

Entrepreneur Development Programme (EDPs) (10)

Entrepreneurship Orientation Program on Medicinal and Aromatic Plants Organized

19.06.2021, ICAR-DMAPR, Anand

ICAR-DMAPR with its Medi-Hub Agribusiness Incubation (ABI) Center has organized Entrepreneurship Development Program on Medicinal and Aromatic Plants (EDPMAP) on the topic of “**Ayurveda for Business Development**” dated 19th June through online. The Program of the EDPMAP- 10 was chaired by Dr. Satyajit Roy, Director, ICAR-DMAPR, Anand.

Dr. Roy, presented overview of ICAR-DMAPR and explained the importance of medicinal and aromatic plants (MAP) said that there are many opportunities for business development in MAPs. He highlighted importance of ICAR-DMAPR, that how institute is facilitating the society by providing knowledge to farmers and working for farmers’ benefit.

Earlier, Dr. Nagaraja Reddy, Senior Scientist and Principal Investigator, ABI presented a brief report of EDPMAP- 10 wherein he said that, MAP sector is a trending sector with many untapped opportunities for business and emphasized on Medicinal and Aromatic Plants for Enterprise development, he also discussed that how MAPs can be combined and one can come out with Ayurvedic solutions.

The main purpose EDPMAP- 10 was to accelerate start-ups/business development in field of medicinal and aromatic plants. Over 70 participants having novel ideas in medicinal and aromatic plants participated in the online meeting. There was a panel discussion on “Ayurveda for Business Development”

A brief report was presented on how Medi-hub TBI can support and facilitate startups by Dr.Deepa Patel, Research Associate, Medi-hub TBI (ABI)

A detailed discussion on the topic “Ayurveda for Business Development” was done by speaker Dr. Vidhi Bapna, HOD, J. S. Ayurvedic College, Nadiad. She explained the different segments where the Ayurveda knowledge can be incorporated and one can come out with innovative products in the market.

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. Nagaraja Reddy, Scientist, ICAR-DMAPR proposed Vote of Thanks.

Medi-Hub DMAPR Technology Business Incubator
cordially invites you to
Entrepreneurship Development Program-X



JUNE 2021

19

SATURDAY



“Ayurveda for Business Development”

Chairman



Dr. Satyajit Roy
Director,
ICAR-DMAPR

Panelist



Dr. Vidhi Bapna
H.O.D
J. S. Ayurvedic college,
NADIAD

Panelist



Dr. Deepa A Patel
Research Associate
ICAR-DMAPR

Co-Panelist and Host



Dr. R. Nagaraja Reddy
Senior Scientist,
ICAR-DMAPR

Objective-To accelerate startups in medicinal and aromatic plants

Who should attend-
Students, Farmers, Start-ups, Investors, Angels and Industry

Link will be shared to registered participants one hour before the session

Contact : Dr. R. Nagaraja Reddy
WhatsApp: 8140240163 | Email: medihubtbi@gmail.com

ICAR-Directorate of Medicinal and Aromatic Plants Research
(DMAPR), Anand, Gujarat, India

Entrepreneurship Development Program-X, Panel discussion on “Ayurveda for Business Development”
YouTube link: <https://youtu.be/BtdTKxHCLl>

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