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INSTITUTE TECHNOLOGY MANAGEMENT UNIT

ICAR-Central Tobacco Research Institute (ICAR-NIRCA)

Proceedings of

INSTITUTE-INDUSTRY MEET ON TECHNOLOGY COMMERCIALIZATION

(Tobacco, Chilli, Turmeric, Ashwagandha, Castor, etc.)

ICAR-Central Tobacco Research Institute (CTRI), Rajahmundry organized an Institute-Industry Meet on Technology Commercialization (Chilli, Turmeric, Tobacco, Ashwagandha, Castor etc.) under NAIF, ICAR on 15th March 2024. Dr. M. Sheshu Madhav, Director, ICAR-CTRI welcomed the participants and briefed the importance of the programme organized by the Institute Technology Management Unit (ITMU) of ICAR-CTRI. In his introductory remarks, Dr. H. Ravisankar, Principal Scientist and Nodal Officer, ITMU, ICAR-CTRI mentioned the objective of this programme is to sensitize the technologies / products of ICAR-CTRI and other ICAR-Institutes and to discuss the post-harvest value addition options in turmeric, Chilli and Ashwagandha with Industries, Entrepreneurs, FPOs and farmers for their Commercialization. Sri Md. Naseem Ahmed, Advisor for AP Market Department, Amaravathi is the Chief Guest of the programme. Dr. E. Karunasri, Director of Extension, Dr. YSRHU; Dr. Mahender, Head, Turmeric Research Station, Kammarapally, Nizamabad; Dr. Y. Amarander, Senior manager, ITC limited, ABD, Guntur Spices Division; Dr. K.V.G.S. Murthy, MBBS, Director, Kalaga



Herbal Research labs Pvt Ltd.; Dr. J.L.N. Sastry, Former Director, Dabur India Pvt Ltd graced the programme. Dr. D.V.S. Raju, Principal Scientist and Head, ICAR-Directorate of Floriculture Research, Vemagiri; Scientists from Dr.Y.S.R.H.U Research Station, Kovvur; ICAR-CTRI Heads of Divisions; Scientists; CEOs of Farmer Producer Organizations, entrepreneurs, NGO members, farmers and farm women, APCNF members and Faculty & students from Nannaya University and ISTS Engineering college, Rajahmundry participated in the programme.

In his presidential address, Dr. M. Sheshu Madhav mentioned about the importance of value addition and commercialization in agriculture. He stressed that the institute is focussing on additional crops turmeric, chillies, aswagandha and castor. Sri Md. Naseem Ahmed highlighted the present status and prospects of value addition industry for agricultural and horticultural produce. He further mentioned the role of government in value addition, post-harvest operations in horticulture crops,



technology gaps and need of post-harvest interventions. The experts gave their presentations on Entrepreneurship development in Horticulture sector by Dr. E. Karunasri; Post-harvest value addition interventions in chilli by Dr. Y. Amarander; Post-harvest value addition in turmeric and entrepreneurship development by Dr. Mahender; Nutraceutical opportunities in Ashwagandha, Turmeric and

Castor by Dr. K.V.G.S. Murthy; Medicinal Plants cultivation including Ashwagandha and drug development by Dr. J.L.N. Sastry. Interaction session with FPOs, Entrepreneurs and Farmers was conducted and the participants shared their experiences. Around 235 participants attend the meeting.

A whole day deliberation led us to make a clear-cut road map for

- 1) Technologies assessment related to Post-harvest & Value addition in Chilli and Turmeric
- 2) Identified a need for refinement of existing technologies of post-harvest processing at farm especially in Chilli and Turmeric
- 3) Lot of opportunities on Pharmaceutical and Nutraceutical products development using Ashwagandha alone (or) Ashwagandha mixed with different herbs were discussed which can frame few MOU's with different public-private partners.
- 4) A new way of joining-hands with platform provides for various agriculture products was also materialized.
- 5) NIRCA is keenly working towards setting of Chilli drying and turmeric post-harvest processing facilities through Pradhan Mantri Formalisation of Micro Food Processing Enterprises Scheme (PMFME).

