



Sanjeevani Multipurpose Foundation's  
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## **Entrepreneurship Development Cell (EDC)** **Academic–Industry Exposure Visit**

**Institute:** Dr. Deepak Patil Ayurvedic Medical College, Borpadale, Kolhapur.  
(College Code – AYU0586)  
**Venue:** Kaivalyadhama Yoga & Naturopathy Centre (Kdham), Swami  
Kunalayananda Marg, Lonavala, Pune District, Maharashtra  
**Day/Date/Time:** 08<sup>th</sup>-09<sup>th</sup> September 2025  
**Faculty Leads:** Dr. Neelam Malage, Dr. Sayali Sankpal, Dr. Sevagra Sharma.  
**Participants:** Second BAMS students (Entrepreneurship Development focus)

### **Introduction:**

Kaivalyadhama (founded 1924 by Swami Kunalayananda) is among the world's oldest yoga institutes, noted for integrating classical yoga with modern scientific research, education, and clinical services. The campus at Lonavala hosts healthcare (Yoga–Ayurveda–Naturopathy), a college of yoga, and research departments, and publishes the peer-reviewed journal Yoga Mimamsa—an important bridge between tradition and science.

### **Aims & Objectives:**

1. Map the entrepreneurial landscape of Yoga & Naturopathy (Y&N) using Kaivalyadhama as a benchmark.
2. Understand operational models: education, clinical services, retreats, research, and digital offerings.
3. Identify regulatory, accreditation, and financing pathways in India.
4. Explore market opportunities in wellness tourism and preventive care (national/international).

### **Proceedings & Technical Learnings:**

#### **1) Leadership Interaction & Institute Overview**

**Institutional legacy:** Origin, mission, and global footprint; departments (Healthcare Centre, Scientific Research, Philosophico-Literary Research, College of Yoga, Ashram & School).

**Academic credibility:** Yoga college (BA/MA/PG diplomas), continuing medical education, and Yoga Mimamsa journal—useful for evidence-based practice and branding.

**Entrepreneurship takeaways:** Multi-vertical model (care + courses + research + retreats + online) diversifies revenue and strengthens brand trust.

## **2) Scope of Yoga & Naturopathy Entrepreneurship**

**Market pull:** India's wellness tourism market is large and growing rapidly, with strong CAGR projections through 2030; yoga/meditation markets globally also show double-digit growth. This supports viable demand for destination centres, city clinics, corporate wellness, and online/hybrid offerings.

**Policy ecosystem:** Ministry of AYUSH backs Y&N via apex bodies—NIN (Pune), MDNIY (Delhi), CCRYN (Delhi)—and schemes for training/research; NABH has accreditation standards for Yoga & Naturopathy centres to signal quality.

**Entrepreneurship takeaways:** Strong policy and accreditation scaffolding + rising wellness demand = favourable conditions for starting up.

## **3) Setting Up a Yoga & Naturopathy Centre (Indicative Blueprint)**

### **A. Facilities & Area Planning**

Reception & admin; consult rooms; diagnostic vitals bay; yoga halls (quiet floors, natural light, wood/cork flooring); therapy suites (hydrotherapy, steam, sauna, mud therapy, massage, physiotherapy); diet & kitchen (satvik kitchen + FSSAI compliance); accommodation (retreat rooms); landscaped walking tracks/meditation gardens); pharmacy/dispensary (OTC ayurvedic/naturopathic products); utility (laundry, stores); waste rooms; IT/server room.

Reference programs at Kaivalyadhama include weekly health programs (e.g., Yoga & Naturopathy, pain/weight management, cancer-care support) that guide zoning and throughput planning.

### **B. Key Equipment (illustrative)**

**Yoga & rehab:** props, mats, wall-ropes, pilates balls, physio trolleys.

**Hydrotherapy:** contrast baths, whirlpool tubs, steam cabinets, Vichy/affusion showers, colon hydrotherapy systems (where permitted).

**Thermal & mud:** sauna, steam generators, mud therapy benches, fomentation units.

**Clinical basics:** vitals monitors, ECG (if integrating lifestyle clinics), sphygmomanometers, glucometers.

**Operations:** laundry, RO water, solar hot water, HVAC, EMS (backup power), LIS/HIS. (Choose per service mix and local norms; align to NABH AYUSH/Y&N standards.)

### **C. Manpower & HR**

**Clinical:** BNYS/Yoga Therapists, Ayurveda physicians (for integrative care), Naturopathy therapists & masseurs, dietitians, psychologists (mindfulness/CBT if offered), visiting physiatrists/physiotherapists.

**Operations:** centre manager, front office, marketing/PR, housekeeping, kitchen, procurement, accounts, IT.

**Academics (if education wing):** faculty, research associates, program coordinators.

**Training:** SOPs, patient safety, documentation, soft-skills; periodic CME/AYUSH trainings and CCRYN programs.

## **D. Licenses & Compliance (indicative; state-specific)**

Entity registration (trust/society/LLP/company); Shops & Establishments; GST; FSSAI (diet kitchen); Fire NOC, Building/occupancy; Biomedical Waste Management Rules, 2016 tie-up; Clinical Establishments Act/state health registration (where applicable); NABH AYUSH/Y&N accreditation (quality mark); data protection and consent; insurance empanelments. (NABH maintains a directory of accredited AYUSH/Y&N facilities.)

## **E. Investment & Finance (ballpark approach, to be DPR-validated)**

**Capex heads:** site/lease; civil & interiors; therapy & hydroequipment; yoga halls; accommodation fit-out; kitchen; IT/HIS; solar/water; pre-op marketing.

**Opex heads:** staff, utilities, disposables/linen, consumables, AMC, digital marketing, insurance, accreditation costs.

**Funding routes:** bank term loans (MSME), CGTMSE (collateral-free) for eligible entities, AYUSH/CCRYN project or research tie-ups, CSR partnerships (quality/accreditation support is common), wellness-tourism alliances.

## **F. Programs & Productization**

**Clinical packages:** metabolic syndrome, spine & pain, stress/anxiety, women's health, sleep, post-cancer rehab (yoga-based), detox & anti-ageing.

**Education:** short certificates (CYP appreciation, foundation), teacher training, CME for doctors; Kaivalyadhama's portfolio is a model for curriculum tiers.

**Digital:** tele-consults, hybrid courses, app-based habit coaching.

**Allied revenue:** café/nutrition plans, publications, retreats, merchandise.

## **4) Holistic Healing Need & Global/National Scope**

Lifestyle NCDs and mental-health burdens amplify demand for preventive, non-pharmacologic, and mind–body interventions; structured Y&N centres meet this gap and are increasingly tied to hospitals, corporates, and wellness resorts. NABH quality frameworks for AYUSH/Y&N formalize safety and outcomes.

Tourism opportunity: Wellness tourism in India is expanding strongly—creating inbound and domestic demand for destination centres; centres with credible lineage (like Kaivalyadhama) and modern amenities are well placed to attract international clients.

## **5) Commercial, Financial & Revenue Model**

**Primary streams:** OP consultations; therapy sessions; day packages; residential retreats; corporate wellness contracts; training/education fees; online programs; pharmacy/retail; F&B (therapeutic diet plans).

**Pricing logic:** case-mix based bundles (3/7/14-day); dynamic retreat pricing (seasonality), memberships for local OPD, B2B tariffs for hospitals/companies.

**Yield enhancers:** accreditation (NABH) for trust & empanelments; research partnerships (CCRYN/Universities) for grants and visibility; content-led marketing around published evidence (Yoga Mimamsa, etc.).

## **6) Regulatory & Ecosystem Notes from Internet Sources**

**AYUSH institutions & schemes:** MDNIY (Yoga), NIN (Naturopathy), CCRYN (research/education) provide training, research collaborations, and public programs.

**Accreditation:** NABH has dedicated standards for Yoga & Naturopathy Centres; a public directory lists accredited AYUSH facilities—useful while planning quality systems and benchmarking SOPs.

**Status of regulation for Y&N:** Policy literature notes evolving/lagging regulation relative to other AYUSH streams—underscoring the value of voluntary accreditation and transparent protocols. (Entrepreneurs should track current state rules and NCISM/AYUSH updates.)

### **Outcomes of the Visit (Student Learning):**

1. Clear view of multi-vertical business models in Y&N (care, education, research, digital).
2. Practical checklist for facility planning, staffing, SOPs, accreditation, and compliance.
3. Insight into market sizing and wellness tourism trends that support entrepreneurship.
4. Understanding how legacy + evidence + quality drive differentiation.

### **Conclusion:**

The Kaivalyadhama visit demonstrated how a century-old institution blends traditional yoga with scientific inquiry and modern service design—an instructive template for BAMS students to craft sustainable, quality-assured Y&N enterprises that meet today's preventive-health needs.

### **Future Scope & Next Steps:**

Draft a DPR for a tiered Y&N centre (city clinic → retreat model), embedding NABH AYUSH standards from day one.

Explore AYUSH/CCRYN collaborations (research pilots, CME, camps) to strengthen credibility and access grants.

Align service calendar to seasonal wellness tourism; build hybrid education offerings inspired by Kaivalyadhama's academic stack.

### **Appendices (for DPR drafting)**

Contacts & Address (Kdham): Swami Kuvalayananda Marg, Lonavala 410403;  
+91-7262026878 / 02114-273001.

**Program inspiration:** Weekly health programs (Yoga & Naturopathy, pain/weight management, cancer-care support), on-campus & hybrid courses.



## VISIT PHOTOGRAPHS

