



Training Programme on “Value Addition on Medicinal and Aromatic Plants for Health Security and Entrepreneurial Opportunity”

Date: 19th July, 2024

Last date for receipt of application: 18th July, 2024.

Venue: VC Room, ICAR-IIHR, Bengaluru.



Hurry Up !!

Limited seats available

Course Director: Dr. Rohini M R

Course Co-Directors: Dr. Smitha G R, Dr. Pushpa Chetan Kumar & Dr. Vidhi Bapna

Course Co-Ordinators: Dr. Dhananjaya M. V., CEO, BESST-HORT, Dr. Kalaivanan D. Treasurer, BESST-HORT & Team.

Objectives of the training

To enlighten the trainees about the scope of value addition of medicinal and aromatic plants for entrepreneurial opportunity and demonstration of promising technologies.

Prospects of The Training

Expert lectures and demonstrations on diverse areas of medicinal plant based ventures like: Essential oils & Aromatherapy, Nutraceuticals, Herb based RTS beverages, Value added products from waste material of medicinal and aromatic plants, herbal extracts, extraction methods and uses.

Scope of Training

1. Medicinal & aromatic plants has got a great potential in developing value added products owing to their therapeutic and nutritional values.
2. Value addition ensure that the plant materials meet required quality standards & ensure the raw materials meet appropriate identity and consumer/industry needs.

Who are eligible?

Aspiring entrepreneurs interested in starting Micro Food Enterprises, Start-ups in food processing, SHGs, Homemakers, Researchers, UG, PG, PhD students, etc.

How to apply?

Registration link: <https://forms.gle/eDatoosYDL5MRRJw5>

Charges for training: Rs. 2,000/- for offline participants & Rs. 1,000/- for online participants;

Registration is compulsory training fees includes snacks, tea, lunch, certificate & training manual.

Contact Details: BESST-HORT: 7760883948, Mail ID: bessthort@gmail.com & BESST-HORT website: www.bessthort.in

About BESST-HORT:

BESST-HORT is a Technology Business Incubator of ICAR-IIHR, Catalysed & supported by NSTEDB Division, DST, Gol , New Delhi.



Organized by

**Business Entrepreneurship and Start-up Support through
Technology in Horticulture (BESST-HORT),
A TBI of ICAR-IIHR,**

Indian Institute of Horticultural Research, Hesaraghatta lake post, Bengaluru -560089