



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Report

### The fourth Meeting of Kotler's Incubator Center for Ayurvedic Medicines

27th October, 2012

The 4<sup>th</sup> meeting of Kotler's Incubator Center for Ayurvedic Medicines (K-IAM) was held at GTU on 27<sup>th</sup> October, 2012. The, primary objective of the meeting was to gauge the progress of groups of researchers at a number of Colleges across Gujarat. The meeting started at 2.30 p.m. in the presence of Hon. Vice-Chancellor, GTU **Dr. Akshai Aggarwal**, leading manufacturers of Ayurvedic medicines, **Dr. S. P. Adeshra**, Ex. Commisioner (Food & Drugs Control Admn.) and **Dr. Bhavin Pandya**- Coordinator-KIAM, GTU and KIAM-researchers across the B-Schools of Gujarat.

Dr. Akshai Aggarwal welcomed the owners of the companies, manufacturing Ayurvedic medicines, Ayurvedic Doctors and representative from reputed institutes of MBA to the meeting. He asked Dr Bhavin Pandya to conduct the proceedings.

**Dr. Bhavin Pandya initiated the meeting by briefing the participants from the industry about Kotler's Incubator for Ayurvedic Medicines at GTU.** Dr Bhavin Pandya, Dean- Faculty of Management-KSV, Gandhinagar mentioned he has briefed Dr. Kotler about the progress of KIAM at GTU and Dr. Kotler has responded with his vision for **Millennium Development Goals and World Marketing Summit**. He quoted from Dr. Kotler's mail to him: "I am happy that the incubator for Ayurvedic medicine at GTU is moving forward. It will certainly make a positive contribution for betterment of humanity by disseminating the latest know-how on Ayurvedic medicine to WMS

2013 attendees." Dr. Bhavin Pandya also highlighted the key objective of Dr. Kotler of creating a better world through marketing. He added that the new area of social marketing has shaped new tools and programs to **fight poverty, drug abuse, cigarette smoking, obesity, lack of sanitation and other problems besetting people**, who want to live a better life.



Dr. Akshai Aggarwal said that we should introspect



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why we do not have a single Indian university among world's top-200 universities. Dr Aggarwal said more than 2700 years back, a great university existed at Takshashila in India where over 10,500 students from all across the world came for higher studies. Dr Aggarwal said Charaka, the famous ancient Indian Ayurvedic

physician was from Takshashila university. He authored the Charaka Samhita, an Ayurvedic Almanac (simplifying an even older Ayurvedic work called the Agnivesha Samhita). The Charak Samhita, along with Sushruta Samhita, Ashtanga Sangraha and Ashtanga Hrudayam, forms the root of modern Ayurveda.)

Dr. Aggarwal said that from the thirteenth century onwards, after all the Universities in India were closed or burnt down, Ayurveda knowledge was transmitted through Father-to-son tradition. It was after about 750 years that regular teaching of Ayurveda could be started at a University. So, in many instances it happened the knowledge of ancient Ayurveda was lost. Dr Aggarwal said that we have to study and re-validate, by using today's scientific methods, the traditional knowledge and we have to develop it further. Dr. Aggarwal said that for proper communication, we should learn to speak the language which the world of medicine and pharmacy understands. He also added that we need to invent quality product and explore new markets. Dr. Aggarwal said traditional healing methods were quite effective but we need to take them to the people of the whole of the world.

Dr Aggarwal said that the Board of Governors of GTU had decided that during the academic year 2012-13, GTU would set up twelve Post-graduate Research Centers. One of them was the Center for Marketing Excellence. He said that Kotler's Incubator Center for Ayurvedic Medicines will be a part of the Post-graduate Research Center for Marketing Excellence.



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After the address of Dr. Aggarwal Dr. Adeshra started his speech by appreciating the **historical move of GTU to start Dr. Kotler's incubator center**. He said this is an unprecedented move of the University, which will rejuvenate Ayurveda in not only Gujarat but in the world. He said Ayurveda in India suffers from several issues ranging from identification of raw-material to pesticides residue and presence of heavy metal like viz. Mercury, Lead and Arsenic. He also mentioned that timing of collecting herbs as the raw material and the availability of good quality raw materials will have to be addressed. Further he also exemplified the potential of huge market if some systematic research were conducted in the field of Ayurveda. He mentioned that Novartis and GSK had leveraged the Ayurveda and were marketing many products, based on Ayurvedic medicines. Dr. Adeshra also gave the example of the usage of Guar Gum in oilfields rejuvenation. He said there is immense opportunity existing for Ayurvedic Manufacturers in the world Market.

**Dr. Mahesh Barot explained the way to make Ghee through** which the user can prevent Cholesterol. He said Ayurveda gives instant results in many ailments if followed properly. Dr. Barot said many times people are misguided and have ill-information about Ayurveda. Dr. Subhash Thakkar, mentioned how Ayurvedic medicines become prominent for Anesthesia and other disciplines. He also said that he is ready to help KIAM in any and every way.



After the speeches, on the request of Dr. Aggarwal, the industry participants shared about their companies and products. The president of Gujarat Ayurvedic Manufacturing Association, showed his interest for keeping one meeting of the Executive Committee of the Association at GTU, Ahmedabad.

Dr. Kamlesh Bhatt, Technical Officer-FDCR, Gujarat also agreed to help GTU's initiative of K-IAM.

Dr. Chinnam Reddy, Dean-Faculty of Management and Dr. Rajesh Khajuria Director- CKSVIM also shared their experiences on Ayurveda and allied science.



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At last Dr. Bhavin Pandya thanked all the Industry guests and Academic research partners for making the meeting successful and thought provoking. **Dr. Bhavin Pandya** said GTU's Kotler Center for Ayurvedic Medicine will be emerged as the best center contributing to the body of knowledge in the field.

Appendix 1:

## LIST OF PARTICIPANTS

The fourth Meeting of Kotler's Incubator Center for Ayurvedic Medicines  
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Sr. No.	Name of the Representative of Group	Name of organization
1	Dr. Bhavin Pandya, (Director)	S.V. Institute of Management, Kadi
2.	Dr. S. P. Adeshra	Ex. Commisioner (Food & Drugs Control Admn.)
3.	Dr. Mahesh Barot	Ex. Principal, Bhavnagar Ayurvedic college
4.	Dr. Kumar Barot	MD,PGDYN, Rajvaidh Clinic
5.	Dr. Chinnam Reddy (Director)	Marwadi Education Foundation and Research
6	Dr. Rajesh Khajuriya (Director)	C K Shah Vijapurwala Institute of Management
6.	Mr. H. P. Jhala	J. B. Chemicals & Pharmaceuticals Ltd.
7.	Mr. Radheshyam Agarwal	Nirav Health
8.	Mr. Nilesh	Shree Swami Atmanand Saraswati Ayurvedic Co-op. Pharmacy Ltd.
9.	Mr. Shailesh	Zeal Pharma
10.	Mr. Manoj Upadhyay(Manager-Finance & Production)	Emami Group
11	Prahlad H	Prashant Pharama
12	Shriram H. Gandhi	LVG Healthcare
13	Shree Ahuja M.N.	Mehta Herbals Pvt. Ltd.
14	Shree Gautam Mehta	Mehta Unani Pharmacy Pvt. Ltd.
15	Shree Hardik Ukani-COO	Vasu Helthcare Pvt. Ltd
16	Shree Prabodh Shah	Virgo UAP Pharama Pvt. Ltd.
17	Shree Kamlesh J Bhatt	Technical Officer, FDCR, Gujarat
18	Dr. Prafulla Sable	Parul Institute of Pharmacy



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19	Dr Subhash Thakkar	VP-AISM, CMO-Ashirvad Trust, Jaydev Ayurveda Hospital, Secretary-Raghvanshi Yuvasangh
20	Mr. Kunal Mojindra	Sabar Institute of Management
21	Mr. Sarvesh Soni	Saraswati Institute of Engineering and Management
22	Mr. Kunal Joshi	Shree Jairambhai Patel Institute of Cooperative Management
23	Mr. Shahir Bhatt	Shree Jairambhai Patel Institute of Cooperative Management
24	Prof. Mitesh Dadhanania	Christ Institute of Management, Rajkot
25	Prof. Mitesh Jayswal	S V Institute of Management, Kadi
26	Mr. D H Shukla	Factory Manager
27.	Mr. Chirag Dholu(RSM)	NJP health care Pvt. Ltd.
28	Hemal Patel	Benmoon Pharma Research Pvt. Ltd.
29	Dr. Sameer Agnihotri	Shree Shanker Ayurvedic Pharmacy
30	Mr. Rahul Desai	Amika Pharma
31	Sagar Patel	Vasu Healthcare Pvt. Ltd.
32	Prof. Shantanu Chakravarthy	J. K. Patel Institute of Management
33	Dr. Rajesh K.S. (Principal)	Parul Institute of Pharmacy