

Kisan Mela

Herbal Expo, Farmers Training cum Exposure Visit
(January 22-24, 2024)



ICAR-Directorate of Medicinal and Aromatic Plants Research
Boriavi - 387 310, Anand, Gujarat



About us

ICAR- Directorate of Medicinal and Aromatic Plants Research, Anand, a flagship research institute under Indian Council of Agricultural Research, New Delhi, started its journey as a National Research Centre on Medicinal and Aromatic Plants (NRCMAP) in 1992 and was upgraded to Directorate of Medicinal and Aromatic Plants Research (ICAR-DMAPR) in the year 2009. At present, ICAR-DMAPR is mandated to work on basic, strategic and applied research on genetic resource management, crop improvement and enhancing productivity of Medicinal and Aromatic plants through Good Agricultural Practices and Organic Farming technologies. The Directorate is directly involved in the transfer of technology, capacity building, and impact assessment of technologies. The ICAR-All India Co-ordinated Research Project on Medicinal Aromatic Plants & Betelvine (ICAR-AICRP-MAP&B) under the administrative control of ICAR-DMAPR is working to coordinate and validate the technologies developed through its 26 centers located in different agro-climatic zones of the country. ICAR-DMAPR has established and maintained Herbal Garden having 220 species of MAPs and an arboretum with about 110 species of medicinal trees/herbs in about 8 ha land.

I. Training

A. Biodiversity Conservation of MAPs through the Good Agricultural and Collection Practices (GACP)

(Co-ordinators: Manish Kumar Mittal and Manish Kumar Suthar),

Date and Time: 22.01.2024, 12.00 PM

Globally about 53000 species are known to possess medicinal properties of which about 7500 species are known to occur in India. However, about 2000-2500 plants are commonly used in various medicinal systems in the country and only a few plants are being cultivated on a commercial scale. The majority of the raw material is sourced from the natural stands thereby exerting pressure on the wild. To meet the growing demand for these commodities, systematic conservation and promotion of commercial cultivation of prioritized crops is the need of the hour. In this context, the program is being organized to sensitize farmers about the importance of biodiversity conservation and also intended to provide an opportunity to exhibit the available diversity of medicinal and aromatic crops at the Directorate and also in this region.



B. Crop production and protection technologies of medicinal and aromatic crops

(Co-ordinators: P. L. Saran, K.A. Kalariya, Samadhan Y. Bagul, Shreedevasena S. and Divija S.D.)

Date and Time: 22.01.2024, 3.00 PM

To harness the potential benefits of the medicinal and aromatic crops in Ayurveda, commercial production of these crops needs to be undertaken to meet the present and future demand and also reduce the dependency on forest sources. The intercropping of these crops with the integrated approaches for sustainability, nutritional, and livelihood security is also increasing. The priority of research has been the development of integrated farming systems and eco-friendly crop protection technologies that are sustainable, economically beneficial, and promote environmental integrity. This program is designed to explicitly share the research outputs and update the farming community about the inputs and technologies to be incorporated into their farming practices of medicinal and aromatic crops.

C. Improved varieties and quality planting material production of medicinal and aromatic crops

(Co-ordinators: R. Nagaraja Reddy and Khadke G. N.)

Date and Time: 23.01.2024, 10.00 AM

Planting material of high-yielding and quality varieties/hybrids with genetic superiority is fundamental for the commercial production of medicinal and aromatic plants. A maximum number of medicinal and aromatic crops are highly cross-pollinated in nature, adopting selection criteria during ideal growth stages are most essential for developing new varieties/chemotypes in medicinal and aromatic plants. More than three decades of research at ICAR-DMAPR, Anand has resulted in the development of high-yielding varieties and hybrids, scientific nursery practices, and selection criteria for good quality planting material. It is the need of the hour to create awareness among farmers about improved varieties, their climatic suitability, and principles of planting material production for making the sector economically viable.

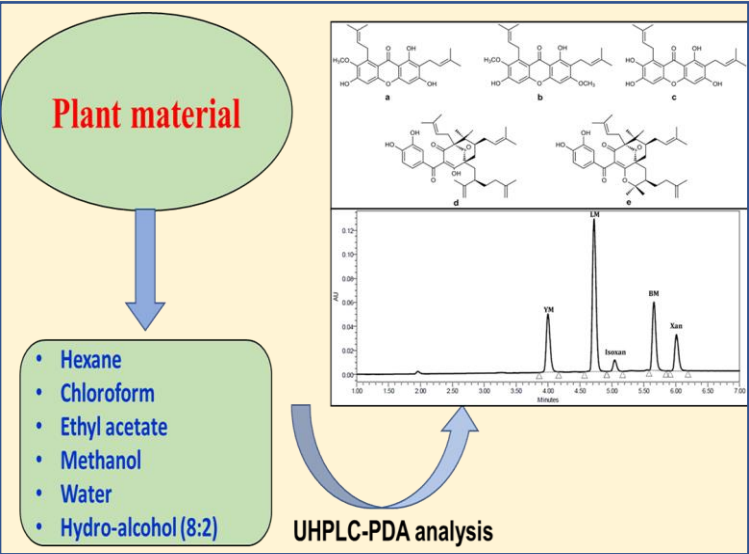


D. Value addition and entrepreneurship development in medicinal and aromatic crops

(Co-ordinators: Satyanshu Kumar, Raghuraj Singh and Rohan Sarkar, Swarajyalaxmi Nayak)

Date and Time: 23.01.2024 12.00 PM

World trade on MAPs is dominated by 12 countries namely the USA, Germany, Hong Kong, China, India, Japan, Korea, Albania, Bulgaria, France, Chile, and Mexico. To get the right share of benefit from our herbal wealth, all the stakeholders of the MAPs industry must put maximum thrust on value addition in all aspects, starting from collection/cultivation to products. The existing system of medicinal plant collection or cultivation in India needs substantial improvement for harnessing the full potential of this important industry. Improvements are needed especially in post-collection handling, processing, and product presentation. This program is envisaged to design a fruitful entrepreneurship career and will be able to provide a stellar opportunity to craft business dreams into reality.



II. Exposure visit

(Co-ordinators: P. L. Saran, K.A. Kalariya, Shreedeevasena S., Divija S.D., Ashwin Trivedi, Parul M. Purohit, S.R. Patel, & S.B. Prajapati)

Date and Time: 24.01.2024, 10.00 AM

India is blessed with diverse agroclimatic conditions, different states have progressed well in the production of medicinal and aromatic crops and farmers need to be exposed to the technologies, considering the productivity potential and availability of vast opportunities in these crops particularly. A well-thought-out expert of ICAR-DMAPR, Anand formulated a plan of action for providing exposure visits to farmers out of their states to understand these modern technologies. Such a type of plan necessarily needs focused attention to organize visits of the trainees in various places so that the visiting farmers understand the technologies showcased by progressive farmers/ institutions of the visiting states. The exposure visits are a form of training for the farmers for the production of different medicinal and aromatic crops with modern technologies, their post-harvest management, value addition and marketing.



III. Herbal-Expo

Date and Time: 22-23 January, 2024 10 AM to 07.00 PM

Venue: ICAR-DMAPR, Boriavi, Anand

Who can exhibit?

Herbal-Expo will be an ideal platform for growers, wholesalers, retailers, importers, exporters and other all stakeholders of every segment of Agri-horticulture including Medicinal and Aromatic plants, who want to expand and diversify their business and activities in sector.

- Horticulture
- Organic fertilizers and bioagents for plant protection
- Urban farming/hydroponics
- Seeds and seedlings nursery
- Processing and value addition
- Packaging material agency
- Govt. schemes and programmes for farmers welfare
- Agricultural institutional finance
- Machinery and equipment fabricators

Visitors Profile

- Farmers
- Researchers
- Import/export/trade houses
- Agri-input dealers
- Farming groups and FPOs
- Govt. officials/policy managers
- Farmer-innovators
- Prospective agripruners
- Business Incubation centers
- Students

Foot fall

- 2000 persons per day

Exhibition stalls

Type	Size	Rate (Rs.)
Regular	3mx3m	10,000/-

For Details/Booking stalls

- Dr. R. Nagaraja Reddy, Sr. Scientist (nagaraja.r@icar.gov.in;8140240163)
- Dr. Manish Mittal, Scientist (Manish.mittal@icar.gov.in; 8130736145)

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Shri. Dhaval S. Shah, Chief Executive Officer, SMPB, Gujarat



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