Sanjeevani Multipurpose Foundation's
DR. DEEPAK PATIL AYURVEDIC MEDICAL COLLEGE AND RESEARCH CENTER
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◆Ministry of AYUSH, Govt. of India, New Delhi
◆National Commission for Indian System of Medicine (NCISM), New Delhi
◆Medical Education & Medicine Department, Govt. of Maharashtra, Mumbai
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DETAILED ACTIVITY REPORT

Preparation of Ayurvedic Abhyanga Oil and Herbal Ubtan

A Diwali Special Initiative

Department of Rasashastra Evam Bhaishajya Kalpana | Entrepreneurship Development Cell

1. Name of the Activity

Preparation of Traditional Ayurvedic Abhyanga Oil and Herbal Ubtan by Second BAMS (Kshatriya Batch) Students – An Initiative Towards Skill Development, Innovation and Entrepreneurship in Ayurveda.

2. Organising Departments / Cells

- Department of Rasashastra Evam Bhaishajya Kalpana (RSBK).
- Entrepreneurship Development Cell (EDC).

3. Date and Day

Preparation of products	Tuesday, 27/10/2026
Product presentation / display	Wednesday, 28/10/2026

4. Venue

Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur.

5. Participants

Second Year BAMS – Kshatriya Batch students, under the guidance of the Department of Rasashastra Evam Bhaishajya Kalpana and the Entrepreneurship Development Cell.

6. Resource Persons / Faculty Guidance

The activity was conducted under the guidance and supervision of:

1. Dr. Kedar Todkar – Head, Department of Rasashastra Evam Bhaishajya Kalpana.
2. Dr. Imtiyaz Desai – Faculty Member, Department of Rasashastra Evam Bhaishajya Kalpana.
3. Dr. Priyadarshini Pujari – Faculty Member, Department of Rasashastra Evam Bhaishajya Kalpana.

4. Dr. Parag Kulkarni – Coordinator, Entrepreneurship Development Cell (EDC).

7. Institutional Dignitaries

- Dr. Deepak Patil – Founder Chairman.
- Dr. Swati Deepak Patil – Founder Secretary.
- Dr. Smita Patil – Managing Director.
- Prof. Dr. Nitin Tatpuje – Principal.
- Dr. Sameer Jamadar – Vice Principal.

8. Aims and Objectives

The activity was organised with the following aims and objectives:

1. To introduce students to the traditional Ayurvedic practices of Abhyanga and the use of herbal Ubtan as part of the Indian festive and wellness culture.
2. To provide practical exposure to the preparation of Ayurvedic personal-care products using the principles and pharmaceutical knowledge of Rasashastra Evam Bhaishajya Kalpana.
3. To develop practical skills in the selection, identification and handling of appropriate herbal ingredients and preparation materials.
4. To familiarise students with the basic principles of Ayurvedic formulation development and product preparation.
5. To encourage the application of theoretical knowledge in the development of useful Ayurvedic products.
6. To create awareness regarding the importance of traditional Ayurvedic practices during festivals, particularly Diwali and the customary Abhyanga Snana.
7. To develop an entrepreneurial mindset among undergraduate Ayurveda students by introducing them to product conceptualisation, development, presentation, packaging and marketing considerations.
8. To promote innovation, creativity, teamwork, leadership and self-reliance among students.
9. To explore the potential of Ayurvedic personal-care products as an area of professional entrepreneurship for future Ayurvedic graduates.
10. To strengthen collaboration between the academic department and the Entrepreneurship Development Cell for practical, skill-based and entrepreneurship-oriented learning.

9. Proceedings of the Activity

The Department of Rasashastra Evam Bhaishajya Kalpana, in collaboration with the Entrepreneurship Development Cell, organised a special practical and entrepreneurship-oriented activity for the Second BAMS Kshatriya Batch students on the occasion of Diwali.

The activity was conceptualised with the objective of connecting the traditional Ayurvedic practice of Abhyanga and the use of herbal Ubtan with practical pharmaceutical knowledge and emerging entrepreneurial opportunities in Ayurveda.

Diwali is traditionally associated with Abhyanga Snana, in which the use of oil and herbal preparations forms an important part of the festive wellness routine. Considering this cultural and Ayurvedic significance, students were encouraged to prepare traditional Ayurvedic Abhyanga Oil and Herbal Ubtan.

A. Introduction to the Ayurvedic Concept

The faculty members explained the traditional significance of Abhyanga and the use of herbal applications in Ayurvedic lifestyle practices. Students were introduced to the importance of selecting suitable herbal ingredients and understanding their traditional applications in personal-care preparations.

The discussion highlighted the relevance of Ayurveda in everyday life and the potential of traditional knowledge to inspire contemporary wellness products.

B. Selection and Understanding of Ingredients

Students were guided regarding the selection and handling of suitable ingredients required for the preparation of Abhyanga Oil and Herbal Ubtan. The importance of the following aspects was discussed:

- Identification and selection of appropriate raw materials.
- Basic understanding of the traditional properties and applications of herbal ingredients.
- Cleanliness and hygienic handling of ingredients.
- Appropriate preparation and processing techniques.
- Importance of maintaining consistency in the preparation process.

C. Preparation of Ayurvedic Abhyanga Oil

Students participated in the practical preparation of traditional Ayurvedic Abhyanga Oil under faculty supervision (27/10/2026).

The activity provided exposure to the basic concepts of oil-based Ayurvedic preparations, handling of ingredients, preparation procedures and the importance of maintaining appropriate quality and hygiene during manufacturing.

Students were encouraged to understand the relationship between classical Ayurvedic pharmaceutical knowledge and the development of products suitable for traditional wellness practices.

D. Preparation of Herbal Ubtan

Students also participated in the preparation of Herbal Ubtan as a traditional herbal personal-care preparation associated with festive bathing practices.

The practical session familiarised students with the selection and processing of herbal ingredients, preparation of the formulation, handling of the final product and the importance of proper storage and packaging.

E. Product Presentation and Packaging Awareness

After preparation, the products were packed and presented at the departmental display stall on 28/10/2026, and students were introduced to the importance of appropriate product presentation and packaging. The entrepreneurship-oriented discussion included:

- Product identity and naming.
- Importance of attractive and informative packaging.
- Labelling requirements and consumer awareness.
- Storage and shelf-life considerations.
- Maintaining product consistency.
- Importance of quality assurance and safety.
- Ethical product promotion and responsible communication.

These discussions helped students appreciate that product development involves more than formulation alone and requires attention to quality, presentation, documentation and consumer requirements.

F. Entrepreneurship Development Orientation

The Entrepreneurship Development Cell highlighted the possibilities of developing Ayurvedic personal-care and wellness products as potential areas of entrepreneurship. Students were introduced to the different stages involved in transforming an academic formulation concept into a potential entrepreneurial product:

1. Identification of a product idea.
2. Selection of suitable raw materials.
3. Formulation and product development.
4. Standardisation and quality assessment.
5. Cost estimation and preliminary financial planning.
6. Packaging and branding.
7. Market research and identification of potential consumers.
8. Regulatory compliance and appropriate manufacturing arrangements.
9. Marketing strategies and development of a sustainable business model.

The session encouraged students to consider Ayurveda not only as a clinical profession but also as a field offering opportunities in product development, manufacturing, wellness services and entrepreneurship.

10. Role of the Entrepreneurship Development Cell

The EDC played an important role in integrating the practical departmental activity with entrepreneurship-oriented learning. The EDC focused on the following aspects:

- Creating awareness about entrepreneurial opportunities in Ayurvedic product development.

- Encouraging students to convert traditional Ayurvedic knowledge into innovative product concepts.
- Introducing the basic stages of product development and commercial feasibility.
- Developing awareness regarding packaging, branding, marketing and consumer requirements.
- Encouraging teamwork, leadership, creativity and problem-solving.
- Promoting self-employment and enterprise development opportunities for future Ayurveda graduates.
- Motivating students to explore start-up ideas related to Ayurvedic personal-care products and wellness.

The activity served as an example of interdisciplinary collaboration between pharmaceutical education and entrepreneurship development.

11. Learning Outcomes

After participating in the activity, students were expected to:

1. Understand the traditional Ayurvedic relevance of Abhyanga and herbal Ubtan.
2. Gain practical exposure to the preparation of Ayurvedic personal-care products.
3. Understand the importance of appropriate raw-material selection and hygienic handling.
4. Appreciate the role of pharmaceutical knowledge in developing useful Ayurvedic formulations.
5. Develop an understanding of product presentation, packaging and storage considerations.
6. Recognise the importance of quality assessment and standardisation in Ayurvedic product development.
7. Identify possible entrepreneurial opportunities in Ayurvedic personal-care and wellness products.
8. Develop teamwork, communication, creativity and basic problem-solving skills.
9. Understand the preliminary steps involved in converting a product idea into a potential business opportunity.
10. Develop interest in innovation, self-employment and entrepreneurship in the Ayurveda sector.

12. Outcome of the Event

The activity provided an opportunity for Second BAMS students to apply their academic knowledge in a practical and product-oriented setting. The preparation of Ayurvedic Abhyanga Oil and Herbal Ubtan helped students appreciate the relevance of traditional Ayurvedic practices in contemporary society. The major outcomes included:

- Practical exposure to the preparation of traditional Ayurvedic products.
- Better understanding of the application of Rasashastra Evam Bhaishajya Kalpana knowledge.

- Increased awareness of traditional Ayurvedic personal-care practices.
- Introduction to product development as an entrepreneurial opportunity.
- Understanding of the importance of quality, hygiene, packaging and product presentation.
- Promotion of innovation and creativity among undergraduate students.
- Strengthening of coordination between the academic department and EDC.
- Encouragement of students to explore future entrepreneurial ventures in Ayurveda.

The activity demonstrated how traditional Ayurvedic knowledge can be connected with practical learning, innovation and entrepreneurship at the undergraduate level.

13. Relevance to NCISM-Oriented Entrepreneurship Development and Quality Initiatives

The activity supports the objectives of entrepreneurship development, practical learning, innovation and skill development expected from institutional RIEDC/EDC initiatives.

Relevant area	Contribution of the activity
Experiential Learning	Students participated in practical product preparation rather than limiting learning to theoretical discussions.
Skill Development	Exposure to ingredient selection, preparation procedures, handling and product presentation.
Innovation and Product Development	Encouraged students to develop traditional Ayurvedic preparations as potential contemporary product concepts.
Entrepreneurship Awareness	Introduced opportunities in Ayurvedic personal-care products and wellness-related enterprises.
Industry and Market Orientation	Initiated discussion on packaging, branding, consumer needs and market feasibility.
Interdisciplinary Collaboration	Department of RSBK and EDC worked together for an integrated academic and entrepreneurial activity.
Student Participation	Second BAMS students were actively involved in the activity.
Self-employment and Start-up Orientation	Created awareness about potential independent ventures in Ayurvedic product development.
Documentation and Quality Assurance	Provides scope for maintaining activity reports, attendance, photographs, feedback and product-development records.

NCISM documentation note: *This activity may be presented as evidence of practical skill development, innovation and entrepreneurship sensitisation under the relevant institutional criteria. It should not be represented as a certified commercial manufacturing activity, approved product launch or completed start-up unless the necessary documentation and regulatory approvals exist.*

14. Future Scope and Action Plan

The activity offers considerable scope for further development through the following initiatives:

A. Product Development and Standardisation

- Further study and refinement of the Abhyanga Oil and Herbal Ubtan formulations.
- Documentation of ingredients, quantities and preparation procedures.

- Appropriate quality assessment and standardisation under qualified supervision.
- Evaluation of stability, storage conditions and product consistency through suitable methods.

B. Entrepreneurship and Business Development

- Preparation of a preliminary Detailed Project Report (DPR) for an Ayurvedic personal-care product unit.
- Introduction to cost estimation, pricing and financial feasibility.
- Development of suitable product names, branding and packaging concepts.
- Conducting market surveys to understand consumer preferences and demand.
- Exploring potential business models for Ayurvedic personal-care and wellness products.

C. Regulatory and Quality Compliance

- Awareness regarding applicable manufacturing licences and regulatory requirements.
- Understanding the requirements of appropriate manufacturing facilities and quality systems.
- Ensuring compliance with applicable labelling, safety and advertising requirements before any commercial sale.
- Exploring collaboration with suitable licensed manufacturers for further product development.

D. Student Innovation and Mentorship

- Encouraging interested students to develop new Ayurvedic product ideas.
- Conducting student-level product innovation competitions.
- Providing mentoring through the EDC.
- Encouraging preparation of business plans and DPRs.
- Exploring suitable incubation and start-up support opportunities.

E. Continuation of the Activity

- Organising similar product-development activities during festivals and special occasions.
- Exploring other traditional Ayurvedic personal-care and wellness formulations.
- Developing a structured annual programme of practical product development and entrepreneurship awareness.

15. Conclusion

The Ayurvedic Abhyanga Oil and Herbal Ubtan Preparation Activity was an innovative initiative undertaken by the Department of Rasashastra Evam Bhaishajya Kalpana in collaboration with the Entrepreneurship Development Cell of Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale.

The activity successfully provided a platform for connecting traditional Ayurvedic knowledge with practical pharmaceutical education and entrepreneurship awareness.

By involving Second BAMS students in the preparation of traditional Ayurvedic products, the initiative encouraged experiential learning, creativity, teamwork and an entrepreneurial outlook. It also highlighted the potential of Ayurveda as a source of innovative product development and future self-employment opportunities.

Such initiatives contribute towards the broader vision of developing competent, skilled, innovative and self-reliant Ayurveda graduates who can contribute not only to healthcare delivery but also to the growth of the Ayurvedic industry.

The activity reflects the institutional commitment to promoting Ayurveda through practical education, innovation, traditional knowledge and entrepreneurship development.

PHOTOGRAPHS OF THE ACTIVITY



Photo 1: Students and faculty during preparation of Abhyanga Oil – Tuesday, 27/10/2026, 11:03 AM



Photo 2: Department of RSBK product display stall with students and faculty – Wednesday, 28/10/2026, 03:42 PM



Photo 3: Prepared Abhyanga Oil and Herbal Ubtan being presented at the stall – Wednesday, 28/10/2026, 03:43 PM



Photo 4: Presented prepared products to institutional dignitaries and students – Wednesday, 28/10/2026, 04:43 PM

Report Prepared By	Departmental Verification	Approval
Dr. Parag Kulkarni Coordinator – Entrepreneurship Development Cell Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale	**Dr. Kedar Todkar** Head, Department of Rasashastra Evam Bhaishajya Kalpana	**Prof. Dr. Nitin Tatpuje** Principal Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale

Submitted To: The Principal, Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale.

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GUEST LECTURE ACTIVITY REPORT

"Entrepreneurship Opportunities in Ayurveda"

Inspiring the Next Generation of Ayurvedic Entrepreneurs

An Online Entrepreneurship Sensitisation Session During the Internship Orientation Programme

1. General Information of the Activity

Particulars	Details
Name of the Activity	Expert Online Guest Lecture on Entrepreneurship Opportunities in Ayurveda
Organising Institution	SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar, Maharashtra
Occasion	Internship Orientation Programme
Date	05 November 2026
Day	Thursday
Mode of Conduct	Online
Venue / Platform	Online mode (live video-conference session screened to the interns in the college classroom)
Target Participants	Fresh BAMS Interns
Nature of Activity	Expert Guest Lecture, Entrepreneurship Awareness and Career Orientation
Resource Person	Dr. Parag Vishwas Kulkarni
Designation	Professor & Head, Department of Rognidan Evam Vikriti Vigyan
Additional Responsibility	EDC Coordinator – Entrepreneurship Development Cell
Parent Institution	Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur, Maharashtra

2. Details of the Resource Person

Dr. Parag Vishwas Kulkarni
M.D. (Rognidan Evam Vikriti Vigyan)
Professor & Head, Department of Rognidan Evam Vikriti Vigyan
EDC Coordinator – Entrepreneurship Development Cell
Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur, Maharashtra.

Dr. Parag Vishwas Kulkarni is actively involved in entrepreneurship awareness, institutional EDC activities, student mentoring and innovation-oriented initiatives in Ayurveda education.

He has undergone entrepreneurship-related Training of Teachers (ToT) through NI-MSME, Hyderabad, in the NCISM-related training context. He is also the author of the ISBN-published book *Entrepreneurship in Ayurveda – A Guide to EDC*, which focuses on developing entrepreneurship awareness and strengthening institutional entrepreneurship initiatives in Ayurveda colleges.

His experience in entrepreneurship development and academic activities provided a relevant foundation for delivering this specialised orientation session to newly inducted Ayurvedic interns.

3. Invited Dignitaries and Host Representatives

The online guest lecture was organised with the support and encouragement of the management and academic team of SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar.

The following dignitaries and faculty members were acknowledged:

1. Principal Dr. Anantkumar Shekokar Sir – Principal, SVNHT's Ayurved Mahavidyalaya, Rahuri.
2. Dr. Mrs. Kanchan Shekokar Madam – Management representative.
3. Dr. Mahadev Tupe Sir – Faculty representative.
4. Dr. Anuja Valsange Madam – Faculty representative.
5. The management, teaching staff, organising team and fresh interns of the institution.

The host institution extended its cooperation and provided the opportunity to conduct an expert session as part of its Internship Orientation Programme.

4. Background and Rationale of the Activity

The completion of the Bachelor of Ayurvedic Medicine and Surgery (BAMS) course and entry into the compulsory internship period represent an important transition in the professional journey of an Ayurvedic graduate.

Internship provides an opportunity to strengthen clinical competencies, develop professional confidence, understand healthcare delivery systems and prepare for future career responsibilities.

However, the professional scope of Ayurveda is not limited to conventional clinical practice alone. The expanding healthcare and wellness sector offers several possibilities in clinical entrepreneurship, Panchakarma, preventive healthcare, Ayurvedic products, medicinal plant-based enterprises, health education, digital healthcare, research and consultancy.

Newly inducted interns need early exposure to these opportunities so that they can begin exploring their interests, identifying professional strengths and developing an entrepreneurial outlook alongside their clinical training.

Recognising this need, an online expert guest lecture on “Entrepreneurship Opportunities in Ayurveda” was organised during the Internship Orientation Programme at SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar.

The session was specially designed to sensitise fresh interns to emerging entrepreneurial avenues and motivate them to transform their Ayurvedic knowledge and professional competencies into innovative, ethical and sustainable ventures.

5. Aim of the Programme

The primary aim of the session was to inspire newly inducted Ayurvedic interns to recognise entrepreneurship as an important professional opportunity and encourage them to explore innovative, self-reliant and socially responsible career pathways in Ayurveda.

6. Objectives of the Programme

The specific objectives were:

1. To introduce fresh interns to the concept and importance of entrepreneurship in Ayurveda.
2. To create awareness regarding diverse entrepreneurial opportunities available to Ayurvedic graduates.
3. To encourage interns to think beyond conventional clinical practice and explore alternative professional pathways.
4. To develop an entrepreneurial mindset based on innovation, creativity, initiative and problem-solving.
5. To familiarise participants with the scope of clinical practice, Panchakarma, wellness and preventive healthcare enterprises.
6. To introduce opportunities in Ayurvedic products, herbal industries, medicinal plant cultivation and healthcare-related services.
7. To explain the basic principles of identifying business ideas and developing feasible entrepreneurial ventures.
8. To highlight the importance of financial planning, business management, professional networking and communication skills.
9. To sensitise interns regarding ethical responsibilities, quality assurance and applicable regulatory requirements.
10. To motivate young graduates to become self-reliant professionals, innovators and potential employment generators.
11. To encourage participation in institutional Entrepreneurship Development Cell activities, innovation programmes and mentoring initiatives.

7. Proceedings of the Guest Lecture

Dr. Parag Vishwas Kulkarni delivered the expert online session on “Entrepreneurship Opportunities in Ayurveda” during the Internship Orientation Programme of SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar.

The session was specifically structured for fresh BAMS interns, keeping in mind their transition from undergraduate academic learning to practical professional responsibilities.

The lecture focused on the opportunities available to young Ayurvedic graduates and the importance of developing an entrepreneurial perspective at the beginning of their professional careers.

7.1 Introduction to Entrepreneurship in Ayurveda

The speaker introduced the concept of entrepreneurship and explained its relevance to contemporary Ayurveda practice.

He emphasised that entrepreneurship involves identifying opportunities, understanding professional and community needs, developing practical solutions, organising resources and creating sustainable value.

Interns were encouraged to understand that an Ayurvedic graduate can contribute to the healthcare sector not only as a clinician but also as an innovator, entrepreneur, healthcare service provider, researcher, educator and employment generator.

The speaker highlighted the importance of developing confidence, independent thinking, professional initiative and a positive attitude towards self-employment.

7.2 Exploring Entrepreneurial Opportunities Beyond Conventional Clinical Practice

An important component of the session was the exploration of professional opportunities available to Ayurvedic graduates beyond conventional clinical practice.

The following areas were discussed:

A. Clinical Entrepreneurship

- Establishment and development of independent Ayurvedic clinical practice.
- Specialised clinical consultation services based on professional qualifications and competencies.
- Development of patient-centred healthcare delivery models.
- Preventive healthcare and lifestyle counselling services.

B. Panchakarma and Wellness Entrepreneurship

- Establishment of professionally managed Panchakarma centres.
- Ayurveda-based wellness services.
- Lifestyle management and preventive healthcare programmes.
- Integrative wellness initiatives within the applicable professional framework.

C. Ayurvedic Pharmaceutical and Herbal Enterprises

- Opportunities related to Ayurvedic product development.
- Collaboration with authorised Ayurvedic pharmaceutical manufacturers.
- Herbal product-related enterprises.
- Medicinal plant cultivation, processing and value addition.
- Herbal raw material supply-chain development.

D. Healthcare and Community-Based Entrepreneurship

- Community health initiatives.
- Preventive healthcare awareness services.
- Health education and professional consultancy.
- Organised healthcare support services.
- Rural healthcare-oriented entrepreneurial models.

E. Digital and Educational Entrepreneurship

- Ayurveda-related digital educational platforms.
- Online health education and awareness initiatives.
- Professional training and academic consultancy.
- Technology-enabled healthcare support services.
- Development of educational content and learning resources.

The speaker encouraged interns to explore these opportunities according to their interests, qualifications, professional competencies and applicable legal requirements.

7.3 Entrepreneurship as a Career Option for Fresh Interns

The speaker highlighted that the internship period is an appropriate stage for beginning to understand different career possibilities and identifying individual professional interests.

Interns were encouraged to observe clinical and healthcare service delivery systems, identify gaps in available services and think about possible solutions.

The importance of developing professional confidence, communication skills, leadership, decision-making and problem-solving abilities was emphasised.

The speaker explained that entrepreneurial thinking should begin during academic training rather than only after graduation or establishment of independent clinical practice.

7.4 From Ayurvedic Knowledge to Entrepreneurial Ideas

The session focused on the practical process of converting professional knowledge into innovative ideas.

The speaker explained the importance of:

1. Identifying a genuine healthcare or community need.
2. Recognising an opportunity for improvement or innovation.
3. Developing a suitable product, service or professional model.
4. Understanding the intended beneficiaries and market requirements.
5. Evaluating technical and financial feasibility.
6. Identifying the resources and infrastructure required.
7. Developing an appropriate business plan.
8. Ensuring quality, safety and regulatory compliance.
9. Establishing professional networks and collaborations.
10. Evaluating performance and improving the enterprise continuously.

The interns were encouraged to consider how their Ayurvedic education could be applied to address practical healthcare needs through responsible entrepreneurial initiatives.

7.5 Basic Understanding of Business Planning and Management

The speaker introduced the fundamental components of enterprise planning and explained that a successful entrepreneurial initiative requires more than a good idea.

The following elements were discussed:

- Selection of an appropriate business opportunity.
- Understanding customer and community requirements.
- Market assessment and feasibility analysis.
- Initial investment and financial requirements.
- Infrastructure and human-resource planning.
- Pricing and financial management.
- Branding and professional communication.
- Networking and collaboration.
- Risk assessment and sustainability.

The importance of developing realistic, manageable and professionally appropriate business models was highlighted.

7.6 Innovation, Creativity and Self-Reliance

The lecture emphasised the role of innovation in the advancement of Ayurveda and the development of new healthcare opportunities.

Interns were motivated to cultivate curiosity, creativity, independent thinking and a willingness to explore new ideas.

The speaker highlighted that self-reliance does not necessarily mean establishing a large enterprise. It can also begin with a small, professionally competent and sustainable initiative that addresses a genuine need.

Students were encouraged to become job creators wherever feasible rather than viewing employment only as a conventional career destination.

7.7 Ethical and Regulatory Aspects of Entrepreneurship

The speaker explained that entrepreneurship in healthcare must be based on professional ethics, patient safety and regulatory responsibility.

The importance of maintaining quality standards, obtaining applicable permissions and licences, following professional regulations, ensuring appropriate patient confidentiality and avoiding misleading advertisements or unsupported therapeutic claims was highlighted.

Interns were sensitised to the fact that commercial success must never compromise professional integrity or patient welfare.

7.8 Role of EDC and Institutional Support

The speaker introduced the importance of Entrepreneurship Development Cells in Ayurveda colleges.

The role of EDC in promoting entrepreneurship awareness, organising sensitisation programmes, encouraging student ideas, facilitating mentoring, arranging industrial exposure and supporting innovation-oriented activities was explained.

The interns were encouraged to participate in institutional EDC/RIEDC activities and utilise appropriate academic and professional support systems for developing their entrepreneurial interests.

8. Special Emphasis on Internship-Stage Entrepreneurship Sensitisation

A distinctive feature of the programme was its focus on fresh interns rather than limiting entrepreneurship awareness to senior students or postgraduate scholars.

The session highlighted that the internship period can be utilised for:

1. Understanding different healthcare delivery models.
2. Observing the functioning of hospitals, clinics and wellness centres.
3. Identifying unmet healthcare and community needs.
4. Exploring individual professional interests and entrepreneurial strengths.
5. Understanding the operational requirements of healthcare services.
6. Developing innovative ideas related to Ayurveda.
7. Seeking guidance from experienced faculty members and professionals.
8. Preparing for future independent professional practice or enterprise development.

This early sensitisation can help interns develop a broader understanding of professional opportunities and make informed career decisions after graduation.

9. Outcome of the Session

The online guest lecture was intended to create awareness and motivate newly inducted interns towards entrepreneurial thinking and professional self-reliance.

The expected educational outcomes included:

1. Improved awareness of entrepreneurship opportunities in Ayurveda.
2. Better understanding of professional pathways beyond conventional clinical practice.
3. Recognition of the potential of Ayurvedic knowledge in developing innovative products and services.
4. Motivation to explore self-employment and entrepreneurship as career options.
5. Increased appreciation of creativity, innovation and problem-solving.
6. Preliminary understanding of business planning and enterprise development.
7. Awareness of the importance of professional ethics and regulatory compliance.
8. Encouragement to participate in institutional EDC/RIEDC activities.
9. Motivation to identify potential entrepreneurial ideas during the internship period.
10. Development of a positive outlook towards self-reliance and employment generation.

The programme provided a platform for introducing entrepreneurship as a relevant component of the professional development of young Ayurvedic graduates.

Note: *These are the intended educational outcomes. Actual participant feedback, attendance and student-generated ideas may be added based on available institutional records.*

10. Conclusion of the Session

The online expert guest lecture on “Entrepreneurship Opportunities in Ayurveda” was a meaningful academic and professional sensitisation initiative conducted during the Internship Orientation Programme of SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar.

Through this session, Dr. Parag Vishwas Kulkarni highlighted the importance of introducing entrepreneurial thinking at the beginning of the professional journey of Ayurvedic graduates.

The lecture encouraged fresh interns to look beyond conventional career choices, recognise the diverse opportunities available in Ayurveda and understand how their professional knowledge could be transformed into innovative, feasible and socially beneficial ventures.

The session reinforced the importance of combining clinical competence with innovation, professional ethics, management skills and an entrepreneurial outlook.

The resource person expressed sincere gratitude to the management of SVNHT's Ayurved Mahavidyalaya, especially Principal Dr. Anantkumar Shekokar Sir, Dr. Mrs. Kanchan Shekokar Madam, Dr. Mahadev Tupe Sir and Dr. Anuja Valsange Madam, for their encouragement, warm hospitality and valuable opportunity to interact with the fresh interns.

The session concluded with the broader message that the future of Ayurveda depends not only on competent practitioners but also on innovative thinkers, responsible entrepreneurs and self-reliant professionals.

11. Future Scope and Recommendations

To continue the momentum generated through the sensitisation programme, the following initiatives may be considered:

1. **Internship-based entrepreneurship orientation:** Include entrepreneurship awareness as a component of internship orientation and professional development programmes.
2. **Student idea-generation activities:** Encourage interns to identify healthcare-related problems and propose innovative solutions.
3. **Entrepreneurship mentoring:** Provide guidance to interested interns for preliminary development of entrepreneurial ideas.
4. **Industrial exposure:** Arrange visits to Ayurvedic pharmaceutical industries, herbal enterprises and wellness centres.
5. **Business-plan preparation:** Encourage interested students to prepare basic business plans and feasibility assessments.
6. **Interaction with successful entrepreneurs:** Organise experience-sharing sessions with established Ayurvedic practitioners and entrepreneurs.
7. **Innovation competitions:** Conduct idea-generation competitions, ideathons and entrepreneurship challenges.
8. **EDC/RIEDC participation:** Encourage interns to actively participate in institutional entrepreneurship and innovation activities.
9. **Regulatory awareness:** Organise sessions on professional regulations, licensing, product quality and ethical business practices.
10. **Follow-up assessment:** Collect feedback and identify interns interested in further entrepreneurship mentoring.

These initiatives may help create a structured environment for nurturing entrepreneurial competencies among Ayurvedic graduates.

12. Relevance to NCISM Entrepreneurship Development Activities in Ayurveda Colleges

The activity is relevant to the broader objectives of entrepreneurship development and innovation promotion in Ayurveda education.

The NCISM-oriented institutional approach to entrepreneurship development emphasises creating awareness, encouraging innovation, promoting student participation, facilitating mentoring and developing institutional mechanisms to support entrepreneurship.

The online sensitisation session contributes to these objectives in the following manner:

Entrepreneurship Development Focus	Contribution of the Activity
Entrepreneurship awareness	Introduced fresh interns to the scope and significance of entrepreneurship in Ayurveda.
Student sensitisation	Encouraged young graduates to consider entrepreneurship as a professional pathway.
Innovation and ideation	Motivated interns to identify healthcare needs and develop innovative ideas.

Entrepreneurship Development Focus	Contribution of the Activity
Capacity building	Introduced basic concepts of enterprise planning and professional management.
Career development	Highlighted self-employment and employment-generation opportunities.
Mentorship awareness	Encouraged students to seek guidance for developing entrepreneurial ideas.
Institutional EDC activities	Promoted awareness of EDC/RIEDC and institutional entrepreneurship initiatives.
Professional responsibility	Emphasised ethical, quality-oriented and regulatory-compliant entrepreneurship.
Academic outreach	Provided expert interaction through an online academic platform.

NCISM compliance note: *This activity can be maintained as evidence of entrepreneurship sensitisation, expert interaction and student capacity-building efforts. It should be mapped against the applicable NCISM/RIEDC guidelines and the host institution's approved annual activity plan. It does not independently establish complete compliance with all institutional entrepreneurship development requirements.*

13. Acknowledgement

Dr. Parag Vishwas Kulkarni expresses his sincere gratitude to the management of SVNHT's Ayurved Mahavidyalaya, Rahuri, Ahilyanagar, for providing the valuable opportunity to interact with and motivate the newly inducted BAMS interns.

Special thanks are extended to:

- Principal Dr. Anantkumar Shekokar Sir.
- Dr. Mrs. Kanchan Shekokar Madam.
- Dr. Mahadev Tupe Sir.
- Dr. Anuja Valsange Madam.

Heartfelt appreciation is also extended to the entire teaching and non-teaching staff and the fresh interns for their cooperation, encouragement and participation in making the online sensitisation programme meaningful.

15. Report Prepared By

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M.D. (Rognidan Evam Vikriti Vigyan)
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EDC Coordinator – Entrepreneurship Development Cell
Dr. Deepak Patil Ayurvedic Medical College & Research Centre
Borpadale, Panhala, Kolhapur, Maharashtra, India.

Signature of Resource Person: _____

Date of Report: 05 November 2026

ANNEXURE – PHOTOGRAPHS OF THE ACTIVITY

Online Guest Lecture on "Entrepreneurship Opportunities in Ayurveda" – 05 November 2026



Photo 1: Fresh BAMS interns and faculty attending the online session in the classroom (11:36 AM).



Photo 2: Resource person addressing the interns through the video-conference link (11:45 AM).



Photo 3: Interns and faculty attentively following the online lecture (11:46 AM).

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ACTIVITY REPORT

Expert Guest Lecture on "Entrepreneurship in Ayurveda"

Organised by	Datta Meghe Ayurvedic Medical College, Hospital & Research Centre (DMAMCH&RC), Wanadongri, Nagpur, Maharashtra
Date	10th August 2026
Day	Monday
Venue	Datta Meghe Ayurvedic Medical College, Hospital & Research Centre, Wanadongri, Nagpur
Nature of Activity	Expert Guest Lecture / Academic and Professional Development Activity
Target Participants	BAMS Students, Interns and Postgraduate (PG) Students

1. Name of the Event

Expert Guest Lecture on "Entrepreneurship in Ayurveda: Opportunities, Innovation and Professional Development for Ayurvedic Graduates."

2. Resource Person / Invited Expert Speaker

Dr. Parag Vishwas Kulkarni

M.D. (Rognidan Evam Vikriti Vigyan)
Associate Professor & Head, Department of Rognidan Evam Vikriti Vigyan
EDC Coordinator (Entrepreneurship Development Cell)
Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur, Maharashtra, India.

Dr. Parag Kulkarni is actively involved in entrepreneurship education, student mentoring, innovation-oriented activities and entrepreneurship awareness initiatives in Ayurveda. He has completed the Training of Teachers (ToT) programme in Entrepreneurship Development through NI-MSME, Hyderabad, in the NCISM-related training context. He is also the author of the book Entrepreneurship in Ayurveda – A Guide to EDC, developed to support entrepreneurship awareness and institutional entrepreneurship development initiatives.

3. Invited Dignitaries and Host Representatives

The programme was conducted with the support and hospitality of the host institution. The following dignitaries and faculty members were acknowledged for their contribution to the successful conduct of the activity:

- **Dr. Rajurikar Madam –** Hon'ble Principal, Datta Meghe Ayurvedic Medical College, Hospital & Research Centre, Wanadongri, Nagpur.

- **Dr. Shilpa Gabhane Madam –** Head, Department of Rognidan.
- **Dr. Ankush Sir –** Assistant Professor.
- The management, faculty members and academic team of the host institution.

The management and organising faculty extended their cooperation, support and hospitality to the invited resource person and facilitated the academic interaction with BAMS students, interns and postgraduate students.

4. Background and Rationale

Ayurveda offers considerable scope for professional growth beyond conventional clinical practice. With increasing interest in preventive healthcare, wellness, Panchakarma, medicinal plants, Ayurvedic pharmaceuticals, health education, digital health services and evidence-informed traditional healthcare, entrepreneurship has emerged as an important area of professional development for Ayurveda graduates.

However, many undergraduate students, interns and postgraduate students require structured guidance to recognise viable opportunities, understand basic business principles, assess professional competencies, identify regulatory responsibilities and convert innovative ideas into sustainable and ethically responsible ventures.

Considering these needs, an expert guest lecture on entrepreneurship in Ayurveda was conducted to familiarise students with entrepreneurial thinking, self-employment opportunities, innovation and the importance of developing a practical, service-oriented and professionally responsible approach to Ayurveda-based enterprises.

5. Aims and Objectives of the Event

> **Aim:** To create awareness regarding entrepreneurship as a viable and responsible career pathway for Ayurvedic professionals.

The specific objectives were:

- To introduce the concept, significance and scope of entrepreneurship in Ayurveda.
- To familiarise students with emerging entrepreneurial opportunities in clinical practice, Panchakarma, wellness, Ayurvedic products, medicinal plants and healthcare services.
- To encourage innovation, creativity, problem-solving and independent professional thinking among BAMS students, interns and postgraduate students.
- To explain the importance of identifying healthcare needs and converting suitable ideas into practical, patient-centred services or products.
- To develop awareness regarding business planning, market assessment, financial management, branding, communication and customer relationships.
- To familiarise students with the importance of quality assurance, patient safety, ethical practice and applicable statutory and regulatory requirements.
- To motivate students to explore self-employment, start-up development, professional collaboration and institutional innovation opportunities.
- To encourage participation in Entrepreneurship Development Cell (EDC) and Research, Innovation and Entrepreneurship Development Cell (RIEDC) activities.
- To promote an entrepreneurial mindset among future Ayurvedic physicians and healthcare professionals.

6. Proceedings of the Session

The expert guest lecture was delivered by Dr. Parag Vishwas Kulkarni, Professor and Head, Department of Rognidan Evam Vikriti Vigyan, and EDC Coordinator at Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Kolhapur.

The session was designed as an academic and career-oriented interaction for BAMS students, interns and postgraduate students. The speaker highlighted the importance of broadening professional perspectives and recognising entrepreneurship as a means of creating employment, developing healthcare services, supporting innovation and contributing to the growth of Ayurveda.

6.1 Introduction to Entrepreneurship in Ayurveda

The speaker explained the meaning and relevance of entrepreneurship in the context of Ayurveda. Students were encouraged to view entrepreneurship not merely as the establishment of a business, but as the process of identifying a genuine need, developing a suitable solution, organising available resources and creating sustainable professional value.

The session emphasised that entrepreneurial initiatives in Ayurveda should be grounded in professional competence, ethical responsibility, quality, patient welfare and respect for applicable regulations.

6.2 Entrepreneurial Opportunities for Ayurvedic Graduates

The speaker discussed potential areas of entrepreneurship that students could explore according to their qualifications, interests, competencies, available resources and applicable legal requirements. These included:

- Establishment and professional development of Ayurvedic clinical practice.
- Panchakarma and Ayurveda-based wellness services.
- Preventive healthcare, lifestyle counselling and health education.
- Development and marketing of compliant Ayurvedic products.
- Medicinal plant cultivation, herbal value addition and supply-chain activities.
- Ayurvedic pharmacy-related enterprises and collaborations with authorised manufacturers.
- Healthcare-related digital services, educational platforms and patient-awareness initiatives.
- Ayurveda-based research, innovation, consultancy and professional training.
- Health tourism and wellness-oriented services, subject to applicable requirements.

Students were encouraged to explore opportunities systematically rather than selecting a business idea solely on the basis of popularity or commercial appeal.

6.3 Innovation and Identification of Business Ideas

The session highlighted the importance of identifying local healthcare needs, observing gaps in existing services, understanding community expectations and developing feasible solutions.

The speaker explained that a potential entrepreneurial idea should be evaluated in terms of its usefulness, feasibility, affordability, quality, sustainability and compliance with relevant standards. Students were encouraged to develop innovative ideas that could contribute to healthcare delivery and the responsible advancement of Ayurveda.

6.4 Business Planning and Enterprise Development

The speaker discussed the foundational elements of establishing an enterprise, including:

- Identification of a suitable business opportunity.
- Assessment of target beneficiaries and market requirements.
- Preparation of a basic business plan.
- Estimation of initial investment and recurring expenditure.
- Identification of resources, infrastructure and skilled personnel.
- Pricing, financial planning and sustainability.
- Branding, communication, promotion and professional networking.
- Quality management, risk assessment and continuous improvement.

The importance of starting with a realistic and manageable plan, evaluating feasibility and progressively expanding an enterprise was emphasised.

6.5 Ethical, Legal and Professional Responsibilities

The speaker highlighted that entrepreneurship in Ayurveda must be pursued within the applicable legal and professional framework. Particular importance was given to professional ethics, patient confidentiality, informed consent wherever applicable, product quality, truthful advertising, responsible communication of health benefits and avoidance of misleading therapeutic claims.

Students were encouraged to verify the relevant requirements for clinical establishments, manufacturing, product licensing, labelling, advertising, data protection and other activities before initiating an enterprise.

6.6 Role of Entrepreneurship Development Cells

The speaker explained the significance of institutional entrepreneurship development initiatives in preparing students for emerging professional opportunities. EDC and related institutional innovation mechanisms can provide an enabling environment for entrepreneurship awareness, idea generation, mentoring, feasibility assessment, networking and the development of promising student initiatives.

The importance of institutional guidance, collaboration with industry and incubation ecosystems, exposure to successful entrepreneurial models and continued mentoring was highlighted.

6.7 Interaction and Career Orientation

The lecture provided an opportunity for students from undergraduate, internship and postgraduate levels to consider entrepreneurship as a potential career pathway alongside clinical practice, teaching, research and other professional roles.

The session aimed to encourage students to think beyond conventional career choices, recognise their individual strengths and develop the confidence to explore appropriate entrepreneurial opportunities in Ayurveda.

7. Outcome of the Session

The guest lecture was intended to strengthen entrepreneurship awareness and support the professional development of the participating students. The expected academic and professional outcomes included:

- Improved understanding of entrepreneurship and its relevance to Ayurveda.
- Greater awareness of potential career and self-employment opportunities.
- Increased appreciation of innovation, creativity and problem-solving in healthcare.
- Better understanding of the basic steps involved in evaluating and planning an entrepreneurial venture.
- Awareness of the importance of quality, ethics, regulatory compliance and patient safety.
- Motivation to participate in EDC/RIEDC activities and institutional innovation initiatives.
- Encouragement to identify potential business ideas and seek appropriate guidance for their development.
- Recognition of entrepreneurship as a complementary pathway for professional growth and contribution to society.

> **Documentation note:** *The above outcomes describe the intended educational benefits of the session. Attendance figures, participant feedback, student-generated ideas and other measurable outcomes should be entered from the actual institutional records wherever available.*

8. Conclusion of the Session

The expert guest lecture on “Entrepreneurship in Ayurveda” was an academically relevant initiative aimed at broadening the career perspectives of BAMS students, interns and postgraduate students.

Through the session, Dr. Parag Vishwas Kulkarni highlighted the importance of combining Ayurvedic knowledge and professional competence with innovation, entrepreneurial thinking, business planning and ethical responsibility. The discussion reinforced the potential of Ayurveda-related enterprises to contribute to employment generation, healthcare service development, innovation and the wider reach of responsible Ayurvedic healthcare.

The speaker expressed sincere gratitude to the management of Datta Meghe Ayurvedic Medical College, Hospital & Research Centre, Wanadongri, Nagpur, Hon'ble Principal Dr. Rajurikar Madam, Dr. Shilpa Gabhane Madam, Head of the Department of Rognidan, Dr. Ankush Sir, Assistant Professor, and the organising team for their excellent arrangements, hospitality and support.

The session concluded with an emphasis on the importance of continued entrepreneurship awareness, institutional mentoring and practical exposure for the next generation of Ayurvedic professionals.

9. Future Scope and Recommendations

To sustain the impact of the lecture and strengthen entrepreneurship development among Ayurveda students, the following activities may be considered by the host institution:

- **Entrepreneurship awareness programmes:** Organise regular sessions on emerging entrepreneurial opportunities in Ayurveda.
- **Student idea-generation activities:** Conduct idea competitions, ideathons and innovation challenges focused on healthcare needs and Ayurveda-related services or products.
- **Mentorship and guidance:** Establish mentoring support for students interested in developing entrepreneurial ideas.
- **Industry exposure:** Facilitate visits and interactions with suitable Ayurvedic pharmaceutical units, wellness centres, herbal enterprises and healthcare organisations.
- **Business-plan development:** Encourage students to prepare preliminary business plans and feasibility assessments for selected ideas.
- **Innovation and incubation linkages:** Develop connections with appropriate incubators, innovation centres, research organisations and industry partners.
- **Regulatory awareness:** Conduct orientation programmes on applicable professional, manufacturing, licensing, intellectual property and advertising requirements.
- **Student project development:** Encourage suitable student projects that address practical healthcare problems and may be developed further through mentoring.
- **Outcome documentation:** Maintain attendance, photographs, feedback, session reports, ideas generated and evidence of subsequent mentoring or project development.
- **Follow-up activities:** Review the progress of promising ideas and provide guidance for their further development, subject to institutional capacity and available support.

These activities can help establish a sustainable culture of innovation and entrepreneurship and support the translation of suitable ideas into responsible, feasible and socially useful initiatives.

10. Compliance and Relevance to NCISM Entrepreneurship Development Activities

The session is relevant to the entrepreneurship development objectives of Ayurveda education and can serve as supporting evidence of an institutional academic outreach and entrepreneurship-awareness activity.

The NCISM document titled Guidelines for the Functionality of Research Innovation and Entrepreneurship Development Cell (dated 27 January 2025) describes the role of the RIEDC in coordinating institutional research, innovation and entrepreneurship activities. It also addresses annual activity planning, innovation and ideation, student orientation, mentoring, institutional innovation mechanisms and documentation of activities. The activity aligns with these objectives in the following respects:

NCISM / RIEDC-related focus area	Relevance of the guest lecture
Entrepreneurship awareness	Introduced students to entrepreneurship as a professional pathway in Ayurveda.
Innovation and ideation	Encouraged identification of healthcare needs and development of feasible ideas.
Student orientation and capacity building	Provided career-oriented exposure to BAMS students, interns and PG students.
Mentorship and enterprise planning	Highlighted the importance of guidance, feasibility assessment and business planning.
Industry and professional linkages	Identified potential areas for future collaboration and exposure.
Institutional entrepreneurship culture	Supported awareness of EDC/RIEDC initiatives and innovation-oriented learning.
Activity documentation	Provides a basis for the activity report, attendance record, photographs and feedback documentation.

Compliance clarification: *This guest lecture supports the objectives of entrepreneurship awareness and capacity building. It should not, by itself, be treated as proof of complete institutional compliance with all NCISM requirements. The host institution should map the activity to its applicable RIEDC annual calendar, maintain the relevant evidence and fulfil all other applicable requirements separately.*

Reference: NCISM, Guidelines for the Functionality of "Research Innovation and Entrepreneurship Development Cell" in all Ayurveda Institutes, dated 27 January 2025. Official document: https://ncismindia.org/guidelines%20for%20research%20and%20innovation%20cell.pdf

11. Acknowledgement

The resource person expresses sincere gratitude to the management of Datta Meghe Ayurvedic Medical College, Hospital & Research Centre, Wanadongri, Nagpur, for providing the opportunity to interact with BAMS students, interns and postgraduate students on an important and emerging area of professional development.

Special thanks are extended to Hon'ble Principal Dr. Rajurikar Madam, Dr. Shilpa Gabhane Madam, Head of the Department of Rognidan, Dr. Ankush Sir, Assistant Professor, and the organising team for their cooperation, warm hospitality and excellent arrangements.

12. Report Prepared By

Dr. Parag Vishwas Kulkarni
M.D. (Rognidan Evam Vikriti Vigyan)
Associate Professor & Head, Department of Rognidan Evam Vikriti Vigyan
EDC Coordinator
Dr. Deepak Patil Ayurvedic Medical College & Research Centre
Borpadale, Panhala, Kolhapur, Maharashtra, India.

Signature of Resource Person	Verified by / Head of the Host Institution	Official Seal

EVENT PHOTOGRAPHS

Expert Guest Lecture on "Entrepreneurship in Ayurveda" – 10th August 2026



Fig. 1: Dr. Parag Vishwas Kulkarni introduced to the audience with the opening slide of the lecture



Fig. 2: Resource person with host faculty members



Fig. 3: BAMS students, interns and PG students attending the lecture



Fig. 4: Presentation of certificate of appreciation to the resource person



Fig. 5: Resource person delivering the lecture



Fig. 6: Resource person and host faculty on the dais during the session

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GUEST LECTURE ACTIVITY REPORT

"Entrepreneurship in Ayurveda: Opportunities, Innovation and Self-Reliance"

An Entrepreneurship Sensitisation Programme for Future Ayurvedic Professionals

1. Name of the Activity	Expert Guest Lecture and Entrepreneurship Sensitisation Session on Entrepreneurship in Ayurveda
2. Name of the Host Institution	Anand Ayurvedic Medical College, Vaijapur, Chhatrapati Sambhajinagar, Maharashtra.
3. Date of the Activity	16 October 2026
4. Day	Friday
5. Venue	Anand Ayurvedic Medical College, Vaijapur, Chhatrapati Sambhajinagar, Maharashtra.
6. Nature of Activity	Expert Guest Lecture, Entrepreneurship Awareness, Student Sensitisation and Professional Development.
7. Target Participants	Undergraduate Ayurvedic students, interns, postgraduate students, teaching staff and other institutional stakeholders.
8. Resource Person / Invited Expert Speaker	**Dr. Parag Vishwas Kulkarni** Professor & Head, Department of Rognidan Evam Vikriti Vigyan EDC Coordinator (Entrepreneurship Development Cell) Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur, Maharashtra.

1. INTRODUCTION

Entrepreneurship has emerged as an important dimension of professional development in Ayurveda, offering opportunities for innovation, self-employment, enterprise development and the creation of sustainable healthcare services. In the changing healthcare environment, Ayurvedic graduates require not only sound clinical knowledge but also an understanding of innovation, business planning, professional communication, financial management and responsible enterprise development.

With the objective of sensitising future Ayurvedic professionals to these opportunities, an expert guest lecture on "Entrepreneurship in Ayurveda: Opportunities, Innovation and Self-Reliance" was delivered by Dr. Parag Vishwas Kulkarni, Professor & Head, Department of Rognidan Evam Vikriti Vigyan, and EDC Coordinator at Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur.

The session was conducted at Anand Ayurvedic Medical College, Vaijapur, Chhatrapati Sambhajinagar, Maharashtra, on Friday, 16 October 2026.

The programme was designed to broaden the professional outlook of students and familiarise them with entrepreneurial opportunities beyond conventional career pathways. It emphasised the importance of

translating Ayurvedic knowledge into innovative, ethical, feasible and socially beneficial services, products and professional ventures.

2. BACKGROUND AND RATIONALE OF THE ACTIVITY

Ayurveda offers diverse possibilities for entrepreneurship in clinical practice, Panchakarma, preventive healthcare, wellness services, medicinal plant cultivation, herbal product development, healthcare education, digital health services, research and consultancy.

However, students may have limited exposure to the practical steps involved in identifying a business opportunity, assessing feasibility, preparing a business plan, understanding regulatory requirements and developing a sustainable enterprise.

Entrepreneurship sensitisation programmes can help bridge this gap by encouraging students to identify opportunities, develop innovative ideas and explore appropriate avenues for self-employment and professional growth.

The guest lecture was therefore organised as an academic and career-oriented initiative to introduce students to entrepreneurial thinking and motivate them to consider innovation and enterprise development as complementary pathways in their professional journey.

3. DETAILS OF THE RESOURCE PERSON

The invited expert, Dr. Parag Vishwas Kulkarni, is Professor & Head, Department of Rognidan Evam Vikriti Vigyan, and EDC Coordinator at Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale, Panhala, Kolhapur, Maharashtra.

He is actively involved in entrepreneurship awareness, student mentoring and institutional Entrepreneurship Development Cell activities. His professional engagement includes promoting innovation-oriented learning and encouraging Ayurvedic students to explore entrepreneurial opportunities.

He is also the author of the book *Entrepreneurship in Ayurveda – A Guide to EDC*, which focuses on entrepreneurship awareness and institutional entrepreneurship development initiatives in Ayurveda education.

His academic and EDC-related experience provided a relevant foundation for delivering an expert session on entrepreneurship, professional development and innovation to students of the host institution.

4. DIGNITARIES AND INSTITUTIONAL SUPPORT

The programme was conducted with the cooperation and support of the management and academic team of Anand Ayurvedic Medical College, Vaijapur.

Special acknowledgement is extended to the following dignitaries and institutional representatives:

1. Dr. Wagh Sir – Management representative.
2. Dr. Sagar Pawar Sir – Institutional representative.
3. Dr. Masarao Bengal Sir – Institutional representative.
4. The entire teaching staff.
5. The non-teaching staff.
6. The students and other members of the host institution.

The management and institutional team provided valuable support, hospitality and arrangements for the guest lecture. Their cooperation contributed to facilitating the academic interaction and promoting awareness of entrepreneurship among future Ayurvedic professionals.

5. AIM OF THE PROGRAMME

The principal aim of the programme was to sensitise Ayurvedic students and future healthcare professionals to entrepreneurship as a viable, responsible and innovation-oriented pathway for professional development and self-reliance.

6. OBJECTIVES OF THE PROGRAMME

The specific objectives of the guest lecture were:

1. To introduce the concept, scope and significance of entrepreneurship in Ayurveda.
2. To create awareness of emerging entrepreneurial opportunities for Ayurvedic graduates.
3. To encourage innovative thinking, creativity and problem-solving among students.
4. To familiarise participants with the basic principles of enterprise planning and business development.
5. To highlight opportunities in Ayurvedic clinical practice, Panchakarma, wellness, herbal products and healthcare services.
6. To explain the importance of market assessment, financial planning, professional networking and sustainable business models.
7. To promote awareness of ethical practice, patient safety, quality assurance and applicable regulatory requirements.
8. To encourage students to identify potential entrepreneurial ideas based on local healthcare needs and available resources.
9. To familiarise participants with the role of EDC and related institutional innovation mechanisms.
10. To inspire future Ayurvedic professionals to become innovators, responsible entrepreneurs and potential employment generators.

7. PROCEEDINGS OF THE GUEST LECTURE

Dr. Parag Vishwas Kulkarni delivered an expert guest lecture focusing on entrepreneurship awareness, innovation and self-reliance in Ayurveda. The session addressed the professional possibilities available to Ayurvedic graduates and highlighted the importance of developing an entrepreneurial mindset during academic training.

7.1 Understanding Entrepreneurship in Ayurveda

The speaker introduced entrepreneurship as a process of identifying an opportunity, developing a practical solution, mobilising resources and creating sustainable value.

He highlighted that entrepreneurship in Ayurveda is not restricted to establishing a business. It also involves improving healthcare delivery, developing useful products and services, responding to community needs and creating innovative professional models.

Students were encouraged to recognise that clinical competence and Ayurvedic knowledge can provide a strong foundation for entrepreneurial initiatives when combined with appropriate planning, professional ethics and an understanding of the relevant legal framework.

7.2 Emerging Entrepreneurial Opportunities for Ayurvedic Graduates

The lecture explored various areas in which Ayurvedic professionals may consider entrepreneurial initiatives according to their qualifications, interests, competencies and applicable requirements.

The major areas discussed included:

- Establishment and development of Ayurvedic clinical practice.
- Panchakarma and Ayurveda-based wellness services.
- Preventive healthcare and lifestyle counselling.
- Health education and community-based healthcare initiatives.
- Ayurvedic pharmaceutical and herbal product-related enterprises.
- Medicinal plant cultivation and herbal value addition.
- Collaboration with authorised manufacturers and healthcare organisations.
- Ayurveda-related educational services, professional training and consultancy.
- Digital health services and technology-enabled healthcare support.
- Research, innovation and development of new service models.
- Wellness tourism and related healthcare services, subject to applicable requirements.

The speaker encouraged students to evaluate opportunities based on genuine healthcare needs, feasibility, professional competence, quality and long-term sustainability.

7.3 Innovation and Entrepreneurial Mindset

An important component of the lecture was the development of an entrepreneurial mindset among students.

The speaker emphasised that innovation often begins with identifying a problem, observing gaps in existing services and developing a practical solution. Students were encouraged to think creatively, remain open to new approaches and explore how Ayurvedic principles could be applied responsibly to meet contemporary healthcare needs.

The importance of initiative, perseverance, adaptability, teamwork, communication and continuous learning was highlighted as part of entrepreneurial development.

7.4 From Idea to Enterprise: Basic Business Planning

The speaker explained that a promising idea requires systematic evaluation before it can be developed into a viable enterprise.

The key elements of preliminary business planning discussed included:

1. Identification of a suitable entrepreneurial idea.
2. Understanding the needs of the intended beneficiaries or customers.
3. Assessment of demand and available alternatives.
4. Estimation of initial investment and operating expenditure.
5. Identification of infrastructure, equipment and human resources.
6. Preparation of a basic business plan and financial estimates.
7. Development of appropriate pricing and service-delivery models.
8. Communication, branding and professional networking.
9. Assessment of potential risks and sustainability.
10. Periodic evaluation and improvement of the enterprise.

Students were encouraged to begin with realistic, manageable ideas and seek professional guidance before committing significant resources.

7.5 Entrepreneurship in Clinical Practice and Wellness

The session highlighted the scope for developing organised and patient-centred Ayurvedic healthcare services.

The speaker discussed the importance of professional competence, service quality, patient communication, ethical conduct and appropriate infrastructure in the development of clinical and wellness-related ventures.

It was emphasised that entrepreneurial success in healthcare must be accompanied by responsible clinical practice, patient safety, compliance with applicable requirements and a commitment to public welfare.

7.6 Ayurvedic Products, Medicinal Plants and Value Addition

The lecture also introduced students to the possibilities associated with medicinal plants, herbal resources, Ayurvedic products and value-added services.

Participants were encouraged to recognise the potential for developing enterprises around cultivation, processing, supply chains, product development and authorised manufacturing collaborations.

The importance of quality control, product authenticity, appropriate licensing, labelling, safety and truthful communication of product benefits was highlighted. The speaker stressed that commercial opportunities should be pursued only within the applicable regulatory framework.

7.7 EDC, Mentorship and Institutional Support

The speaker explained the importance of Entrepreneurship Development Cells in creating an enabling environment for students interested in entrepreneurship.

EDC and related institutional mechanisms can facilitate awareness programmes, idea-generation activities, mentoring, industry exposure, innovation challenges and preliminary business-plan development.

Students were encouraged to seek guidance from faculty members, experienced professionals, industry representatives and appropriate incubation or innovation-support organisations when developing their ideas.

The role of institutional collaboration in nurturing promising student initiatives and promoting a culture of innovation was also emphasised.

7.8 Ethical, Legal and Professional Responsibilities

The lecture reinforced the principle that entrepreneurship in Ayurveda must be grounded in professional ethics, patient welfare and compliance with applicable laws and standards.

The speaker highlighted the need for responsible advertising, avoidance of misleading health claims, protection of patient information, quality assurance and appropriate regulatory approvals for the relevant products or services.

Students were encouraged to understand that a sustainable healthcare enterprise must balance innovation and commercial viability with professional integrity and social responsibility.

7.9 Motivation Towards Self-Reliance and Employment Generation

The concluding academic discussion focused on the potential of entrepreneurship to support self-reliance and employment generation.

Students were encouraged to consider how their professional knowledge could be used to develop useful services, create employment opportunities, collaborate with other professionals and contribute to the development of Ayurveda.

The speaker emphasised that entrepreneurial thinking can complement clinical practice, postgraduate education, teaching and research, enabling graduates to explore diverse professional pathways.

8. MAJOR THEMES EMPHASISED DURING THE SESSION

The principal themes of the lecture were:

- Entrepreneurship as a professional pathway in Ayurveda.
- Innovation and opportunity identification.
- Self-employment and enterprise development.
- Business planning and financial awareness.
- Ayurvedic clinical, wellness and product-related opportunities.
- Ethical and responsible entrepreneurship.
- EDC-based mentoring and institutional support.
- Employment generation and professional self-reliance.
- Sustainable development of Ayurveda-related services and enterprises.

9. OUTCOMES AND EDUCATIONAL SIGNIFICANCE

The guest lecture was intended to strengthen entrepreneurship awareness and broaden the professional outlook of participating students.

The expected educational outcomes included:

1. Improved awareness of entrepreneurship and its relevance to Ayurveda education.
2. Greater familiarity with potential entrepreneurial opportunities for Ayurvedic graduates.
3. Encouragement of creativity, innovation and problem-solving.
4. Improved understanding of the basic steps involved in evaluating and planning an enterprise.
5. Greater awareness of quality, ethical responsibilities and regulatory compliance.
6. Motivation to explore EDC activities, innovation programmes and mentorship opportunities.
7. Encouragement to identify entrepreneurial ideas related to healthcare needs and available resources.
8. Recognition of entrepreneurship as a potential pathway for self-employment and employment generation.
9. Appreciation of the importance of combining professional knowledge with management and communication skills.
10. Increased awareness of the role of Ayurveda-related enterprises in responsible healthcare development.

The session provided an opportunity to introduce entrepreneurship as a relevant area of professional development for future Ayurvedic physicians.

> **Note:** *These are the intended educational outcomes. Quantitative claims regarding attendance, feedback, participant satisfaction or student-generated ideas should be included only when supported by the institution's actual records.*

10. RELEVANCE TO ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION IN AYURVEDA EDUCATION

The activity is relevant to institutional efforts aimed at promoting entrepreneurship awareness, innovation, professional development and student capacity building in Ayurveda education.

It supports the broader objectives of introducing students to entrepreneurial opportunities, encouraging idea generation and strengthening awareness of EDC/RIEDC-related initiatives.

The following mapping may be used for institutional documentation:

Focus area	Relevance of the activity
Entrepreneurship awareness	Introduced students to entrepreneurship as a professional opportunity in Ayurveda.
Student sensitisation	Encouraged students to consider career options beyond conventional clinical practice.
Innovation and ideation	Highlighted opportunity identification and practical problem-solving.
Capacity building	Introduced the basic principles of business planning and enterprise development.
Mentorship awareness	Emphasised guidance and support for developing entrepreneurial ideas.
Professional responsibility	Highlighted ethical practice, quality assurance and applicable regulations.
Institutional entrepreneurship culture	Promoted awareness of EDC/RIEDC and innovation-oriented activities.
Activity documentation	Provides a basis for maintaining reports, attendance, photographs and feedback records.

> **Compliance note:** *The guest lecture can be documented as an entrepreneurship-awareness and sensitisation activity relevant to NCISM-oriented entrepreneurship development objectives. It should not be treated as independent proof of complete NCISM compliance. The institution should map the programme against the applicable NCISM/RIEDC guidelines and its approved annual activity plan, maintaining the relevant supporting evidence.*

11. FUTURE SCOPE AND RECOMMENDATIONS

To extend the educational impact of the session, the following follow-up activities may be considered:

1. **Regular entrepreneurship sensitisation programmes:** Conduct periodic sessions on entrepreneurial opportunities in Ayurveda.
2. **Student idea-generation initiatives:** Encourage students to identify practical healthcare problems and propose suitable solutions.
3. **Entrepreneurship competitions:** Organise ideathons, business-plan competitions and innovation challenges.
4. **Mentorship programmes:** Provide guidance to students interested in developing feasible entrepreneurial ideas.
5. **Industry exposure:** Facilitate visits and interactions with Ayurvedic pharmaceutical units, herbal enterprises, wellness centres and healthcare organisations.
6. **Business-plan preparation:** Encourage interested students to develop preliminary business plans and feasibility assessments.
7. **Incubation linkages:** Explore collaborations with appropriate incubation centres, innovation hubs and enterprise-support organisations.
8. **Regulatory awareness:** Arrange guidance on applicable licensing, professional requirements, product quality and ethical advertising.
9. **Follow-up assessment:** Collect feedback and identify student interests for future EDC activities.
10. **Documentation and monitoring:** Maintain records of subsequent activities, mentoring, projects and initiatives emerging from the programme.

These recommendations may help the institution develop a structured approach to entrepreneurship education and encourage the progression of suitable ideas from awareness to practical development.

12. CONCLUSION

The expert guest lecture on "Entrepreneurship in Ayurveda: Opportunities, Innovation and Self-Reliance" was an academic sensitisation initiative intended to familiarise future Ayurvedic professionals with emerging opportunities in entrepreneurship and innovation.

Through this session, Dr. Parag Vishwas Kulkarni highlighted the importance of entrepreneurial thinking, practical planning, professional ethics and innovation in the development of Ayurveda-related services and enterprises. The lecture emphasised that entrepreneurship can provide opportunities for self-employment, responsible enterprise development, employment generation and wider contributions to healthcare and society.

The programme reinforced the importance of introducing entrepreneurship awareness during Ayurveda education and encouraging students to identify opportunities aligned with their professional competencies, interests and community needs.

The resource person expressed sincere gratitude to the management of Anand Ayurvedic Medical College, Vaijapur, particularly Dr. Kale Sir, Dr. Sagar Pawar Sir and Dr. Masarao Bengal Sir, along with the entire teaching and non-teaching staff and the students, for their warm hospitality, cooperation and valuable support.

The session represented another step towards sensitising future Ayurvedic professionals to innovation, entrepreneurship and self-reliance.

13. ACKNOWLEDGEMENT

Dr. Parag Vishwas Kulkarni extends his heartfelt gratitude to the management of Anand Ayurvedic Medical College, Vaijapur, Chhatrapati Sambhajinagar, for providing the opportunity to interact with its students and academic community.

Special thanks are extended to Dr. Wagh Sir, Dr. Sagar Pawar Sir and Dr. Masarao Bengal Sir, together with the teaching staff, non-teaching staff and students, for their cooperation, warm hospitality and support in facilitating the guest lecture.

15. REPORT PREPARED BY

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ANNEXURE – PHOTO DOCUMENTATION

Guest Lecture on "Entrepreneurship in Ayurveda" – 16 October 2026, Anand Ayurvedic Medical College, Vaijapur



Photo 1: *Opening of the session with the title slide "Entrepreneurship in Ayurveda" on display; students and faculty assembled in the classroom (02:13 PM).*



Photo 2: *Introductory proceedings: a student volunteer presenting the welcome, with the resource person and institutional representatives seated on the dais (02:15 PM).*



Photo 3: *Felicitation of the resource person, Dr. Parag Vishwas Kulkarni, with a shawl and floral bouquet (02:17 PM).*



Photo 4: *Resource person with members of the host institution at the college entrance.*



Photo 5: *Dr. Parag Vishwas Kulkarni delivering the expert lecture to students, interns and teaching staff (02:21 PM).*



Photo 6: *Attentive student audience during the lecture session (02:32 PM).*