



CIRCULAR

Kotler's Incubator Program for Pharmacy (2014-2015)

Preamble:

Ayurvedic medicine also known as Ayurveda is one of the world's oldest holistic (whole-body) healing systems. It developed thousands of years ago in India. It is well developed science.

It is based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit. The primary focus of Ayurvedic medicine is to promote good health, rather than fight disease. But treatments may be recommended for specific health problems.

According to Ayurvedic theory, everything in the universe living or not is connected. Good health is achieved when your mind, body, and spirit are in harmony with the universe. A disruption of this harmony can lead to poor health and sickness.

Less is the development and modernization in any region of the world, more do the people in such a region depend upon local herbs and resources for healthcare. India is one region where an ancient civilization systematized this knowledge, developed it at its universities and disseminated it widely. Even through those universities are no more, this knowledge has survived through copies of the books and medicine and through a tradition, handed down from generation. This knowledge may have the potential of providing low-cost healthcare to humanity.

For that Gujarat Technological University has initiated for the development of some aspects of Ayurvedic medicines in Gujarat state with the help of Kotler's incubator for Ayurvedic medicines. The research project has been initiated to promote Ayurvedic medicines in such a way that every stakeholder will be benefited like consumers, sellers, manufacturer and farmers. Basic aim of this project is to identify and promote the Ayurvedic medicine and develop value chain analysis.

Introduction about Kotler's incubator for Ayurvedic medicines:

Center for marketing excellence Kotler's incubator for Ayurvedic medicines was launched at GTU on 5th May 2012 in the presence of Shri Jay Narayan Vyas, Honb. Cabinet Minister, Health and Family Planning, Government of Gujarat and Dr. Akshai Aggrawal, Vice Chancellor of Gujarat Technological University, Ahmedabad. The incubator is designed to explore new horizons of development for the Ayurvedic system of healthcare, developed by eminent doctors like Charak, Sushruta, Vagbhatt, Agnivesh and others. This is a part of the World Marketing Summit (WMS) initiative, started by the world's most influential marketing guru Professor Philip Kotler. Professor Kotler has initiated the concept of incubator and has set up WMS (World Marketing Summit). About ten renowned universities of the world have come together for research on this mammoth task of making the world better through marketing. The research project was divided into sub areas and project has been designed to help begin research at 45 GTU affiliated MBA colleges. It is also designed to establish working teams of



GUJARAT TECHNOLOGICAL UNIVERSITY

researchers located at different locations. Universities in India will be able to become great only through boot strapping based on collaborative working. Hence this project is an experiment, which aims at inculcating a culture of research, where none existed and to create teams of researchers for achieving a common objective.

As India has been assigned 'Health' as a topic for incubation and establishing K-IAM (Kotler's Incubator for Ayurvedic Medicines), Gujarat technological university (GTU) has taken initiative for collaborative research among colleges of GTU. The incubation center is meant to explore horizons of development for the great traditional wisdom – Ayurvedic medicines of India. This project has been developed under PG research center, Center for Marketing Excellence at GTU.

Summary of Phase I Study done during 2012-2014:

Name of the project
An analysis of value chain activities of Ayurvedic medicinal plant: Amla
An analysis of value chain activities for Ayurvedic medicinal plant: Isabgol
A research report on price comparison of Ayurvedic medicines with other allopathic medicines.
Side effects of western medicines in various diseases category vis a vis those of Ayurvedic medicines (perception study)
To understand wellness and spa. Industry in india and to study consumers' perception regarding the same.
A study on consumer's perception towards Ayurvedic medicines in Gandhinagar district
A study on —doctors' behavior in prescribing drugs”
A study on “consumers' perceptions about Ayurvedic healthcare: an integrated view”
List of Ayurvedic drugs Used by people for the treatment of various diseases
Study the forms of the Ayurvedic medicines
List out the categories of doctors serving indian patients
Usage preferences of the Ayurvedic and allopathic medicines
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

Objective of Phase II study for 2014-2015:

1. Exploration about types of medicinal plants cultivated in different geographical cluster of Gujarat
2. Study of requirement of land, climate and other conditions for growth of different medicinal plants.
3. Study about different medicinal plants in demand by Ayurvedic manufactures.
4. Identification of potential buyer and supplier of crude drugs for business linkage.



GUJARAT TECHNOLOGICAL UNIVERSITY

Methodology:

Methodology includes field survey of different geographical clusters of Gujarat wherein information for below mentioned points need to be gathered:

1. Identify the plants available in Gujarat now days and past availability
2. Make a cluster of each plant and check the availability of it in all over state and divide it in subgroups.
3. Research on land requirement for such plants, and make Feasibility Study for the same.
4. Procedure of conversion into the Raw material for each plant
5. Value chain Analysis
6. Feasibility Study
7. Spread Awareness
8. Demand and Supply
9. Recent scenario for Ayurvedic Medicines in Gujarat

Who can participate?

B. Pharm / M. Pharm students along with Faculty member of Pharmacy colleges affiliated with GTU can participate. Faculty member will act as a Team leader and he/she can select five (05) students of B. Pharm / M.Pharm who are ready to work under this project.

How to register?

Register online using below mentioned weblink on or before **25th August 2014, Monday**.

<https://docs.google.com/forms/d/10iFWjgQEK4dBalAu2QBfDlx6Vs3YCCvnK3jPhiJsC4M/viewform?c=0&w=1>

Orientation program for Faculty will be organized on **30th August 2014, Saturday** at GTU, Chandkheda Gandhinagar Campus.

Likely Benefit to Students and Faculty

- Students and faculty can contribute to promote our ancient system of Ayurvedic medicine across the globe.
- All participated students and Faculty will receive joint Certificate from Kotler's Incubator for Ayurvedic Medicines and GTU.

For any clarification/ Query please contact:

Dr. Manish A. Rachchh, manish.rachchh@gtu.edu.in, (O) 079-23267537

Ms. Krishna Parmar, ap2_cme@gtu.edu.in, (O) 079-23267514

- I/c Registrar