



## **Event Report on Entrepreneurship Development cell at Dr. Deepak Patil Ayurvedic Medical College and Research Centre, Borpdale**

### **Organized By:**

Department of Rasashastra E�am Bhaishajya Kalpana  
In Association with Entrepreneurship Development Cell (EDC)

### **Name of the Activity:**

Preparation and Supply of Ksheerbala Tail to the Department of Panchakarma at Sanjeevani Ayurvedic Hospital

**Date:** From 02 April 2025 onwards.

### **Aims and Objectives:**

**1. Understanding the Preparation of Ksheerbala Tail** – To provide students with practical insights into the formulation, standardization, and manufacturing of Ksheerbala Tail.

**2. Academic-Practical Learning** – To bridge theoretical knowledge with practical applications in Ayurvedic pharmaceutical sciences.

**3. Inter-Departmental Cooperation** – To encourage collaboration between Rasashastra Bhaishajya Kalpana and Panchakarma departments for holistic education and healthcare services.

**4. Entrepreneurial Skill Development** – To introduce students to various aspects of Ayurvedic entrepreneurship, including:

- Planning and procurement of raw materials
- Production process and quality standardization
- Packaging, branding, and marketing strategies
- Supply chain management and interdepartmental coordination

### **Detailed Process of the Event:**

#### **1. Planning & Raw Material Procurement:**

- Selection and sourcing of key ingredients such as Bala (Sida cordifolia), cow's milk (Ksheer), and sesame oil (Tila Tail).
- Identification of suppliers and procurement of raw materials ensuring Ayurvedic pharmacopoeia standards.

## **2. Preparation Process:**

Demonstration of the classical method of Ksheerbala Tail preparation as per Ayurvedic texts. Stepwise guidance on the process, including:

- Kalka Dravya (Herbal Paste Preparation)
- Sneha Paka (Oil Extraction and Processing)
- Standardization (Temperature Control, pH, and Quality Parameters)
- Role of student involvement in each step of the preparation.

## **3. Quality Control & Standardization:**

- Testing parameters such as viscosity, specific gravity, and microbial content.
- Ensuring compliance with Good Manufacturing Practices (GMP) for Ayurvedic formulations.

## **4. Packaging & Branding:**

- Designing attractive, informative labels and packaging.
- Discussing market trends and consumer preferences for Ayurvedic oils.
- Creating a branding strategy, including logo, product description, and pricing.

## **5. Marketing & Supply Chain Management:**

- Identifying potential buyers such as Ayurvedic hospitals, wellness centers, and retail pharmacies.
- Distribution planning and logistics for effective supply chain execution.
- Exploring online and offline marketing channels for product promotion.

### **Outcome of the Event:**

- 1. Hands-on Learning Experience** – Students gained direct exposure to the practical aspects of Ksheerbala Tail preparation.
- 2. Entrepreneurial Awareness** – Participants understood the importance of branding, marketing, and supply chain management in Ayurvedic product sales.
- 3. Interdisciplinary Collaboration** – Strengthened cooperation between academic departments for the holistic development of Ayurvedic medicine.
- 4. Career Development Opportunities** – Encouraged students to explore entrepreneurship in Ayurveda, beyond traditional clinical practice.
- 5. Market-Ready Ayurvedic Product** – Successful preparation and supply of Ksheerbala Tail for therapeutic use in Panchakarma treatments.

### **Conclusion:**

The event successfully demonstrated the entrepreneurial potential in Ayurvedic pharmacy by integrating traditional preparation techniques with modern business strategies. The initiative provided students with practical exposure, interdisciplinary learning, and a pathway towards Ayurvedic entrepreneurship. The hands-on experience will help shape the next generation of Ayurvedic professionals, blending ancient wisdom with contemporary business models for sustainable growth in the field of Ayurveda.

