

## Special Postal Cover on GI tagged Magahi Pan Released (28.02.2022)



region, Patna in which Dr. Arun Kumar, Vice Chancellor, Bihar Agricultural University (BAU), Sabour was the Chief Guest. Shri



Patna and Shri. Hammed Zafer, Vigilance officer, GPO, Patna were present in the function.

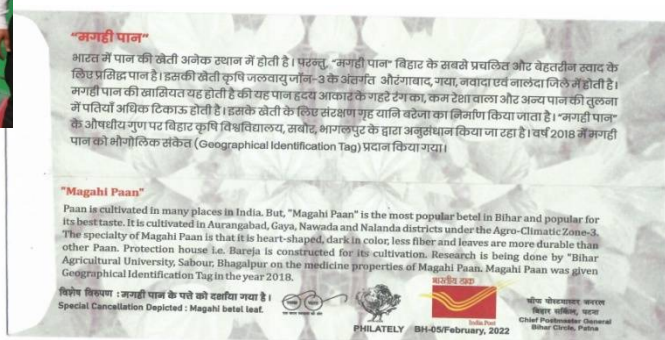
Magahi Pan is cultivated in Bihar in the districts of magadh region: -Aurangabad, Gaya, Nawada and Nalanda. It is known for its shiny dark green colour and heart shaped appearance. Due to low pungency of leaf, the betel quid taste is palatable and sweet. Due to presence of low fibers, its betel quid is easily soluble inside the mouth. Eugenol and acetyl eugenol is the major components in leaf oil which make its flavor unique. It is cultivated in 439 ha in Bihar which has 5000 ha of Betelvine area.

Shri Adnan Ahmad, said that, the Special Postal Cover on Magahi Pan will help branding of Magahi pan in the country.

India Post Eastern region, Patna released a Special Postal Cover to commemorate Geographical Indicator for Magahi Pan (Betelvine). Magahi Pan (Betelvine) was GI tagged in the year 2018 by ICAR-All India Co-ordinated Research Project on Medicinal and Aromatic Plants & Betelvine (AICRP-MAP&B) center at Betelvine Research Station, BAU, Islampur and Magahi Pan Uthpadak Kalyan Samiti, Bihar. Release of special postal cover was held on 25.02.22 at India Post Eastern



Adnan Ahmad, Chief Postmaster General, Bihar Circle, Patna, Dr. Nanda Kishore, Director, Department of Horticulture, Bihar, Dr. R. Nagaraja Reddy, Senior Scientist and Nodal person, ICAR-AICRP-MAP&B, Shri. Pawan Kumar, Director, Postal Services, Bihar Circle,



Dr. Kumar, in his speech highlighted the uniqueness of the Magahi pan. He said there is need for export promotion of Magahi pan in the country.

Dr. Reddy, in his speech stressed on some notable contribution of ICAR in research and development of Betelvine in the country. He opined that, there is need for value addition of the Betelvine in the country.

Meeting ended with vote of thanks



(Source: Akmu, ICAR-Directorate of Medicinal and Aromatic Plants Research, Anand)