

## Highlights of the Fair

Sale-Purchase of authentic herbal products



Exhibitions and showcasing of processing technology and products



Buyer-seller meets leading to MoUs and partnerships



Collaborations with Vindhya Herbals for product development and branding



Free health check-up by certified Ayurvedic doctors/ Vaidyas



Knowledge sharing on herbal innovations and entrepreneurship through International Conference



Vibrant cultural evening programmes



Awareness programs/ competitions for school children



## Benefits to the participants



Access to authentic products: raw and processed through **300** stalls with participation from herbalists, healers, traditional craftsmen, health practitioners, traders and manufacturers



Trade opportunities through Buyer-Seller Meet



Knowledge sharing through International Herbal Conference

- ▶ Success stories
- ▶ Management case studies
- ▶ Information dissemination on potential solutions to overcome challenges related to MFPs



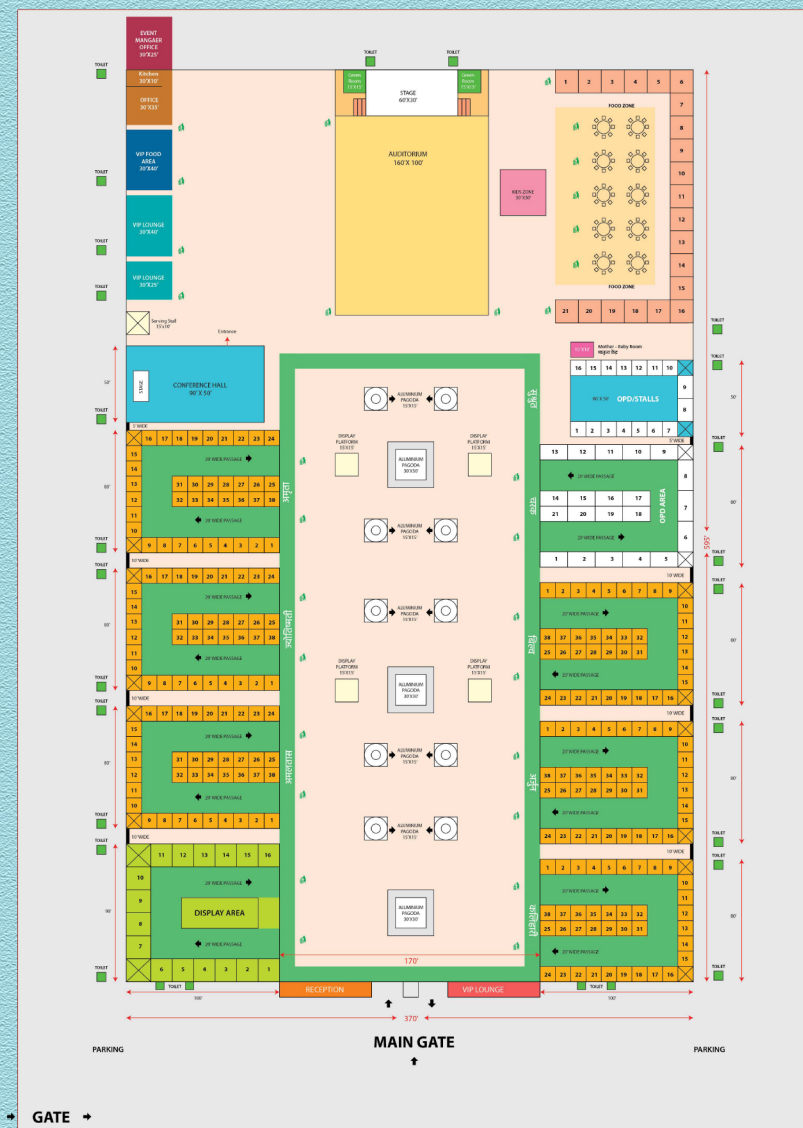
Awareness generation and access to traditional health care systems



Interactions with institutions associated with herbal products to understand latest development in the sector

INTERNATIONAL HERBAL FAIR-2022  
20-26 December 2022  
VENUE - LAL PARADE GROUND, BHOPAL

## LAYOUT OF THE MELA PREMISE



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

Sports Complex, Indira Nikunj Nursery, 74 Bungalows,  
Bhopal-462003, India  
Phone: +91-755-2674202, Fax: +91-755-2552628  
Email: [mpmfpt@gmail.com](mailto:mpmfpt@gmail.com) / [md.mfpfed@mp.gov.in](mailto:md.mfpfed@mp.gov.in)  
Website: [www.mfpfederation.org](http://www.mfpfederation.org)

Dr. Deleep Kumar

Addl. Managing Director  
Ph: + 91-755-2970629  
Mob: +91-9425712451

## CONTACT

Mr. Bhagwat Singh

Addl. Managing Director  
Ph: + 91-755-2674304  
Mob: +91-942479005

For more information visit us @ [www.mpintherbalfair.com](http://www.mpintherbalfair.com)

M.P. State Minor Forest Produce  
(Trade & Development) Cooperative Federation Ltd.



75  
आज़ादी का  
अमृत महोत्सव

20-26 December, 2022

Lal Parade Ground, Jahangirabad,  
Bhopal, Madhya Pradesh



## Minor Forest Produce for Self-Reliance

लघु वनोपज से आत्मनिर्भरता





# International Herbal Fair



## About the Herbal Fair

International Herbal Fair is an annual feature of Bhopal for over a decade now. Conceptualized as an annual National event, the fair became International from 2011 onwards. The mandate at the inception of the fair was to create a platform for bringing together various stakeholders across the value chain of Minor Forest Produce (MFP) diversity and showcasing the MFP potential of India and its neighbouring countries. The objective of the fair is to provide an environment to enhance marketing opportunities, and forge backward-forward linkages by bringing together MFP collectors, traders, and manufacturers, involved in the processing of MFPs. The fair provides a platform for knowledge sharing, information dissemination and increasing awareness of MFPs by enabling interactions with the practitioners, academia, Institutions, and civil society working in this field. This year the 9th International Herbal Fair will be organized from 20th to 26th December 2022 at Lal Parade Ground, Jahangirabad, Bhopal.

## Organizers

The event is jointly organised by the Madhya Pradesh Forest Department 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 4 million MFP collectors largely dependent on forest produce for their livelihood. The federation is also an active promoter of the collection, trade and development of MFP including Medicinal and Aromatic Plants (MAPs)

## Theme of the Herbal Fair

### Minor Forest Produce for Self-Reliance

### लघु वनोपज से आत्मनिर्भरता

The fair will commemorate the ongoing mission for 'Aatmanirbhar Bharat' by displaying opportunities for livelihood generation and self-employment in the MFP sector. This annual event is a medium to empower the MFP Value chain stakeholders to play a larger role in the Indian as well as the global economy and make it more efficient, competitive, and resilient.

Minor Forest Produce caters to various basic health needs of millions of rural households and forms the resource base for rapidly growing food, pharmaceutical, cosmetics and biotechnological industries. The discussions, deliberations and activities in the Herbal Fair will facilitate in:

- ▶ Employment generation through MFP Collection
- ▶ Ensuring proper value of MFP to gatherers through MSP
- ▶ Enhancing income of MFP gatherers by primary processing
- ▶ Maintaining the sustainability of MFP and raw material supply
- ▶ Benefit sharing with primary collectors/gatherers
- ▶ Trade of MFP and their products
- ▶ Providing platform for Buyers and Sellers

## Who can Participate?

Herbal value chain stakeholders including



Producers, SHGs and MFP collectors



Manufacturers, Entrepreneurs and Packagers



Certification bodies related to organic, ecological, and sustainable collection



Traders, Importers and Exporters



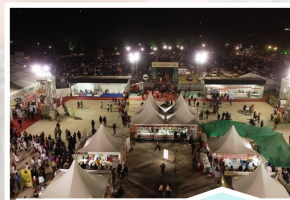
Institutions: Govt, Academic, Research, NGOs, and Civil Society



Researchers, Publishers, Environmentalists, and Practitioners

## Achievements of International Herbal Fair 2021

With a massive **footfall** of **1.25 Lakh visitors**, the International Herbal Fair 2021 was a huge success



300 stalls with participation from 10 States



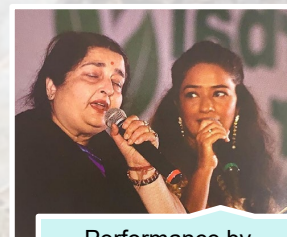
6205 patients treated by 375 certified Ayurvedic Doctors in 21 OPD



Representatives from 7 countries participated in the International Conference



Performance by Shri Anoop Jalota



Performance by Smt Anuradha Podwal



113 Participants in Buyer-Seller Meet



17 Van Dhan Vikas Kendras participated

## Stall Scheme

Specifications	Stall Inside Hanger	Dome Stall-Small	Dome Stall-Large	Food Stall
Size (m)	3 X 3	5 X 5	10 X 10	5 X 5
Rate (INR) GST Extra	15,000/-	22,000/-	30,000/-	5,000/-
Carpeted	Yes	Yes	Yes	
Table (Nos)	04	08	20	04
Chair (Nos)	04	06	10	04
Dustbin (Nos)	01			
Spotlight/ Light (Nos)	04	02	04	01
Plug point (Nos)	01	01	01	
Power board (Nos)	01	01	01	
Facia with exhibitors' name	Yes	Yes	Yes	

## Stall Rentals for International Participants

Stall Type	Size (m)	Rate	
		SAARC Countries	Other Countries
Stalls Inside Hanger	3 X 3	USD 500	USD 1000

## Services at the Venue

Consultation from Ayurveda practitioners and other Indian health-care systems, first-aid facilities, opportunity for publicity, security services STD/Email/Fax facilities

## Infrastructure Facilities

Cafeteria, parking, control rooms, power, water supply, toilets and Bank ATMs

## Stall Booking: Terms and Conditions

- ▶ Forms can be downloaded from [www.mpintherbalfair.com](http://www.mpintherbalfair.com)
- ▶ Dully filled and signed forms to be submitted along with the fees receipt in MP State Minor Forest Produce (Trade & Development) Cooperative Federation Ltd Office (Refer last page for the complete contact details)
- ▶ The stall charges/fees are to be deposited in any branch of ICICI Bank in the account of MP State Minor Forest Produce (Trade & Development) Cooperative Federation Ltd (Account No: 028305002016; IFSC: ICIC0000283)
- ▶ Stalls will be booked on first come first basis
- ▶ Stalls once booked cannot be cancelled. Fees deposited is non-refundable and non-transferable
- ▶ MP MFP Federation reserves the right to accept or reject any application for booking of stalls

