

**FACULTY DEVELOPMENT CENTRE
(Human Resource Development Centre, UGC)
Guru Nanak Dev University, Amritsar**

**Organizing Two days National Workshop
on**

“Demand, Cultivation and Supply chain of Medicinal plants: Issues and Challenges”

August 29-30, 2019

Introduction: Cultivation of medicinal plants specifically for livelihood purposes has traditionally not been a common practice. In the Indian context, there can be many obstacles for farmers cultivating medicinal plants. Main constraints/obstacles are lack of knowledge of cultivation, post-harvest technique for medicinal plants and the lack of availability of good quality planting material. The problems and challenges innate in the medicinal plants value chain are versatile and multiple: poorly integrated, lack of market access, information and knowledge gaps, unfair pricing upstream, and lack of capacity at the producer level.

Objectives:

The workshop will cover the following:

- Understanding the value chain for medicinal plants produced by village-based marginal farmers and homestead growers.
- Discussion on developing agro-technology for the production of several medicinal plant species.
- Improving value chain system through economic coordination that can link production with the enhancement of the producers' livelihoods.
- Linking the producers and processors through vertical integration in the value chain.
- Strategies to enhance benefits to both the producers and processors of medicinal plants in terms of price, quality, lead time and overall control of the supply chain.
- Exhibition of the medicinal plants grown by progressive farmers, herbal products etc.

The lecture sessions will be supplemented with the problem solving sessions. The participants will learn various ideas and perceptives to improve the chain by targeting the promising global medicinal plant market.

There is no registration fee for this course. Travelling allowance will be reimbursed to the teaching faculty as per UGC guidelines.

For online submission of Application form/fee & further details, please visit our website:

www.hrdcgndu.org). For any registration related queries contact at **0183-2258802-09 Ext. 3178 (9am-5pm, Mon-Fri)**

**Prof. (Dr.) Saroj Arora
(Coordinator)
9417285485 (M)**

**Dr. Adarsh Pal Vig
Director, HRDC
9417062796 (M)**

**Dr. Rajinder Kaur; Dr. Jatinder Kaur
(Deputy-Coordinators) 9814860975; 9501012458 (M)**
