



March 11, 2025

**IUST Hosts One-Day Seminar on Conservation, Cultivation, Processing, and Entrepreneurship
Development in Medicinal Plants**

Awantipora, March 11: The Department of Environment, Sustainability, and Climate Change (DESCC), Islamic University of Science and Technology (IUST), in collaboration with RCFC-II, SKUAST-Kashmir, organized a one-day seminar on Conservation, Cultivation, Processing, and Entrepreneurship in Medicinal Plants. The event focused on sustainable management, entrepreneurial potential, and livelihood opportunities, with a special emphasis on students, particularly female students.

Prof. Sheikh Bilal Ahmed, Regional Director, RCFC NR-II, Govt. of India and chief guest of the seminar, emphasized the urgent need to conserve medicinal plant biodiversity and integrate traditional knowledge with modern scientific advancements to promote sustainability in the herbal sector.

Dr. Shakir Sultan Scientist, CSIR-IIIM, Srinagar, an invited speaker from the Indian Institute of Integrated Medicine (IIIM), provided valuable insights into the bioactive compounds of medicinal plants and their commercial applications, underscoring the importance of scientific research and value addition in promoting the medicinal plant industry.

Prof. Parvez Ahmed Mir, Director, Centre for Innovation and Entrepreneurship Development (CIED), IUST, delivered a special address, highlighting entrepreneurial opportunities in the MAP sector and the role of industry-academia collaboration in fostering innovation and commercialization of medicinal plant-based products.

Prof. Humayun Rashid, Professor of Practice, and Dr. Aabid Hussain Shalla, Dean, School of Sciences, IUST, interacted with participants and underscored the need for capacity building in medicinal plant biodiversity conservation and sustainable livelihoods, urging young researchers and entrepreneurs to explore the vast potential of the medicinal plant sector.

Earlier, welcoming the participants, Dr. Dharam Chand, Organizing Secretary of the seminar and Coordinator, Biodiversity and Aroma Park, IUST, stressed the importance of the sustainable utilization and conservation of medicinal plants in Jammu & Kashmir. Dr. Sumira Nazir Zaz, Coordinator, Department of Environment, Sustainability, and Climate Change, & Member, Women Entrepreneurship Development Cell, proposed the vote of thanks. The seminar was moderated by Dr. Yasir Altaf, Assistant Professor, Department of ESCC.

The seminar saw overwhelming participation from students, researchers, and faculty members, engaging in discussions on advanced cultivation techniques, conservation strategies, value addition, and policy frameworks supporting medicinal plant-based entrepreneurship.

Issued by PR&MC, IUST