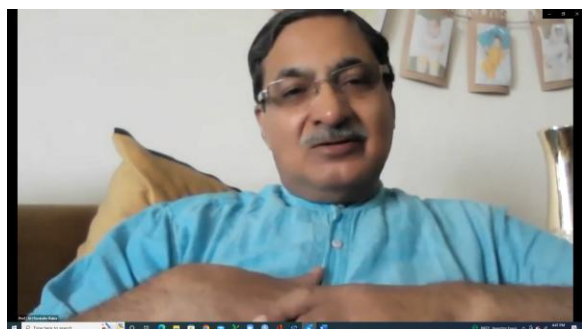


Entrepreneurship Orientation Program in Medicinal and Aromatic Plants-V organised

21st August, 2022, Anand, Gujarat



A 21-day “Online Entrepreneurship Orientation Program in Medicinal and Aromatic Plants-V (EOPMAP-V)” organized by ICAR-Directorate of Medicinal and Aromatic Plant Research (DMAPR), Anand, Gujarat with its Medi-Hub TBI Agribusiness Incubation (ABI) centre from 1st to 21st August, 2022. The main objective of the EOPMAP is to accelerate start-up business in Medicinal and Aromatic plants (MAP). The valedictory function was held on 21st August, 2022 in which Dr. Vikramaditya Pandey, Assistant Director General (Horticulture), ICAR was the Chief Guest of the function.



Dr. Pandey, in his address highlighted importance of business development in herbal sector and the role of Agri Business Incubators (ABI) in the country. He urged to work for India becoming developed nation by the year 2047. He said entrepreneurship development in medicinal and aromatic plants play key role in increasing the economy of the country. ICAR has commissioned 50 ABIs in various commodities to render incubation support for business development.



Various speaker of EOPMAP-V such as Dr. Ravindra Raina, Ex-professor, Dr. YS Parmar University of Horticulture and Forestry, Solan, Dr. Lal Hingorani, Founder, Pharmanza Herbals PVT, Ltd, Anand, Dr. Chandramauli Pathak, Professor and Consultant, Ahmadabad management association and Dr. Arun Chandan, Regional Director North Region, National Medicinal Plants Board expressed views about the training program.



Earlier, Dr. R. Nagaraja Reddy, Sr. Scientist and PI of ABI in his welcome address presented on overview of the training program.



Over 75 participants having interest in developing business in medicinal and aromatic plants participated in the virtual training program. Innovative ideas 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) scheme.

In the end, Dr. BB Basak, Senior Scientist proposed the Vote of Thanks.