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Report on
Strategic Academic Collaboration for Entrepreneurship Development in
Ayurveda

Charting New Horizons in Ayurveda Education and
Entrepreneurship through MoUs
between
Dr. Deepak Patil Ayurvedic Medical College, Borpadale
and
Abhinav Ayurveda Institute, Kolhapur

1. Introduction:

In a transformative step towards academic excellence and entrepreneurial empowerment, a tripartite Memorandum of Understanding (MoU) was signed on 13th May 2025 between Sanjeevani Multipurpose Foundation's Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale and Abhinav Ayurveda Institute, Kolhapur—accredited by Rashtriya Ayurveda Vidyapeeth (RAV), New Delhi and the Ayurveda Training Accreditation Board (ATAB).

This collaborative initiative introduces three specially designed postgraduate certification programs in:

1. Shalya Tantra (Anorectal Disorders - CCAMAD)
2. Panchakarma (Advanced Panchakarma - CCAAP)
3. Swasthavritta evam Yoga (Ayurveda Dietetics - CCNAD)

For the first time in Kolhapur, these structured, nationally affiliated, skill-based certification courses empower final-year BAMS students and interns with hands-on clinical training and practical entrepreneurship exposure. The collaboration integrates seamlessly with the Entrepreneurship Development Cell (EDC) at DDPAMC to promote innovation, self-employment, and business incubation in Ayurveda.

2. Need for the MoUs:

The Ayurvedic education ecosystem in Western Maharashtra has long lacked access to structured, high-quality postgraduate certifications that emphasize:

- Real-world application
- Industry relevance
- Clinical and entrepreneurial readiness

Hence, these MoUs were conceptualized to address:

The gap between graduation and career establishment.
The lack of clinical specialization training within reach for rural and semi-urban students.
The demand for Ayurvedic startups and clinics led by well-trained, certified professionals.
The integration of business acumen and Ayurvedic expertise through structured EDC initiatives.

3. Aims and Objectives of the MoUs:

Each MoU is tailored to serve a unique specialty but collectively share core objectives:

a. Academic Excellence

Deliver accredited certification programs in niche domains of Ayurveda.
Provide BAMS students with additional qualifications that enhance employability.

b. Skill Enhancement

Equip participants with practical mastery in Shalya Tantra, Panchakarma, and Ayurveda Dietetics.
Foster deep understanding through case studies, demonstrations, and clinical exposure.

c. Entrepreneurial Capacity Building

Promote business ideation and clinic setup among students.
Support development of sustainable Ayurveda-based practices in dietetics, proctology, and Panchakarma.

4. Role of EDC and Abhinav Ayurveda Institute in Entrepreneurship Development:

a. Entrepreneurship Development Cell (EDC), DDPAMC

Identifies and nurtures students with entrepreneurial potential.
Supports innovation and startup ideas in Ayurvedic domains.
Organizes workshops, mentorship programs, and incubation sessions.
Facilitates tie-ups with funding agencies and government schemes for startups.
Encourages alumni networking and success stories for motivation.

b. Abhinav Ayurveda Institute (AAI)

Provides technical mentorship and certification aligned with entrepreneurship.
Facilitates exposure to real-life Ayurvedic business models through clinical tours.
Assists EDC in designing business model canvases for student entrepreneurs.
Collaborates in setting up simulation-based entrepreneurial training within the EDC.

Together, DDPAMC-EDC and AAI act as catalysts in the journey from Ayurvedic student to Ayurvedic entrepreneur.

5. Responsibilities and Mutual Gains:

Responsibilities of Dr. Deepak Patil Ayurvedic Medical College & Research Centre (DDPAMC):

- The college shall actively promote and recommend eligible final-year BAMS students and interns for participation in the certification programs.
- It will provide necessary infrastructural and academic support for organizing guest lectures, seminars, and hands-on sessions on campus.
- DDPAMC will facilitate student logistics, including transport and coordination for academic visits to Abhinav Ayurveda Institute.
- The college will ensure seamless integration of these certification courses with the initiatives of its Entrepreneurship Development Cell (EDC) for holistic student development.
- It will support the propagation of these certificate programs through internal communications and academic platforms.

Responsibilities of Abhinav Ayurveda Institute (AAI):

- AAI shall be responsible for the design and delivery of high-quality certificate programs in line with RAV and ATAB standards.
- It will provide expert faculty for lectures, demonstrations, clinical training, and entrepreneurship orientation.
- The institute will organize academic tours, live case studies, and offer certification upon successful completion of the courses.
- AAI will ensure that course content promotes real-world clinical application and business acumen in the Ayurvedic field.
- It shall also collaborate with EDC to mentor aspiring student entrepreneurs in launching Ayurvedic practices or startups.

Joint Contributions of DDPAMC and AAI:

- Both institutions will conduct regular joint review meetings to assess the progress of the programs and suggest improvements.
- They will co-develop academic resources, teaching materials, SOPs, and evaluation tools while maintaining confidentiality and co-ownership.
- They shall jointly organize seminars, research collaborations, and publicize success stories of students and alumni ventures.
- Intellectual property resulting from joint research or innovation will be mutually acknowledged and managed ethically.
- This partnership will also serve to build a long-term academic-industrial ecosystem that encourages innovation, entrepreneurship, and excellence in Ayurvedic education and practice.

6. Benefits and Impact:

a. For Students

- Gain dual advantage of clinical certification and entrepreneurial exposure.
- Become certified specialists in high-demand Ayurvedic domains.
- Build independent practices or wellness startups in niche fields.

b. For Institutions

Enhanced academic credibility through collaborative certification offerings.
Stronger community outreach and alumni engagement.
Development of an entrepreneurial culture among Ayurveda graduates.

7. Conclusion:

This academic-industrial partnership between DDPAMC and AAI under the EDC framework is a pioneering venture in Kolhapur. It not only strengthens the bridge between education and employment but also sets a gold standard for entrepreneurship-led Ayurvedic education in India.

8. Future Scope:

- Expansion of certification offerings in other specialties like cosmetology, infertility, mental health, and herbal product formulation.
- Establishment of a DDPAMC Ayurveda Business Incubation Centre (ABIC) under EDC.
- Collaboration with funding bodies, banks, and MSME units for financial support to student entrepreneurs.
- Launch of a joint digital platform for Ayurvedic start-up mentoring and e-consultations.

Let this collaboration be the stepping stone for transforming Ayurvedic learners into Ayurvedic leaders.

Empower. Excel. Entrepreneur

