



आयुर्वेदा | वैलनेस | हैल्थकेयर



# आयुर्वेदिक चिकित्सक प्रशिक्षण एवं निजी औषधालय स्थापना योजना

## Ayurvedic Doctor Training and Self Aushdhalya Establishment Scheme

“स्वास्थ्यमायुर्वेदोपेतं, शरीरं तं सनातनम्।  
सुखं च दीपयेत् जीवनं, यत्रा व्याधिर्न बाधते॥”

“Health is endowed with Ayurveda and that body is  
eternal. and let happiness illuminate life, where  
illness does not interfere.”

30+  
Current  
Running  
Stores in  
INDIA

200+  
Ayurvedic  
Product  
Range

50+  
Patented  
Ayurvedic  
Medicines

50,000+  
Satisfied  
Customers

“नशे को मत करो भोग  
इससे होंगे अनेक रोग”



100% आयुर्वेदिक

NO  
SIDE  
EFFECTS

MADE IN INDIA



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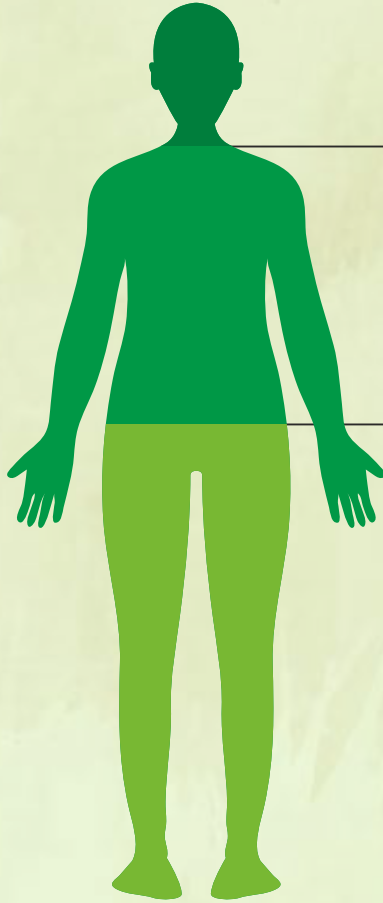
# आयुर्वेदिक औषधालय



## नाड़ी परीक्षण

रोग निदान की एक प्रभावशाली एवं हानिरहित पद्धति !

निम्नलिखित रोगों के जड़ों की पहचान एवं चिकित्सा



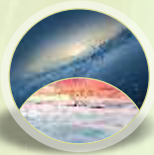
### कफ

जल और धरती के तत्वों पर निर्भर करने वाले गुण



### पित्त

अग्नि और जल के तत्वों पर निर्भर करने वाले गुण



### वात

अंतरिक्ष और वायु के तत्वों पर निर्भर करने वाले गुण



रक्तवाप



मधुमेह



माइग्रेन



अस्थमा



जोड़ों का दर्द



पुरुषों के रोग



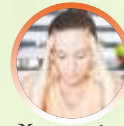
प्रतिरोधक शक्ति



गुर्दा एवं जिगर



बवासीर



हार्मोनल असंतुलन



चिंता और तनाव



एलर्जी



पत्थरी



महिलाओं के रोग



वजन घटाना/बढ़ाना



पावन समस्याएं



अनिद्रा



बच्चों के रोग

वात, पित्त, कफ तो लाइफ



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## CORE TEAM PROFILE



**Mr. Vishal** Malik

**Vishal Malik** is a seasoned entrepreneur with over two decades of experience. In 2012, he founded **Gemini Solutions** and has since driven the company to tremendous growth and success. Vishal is a leader and motivator to all of his peers, having more than 15 years of experience in starting and managing various technological firms.

Skilled in Entrepreneurship, Educational Consulting, Communication, Decision-Making & Management making him a Strong business professional.

**Education** : B.Tech in Computer Science, 2001 - 2005 from IIT, Hyderabad.



**Dr. Sitender** Rathi

**Dr. Sitender Rathi** is a highly accomplished professional with over 20 years of experience in the FMCG industry, distributorship, and trading. Throughout his career, he has consistently demonstrated his exceptional leadership skills & business acumen, establishing himself as a prominent figure in the field.

**Organizations worked with** : Banking Sector ( All services) - 3 years, Retail & FMCG- 14years Distribution- Fritolays, Tropicana Juice, Pepsi etc ,Baja Electricals, Morphy Richards, Nirlep Nonstick, Polycab Electrical-7 yrs, Ayurveda- Patanjali ( All Divisions), Shree Shree Ayurveda, Sawdeshi Ayurveda-10 years

**Education** : BSc(Non Medical) from MDU, Rohtak (2001-2004) | MBA(Marketing) from MDU (2005-2007) | PhD (Retail Management) from MDU (2014 - 2020) | IIM-Rohtak (2023-24)



**Mr. Naveen** Balhara

**Naveen Balhara** is an accomplished operational guy with 18 years of diverse experience spanning FMCG, Education, Operations, Information Technology and Ayurveda.

**Organizations worked with** : Nestle India Ltd., Subway (American Fast Food Chain), Gemini Solutions Pvt Ltd., Edkul Educational Solutions

**Education** : Masters in Business Administration from University of Northampton (Jan 08- Jan 10) United Kingdom. | B. Tech in Dairy Technology (2001 – 2005 )from National Dairy Research Institute, Karnal.



**Mr. Amit** Chaudhary

**Amit Chaudhary** is an highly motivated and enthusiastic individual with more than 14 years of experience in retail and logistics management.

At **Kbir Wellness**, his expertise lies in overseeing all aspects of retail and logistics operations which varies from establishing and maintaining relationships with suppliers and Kbir stores

**Organization** : Indian Oil Corporation, McDonalds UK, Essel Group (also known as Zee Group)

**Education**: Amit is an MBA from University of Northampton (UK) 2009-2011 and done his Bachelors in Computer science form MDU University in 2008



**Dr. Sanjay** Jakhar

**Dr. Sanjay Jakhar** is a Senior Ayurvedic Doctor and social worker practising in the city of Rohtak, Haryana. He has 31 years of experience in the field of Ayurveda and runs one of the first NABH Accredited Hospital in Haryana.

In the time of Covid Crisis his team have shown capability by working relentlessly for the greater good by helping others and got appreciation letter for Social Activities during Covid By Honourable Chief Minister of Haryana.

**Education**: B.A.M.S. from Gaud Brahman Ayurvedic College, Rohtak (1987 Batch); Registration no. 19593



**Dr. Deepa** Puuri

A highly enterprising, diligent and professionally qualified Doctor, **Dr Deepa Puuri**, has been making a mark in operations and business development in the Health care industry since 20 years!

A progressive minded entity who believes in sheer Hard work !

**Organisations worked with** ; CEO at Simply Health Plus Pvt. Ltd.

Online consultant at Chandigarh Ayurveda Center.

Presently working as Head Corporate Sales & training at **Kbir wellness Pvt. Ltd.**

**Education**: B.A.M.S. from Kurukshetra University, 2001 | B.Ed- Special Educator | MPBOU, 2010





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# शुरू करें अपना आयुर्वेदिक व्यवसाय

- इंडिया में आयुर्वेद का व्यवसाय 51,500 करोड़ (2021) से बढ़कर 1,53,600 करोड़ (2027) का होगा
- आयुर्वेद बाजार 2022 से 2027 तक 19.78% कम्पाउंड एनुअल ग्रोथ रेट (CAGR) से बढ़ेगा
- आयुर्वेद सभी बीमारियों के ईलाज और स्वस्थ जीवन शैली बिताने का हजारों वर्ष पुराना सर्वोत्तम तरीका है।
- रोग प्रतिरोधक, लीवर टॉनिक दवा केवल आयुर्वेदिक हैं।
- आयुर्वेद व्यक्तिगत केन्द्रित दवा प्रणाली है।

## Details of AYURVEDIC DOCTOR TRAINING and SELF AUSHDHALYA ESTABLISHMENT SCHEME

### 2 months of Comprehensive training includes below modules:

- Ayurvedic Doctor Comprehensive Training program
- Business Operations and Management:

#### Program at Karnal Head Office

- Kbir Wellness will Provide Stipend of Rs 12,000 per month during 2 months of Training
- After 2 months of training, Kbir Wellness will work closely with Doctor to setup Kbir Aushdhalya in his/her selected area. (with exclusive territory rights)
- After successful completion of 2 months training, Rs 20,000 per month salary will be provided by Kbir Wellness Pvt Ltd to Doctor

running exclusive Self Kbir Wellness Aushdhalya

- Doctor needs to buy stock of amount - Rs 3,00,000 with a margin of 36.2 on MRP and need to Pay Rs 1,50,000 lakh at start of store and rest 1,50,000 after 2 months of successful running.

#### Company Responsibility

- Doctor salary along with Doctor Welcome Kit.
- 100% Product expiry is company responsibility, doctors will not be charged for same.
- Product Stock buyback at same price at the time of termination of contract.

#### Doctor Responsibility

- Store setup cost, Store running expense like electricity, internet,
- Support staff cost, Local Marketing

## 1. AYURVEDIC DOCTOR COMPREHENSIVE TRAINING PROGRAM

Kbir Wellness has created a structured training module for Freshers in Ayurveda, that covers the fundamental concepts and practices of Ayurveda. Module wise learning outcomes are as follows:

### Module 1: Introduction to Ayurveda

- Overview of Ayurveda: History, philosophy, and principles
- Ayurvedic concepts of health, disease & wellness
- Basic principles of Ayurvedic anatomy & physiology
- Role of Ayurveda in modern healthcare

### Module 2: Doshas in Ayurveda

- Understanding Vata, Pitta, and Kapha doshas
- Dosha prakriti (constitution) assessment
- Impact of dosha imbalances on health
- Practical exercises for dosha identification

### Module 3: Nadi Parikshan (Pulse Diagnosis)

- Importance and history of Nadi Parikshan
- Techniques for pulse examination
- Interpreting pulse characteristics



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- Nadi Parikshan in Aushdhalya practice

#### **Module 4: Ashtavidha Pariksha (Eight-fold Examination)**

- Overview of Ashtavidha Pariksha
- Examination of tongue (Jihva Pariksha)
- Examination of skin (Tvak Pariksha)
- Examination of urine (Mutra Pariksha)
- Other components of Ashtavidha Pariksha

#### **Module 5: Sapta Dhatu (Seven Tissues)**

- Understanding the concept of Sapta Dhatu
- Detailed study of dhatu (Rasa, Rakta, Mamsa etc.)
- Role of Dhatus in maintaining health
- Identifying imbalances in Dhatus

#### **Module 6: Ayurvedic Line of Treatment**

- Principles of Ayurvedic treatment (Chikitsa)
- Panchakarma therapy and its various techniques
- Herbal medicine in Ayurvedic treatment
- Diet and lifestyle recommendations
- Yoga and meditation in Ayurvedic healing
- Case studies & practical application of treatment modalities

#### **Module 7: Ayurvedic Pharmacology**

- Study of Ayurvedic herbs and minerals
- Preparation of Ayurvedic medicines (Kwath, Kashaya etc.)
- Dosage & administration of Ayurvedic formulations
- Safety and quality control of Ayurvedic medicines

#### **Module 8: Ayurvedic Diet and Nutrition**

- Ayurvedic dietary principles (Ahara Vidhi)
- Food as medicine: Understanding Virya, Vipaka, and Prabhava
- Dietary recommendations for different dosha types
- Practical guidance on meal planning

#### **Module 9: Ayurvedic Psychology and Mental Health**

- Ayurvedic approach to mental health and well-being
- Concepts of Manas (mind) & its functions
- Techniques for stress management and mental balance
- Integrating Ayurvedic psychology with modern psychology

#### **Module 10: Ethics and Professionalism in Ayurveda**

- Ethical considerations in Ayurvedic practice
- Legal aspects of Ayurvedic medicine
- Maintaining patient record confidentiality with trust
- Continuing education & professional development

#### **Module 11: Aushdhalya Training and Internship**

- Hands-on Aushdhalya training under the guidance of experienced Ayurvedic practitioners
- Application of diagnostic techniques, treatment modalities, and patient management
- Exposure to diverse Aushdhalya cases

#### **Module 12: Research in Ayurveda**

- Basics of Ayurvedic research methodology
- Conducting Aushdhalya trials and observational studies
- Importance of evidence-based Ayurveda
- Presenting research findings and publications

#### **Module 13: Ayurvedic Practitioner's Business & Marketing**

- Setting up an Ayurvedic practitioner
- Marketing and patient acquisition
- Financial management in Ayurvedic practice
- Regulatory and compliance considerations

#### **Module 14: Integrative Medicine and Collaboration**

- Integrating Ayurveda with modern medicine
- Collaborating with healthcare professionals from other disciplines
- Developing a holistic patient care approach

#### **Module 15: Final Examination and Certification**

- Comprehensive written and practical examinations
- Evaluation of Aushdhalya skills and knowledge
- Awarding of Ayurvedic Doctor Certification

These modules provide a comprehensive framework for an KBiR Wellness Ayurvedic doctor training program. The program is designed to ensure a balance between theoretical knowledge and practical experience, allowing Fresh B.A.M.S Doctors to become competent and confident Ayurvedic practitioners.





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## 2. BUSINESS OPERATIONS AND MANAGEMENT

Training new Ayurvedic doctors involves not only medical knowledge but also essential skills and knowledge related to running a Kbir Ayurvedic Aushdhalya effectively. Here are training modules for new doctors that cover various aspects of Kbir Aushdhalya management and professional development:

### Module 1: Aushdhalya Setup and Management

- Choosing the right location for your Aushdhalya
- Legal requirements and permits
- Setting up a professional medical environment
- Aushdhalya layout and equipment
- Infection control and safety protocols

### Module 2: Accounting and Budgeting

- Basics of medical practice financial management
- Income and expense tracking
- Budget creation and monitoring
- The 50/30/20 Budgeting Rule
- Taxation and financial compliance
- Understanding healthcare reimbursement systems

### Module 3: Marketing Strategies

- Developing a marketing plan
- Branding your medical practice
- 5 P's of marketing
- Online and offline marketing strategies
- Building online presence (website, social media)
- Patient acquisition & retention strategies

### Module 4: Communication Skills

- Effective doctor-patient communication
- Active listening and empathy
- The 7 Cs of Communication
- Breaking bad news sensitively
- Handling difficult conversations
- Communicating with healthcare staff

### Module 5: Customer Management

- Patient-centered care
- Managing patient expectations
- Patient satisfaction and feedback
- Handling patient complaints & grievances
- Building long-term patient relationships

### Module 6: Operations and Workflow

- Aushdhalya workflow optimization
- Appointment scheduling & management
- Electronic health record (EHR) systems

- Inventory & supply chain management
- Quality assurance and process improvement

### Module 7: Healthcare Software Knowledge

- Introduction to EHR systems
- EMR documentation and coding
- Using practice management software
- Telemedicine and telehealth platforms
- Data security and patient confidentiality

### Module 8: Advertising and Promotion

- Paid advertising (Google Ads, Facebook Ads)
- Content marketing and blogging
- The Five Cs of Customer Service
- Search engine optimization (SEO)
- Patient testimonials and reviews
- Effective advertising campaigns

### Module 9: Medical Ethics and Legal Considerations

- Medical ethics and professionalism
- Informed consent and patient rights
- Legal obligations and malpractice prevention
- Handling medical records and confidentiality
- Ethical dilemmas in healthcare

### Module 10: Leadership and Team Management

- Building and leading a healthcare team
- Staff recruitment and training
- SWOT analysis
- Performance evaluation and feedback
- Conflict resolution and team dynamics
- Effective delegation

### Module 11: Continuous Professional Development

- Staying updated with medical knowledge
- CME (Continuing Medical Education) requirements
- Networking in the medical community
- Research and publication opportunities
- Joining medical associations and societies

### Module 12: Crisis Management & Disaster Preparedness

- Emergency response plans
- Handling medical emergencies in the Aushdhalya



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- Disaster preparedness and business continuity
- Managing public health crises (e.g., pandemics)

#### **Module 13: Patient Privacy and Data Security**

- HIPAA compliance
- Cybersecurity awareness
- Protecting patient information
- Responding to data breaches
- Data privacy regulations and compliance

#### **Module 14: Strategic Planning and Growth**

- Setting long-term goals for your practice
- Expanding services or opening new branches

- Strategic partnerships and collaborations
- Financial planning for practice growth
- Assessing market trends & opportunities

#### **Module 15: Final Evaluation and Certification**

- Assessment of skills and knowledge acquired
- Review of Aushdhalya setup & marketing strategies
- Evaluation of financial management & operations

#### **Module 16: Aushdhalya Setup and Planning**

- Aushdhalya layout, Aushdhalya Branding, Aushdhalya Marketing Designs
- Aushdhalya Welcome kit for operational running
- Organizing Medical camps and support

Awarding of certification for Aushdhalya management and professional development. These modules provide a comprehensive training program for new doctors, ensuring they are well-equipped not only with medical skills but also with the essential skills and knowledge needed to run a successful Kbir Ayurvedic Aushdhalya in a competitive healthcare environment.



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# OUR PRODUCTS



आयुष मंत्रालय द्वारा प्रमाणित





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## पानी पीने के 4 नियम

- ☞ खाना खाने के तुरंत बाद और पहले पानी नहीं पीना।
- ☞ पानी हमेशा घूट-घूट कर पीना है। एक बार में गटक-गटक करके नहीं पीना।
- ☞ कभी भी ठण्डा पानी नहीं पीना।
- ☞ सुबह उठते ही 2-3 गलास पानी पीना है। बिना कुल्ला करे पानी पीना है।

## 4 सफेद जहर से बचें

- ☞ सफेद चीनी : कैंसर, डायबिटीज जैसी बीमारियों का कारण
- ☞ सफेद नमक : हाई ब्लड प्रेशर के लिए जिम्मेदार
- ☞ सफेद आटा/मैदा : मोटापा, कोलेस्ट्रॉल बढ़ाता है
- ☞ अर्जीनोमोटो : दिल के लिए बेहद नुकसानदायक

## खाने का सबसे अच्छा समय

- ☞ नाश्ते का समय : सुबह 7 से 8 बजे / 10 बजे के बाद नहीं करना चाहिए।
- ☞ दोपहर का खाना : दोपहर 12-30 से 2 बजे / 4 बजे के बाद नहीं खाना चाहिए।
- ☞ रात का खाना : रात 6 से 8 बजे / 9 बजे के बाद नहीं खाना चाहिए।

## भोजन पीयें और पानी खायें

- ☞ भोजन करते समय पानी नहीं पीना (30 मिनट पहले और 45 मिनट बाद तक)
- ☞ क्या पीना है : छाछ, लस्सी, सूप, फलों का रस
- ☞ खड़े रहकर पानी पीने से कमर दर्द, घूटनों का दर्द और हर्निया जैसी बिमारी हो सकती है।
- ☞ दोनों पैर मोड़कर, बैठकर भोजन करना है।

## स्वस्थ रहने के नियम

- ☞ ज्यादा गर्म व ठण्डे पानी से नहीं नहाना चाहिए।
- ☞ दिन में एक समय फल या सलाद खाना चाहिए।
- ☞ रोजाना 30 मिनट व्यायाम जरूर करें।
- ☞ खाली पेट चाय नहीं पीनी चाहिए।
- ☞ खाने के बाद 10 मिनट वज्रासन अवश्य करें।
- ☞ त्वचा के लिए नारियल तेल का प्रयोग करें।

## ताजा दही अमृत समान है

- ☞ दही में पाए जाने वाले अनगिनत बैक्टीरिया शरीर में गैस्ट्रो-इंटेस्टायनल-डिस्टॉर्ड्स, डायरिया, कब्ज, बाउल सिंड्रोम तथा फूड पॉयजनिंग नहीं होने देते।
- ☞ दही से हमारे शरीर को भरपुर कैल्शियम, प्रोटीन, जिंक, राइबोफ्लेबिन, विटामिन-डी तथा विटामिन बी-12 मिलता है। नियमित रूप में दही का सेवन करते रहने से हमारे शरीर को रोगों से लड़ने की क्षमता (इम्युनिटी) बढ़ती है।

## भोजन, स्नान, निद्रा और व्यायाम करते समय आपका पूर्ण ध्यान इन्हीं कार्यों में हो।

- ☞ आटा हमेशा ताजा पिसा हो। 15 दिन से पुराना पिसा हुआ आटा नहीं खाना चाहिए।
- ☞ पैक्ड / प्रोसेस्ड आटा नहीं खाना चाहिए। हमेशा आटा चक्की से पिसा हुआ आटा ही प्रयोग करें।
- ☞ खाली गेहूं के आटे की रोटी न खाएँ उसमें 2-4 अनाज जैसे जौं, मक्का, बाजरा या चना आदि मिला लें।
- ☞ कोई भी भोजन पकने के 48 मिनट के अंदर उसका उपभोग हो जाना चाहिए। बासी भोजन का सेवन न करें।
- ☞ चीनी की जगह गुड़, शक्कर, खांड एवं शहद का प्रयोग करें।
- ☞ सफेद नमक की जगह सेंधा नमक, काले नमक का प्रयोग करें।

10 से 15 दिन में एक उपवास जरूर रखें। उस दिन सिर्फ फल, सलाद, लस्सी, नारियल पानी, नींबू पानी का ही सेवन करें।

- ☞ रिफाइंड तेल की जगह सरसों, मुंगफली, तिल व नारियल तेल का प्रयोग करें।
- ☞ रसायन एवं झाग वाली टूथ पेस्ट का इस्तेमाल न करें। मंजन या झाग रहित हर्बल पेस्ट का ही इस्तेमाल करें।
- ☞ गिलोय, त्रिफला, एलोवेरा, आँवला, व्हीटग्रास, करेला जामुन इत्यादि रसों का सेवन अवश्य करें।

शरीर के रोग दूर करने की सबसे बड़ी भूमिका पेट की होती है।

90 प्रतिशत शारीरिक रोग पेट से संबंधित हैं। अतः पेट को स्वस्थ रखें...



# CAMPS



# TEAM



# EVENTS



# CELEBRATIONS



# EVENTS



# MEETINGS





## आपके शहर में कबीर औषधालय का पता

### Karnal

# 41 Sector 14, Near Uttam Hospital, 0184-4050500

### Kurukshetra

Professor Colony, 87084-14020

### Panchkula

SCO-23, Peer Muchalla (Sec-21 Barrier) 8059 555 444

### Gurugram

Sector-57 76395-50001

### Gurugram

#1145 Near Main Market, Sector-21, Gurugram 98733-31528, 99909-01528

### Gurugram

DLF-Phase-3 99909-01528

### New Delhi

13, Arihant Nagar, West Punjabi Bagh, 97117-34724

### Yamunanagar

#1, Sector-17 Main Road, Near Gym Khana Club, Jagadhari 79885-57899

### Hisar

#149-S, Opp. Jindal Hospital Model Town, 70152-87931

### Titoli (Rohtak)

Swami Indervesh Vidyapeeth 74949-61553

### Nilokheri

Kissan Basti 98961-35514

### Panipat

House No. 834, Sec-18, HUDA, 99927-91800

### Assandh

Balaji Colony, Near Canara Bank, 94161-12081

### Tohana

Main Bazaar 94162-42436

### Adampur

Main Bazar Mandi 70154-82169

### Rohtak

#713/22, Jhang Colony, (Opp Suvidha), 92158-48444

### Pundri

Shop No 75-76 (Back Side) Old Grain Market 94682-48389

### Panipat

182-R, Ram Lal Chowk, Model Town | 82229-33090

## KBIR WELLNESS PVT. LTD.

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