

## Neotech Institute of Pharmacy

### “Sensitization for Grassroot Innovation”

Date: 15/07/2024

On 15<sup>th</sup> July 2024, Institute Innovation Council-Neotech Institute of Pharmacy (IIC -NIPH) organized a One Day Seminar on “**Sensitization for Grassroot Innovation**”. The resource persons Dr. Bhavin Dhanavade (M.D. Ayu), Dr. Sejal Gadhavi (M.D. Dravyaguna) and Dr. Shraddha Patel (M.D. Dravyaguna) brought a wealth of knowledge to the lecture hall, captivating students with insights for start-ups and innovations. The seminar provided students with in-dept knowledge of the ideas, techniques and strategies for starting any business. The session fostered active participation with students enthusiastically responding to questions and answers also. Dr. Bhavin Dhanavade gave knowledge on the topic “**Entrepreneurship- Prime Necessity for Today’s Era**”. Dr. Sejal Gadhavi gives her valuable insights on “**herbal Veterinary Product Development**”. Dr. Shraddha Patel shared her ideas on “**Product Development from idea to execution**”. In which she shared her product development and marketing strategies.

Overall, the seminar successfully combined the Strategies to think about any start-up planning, which is helpful for the students to learn about how any small idea will be converted into a demanded marketed product. Which making it as a standout event in the academic calendar of the institute.

