

ENTREPRENEURSHIP DEVELOPMENT CELL (EDC)

INDUSTRIAL VISIT REPORT

S.G. Phyto Pharma Industry, Gokul Shirgaon Industrial Estate, Kolhapur

Name of the Event	Industrial Visit to S.G. Phyto Pharma Industry
Organizing Department	Entrepreneurship Development Cell (EDC)
Venue	S.G. Phyto Pharma Industry, Gokul Shirgaon Industrial Estate, Kolhapur, Maharashtra
Date of Visit	30 July 2026 (Thursday)
Batch Involved	Second BAMS Students
Faculty Coordinators	Dr. Kedar Todkar — Associate Professor & Head, Dept. of RSBK Dr. Imtiyaz Desai — Assistant Professor, Dept. of RSBK Dr. Priyadarshini Pujari — Assistant Professor, Dept. of RSBK

INTRODUCTION

The Entrepreneurship Development Cell (EDC) of Dr. Deepak Patil Ayurvedic Medical College and Research Centre organized an educational and industrial visit to S.G. Phyto Pharma Industry, Gokul Shirgaon Industrial Estate, Kolhapur on 30 July 2026 for the Second BAMS students. The visit was planned with the objective of exposing students to the practical aspects of Ayurvedic pharmaceutical manufacturing and creating awareness regarding entrepreneurship opportunities in the Ayurvedic healthcare sector.

The programme aimed to bridge the gap between theoretical knowledge and industrial practices by providing firsthand exposure to modern Ayurvedic drug manufacturing, quality assurance systems, Good Manufacturing Practices (GMP), product development, branding, packaging, marketing, and business management.

AIMS AND OBJECTIVES

The industrial visit was organized with the following objectives:

1. To develop entrepreneurial awareness among Second BAMS students.
2. To familiarize students with the functioning of an Ayurvedic pharmaceutical manufacturing unit.
3. To understand the complete process of Ayurvedic drug manufacturing from raw material procurement to finished product.

4. To study Good Manufacturing Practices (GMP) followed in Ayurvedic pharmaceutical industries.
5. To understand quality control and quality assurance procedures adopted in Ayurvedic medicine production.
6. To create awareness regarding standardization and quality assessment of herbal medicines.
7. To provide practical exposure regarding machinery and equipment used in pharmaceutical production.
8. To understand documentation, batch manufacturing records, SOPs and industrial quality systems.
9. To learn about packaging technologies, labeling standards and storage practices.
10. To introduce students to branding and marketing strategies for Ayurvedic products.
11. To understand domestic and international market opportunities for Ayurvedic medicines.
12. To encourage students towards self-employment and entrepreneurship in Ayurveda.
13. To motivate students to establish Ayurvedic pharmacies, herbal industries and startup ventures in future.
14. To create awareness regarding export potential of Ayurvedic medicines and herbal products.
15. To understand regulatory requirements governing Ayurvedic pharmaceutical industries.

PROCEEDINGS OF THE INDUSTRIAL VISIT

The industrial visit commenced with the arrival of students and faculty members at S.G. Phyto Pharma Industry. The management and technical experts of the industry warmly welcomed the participants and introduced them to the history, vision and achievements of the organization.

The students were first briefed regarding the organizational structure of the pharmaceutical industry, various manufacturing divisions and the importance of maintaining quality standards in Ayurvedic medicine production.

The participants were then taken through different sections of the manufacturing facility where they observed:

- Raw material receiving and inspection section
- Authentication and quality evaluation of medicinal plant materials
- Cleaning, drying and storage procedures
- Pulverization and processing units
- Extraction and concentration processes
- Preparation of classical Ayurvedic formulations
- Manufacturing of tablets, capsules, syrups, churna, avaleha, oils and other dosage forms
- Packaging and labeling divisions
- Finished product storage facilities
- Quality Control Laboratory
- Quality Assurance Department
- Documentation and batch record maintenance
- Hygienic production environment
- Modern pharmaceutical equipment and automation practices

The technical team explained the importance of Good Manufacturing Practices (GMP) and demonstrated how every stage of production is carefully monitored to ensure product safety, efficacy and consistency.

Students observed various laboratory instruments used for quality testing of raw materials, intermediate products and finished formulations. They also learned about physical, chemical and microbiological quality assessment procedures.

Special emphasis was given to:

- Procurement of quality raw materials
- Standardization of herbal drugs
- GMP compliance
- Documentation practices
- Batch traceability
- Product safety
- Shelf-life determination
- Packaging standards
- Regulatory compliance

The experts also explained the complete business model involved in Ayurvedic pharmaceutical industries, including product selection, manufacturing planning, licensing, branding, marketing, digital promotion, dealer networks, distribution systems and customer satisfaction.

Interactive discussions were held regarding startup opportunities in Ayurveda, herbal product manufacturing, nutraceuticals, cosmetics, Panchakarma products, proprietary medicines and value-added herbal formulations.

The students enthusiastically interacted with industry experts and clarified their queries regarding industrial practices, entrepreneurship opportunities, investment planning, regulatory approvals, business expansion and export possibilities.

LEARNING OUTCOMES

At the end of the visit, the students were able to:

- Understand the industrial manufacturing process of Ayurvedic medicines
- Appreciate the importance of Good Manufacturing Practices (GMP)
- Understand quality assurance and quality control systems
- Gain knowledge regarding pharmaceutical documentation
- Learn modern packaging and labeling techniques
- Understand industrial hygiene and safety practices
- Recognize the importance of standardization of Ayurvedic medicines
- Understand branding strategies for Ayurvedic products
- Learn marketing and distribution systems
- Gain awareness regarding export opportunities
- Develop entrepreneurial thinking

- Understand startup opportunities in Ayurveda
- Appreciate the importance of innovation in herbal product development
- Understand employment and self-employment opportunities in the pharmaceutical sector

OUTCOMES OF THE EVENT

The industrial visit proved to be highly informative and beneficial for the students. It significantly enhanced their understanding of Ayurvedic pharmaceutical manufacturing and encouraged them to think beyond conventional clinical practice.

The students developed a better understanding of industrial management, pharmaceutical entrepreneurship, quality standards and business opportunities in Ayurveda. The visit also motivated them to explore innovative ideas in herbal product development, value addition, branding and commercialization of Ayurvedic formulations.

The activity strengthened students' entrepreneurial competencies including innovation, leadership, communication, teamwork, problem-solving and decision-making skills.

FUTURE SCOPE

The visit opened several avenues for future academic and entrepreneurial activities, including:

- Development of student startups in Ayurveda
- Establishment of small-scale Ayurvedic pharmacies
- Manufacturing of herbal healthcare products
- Production of nutraceuticals and wellness products
- Development of proprietary Ayurvedic formulations
- Training programmes on GMP and pharmaceutical quality systems
- Industry–Institute collaboration
- Internship opportunities in pharmaceutical industries
- Skill development programmes in entrepreneurship
- Workshops on branding, marketing and digital business
- Export-oriented entrepreneurship in Ayurvedic pharmaceuticals
- Incubation support for innovative student business ideas
- Research collaborations in herbal drug development and quality standardization

CONCLUSION

The Entrepreneurship Development Cell industrial visit to S.G. Phyto Pharma Industry, Gokul Shirgaon Industrial Estate, Kolhapur, conducted on 30 July 2026, was highly successful in achieving its intended objectives. The programme provided valuable industrial exposure to Second BAMS students and strengthened their understanding of Ayurvedic pharmaceutical manufacturing, quality assurance, regulatory compliance and entrepreneurial opportunities.

The visit effectively connected academic learning with real-world industrial practices and inspired students to consider entrepreneurship as a promising career pathway in the rapidly expanding

Ayurvedic pharmaceutical sector. Such initiatives play a vital role in nurturing innovation, promoting self-employment and developing competent healthcare professionals capable of contributing to the growth of the Ayurvedic industry at national as well as international levels.

The Entrepreneurship Development Cell expresses sincere gratitude to the management and technical team of S.G. Phyto Pharma Industry for their wholehearted cooperation, expert guidance and valuable interaction with the students, making the industrial visit a highly enriching educational experience.

PHOTOGRAPHS FROM THE VISIT



Students and faculty with the S.G. Phyto Pharma Industry team



Briefing on herbal oil formulations and their preparation



Presentation on herbal raw materials used in manufacturing



Interactive session on standardization of herbal materials



Principal
Dr. Deepak Patil Ayurvedic Medical College
& Research Center, Deepak Phata, Tal. Pothohar,
Dist. Kolhapur-416 213.

EDC Coordinator

Principal

