

## Launching of Mera Gaon Mera Gaurav and stakeholders meeting held at ICAR-DMAPR

ICAR-DMAPR, Anand 24<sup>th</sup> November, 2015

ICAR-Directorate of Medicinal and Aromatic Plants Research (DMAPR) celebrated its 24<sup>th</sup> Foundation Day on November 24, 2014. In commemoration of the foundation day, the flagship programme of the Prime Minister of India, “Mera Gaon Mera Gaurav (MGMG)” has been officially launched along with a “stakeholders meeting”.



The inaugural session of this event was held at the Auditorium of ICAR-DMAPR in which Dr. B. G. Patel, Provost (Vice Chancellor), Charotar University of Science and Technology (CHARUSAT), Changa, Anand was the Chief Guest. Ms. Anjali Pandya, Founder, Global Indian Business Council (GIBC), Ahmedabad was the Guest of Honor and Dr. Jitendra Kumar, Director, ICAR-DMAPR presided over the function. Dr Brajesh Kumar Pandey, Principal Scientist, ICAR-HQ, New Delhi was special invitee from ICAR, New Delhi.



Important dignitaries, to name a few, Dr. K. B. Katheria, Director of Research, Anand Agricultural University (AAU), Anand, Dr. K.P. Patel, Dean and Principal, BA college of Agriculture, AAU, Anand, Heads and professors of various departments from AAU, Anand and Sardar Patel University, Vallabh Vidyanagar, Heads of ICAR organizations located in Gujarat, scientists and staff of ICAR-DMAPR, Anand, the print and visual media were present on this occasion.



At the outset, Dr. P. Manivel, Principal Scientist, ICAR-DMAPR, Anand welcomed the chief guest and other dignitaries and outlined the historical development of the Institute and its significant achievements during its journey.

Dr. Geetha K.A., Principal Scientist, ICAR-DMAPR described the programme details of “MGMG” scheme and lauded the efforts of ICAR-DMAPR in bringing together the experts of all discipline of agriculture to address the issues being faced by the farmers of this region.

Dr. Satyanshu Kumar, Principal Scientist, ICAR-DMAPR briefing about the stakeholders meeting and said that efforts are needed for sustainable and constant supply of medicinal plant from grower to industry.



Ms. Anjali Pandya in her address stressed that India can only become a developed country if our village became developed and urged to give more emphasis for developing a linkage between MAP growers, processors and end users.

Dr. Brajesh Kumar Pandey Principal Scientist (HS), ICAR-HQ, New Delhi, in his address appreciated the institution's research work and its fast progress. He suggested the need for the development of continuous supply of quality planting material for the medicinal and aromatic plants (MAPs) cultivation.



Dr. Jitendra Kumar, in his presidential address, emphasizes upon the need of proper guidelines for quality control of medicinal plant for international trade. There is also need to have innovative formulation of medicinally important bioactive natural products and scientific evidence for design and discovery of new molecules.

Dr. B. G. Patel, in his address said there is need for innovative approaches in critical areas of production, protection and processing technologies for important medicinal and aromatic plants. He opined the need for mechanization and entrepreneurship in MAPs cultivation for enhanced product, productivity and profitability.

In the stakeholders meeting, discussion was held on identification of strategies for developing the MAP value chain through production, protection and processing technologies developed by the ICAR-DMAPR for the farmers through cooperation with the developmental agencies. The session was chaired

by Dr. Jitendra Kumar. On this occasion, one MoU was signed with Global Indian Business Council, Ahmedabad for dissemination of cultivation technologies of MAP. The multi-disciplinary team of scientists from ICAR-DMAPR, Anand actively participated in the stockholder meeting.

On this occasion near about 50 stakeholders in different section of medicinal plant from grower to

end-users along with farmers from different adopted villages under MGMG scheme was also participated.

In the end, Dr. R. S. Jat, Senior Scientist, ICAR-DMAPR, Anand proposed the vote of thanks and the programme was coordinated by Dr. Smitha G.R. Scientist, ICAR-DMAPR, Anand.

(Source: ICAR-DMAPR, Anand)