

Healing Roots, Growing Futures: KU–JKMPB seminar highlights entrepreneurship in medicinal plants sector



Srinagar, Sept 19: The Department of Botany, University of Kashmir (KU), in collaboration with the J&K Medicinal Plants Board (JKMPB), Directorate of Ayush J&K, hosted a day-long seminar on “Scope of Entrepreneurship under Medicinal Plants Sector” at the KU Main Campus.

The seminar served as a platform for research scholars, students, and faculty to explore entrepreneurial opportunities in medicinal plants—an industry that is reshaping agricultural fortunes worldwide.

With rising global demand, this sector is not only opening new livelihood avenues but also driving research into cures for ailments once considered untreatable.

Delivering the presidential address, Vice-Chancellor KU, Prof. Nilofer Khan, underlined the transformative potential of medicinal plants for the youth of Jammu and Kashmir.

Our region is rich in medicinal plant diversity. By fostering entrepreneurship and research, we can generate employment, strengthen healthcare, boost industry, and ensure sustainable development,” she said. She assured full institutional support for such initiatives.

Registrar KU, Prof. Naseer Iqbal, stressed the University’s mission to link research with skill development and livelihood creation. “Seminars like these connect academia with industry and government programs, creating real impact for society,” he noted.

Dr. Shujad Hussain, Assistant Director, Ayush J&K, said the medicinal plants sector could transform local economies by opening fresh avenues of entrepreneurship and employment for the youth.

Adding to this, Dr. Wahid-ul-Hassan, Technical Officer, JKMPB, gave an overview of the Central Scheme for Conservation, Development and Sustainable Management of

Medicinal Plants. He emphasized the need for collaborative projects to ensure long-term growth of the sector.

Head, Department of Botany, KU, Prof. Aijaz Wani, reiterated the importance of exposing students and scholars to entrepreneurial opportunities in medicinal botany. He reaffirmed the Department's commitment to research-driven innovation.

Earlier, Dr. Mushtaq Ahmad Payer, District Ayush Officer, Srinagar, delivered the welcome address. The seminar proceedings were conducted by Prof. Seema Singh, Department of Botany KU, while Dr. Latif Ahmad Peer, also from the Department of Botany KU proposed the vote of thanks.

The event concluded with a plantation drive, reflecting the University's commitment to conservation and sustainability. Faculty members, scholars, and students from the School of Biological Sciences actively participated.

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