

# Sensitization workshop on Incubation and Business Development for Ayurveda Students organized

28.06.22 ICAR-DMAPR, Anand, Gujarat

ICAR-Directorate of Medicinal and Aromatic Plants Research (ICAR-DMAPR), Anand, Gujarat with its Medi-Hub, Technology Business Incubator (Medi-Hub, TBI) organized a sensitization workshop on Incubation and Business Development for the students of Ayurveda here today. The main purpose of the workshop was to apprise about the Incubation and Business Development in Herbal sector.



Dr. Satyanshu Kumar, Director (Acting), ICAR-DMAPR, Anand presided over the function. Dr. R. Nagaraja Reddy, Sr. Scientist, ICAR-DMAPR and Dr. Kishana Kishore, Professor, Department of Dravyaguna, JS Ayurveda College, Nadiad were present.



Dr. Kumar, in his address highlighted need of incubation and business development in the medicinal and aromatic plants. He said that herbal industry is in formative stage and has ocean of opportunities for business development. He suggested to incubate bright ideas with incubation centers for faster enterprise development.

Dr. Kishore, in his address highlighted the scope of business development in Ayurveda. He suggested students to join Medi-Hub, TBI with novel business idea in Ayurveda.

Earlier, Dr. Reddy, presented on overview of Medi-Hub, TBI and its services to bring in start-ups in agriculture in general and herbal sector in particular. A video film on Medi-Hub TBI was showcased to the students. Over 100 students pursuing Ayurveda at J.S. Ayurveda Mahavidyalaya, Nadiad, Gujarat along with their faculties participated in the event.



(Source: AKMU, ICAR-DMAPR, Anand, Gujarat)