

Meeting of Kotler's Incubator on Ayurvedic Center held on 20th July, 2012

The meeting for Kotler Incubator Center on Ayurvedic Medicine held at GTU on 20th July, 2012. The, primary objective of the meeting was to gauge the progress of groups across Gujarat. Further, there are some new colleges which showed the willingness to join the Incubator center at GTU. The meeting started at 11.00 a.m. in presence of Hon. Vice-Chancellor, GTU **Dr. Akshai Aggarwal**. **Dr. Akshai Aggarwal** addressed in presence of following Representative from reputed institutes of MBA presented on the day about his deliberation on Kotler's Incubator Center for Ayurvedic Medicines at GTU:

Sr. No.	Name of the Representative of Group	Name of Institute
1	Dr. Bhavin Pandya	S.V. Institute of Management, Kadi
2.	Dr. Vijay Pithadia	Shree H D Gardi MBA college
3.	Dr. Abhinav S. Singh	L.J Institute of Management
4.	Ms. Deval Godhani	Sabar Institute of Management
5.	Mr. Ankit Shah	C.K. S.V. I.M,, Vadodara
6	Ms. Supriya Bhatiani	Somlalit Institute of Business Management, Ahmedabad
7.	Ms. Neha Patel	Somlalit Institute of Business Management, Ahmedabad
8.	Mr. Shahir Bhatt	Shree Jairambhai Patel Institute of Management, Gandhinagar
9.	Mr. Krunal Joshi	Shree Jairambhai Patel Institute of Management, Gandhinagar
10	Prof. Mitesh Dadhania	Christ Institute of Management, Rajkot
11.	Prof. Mitesh Jayswal	S V Institute of Management, Kadi
12.	Dr. Pankajray Patel	GRIMS, Vapi
13.	Prof. Subhash Yadav	Narmada College, Bharuch
14.	Mr. Suresh Soni	SIEM, Rajpur

Dr. Akshai Aggarwal discussed to become world Class University we should look back at our ancestral heritage scripture "Geeta". He said Geeta, talk about Higher Knowledge and lower knowledge. He said University needs to develop on the front of research and exploring the ideas and innovation which may eventually help the society. He said when he got the mail from Dr. Kotler it was clearly written that "Kelloggs" will be the lead for GTU's incubator for Ayurvedic Medicine. He said with your research in 15 different group the body of knowledge

will be enriched with new findings and cures. Dr. Aggarwal said the The Kotler's incubator will not only help the Ayurvedic Medicine and basic science but also help the peripheral industries. '

At the end of his speech Dr Aggarwal added you can integrate the research of Incubator center with Skills Council of Marketing and Global Country Report. He said before March-2013, when World Marketing Summit is going to organize at Malaysia we should have significant research findings.

With consent of Dr. Aggarwal, Dr. Bhavin Pandya asked the Group member for their progress presentations.

The first presentation was made by **Ms. Supriya and Ms. Neha** on the topic, "Study the availability of wellness center and spas based on Ayurveda and their product range and Study of general wellness centers and spas to learn whether they use Ayurvedic products". Everyone present in conference Hall astonished to see the Spa and wellness market in India. Ms. Supriya and Ms. Neha also showed the detail research plan with time line and assure the group that some eye-opening statistics will be explored at the end of study. Everyone in the meeting applauded and appreciated the research construct.

Mr. Ankit Shah from C.K.S.V.I.M., Vadodara presented on Price comparison of Ayurvedic medicines with others Allopathic medicines. Mr. Ankit Shah also presented the detail proposal along with time-line.

At last **Dr. Bhavin Pandya and Prof. Mitesh Jayswal** presented on An Analysis of Value Chain Activities for Selected Ayurvedic Medicinal Plants and its Comparison with some Prevailing Practices of Gujarat State with respect to Awala and Isabgul. Prof. Mitesh Jayswal also met with the secretary of organization of Isabgul exporters and collected the facts. Prof. Jayswal also discuss that he met to the Chairman-APMC Unjha for further support in research. Prof. Jayswal highlighted about sutability of land and farmers' perception for Isabgul. Dr Bhavin Pandya, added the farmers may establish cooperative society of Isabgul growers which may identify the new usage and product development research. Dr. Pandya added if Farmers integrate in forward way they may get good returns of their crops.

At last, **Dr. Pankajray Patel** presented his findings of his visit to Zandu Pharmacy Plant. He said he met with the professionals form QA department and Product development department. Dr. Pankajray said due to long process time and lack of facility in clinical trials the Ayurvedic Medicines suffers a lot. He said there is an acute need for the Ayurvedic Medicines industry that they should develop a syastmetic body of knowledge.

Dr. Vijay Pithadia selected the topic on “Study the visit of patients to the doctor- either Graduate or PG level like, M.B.B.S or M.D. in particular category for particular disease”. Dr. Pithadia shared that he will start the research on topic very soon with other group members.

At last **Dr. Bhavin Pandya** said GTU’s Kotler Center for Ayurvedic Medicine will be emerged as a best center contributing to the body of knowledge in our Ayurvedic Science and various research reports will make it a great Reservoir for Ayurvedic Medicine Industry.

In nutshell GTU’s Kotler’s Incubator center for Ayurvedic Medicine is emerged as center for research by all management faculties and started in its true sense, with support of all the Deans and senior faculty members across Gujarat.