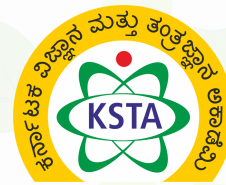


National Conference on Exploring Nature's Pharmacy: Potentials of Medicinal and Aromatic Plants for Health, Livelihoods, Bio-economy and Conservation

March 24 - 26, 2026 | Tuesday - Thursday

Venue : KSTA Auditorium



PAPER PRESENTATION

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EXHIBITION

SPONSORSHIP



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Dr Anand R
Chief Executive Officer, KSTA

Co-ordinators

Shri V K Srinivasu
Senior Scientific Officer, KSTA

Shri Umesh Ghatage
Scientific Officer, KSTA

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About KSTA

Karnataka Science and Technology Academy is an organization under Department of Science and Technology, Govt. of Karnataka, which was established under the Chairmanship of distinguished Space Scientist Padma Vibhushan Late Prof. U R Rao [2005-2017] Former Chairman, ISRO / Secretary, DOS, Govt. of India. Padma Shree Awardee Dr. S K Shivakumar, Former Director, Prof. U R Rao Satellite Center, Bengaluru led the Academy from 2017 to 2019, followed by Padma Shree awardee Prof. S Ayyappan, Former Director General, ICAR, Govt. of India who served from 2021 to 2023. Presently chaired by Prof. Rajasab A H, Former Vice Chancellor, Tumkur University, Tumakuru.

About Program

India possesses a rich heritage of Medicinal and Aromatic Plants (MAPs) rooted in its biodiversity, traditional knowledge systems, and healthcare practices. With rising global demand for herbal medicines, nutraceuticals, wellness products, and natural ingredients, the MAPs sector presents a significant opportunity to build economically viable and ecologically sustainable green growth business models for growers and rural enterprises.

However, gaps in conservation, scientific validation, quality planting material, sustainable harvesting, value addition, traceability, and market access continue to constrain the sector's full potential. There is a clear need to strengthen integrated systems that connect farmers to quality inputs, standardized production practices, efficient value chains, and reliable domestic and global markets.

This Conference aims to develop practical pathways to make MAPs a scalable, conservation-led bioeconomy. It will focus on aligning traditional knowledge with modern science, quality standards, digital traceability, and market intelligence to ensure better access to quality MAP products for consumers while enhancing farmer incomes. By bringing together researchers, policymakers, industry leaders, growers, and traditional practitioners, the program seeks to position India as a global leader in a sustainable herbal bioeconomy built on health security, farmer prosperity, and ecological stewardship.

Topics Covered

- Diversity, Bioprospecting, Conservation and Scientific Validation of Medicinal and Aromatic Plants (MAPs)
- Ethnobotanically Important Medicinal Plants: Scientific Validation and Mainstreaming
- Contract and Collective/Community Farming and promotion of FPO for MAPs
- Harvesting, Transport, Storage, Adulteration, Marketing and Digital Traceability in MAPs
- Geographical Indicators for Ecological Sustainability (GIES), IPR and Biopiracy aspects of Medicinal and Aromatic Plants for both domestic and export promotion
- Quality Planting Material (QPM)- accreditation and certification
- Integrated Value Chain Development and Market Linkages for MAPs
- Interaction Meet of Growers, Buyers, Processors, Industries, Herbalists (Traditional Practitioners) and Consumer Segments.
- Experience Sharing in Processing, Value Addition and Marketing Aspects of MAP by all Farmers, FPOs, Industry and Exporters.

Key Objectives

- Develop AEZ-wise recommended lists of suitable and commercially viable MAPs.
- Standardize and promote Good Agricultural Practices (GAP) and Good Processing Practices (GPP) for priority MAPs.
- Strengthen certified sources and supply systems of Quality Planting Material (QPM).
- Improve sustainable production, collection, traceability, prevention of adulteration, and regulatory compliance.
- Generate and share market intelligence on commercial and high-demand MAPs.
- Assess export potential and align with international trade and quality regulations

Target Groups

Scientists, Research Scholars, Academicians, Government officials (Forest, Agriculture, Horticulture, AYUSH, Medicinal Plant Boards), Progressive Farmers, Growers, Industries, Product Manufacturers FPOs, SHGs, Entrepreneurs and Start-ups, Traders, Buyers and Exporters, Practitioners / Herbalists (Traditional Medicine Practitioners)



EXHIBITION OPPORTUNITY

The conference will host a dedicated Exhibition Platform to showcase innovations, products, and services across the Medicinal and Aromatic Plants (MAPs) value chain. Research institutions, universities, government departments, FPOs, growers, nurseries, processing units, start-ups, and industry stakeholders will have the opportunity to present quality planting material, medicinal plant species, value-added products, herbal formulations, processing technologies, sustainable cultivation practices, and digital solutions.

The exhibition will function as a dynamic interface linking researchers, producers, processors, investors, and buyers, enabling knowledge exchange, technology transfer, and business partnerships. It will highlight scalable, ecologically sound, and economically viable models that strengthen conservation, quality assurance, traceability, and market access.

By facilitating direct interaction between supply and demand segments, the exhibition aims to promote entrepreneurship, enhance visibility of innovative solutions, and strengthen domestic and global market linkages within the MAP sector.

EXPECTED OUTCOME

- Strengthened understanding of MAP diversity, conservation priorities, and scientific validation frameworks.
- Better integration of ethnobotanical knowledge with evidence-based research and mainstream healthcare and wellness applications.
- Enhanced capacity of growers, FPOs, and stakeholders in sustainable cultivation, harvesting, and post-harvest management.
- Improved access to certified Quality Planting Material (QPM), accreditation, and standardization systems.
- Stronger linkages among growers, processors, industries, and markets to build efficient and transparent value chains.
- Identification of scalable, economically viable, and ecologically sound contract farming and FPO models.
- Improved systems for traceability, quality assurance, and reduction of adulteration in the MAP trade.
- Greater coordination among research institutions, policymakers, industry, and community stakeholders.
- Actionable recommendations to promote conservation-led growth and farmer prosperity in the MAP sector.
- Strategic inputs for policy, research, and market interventions toward a globally competitive herbal bioeconomy for India.

SPONSORSHIP

The organizers invite government agencies, research institutions, industries, and stakeholders in the Medicinal and Aromatic Plants sector to partner through sponsorship. Sponsors will gain high-visibility branding, strategic networking opportunities, and direct engagement with policymakers, researchers, industry leaders, and farmer organizations committed to building a globally competitive herbal bioeconomy.

- **Platinum Sponsor – Rs. 2,00,000/-** [Maximum visibility with prominent branding across conference backdrop, brochure and venue].
- **Diamond Sponsor – Rs. 1,00,000/-** [High visibility with branding on key conference materials and venue displays].
- **Gold Sponsor – Rs. 50,000/-** [Moderate visibility with logo placement in brochure and conference venue].
- **Silver Sponsor – Rs. 25,000/-** [Basic visibility with acknowledgement in the brochure and venue displays].

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Chief Executive Officer
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Shri V K Srinivasu

Senior Scientific Officer
KSTA

Shri Umesh V Ghatage

Scientific Officer
KSTA

Shri Mahadevegowda

Administrative Officer
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REGISTRATION

- Last Date for Registration: March 20, 2026
- Students & Research Scholars: Rs. 749/-
- Associates & Institutional Members of KSTA: Rs. 999/-
- Other Faculties: Rs. 1249/-

ACCOMMODATION

- Limited accommodation on first come first serve basis
- Students & Research Scholar : Rs. 450/- per day
- Associates & Institutional Members of KSTA
Rs. 500/- per day
- Others : Rs. 1000/- per day

ABSTRACT

- Abstracts are Invited for Oral Presentation on the topics of the conference
- Last Date for the Submission: March 14, 2026

PRIZES

Best Paper Presentation

- 1st Prize – Rs. 7,500/-
- 2nd Prize – Rs. 5,000/-
- 3rd Prize – Rs. 3,000/-
- Encouragement Prize: Rs. 2,000/-

REGISTRATION LINK

<https://forms.gle/xn1ek2pwuBTXmNyz7>

LOCATION

Karnataka Science and Technology Academy
'Prof U R Rao Vijnan Bhavan, Major Sandeep
Unnikrishnan Road, Vidyanarayapura Post,
Bengaluru - 560097

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TENTATIVE TECHNICAL SCHEDULE

DAY -01 [MARCH 24, 2026 | TUESDAY]

09:30 - 10:30 : Oral Presentation Registration

10:30 - 01:45 : Oral Presentation

01:45 - 02:45 : Lunch Break

02:45 - 05:00 : Oral Presentation

DAY -02 [MARCH 25, 2026 | WEDNESDAY]

09:30 - 10:30 : Conference Registration

10:30 - 11:45 : Inauguration

11:45 - 12:00 : Coffee/Tea Break

12:00 - 05:30 : Technical Session

Time	Session	Topic & Resource Expert
Session 1 12:00 – 12:45	Diversity and Bioprospecting of Medicinal and Aromatic Plants: Conservation and Sustainable Use Strategies	Indian Region as a Major Emporium of Medicinal and Aromatic Plants: Diversity, Conservation and Bioprospecting. Dr R R Rao Senior Scientist / Former Joint Director BSI, Dehra Dun & Kolkata
Session 2 12:45 – 1:30	Ethnobotanically Important Medicinal Plants of India: Scientific Validation and Mainstreaming into Healthcare and Wellness Industry	Mainstreaming Medicinal Plants into Human Healthcare and Wellness: Integrating Ancient Wisdom with Modern Science Dr Kumar S K Director, School of Ancient Wisdom, Govt. Ayurveda Medical College, Bengaluru
01:30-02:30	Lunch Break	
Session 3 2:30 – 3:15	From Forests and Farms to Mainstream Markets: Sustainable Harvesting, Post-Harvest Management and Adulteration Challenges in Medicinal Plants	Mainstreaming of Medicinal Plants with Sustainable Harvesting, Processing and Certification Dr Jagannatha Rao Assistant Professor The University of Trans-Disciplinary Health Sciences and Technology (TDU), Bengaluru
03:15 - 03:30	Coffee/ Tea Break	
Session 4 3:30 – 4:15	Traceability and Marketing of Medicinal and Aromatic Plants: Ensuring Quality, Transparency and Market Credibility and Consumer Confidence	Adulteration, Marketing with Traceability of NTFP of MAPs Dr M J Prabhu Karnataka State Medicinal Plants Authority (KaMPA), Bengaluru
Session 5 4:15 – 5:00	Quality Planting Material for Medicinal and Aromatic Plants: Accreditation, Certification and Regulatory Frameworks	Production, Certification and Distribution of QPM of MAPs Dr U M Chandrashekara Project Director, NMPB-RCFC (SR) Kerala Forest Research Institute, Peechi

TENTATIVE TECHNICAL SCHEDULE

DAY -03 [MARCH 26, 2026 | THURSDAY]

Session 6 10:30 – 11:15	Contract Farming, Collective/Community Farming and Farmer Producer Organizations (FPOs): Inclusive Models for Scaling Medicinal Plant Cultivation	Role of FPO in Contract and Collective/Community Farming of the MAPs in Karnataka Dr G K Sadanand CoE, FPO, College of Horticulture, Bengaluru
11:15 - 11:30	Coffee/Tea Break	
Session 7 11:30 – 12:15	Value Chain Development in Medicinal and Aromatic Plants: Opportunities for Value Addition, Processing, Startups and Entrepreneurship	Value Chain Development Models for MAPs Dr Veerendra Pratap Singh Assistant Professor College of Horticulture, Bidar
Session 8 12:15 – 1:00	Geographical Indications for Ecological Sustainability (GIES), IPR and Biopiracy in Medicinal and Aromatic Plants: Safeguarding Resources and Promoting Exports	Dr M Sanjappa Former Director Botanical Survey of India, Bengaluru
Session 9 01:00 -01:45	Experience Sharing in Processing, Value Addition and Marketing of MAPs – Industry and Research Perspectives	Dr Raghavendra P Rao Senior Scientist Himalaya Wellness Company, Bengaluru
01:45-02:30	Lunch Break	
Panel Discussion : 02:30 - 05:00		
02:30 - 04:00	Expert Panel Discussion:1 Interactive Meet of Growers, Buyers, Processing Industries, Herbal Practitioners and Consumers on MAP Value Addition and Marketing	Chair and Moderated by Dr S B Dandin , Former VC, HUSB Panel Members: Dr Srivathsa Govindaraju Nature Inspires India, Bengaluru Dr B S Harish Professor of MAP, COH Bengaluru Dr Veerendra Pratap Singh , COH Bidar Dr Dinesh Nagagowda , CIMAP, Bengaluru
04:00 - 05:00	Expert Panel Discussion:2 Medicinal and Aromatic Plants for India@2047 – Health Security, Farmer Prosperity and Global Leadership Strategic Vision for Positioning India as a Global Herbal Bioeconomy Leader	Chair and Moderated by Prof. Chandrashekhar M Biradar Panel Members: Dr P Sujanapal Senior Principal Scientist, Nodal Coordinator NMPB-RCFC (RC), Kerala Forest Research Institute, Peechi Dr Keshav Hegde Kurshe Mr Basaiah Hiremath Founder and Director, NOFH, Bengaluru Dr Vijayakumar Narayanapur Prof of MAP, UHS, Bagalkot
05.00 - 05.30	Valedictory	