

PANEL DISCUSSION III (NETWORKING)

- ✓ Market Linkages & Export Potential of MAP-based Products.
- ✓ Discussion by panellists from AYUSH companies, exporters, farmer-producer organisations, startups, and laboratories, etc.



Patron

Dr. P.S. Pandey

Honb'le Vice Chancellor, RPCAU, Pusa, Samastipur

Chairman

Dr. Mayank Rai

Dean

P.G. College of Agriculture, RPCA, Pusa, Samastipur

Dr. Dinesh Rai

Organising Secretary & PI, AICRP on MAPB

Mob:7091855455

Email: drai@rpcau.ac.in

P.G. College of Agriculture

Dr. Rajendra Prasad Central Agricultural University

Pusa, Samastipur 848125 Bihar, India | | www.rpcau.ac.in



BUYER SELLER MEET ON MEDICINAL AND AROMATIC PLANTS FOR SCSP

on

Tuesday, 26th August, 2025

Venue: Vidyapati Sabhagar, RPCAU, Pusa, Samastipur



Organized by :

All India Coordinated Research Project on MAPB
P.G. College of Agriculture
Dr. Rajendra Prasad Central Agricultural University
Pusa, Samastipur, Bihar

BACKGROUND

- Medicinal and aromatic plants form a major part of the flora, providing raw materials for pharmaceuticals, cosmetics, and drug industries.
- India's indigenous systems of medicine (Ayurveda, Siddha, Unani, and other practices) use many medicinal herbs.
- Over 8,000 native plants have established, recorded curative properties.
- About 80% of the population in developing countries relies on traditional plant-based medicines for healthcare needs.
- In India, during 2024–25, the area under medicinal and aromatic plants was 7.87 lakh ha, with a production of 5.96 lakh MT.
- By 2050, the market value of medicinal plants in India is estimated to reach USD 5 trillion.

BIHAR: A PROMISING HUB

- 81% of Bihar's population is dependent on agriculture.
- Favourable agro-climatic conditions for MAPs cultivation.
- Bihar is home to many native medicinal plants
- Abundant water resources from rivers, canals, and groundwater facilitate year-round farming.
- Huge employment potential for small & marginal farmers.

BUYER SELLER MEET OBJECTIVES

Dr. Rajendra Prasad Central Agricultural University (RPCAU) is committed to promoting sustainable development, especially among poor and small-scale farmers in Bihar and neighbouring regions. Through participatory and innovative practices, the university aims to build community capacity for achieving food,

nutritional, and income security, thereby contributing to poverty alleviation.

- To achieve "Atamnirbhar Bharat" through Medicinal and Aromatic Plants production based livelihood and self employment in Bihar
- To provide a platform for interaction between farmers and buyers.
- To facilitate market linkages and contract farming.
- To showcase technologies and value chains for MAPs.
- To promote income generation and rural entrepreneurship.

HIGHLIGHTS OF THE EVENT

- ✓ Buyer-Seller Interactions.
- ✓ Success Stories & Farmer Experiences.
- ✓ Exhibition of MAP Products.
- ✓ Technical Presentations by Experts.
- ✓ Market Demand & Pricing Information.
- ✓ Guidance on Cultivation & Post-Harvest Practices.
- ✓ Policy & Support Mechanisms.

MAJOR THEMES OF DISCUSSION

Panel Discussion I (Technology & Innovation in MAPs)

- ✓ Lectures of Expert.
- ✓ RPCAU/ ICAR-DMAPR/ CSIR innovations in cultivation, post-harvest, and product development.
- ✓ Processing & value-addition technologies.
- ✓ Aroma Mission by CSIR

Panel Discussion II (Policy & Support Mechanisms)

- ✓ NMPB schemes and support for MAP cultivation.
- ✓ AYUSH industry requirements and procurement standards.
- ✓ Startup India & agri-business incubation opportunities.