Sanjeevani Multipurpose Foundation's
Dr. Deepak Patil Ayurvedic Medical College & Research Center
Borpadale Phata (Nebapur), Kolhapur-Ratnagiri Road, Tal- Panhala, Dist. Kolhapur, Pin – 416213, Maharashtra State, India.
Ph. No. 9132039595 Website: www.dpayurvediccollege.com Email: dr.deepakpatilayu@gmail.com
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Date: 28/11/2024

Entrepreneurship Development Cell (EDC) Visit to Pharmacy

Organized by: Dr. Deepak Patil Ayurvedic Medical College & Research Centre, Borpadale

Organizers and Participants:

Organizers:

Entrepreneurship Development Cell (EDC), Dr. Deepak Patil Ayurvedic Medical College, Borpadale

Faculty Coordinators:

Dr. Parag Kulkarni
Dr. Kedar Todkar
Dr. Sayali Sankpal

Participants:

Second-year BAMS students – Batch of 54

Venue:

SG Phytopharma Pharmacy Company Limited, Gokul Shirgaon, Kolhapur

Date and Time:

28th November 2024, 11:00 AM

Teachers Present:

Dr. Parag Kulkarni
Dr. Kedar Todkar
Dr. Sayali Sankpal

Introduction:

The visit was organized under the Entrepreneurship Development Cell (EDC) initiative to expose second-year BAMS students to real-time Ayurvedic pharmaceutical manufacturing processes. The primary goal was to bridge the gap between theoretical knowledge and practical application by familiarizing students with operational, financial, and commercial aspects of Ayurvedic manufacturing.

SG Phytopharma Pharmacy Company Limited, a leader in Ayurvedic medicine production, was chosen as the ideal destination for this educational visit.

Aims and Objectives of the Visit:

1. To educate students on the operational flow of an Ayurvedic pharmaceutical manufacturing unit.
2. To gain insights into various processing and quality control measures.
3. To explore financial, marketing, branding, and distribution strategies in a commercial setting.
4. To nurture entrepreneurial thinking by understanding investment opportunities, capital raising, and profit generation in the Ayurvedic pharmaceutical industry.
5. To prepare students for practical challenges in starting their own Ayurvedic ventures.

Proceedings of the Visit:

1. Welcome and Orientation:

The visit commenced with a warm welcome by the SG Phytopharma team, followed by a detailed presentation on the company's history, mission, and contributions to the Ayurvedic industry. The presentation highlighted the importance of maintaining quality and innovation while adhering to Ayurvedic principles.

2. Detailed Departmental Visits:

A. Administrative Office:

Students were introduced to the administrative setup, which acts as the nerve center of the pharmacy. Key insights included:
1. Documentation: Maintaining production records, regulatory approvals, and compliance with GMP (Good Manufacturing Practices) guidelines.

2. Licensing and Certification: The process of obtaining licenses for manufacturing Ayurvedic medicines, including AYUSH certification and adherence to FDA guidelines.

3. Human Resource Management: Roles of employees across departments, including their skill sets and training requirements.

B. Raw Material Section:

This section emphasized the procurement and handling of raw materials.

1. Procurement:
Sourcing herbs and other ingredients from trusted suppliers.
Emphasis on sustainable and ethical harvesting methods.

2. Quality Standards:

Raw materials are checked for Ayurvedic pharmacopoeial standards like purity, potency, and authenticity.
Seasonal variations and their impact on material quality.

3. Storage:

Use of designated storage containers to prevent contamination.
Importance of temperature and humidity control for perishable materials.

C. Raw Material Quality Check Section:

This section showcased the scientific and Ayurvedic techniques used to assess raw material quality.

1. Physicochemical Analysis:
Moisture content, ash values, and extractive values were tested.

2. Phytochemical Screening:
Identification of active compounds like alkaloids, flavonoids, and glycosides.

3. Microbiological Testing:
Ensuring the absence of harmful microorganisms like bacteria, molds, and yeasts.

D. Storage Section:

Students observed the inventory management techniques in this department.

1. Categorized Storage:
Segregation of raw materials, intermediates, and finished products.

2. Temperature-Controlled Units:
Dedicated cold storage for heat-sensitive items like oils and extracts.

E. Processing Units:

The heart of the manufacturing plant, this area demonstrated how Ayurvedic medicines are prepared using modern machinery while preserving traditional methods.

1. Churna (Powder) Preparation:
Raw materials were pulverized, sieved, and packaged.

2. Asava-Arishta (Fermented Liquids):
Fermentation tanks were used, and the importance of maintaining specific temperatures and time durations was explained.

3. Taila (Oil Preparations):
Herbal oils were prepared through a heating and filtration process, adhering to traditional Ayurvedic techniques.

4. Tablet and Capsule Production:
Students observed high-speed tablet compression machines and capsule-filling devices.

5. Machines Used:
Pulverizers, fermenters, blenders, tablet presses, and automated bottling machines.

F. Final Product Quality Testing:

The final stage involved rigorous quality checks to ensure the efficacy, safety, and shelf life of medicines.

1. Organoleptic Tests:
Taste, color, and odor were evaluated.

2. Quantitative Analysis:
Active ingredient content was measured using advanced techniques like HPLC (High-Performance Liquid Chromatography).

3. Stability Testing:
Assessing product stability under different conditions.

G. Packaging and Branding:

Students learned the significance of attractive and informative packaging.

1. Packaging:
Different packaging types for powders, oils, syrups, and capsules.
Labeling requirements, including dosage instructions and expiry dates.

2. Branding:
Strategies to create a strong brand image using unique designs and slogans.

H. Storage and Dispatch:

This section demonstrated the importance of logistical planning.

1. Dispatch:
Coordination with distributors to ensure timely delivery.

2. Inventory Management:
Techniques for minimizing storage costs and preventing stock shortages.

I. Marketing and Distribution:

The marketing team elaborated on their strategies for reaching target audiences, including:

1. Distribution Channels:
Retailers, wholesalers, and online platforms.

2. Post-Sales Feedback:
Regular surveys to gather customer reviews and enhance product quality.

J. Financial and Commercial Insights:

Capital Requirements:

1. Initial Investment:
Details on the cost of setting up machinery, purchasing raw materials, and obtaining licenses.

2. Recurring Costs:
Salaries, utilities, and maintenance expenses.

K. Investment Strategies:

1. Funding Options:
Loans, government subsidies, and private investments.

2. Profit Margins:
Detailed analysis of production costs versus market pricing.

L. Returns on Investment (ROI):

Students were taught how ROI is calculated and how businesses achieve profitability within specific timelines.

Expansion Opportunities

1. Product Line Diversification:
Adding new products to meet market demands.

2. Market Penetration:
Strategies to expand into untapped regions and export markets.

Conclusion and Outcome:

The visit provided invaluable knowledge about the operational and financial workings of an Ayurvedic pharmaceutical unit. Students developed a deeper appreciation for quality control, branding, and entrepreneurial opportunities in this field.

Future Scope:

1. Research Projects: Collaborating with SG Phytopharma for academic research.
2. Workshops: Hands-on training sessions on Ayurvedic medicine preparation.
3. Entrepreneurial Ventures: Assisting students in drafting business proposals for their startups.

Report Prepared By:
Dr. Parag Kulkarni, Coordinator, EDC
Dr. Deepak Patil Ayurvedic Medical College, Borpadale

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