



SHRI BEERESHWAR SHIKSHAN SANSTHE
**KRISHNA AYURVEDIC MEDICAL COLLEGE AND
HOSPITAL, SANKESHWAR. – 591313**

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OVERALL REPORT OF ACTIVITY

Workshop on “Entrepreneurship and Innovation as Career Opportunity in Ayurveda”

Title of the event: Expert Talk on the Topic INNOVATION, TECHNOLOGY AND ENTREPREUNERSHIP IN AYURVED was given by Dr Shivkumar Harti MD, Phd(AYU) Associate Professor, Dept of Swasthavritta also Innovation Technology Incharge for All India Institute of Ayurved, New Delhi.

Objective of the event: Sharing the insightful thoughts on Innovation so that creative students continue to draw inspiration from his spirit. Providing participants an opportunity to know about India’s efforts for fostering Innovation, entrepreneurship, and Startups in Ayurveda.

Mode of Conduct: Online

Date: 17th Oct 2023

Time: 10.00am-2.00pm

Participants Details: Teaching faculty = 28

Students attended = 217

Brief description of the activity:

This program as a part of Institutions Innovation Council (IIC) Calender activities of SBSS Krishna Ayurvedic Medical College and Hospital was held on 17/10/2023 in the college Auditorium Online mode for all the students and faculty to mark. Fourth year Student gave Introduction about the calender day activity workshop. Also our IIC President Dr Manjunath S. Gavimath gave a brief note on education and achievements of the speaker for the day. Then Dr Shivkumar Harti threw light upon various fields like Ideation, Pre-Seed stage, Pitching events, validation,early traction and scaling. The complete knowledge regarding the stages of start-up, Areas of Startup, how to get Technological help, IPR, Funding options from Govt and things needed for a startup company was explained by Dr Shivkumar Harti.

The program got ended by a panel discussion, a brief note by IIC President on workshop and concluded by the IIC Convener.

Dr Manjunath S Gavimath IIC President/ Principal, Dr Priyadarshini Magadum IIC Convener and Dr Manjunath Dundi NISP Coordinator, all the IIC members of faculty and students, teaching staff and students were also present.

Key Outcome:

- Students got exposed to the thoughts of Ideation and its process involved.
- How to work towards finding an area of Innovation
- Students learnt how to start a company, how to prepare a business plan, marketing plan, IPR and funding options of Govt and other institutes.



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Karnataka
India

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