



Sanjeevani Multipurpose Foundation's

Dr. Deepak Patil Ayurvedic Medical College & Research Center

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• Affiliated to Maharashtra University Of Health Sciences, Nashik •

Entrepreneurship Awareness Camp (EAC) on Plantation and Cultivation of Ayurvedic Medicinal Plants and Herbal Medicine Farming (Detailed Program Report)

Organizing Institute:

Dr. Deepak Patil Ayurvedic Medical College and Research Centre, Borpadale,
Kolhapur, Maharashtra. (EDC)

Location: Borpadale, Maharashtra.

Date: August 14, 2024

Time: 10:00 AM - 2:00 PM

Aims and Objectives of the Event:

The primary aims and objectives of the Entrepreneurship Awareness Camp were:

- 1. Education and Awareness:** To educate rural youth and farmers about the potential of Ayurvedic medicinal plants and herbal medicine farming as a sustainable and profitable agricultural practice.
- 2. Skill Development:** To impart knowledge and skills necessary for the cultivation, management, and commercial exploitation of medicinal plants.
- 3. Entrepreneurship Promotion:** To inspire and guide participants toward starting their own ventures in the field of Ayurvedic medicinal plant farming.
- 4. Sustainable Agriculture:** To promote sustainable agricultural practices that aligns with environmental conservation and the Ayurvedic tradition.
- 5. Networking Opportunities:** To create a platform for farmers and rural youth to connect with experts, entrepreneurs, and institutions in the field of Ayurvedic agriculture.

Proceedings of the Event:

The Entrepreneurship Awareness Camp was conducted as follows:

Inauguration (10:00 AM - 10:30 AM):

The event commenced with the lighting of the traditional lamp, followed by a welcome address by Dr. Swati Patil, the Secretary of Sanjeevani Multipurpose



Foundation. She emphasized the importance of Ayurvedic medicinal plants in rural development and the potential for entrepreneurship in this field.

Session 1: Introduction to Ayurvedic Medicinal Plants (10:30 AM - 11:30 AM):

An expert lecture was delivered by Dr. Vitthal Patil, a Dravyaguna expert specializing in Ayurvedic plants. He discussed the various types of medicinal plants, their Ayurvedic significance, and the economic potential of their cultivation.

Session 2: Techniques in Herbal Medicine Farming (11:00 AM - 12:30 PM):

This session was led by Dr. Satwashil Desai, an experienced herbal formulator. He shared practical insights into the methods of cultivation, soil preparation, irrigation, pest control, and harvesting of Ayurvedic medicinal plants. The session also included a live demonstration of planting techniques in the college's herbal garden.

Session 3: Business Opportunities in Ayurvedic Plant Cultivation (12:30 PM - 1:30 PM):

This session focused on the business aspects of medicinal plant farming. Dr. Parag Kulkarni, coordinator EDC cell, discussed market demand, value addition, branding, and the steps involved in setting up a medicinal plant farming business.

Interactive Session and Q&A (1:30 PM - 2:00 PM):

The event concluded with an interactive session where participants were encouraged to ask questions and share their concerns. Experts provided solutions and guidance tailored to the local context. Feedback forms were also distributed to gather suggestions for future programs.

Lunch (2:00 PM - 2:30 PM):

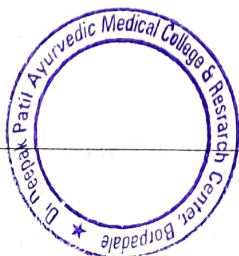
Participants were provided with a traditional Ayurvedic meal, promoting the benefits of a healthy diet in line with Ayurvedic principles.

Outcome of the Event:

The event successfully achieved its objectives, with the following key outcomes:

1. Increased Awareness: The participants gained a comprehensive understanding of Ayurvedic medicinal plants and their potential as a source of income.

2. Skill Acquisition: Farmers and youth acquired practical skills in the cultivation and management of medicinal plants, enabling them to implement these techniques on their own farms.



3. Entrepreneurial Inspiration: Several participants expressed interest in starting their own ventures in herbal medicine farming, with a few planning to form cooperatives for better market access.

4. Networking: The event facilitated networking between farmers, youth, experts, and the organizing institute, fostering a community of practice in Ayurvedic agriculture.

Path Vision and Mission:

Vision:

To empower rural youth and farmers through education and entrepreneurship in the field of Ayurvedic medicinal plant cultivation, thereby contributing to rural development, sustainable agriculture, and the promotion of Ayurveda.

Mission:

To conduct regular awareness camps, workshops, and training programs that provide rural communities with the knowledge, skills, and resources needed to pursue successful ventures in Ayurvedic agriculture. The institute aims to become a center of excellence in promoting Ayurvedic agricultural practices that are environmentally sustainable and economically viable.

Report Prepared by:

Dr. Parag Kulkarni.

EDC Coordinator.

Dr. Deepak Patil Ayurvedic Medical College and Research Centre
Borpadale, Kolhapur, Maharashtra

Date: August 14, 2024





Dr. Deesay Patil
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