

## DIPLOMA IN AYURVEDIC, HERBAL AND AYUSH PRODUCTS ENTREPRENEURSHIP

**Subject Code: DSP-401**

### SCOPE OF THE COURSE:

Diploma in Ayurvedic and Ayush herbal products (DSP-401) you may choose new business opportunities / self-employment or entrepreneurship as career options by getting trained to do business for livelihood while doing this course. The ultimate objective of the course is to create new enterprises, capacity building of existing MSMEs and promote entrepreneurial culture for youth of nation. To identify traditional / non-traditional young entrepreneurs having potential to set up enterprises and motivate them for self-employment. By doing this course, you will gain knowledge of entrepreneurship activities such as company formation, raw-material @ Value addition, selection and preparation of project profile DPR/PPR, marketing avenues/techniques (Vocal for Local Products), product/service pricing, export opportunities, infrastructure available and EPC requirement, financial viability, quality control, licensing process and other useful information.

**By doing this course, you may setting up new MSME/ Startup for manufacturing/ processing of following goods/ items/products.**

- **Ayurvedic and herbal medicines:** Ayurvedic medicine, herbal medicine, diabetic herbal medicine, Unani medicine, kadha etc.
- **Ayurvedic herbal syrups and tonic:** Herbal cough syrup, Ayurvedic digestive syrups, herbal tonic etc.
- **Ayurvedic and herbal oil:** pain relief oil, herbal medicinal oil, herbal oil etc.
- **Ayurvedic churn and goil:** Hing goli, lavan haskar churna etc.
- **Herbal juices and extracts:** aloe vera juice, giloy juice, amla juice, ayurvedic juice etc.
- **Ayurvedic and herbal capsules, Tablets:** Harbal capsules, ayurvedic tablets, herb capsule, Oiles capsules, moringa capsules, lycopene capsule.
- **Ayurvedic and herbal powder:** Ortho nil powder, Ayurvedic powders, herbal powder, neel powder, diabtetes powder, ashwagandha powder, mringa leaves powder etc.
- **Ayurvedic immunity booster:** turmeric products, panch tulsi drops, tulsi products, tulsi drops, kadha, giloy juice, ayush kwath.
- **Ayurvedic herbal remedies:** Diabetic herbal medicine, height increaser tablet, anti constipation powder, cancer herbal medicine, ayurvedic joint pain relief capsule, vitiligo cream, ayurvedic liver tablets.
- **Guggul:** Mahayograj guggulu, guggul tablet, guggul gum, guggul powder, gokshuradi guggulu etc.
- **Ayurvedic, herbal drops and concentrates:** stevia drops, herbal ear drops, L-arginine drops, acai plus drops, herbal throat drops etc.
- Other product: chywanprash etc.
- The global herbal products market is booming. The most profitable fields for businesses are manufacturing, distribution, retail, and online retailing.
- Start a different herbal product like: Herbal hair oil, herbal shikakai, lemon grass oil, herbal tea. Alovera juice, chyawanprash, herbal cough syrup, herbal fairness cream, herbal mosquito repellent, herbal soap etc. and **other allied MSME/ Startup entrepreneurship.**

After doing this course you may start your own Ayurvedic and Ayush Herbal Products and completing this course, you will be able to build your own herbal product brand.

