WJPMR, 2026, 12(8), 355-358 Review Article Impact Factor: 7.533

WORLD JOURNAL OF PHARMACEUTICAL AND MEDICAL RESEARCH

www.wjpmr.com

ISSN (O): 2455-3301
ISSN (P): 3051-2557
Coden USA: WJPMBB

ENTREPRENEURSHIP IN AYURVEDA: TO DEVELOP A SUSTAINABLE BUSINESS IDEA

[*1]Dr. Nishant Paika, [2]Dr. Hem Raj

[1]Ph.D, Associate Professor, Department of Kriya Sharir, Desh Bhagat Ayurvedic College and Hospital, DBU, Mandi Gobindgarh.
[2]Ph.D, Professor, Department of Kayachikitsa, Desh Bhagat Ayurvedic College and Hospital, DBU, Mandi Gobindgarh.

***Corresponding Author: Dr. Nishant Paika**
Ph.D, Associate Professor, Department of Kriya Sharir, Desh Bhagat Ayurvedic College and Hospital, DBU, Mandi Gobindgarh. **DOI:** https://doi.org/10.5281/zenodo.21785857

How to cite this Article: *[1]Dr. Nishant Paika, [2]Dr. Hem Raj (2026). Entrepreneurship In Ayurveda: To Develop A Sustainable Business Idea. World Journal of Pharmaceutical and Medical Research, 12(8), 355-358.

Article Received on 05/07/2026 **Article Revised on 25/07/2026** **Article Published on 01/08/2026**

ABSTRACT
In the time of recent advancement in the field of Practical Business growth & development, Entrepreneurship plays a significant role in propagating a Business Idea & for the understanding of the Business market. An Entrepreneur needs to understand the concept of realistic approach even after having a clear product vision & significant market understanding. For which an entrepreneur needs to have a sorted Business Plan to execute a Business Idea into a reality. Merely a practical Business Idea doesn't communicate into a success, until it's being backed by scientific approach, research backed statistics & facts based studies, beginning from Product feasibility studies to the Product Feedback studies. Hence as a beginner, one needs to understand the dynamics of the Entrepreneurial approach.

KEYWORDS: Business, Product, Feedback, Entrepreneur, Vision.

UNDERSTANDING ENTREPRENEURIAL APPROACH
Entrepreneurship is one of the most rapidly advancing vertical in today's modern times. Its key role is to let the entrepreneur to lead the charge of knowledge & the direction in which one wants to explore. Understanding of Entrepreneurship gives entrepreneur the power to achieve oneself's dreams & aspirations of becoming an own idea owner. To succeed oneself as an entrepreneur, an individual needs to be having a clear vision of an Idea, an ability to carve an personal idea into an practically feasible solution, a determination to execute an Idea into an reality, supported by various Product development related challenges, believing into an Idea strongly, an approach distinct enough to develop an innovation into a business Idea, which has to be a viable making it to be accepted by its target end users, finally concluding it into an workable Business model.

To develop a Business model, an Idea has to be backed up by the strong sense of confidence in the product itself, for its acceptance by the users for its practicality with boosting their trust with the user-friendliness it will be offering & its overall after-usage, improving the users experience in improving their efficiency, time & other related benefits.

AN APPROACH TO BUSINESS IDEA
How to finalise a viable Business idea? A viable Business idea should have the following key traits,

1) Backed up by a vision.
2) Planned by the strong sense of implementation.
3) Its feasibility backed up by the Survey, market trends, customer clinics & feedback analysis studies.
4) Has to be Cost effective to develop & implement.
5) Needs to address the benefits of its end users.
6) Practically benefiting for the users in the long run.
7) Its wide acceptance among the business Entrepreneurs, Stakeholders & the associates.
8) Has the possible implications for future expansion probabilities.
9) Backed up by the needful Venture capital.
10) Can be evolved for a scale & growth in future.

The Business idea thus being developed needs to be completed in these aspects, addressing the Entrepreneur's vision & the needs.

UNDERSTANDING THE BUSINESS IDEA DEVELOPMENT

The Entrepreneur seeking for a Business Idea has a strong vision in the Idea itself, which needs to be developed for the future Business prospects. The viable Business Idea is usually backed up by the strong product or a service setup, imparting the vision of the entrepreneur, which has to be useful in nature for the end users, addressing their concerns of the previous difficulties and the concerned queries for their existing work setups/plans. Hence to simplify the workability of the end user & ease out the burden of the end user should be the key for having a successful vision for the strong viable Business Idea. For example, If an Entrepreneur having a Business Idea for a new formulation of a medicine, needs to have a vision & clarity for the type of medicine wishing to introduce to the market, among the existing products of similar types & range addressing the target user in a right, most comprehensive way, including its contribution to the field of health improvement & also in terms of its treatment efficacy with respect to the existing set of similar products.

KEY FEATURES OF A VIABLE BUSINESS IDEA

The Business Idea backed up the vision has to be strengthened by various feasibility studies, to be conducted by the field experts as well like,

1) The Customer clinics, gives the right description of the suitable product/service fit to the entrepreneur providing the right idea of having an exact needs of the end users of its products/services. It gives an appropriate idea of the type of product in demand or aspirations of the users.
2) Understanding various Market trends, across different markets on the similar subjects guides an entrepreneur in understanding & deciding to invest a right amount of market capital into the venture, so that an Initial Investment has to be finalised to successfully start an Enterprise. For example, setting up a new Medicine making setup with keeping in mind the right mix for raw material availability as well as the market size.
3) The Surveys and the feedback studies, usually done at the large population levels indicate the most suitable level of product expectations, hence assisting the entrepreneur in deciding the right product/service specifications. It helps in fine tuning the product which suits to its users in the most appropriate & user friendly way. For example, while developing a new medicine, its contents has to be decided as per the Research & Development experts but how it will taste & in which form it can be taken, has to be addressed by its users as well, so that it can be effectively taken by its users.
4) The Conclusive studies thus highlights the need of a Simple, Elaborated Business Plan to develop a Cost effective solution to develop & to Introduce, addressing the immediate needs & demands of the end users with the much needed Innovation, in turn benefitting the end users with the suitable product utility. Hence, Practically benefiting for the users in the long run for their own convenience.

Hence a definite approach has to be developed to validate a Business Plan to make it Practically more viable & realistic to the Entrepreneurial mindset.

To summarise, For introducing a new medicine formulation, an Entrepreneur should be having a Research analysis data, which includes Market feasibility studies, data analysis supporting new product demand-development, consumer understanding of the product & other Business-Product/Service related data enough to support & realise the newly developed formulation. After which the Entrepreneur needs to consult various subject experts to authenticate its Product from the experts of the Pharmaceutical experts or market analysts to support whether the product will succeed or demands revamp in its approach. To conclude, Pre-production realisation studies helps product pitch better among the users, hence simplifying the Idea-approach for the Business Plan effectiveness & makes it more realistic & practical.

REALISING A BUSINESS PLAN INTO A WORKING ENTITY

On critically analysing an Idea to be feasible, in terms of market needs, market perception, technical viability, A detailed business plan has to be formulated for an Idea by an Entrepreneur, which should Ideally be having a following characteristics,

1) A Business plan has to be optimised for its Cost effectiveness, in terms of its development costs, scale of implementation, operational efficiency & product business volumes. It includes all the aspects from sourcing the raw materials for the product, its quantity needed for the operational feasibility & market sustainable volumes for the final produce, also keeping in mind the need by the desired users.
2) A successful Business Plan always needs to address its user benefits in the long run, based on the product usage spectrum of its end users. As a successful well sought out product always benefits its users in the long run, as it's designed in keeping in mind the user friendliness. Hence, improving the personal & working persona of its users.
3) Practically speaking, A viable Business Plan should be having its wide acceptance among the other associated business Entrepreneurs, Stakeholders & it should also support the other Product-Business line related associates.
4) An effective Business Plan should be Backed up by the needful Venture capital, not only to support the existing setup but for unforeseen market challenges also, like raw material supply chain constraints, fluctuating market dynamics, natural disasters & other Entrepreneurial constraints.
5) A well configured Business Plan should also be flexible for expansion as per the predicted growth patterns. It should also be having the provisions for its further growth & development with also offering

the new dimensions to the possible implications for future expansion probabilities with multiple Product options, supporting products, new add-on products to the existing product segments.

CONCLUSION AND SUGGESTIONS

Although a Business Plan is said to be complete if it is having all the Business Pre-Initiation aspects covered including the Feasibility, Research & detailed Market studies. But depending upon the different Businesses & product or service involved, The Entrepreneur should also keep in mind about the Business Plan design changes leading to changes related to markets involved, capital expenditure involved, Business returns & other dependent variables.

I request all the fellow Business entrepreneurs, fellow researchers & Market experts to Research more on this Business Plan design & viability studies, while sharing their experiences which will further help the budding entrepreneurs before finalising on to the new Enterprises by them.