

Entrepreneurship Orientation Program on Medicinal and Aromatic Plants Organized

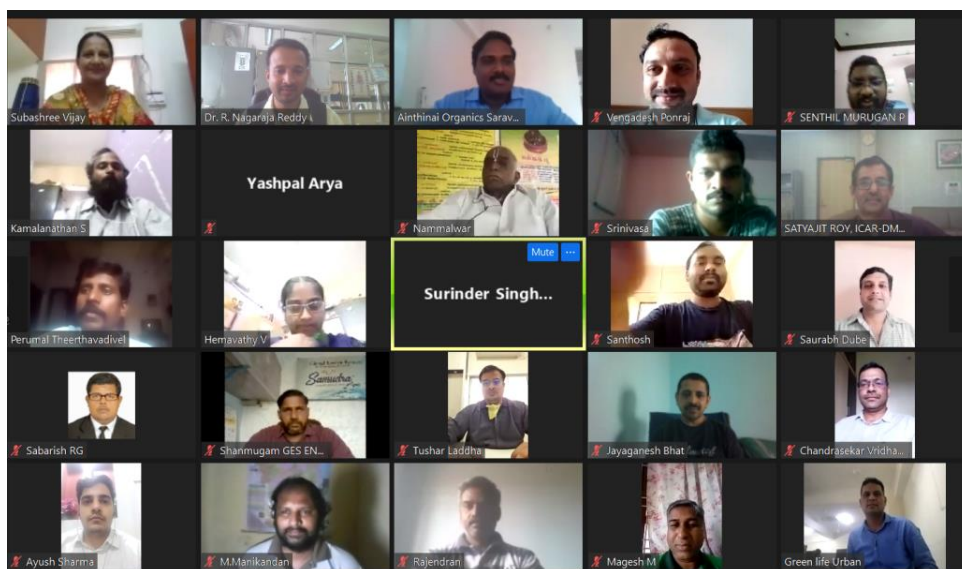
02.09.2020, ICAR-DMAPR, Anand

ICAR-DMAPR with its Medi-Hub Agribusiness Incubation (ABI) Center has organised Entrepreneurship Orientation Program on Medicinal and Aromatic Plants (EOPMAP) from 17th August to 2nd September, 2020 through online. The valedictory function of the 15-day EOPMAP was chaired by Dr. Satyajit Roy, Director, ICAR-DMAPR, Anand.

Dr. Roy, while emphasizing the importance of medicinal and aromatic plants (MAP) under COVID19 pandemics said that there are many opportunities for business development in MAPs. He highlighted the importance of quality planting materials, organic certification, quality certifications such GAP, GMP and GCP in MAPs for business development.

Earlier, Dr. Nagaraja Reddy, Scientist and Principal Investigator, ABI presented a brief report of EOPMAP wherein he said that, MAP sector is a sunrise sector with many untapped opportunities for business development.

The main purpose EOPMAP was to accelerate start-ups/business development in field of medicinal and aromatic plants. Over 40 participants having novel ideas in medicinal and aromatic plants participated in the online meeting. There were two lectures every day on various aspects of MAPs such as cultivation, Post-Harvest Management, Value addition, Machinery and Business plan development covered in the EOPMAP. The experts from ICAR (DMAPR-Anand, NDRI-Karnal, IIHR, Bengaluru and IIMR, Hyderabad) and CSIR (CIMAP, Lucknow and NEIST, Jorhat) institutes, State Agricultural Universities (AAU, Anand, UAS, Bengaluru, SDUAT, Dantewada) and others (ADIICT, Gandhinagar, Gujarat, J. S. Ayurveda College, Nadiad, Gujarat, Agro-economics Research Center, Sardar Patel University, Vallabh Vidyanagar, Gujarat, Shiv Nadar University, Noida and Indian Institute of Food Processing Technology, Thanjavur as well as Private Industry (Pharmanza Herbal Pvt Ltd, Anand) delivered lectures in the program.



Prospective start-ups will be incubated for business development under Medi-Hub, TBI (Technology, Business Incubator) which was commissioned with the funding support from ICAR under National agricultural Innovation Fund (NAIF).

In the end, Dr. B.B. Basak, Scientist, ICAR-DMAPR proposed Vote of Thanks.

(Source: ICAR-Directorate of Medicinal and Aromatic Plants Research, Anand)