

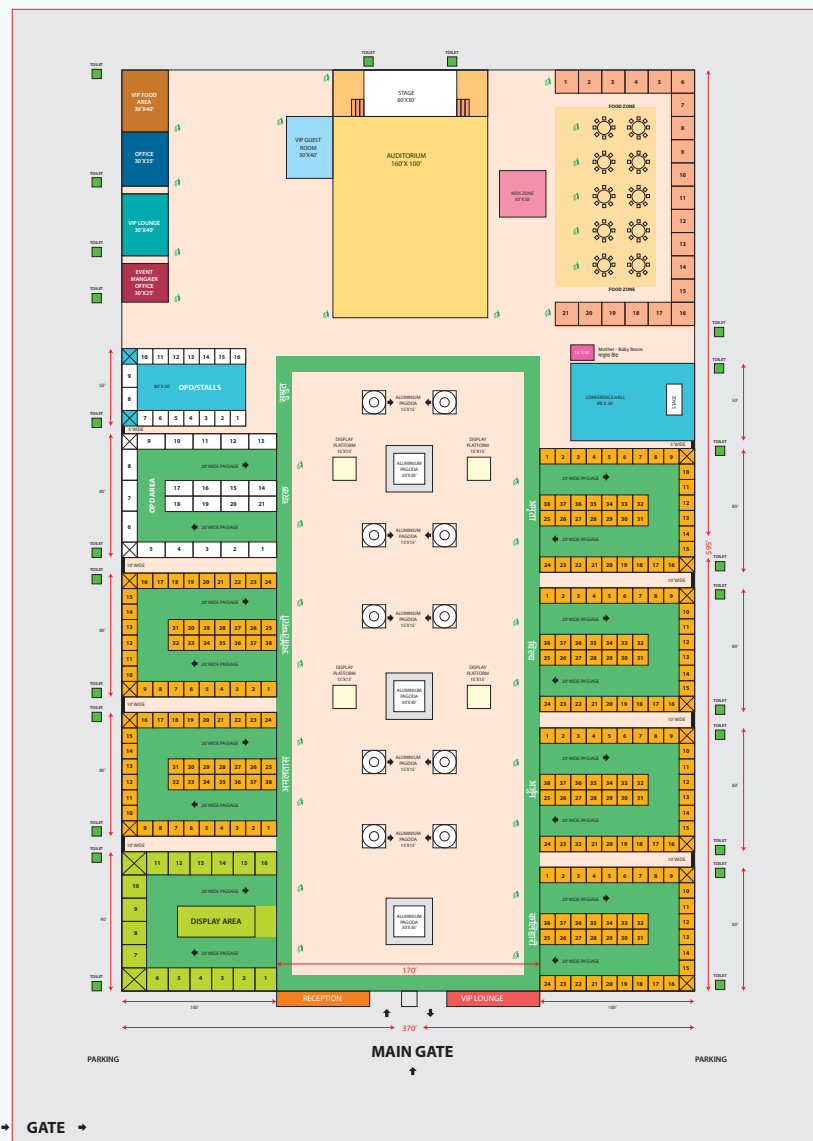
## Highlights of the Fair

- Thematic workshop on Minor Forest Produce for Health Security.
- Exhibition and showcasing of Herbal products and associated processing technology
- Buyer-Seller Meet: Signing of MoUs for future sale-purchase of herbal raw and processed products.
- Product development and branding in collaboration with Vindhya Herbals - The State-of-art production unit of M.P. State MFP Federation.
- Herbal raw material: An opportunity to sale/purchase of raw/processed herbal products from different processing centers of the State, other states of the country and various participating neighbouring countries.
- Herbal Knowledge: A glimpse of innovations and entrepreneurship in the field of traditional herbal knowledge.
- Free health check-up by Ayurvedic Doctors.
- Evening cultural programmes.



## Benefits to the Participants

- NTFPs/MAPs Collectors, Processers, Traders, Innovators, NGOs, SHGs, Researchers, Scientists and Naturalists to exchange and share their experiences, disseminate ideas and success stories about various management aspects of NTFPs and other natural bio-resources and discuss the challenges encountered and the practical solutions.
- Event provides educational, networking and marketing opportunities for the herbal/MFP gatherers and to the visitors, in a fun and frolic atmosphere.
- Over 250 herbal stalls – herbalists, healers, traditional crafters and health practitioners; Herbal Marketplace, 50+ vendors, Live music and traditional cultural programs.
- Promoting indigenous knowledge of Ayurveda as primary healthcare.



## MP State Minor Forest Produce (Trade & Development) Cooperative Federation Ltd.

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for more information visit us at : [www.mpintherbalfair.net](http://www.mpintherbalfair.net)



**लघु वनोपज से स्वास्थ्य सुरक्षा**  
**Minor Forest Produce (MFP) For Health Security**



# 8<sup>th</sup> INTERNATIONAL HERBAL FAIR 2021

Herbal/NTFPs Fair is an annual feature of Bhopal for over a decade now. Initially, began as a National event, this annual fair was up-scaled as an International event from 2011 with a mandate to create a platform for showcasing the NTFPs/MAPs diversity/potential of various states of India and neighbouring countries to provide robust marketing opportunities with strong backward-forward linkages for NTFPs collectors, traders and manufacturers.

## Organisers

Co-organized by the Madhya Pradesh Forest Department, GoMP and Madhya Pradesh State Minor Forest Produce (Trade & Development) Co-operative Federation Ltd. The lead organiser, MP MFP Federation is an apex level agency with a membership of over four million MFP collectors largely dependent on forest produce for their livelihood. It is also an active promoter of collection, trade and development of NTFPs including medicinal and aromatic plants in the state.

### Theme of the Herbal Fair

#### Minor Forest Produce (MFP) For Health Security

- Among ancient civilisations, India has been known to be rich repository of medicinal plants. The forest in India is the principal repository of large number of medicinal and aromatic plants, which are largely collected as raw materials for manufacture of drugs-Herbal Products.
- Minor Forest Produce/Medicinal plants cater to various basic health needs of millions of rural households and on the other hand they form the resource base for a rapidly growing pharmaceutical, cosmetics and bio-technology industry.
- Consumption of medicinal plants result to immunity boosting and long term wellness of the people.
- It is a plant-based science, being the science of life, propagates the gifts of nature in maintaining healthy and happy living.
- Current knowledge of the properties and therapeutic use of medicinal plants in India come from numerous sources and is closely linked to rich cultural diversity that characterizes the Indian subcontinent.
- The use of medicinal plants is not only for the treatment of diseases but also as potential material for maintaining good health and well being.



## Who can Participate

- Producers, Manufacturers, Traders, Entrepreneurs and Packagers of herbal products at local, National and International levels
- Researchers, environmentalists and practitioners involved in the field of plant and plant products
- Government Departments, Organizations, Institutions and NGOs involved in promoting cultivation, research, processing, value addition and trade of herbs & herbal derivatives
- Importers and Exporters of Herbal Products
- Certification bodies related to organic, ecological and sustainable collection etc.
- Publishers of books/research journals, related to medicinal plants and NTFPs, traditional practices.



## Stall Types

- Stalls inside Hanger
- Dome stall small
- Dome stall large
- Food stall

## Display & Exhibition Space

### Stall Rentals for Indian Participants

Stall Type	Size(meter)	Rate (in Rs.) GST Extra
Stalls inside Hanger	3x3	15,000/-
Dome stall small	5x5	22,000/-
Dome stall large	10x10	30,000/-
Food stall	5x5	5,000/-

Booking closed by 10th December 2021

### Stall Rentals For International Participants

SAARC Countries			Other countries	
Stall Type	Size(m)	Rate	Size(m)	Rate
Stalls inside Hanger	3x3	U\$ 500	3x3	U\$ 1000

## Stall Scheme

**Stalls inside Hanger** - Along with carpeted stall of 3x3 meter size, the exhibitor gets Table : 04, Chairs : 04, Dust Bin: 01, Spot Light : 04, Plug Point: 01, Power Board : 01, Facia with exhibitors name.

**Dome stall small:** Along with carpeted stall of 5x5 meter size, the exhibitor gets Table : 08, Chairs : 06, Light : 02, Plug Point: 01, Power Board : 01, Facia with exhibitors name.

**Dome stall large:** Along with carpeted stall of 10x10 meter size, the exhibitor gets Table : 20, Chairs : 10, light : 04, Plug Point: 01, Power Board : 01, Facia with exhibitors name.

**Food stall:** Along with green net of 5x5 meter size, the exhibitor gets Table : 04, Chairs : 04, light : 01

## Services at the Venue

Consultation with practitioners of Ayurveda and other Indian systems of medicine, cafeteria, parking, STD/Email/FAX facilities etc.

## Infrastructure Facilities

The essential infrastructural facilities apart from stall space includes, control room, first aid, publicity opportunity, security services, power supply and water supply etc.

## Stall Booking : Terms and Conditions

- Forms can be downloaded from website -[www.mpintherbalfair.net](http://www.mpintherbalfair.net)
- Forms, dully filled and signed, will be submitted along with the fees receipts in the office of MP State Minor Forest Produce (Trade & Development) Cooperative Federation Ltd. Sports Complex, Indira Nikunj, 74 Bungalows, Bhopal-462003, India. Ph.: +91-755-2674202
- The stall charges / fees will be deposited in any branch of ICICI Bank in the account of MP State Minor Forest Produce (Trade & Development) Cooperative Federation Ltd in the account number 028305002016 – IFSC: ICIC0000283
- Stalls will be booked on first come - first serve basis.
- Stalls once booked cannot be cancelled. Fee deposited is non refundable and non transferable.
- MP MFP Federation reserves the right to accept or reject any application for booking of stalls.

