



## Online Training Program (ICAR-CTRI & MANAGE)

on

### Good Agricultural Practices, Value Addition and Marketing of Ashwagandha – Potential Commercial Medicinal Plant

May 15 – 18, 2023



ICAR-Central Tobacco Research Institute  
(ICAR- National Institute for Research on Commercial  
Agriculture), Rajahmundry, Andhra Pradesh



National Institute of Agricultural Extension Management  
(MANAGE), Hyderabad-500030, Telangana

### About the Institutes

The ICAR-Central Tobacco Research Institute (CTRI) under the aegis of the Indian Council of Agricultural Research is a leading institution and now being renamed as **ICAR-National Institute for Research on Commercial Agriculture (NIRCA)** and focusing on research, technology development of Tobacco, Chili, Turmeric, Castor and Ashwagandha.

The **National Institute of Agricultural Extension Management (MANAGE)** under the aegis of the Ministry of Agriculture & Farmers Welfare, Government of India is an apex institute in the field of agricultural extension managements systems in the country.

Both the institutes have joined hands to serve the nation by disseminating research products and technologies in agriculture and allied sectors.

### About the Training

Agriculture is now increasingly viewed as industry and treated as an agri-business with overall interest to enhance farm returns. Among medicinal plants **Ashwagandha** (*Withania somnifera* (Dunal)) is playing major role in this area. It is the most important medicinal plant being cultivated commercially over 8 decades in India and now gaining importance with the advent of COVID-19 pandemic. This plant has more than 18 secondary metabolites which are responsible for curing of many human ailments like nerve problem, cancer, skin problems, diabetic, etc.

With this background, ICAR-CTRI (ICAR-NIRCA) and MANAGE are organizing a 4-days online training program on “**Good Agricultural Practices, Value Addition and Marketing of Ashwagandha – Potential Commercial Medicinal Plant**” through online mode during **15-18, MAY 2023**.



Ashwagandha

The training programme aims to expose the participants with latest research and enrich knowledge in various aspects of ashwagandha.

### Content

1. Present status of ashwagandha in India and the World.
2. Good Agricultural and Collection practices (GACP) for ashwagandha
3. Ashwagandha varieties
4. Pest and diseases of ashwagandha and their management
5. Organic cultivation of ashwagandha
6. Integration of ashwagandha in various cropping systems
7. High value extracts from ashwagandha for business development
8. Issues and challenges in the supply chain management of ashwagandha: Role of NMPB (National Medicinal Plants Board)

9. Post-harvest management, value addition and product development in ashwagandha
10. GACP Certification of Medicinal Plants produce with special reference to ashwagandha
11. Marketing, digital marketing, business development and export opportunities in ashwagandha

### Course Fee

There is no fee for the above training program.

### Objectives

- To impart knowledge on various aspects of Good Agricultural and Collection Practices of ashwagandha
- To orient the participants on all aspects of ashwagandha related to cultivation, management, value addition and marketing
- To provide details about export and business opportunities in ashwagandha

### How to Apply

*Interested candidates are requested to apply either through proper channel with complete contact details (address, email, phone number) or through the below link; (<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FM&tpyear=DFDG>). Selected candidates will be informed through email one day before start of the training program. Confirmed candidates are requested to join online by **9.00 AM on 15<sup>th</sup> May 2023**.*

### Eligibility

Applicants must be Scientists, Assistant Professors and other equivalent officials serving in Central Government/ State government organizations, officers from agriculture and allied department, Extension Officers, Subject Matter Specialist, who are actively involved in research, extension and development activities. Participants from NGOs, FPOs, progressive farmers, private colleges/institution or company also will be considered.

### Resource Persons

The experienced faculty from the host institute and guest faculty comprising of experts from other reputed institutions will be invited to interact with the participants on the subject.

### How to reach the training link

An online link will be provided to each selected candidate who will have to attend the meeting via Zoom in all days without fail.

### Important Dates

Last date for receiving application online	11.05.23
Intimation of selection	12.05.23

A total of 40 candidates shall be accommodated on first come first serve basis (However, there is a scope of accommodating additional 40 candidates on request). Selected candidates will be intimated through e-mail to which they should respond promptly. Candidates should confirm their participation within stipulated time.

### Training methodology

The training will be imparted by the experts from different fields related to medicinal plants with special emphasis on ashwagandha. There will be evaluation before and after the training and feedback through online testing. Certificates will be provided to the participants **who attend all the sessions**.

*For further information, please contact –*

Course Director

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