementary Knowledge of:

- Diagnosing the mental prakṛti (individual constitution) and vikṛti (pathological condition) by quantifying sattva (purity and knowledge), rajas (action and passion), and tamas (ignorance and Inertia)
- The effects of sensory input on the mind
- Effective use and misuse of the five senses
- Overuse, deficient use and misuse for each sense organ
- Prāṇa (vital energy), tejas (Radiance) and ojas (essence of life) and how to determine their state
- Three guṇas (qualities) and how to determine their state
- What constitutes healthy behavior
- Effect of sensory input on the mind
- Designing a treatment program utilizing diet, lifestyle, adjustments to behavior and how the senses are used
- Various approaches to implementing the treatment program including adjusting the pace of implementation of the program based on a client's prakṛti (individual constitution) and vikṛti (pathological condition)
- Effective case management
 - Knowledge of how to conduct follow up visits to monitor progress and make adjustments to the treatment plan including
 - Checking in on how the client is doing implementing assignment/homework plan and lifestyle changes
 - An ability to support the client to be more successful in implementing the treatment plan
 - An ability to assign additional homework / assignments or lifestyle changes at an appropriate time
 - Utilizing of the counseling process noted in the counseling section of this document
- **Knowledge of four aspects of mind- manas, citta, buddhi (intellect), ahaṁkāra (ego)**
- **Knowledge of definition, qualities, location and functions of mind**

Doṣas Śamana (Pacification)

NAMA Scope Description. Recommendations: The client can recommend śamana (pacification) therapies to balance the doṣas and eliminate āma (undigested material).

NAMA Scope Description. Treatment and Invention: The counselor can design, implement and manage a plan for pacifying the doṣas and eliminating āma (undigested material).

The counselor can make the following recommendations and implement that following therapies with the goal of pacification of the doṣas:

- **Herbs and spices:** Those that are dīpana - increase agni (digestive fire) and pācana (metabolize āma)
- **Diet:** See food section (kṣut nigrāha – controlling hunger)
- **Sensory Therapies:** See sensory therapy section.
- **Vyāyāma (Exercise)**
- **Heat therapies** - agni and anagni cikitsā (therapies with and without fire)

Related Pre-requisite or Complementary Knowledge of:

- **7 traditional forms of palliative therapy**
 - Dīpana: Herbs/spices that increasing agni
 - Pācana: Herbs/spices that digest āma
 - Kṣudhā nigrāha: Control over diet including the use of fasting

- Tṛṣṇā nigraha: Control over water and oil intake
- Vyāyāma: Use of exercise
- Ātāpa sevana: Forms of creating heat without directly increasing agni such as sunbathing
- Māruta sevana: Ways to cool the body to protect pitta dosha such as moon walks
- **Āyurveda anatomy and physiology, qualities, elements, doṣas, sub-doṣas, dhātus (tissues), upadhātus (by products of nutrition), malas (waste), srotas (pathways), agni (digestive fire), āma (undigested material), ojas (essence of life)**
- **Indications and contraindications for palliation therapy**
- **How to design a palliation program to correct an imbalance in each doṣa**
- **Effective application of each therapy noted above**
- **Assessing the client's state of agni (digestive fire), āma (undigested material) and ojas (essence of life)**
- **Assess digestion, tongue, stools and body odor as a means of identifying āma (undigested material) in the body**
- **Assessing doṣa vikṛti (pathological condition)**
- **Use of herbs and spices for balancing agni (digestive fire) and eliminating āma (undigested material)**
- **Effective, safe and appropriate, application of diet, herbs, sensory therapies, exercise and heat treatments**

Br̥mhaṇa (Nourishing)

NAMA Scope Description. Skills and Competency: The counselor can recommend br̥mhaṇa (tonification) therapy for the body and mind.

NAMA Scope Description. Treatment and Intervention: The counselor can design, implement and managing a program of br̥mhaṇa (tonification) for sustaining the health of the body and mind.

The counselor can make the following recommendations and provide the following treatments and interventions:

- Dietary therapies that promotes tonification
- Herbal therapies that promotes tonification
- Internal and external snehana (oil therapies)
- Daily routines and lifestyle that promotes tonification

Related Pre-requisite or Complementary Knowledge of:

- Indications and contraindications for tonification therapy
- Designing a tonification program in accordance with the doṣa vikṛti (pathological condition)
- Managing a tonification program and adjust the program in accordance with the client's progress
- Assessing the state of agni (digestive fire), āma (undigested material) and ojas (essence of life)
- How to assess the dhātus (tissues) and the signs of depletion

Pre-natal, Natal, Post Natal

NAMA Scope Description. Skills and Competency: The counselor can recommend basic ahāra (diet) and vihāra (lifestyle) for the mother.

NAMA Scope Description. Treatment and Intervention:

The counselor can support a woman to implement ahāra (diet) and vihāra (lifestyle) recommendations.

The counselor can make the following recommendations and provide the following treatments and interventions:

See Sections on Food/Diet and lifestyle. The counselor is able to safely and supportively apply these practices to the pre-natal, natal and post-natal

woman

Related Pre-requisite or Complementary Knowledge of:

- Doṣas increasing or decreasing during different times of the day and season
- Age affecting the doṣas and agni (digestive fire)
- Influence of appropriate physical, devotional, spiritual practices on doṣas and guṇas (qualities)
- Twenty guṇas (qualities), doṣas, agni (digestive fire), āma (undigested material), ojas (essence of life)
- Mahāguṇas - sattva, rajas, tamas (three primal states)
- Drinking uṣṇāpāna (cooked water) in the morning
- Lifestyle impacting digestion and elimination
- A regular routine influencing the doṣas
- Practice of abhyaṅga (oil application), the oils to be used for abhyaṅga (oil application), different types of abhyaṅga (oil application)
- Effective use of daily routine
- Effective use of seasonal routine
- Devotional and spiritual practices affecting the mind and body
- Rātrīcaryā (evening routine)
- Ṛtusandhi (transition of the seasons)
- Rasāyana (rejuvenating) foods
- Vājīkaraṇa (aphrodisiac) foods
- Resisting and not resisting urges

Children's Health

NAMA Scope Description. Recommendations – The counselor can recommend or prescribe appropriate recommendations to children above the age of five.

NAMA Scope Description. Treatment and Intervention: The counselor can design, implement and manage ahāra (diet), vihāra (lifestyle), dravya (herbs/spices) and cikitsā (treatments) in children over the age of five

The counselor can make the following recommendations and provide the following treatments and interventions:

- Teach the parents of a young child the proper diet appropriate for their child's constitution and vikṛti (pathological condition) with due regard to the child's age and stage of life
- Teach the parents of a young child the proper lifestyle appropriate to the child's constitution and vikṛti (pathological condition) with due regard to the child's age and stage of life
- Utilize herbs appropriate to the child's constitution and vikṛti (pathological condition) with due regard to the child's age and stage of life

- Utilize sensory therapies appropriate to the child’s constitution and vikṛti (pathological condition) with due regard to the child’s stage of life
- The counselor can offer guidelines about caring for children with due regard to the child’s age and stage of life utilizing the following intervention tools:
 - Doṣas increasing or decreasing during different times of the day and season
 - Age affecting the doṣas and agni (digestive fire)
 - Influence of appropriate physical, devotional, spiritual practices on doṣas and guṇas (qualities)
 - Twenty guṇas (qualities), doṣas, agni (digestive fire), āma (undigested material), ojas (essence of life)
 - Three qualities (Mahāguṇas - sattva, rajas, tamas)
 - Drinking uṣṇāpāna (cooked water) in the morning
 - Lifestyle impacting digestion and elimination
 - A regular routine influencing the doṣas
 - Practice of abhyaṅga (oil application), the oils to be used for abhyaṅga (oil application), different types of abhyaṅga (oil application)
 - Effective use of daily routine
 - Effective use of seasonal routine
 - Devotional and spiritual practices affecting the mind and body
 - Rātrīcaryā (evening routine)
 - Ṛtusandhi (transition of the seasons)
 - Rasāyana (rejuvenating) foods
 - Resisting and not resisting urges

Related Pre-requisite or Complementary Knowledge of:

- Relationship of between the doṣas and life cycle
- Kapha balancing diet, life style and herbal recommendations
- The factors that vitiate kapha doṣa

Internal Medicine

NAMA Scope Description. Recommendations The counselor can recommend or prescribe a plan to pacify the doṣas that affect the annavaha srotas (digestive system) and prevent prasara (overflow) of the doṣas.

NAMA Scope Description. Treatment and Intervention Skills: The counselor can design, implement and manage a plan to pacify the doṣas within the annavaha srotas (digestive system).

The counselor can make the following recommendations and provide the following treatments and interventions:

- Appropriate diet
- Effective eating behaviors
- Effective herbs
- Routines to support healthy elimination
- Monitor client’s progress and make the appropriate adjustments to the treatment plan

Related Pre-requisite or Complementary Knowledge of:

- Supporting digestion and balance the patients agni (digestive fire)
- Prevention and treatment āma(undigested material)
- Supporting healthy elimination
- Six tastes
- 13 types and 4 states of agni (digestive fire).
- Identifying āma (undigested material)
- Healthy and unhealthy food combinations
- First three stages of saṃprāpti (pathogenesis)
- The signs of three doṣas at each stage of saṃprāpti (pathogenesis)
- Foods, lifestyle and herbs that pacify the doṣas in the digestive system
- Factors that cause imbalance in the doṣas (nidāna)

ENT / Head and Neck Region

NAMA Scope Description. Recommendations: The counselor can recommend preventative care for all the organs above the neck.

NAMA Scope Description. Treatment and Interventions: The counselor can offer therapies to pacify doṣas at all the organs in and above neck as prevention.

The counselor can make the following recommendations and provide the following treatments and interventions:

- Prescribe and teach/demonstrate oil massage for head face, neck muscles
- Prescribe and teach/demonstrate oleation for ears, nose, eyes and mouth
- Prescribe and teach/demonstrate protection of the head/ face from extreme weather
- Prescribe diet, lifestyle and herbs to support the goal of pacifying the doṣas within the head
- Prescribe nasya (oleation of the nose) when appropriate to pacify the doṣas of the head and neck

Related Pre-requisite or Complementary Knowledge of:

- **Dinacaryā (daily routines) for svasthavṛtta (good health)**
- **Procedures for oleation**
- **Precautions to take during procedures**
- **The benefits of following procedures:**
 - The indications and contraindications for each procedure
 - Utilizing diet, lifestyle and herbs to pacify the doṣas in the head and neck
 - The techniques of śiro abhyaṅga (head massage), netra tarpaṇa (oleation of the eyes), karṇa pūraṇa (oleation of the ears), nasya (oleation of the nose) and kavala (oleation of the gums) and gaṇḍūṣa (oil pulling)
 - Techniques for massaging the face and neck

Jyotiṣa - Vedic astrology

(This will not be tested in the exam)

NAMA Scope Description. Recommendation: The counselor can refer clients to a Jyotiṣi (vedic astrology) for assessment and education on the general scope and value of Jyotiṣa (vedic astrology).

NAMA Scope Description. Treatment and Intervention: The counselor is informed on Jyotiṣa (vedic astrology) but its practice requires a separate certification.

The counselor can:

- Refer the patient to Jyotiṣi (vedic astrology) at the appropriate time.

Related Pre-requisite or Complementary Knowledge of:

- What Jyotiṣa (vedic astrology) is
- What a Jyotiṣi (vedic astrology) does
- The scope of practice of Jyotiṣa (vedic astrology)
- How a Jyotiṣi (vedic astrology) can complement client care
- Therapeutic tools utilized by a Jyotiṣi (vedic astrology)

Vāstu Śāstra – Vedic Architecture

(This will not be tested on the exam)

NAMA Scope Description. Recommendation: The counselor can refer clients to a practitioner of Vāstu (vedic architecture) for assessment and education on the general scope and value of Vāstu (vedic architecture).

NAMA Scope Description. Treatment and Intervention: All categories should be informed on Vāstu (vedic architecture) but its practice requires a separate certification.

The counselor can:

- Refer the client to a practitioner of Vāstu (vedic architecture) at the appropriate time.

Related Pre-requisite or Complementary Knowledge of:

- What Vāstu (vedic architecture) is
- What a Vāstu (vedic architecture) practitioner does
- The scope of practice of Vāstu śāstra (vedic architecture)
- How a Vāstu (vedic architecture) can complement client care
- Therapeutic tools utilized by a practitioner of Vāstu śāstra (vedic architecture)

Herbs

NAMA Scope Description. Recommendation: The counselor can recommend or prescribe the appropriate herbs to balance agni (digestive fire), eliminate āma (undigested material) and support the malas (waste) while protecting and building ojas (essence of life).

The counselor can recommend pre-designed herbal formulas or create custom herbal formulations that include the use of herbs, minerals or other natural substances for internal or external use with consideration of mātra (dose), anupāna (vehicle) and auśadha kāla (timing).

NAMA Scope Description. Treatment and Intervention: The counselor can administer, combine, provide, compound, and dispense herbal medicines, minerals or other natural substances for internal or external use.

Related Pre-requisite or Complementary Knowledge of:

- Herb classification and their energetics based on rasa (taste), vīrya (potency), vipāka (post-digestive effect), guṇa (quality) and prabhāva (specialized therapeutic effect)
- The karma (actions) of herbs. The counselor is informed of the major actions of an herb. When Western terminology matches the Saṃskṛt terminology, the Western terms should be known. When a unique action is described in Saṃskṛt that has no simple translation into English, then the Saṃskṛt terminology for that action should be known
- The effect an herb has on the agni (digestive fire), āma (undigested material), doṣas, and malas (waste)
- How to prepare cūrṇa (powdered mixtures)
- Appropriate mātra (dosage) based on age, strength, doṣas, agni (digestive fire) and koṣṭha (pattern of elimination)
- The indications for using herbs and contraindications to assure safe use
- Herbs based on storage, processing, purity and government regulations
- Best times for administration of herbs

Basic Herb List for the Ayurvedic Health Counselor

Saṃskṛta Name	Latin Name	Common Name
Āmalakī	<i>Emblica officinalis</i>	Indian Gooseberry
Dhānyaka	<i>Coriandrum sativum</i>	Coriander
Elā	<i>Elettaria cardamomum</i>	Cardamom
Haridrā	<i>Curcuma longa</i>	Turmeric
Harītakī	<i>Terminalia chebula</i>	Chebulic Myrobalan
Hīṅgu	<i>Ferula assa-foetida</i>	Asafoetida
Jātīphalā	<i>Myristica fragrans</i>	Nutmeg
Jīraka	<i>Cuminum cyminum</i>	Cumin
Laśuna	<i>Allium sativum</i>	Garlic
Lavaṅga	<i>Syzygium aromaticum</i>	Clove
Marica	<i>Piper nigrum</i>	Black Pepper

Methikā	<i>Trigonella foenum-graeceum</i>	Fenugreek
Miśreya	<i>Foeniculum vulgare</i>	Fennel
Pippali	<i>Piper longum</i>	Long Pepper
Rājikā	<i>Brassica juncea</i>	Mustard seeds
Śuṅṭhī	<i>Zingiber officinale</i>	Ginger
Tila	<i>Sesamum indicum</i>	Sesame
Tvak	<i>Cinnamomum cassia</i>	Cinnamon
Vibhītakī	<i>Terminalia belerica</i>	Beleric
Yavānī	<i>Carum copticum</i>	Ajwain or Wild Celery

Knowledge of the most traditional herbal formulations from classical Āyurvedic texts that support agni (digestive fire) and reduce āma (undigested material) as well as rasāyanas (rejuvenators).

- Trikaṭu cūrṇa
- Triphala cūrṇa
- Hiṅgvaśṭaka cūrṇa
- Cyavanprāśa

YOGA

NAMA Scope Description. Recommendation: The counselor can refer clients to a practitioner of Yoga or Āyurvedic Yoga Therapy for assessment and education on the general scope and value of Āyurvedic Yoga Therapy/Medical Yoga Therapy.

NAMA Scope Description. Treatment and Intervention: The counselor is informed on Āyurvedic Yoga Therapy/Medical Yoga Therapy but its practice requires a separate certification.

The counselor can:

- Refer the patient to practitioner of Āyurvedic and Medical Yoga Therapy.

Related Pre-requisite or Complementary Knowledge of:

- Āyurvedic and Medical Yoga Therapy
- What a practitioner of Āyurvedic and Medical Yoga Therapy does
- The scope of practice of Āyurvedic and Medical Yoga Therapy
- How an Āyurvedic and Medical Yoga Therapy can complement client care
- Therapeutic tools utilized by a practitioner of Āyurvedic Yoga Therapy and Medical Yoga Therapy

WESTERN MEDICAL APPROACHES

NAMA SCOPE DESCRIPTION: The counselor can refer a client for assessment and possible treatment by a medical practitioner.

The counselor can make the following recommendations:

- A referral to an appropriate Western Medicine Practitioner at the appropriate time.

Related Pre-requisite or Complementary Knowledge of:

- The scope of practice of a Medical Practitioner, including which type of specialist is appropriate for the client's condition
- Knowledge of red flag symptoms that require a referral
- How a Western Medical Practitioner can complement the care being provided by the Āyurvedic Health Counselor
- The counselor can explore lifestyle issues that may be affecting the client's sleep and make lifestyle recommendations. Chronic refer.

Medical Ethics

(New requirement as of 9/1/20 to be fully instated by 2/1/22)

NAMA Medical Ethics Curriculum Description: The Ayurvedic professional has the knowledge and skills to adhere to the highest ethical standards consistent with Ayurvedic spiritual principles and societal norms.

The practitioner has knowledge of:

- **HIPAA Guidelines**- The Ayurvedic professional should be familiar with the fact that HIPAA stands for the "Health Insurance Portability and Accountability Act".

Additionally, the Ayurvedic professional should know:

- HIPAA Guidelines were created to regulate how patient's medical records or Personal Health Information (PHI) can be kept safe through privacy and security measures.
 - HIPAA rules outline national standards for the privacy and availability of PHI between practitioners, doctors, medical centers, health insurance companies and other health providers.
 - HIPAA Guidelines respect the privacy and dignity of the patient according to HIPAA requirements.
- **Malpractice Insurance**- Although at this time the Ayurvedic professional is not required to maintain malpractice per state or federal law, all health professionals should be aware that:

- If a health care provider causes injury to a patient through either negligent actions, or a violation of the recognized standard of care in that profession, it is defined as “Medical Malpractice”.
 - Malpractice insurance policies help protect healthcare professionals in the event of malpractice claims, and to cover the legal fees associated with claims if they arise.
 - It is highly recommended that the Ayurveda Professional carry professional malpractice insurance.
- **Health Freedom/Safe Harbor Legislation.** Each Ayurveda professional should be familiar with the laws applicable to his/her practice. Several states have enacted laws which are commonly referred to as “Health Freedom” or “Safe Harbor” Laws. These laws provide a way for unlicensed complementary and alternative practitioners to provide certain services in their state without risk of being prosecuted for the unlicensed practice of medicine.

Currently, eleven states have enacted some form of a health freedom law. Although these laws vary from state to state, the laws typically provide a way for unlicensed complementary and alternative practitioners to legally provide services that do not require medical training and credentials, or pose a known risk to the health and safety of state residents, if the practitioners make specified written disclosures to their clients, include specified disclosure language in their advertisements, and do not engage in certain prohibited activities. For more information regarding health freedom laws in general, and links to the laws enacted in each state, visit <https://nationalhealthfreedom.org/>

Each Ayurveda professional is expected to operate legally in the state(s) in which (s)he practices. If the Ayurveda professional is a licensed health care practitioner, (s)he is expected to practice in a manner in compliance with his or her license(s). If the Ayurveda professional is not a licensed health care practitioner, (s)he is nonetheless expected to practice legally in each state in which (s)he practices. If the unlicensed Ayurveda professional is practicing in a health freedom state, the professional should be familiar with and follow the health freedom law of that state. Any Ayurveda professional who has questions or concerns about how to practice legally in his/her state should seek the advice of legal counsel.

- **Charting-** The Ayurvedic professional should understand the HIPAA Requirements for medical records:
- A Medical Record, or “chart”, is a collection of patient’s health information gathered by an authorized healthcare provider.
 - Medical charts can be in the form of paper or electronic format. HIPAA (Health Insurance Portability and Accountability Act) requires medical records to be kept in a locked, secure location.
 - Records must be maintained for a specified period of time according to state regulations.

- Paper records should be stored in organized, locked areas with no access to unauthorized personnel.
 - Electronic medical records should be stored in secure, password protected software that allow for proper organization.
 - The Ayurveda Professional shall maintain patient privacy and confidentiality, in full compliance with the health care privacy laws of the United States. This duty of privacy and confidentiality extends to patient medical records.
 - The Ayurvedic professional who creates, maintains, preserves, stores, abandons, destroys, or disposes of medical records to do so in a manner that preserves the confidentiality of the information contained within those records.
 - The Ayurveda Professional is expected to understand and follow the State laws concerning the release of patient health records.
- **Professionalism**- The Ayurvedic professional should understand and exemplify professional code which includes:
- Professional dress code: it is important for the Ayurvedic professional to maintain a professional appearance with their clients. Attire should reflect professionalism, while at the same time encourage patients to feel comfortable and confident in the care they will receive.
 - Professional communication with patients and any parties related to the client's care. Good communication is paramount and involves listening attentively to patients, respecting their point of view, and never allowing personal beliefs and values to adversely influence the therapeutic relationship. Communication is important for creating trust and patient-practitioner positive relationship.
 - Honor that a professional relationship is based on trust.
 - Maintain polite, considerate and honest demeanor.
 - **Informed Consent**- The Ayurvedic professional should provide documentation of informed consent to all clients. This is an ethical and legal obligation and is the process in which a health care providers educate about the risks, benefits, and alternatives of a given procedure or intervention. <https://www.ncbi.nlm.nih.gov/books/NBK430827/> Patients have the right to receive information and to ask questions about recommended treatments in order to be able to make informed decisions about their care.
- **Principles of informed consent**- *The Ayurvedic professional should know about:*
- Disclosure of Information, nature of procedure
 - Competency of the patient (or surrogate)
 - The risks and benefits of the procedure.
 - Reasonable alternative
 - Risk and benefits of
 - Voluntary nature of the decision and assessment of the patient's understanding of the above elements.

- **Practical Medical Ethics-** Ayurvedic professional should have competency with practical medical ethics including case review, group work and additional training in practical case-based discussion. Practical Medical Ethics attempt to work out the implications of general theories for specific forms of conduct and moral judgment; formerly called *Applied Medical Ethics*.
 1. Faculty and students participate in case based discussion. This can include live case work shared between faculty and students.
 2. Group work involving students emphasizing various components of medical ethics.
 3. Medical Ethics should be included throughout the Ayurvedic curriculum especially with client care management.

- **End of Life Care-** The Ayurvedic professional should be familiar with, a definition of End of Life Care, and understand available options including hospice care, palliative care, home-based care, long-term care facilities, and hospital-based care. Each of these options provides an understanding and guidance for end-of-life care options. The Ayurvedic professional should understand that advanced care planning is critical to ensure that both caregivers and health care providers can understand their client's wishes and provide all the options for someone who needs to make a choice regarding end of life care.

- **Patient Rights-** The Ayurvedic professional should know that differences in patient rights exist from state to state, but some are guaranteed by federal law, such as the right to get a copy of your medical records and the right to keep them private. Medical ethics competency should include knowledge about certain states which have their own versions of a bill of rights for patients. Additionally, a patient's rights and responsibilities under the Affordable Care Act are found on the HealthCare.gov website: <https://www.healthcare.gov/health-care-law-protections/rights-and-protections/>

- **Examples of Patient Rights:**
 - The Right to Appropriate Medical Care and Humane Treatment
 - The Right to Informed Consent
 - The Right to Privacy and Confidentiality
 - The Right to Information
 - The Right to choose a Health Care Provider and Facility
 - The Right to Self-Determination
 - The Right to Religious Belief
 - The Right to Medical Records
 - The Right to Refuse Treatment
 - The Right to make decision about End-of-Life Care

- **Professional Boundaries-** The Ayurvedic professional is familiar with the NAMA Code of Ethics.
 - The Ayurvedic professional should know about in the Practitioner-Patient/Client Relationship providing a framework for healthy relationships between healthcare

providers and clients. These include physical and emotional limits that protect the client's vulnerability.

Business Skills

(New requirement as of 9/1/20 to be fully instated by 2/1/22)

NAMA Scope Description: The Āyurvedic professional has the skills required or knows how to acquire them in the areas of business and strategic planning, financial, ethical and management practices in the field of Āyurveda to meet personal local and national business needs.

The practitioner has knowledge of:

- **Strategic Planning:** The Āyurvedic professional can create an overarching plan to include a mission statement consistent with Āyurvedic principles.
 - Business Plan: The Āyurvedic professional can create a more specific plan to implement its strategic plan. This would include achievable goals consistent with ethical, financial, educational and legal business practices.
 - Refreshing the Strategic Plan: The Āyurvedic professional can update the strategic and business plans based on changing circumstances.
 - **Ethics:** The Āyurvedic professional can apply the principles of the NAMA Code of Ethics in the business and professional environment
 - .
- **Leadership:** Above all else the Āyurvedic professional will demonstrate leadership competence to support the honorable traditions of Āyurveda.
- **Financial:** The Āyurvedic professional has developed the financial skills to ethically and accurately run their practice.
 - Equity & Borrowing: The Āyurvedic professional understands that capital formation whether by equity or debt provides crucial financial support for the practice.
 - Cash Flow: The Āyurvedic professional recognizes the need to generate ongoing positive cash flow for the business to fulfill its financial obligations to its partners, clients, suppliers and/or investors.
 - Capital Expenditures: The Āyurvedic professional has developed the skill to appropriately purchase and maintain necessary facilities and equipment to provide a high quality Āyurvedic experience.
- **Accounting:** The Āyurvedic professional has developed the skills to understand the accounting needs of the business and oversee or hire appropriate professionals as necessary to ensure accurate financial reporting.
 - Taxes: The Āyurvedic professional understands how to accurately report taxes as required by local and national government.
- **Management Practices:** The Āyurvedic professional will be familiar with the art of management as an important component of any organization.
 - Scheduling: The Āyurvedic professional understands the importance to efficiently maintain rigorous scheduling practices for clients, partners, employees, etc.
 - Human Resources: Given the importance of partners, employees and clients in the Āyurvedic ecosystem, as well as the significance of diversity in culture and thought, the Āyurvedic

- professional understands the interactive skills to appropriately manage the human resource function.
 - Facilities Management: The Āyurvedic professional understands the needs of finding a facility and making sure it enhances the needs of the business.
- **Marketing:** The Āyurvedic professional is familiar with the skills to assess the market environment to allow for identification of appropriate clientele.
 - Advertising: The Āyurvedic professional will be familiar with the various advertising options available and be able to assess which can be utilized in an ethical manner.
 - Online Presence: The Āyurvedic professional is aware of the technological options within its marketing functions.
 - Specialty Marketing: The Āyurvedic professional understands the importance of marketing to any targeted demographics based on their specialties.
- **Legal:** As a basic foundation of any ethical business, the Āyurvedic professional will know the importance of being compliant with all current legal requirements related to the practice.
 - Ownership Structure: The Āyurvedic professional will be familiar with the different business ownership structures available under law. This will include legal entity designations as well as not-for-profit businesses.
 - Ownership/Management Succession: In order to ensure client continuity and continued growth of Āyurveda as a profession the Āyurvedic professional will encourage ownership and management succession planning as a best business practice.
 - Regulations: The Āyurvedic professional understands the importance of and how to become familiar with all regulations impacting their practice.
 - Licensing: The Āyurvedic professional will understand the importance of and how to research licensing requirements as deemed by the state.
 - Interaction with Western Medicine (and/or other modalities): As a complimentary medical modality, the practitioner will be introduced to NAMA's guidelines for appropriate referrals as well as interact with other medical practices in a manner consistent with client well-being.
 - Taxation: The Āyurvedic professional will be introduced to concepts of local, state and federal tax laws and compliance.