

Entrepreneurship Orientation Program in Medicinal and Aromatic Plants-IV Organised

25th January 2022, Anand

A 21-day “Online Entrepreneurship Orientation Program in Medicinal and Aromatic Plants-IV (EOPMAP-IV)” organized by ICAR-Directorate of Medicinal and Aromatic Plant Research (DMAPR), Anand, Gujarat with its Medi-Hub TBI Agribusiness Incubation (ABI) centre from 5th to 25th January 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 25th January, 2022 in which Dr. K. Srinivas, Assistant Director General (Intellectual property and Technology Management), ICAR was the Chief Guest and Dr. Satyanshu Kumar, Director, ICAR-DMAPR presided over the function.

Dr. Srinivas, in his address highlighted the role of Agri-Business Incubation (ABI) centres in converting idea into business in the Agri and allied sectors in India. He said there are 50 ABIs instituted by ICAR in various agricultural commodities in India. He opined that, entrepreneurship development is the key for economic development of the country.

Dr. Kumar, in his address emphasized on the importance of Medicinal and Aromatic Plants (MAP) for enterprise development. He said there are ample scope of business development using MAPs in the country.

Over 67 participants having novel idea in medicinal and aromatic plants participated in the virtual training program. There were two expert lectures every day on various aspects of MAPs such as cultivation, Post-Harvest Management, Value addition, Machinery, Marketing, Incubation, Enterpruneship development and Business plan development were covered in the online training.

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).

In the end, Dr. R. Nagaraja Reddy, Senior Scientist and PI, ABI, ICAR-DMAPR proposed Vote of Thanks.

