

## **THE “U-TURN THEORY”**

Pranayam has been renamed as “Cardiac Coherence Breathing” in the West. No, this is not an innocent exercise in translation. This new nomenclature gives no indication that this breath exercise has anything to do with India or Indian roots. A Pranayam technique called Sama Vritti is now being referred to as “Box Breathing.” The West that lectures and the whole world about Intellectual Property Rights and sues anyone for the slightest infringement of Patent laws is actually stealing ancient Indian knowledge and repackaging it with Western fancy terminology and selling it all over the world. And this trend has been going on for years. “Doodh Haldi” is now “Turmeric Latte”.

Rajiv Malhotra, Writer and Founder of Infinity Foundation has coined the term “U-Turn Theory” for this theft of Indian knowledge systems. According to him, there are 5 stages of this theft and appropriation:

**DISCIPLEHOOD** – At this stage, the Westerners sincerely gather the knowledge of the ancient Indian knowledge systems through dedicated study.

**DECONTEXTUALISATION** – In this stage, the knowledge acquired is delinked from its Indian roots and its origins and are slowly pushed out of view.

**RECONTEXTUALISATION** – This stage involves renaming using Western terminology (Cardiac Coherence Breathing) and the impression is given that the knowledge originated in the West itself.

ARSON – The source and origins are denied, denigrated and its ancient practices are shown as products of ignorance and superstition.

REPACKAGING FOR EXPORT – The same knowledge is exported with attractive repackaging with English names which is lapped up by the educated elites of the world who are made to believe that they are consuming some genius Western innovation.

So how do we guard against this dangerous intellectual theft that is a threat to our traditional knowledge systems? The answer is, learn more about Indian culture and heritage. The Westerners are indulging in the U Turn strategy because there is so much wisdom and value in it. Know more about the Indian knowledge systems so that you can spot the theft and appropriation.