Entrepreneurship orientation Program in Medicinal and Aromatic Plants-III (EOPMAP-III)

ICAR- DIRECTORATE OF MEDICINAL AND AROMATIC PLANTS RESEARCH
ANAND, GUJARAT

VIRTUAL
10:00 am to 12:00 pm

19th July - 8th August 2021

Organized by
Medi-Hub TBI
ICAR- DMAPR
Dear Participants,

Greetings from Medi-Hub TBI, ICAR, DMAPR.

As you are aware, India is home to more than 8,000 species of medicinal and aromatic plants (MAPs). The country has a rich history of traditional healing systems, many of which list the use of these plants. Continuous research by agriculture scientist in this field has made possible to come up with new variety of crop and a big bank of germplasm. MAPs is a sun rising sector and business in MAPs domain can lead to a good profitable business.

In this regard, ICAR-DMAPR, ANAND commissioned Medi-Hub TBI to facilitate and convert idea to business venture. Medi-Hub TBI is launching its third Entrepreneurship orientation Program on Medicinal and Aromatic Plants (EOPMAP-III) to impart training related to all the segments where MAP can be successfully incorporated and to tap the untapped market for the maximum benefit to the society. This Entrepreneurship orientation Program will provide an overview of various segments related to Medicinal and Aromatic plants such as cultivation practices, value addition, market linkages, networking, business model for products out of MAP, innovative product development and procuring finance for Business through different government schemes and support. The sessions are planned to be interactive. The learning would help an individual to excel business in herbal sector.

We look forward to have active engagement and educative sessions during the training program.

With warm regards,

(R. Nagaraja Reddy)
Senior Scientist
ICAR-DMAPR
Who can apply
Students, Farmers, Start-ups who wants to venture in Herbal sector Industry, who have a specific role in research and technology management at the Institute level; Mid-level and Senior-level, Scientists, Faculty members from agricultural and allied subjects.

Link for application: https://forms.gle/jYjAg8K5rF2kbBGa7

Last date for submission of application 15th July 2021

Program Fee:
Interested candidate shall pay Rs. 3000 + 18% GST (Rs. 3540) per participant.

The Program fee shall be paid in the form of online transfer:

Name of Account Holder ICAR UNIT-DMAPR
Account Number 01831450000490
IFSC Code No. of Bank HDFC000183
Bank Name (Full) HDFC Bank
Branch Name Anand, Gujarat

Note: Please forward the screenshot/fees Payment details through Email or Watsapp for confirmation.

Program In-charge
R. Nagaraja Reddy
Senior Scientist & P.I Medi-Hub TBI
ICAR-DMAPR, Anand
Contact: 8140240163
Email: Nagaraja.R@icar.gov.in, medihubtbi@gmail.com.

ICAR-DIRECTORATE OF MEDICINAL AND AROMATIC PLANTS RESEARCH
Boriavi-387310, Anand, Gujarat, India
02692271602/238, Fax: 02692271601
email: director.dmapr@icar.gov.in, website: https://icar.gov.in
## Tentative Schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Topics</th>
</tr>
</thead>
</table>
| Day-1 | • Introduction of participants  
      • Welcome and scope of Enterpruneship development in medicinal plants |
| Day-2 | • ICAR-DMA PR on overview  
      • Medicinal plants: Scope and importance |
| Day-3 | • GACP for Medicinal plants  
      • Medicinal and aromatic plants varieties |
| Day-4 | • Cultivation of Medicinal and Aromatic Plants in India  
      • Organic cultivation of medicinal and aromatic plants |
| Day-5 | • Soilless cultures of medicinal and aromatic plants  
      • Veg fast and Aeroponics for business development |
| Day-6 | • Machinery and technologies business development in medicinal plants  
      • In vitro production high value compounds |
| Day-7 | • Business opportunities in export of herbs  
      • Digital marketing |
| Day-8 | • ICTs: Scope and business opportunities  
      • Sales and marketing channels for goods and services |
| Day-9 | • Medicinal and Aromatic Plants of North East region  
      • Machinery and technologies business development in medicinal plants |
| Day-10| • Overview of Packaging Materials with Focus on Herbal Dairy Products  
      • Aromatic Crops for livelihood security |
| Day-11| • Tree oils, medicinal and aromatic plants  
      • Value addition of Medicinal and Aromatic plants |
| Day-12| • Post-harvest management of high value Medicinal and Aromatic plants  
      • Business plan and marketing of medicinal and aromatic plants enterprises |
| Day-13| • A-Idea for Business development  
      • Nutri-hub for Incubation support and Business development |
| Day-14| • Supply chain Requirement and FPOs  
      • New Product launch |
| Day-15| • Market orientation in startup Business  
      • Agri clinics and Agri business centers- overview |
| Day-16| • Ayurveda: Scope of business development using medicinal and aromatic plants  
      • Business Model Canvas |
| Day-17| • Incubation success story – Cordyceps mushroom  
      • Business Finance overview. |
| Day-18| • Preparation, planning and branding startup business  
      • Incubation success story – Bilvam Herbals |
| Day-19| • Experience sharing with Previous Trainee  
      • Case study for logical reasoning. |
| Day-20| • Business development in Moringa  
      • Management Games. |
| Day-21| Valedictory |
Guidelines for the Online Program

1. **WhatsApp group:** A WhatsApp group comprising of participants will be formed and the same may please be used to reach us in real time for any clarification/issue related to the training.

2. **Zoom:** The program will be hosted in Zoom. The details of which will be shared in WhatsApp group, if needed.

3. **Joining the Session:** The link will be live 15 minutes prior to start of every session. All participants are requested to join the session at least 5 minutes before the start of the respective sessions, by clicking on the meeting invitation link.

4. **Mode of Joining:** As the session involves active participation, it is mandatory for all participants to join using their laptop or desktop only. Logging in through mobile would seriously compromise the intended learning exercise and hence is discouraged.

5. **Tips for Attending the Session Using Zoom:**
   
a. **Enable Participant Recognition:** After logging into the Zoom Session, please change your screen name as YOUR NAME and ORGANIZATION, so that all members may easily identify *(e.g. R. Nagaraja DMAPR.)*
   
   **Every time, you log-in, please change your screen name.**

   b. **For Managing View** - Speaker and Gallery view at the top right corner of the screen, may be used. Speaker view would enable to see the active speaker, while the Gallery view would enable viewing of all participants as tiles.

   c. **Participating in Discussion:** The participants may register their queries in the Chat box or also choose to intervene during the session, by clicking the reaction icon (raising hand) at the bottom of the zoom screen, and the same will be addressed.

6. **Stay Live:** During the session, always keep your Video ON and Audio MUTED. However, participants may mute video during session breaks. Please note that participation with video only will be considered as attending the session, which will be monitored.
### DMAPR Resources

<table>
<thead>
<tr>
<th>External Resource Persons</th>
<th>Program In-charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Satyajit Roy, ICAR-DMAPR</td>
<td>R. Nagaraja Reddy</td>
</tr>
<tr>
<td>Dr. R. Nagaraja Reddy, ICAR-DMAPR</td>
<td>Senior Scientist &amp; P.I Medi-Hub TBI</td>
</tr>
<tr>
<td>Dr. P.L. Saran, ICAR-DMAPR</td>
<td>ICAR-DMAPR, Anand</td>
</tr>
<tr>
<td>Dr. BB. Basak, ICAR-DMAPR</td>
<td>Contact: 8140240163</td>
</tr>
<tr>
<td>Dr. Satyanshu Kumar, ICAR-DMAPR</td>
<td>Email: <a href="mailto:Nagaraja.R@icar.gov.in">Nagaraja.R@icar.gov.in</a>, <a href="mailto:medihubtbi@gmail.com">medihubtbi@gmail.com</a>.</td>
</tr>
<tr>
<td>Mr. Rohan Sarkar, ICAR-DMAPR</td>
<td></td>
</tr>
<tr>
<td>Mr. Sivakumar K.T., ICAR-DMAPR</td>
<td></td>
</tr>
<tr>
<td>Dr. Deepa Patel, ICAR-DMAPR</td>
<td></td>
</tr>
</tbody>
</table>

Dr. Vinay P, ADJICT
Dr. Darshana Dave, SPU
Dr. Mohan Lal, CSIR-NEIST
Dr. Vidhi Bapna, J. S. Ayurvedic college
Dr. P. Manivel, ICAR-CTRL
Prof. TN Venkata Reddy, USB
Mr. Vijay Nadimenti, NAARM

Dr. Dayaker Rao, IICAR-IMR
Dr. K.S Prasad, SPU
Dr. Pathak, AMA
Dr. Sangappa, ICAR-IMR
Dr. Bhaveshe Jani, SDAU
Dr Mahantesh, NAU
Dr. Rambir Singh Pundir, AAU.