

REPORT OF LAUNCHING KOTLER'S INCUBATOR FOR AYURVEDIC MEDICINES AT GTU

World Marketing Summit (WMS) is an initiative of World's most influential marketer Professor Philip Kotler with the mission of creating a Better World through Marketing under the banner of 'WMS Company Ltd.'. Professor Kotler deliberated the concept of incubator and partnered renowned universities of the world across the world have taken this mammoth task of making the world better through marketing.

As India has been assigned 'Health' as a topic for incubation and establishing KCME, GTU has taken initiative for the same. GTU WITNESSES A HISTORICAL MOMENT. Kotler's Incubator Centre for Ayurvedic Medicines was launched today in the gracious presence of Shri. Jaynarayan Vyas, Hon. Cabinet Minister, Government of Gujarat and Dr. Akshai Aggrawal, Vice Chancellor of Gujarat Technological University, Ahmedabad. The incubation centre is meant to explore horizons of development for the great traditional wisdom – Ayurvedic Medicines of India.



At GTU, first meeting of Incubator Centre – KIAM was held on 5th May 2012. The meeting started with the address of Registrar, Dr. Gitesh Joshi's welcome address to directors, deans and professors of management colleges across Gujarat. He congratulated the participating institutes and assured the incubator would be a big step forward to the long journey.



Dr. Bhavin Pandya, Prof & Head, S. V. Institute of Management, Kadi, introduced the idea, framework and scope of the incubator centre. He explained the roadmap for the incubator till next world marketing summit in Kualulumpur, Malaysia.



Dr. P.G.K.Murthy , Dean , Faculty of Management of GTU and Director , Parul Institute of Management Research made a presentation on “ Marketing Potential of Pharmaceutical and Healthcare based on Ayurveda with Special Reference to the State of Gujarat . “. The study was undertaken by Prof. Shantanu Chakravarty and Dr. Murthy of PIMR. Dr. Murthy outlined that as per WHO study 74 percent of the American population desires a more natural approach to health care and WHO study has projected the demand to reach \$5 trillion by 2050 from the present \$60 billion. Gujarat in western coast of country is having a strong resource base for Ayurvedic medicine. Its considerable agro-bio diversity has helped grow nearly 786 species of medicinal plants. Well-known among them are Aswagandha, Aloe Vera, Isabgol, Jeevanti, Neem, White Musli, Sankhapushpi Sonamukhi and Shatavari. He raised question of “whether India exploit the potential demand for Ayurvedic health care in the world”.



Dr. Akshai Aggarwal addressed the meeting and ensured full support of GTU to all participating institutes for the concrete research and fruitful suggestions to industry, society, government and nation. He discussed on the ambitions of the incubation centre and expected it to take efforts of research on the global landscape through legendary Marketing Guru Dr. Philip Kotler’s worldwide incubation centres. Dr. Agarwal also asked all participants to meet after a four week’s time to review the progress. He said that he would try to arrange for Dr. Kotler’s visit to GTU in the coming year.



Shri. Jayanarayan Vyas, Hon. Minister, Health & Family Welfare and Tourism, discussed about the major challenges of Indian Ayurvedic Medicine System. He said that in spite of many challenges, the incubator can prove to be a milestone effort to bring back the lost glory of Indian traditional medical system. He ensured all support within his purview for making the efforts of this incubation centre fruitful.



Dr. S. P. Adeshara discussed importance of Ayurvedic Medicines and Standardization of the same. Dr. Adeshara also highlighted the importance of marketing for making Ayurvedic Medicines prevalent for among the Indian population. He also shared his experiences about food and drug control at various stages at his professional career.



In Session: 2 GTU has allocated following Research project to different colleges in this meeting for Health Sector:

Sr. No	Research project	Colleges	Name	Email
1	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
2	List out the categories of doctors serving the Indian Patients like Dermatologist to oncologist	NARMADA COLLEGE OF MANAGEMENT.	SUBHASH YADAV	yadav_subhashchandra@gtu.edu.in
3	Understand the behavior of patients consuming Western Medicines and those who are using Ayurvedic medicines, for curing particular diseases	Shri Jairambhai Patel Institute of Business Management and Computer Applications.	Dr. S.O.Junare	junare.so@gmail.com
4	Study the behavior of doctors about prescribing the drugs	S.G. Patel Institute of Management Studies, Dharmaj.	Divyang J. Joshi	divyang316ncm@yahoo.co.in

5	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	Shri H.D. Gardi MBA College, Nyara, Rajkot.	(Dr.) Sandip Solanki	spsolanki@gardividyalpith.ac.in
6	List out the kind of OTC product bought by patients for curing particular disease	S. V. Institute of Management, Kadi.	Prof. Mitesh Jayswal	mmjayswal@yahoo.co.in
7	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
8	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	Som-Lalit Institute of Business Management, Ahemedabad.	Dr. J.P. Joshipura	jpjoshipura@yahoo.com
9	Make a cost comparison of Ayurvedic medicines with others Allopathic medicines:	SMJV's CKSVIM, Baroda.	Rajesh Khajuria	dr.khajuria@gmail.com
10	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
11	Experts' responses for concurrent usage of Ayurvedic medicines with other medicines should be obtained	Shree Jaysukhlal Vadhar Institute of Management Studies, Shri Bipin T. Vadhar College of Management. Jammagar	Dr. Ajay D. Shah	mba770owner@gtu.edu.in
12	Understand the usage pattern of Ayurvedic medicines vis-à-vis other western medicine	K.J.patel Institute of management, Baroda.	Dr P G K Muurthy	pgkmurthy2@gmail.com

13	Study the form of ayurvedic medicines preferred by Patients	Yet to be indentified		
14	Learn about the side effects of western medicines in various disease category vis-à-Vis those of Ayurvedic medicines (perception study):	J.K.Patel Insti. Of Mgt., Baroda.	Dr P G K Muurthy	pgkmurthy2@gmail.com
15	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



It is directed to give the name of the other two institutes in each Research project on fdp@gtu.edu.in by the next few days.

The meeting ended with vote of thanks to the chair.