



Online 10 days training program on “Entrepreneurship Orientation Program in Medicinal and Aromatic Plants –VII” (EOPMAP-VII)

Date: 3 – 13th July 2023 (10 Days)
Time: 10.00 am to 12.30pm, 2.00 pm to 4.30pm
Platform: Zoom (Online)



Organized by
Medi-Hub, TBI

ICAR-Directorate of Medicinal and Aromatic Plants Research
(ICAR-DMAPR), Anand, Gujarat, India

www.dmapr.icar.in e-mail: director.dmapr@gmail.com

ISO 9001:2015 Certified Institute

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About Medi-Hub, TBI, ICAR-DMAPR:

Medi-Hub TBI is an Agri-Business Incubator looking at all aspects of technology management, business and Incubation in field of medicinal and aromatic plants. First of its kind to the cater start-ups needs in medicinal and aromatic plants, the incubator commissioned in the year 2020. ICAR-DMAPR is a national institute working on various aspects of medicinal and aromatic Plants of India under the umbrella of ICAR. Medi-Hub TBI is encouraging the budding entrepreneurs to promote the growth of medicinal and aromatic plants sector and agriculture.

Objective:

- ✚ Accelerating Business Development in medicinal and aromatic plants

Programme Duration: 10 days (July 3-13, 2023)

Platform: Online Through Zoom

Who Should Attend?

1. Academician
2. Students
3. Farmers
4. Start-ups
5. Investors
6. Angels/Industry
7. NGOs/FPOs/SHGs

Programme Fee:

- ✚ Rs. 3000 + 18% GST (Rs. 3540/-)

Payment Link: <https://dmapr.icar.gov.in//ICAR/index.php>

Registration Link: <https://forms.gle/4e2hM3F8XXjSrRV96>

Last date for Application: June 31, 2023

Certificate: All participants will get certificate of participation (Hard copy)

For further information, please contact:

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Organizing Committee:

Dr. Manish Das, Director, ICAR-DMAPR

Dr. R. Nagaraja Reddy, Sr. Scientist & PI, ICAR-DMAPR

Dr. Snehal Kumar A Patel, Research Associate, Medi-Hub, TBI, ICAR-DMAPR

Scan to Apply



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**Medi-Hub TBI Schedule of
Entrepreneurship Orientation Program in Medicinal and Aromatic Plants-VII
(Online through Zoom); 10 days program**

Day	Time (hrs)	Topic	Resource person
Day 1 (03 July, 23)	10.00-11.15	Introduction of participants and Inauguration	-
	11.15-12.30	An overview of ICAR-DMAPR	Dr. Manish Das, Director, ICAR-DMAPR, Anand
	14.00-15.15	Preparation, planning and branding startup business	Prof. TN Venkata Reddy University of Agricultural Sciences, GKVK, Bengaluru
	15.15-16.30	Introduction and Scope of Enterprunership development in Medicinal and aromatic Plants	Dr. R. Nagaraja Reddy, Senior Scientist, ICAR-DMAPR, Anand
Day2 (04 July, 23)	10.00-11.15	Good Agricultural and collection practices (GACP) for Medicinal and Aromatic plants	Dr. Ganesh Khadke, Scientist, ICAR-DMAPR, Anand
	11.15-12.30	Cultivation of Medicinal and Aromatic Plants in India	Dr. P.L. Saran, Principal Scientist, ICAR-DMAPR, Anand
	14.00-15.15	Medicinal and Aromatic Plants of North East region for Business development	Dr. Mohan Lal, Senior Scientist, CSIR-NEIST, Jorhat
	15.15-16.30	Aromatic Crops for livelihood security	Dr. Ajit Shasney, Director, ICAR-NBRI, Lucknow
Day3 (05 July, 23)	10.00-11.15	Market orientation for startup Business	Mr. Chandramauli Pathak, Advisor & Visiting Faculty, AMA
	11.15-12.30	Varietal wealth of Medicinal and Aromatic plants	Dr. R. Nagaraja Reddy, Scientist, ICAR-DMAPR, Anand
	14.00-15.15	Prospects of business development in Seed and QPM production: Seed standards and seed legislation	Dr. Manish Das, Director, ICAR-DMAPR, Anand
	15.15-16.30	Business opportunities in Medicinal and Aromatic plants agro-tourism	Dr. Ajay, Associate professor, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli
	16.30-17.45	Organic cultivation of medicinal and aromatic plants	Dr. BB. Basak, Scientist, ICAR-DMAPR, Anand
Day4 (06 July, 23)	10.00-11.15	Soilless cultures for Business development	Dr. Kalaivanan, Scientist, ICAR-IIHR, Bengaluru
	11.15-12.30	Issues and challenges in the supply chain management of	Dr. Arun Chandan, Head, RC-NMPB, North Region.

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		Medicinal plants: Role of NMPB	
	14.00-15.15	Medicinal plants enterprise development through collection	Dr. Rajesh Gunaga, Associate professor, NAU, Navsari
	15.15-16.30	Vegfast and Aeroponics for business development	Er. Sukvendra singh, CPRI, Jalandhar
	16.30-17.45	Pitching for Funding: Issues and Challenges	Dr. Snehal Kumar Patel, Research Associate, Medi-Hub, TBI
Day5 (07 July, 23)	10.00-11.15	Prospects of medicinal and aromatic plants cultivation under protected structures	Dr. P.K. Singh, ICAR-IARI, New Delhi
	11.15-12.30	Himalayan Medicinal and Aromatic Plants: on overview for business development	Dr. Ravinder Raina, Ex-professor, YSPUHF, Solan
	14.00-15.15	High value medicinal plants for Business development	Dr. Hima bindu, Principal scientist, ICAR-IIHR, Bengaluru
	15.15-16.30	GACP Certification of Medicinal Plants produce	Dr. Manish Pandey, Quality Council of India (QCI)
	16.30-17.45	Naturing Agri-start-ups: ICAR initiatives	Dr. Vikram Singh, IPTM Unit, ICAR, New Delhi
Day6 (08 July, 23)	10.00-11.15	Business Plan Canvass	Dr. Deepa Patel, Buisness, Adviser
	11.15-12.30	Business opportunities in bio-stimulants and biofertilizers	Dr. Samadhan Bagul, Scientist, ICAR-DMAPR, Anand
	14.00-15.15	Business opportunities in export of medicinal plants and products	Mr. Saurav Sharma, Business Manger NMPB, New Delhi
	15.15-16.30	How to Product launch new products	Dr. KS Prasad, Professor, MBA Department, SP University, VV Nagar
	16.30-17.45	Integration of Medicinal plants in various crop systems	Dr. Patke, Associate Professor, Dr. PDKV, Akola
Day7 (10 July, 23)	10.00-11.15	Machinery and technologies business development in medicinal plants	Dr. Ramachandra CT, Associate professor, UAS, GKVK, Bengaluru
	11.15-12.30	High value compounds for business development	Dr. Rohan Sarkar, Scientist, ICAR-DMAPR
	14.00-15.15	Sales and Marketing channels	Dr. Darshana Dave, Professor, G.H.P.I.B.M, MBA Programme.
	15.15-16.30	Green technologies for Business development	Dr. NA Shakil, Head, Division of Agricultural Chemicals, IARI, New Delhi
	16.30-17.45	Product development: Legal considerations	Ms. Ritu Singh, Young Professional, Medi-Hub, TBI, ICAR-DMAPR

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Day8 (11 July, 23)	10.00-11.15	Nanotechnology for Business development in medicinal and aromatic plants	Dr. N. Vigneshwaran Principal Scientist, ICAR-CIRCOT, Mumbai
	11.15-12.30	Value addition of Medicinal plants	Dr. YashPal sharma, Associate professor, YPUHF, Solan
	14.00-15.15	Supply chain Requirement and FPOs	Dr. Sangappa, ICAR-IIMR, Hyderabad
	15.15-16.30	Post-harvest management of Medicinal and aromatic plants	Dr. Ganesh Khadke, Scientist, ICAR-DMAPR, Anand
	16.30-17.30	Prospects of Business Development from medicinal plants waste management	Dr. Atanu Banerjee, Professor, CHARUSAT, Changa
Day9 (12 July, 23)	10.00-11.15	Intellectual Property protection and technology transfer: ICAR initiatives	Dr. Manju Gerard Principal Scientist, IPTM Unit, ICAR, New Delhi
	11.15-12.30	High value extracts from Medicinal and Aromatic Plants for Business development	Dr. Satyansu Kumar, Principal Scientist, ICAR-DMAPR, Anand
	14.00-15.15	Value addition and product development in medicinal and aromatic plants	Dr. P.V. Sindhu, Associate professor, KAU, Trichur
	15.15-16.30	Ayurveda: Scope of business development using medicinal and aromatic plants	Dr. Vidhi Bapna, Professor and Head J. S. Ayurveda College, Nadiad, Gujarat
	16.30-17.45	Quality Testing Food Products and Medicinal Produce: Status and Prospects	Dr. Kaushik Banerjee, Director, ICAR-NRC Grapes, Pune
Day10 (13 July, 23)	10.00-11.15	Botanicals from Medicinal and Aromatic Plants for Business development	Dr. Elayabharathi, Assistant Professor, TNAU, Coimbatore
	11.15-12.30	<i>In vitro</i> production high value compounds	Dr. K. Santil, Associate professor, Avinashlingam University, Coimbatore
	14.00-15.15	ICTs: Scope and business opportunities	Dr. Vinay P, Assistant Professor, ADIICT, Gandhinagar
	15.15-16.30	Overview of Packaging Materials with Focus on Herbal Dairy Products	Dr. Narender Raju Panjagari Scientist (Sr. Scale), Food Packaging Laboratory, Dairy Technology Division National Dairy Research Institute Karnal, Haryana
	16.30 onwards	Closing ceremony	