

Report on Seminar: Conservation, Processing, and Entrepreneurship Development in Medicinal Plants

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Government Degree College for Women, Sopore in collaboration with Regional cum Facilitation Centre (RCFC) NR-II of National Medicinal Plants Board, Ministry of Ayush, Govt. of India, and Faculty of Agriculture, SKUAST-Kashmir, Wadura Sopore, a seminar on **"Conservation, Processing, and Entrepreneurship Development in Medicinal Plants"**. Our institution was invited to participate in this significant event, and we took a delegation of 26 students along with faculty members. The seminar served as an informative platform, educating students and attendees about the rich biodiversity of medicinal plants in Kashmir and their immense medicinal value. Experts highlighted the diverse medicinal flora of Kashmir and the urgent need for conservation efforts to preserve these valuable resources. The importance of scientific processing and value addition of medicinal plants was emphasized. Speakers elaborated on various techniques such as drying, extraction, and formulation that enhance the efficacy and marketability of medicinal plant products. The seminar focused on creating awareness among youth about entrepreneurship opportunities in the medicinal plant sector. Various business models, start-up opportunities, and government schemes supporting entrepreneurship in medicinal plants were discussed. The scope for exporting medicinal plant products was highlighted. Challenges in marketing medicinal plants within India and abroad, including quality standards, certification, and legal requirements, were discussed in detail. The seminar proved to be highly beneficial for our students, offering them deep insights into the potential of medicinal plants as a career and business opportunity. They gained knowledge about:

- The importance of preserving medicinal plant biodiversity.
- Scientific approaches to processing and utilizing medicinal plants.
- Entrepreneurial possibilities in the sector and the necessary steps to establish a business.
- Market trends and opportunities for exporting medicinal plant-based products.





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