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Last several years CSIR-CIMAP technologies reached to unreached area of the country specially in tribal and problematic areas which includes more than 10000 hectares area involving 30000 farmers and creates 25 lakhs mandays in rural areas. Farmers were earn Rs. 70000 to 90000 additional income by adoption of these crops per hectares. Total more than 90 crores produce produced by the farmers by adoption of MAPs crops as efforts made by Dr Sanjay Kumar and his team. Dr Sanjay Kumar as coordinator, organized two international special training programmes of Nepal Govt. Officials on cultivation, processing and marketing aspects of medicinal and aromatic plants suitable for Nepal. He and his team lead the development Public Private Partnership (PPP) model in cultivation of medicinal and aromatic plants especially for *Artemisia annua* cultivation which was spread in more than 4000-4500 acres in Uttar Pradesh, Uttarakhand, Gujarat by involving about 3500 small and marginal farmers who were earned an extra income of Rs. 35000/- per ha during the years 2010 – 2017.

Dr Sanjay developed different clusters in tribal and problematic areas of country of medicinal and aromatic plants cultivation. Introduce menthol mint among more than 1000 tribal farmers of Dudhwa tiger reserve in 35 villages. These marginal farmers now earning more than Rs 50000/- per cares in a period of three months as additional income as summer crop. He also introduce and developed a cluster of *palmarosa* cultivation in salt affected area of Kutch and Sorashtra in 3000 acres. In these area mostly youth are involved in the cultivation of this crop and open the avenue of aroma entrepreneurship in Gujarat. He also introduced *lemongrass* and *palmarosa* cultivation in 300 acres of Chhattisgarh especially in Naxal affected areas of Bastar by involving 200 rural youth and farmers. These farmers are earning more than Rs. 50000/- per acres. These crops increase the earning of farmers more than double in a year than previous crops. He and his team also lead the introduce *Vetiver* cultivation in the flood affected areas of Saryu and Kosi rivers catchment areas in UP and Bihar respectively. Also developed vetiver cultivation clusters in Sitapur, Barabanki, Sahajhanpur districts of UP.

Presentation summary

Entrepreneurship Opportunities Through Medicinal and Aromatic Plants

Medicinal and Aromatic Plants (MAPs) cultivation are gaining momentum in the country from last two decades. Due to diverse climatic conditions and availability of the resources in the country, there are great opportunities of medicinal and aromatic plants based business/ entrepreneurship development in the country. CSIR-CIMAP with its continuing efforts has been promoting the cultivation of the medicinal and aromatic plants in different parts of country. Several medicinal and aromatic plants are being cultivated in large area in the country especially Menthol mint in about 2,90,000 lakhs hectares, Vetiver in about 5000 hectares., Tulsi (Basil) in about 6000 hectares., Lemongrass in about 10,000 hectares, Palmarosa in about 4000 hectares, Ashwagandha 4000, Isabgole 60000, senna about 20,000 hectares, Sataver 1500 hectares, Kalmegh 1000 hectares and Aloe-vera 3000 hectares, etc. It is estimated that more than six lakhs farm families are directly involved in cultivation of these plants in the country. Some crop specific cluster has been developed by CSIR –CIMAP in different part of country like Vetiver and Mint clusters in Bihar, Palmaorsa cluster in Kutch and Sorashtra in Gujarat. Lemongrass clusters in Jharkhand and Chattisgarh, Mint cluster in tribal area of Dudhwa Tiger Reserve. Ashwagandha Cluster in Telangana and Ahdhra Pradesh. This will results in sustainable cultivation of important medicinal and aromatic plants in the country that directly benefits the farmers and also ensure the availability of the quality raw material for pharma and aroma industry. Apart from this youth can adopt the business opportunities in processing and product development through medicinal and aromatic plants. This paper will emphasize the agri-business opportunities through cultivation and processing of medicinal and aromatic plants in the country for boosting the farmer's income.