



Medi-Hub Technology Business Incubator



Online 21 days training programme in medicinal and aromatic plants
with course fees of Rs 3540/- inclusive tax
Last date for payment : 31st December 2021

Entrepreneurship Orientation Program In Medicinal and Aromatic Plants - IV (EOPMAP-IV)



VIRTUAL
10 : 00 am to 01: 00 pm

5th – 25th Jan 2022
21 days

Objective : Accelerating Business Development in MAPs

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

Organized by Medi-Hub TBI



Scan to
Apply

EOPMAP-IV-Application
form QR code



Contact Details

8140240163, 9099954090

Nagaraja.R@icar.gov.in, medihubtbi@gmail.com.

Link to Apply : <https://forms.ale/uwBBiFZhkCDQJZXw5>



ICAR- Directorate of Medicinal and Aromatic Plants Research
Boriavi, Anand-387 310, Gujarat.

www.dmapr.icar.gov.in e-mail : director.dmapr@icar.gov.in.

Ph. : 02692-271602

ISO 9001:2015 Certified Institute



Medi-Hub
Technology Business Incubator

Online 21 days training programme on medicinal and aromatic plants
www.icar.gov.in/medhub/11880/medhub/online
Last date for enrolment: 31st December 2021

Entrepreneurship Orientation Program
in Medicinal and Aromatic Plants - IV (EOPMAP-IV)

VIRTUAL
10:00 am to 01:00 pm
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21 days

Objective: Accelerate the business development of MAPs
Who should attend: Students, Academicians, Farmers,
Start-ups, Investors, Angels and Industry

Contact Details
☎ 8140240163, 9099954090
✉ Nagaraja.Reddy@icar.gov.in, medhubtbi@gmail.com
Link to Apply: <https://forms.gse/wB6F2K6C0QJZx6d>

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Ph: 02324-274920
ISSN 9008-2075 Certified Institute

EOPMAP-IV

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 fourth **Entrepreneurship orientation Program on Medicinal and Aromatic Plants (EOPMAP-IV)** 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



EOPMAP-IV

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/uwBBiFZhkCDQJZXw5>

Last date for submission of application : 31st December 2021

Program Fee:

Interested candidate shall pay Rs. 3000 + 18 % GST Rs. 540/- (Total fee 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	HDFC0000183
Bank Name (Full)	HDFC Bank
Branch Name	Anand, Gujarat

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

And compulsorily fill this link for fees acknowledgement

Link: <https://forms.gle/tijashB7kfG57ye3A>

Program In-charge

R. Nagaraja Reddy
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ICAR-DMAPR
ANAND

Tentative Schedule



EOPMAP-IV

Day -1	<ul style="list-style-type: none"> • Introduction of participants • Welcome and scope of Entrepreneurship development in medicinal plants
Day-2	<ul style="list-style-type: none"> • ICAR-DMAPR on overview • Medicinal plants: Scope and importance
Day-3	<ul style="list-style-type: none"> • GACP for Medicinal plants • Medicinal and aromatic plants varieties
Day-4	<ul style="list-style-type: none"> • Cultivation of Medicinal and Aromatic Plants in India • Organic cultivation of medicinal and aromatic plants
Day-5	<ul style="list-style-type: none"> • Soilless cultures of medicinal and aromatic plants • Veg fast and Aeroponics for business development
Day-6	<ul style="list-style-type: none"> • Machinery and technologies business development in medicinal plants • In vitro production high value compounds
Day-7	<ul style="list-style-type: none"> • Business opportunities in export of herbs • Digital marketing
Day-8	<ul style="list-style-type: none"> • ICTs: Scope and business opportunities • Sales and marketing channels for goods and services
Day-9	<ul style="list-style-type: none"> • Medicinal and Aromatic Plants of North East region • Machinery and technologies business development in medicinal plants
Day-10	<ul style="list-style-type: none"> • Overview of Packaging Materials with Focus on Herbal Dairy Products • Aromatic Crops for livelihood security
Day-11	<ul style="list-style-type: none"> • Tree oils, medicinal and aromatic plants • Value addition of Medicinal and Aromatic plants
Day-12	<ul style="list-style-type: none"> • Post-harvest management of high value Medicinal and Aromatic plants • Business plan and marketing of medicinal and aromatic plants enterprises
Day-13	<ul style="list-style-type: none"> • A-Idea for Business development • Nutri-hub for Incubation support and Business development
Day-14	<ul style="list-style-type: none"> • Supply chain Requirement and FPOs • New Product launch
Day-15	<ul style="list-style-type: none"> • Market orientation in startup Business • Agri clinics and Agri business centers-overview
Day-16	<ul style="list-style-type: none"> • Ayurveda: Scope of business development using medicinal and aromatic plants • Business Model Canvas
Day-17	<ul style="list-style-type: none"> • Incubation success story – Cordyceps mushroom • Business Finance overview.
Day-18	<ul style="list-style-type: none"> • Preparation, planning and branding startup business • Incubation success story – Bilvam Herbals
Day-19	<ul style="list-style-type: none"> • Experience sharing with Previous Trainee • Case study for logical reasoning.
Day-20	<ul style="list-style-type: none"> • Business development in Moringa • Management Games.
Day-21	Valedictory



EOPMAP-IV

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 Off video during session breaks. Please note that participation with video only will be considered as attending the session, which will be monitored.



EOPMAP-IV

DMAPR Resources

Dr. R. Nagaraja Reddy,
ICAR-DMAPR

Dr. P.L. Saran,
ICAR-DMAPR

Dr. BB. Basak,
ICAR-DMAPR

Dr. Satyanshu kumar,
ICAR-DMAPR

Mr. Rohan Sarkar
ICAR-DMAPR

Dr. Deepa Patel
ICAR-DMAPR

Dr. Khadke Ganesh
ICAR-DMAPR

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