

Neotech Institute of Pharmacy

“Agri Business Incubation and Business Development in Medicinal and Aromatic Plants”

Date: 08/07/2024

On 8th July 2024, the Neotech Institute of Pharmacy hosted a One Day Seminar on “**Agri business incubation and business Development in medicinal and aromatic plants**” in associate with ICAR- DMAPR (Directorate of Medicinal and Aromatic Plants Research). The resource persons are Dr. R. Nagraja Reddy (Senior scientist, DMAPR) and Dr. Snehalkumar Patel (Business manager, DMAPR), who brought a wealth of knowledge to the lecture hall, captivating students with insights for Agriculture Incubation and business development and ideas related to the Medicinal as well Aromatic Plants. The seminar provided students with in-dept knowledge of the ideas, techniques and strategies for starting any business. The session fostered active participation with students enthusiastically responding to questions and answers also. Dr. Reddy give knowledge about the aromatic plants and their uses in terms of medicinal usage, which is most helpful for the students to learn that every plant can be used as a medicine.

Overall, the seminar successfully combined business development strategies and techniques that how a small idea is useful for developing any business. Which making it as a standout event in the academic calendar of the institute.

