



# Navigating Careers in Ayurveda: A Needs Assessment for Introducing a Career Guidance Module

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## Background & Need for the Innovation

- The career landscape in Ayurveda is diverse.
- Many career opportunities are now available in many fields.



- A dedicated career guidance module can make graduates aware of various career paths and potential career trajectories.
- This Needs Assessment Survey was conducted among different stakeholders within Ayurveda to find out the perceived need for introducing a career guidance module for interns.

## Methodology

Ethics Approval

Questionnaire designing + Peer Validation

Snowball Sampling targeting different groups within Ayurveda community: interns, fresh graduates, faculty and practicing Ayurveda clinicians

Participants provided clear instructions on filling the questionnaire, confidentiality of responses ensured.

Efforts made to maximize the response rate through reminders and follow-ups, ensuring a representative sample.

## Results

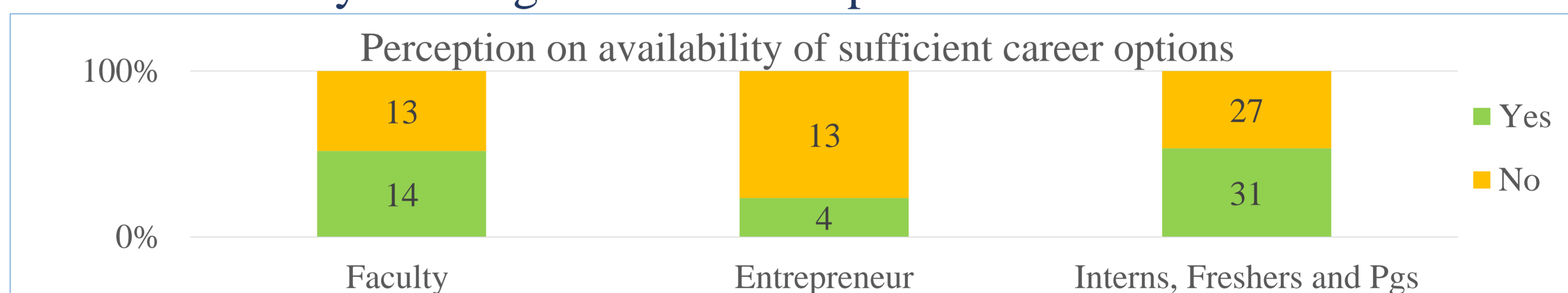
- A total of 102 responses were received. 58% respondents were females. An almost equal number of faculty, interns & fresh graduates responded.



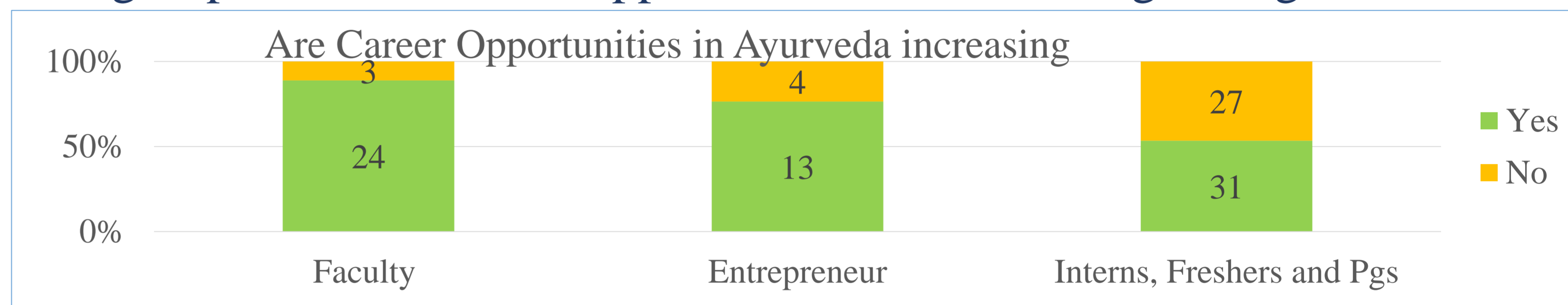
- Post graduation (n=48) followed by clinical practice (=45) received maximum votes. Academic career (n=2) was least preferred career option.



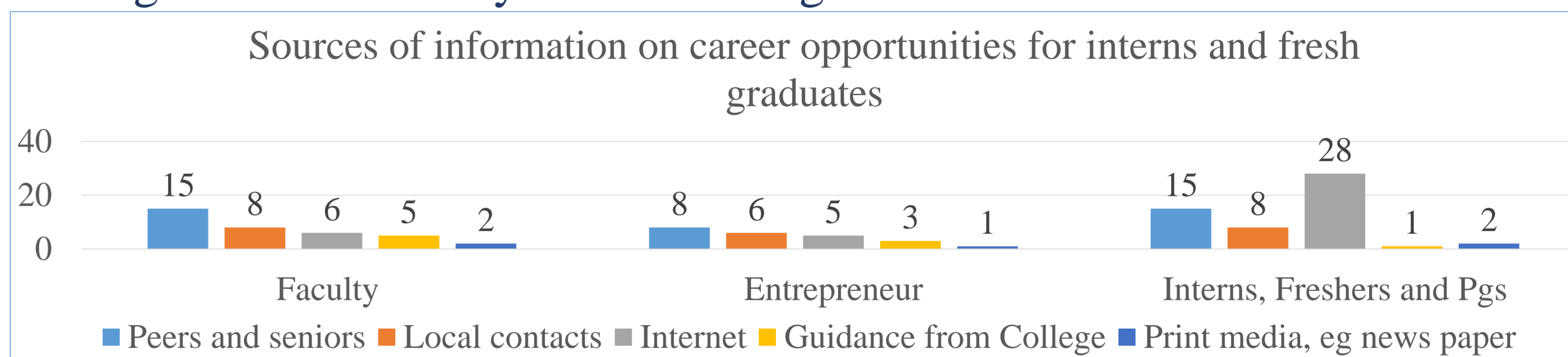
- Almost 50% of faculty and student groups felt that sufficient career options are available for Ayurveda graduates. Entrepreneurs felt otherwise.



- All groups felt that Career opportunities are increasing with globalization.



- Faculty and practitioners felt interns rely on peers & local contacts for information. Interns and fresh graduates rely on internet. Guidance from colleges was minimally ranked among all stakeholders.



- Though many career opportunities are available, majority of interns and fresh graduates (n=35) aren't fully aware regarding the same.

## Conclusion

- Internship experiences are likely to influence the opinions of fresh graduates regarding their desired career paths.
- Career Guidance should focus on employment, in enhancing communication skills, professional ethics and leadership skills along with clinical expertise.
- Health Universities, colleges and eminent experienced alumni of Ayurveda colleges can form an Intensive Network to guide and support students for making an appropriate choice of a career in Ayurveda.

## Acknowledgement

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