ICAR-Directorate of Medicinal and Aromatic Plants Research (ICAR-DMAPR) Anand has organized a webinar on "Revolution in the Cultivation of Medicinal and Aromatic Plants in India-Role of ICAR" on 01.10.2021 at 3.00 PM

The Indian Council of Agriculture Research is celebrating the 75 years of Independence (Azadi Ka Amrit Mohatsav). In this series, a webinar was organized by ICAR-DMAPR on “Revolution in the Cultivation of Medicinal and Aromatic Plants in India-Role of ICAR”. Dr. Samadhan Yuvraj Bagul (Organizing secretary), welcomed and introduced the speaker for today’s presentation, Dr. R. Nagaraja Reddy (Sr. Scientist, ICAR-DMAPR). Dr. Reddy delivered a talk on the webinar about “Revolution in the Cultivation of Medicinal and Aromatic Plants in India-Role of ICAR”. The programme was started with introductory remark by Director, ICAR-DMAPR, Anand. He briefly emphasized the importance of ICAR-DMAPR in the field of aromatic and medicinal plant’s cultivation and marketing in the country. He also mentioned the recent highlights of ICAR-DMAPR in “Mann Ki Baat” programme by Prime minister of India about the Medi-hub, business incubation centre at ICAR-DMAPR, Anand. Dr Reddy, started his lecture by emphasizing the role and importance of medicinal plants in the Indian system of traditional medicines. He described the current scenario and growth of medicinal plants markets. He also talked about the strengths in the MAP sector in India including growing market, pandemic push, resilient climate etc. Further he described in details about the different economically important medicinal plants e.g. Isabgol, Ashwagandha, Senna etc. regarding their revolutions, cultivation and suitability to particular climatic conditions in India. He also talked about the marketing aspects of these MAPs crops and the role of ICAR-DMAPR in developing the business units. Finally he mentioned about the different challenges in the cultivation of MAPs in India and what could be the possible solutions for these challenges.
This webinar was attended by total 43 participants from different institutes. Mr Prince Choyal performed as a co-host of the webinar. The programme was concluded with vote of thanks proposed by Sh. Prince Choyal (Co-Organizing Secretary).

(Source: AKMU, ICAR-Directorate of Medicinal and Aromatic Plant Research (DMAPR), Anand, Gujarat)