Institution Name: G J PATEL INSTITUTE OF AYURVEDIC STUDIES & RESEARCH

A Report on workshop: Effective Sales and Marketing Strategies for Start-Ups

About the event:

The **Institutional Innovation Cell (IIC)** of **Govindbhai Jorabhai Patel Institute of Ayurvedic Studies & Research (GJPIASR), CVM University**, organized workshop on **21st February 2026** titled **"Effective Sales and Marketing Strategies for Start-Ups."** The program aimed to inspire Ayurveda students to pursue innovation-driven careers and bridge theoretical learning with clinical practice.

Guest speaker **Dr. Preethi Luhana,** Principal SEMCOM college, The Charutar Vidya Mandal (CVM) University, Vidyanagar shared insights on marketing strategies, sales scenarios, current need-necessity, and boosted about the entrepreneurial mind-set of students. She also highlighted opportunities in wellness start-ups, digitalization in Ayurveda, and herbal product development-manufacturing-entrepreneurship.

The session before this talk was also guided by **Dr. Remesh Chandran**, Assistant Professor, PG Dept. of Kayachikitsa, GJPIASR, The Charutar Vidya Mandal (CVM) University, New Vidyanagar about marketing, canvassing of a product, innovative ideas. Later a canvas was supplied to students in groups as a task for filling to map the understanding of current event and its need globally.

The session introduced students to the IIC's role in providing mentorship and technical support for developing innovative, student-led ideas into viable start-ups.

With the participation of students, the event successfully encouraged entrepreneurial thinking, creative problem-solving, and awareness about innovation-led growth in the Ayurvedic sector.

THE DETAILS OF THE EVENT ARE AS FOLLOWS:

Date: 21.02.2026 **Time: 2:00 pm- 5:00 pm**

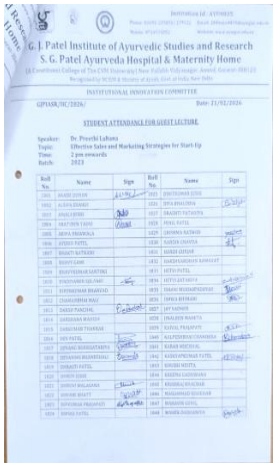
Batch: 2022 (3rd Prof.) and 2023 (2nd Prof.)

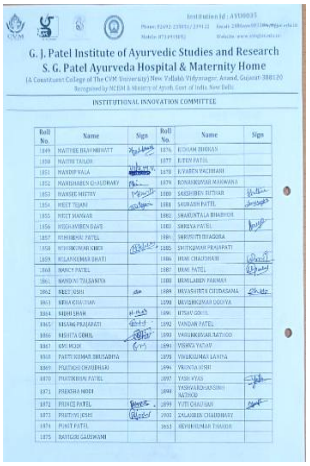
Venue: 3rd Floor Academic Block

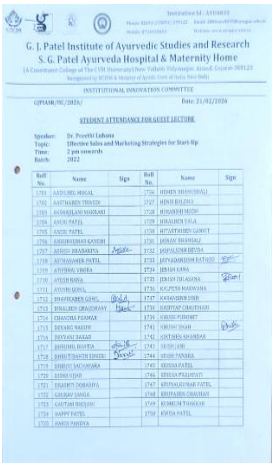
OBJECTIVE:

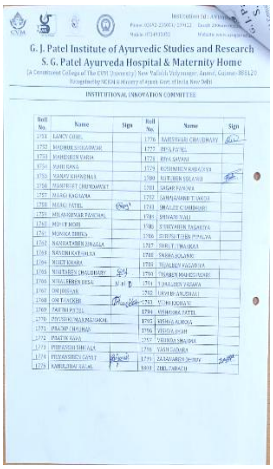
1. To inspire Ayurveda students to pursue innovation and entrepreneurship.
2. To guide learners in applying classroom knowledge to real clinical practice.
3. To learn about the effective sales and marketing strategies for start-ups.
4. To create awareness about IIC support for developing student-led innovative ideas and ventures.

PARTICIPATION (ATTENDANCE SHEET):









PHOTOGRAPHS:













Publicity of the Event in News Papers/social media (Screenshots, Images, etc.):







Sustainable Development Goals (SDGs) Addressed -
SDG 8 – Decent Work and Economic Growth
SDG 9 – Industry, Innovation, and Infrastructure

Event organized by: Institutional Innovation Committee, GJPIASR

Name & Sign: [Organizing Secretary]:
Prof. Dr. Aniket A. Shilwant

Department: Institutional Innovation Committee, GJPIASR