

Bodytree UK Limited

A development plan

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Bodytree – A Development Plan Contents

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Bodytree UK

1. Introduction

Bodytree UK has been set up as a UK based 'friends of' charitable company with links to Bodytree India, an educational charity in India.

In 2003, a group of health, human rights and education workers operating in Bangladesh began discussing issues around access to healthcare, and in particular, the loss of traditional medical practice amongst the Chakma indigenous peoples living in the Chittagong Hill Tracts in Bangladesh. One of the workers, a researcher, had been working in this area for over two years, and identified significant health problems amongst Chakma people, especially in remote communities. These problems included dysentery, malaria and difficulties associated with maternity and childbirth. Not only are these communities geographically very isolated and unable to access mainstream healthcare, but they have lost traditional medicinal practices which have for generations successfully enabled the communities to combat disease.

These problems had also come to the attention of two Indian Ayurvedic doctors who had a particular interest in the application of traditional medical skills and Ayurvedic practices as a way to address the needs of indigenous people. This shared concern was the beginning of the partnership which gave rise to Bodytree, and the group of workers began to think about how it might be possible to teach people from the Chakma and other isolated communities to use Ayurveda and other traditional medical approaches so as to address the needs of their communities.

A number of models were explored, and in 2004, it was determined that the most viable option was to establish a full time educational programme based in Kerala where the two medical practitioners were already operating, and land was available to run the project.

Since early 2004, the Bodytree team have endeavoured to set up an educational programme and have sought support from agencies in India, Bangladesh and in the UK. Modelled on a number of South Asian charities which receive support from the UK, Bodytree India has been conceived as charity which educates both full time students to become fully qualified health workers, as well as more modest programmes of health education and awareness on Ayurveda and other traditional medicine. Bodytree India is established as a charitable trust in India, and is in the process of establishing a UK charitable company which will support the Indian project by encouraging volunteers, fundraising, and will undertake modest educational work in the UK.

In 2004/2005, Bodytree India collaborated with the Daneford Trust, a UK charitable trust based in East London that helps young people arrange and

fundraise for voluntary placements with projects overseas. A volunteer from the UK helped establish the Bodytree project in India.

This report describes the current status the UK organisation, and outlines the plans for each over the next few years. The Indian and UK organisations are independent from each other with no common board members.

2. Ayurveda and Traditional Health Practices

Traditional Medicine refers to health practices, approaches, knowledge and beliefs incorporating plant, animal and mineral based medicines, spiritual therapies, manual techniques and exercises, applied singularly or in combination to treat, diagnose and prevent illnesses or maintain well-being.” (WHO)

Traditional Medicine practice meets the health needs of millions of people across the world. The Indian sub-continent is the home of some of the most ancient civilisations still living in the world. It has a vibrant Traditional Medicine culture, mainly Ayurveda, meaning knowledge of life, which dates back thousands of years and has survived the test of time owing to its strong philosophical, conceptual and theoretical foundation.

The Bodytree Trust project is an enquiry into the subtle realms of Ayurveda, its interface with other Traditional medical practices, folk healing arts and Tribal medicine. Bodytree aims to preserve, protect and practice Traditional Medicine in its totality. The documentation, research, practice and education of traditional medical practices form one of the major objectives of the Bodytree Trust.

Traditional Medicine is natural, environmentally safe, affordable and effective. It is part of the traditional system of life in most countries around the world. It has preserved, protected and nurtured life in this planet for millennia. It has contributed to the advancement of health sciences including modern medicine. In the present world, conventional health care services are often inaccessible, unaffordable, inequitably distributed and inappropriate in their emphasis and approach. The marketing norms of the globalised world have sharpened poverty and inequality. The most important criterion for sustained change is community control of health and health services. Bodytree sees the strengthening of Traditional Medicine at the grassroots as vital. Bodytree has created programmes to check the biodegradation of the forests due to the over exploitation of medicinal plants and unethical, irrational and unscientific practices in the name of Traditional Medicine, particularly Ayurveda.

The Bodytree Trust became a registered charity in India in May 2005. It is based in a rainforest in the Western Ghats of Kerala, South India. Bodytree runs a Research Centre and Ayurvedic Educational Facility, working with indigenous/tribal communities, displaced people and refugees. Bodytree will offer high quality education to people who face barriers in acquiring skills as health practitioners and who have an empathy and insight into the health problems of marginalised people.

3. Background

Bodytree UK is being set up to support the work of Bodytree India. Created by a number of UK based educators and development workers concerned with the needs of refugees and indigenous people, Bodytree UK is independent of Bodytree India.

Inspired by the innovative and important work of Bodytree India, a number of people based in the UK are setting up a limited company and charity which can help promote research, understanding and awareness of Ayurveda and traditional health practices, to encourage volunteers to support Bodytree India and help raise funds for traditional health training and education in the UK and India.

Primary fundraising was previously carried out through The Daneford Trust, an educational trust based in East London. It aims to promote international understanding, social responsibility, individual self-confidence and respect through cultural, educational and work exchanges between young people in the inner city areas of the UK and young people in Africa, Asia and the Caribbean. In 2005, Polly Jones joined the Daneford Trust to carry out a project aimed at setting up Bodytree in India. Polly raised £12,000 in the UK through sponsored events and fundraising attempts for her project. The Daneford Trust projects last for durations of up to one year. Polly's project has now completed its term. Future fundraising is anticipated through Bodytree UK.

4. Objectives

Bodytree UK has a number of objectives, the central one of which is to support awareness and understanding of Ayurveda and traditional health practices and to support the work of Bodytree India. These include:

1. To support, promote and research both practice and training associated with Ayurveda and traditional health practices in India.
2. To promote the use of Ayurveda and traditional Indian health practices in the UK.
3. To raise awareness in the UK about Ayurveda and traditional health practices.

5. Activity

The Bodytree Council of Management will approve all activity carried out in the name of Bodytree UK in advance. All activities and projects requiring financial support or other Bodytree resources will be subject to advance approval of detailed budget and outcomes, and will be reviewed annually.

5.1 Fundraising

Bodytree UK is primarily a fundraising body. All fundraising activity, however, also includes raising awareness, promotion and provision of information about traditional medicine, the use of plants and Ayurveda. Activity may include such things as:

- Holding events
- Auctions
- Inviting donations

Any funds raised will be allocated in line with specific project proposals and full approval of the Bodytree UK Council of Management.

Any funds which are used for activities at the Bodytree India centre in Kerala will be subject to detailed activity proposals, and monitored closely for impact and best value.

5.2 Promote Volunteering in India

Bodytree will promote volunteering at the Bodytree India centre in Kerala, providing information about volunteering opportunities and promoting them. Bodytree UK will also provide direct support, advice and training to those planning to volunteer, and may offer expenses to individuals for volunteering.

5.3 Short Courses and Health Awareness

Bodytree UK will engage in awareness raising activity. This will include:

- Workshops
- Short courses
- Talks
- Presentations
- Demonstrations
- Production of leaflets

5.4 Research

Bodytree will engage in research about Ayurveda and traditional health practices, particularly in India, including educational and training opportunities which exist currently or are in the process of development.

5.5 Support Education and Training in India

Bodytree will provide from time to time direct grant aid to support education and training programmes in Ayurveda and traditional health practices in India. Any such grant aid will be only awarded subject to a detailed project/activity proposal, and will include a budget, anticipated outcomes and monitoring arrangements.

5.6 Monitoring

Bodytree monitor all activities, based on financial and outcome information. An annual review of all activities will be prepared by all activity organisers for consideration.

6. Management

Bodytree UK is managed by a board of trustees who include individuals with experience in human rights, refugees and community development.

Bodytree UK has no permanent staff and all core activities are carried out by the UK board and volunteers. From time to time, Bodytree may commission individuals on a paid basis to assist in particular projects.

Bodytree UK Council of Management:

Holly Preece

Clive Page

Dan Jones

Maria Newton

Samantha Kinder-Niven

Tiberio Santomarco

Philippa Roberts

Advisers:

John Eversley

Alice Bigelow

Unnikrishnan PS

TJ Birdie

7. Development Programme

Over the next few years, Bodytree UK aims to establish itself as a charity and a company limited by guarantee. It will operate as a 'friends of' organisation for Bodytree India, and will gather and disseminate information on Ayurveda and traditional health practices and on the work of Bodytree India. Specific activities will be:

BY OCT 2006	BY OCT 2007	BY OCT 2009
KEY OBJECTIVE: Develop Bodytree UK Organisation		
<ul style="list-style-type: none"> Register as a UK charity and company Hold first trustees meeting Open bank account Set up finance and other management systems 	<ul style="list-style-type: none"> Agree ongoing management structure Determine monitoring arrangements for all programmes Receive and disseminate updates from Bodytree India 	<ul style="list-style-type: none"> Gather books and materials for training programme in India Monitor all programmes Evaluate all 2 year programmes Produce new action plan
KEY OBJECTIVE: Develop Fundraising Programme		
Organise fundraising event	<ul style="list-style-type: none"> Develop fundraising strategy Hold at least one fundraising event 	<ul style="list-style-type: none"> Implement fundraising strategy Organise at least one major awareness raising/ fund raising event each year
KEY OBJECTIVE: Develop awareness raising programme		
<ul style="list-style-type: none"> Hold one awareness event Produce information on Ayurveda and Traditional health Organise demonstrations 	<ul style="list-style-type: none"> Finalise activities programme for future years Introduce medicinal home gardens programme Develop website Awareness event 	<ul style="list-style-type: none"> Develop health projects with Mind/Help the Aged, etc. Develop projects associated with horticulture of medicinal plants Introduce at least one awareness raising event each year
KEY OBJECTIVE: Develop research programme		
<ul style="list-style-type: none"> Identify research priorities Commission first research 	<ul style="list-style-type: none"> Monitor first research project Review priorities to determine second project 	<ul style="list-style-type: none"> Monitor and evaluate programme of research Commission further research on the basis of evaluation
KEY OBJECTIVE: Develop volunteering programme		
Encourage at least one volunteer to support Bodytree India	<ul style="list-style-type: none"> Develop volunteering information and training Monitoring arrangements in place 	<ul style="list-style-type: none"> Organise annual volunteers visit Review volunteering programme
KEY OBJECTIVE: Support Education & Training in Ayurveda & Traditional Health		
Board agree criteria for programme of support to Ayurveda and health projects	Detailed bidding process and monitoring arrangements to be agreed along with approval mechanism	First round of funding agreed to support education projects

8. Finance

Bodytree UK will ensure its expenses are kept to a minimum. All funds raised will be used to support awareness, research, education, training activity in the UK or India.

Whenever possible goods and services will be commissioned in a fair and transparent manner, giving priority to organisations and individuals who have skills and expertise in Ayurvedic and traditional health practices.

All cheques will require two signatures. The Secretary, Treasurer and three other members of the Council of Management will be registered as signatories with the bank. All expenditure over the value of £300 should be approved at a Trustees meeting. All other expenditure must be in line with an adopted budget. Any subsidy or funding awarded to another charity must be approved at a Trustees meeting.

The income and expenditure must be audited by an independent person appointed by the Board of Trustees on an annual basis, to be reported to the Annual General Meeting.

Budget Bodytree UK

Expenditure	Yr 1	Yr 2	Yr 3
Publicity Material	500	500	500
Audit and Accountancy	600	600	600
Company Set Up	600	0	0
Administration Costs	300	300	300
Fundraising Activity Exps.	500	500	500
Promotion and Awareness	1000	1000	1000
Research	3000	3000	3000
Volunteer Programme, inc exps	2000	2000	2000
Support for Education Activity	0	0	1000
Total Expenditure	8500	7900	8900
Income			
Donations	8500	7900	8900
Total Income	8500	7900	8900