

Gujarat Technological University

Report on Meeting of GTU's Kotler's Incubator Centre for Ayurvedic Medicines on 28th June, 2012

The second meeting of GTU's Kotler's Incubator Centre for Ayurvedic Medicines was held on 28th June, 2012, 11:00 am at GTU Conference Room in the presence of Dr. Akshai Aggrawal, Vice Chancellor of Gujarat Technological University, Dr. S. P. Adeshara, Ex Drug Commissioner Govt. of Gujarat, Prof. (Dr.) Bhavin Pandya, Lead Researcher, GTU's Kotler's Incubator Centre for Ayurvedic Medicines and Dr. Mahesh Barot, Senior Ayurvedic Practitioner & Ex Cancer Consultant WHO (1978), as a special invitee. Except Dr. Barot all the dignitaries are attached with the Kotler's Incubator Centre from the inception and all were present in the earlier meeting. The agenda for the meeting is to finalize the research proposal of those allotted colleges who have identified the problem through secondary data.

Dr. Mahesh Barot shared his valuable experiences on Ayurveda and brought the facts in notice of every one present that Ayurveda cure the disease from root and that is also in record time. There are instances where Ayurveda helped in curing the disease faster than any other disciplines of treatment. He also shared some practical cases where all the disciplines of treatment failed and Ayurveda helped and cure the disease from root. **Dr. Mahesh Barot** said Ayurveda is science based on five natural elements of the Universe and give the solutions of mystery cases where other disciplines could not help.

Dr. S. P. Adeshara shared in his speech miracle happened to him in his own problem. He, succinctly outlined the magic of "Darshan Shastra", where Ayurvedic Raj Vaidhya cure the disease by just viewing the patient. He shared it is great science where he has been cured his eye inflammation with reddish eyeball by Vaidhyaraj Shashikant Dave in few minutes where he failed to cure it for several months. He also shared people have that mis-conception that Ayurveda take too much time in curing diseases.

After, the speeches from expert **Dr. Bhavin Pandya** presented on value chain analysis of Ayurvedic medicines and OTC products. He mentioned in India little work has been done so far as this area is concerned. Through literature he highlighted there is an acute need for conducting research in the area of logistic and supply chain activities of Ayurvedic and Herbal products are concerned.

Dr. Bhavin Pandya, also highlighted the potential of Ayurvedic and Herbal products in USA. He mentioned the robust, 67 percent US people consume Ayurvedic or herbal food supplement. He also showed the usage of Ayurvedic and herbal medicines and their growth in USA. He said immense opportunities exist in the area of Ayurveda in North American and European countries with facts.

In this meeting seven research proposals have been presented for the finalization and one report has been submitted. After the presentations Dr. S. P. Adeshara, Dr. Mahesh Barot and

Dr. Akshai Aggrawal has provided their valuable suggestions about the future flow of research for the each of the presented project. The presented topics are as under.

Proposals Presented on 28th June 2012 at GTU on Kotler's Incubator in Ayurvedic Medicines

Sr. No.	Title of the Project Proposal	Name of the Researcher	Name of the Institute
1	Scope of Selected Ayurvedic Formulation in Medicines, Herbal Products, Spa and Ayurvedic Centers in USA	Dr. Bhavin Pandya	S.V. Institute of Management, Kadi
2	An Analysis of Value Chain Activities for Selected Ayurvedic Medicinal Plants and its Comparison with some Prevailing Practices of Gujarat State	Dr. Bhavin Pandya	S.V. Institute of Management, Kadi
		Prof. Mitesh Jayswal	
3	Side Effects of Western Medicines in Various Diseases Category Avis Those of Ayurvedic Medicines (perception study)	Dr. Hemlata Agarwal	S. R. Luthra Institute Of Management, Surat
		Dr. P G K Murthy	Dr. J. K. Patel Institute Of Management, Vadodara
		Prof. Priyanka Tailor	Dr. J. K. Patel Institute Of Management, Vadodara
		Prof. Tanu Sharma	Bhagwan Mahavir College Of Management, Surat
4	Classification of Diseases	Dr. Pankajray Patel	GIDC Rajju Shroff ROFEL Institute of Management Studies (GRIMS), Vapi.
5	To List Out the Various Categories of Doctors Serving the Indian Patients like Dermatologist to Oncologist	Prof. Subhash Yadav	Narmada College of Management, Bharuch
6	Doctors' Behavior in Prescribing Drugs	Prof. Pratik Bhavsar	Late Smt. Shardaben Ghanshyambhai Patel Institute of Management Studies - Dharmaj
		Prof. Sarfaraz Pathan	
7	Perform a Detailed Product Analysis of Ayurvedic Medicines with Respect to	Dr. Jyoti	Param Institute of Management,

	Different Diseases and their Cure		Jamnagar
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At present, one report has been submitted (Titled: List out the kind of OTC product bought by patients for curing particular disease, developed by S.V. Institute of Management, Kadi). Apart, seven proposals have been finalized and faculties have started working on it. Due to some important engagements eight groups couldn't come to present their progress and asked for extension.

In nut shell GTU expect a large reservoir of research on Ayurvedic Medicines and the project will emerge as one of the biggest project in the area of Ayurveda where more than 45 institutions are putting their efforts with heart and soul to make this project successful.

Out of the 15 research projects, following 7 of the colleges have added two institutes to their research project successfully. I request other institutes and Persons from industry to join in the 6 other remaining research projects. Please inform about your research partner at secvc@gtu.edu.in.

Sr. No	Research project	Colleges	Name	Email
1	List out the categories of doctors serving the Indian Patients like Dermatologist to oncologist	Oxford School of Management Studies, Baliyasan, Mahesana	Mr. Japan Shah	japan.shah@jayveeredu.com
		Shree Saraswati Education Sansthan, Gandhinagar	Mr. Rupesh Patel	
		Narmada College of Management.	Subhash Yadav	yadav_subhashchandra@gtu.edu.in
2	Understand the behavior of patients consuming Western Medicines and those who are using Ayurvedic medicines, for curing particular diseases	C K Shah Vijapurwala Institute of Management, Baroda	Prof Savitha	savitha.k@cksvim.edu.in
		Marwadi Education Foundation	Dr Chinnam Reddy	screddy07@gmail.com
		Shri Jairambhai Patel Institute of Business Management and Computer Applications.	Dr. S.O.Junare	junare.so@gmail.com
3	List out the kind of OTC product bought by patients for curing particular disease	Christ Institute of Management, Rajkot	Prof. Mitesh Dadhania	miteshdadhania@gmail.com
		S. V. Institute of Management, Kadi.	Prof. Mitesh Jayswal	mmjayswal@yahoo.co.in
4	Study the availability of			-

	wellness center and spas based on Ayurveda and their product range; Study of general wellness centers and spas to learn whether they use Ayurvedic products	Dr. D.Y.Patil Institute of Management and Research Centre, Bharuch	Dr. Tripat Kaur, Director	-
		Som-Lalit Institute of Business Management, Ahemedabad.	Ms. Supriya Bhutiani	supria.bhutyani@gmail.com
5	Make a cost comparison of Ayurvedic medicines with others Allopathic medicines:	T N Rao College of Management Studies,Rajkot	Hardik Pandya Bhavesh Solanki	pandya1982@rediffmail.com slnkbhavesh@yahoo.co.in
		R H Patel Institute of Management Gobljaj	Ms Deval Godhani	deval_godhani2412@yahoo.com
		Indu Management Institute, Ankodia, Dist:Vadodara	1) Dr. Manish Vyas 2) Mrs. Puja Bhatt	m_mhvyas@rediffmail.com hrpooja@gmail.com
		SMJV's CKSVIM, Baroda.	1)Rajesh Khajuria 2) Dr Kunjal Sinha	dr.khajuria@gmail.com kunjal.sinha@cksvim.edu.in
6	Experts' responses for concurrent usage of Ayurvedic medicines with other medicines should be obtained	CKSVIM- Baroda	Mr Prakash Patel Dr. Rajesh Khajuria	dr.khajuria@gmail.com
		M H Gardi School of Management- Rajkot	Sunil Mishra	mishragardi@gmail.com
		Shree Jaysukhlal Vadhar Institute of Management Studies, Shri Bipin T. Vadhar College of Management. Jammagar	Dr. Ajay D. Shah Dr. Nirav Vyas	mba770owner@gtu.edu.in ajayd_shah@rediffmail.com
7	Learn about the side effects of western medicines in various disease category vis-à-Vis those of Ayurvedic medicines (perception study)	Bhagwan Mahavir College	Tarun Narang	tanu_rano@yahoo.com
		S R Lutra Institute of Management	Dr. AGARWAL HEMLATA ANURAG	hemplata.agarwal@srli-mba.org
		J.K.Patel Insti. Of Mgt., Baroda.	Dr P G K Muurthy	pgkmurthy2@gmail.com
8	List out the category of diseases from routine to special (require intensive care) and occasional to seasonal	GIDC Rajju Shroff ROFEL Institute of Management Studies, Vapi.	Dr. Pankajray Vinodchandra Patel	pankajraypatel@gmail.com
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9	Study the behavior of doctors about prescribing the drugs	S.G. Patel Institute of Management Studies, Dharmaj.	Mr Pathan Sarfaraz N	sarfaraz_801@yahoo.com
10	Perform a detailed product analysis of Aurvedic Medicines with respect to different diseases and their cure	Parul Institute of Management and Research, Baroda.	(Dr.)Bijal Zaveri	mba742owner@gtu.edu.in
11	Understand the usage pattern of Ayurvedic medicines vis-à-vis other western medicine	K. J. Institute of Management (SFI) Vadasma,	Mr. Keyur Darji, Mr. Ketan Prajapati	Darji.keyur@rediffmail.com Ketan1902@yahoo.com
12	Study the form of ayurvedic medicines preferred by Patients	Shri H. D. Gardi MBA College, Nyara, Rajkot.	(Dr.) Sandip Solanki	spsolanki@garvidyapith.ac.in
13	List out the food Supplement and other powder and capsules used by Patients for energy and long term health and their perceived/ scientifically-studied effects.	Government Medical College, Bhavnagar.	Dr Samir J Roy	roysamir2020@yahoo.com
14	Doctor's focus group interview is required to know normally the time required to cure the particular diseases	Marwadi Education Foundation's Group of Institutions,Rajkot.	Prof. (Dr.) S. Chinnam Reddy	amarvgandhi@yahoo.in
15	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	(Yet to be indentified)		

All Institutes and Research member associated with this research project must contact to Aryuvadic Industries to get involved in this project through Dr. S. P. Adeshara. You can contact to Dr. S. P. Adeshara on subodh15951@yahoo.co.in. (m) 9978969099 and also inform about this on secvc@gtu.edu.in. All the Coordinators of the research project are requested come with the research proposal at meeting on 20th July, 2012, Friday at GTU conference hall 11.00 pm.