



THE PRESENT AND THE FUTURE :

AYU AYURVEDIC PANCHAKARMA THERAPY CENTER

Estd : 2002

DR.SRIDEVI'S AYU HERBALS

Estd : 2007

AYU AYURVEDIC THERAPY TRAINING CENTER

Launching on 15th October 2012

(In affiliation with Govt. of India)

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So...to say :

A kind hearted person with an ever-smiling pleasant disposition and highly soft-spoken, Dr. Sridevi presents herself as a role-model for people with flair for social responsibility; ALEAP wishes her many more heights.



Aleap Skill Training Programs





Know your Entrepreneur...!

Entrepreneur of the month is Dr Sri Devi. Below is the Success story of this enigmatic and ambitious entrepreneur.

A person so different :

Normally, people crave for laurels for everything they do. But, Dr.Sridevi Gaddam adheres to her self-defined commitment and silently forges ahead on the path of doing things differently.

A qualified Ayurvedic doctor and a skill-trained Panchakarma specialist, Dr.Sridevi started her medical practice with a humble beginning. She has been piling tile after tile for the construction of the Ayurvedic Pyramid of her noble dreams.

The Journey began :

Dr.Sridevi started “Ayu Ayurvedic Panchakarma Therapy Center” way back in 2002. She faced lots of hardships to succeed through the hard journey. Those were the days, when many Ayurvedic doctors used to opt for some job or the other, as there was a scarce demand for Ayurveda

During those days of corporate spurt in every sphere, some business tycoons floated Ayurvedic hubs with expensive treatments, in view of the huge investments. Contrary to the then prevailed situation, Dr.Sridevi dared the idea of starting a Clinic with affordable Ayurvedic treatments with a meager investment of Rs 2 Lakhs. Thus began her journey in the year 2002.

During the course of her practice, Dr.Sridevi treated many patients with chronic diseases like Psoriasis, Sinusitis, Asthma, Arthritis, Vitiligo, infertility etc., and achieved their good will and blessings. Together with ambitious dreams and noble goals, Dr.Sridevi has been involving herself in acts of social responsibility right from the beginning.

A phase of purposeful diversification :

Prompted by the request of her own patients, Dr. Sridevi entered the line of manufacturing pure, precious and result-oriented herbal products for skin care, hair care and many contemporary medical and cosmetic needs under her own banner “Dr.Sridevi’s Ayu Herbals”. The story is so interesting indeed.

She began with her own Ayurvedic formulations in a very small way, by using a kitchen mixer and with a tiny investment of 5 to 10 thousand rupees in 2005. To begin with she supplied her own formulation namely silkina to someone, who sold the same with her own brand. To the surprise of all, her counter sales increased phenomenally because of this particular product.

This unprecedented response patted Dr.Sridevi to go on realising one more dream of starting her own Brand In the year 2007, by obtaining license for just 5 products. The number grew to 15 by 2009 and continued to grow to the current stage of 34 exclusive products.

Knowledge is power... Ofcourse :

Besides practice and business activities, Dr.Sridevi has, all along, been updating herself with the latest developments in the chosen field. She has also been contributing for the spread of Ayurveda by penning articles for various journals, appearing hundreds of times on the small screen, participating in subject symposia, addressing the students and so on.

Her self-defined determination directed her further to equip with a Business Management Certificate Course “Goldmann Sachs 10000 Women entrepreneur Program” from the coveted “Indian School Of Business”- ISB. She also bagged a special award for best entrepreneur at ISB.