



Aroor Laxminarayana Rao Memorial
AYURVEDIC MEDICAL COLLEGE



STD Code : 08265
College : 221205
Hospital : 221884
Mob : 82178 58036

(Affiliated to Rajiv Gandhi University of Health Sciences &
Recognised by Govt. of Karnataka &

National Commission for Indian System of Medicine, Ministry of AYUSH, Govt. of India

MANAGED BY AROOR EDUCATIONAL TRUST (R.) KOPPA

Koppa - 577 126, Chikmagalur Dist

OFFICE OF THE PRINCIPAL

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Date: **20 SEP 2025**

OFFICE ORDER

The existing Institutional Research Committee has been reconstituted as **INSTITUTIONAL INNOVATION COMMITTEE** under the Institutional Research Innovation and Entrepreneurship Development Cell with immediate effect in accordance with provision 22 of the latest **MINIMUM ESSENTIAL STANDARDS, ASSESSMENT AND RATING FOR THE AYURVEDA MEDICAL INSTITUTE 2024** as published in the Gazette of India CG-DL-E-06052024-254049 dated 2nd May 2024 with the following members:

Sl. No.	Names of the Members	Designation
1	Dr. Harsha NM, Principal	Chairman
2	Dr. Prashanth Bhat, Vice Principal	Member
3	Dr. Krishna Kishore Kumar, Professor, Dept of DG	Member
4	Dr. Madhavi, Assistant Professor, Dept of Kayachikitsa	Member
5	Dr. Sukruth G, Assistant Professor, Dept of RSBK	Member
6	Dr. Shradha, Assistant Professor, Dept of DG	Member
7	Dr. Veena Ramesh, Assistant Professor, Dept of Swasthavritta	Member
8	Dr. Ramyashree AS, Assistant Professor, Dept of Roganidana	Member
9	Dr. Akash, PG Scholar, Dept of Kayachikitsa	Member
10	Dr. Prajna Hegde, PG Scholar, Dept of Dravyaguna	Member
11	Dr. Bhanupriya S, PG Scholar, Dept of RSBK	Member
12	Ms. Deepashree HD, Student from 2020-21 batch	Member
13	Mr. Anil NB, Student from 2020-21 batch	Member
14	Ms. Shobhita, Student from 2021-22 batch	Member
15	Mr. Sudeep RJ, Student from 2021-22 batch	Member
16	Ms. Vinutha, Student from 2022-23 batch	Member
17	Mr. Sreevathsa, Student from 2022-23 batch	Member
18	Ms. Gagana, Student from 2023-24 batch	Member
19	Mr. Vinay Chalal, Student from 2023-24 batch	Member
20	Ms. Ananya, Student from 2024-25 batch	Member
21	Mr. Giridhar, Student from 2024-25 batch	Member
22	Dr. Alokannatha DD, Professor, Dept of Samhita & Siddhanta	Coordinator

Preamble

The Institutional Innovation Committee is formed to systematically encourage, nurture, and support innovation, research, entrepreneurship, and start-up culture within the Ayurvedic College, integrating traditional knowledge with modern scientific approaches.

Roles and Responsibilities

1. **Promotion of Innovation and Creativity**
 - a. Encourage students and faculty to generate innovative ideas in Ayurveda, herbal medicine, integrative healthcare, and wellness technologies.
 - b. Organize idea generation camps, hackathons, innovation contests, and project exhibitions.
 - c. Promote problem-solving projects addressing local, national, and global healthcare challenges.
2. **Capacity Building**
 - a. Conduct workshops, seminars, and training on innovation, intellectual property rights (IPR), research methodology, and entrepreneurship.
 - b. Provide orientation programs for students and staff on innovation and start-up policies.
 - c. Develop skills in areas like product development, formulation standardization, quality control, and digital health applications in Ayurveda.
3. **Research and Development Support**
 - a. Motivate students and faculty to undertake interdisciplinary and translational research.
 - b. Facilitate collaborations with research councils, boards, universities, and industry partners.
 - c. Support student/faculty projects to apply for grants from NMPB, CCRAS, AYUSH, DST or any other funding agency.
4. **Entrepreneurship and Start-up Ecosystem Development**
 - a. Guide students in developing business models for Ayurvedic formulations, nutraceuticals, wellness tourism, Ayurveda tourism, herbal cosmetics, and digital health platforms.
 - b. Establish an incubation/innovation cell within the college to support prototypes and start-ups.
 - c. Connect budding entrepreneurs with mentors, investors, and government start-up schemes.
5. **Intellectual Property Management**
 - a. Spread awareness on patents, trademarks, copyrights, and traditional knowledge protection.
 - b. Support students and faculty in filing IPR for innovative products or processes.
 - c. Encourage documentation of local traditional healing practices ethically.

6. Collaboration and Networking

- a. Create linkages with local industry, herbal farms, pharmaceutical companies, and wellness centers.
- b. Partner with government bodies, NGOs, and start-up networks to scale innovations.
- c. Promote community engagement by involving local healers, practitioners, and entrepreneurs.

7. Monitoring and Evaluation


- a. Maintain records of innovation-related activities and achievements.
- b. Review outcomes of projects and provide feedback for improvement.

Expected Outcomes

1. Student start-ups and innovation-driven projects in Ayurveda.
2. Increased research publications, patents, and prototypes.
3. Enhanced employability and entrepreneurial mindset among students.
4. Contribution to integrative healthcare solutions and promotion of India's traditional knowledge globally.

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Principal 20/9/2025
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