



Brief Report of Kisan Goshthi on “Value Addition in Medicinal Plants” on 26th April 2025

**Organized by Department of Agriculture,
Integral Institute of Agricultural Science & Technology (IIAST) in Paikramau village**

‘औषधीय पौधों में मूल्य संवर्धन’

The Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST), organized a Kisan Goshthi on “Value Addition in Medicinal Plants” on 26th April 2025 to sensitize the farmers of Paikramau Village about the potential of medicinal plants and the economic benefits of their value addition. The program aimed to educate farmers on processing, preservation, and marketing strategies that enhance the utility and profitability of medicinal crops.

The Goshthi was observed under the esteemed guidance of Prof. Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology, and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST. Faculty members Dr. Salman Ahmad, Dr. Suhail Ahmad Khan, and Dr. Sanket Kumar accompanied B.Sc. (Hons.) Agriculture students to the village, fostering academic engagement with field-level realities.

Dr. Salman Ahmad emphasized the significance of value addition in medicinal plants by discussing the transformation of raw herbs into marketable forms such as powders, oils, syrups, and teas. He highlighted that proper post-harvest handling and simple on-farm processing can significantly improve farmers’ income. He encouraged farmers to focus on crops like Tulsi, Ashwagandha, Aloe vera, and Giloy, which are in high demand across pharmaceutical and wellness industries. Dr. Suhail Ahmad Khan provided valuable insights into Good Agricultural and Collection Practices (GACP) and the importance of maintaining quality standards. He discussed the relevance of traditional knowledge in medicinal plant usage and its integration with modern techniques for enhanced shelf life and efficacy. He stressed that “value addition starts right from the field, with clean cultivation and careful harvesting.” Dr. Sanket Kumar focused on the market potential and branding of value-added medicinal products. He spoke about primary processing techniques, packaging, labeling, and the importance of adhering to regulatory norms. He also introduced the concept of community-based herbal units and the role of farmer producer organizations (FPOs) in marketing and distribution.

The event witnessed participation from 22 farmers from Paikramau village, along with students and faculty members. The successful conduct of the Kisan Goshthi underscored IIAST’s dedication to empowering farmers with sustainable and income-generating agricultural practices, aligning with the broader vision of **Viksit Bharat 2047**.

Glimpses of Goshti

