



# **Proposed Ayurveda Academy in Germany with Collaborative Ayurveda Therapy Wellness Training Program for German Nationals in Germany and Sri Lanka.**

## **Executive Summary**

This proposal outlines the plan to expand the Anyaa Wellness existing Ayurveda Mind & Body Wellness Training Program into an international offering, specifically targeting German nationals. In collaboration with the Gampaha Wickramarachchi University of Indigenous Medicine (GWUIM), will serve as the primary academic service provider and certification authority, delivering a comprehensive training program that combines authentic Sri Lankan Ayurvedic therapeutic knowledge with global professional standards.

The initiative was proposed by 27th Lane Business Hub (Private) Limited, a well-established private entity legally registered under Sri Lanka's Companies Act No. 7 of 2007 with Company Registration No. PV 10875. Through its platform Sri Lanka–Germany Forum (SLGF) and its wellness brand Anyaa Wellness, 27th LBH is initiating this collaborative project with the aim of bridging Sri Lankan traditional medicine with the German-speaking wellness markets. Their role is to act as the program promoter and coordinator for the German market, while GWUIM remain responsible for all academic, clinical, and certification services.

The program structure has been designed as a six-month blended learning experience, consisting of a three-month online theory phase and a three-month practical immersion phase in Sri Lanka. With rising global demand for holistic wellness therapies, and Germany's growing recognition of Ayurveda as a complementary medical system, this initiative presents a timely opportunity to position GWUIM as international leaders in Ayurvedic wellness education.

For Anyaa Wellness, this collaboration serves as a strategic platform to enhance its global academic reputation, generate foreign exchange income, and revive its historic ties with Germany. GWUIM will contribute its academic expertise and clinical training capabilities, ensuring the program's content maintains both authenticity and academic rigor.

This proposal seeks approval from the **FIT Reisen** to formalize the service provider, delivering candidates, while collaborating with 27th LBU to effectively reach and onboard German participants under a transparent, service-based agreement model.

## **Background & Rationale**

In response to the rapid growth of Sri Lanka's wellness tourism sector and the global demand for authentic Ayurvedic education, GWUIM currently offers the Mind & Body Wellness and Leisure Tourism Operations Course, which integrates traditional Ayurvedic knowledge with modern vocational skills. The program, certified under the National Vocational Qualification (NVQ) framework, has seen significant local success, attracting individuals seeking professional pathways in wellness centers, spas, and tourism operations.

Recognizing the potential to expand this offering internationally, 27th Lane Business Hub (Pvt) Ltd (27th LBU)—a legally registered private entity under the Companies Act No. 7 of 2007 (PV 10875)—has proposed a collaborative project to bring this program to the German-speaking market. Through its initiatives under the Sri Lanka–Germany Forum (SLGF) and Anyaa Wellness brand, 27th LBU has established strong networks in Germany's wellness and alternative medicine sectors, making it a suitable partner to promote and coordinate this international expansion.

Germany represents a mature and receptive market for Ayurveda, where complementary medicine is well-integrated into healthcare and wellness industries. Despite the growing demand, structured training programs directly linked to authentic Sri Lankan Ayurvedic institutions remain limited. This collaboration offers an opportunity for SLFI and GWUIM to fulfill this gap by providing internationally recognized Ayurvedic education, backed by Sri Lanka's rich traditional knowledge systems.

Through this partnership, GWUIM will act as the primary service providers, delivering the academic content, practical training, and certification, while 27th LBU will facilitate market access, promotions, and student coordination in Germany. This initiative aligns with SLFI's vision to strengthen its international footprint, diversify its academic services, and create sustainable revenue streams through foreign collaborations.

## **Proposal Objective**

The primary objective of this proposal is to seek approval from the Sri Lanka Foundation Institute (SLFI) Board to enter into a service-based collaboration with 27th Lane Business Hub (Pvt) Ltd for the delivery of an Ayurveda Mind & Body Wellness Therapist Training Program for German nationals. This partnership aims to extend SLFI's existing Ayurveda training program to meet the expectations of an international audience, particularly in the German-speaking regions of Europe.

Under this collaboration, SLFI and Gampaha Wickramarachchi University of Indigenous Medicine (GWUIM) will function as the exclusive service providers, responsible for developing and delivering the academic curriculum, conducting practical training sessions, and awarding professional certifications. 27th LBU, through its platform Sri Lanka–Germany Forum (SLGF), will take the lead in promoting the program, managing student onboarding processes, and ensuring seamless coordination between Germany and Sri Lanka.

The specific objectives of this proposal are as follows:

- To expand GWUIM current Ayurveda training program into a structured, internationally certified offering tailored for German nationals.
- To establish a formal service delivery framework where SLFI and GWUIM retain academic and certification authority, while 27th LBU functions as the marketing and logistical facilitator.
- To meet the rising demand for authentic Ayurvedic wellness education in Germany by leveraging GWUIM's academic credibility and Sri Lanka's indigenous medical heritage.
- To position SLFI as a leading provider of vocational and professional Ayurvedic education within the global wellness tourism and complementary medicine sectors. To create a sustainable, foreign exchange-generating model through international student enrollments, enhancing GWUIM financial and institutional growth.

## **About Collaborating Partners**

### **Gampaha Wickramarachchi University of Indigenous Medicine (GWUIM)**

GWUIM is a state university dedicated to preserving and promoting Sri Lanka's indigenous medical sciences. Operating under the University Grants Commission (UGC), GWUIM brings academic rigor and clinical expertise to the program. As a service partner to SLFI, GWUIM will be responsible for curriculum development, academic content delivery, and practical training of participants in alignment with traditional Ayurvedic standards. GWUIM will jointly endorse the final certification, ensuring academic integrity and credibility.

### **27th Lane Business Hub (Pvt) Ltd**

27th Lane Business Hub Pvt Ltd is a well-established private entity, legally registered under Sri Lanka's Companies Act No. 7 of 2007 with Company Registration No. PV 10875. 27th LBU is the initiator of this project, proposing to collaborate with SLFI and GWUIM to deliver this program to the German market. Through its platform Sri Lanka–Germany Forum (SLGF), 27th LBU will manage program promotion, student onboarding, and operational coordination in Germany. Their wellness brand, Anyaa Wellness, has an established presence in Germany, providing wellness education and therapy services, thus ensuring market readiness and demand for this program.

## **Current Course Overview & Proposed Enhancements**

The enhanced program will be delivered through a blended learning model, where theoretical components are taught online with translation support, followed by immersive practical training in Sri Lanka. The curriculum will be enriched with modules that address the expectations of the European wellness industry, providing participants with an internationally recognized certification endorsed by SLFI and GWUIM. This initiative allows SLFI to transform its existing course into a global product offering, while 27th Lane Business Hub Pvt Ltd (27th LBU), through its Sri Lanka–Germany Forum (SLGF), will manage program promotion and coordination in the German market.

## **Course Plan**

### **Target Audience:**

- German nationals interested in wellness and traditional healing practices. Wellness professionals, spa therapists, yoga instructors, and health enthusiasts seeking authentic Ayurvedic education.
- Women who are homemakers or stay-at-home, looking to develop new skills and create income-generating opportunities.
- Young individuals seeking to explore alternative career paths beyond traditional professions.
- No prior medical or Ayurveda experience required.

### **Program Structure:**

#### **Phase 1 – Theory Component (3 Months | Online from Sri Lanka)**

- By the end of this course, participants will be able to:
- Understand the foundational principles of Ayurveda,
- Apply Ayurvedic lifestyle practices Identify and recommend Ayurvedic dietary guidelines based on individual constitution and imbalances, promoting metabolic health and vitality.
- Gain theoretical knowledge in basic Ayurvedic therapies
- Learn the use of Ayurvedic herbs, oils, and natural formulations in maintaining health and supporting body detoxification and rejuvenation.
- Integrate Ayurvedic principles with modern wellness approaches relevant to European lifestyles, including yoga, meditation, and stress management techniques.

- Promote self-awareness and self-care by incorporating Ayurvedic knowledge into daily personal and professional life.
- Encourage cross-cultural learning and respect for traditional healing systems by engaging with Ayurveda in an authentic, experiential, and ethical manner.

phase 2 – Practical Training (3 Months | In Sri Lanka)

The **Certificate in Ayurveda Therapy for Health and Wellness – Specialized Training Program for German Nationals** is a specially curated program designed to bridge traditional Ayurveda knowledge with the wellness needs of modern European society. This program introduces participants to the foundational concepts and therapeutic applications of Ayurveda, enabling them to apply this ancient science in both personal and professional settings.

Whether you are a wellness practitioner, healthcare professional, yoga instructor, or simply a health conscious individual, this program will equip you with practical tools and authentic insights into Ayurveda's holistic approach. Through a blend of theoretical instruction, hands-on training, and cultural immersion. German nationals will gain a unique opportunity to learn from experienced Ayurveda experts in an immersive and supportive environment.

Join us on a transformative journey to explore the wisdom of Ayurveda and learn how its principles can be effectively adapted to promote sustainable health and wellness in today's fast-paced world.

## 1. Objectives.

By the end of this course, participants will be able to:

- Understand the foundational principles of Ayurveda,
- Apply Ayurveda lifestyle practices, and recommend Ayurveda dietary guidelines based on individual constitution and imbalances, promoting metabolic health and vitality. · Gain practical knowledge in basic Ayurveda therapies and Panchakarma Therapy for health and wellness.
- Gain the knowledge and hands on experiences on usage of Ayurveda herbs, oils, and natural formulations in maintaining health and supporting body detoxification and rejuvenation.
- Integrate Ayurveda principles with modern wellness approaches relevant to European lifestyles, including yoga, meditation, and stress management techniques.

- Promote self-awareness and self-care by incorporating Ayurveda knowledge into daily personal and professional life.
- Encourage cross-cultural learning and respect for traditional healing systems by engaging with Ayurveda in an authentic, experiential, and ethical manner.

## **Ayurveda Academy in Germany**

In Europe, Ayurveda is increasingly acknowledged to be a comprehensive, traditional system of holistic medicine. Since 1993, the European Academy of Ayurveda has been contributing to this development, both by professionalizing educational schemes and by supporting international exchange and research projects.

Alternative medicine is increasingly popular especially in German-speaking areas of Europe. In the beginning, Ayurveda played a leading role within a trend of deeply relaxing wellness therapies. Today, even in medical circles, Ayurveda is widely recognized as a complementary system of medicine and has reached the threshold of entering into the realm of evidence-based science. In several European countries, such as Italy, the UK, and Germany, doctors can now study Ayurvedic medicine within the framework of postgraduate medical education recognized by medical councils and universities.

To meet the demand for Ayurvedic medicine, massage, nutrition, and therapy, a multitude of seminars and training programs have been established. Ayurveda has also gained ground clinically in Europe: apart from Ayurveda treatment centers and hospitals, prestigious clinical projects have started, officially recognizing Ayurveda's value as a complementary medical system.

### **Courses includes Train the Trainer Program, practical training for European Nationals**

#### **Details of the course**

- Historical Background of Ayurveda
- Basics of Ayurveda
- Administrative and management practices of Ayurveda
- Ayurvedic Diagnosis (pulse, eyes, tongue, nails, skin)
- Massage techniques of the head, face and body
- First aid methods
- Basic knowledge of Pancha Karma
- Basics of Ayurvedic herbal plants
- Basic knowledge of acupressure and yoga techniques
- Basic knowledge of Ayurvedic food & dietary requirements (Dinacharyas) The 6 tastes, dietary requirements and guidelines for the different body types.
- Prepare rules for the day and season to bring the doshas in balance / effects on the health of Ayurveda tea, herbs and spices.

- Practical guidance and advice on nutritional value of various foods.
- Cooking workshops.
- Basic knowledge for the manufacture of Ayurvedic Medicine Kashaya (decoctions) Swarasa (fresh juice) Kalka (herbal pastes) Choorna (powder), Dad (tablets) and Asava Arishta (Kräutertoniken) Ghee Thailya (medicinal oil).

## Practical Sessions

- Face Massage
- Special Massage for joints
- Neck & Shoulder Massage
- Body Massage
- Face mask
- Thermal Therapy / Steam Inhalations
- Oil bath
- Nose cleaning
- Herbal Treatments head
- Foot bath and rub
- Flower bath
- Herbal bath



**Die Royale Behandlung**

Beinhaltet ein volles Körperpeeling mit ayurvedisch angepassten Peelings (Udhravarthana), eine Lepana "Anwendung" -Behandlung mit Sandelholzblättern, Kräutern und Milch, gefolgt von der Navakishi (Milchreisbehandlung), um Toxine aus dem Körper zu vertreiben und zu beruhigen und am Ende mit einer Ayurveda-Gesichtsbehandlung. Vorgeschriebene Speisen werden zum Frühstück und Mittagessen serviert.



**Ayurvedische Gesichtsbehandlung**

60 min. Ein einzigartiges Verwöhnritual, das die Haut reinigt und klärt mit hochwertigen Masken und Pflegepackungen aus eigener Herstellung. Alle natürlichen Zutaten werden nach ayurvedischen Prinzipien verarbeitet und von qualifizierten Therapeuten angewendet, um sowohl interne als auch externe Effekte zu erzielen, die Gesundheit der Haut zu verbessern und die jugendliche Ausstrahlung zu fördern.



**Shiro Abhyanga**

Einschließlich Schultern (Kopf, Hals und Schulter Ritual) 35 Minuten. Eine luxuriöse Kombination einer Kopf-, Nacken- und Schultermassage mit heilenden Kräuterölen, gefolgt von heißen Kompressen, die an den Bereichen mit Schmerzen und Spannung angewendet werden. Vathra Abhyanga (Gesichtsmassage) 20 min. Fokussierung auf Druckstellen im Kopf, Stirn und Nebenhöhlen, die Gesichtsmassage wird sofort die Nebenhöhlen befreien, bringt die Verbesserung der internen Zirkulation und wirkt sich zudem positiv auf Ihre Gedanken aus.

## Produkte & Service



### Shiro Dhara

(Kopf-Öl-Druckentlastung-Behandlung) 30 Minuten. Hier fließt das Öl sanft und in spezifischen Mustern auf die Stirn um die Blutzirkulation zu verbessern und Spannung zu nehmen. Zudem wirkt diese Therapie entgiftend und reinigend. Die Art des Öls wird von unseren Ärzten individuell auf Ihre Bedürfnisse abgestimmt.



### Sneha Abhyanga

Rücken (Beruhigendes Ritual) 30 Minuten. Rückenschmerzen sind die häufigsten Beschwerden von vielen Patienten, und unsere Therapeuten werden die Spannungen im Körper mit Anti-Schmerz-Massage-Ölen behandeln, die tief in den Körper eindringen. Heiße Kompressen tragen zur beschleunigten Reparatur der Muskelfasern bei.



### Thaila Dhara

(Traditionelle Öl-Flow-Behandlung) 90 Minuten. Bei dieser alten ayurvedischen Technik, fließt Öl in einer rhythmischen Art und Weise über den ganzen Körper und wird anschließend einmassiert, dies garantiert Erleichterung für die Beschwerden. Indem sie auf das "dritte Auge" des Geistes fokussiert, reinigt und regeneriert diese Therapie Körper, Geist und Seele. Die Art des Öls wird von unseren Ärzten individuell diagnostiziert und auf Ihre Bedürfnisse abgestimmt. Es folgt eine Ganzkörpermassage, um die positiven Effekte der Dhara-Behandlung weiter zu verbessern.

## Franchising Model

Anyaa Wellness Ayurveda brand and its concept is available for German nationals to establish their centers in Germany and Sri Lanka



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[https://www.youtube.com/watch?v=a009of\\_7asw](https://www.youtube.com/watch?v=a009of_7asw)