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# 9<sup>TH</sup> AYURVEDA DAY CELEBRATION



आयुर्वेद दिवस

# **Ayurveda Innovations & Entrepreneurship**



**All India Institute of Ayurveda, New Delhi**



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# Entrepreneurship

**Entrepreneurship** is the process of designing, launching and running of a business and entrepreneurs are the people who create that businesses



# Entrepreneurship Process

- Identification and evaluation of the opportunity
- Development of the business plan
- Management of the resulting enterprise
- The ability to surmount any difficulty



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## Skills required in Entrepreneurship

- ✓ **Technical Skills**
- ✓ **Business Management Skill**
- ✓ **Personal Skills**



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## **Business opportunities in Ayurveda**

- ✓ **Ayurveda Clinic**
- ✓ **Panchakarma Hospital**
- ✓ **Ayurvedic Pharmacy**
- ✓ **Ayu. Product marketing company**
- ✓ **Own Online store**
- ✓ **Selling on eCommerce platforms**
- ✓ **Ayurvedic/Herbal farming**
- ✓ **Ayurvedic Food**
- ✓ **Ayurvedic cosmetics**



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# Importance of Entrepreneurship

- ✓ Self employment
- ✓ Employment generation
- ✓ Optimal use of resources
- ✓ Balanced development
- ✓ Quality enhancement
- ✓ Diversity of production & techno
- ✓ Export promotion
- ✓ Change agent
- ✓ Social stability
- ✓ Capital formation

## Building an idea

- ✓ Analyze the market
- ✓ Note down ideas
- ✓ Conduct a competitive analysis
- ✓ Model your business
- ✓ Think globally, act locally
- ✓ Do a SWOT analysis on existing companies
- ✓ The 10x rule







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# How to Start a Start-up company?

- 1 • Idea Generation
- 2 • Prototype development
- 3 • Business planning
- 4 • Finalize revenue model
- 5 • Streamline operations
- 6 • Fund Raising
- 7 • Building Team



## Start-ups

- ✓ Newly established business.
- ✓ Start-ups are companies or ventures that are focused on a single product or service



## Start-ups

**An entity shall be considered as a Start-up:**

- ✓ Incorporated as a private limited company or registered as a partnership firm or a limited liability partnership) in India
- ✓ Up to 10 years from the date of its incorporation/ registration
- ✓ Turnover for any of the financial years since incorporation/ registration has not exceeded INR 100 Crore



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## Stages of start-ups

1. Pre-Seed stage
2. Seed stage
3. Early stage
4. Growth stage
5. Expansion stage
6. Exit stage



## **Funding required for**

- ✓ **Product Development**
- ✓ **Team Hiring**
- ✓ **Working Capital**
- ✓ **Legal & Consulting Services**
- ✓ **Raw Material & Equipment's**
- ✓ **Licenses & Certifications**
- ✓ **Marketing & Sales**
- ✓ **Office Space & Admin Expenses**

## **Funding opportunities**

**SIDBI Fund of Funds Scheme**

**Startup India Seed Fund Scheme-DPIIT**



**Seed Fund Schemes** – Various fund schemes – Startup India Fund Scheme/Kerala Start-up Mission seed funds, SIDBI Fund of Funds etc.



**Incubators** - they often also make grants/debt/equity investments.



**Angel Investors** - who are ready to invest in your startup in exchange for a share or equity in your business.



**Crowdfunding** - Crowdfunding refers to raising money from a large number of people who each contribute a relatively small amount. This is typically done via online crowdfunding platforms.



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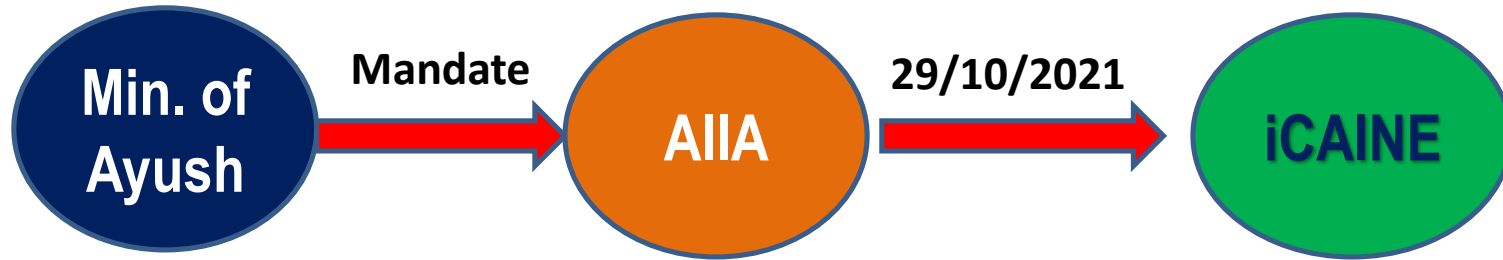
## **Legal compliance**

- 1. Register Your Entity**
- 2. Necessary Registrations & Licences**
- 3. Necessary Legal Agreement**
- 4. Comply With Tax Regulations**
- 5. Comply With Labour & Employment Laws**
- 6. Protect Your Intellectual Property**
- 7. Maintain Proper Accounting Records**
- 8. Implement Data Protection Measures**



# AIIA- iCAINE

## All India Institute of Ayurveda - Incubation center for Ayurveda Innovation and Entrepreneurship (iCAINE)



- ✓ Nurturing entrepreneurship
- ✓ Fostering Ayurveda based start-ups
- ✓ Concept to Market' support
- ✓ Conversion of research activity into entrepreneurial ventures



# Startup Ecosystem

<https://www.startupindia.gov.in/>

## MAARG Mentorship

Mentorship, Advisory, Assistance, Resilience and Growth Portal for startups is a one-stop platform for facilitation and guidance across all sectors, functions, stages, and geographies.

Explore



## BHASKAR

With the aim to foster collaboration and create impact, BHASKAR connects entrepreneurs, investors, mentors, policymakers, and other startup ecosystem players on a single platform.

Explore



## Network

A startup community that is registered with self-certified information and is 600K strong. Explore and connect!

Explore



Explore Startup Ecosystem  
on Map



*Innovation*  
**DOESN'T HAPPEN IN ISOLATION**

Join  
**BHASKAR**  
and be part of a dynamic  
ecosystem that's driving change



Know more

#DareToBhaskar



**150,222**

| DPIIT Recognised Startups



**748,275**

| Users on the Portal





## **Present status of start-ups**

- a. Naadi Tarangani instrument.
- b. Many software available.
- c. Disposable/ready to use Basti pouches.
- d. Automation in Panchakarma instruments.
- e. Mechanization of Ksharasutra preparation.
- f. Ready to use Ayurveda food products
- g. Instruments development



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# Contact Point

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*THANK YOU*



<https://ayurvedaday.in/>

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