

Sensitization Workshop on Incubation and Business Development organized on 25.06.2022

A sensitization workshop on Incubation and Business Development was organized at the ICAR-Directorate of Medicinal and Aromatic Plants Research (ICAR-DMAPR), Anand, Gujarat here today. The main purpose of the workshop was to apprise about the Agri-business Incubation and Business Development under National Agriculture Innovation Fund (NAIF) project. Workshop was organized by its Medi-Hub, Technology Business Incubator (Medi-Hub, TBI). The Incubator, Medi-Hub, TBI was commissioned to cater start-ups needs in medicinal and aromatic plants.



Dr. B.K. Pandey, Assistant Director General (Hort. Sciences), ICAR was the Chief Guest and Dr. Satyanshu Kumar, Director (Acting), ICAR-DMAPR, Anand presided over the function. Dr. R. Nagaraja Reddy, Sr. Scientist, ICAR-DMAPR and Dr. BB Basak, Sr. Scientist, ICAR-DMAPR were present.

Dr. Pandey in his address stressed on the importance of market intelligence on the technologies to accelerate business development. He stressed on the development of impactful technologies in medicinal and aromatic plants for incubation and enterprise development.



Dr. Kumar, in his address highlighted various technologies and facilities available in the Directorate for incubation and business development. He said that there are 20 novel business ideas in medicinal and aromatic plants are being supported under Medi-Hub, TBI. He opined that technology incubation can accelerate business development in the herbal sector.

Earlier, Dr. R. Nagaraja Reddy, presented on overview and progress of Agri-Business Incubation (ABI) activities under Medi-Hub, TBI. Scientists, technical officers and staff of ICAR-DMAPR participated in the event.

At the end, Dr. B. B Basak, presented the Vote of Thanks.

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