

STRATEGIC IDEAS FOR PIBTC

1. A COMMON MESSAGE FOR EVERY HUMAN BEING

PIBTC should not be presented merely as an organisation concerned with curing illness after it occurs. Its philosophy can be much broader:

“Prevention is not merely avoiding disease. Prevention is avoiding suffering — physical, mental, financial, social and spiritual — before it becomes severe.”

The website can invite every person to ask:

“What can I do today to prevent tomorrow's suffering — for myself or for another human being?”

This gives PIBTC a universal character. A believer may choose a spiritual preventive remedy; a non-believer may choose humanitarian service. **Both are ultimately acts of prevention.**

I. FOR BELIEVERS IN GOD

“Prevent suffering through Faith, Prayer, Dharma and Spiritual Remedies”

For believers, PIBTC can respectfully recognise the important place of **faith, prayer, religious observances and traditional spiritual practices** in giving people hope, strength and a sense of protection.

The message should not be that every misfortune is necessarily caused by a *dosha*, nor that a ritual is a substitute for medical treatment. Instead:

“Where faith gives you strength, use faith positively — while also taking all necessary practical, medical and preventive measures.”

Strategic initiatives

1. Dosha Pariharam Guidance

Create a section explaining, in a culturally respectful manner, the various traditional approaches people may consider when they believe that planetary, ancestral or other *doshas* are affecting their lives.

These may include:

- appropriate **Homams and Homas**
- **Puja and Prarthana**
- temple worship
- charitable offerings
- Annadhanam
- service to the needy
- traditional *Parihara* practices
- prayers for ancestors
- other practices according to one's family and religious tradition.

The emphasis should be:

Faith + Positive Action + Human Service.

2. Transform Pariharam into Service

This could become one of PIBTC's strongest concepts.

Instead of limiting *Pariharam* to ritual, PIBTC could encourage a believer to combine the religious act with a humanitarian act.

For example:

“Perform your Homam — and feed hungry people.”

“Offer your prayer — and help a poor student.”

“Pray for the health of your family — and help a bedridden person obtain medical assistance.”

“Seek blessings — and become a blessing to somebody else.”

This gives spiritual practices a visible social purpose.

3. Prathimai Visarjanam — With Environmental Responsibility

Where traditional practices involve **Prathimai Visarjanam**, PIBTC can encourage believers to follow environmentally responsible methods and applicable local regulations.

The principle could be:

“Faith should protect both human beings and Nature.”

Thus, spiritual observance and environmental responsibility need not conflict.

4. Prayer Before Crisis

PIBTC can promote the idea:

“Do not remember God only after a problem arrives.”

Encourage believers to establish preventive spiritual habits:

- regular prayer
- gratitude
- self-discipline
- charitable giving
- service to others
- care for parents and elders
- helping the sick and vulnerable
- avoiding harmful habits
- maintaining peace within the family.

The deeper message is that **spiritual discipline itself can become a form of prevention.**

II. FOR NON-BELIEVERS

“Prevent suffering through Humanity, Service and Practical Action”

PIBTC should make it equally clear that **one does not have to believe in God to believe in preventing human suffering.**

The message could be:

“You may not believe in God. But you can believe in humanity.”

And:

“You may not pray. But you can help someone who is suffering.”

This opens PIBTC to a very large section of society.

1. Annadhanam — Prevent Hunger

A person who is hungry today should not have to wait for tomorrow.

PIBTC could promote:

“One meal can prevent one person's hunger for one day.”

Individuals, families, companies and voluntary groups could sponsor meals for:

- homeless persons
- daily-wage workers
- elderly people
- hospital attendants
- economically weaker families
- other people in genuine need.

2. Employment Assistance — Prevent Economic Suffering

One of the most powerful PIBTC initiatives could be a **“Job Before Debt”** or **“Help Someone Get a Job”** movement.

Instead of merely giving temporary financial assistance:

“Help a jobless person become self-supporting.”

Possible activities:

- collecting job vacancies
- connecting unemployed persons with employers
- preparing resumes
- interview preparation
- vocational training
- apprenticeships
- skill development
- connecting small businesses with suitable workers.

A person who obtains employment can potentially support an entire family.

3. Healthcare for the Bedridden

PIBTC could establish or coordinate a **“Care Before Crisis”** programme for bedridden and vulnerable persons.

Support could include:

- identifying people who need assistance
- connecting them with doctors
- arranging nursing support
- obtaining medicines
- mobility aids
- hospital referrals
- caregiver assistance
- linking families with legitimate charitable organisations.

The objective is not merely to cure disease, but to **prevent an already vulnerable person from falling into deeper suffering.**

4. Education — Prevent Poverty in the Next Generation

A small amount of assistance at the right time can change a student's entire life.

PIBTC could encourage:

“Don't give a poor student only sympathy. Give the student an opportunity.”

Possible assistance:

- school and college fees
- books
- uniforms
- examination fees
- computers or educational equipment
- vocational education
- scholarships
- career guidance.

This is perhaps one of the purest forms of **preventive social service**, because education can prevent future unemployment and poverty.

5. Emergency Financial Assistance

PIBTC could create a network connecting genuine needy persons with verified donors for limited, urgent assistance such as:

- medical emergencies
- educational expenses
- essential food
- temporary shelter
- essential livelihood equipment.

The website should emphasise **verification, transparency and dignity**, avoiding exploitation or fraudulent requests.

III. THE GREAT PIBTC IDEA

The most distinctive feature of PIBTC could be to bring **Believers and Non-Believers onto the same platform without asking them to agree about God.**

Their methods may differ.

Their motivation may differ.

But their destination can be the same:

REDUCE HUMAN SUFFERING BEFORE IT BECOMES GREATER.

A believer may say:

“I will pray, perform Pariharam and serve someone.”

A non-believer may say:

“I do not pray, but I will feed someone, educate someone or help someone obtain employment.”

PIBTC can say to both:

“Your belief may be different. Your humanity can be the same.”

IV. A “PREVENT ONE SUFFERING” CAMPAIGN

PIBTC could build its entire public movement around one simple challenge:

PREVENT ONE SUFFERING TODAY

Every visitor to the website could be asked:

What can YOU prevent today?

- Prevent one person going hungry.
- Prevent one child discontinuing education.
- Prevent one unemployed person remaining without work.
- Prevent one elderly person being neglected.
- Prevent one bedridden person being without care.
- Prevent one family from falling into avoidable financial distress.
- Prevent one person from losing hope.
- Prevent an environmental problem through responsible action.
- Prevent your own future health problems through proper medical care and healthy living.
- If you are a person of faith, undertake a positive spiritual practice together with an act of service.

This makes PIBTC **action-oriented rather than merely philosophical.**

V. THE CENTRAL PIBTC MOTTO

The traditional phrase can be expanded:

PREVENTION IS BETTER THAN CURE

Prevent suffering. Promote humanity. Protect life.

Believe in God — serve His creation.

Do not believe in God — serve humanity.

Different beliefs. One humanity. One purpose: PREVENT SUFFERING.

This positioning could make **PIBTC.org** much broader than a conventional health website. It can become a **Preventive Humanitarian Movement**, bringing together preventive healthcare, employment assistance, education, food support, care for vulnerable people, environmental responsibility and, for those who choose it, spiritual and religious practices.

One important safeguard should remain throughout the website: **religious/spiritual remedies should be presented as matters of faith and tradition, not as substitutes for qualified medical, legal, financial or other professional care.** That will make PIBTC more credible and inclusive.