



Industry Connect - Business Meet

**“Indian Botanicals for Global Markets –
Challenges & Opportunities”**

In the memory of “Dr. Muhammed Majeed”

October 30, 2025

Organized by:

SOCIETY FOR ETHNOPHARMACOLOGY

Shaktigarh, Jadavpur, Kolkata, India

www.ethnopharmacology.in

Jamia Hamdard University

New Delhi, India

www.jamiahamdard.edu

12th International Convention

Society for Ethnopharmacology

(SECON 2025)

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www.bnpl.org.in

Website: www.ethnopharmacology.in



Dr. Muhammed Majeed: A Life of Vision, Science, and Service – A Tribute

(A Special Tribute from SFE, India through the i-Connect Program: in his Memory)

Society for Ethnopharmacology India

www.ethnopharmacology.in

The passing of Dr. Muhammed Majeed is a profound loss to the global scientific community, especially for those of us in the field of ethnopharmacology. His visionary work and unwavering dedication to natural and traditional medicine will continue to inspire generations of researchers and practitioners. The Society for Ethnopharmacology, India, deeply acknowledges Dr. Majeed's invaluable contributions. In his memory, the Society has been organizing a series of commemorative programs to honour his legacy. Through this article, we aim to highlight some of his remarkable contributions, his longstanding association with our Society, and his deep passion for natural product-based drug development. Above all, we remember him for his enduring love for humanity and his commitment to the betterment of society at large.

In 2024, following the sad demise of Dr. Muhammed Majeed, a visionary leader, pioneering entrepreneur, and steadfast supporter of ethnopharmacological research, the Society for Ethnopharmacology, India (SFE-India) paid a heartfelt tribute by dedicating that year's special program on Industry Connect Program: Business Meet was held during SECON-2024 at Gangtok, Sikkim, India. In this Program, more than 30 industries join and share their views for promotion and development of herbal products. This special program was a profound reflection of Dr. Majeed's immense contributions to the advancement of traditional medicine, the global promotion of scientifically validated herbal products, and his unwavering support for bridging the gap between academia and industry. Recognizing his deep and lasting association with the Society and his transformative impact on natural product science, the SFE, India dedicate this i-Connect programs in the memory of Dr. Muhammed Majeed SECON 2025. Through this gesture, the Society affirms its dedication to advancing the vision that Dr. Majeed so passionately championed: integrating traditional knowledge systems with modern science for the betterment of global health.

Dr. Muhammed Majeed was a pioneer in translating Indian Traditional systems of Medicine including Ayurveda, Unani, and Siddha with modern scientific interventions for development of validated health solutions and that is where we had the opportunity to get connected with him from Jadavpur University since 2003. The entrepreneurial spirit within Dr. Majeed truly ignited with the incorporation of Sabinsa Corporation in New Jersey in 1988. Later on in 1991, he established Sami Labs Limited (now known as the Sami-Sabinsa Group Limited - SSGL) in Bengaluru, India with a state-of-the-art research and manufacturing facility.

Dr. Muhammed Majeed, the visionary founder of the Sami-Sabinsa Group, established a longstanding and impactful association/collaboration with Prof. Pulok K. Mukherjee since 2003, which grew stronger from 2005 onwards with the international conference on herbal Medicine, organized by the School of Natural Product Studies (SNPS), Jadavpur University, Kolkata. His active support and guidance significantly shaped academic discourse on herbal drug discovery, quality control, and sustainable practices.

Dr. Majeed's partnership with SNPS nurtured evidence-based research in natural medicine, aligning with the institute's academic goals. Dr. Majeed has also supported scientific societies, and conferences highlighting traditional medicine and natural product Research. Most notably Dr. Majeed actively involved with the Society for Ethnopharmacology, India (SFE-India) for collaborative science and inspired researchers to explore India's rich ethnobotanical heritage with scientific rigor for the development of ethno-entrepreneurship through organizing different National, International events.

Society for Ethnopharmacology, India is working with the mission of dissemination of knowledge for the development of ethnopharmacology and medicinal plant research and vision of "Globalizing Local Knowledge; Localizing Global Technologies". We had the distinct privilege of knowing Dr. Majeed personally and professionally, and his visionary approach to natural products research has had a lasting impact on the Society for Ethnopharmacology, India (SFE-India). As one of our strongest supporters and well-wishers, Dr. Majeed was instrumental in advancing the mission of SFE-India to promote the scientific validation and global recognition of traditional medicine, as well. Under his visionary leadership, Sami-Sabinsa Group became an active partner in several of SFE-India's national and international programs, encouraging the dissemination of quality research, fostering young talent, and creating a bridge between traditional healing practices and modern pharmacological validation. As we remember Dr. Majeed, we also carry forward his vision: to make natural, evidence-based healthcare accessible to all. On behalf of the family of Society for Ethnopharmacology, India, we offer this tribute in deep respect and heartfelt remembrance of a man whose work will continue to inspire generations.



Figure 1. i-Connect: Business Meet during the SECON 2024 on 15th November 2024

The Society for Ethnopharmacology, India (SFE-India) will always remember Dr. Majeed for his visionary contributions in bridging traditional knowledge systems with modern science. His unwavering support and encouragement greatly advanced our mission to explore and validate nature- and tradition-based therapeutics. Dr. Majeed's ideas and inspirations knew

no bounds. His commitment to promoting India's rich heritage of traditional medicine through collaborative research, capacity building, and entrepreneurship development has left an indelible mark. Through our collective efforts, we aim to honour India's heritage, harness the power of modern science, and build a resilient, healthy, and prosperous nation.

**It's hard to forget someone
who gave you so much to remember**

In the Remembrance of



DR. MUHAMMED MAJEED
Chairman & Founder
Sami-Sabinsa Group Limited
(1948 - 2024)

**WE LOST A GREAT SOUL,
ROLE MODEL FOR NUTRACEUTICAL INDUSTRY
IN INDIA; A GREAT PERSONALITY WHO LOVED
THIS SECTOR FROM HIS HEART. WE WILL
MISS HIM A LOT.**

**WE WILL NEVER FORGET HIS ASSOCIATION
WITH SOCIETY OF ETHNOPHARMACOLOGY**

**OUR HEARTFELT CONDOLENCES
ON HIS DEMISE
MAY HIS SOUL REST IN PEACE**



Society for Ethnopharmacology, India
www.ethnopharmacology.in

The Society for Ethnopharmacology, India (SFE India) and the Organizing Committee of SECON 2025 extend their sincere gratitude to Sami-Sabinsa Group Limited for their invaluable support and contribution to the i-Connect Program.





**Prof. Pulk K. Mukherjee, PhD, FRSC
Founder Society for Ethnopharmacology (SFE-India)**

“Science gives vision to tradition, and tradition gives roots to science.”

It is with great pleasure that I extend a warm welcome to all participants of the Industry Connect – Business Meet on “Indian Botanicals for Global Markets: Challenges & Opportunities,” organized by the Society for Ethnopharmacology (SFE-India) and hosted by the Centre of Excellence in Unani Medicine, Jamia Hamdard, New Delhi.

India is globally recognized for its extraordinary diversity of medicinal plants, herbs, and traditional healing systems that form the foundation of Ayurveda, Unani, Siddha, and other indigenous medical traditions. The Indian botanical sector holds immense promise to contribute to global herbal, nutraceutical, and functional food markets. Yet, this opportunity comes with complex challenges ensuring quality and safety standards, fulfilling regulatory requirements, enabling sustainable sourcing of bioresources, managing efficient supply chains, and protecting intellectual property. Addressing these challenges strategically is essential to transform India’s traditional medicine resources into globally competitive, evidence-based products.

The *i-Connect* Program is not merely an event; it is a movement inspired by the conviction that India’s heritage of healing can shape the medicine of tomorrow. When we established SFE-India in 2013, our dream was to build a scientific bridge that honors centuries of traditional wisdom while upholding the rigor of modern validation. Over the years, SFE-India has grown into a vibrant community of scientists, innovators, entrepreneurs, and students who together have reimagined ethnopharmacology as a force for innovation, sustainability, and economic empowerment. Since its inception, SFE-India has been dedicated to promoting ethnopharmacology, integrating traditional knowledge with modern scientific approaches, and facilitating collaborative research and innovation. Through its national and international conferences, workshops, policy dialogues, and industry–academia partnerships, the society has strengthened India’s position in the global landscape of natural products and herbal research.

The Centre of Excellence in Unani Medicine, Jamia Hamdard, provides a fitting setting for this Industry Connect a confluence of academic excellence, translational research, and industry engagement driving meaningful outcomes for all stakeholders. This initiative marks a significant step toward bridging traditional knowledge systems, scientific research, and global business opportunities in herbals, nutraceuticals, and dietary supplements. It also represents a milestone in our mission to align India’s traditional wisdom with modern innovation and evidence-based development.

The *i-Connect* Business Meet embodies this vision of transforming dialogue into collaboration and collaboration into enterprise. From the first *i-Connect* in Imphal to the present gathering in New Delhi, each edition has strengthened this bridge, connecting farmers to formulators, researchers to regulators, and start-ups to investors. This Industry Connect is designed as a

comprehensive platform for academia, industry stakeholders, entrepreneurs, policymakers, and regulatory authorities to deliberate on shared challenges, exchange knowledge, and forge collaborations. Through expert sessions, case studies, and networking opportunities, participants will gain practical insights into market trends, global regulations, clinical validation, and commercialization strategies. The meet will also provide guidance on leveraging research, innovation, and evidence-based validation to position Indian botanicals competitively in the international arena.

i-Connect 2025 continues this legacy under the theme “Indian Botanicals for Global Markets – Challenges and Opportunities.” It emphasizes sustainability, biodiversity conservation, and responsible bioresource utilization ensuring that the growth of India’s botanical sector remains both ethical and ecological. Discussions will explore quality assurance, clinical research, intellectual property, regulatory compliance, and market access, enabling innovators and entrepreneurs to build products that are authentic, safe, and scientifically validated.

Moreover, the meet highlights the vast potential emerging from global demand for natural and safe healthcare solutions — herbal therapeutics, nutraceuticals, dietary supplements, and functional foods. It encourages all stakeholders to adopt modern analytical techniques, standardization protocols, and quality control systems while preserving the authenticity and cultural heritage of Indian medicine. By fostering collaboration, innovation, and sustainability, this initiative seeks to enhance India’s global footprint in the botanical and herbal sector and drive bioeconomic growth.

This year, we dedicate the meet to the late Dr. Muhammed Majeed, whose pioneering contributions to the herbal industry exemplify how vision, perseverance, and ethical entrepreneurship can globalize Indian science. I am confident that the Industry Connect – Business Meet will generate valuable insights, strategic partnerships, and new pathways for innovation, ultimately contributing to India’s emergence as a global leader in high-quality, scientifically validated botanicals and herbal products. This platform also offers an invaluable opportunity for participants to network, share experiences, and co-create solutions for the evolving challenges and opportunities within the herbal sector.

On behalf of SFE-India, I express my heartfelt appreciation to all collaborators, industry leaders, participants, and the organizing team at Jamia Hamdard for their commitment in making this initiative a success. Together, let us harness the potential of Indian botanicals to drive innovation, ensure sustainability, and elevate India’s global standing in traditional medicine and ethnopharmacology.

Let this gathering remind us that our greatest strength lies in collaboration. By aligning scientific credibility with cultural integrity, India can lead the world in developing safe, effective, and sustainable natural-product innovations. Let us globalize local knowledge and localize global technologies for a healthier, sustainable world.

— Prof. Pulok K. Mukherjee
Founder, Society for Ethnopharmacology (SFE-India)



Prof. Sayeed Ahmed
Organizing Secretary,
SECON 2025
Jamia Hamdard, New Delhi



Dr. C K Katiyar
Vice President, Society for
Ethnopharmacology INDIA
& Chairperson *i-Connect*
program

It gives me great pleasure to welcome all distinguished guests, industry leaders, researchers, entrepreneurs, and policymakers to the Industry Connect - Business Meet on the theme “Indian Botanicals for Global Markets- Challenges & Opportunities”, organized as a part of SECON 2025. This event is being held in cherished memory of Dr. Muhammed Majeed, a visionary scientist, entrepreneur, and pioneer in promoting Indian botanicals on the global stage.

Dr. Majeed’s lifelong dedication to translating the wisdom of traditional Indian medicine into scientifically validated, globally accepted herbal products continues to inspire generations of researchers and innovators. His legacy exemplifies the bridge between traditional knowledge and modern science demonstrating how Indian botanicals can lead the way in developing sustainable, evidence-based healthcare solutions for the world.

The Industry Connect - Business Meet aims to provide a vibrant platform for dialogue between academia, industry, and policy stakeholders to identify key opportunities and challenges in the global botanical trade. India’s biodiversity and heritage of traditional medicine represent an immense reservoir of therapeutic potential. However, realizing this potential requires collaborative efforts in areas such as quality standardization, regulatory harmonization, intellectual property protection, and sustainable sourcing practices.

This Meet seeks to encourage strategic partnerships that promote innovation, investment, and ethical commercialization of herbal products derived from India’s rich flora. It is also an opportunity to explore how traditional wisdom, when coupled with cutting-edge research and advanced technology, can lead to globally competitive natural products that contribute to both human health and economic growth.

In remembering Dr. Muhammed Majeed, we honor his vision of a world where nature and science coexist in harmony transforming India into a global leader in the nutraceutical and phytopharmaceutical sectors. His contribution continues to light the path toward a future where Indian botanicals achieve their rightful place in global healthcare and trade.

I extend my heartfelt welcome to all participants and wish that this Industry Connect - Business Meet fosters meaningful collaborations and paves the way for a sustainable and globally recognized Indian botanical industry.

— **Prof. Sayeed Ahmed**
Centre of Excellence in Unani Medicine, Jamia Hamdard, New Delhi

— **Dr. C K Katiyar, Vice President, Society for Ethnopharmacology INDIA
& Chairperson *i-Connect* program**



Society For Ethnopharmacology (SFE-India)

The Society for Ethnopharmacology (SFE-India) is a not-for-profit scientific organization established in 2013 under the West Bengal Societies Registration Act (1961). It is officially affiliated to the International Society for Ethnopharmacology (ISE), Switzerland. For more details please visit: www.ethnopharmacology.in

Vision & Mission

- Vision: *To globalize local knowledge and localize global technologies*, fostering sustainable development and ethical innovation in traditional medicine.
- Mission: To promote the scientific validation, documentation, and dissemination of traditional medical knowledge and to strengthen India's leadership in the global herbal industry by creating frameworks for research, regulation, and responsible commercialization.

Core Objectives

- ✚ **Scientific Advancement** – Encourage interdisciplinary research in ethnopharmacology, pharmacognosy, phytochemistry, and translational herbal sciences.
- ✚ **Knowledge Dissemination** – Organize international and national conventions, thematic symposia, and training programs to bridge academia and industry.
- ✚ **Capacity Building** – Empower young scientists, students, and entrepreneurs through mentorship, scholarships, and skill-development initiatives.
- ✚ **Ethical Standardization** – Advocate for quality, safety, and efficacy standards aligned with global guidelines.
- ✚ **Sustainability & Biodiversity** – Promote conservation and sustainable utilization of medicinal and aromatic plants (MAPs).
- ✚ **Entrepreneurial Ecosystem** – Facilitate innovation, incubation, and start-up creation based on validated ethnomedicinal knowledge.

National Footprint and Global Engagement

From its headquarters in Kolkata, SFE-India coordinates 27 regional chapters and more than 2,000 active members across India. These chapters collaborate with universities, AYUSH and other government organizations, research laboratories, NGOs, and industries to promote training, research, and societal outreach. Internationally, SFE-India partners with organizations and universities in the USA, Europe, and Asia, enabling exchange programs, collaborative projects, and participation in ISE's global conferences. Through these networks, the Society advances India's role as a knowledge partner in global ethnopharmacology, aligning indigenous traditions with modern scientific frameworks.

International Society for Ethnopharmacology (ISE)



The International Society for Ethnopharmacology (ISE) was established in 1990 and is headquartered in Switzerland. It serves as a worldwide network of scientists, researchers, health-care professionals, and policy leaders dedicated to advancing knowledge on traditional medicines, natural products, and ethnobiological resources.

ISE's vision is to foster responsible, ethical, and evidence-based use of traditional medical knowledge through interdisciplinary research and global cooperation. ISE is dedicated to the study of the pharmacological actions of plants, animals, insects, and other organisms used in medicines of indigenous and modern, past and present cultures. The society encourages cultural respect, sustainability, and benefit-sharing between knowledge holders and scientific institutions.

The major objective of the ISE is to promote Ethnopharmacology as a scientific field of research. The society is dedicated to the exchange of information and understandings about people's use of natural products and their bio-prospecting. For more details please visit: www.ethnopharmacology.org

Jamia Hamdard University



Founded in 1989 under the visionary leadership of Hakeem Abdul Hameed, Jamia Hamdard (Deemed to be University) has emerged as one of India's foremost centers of excellence in health sciences, traditional medicine, and biomedical research.

The Centre of Excellence in Unani Medicine (Pharmacognosy & Pharmacology) at Jamia Hamdard, New Delhi, is a premier hub for advanced research and innovation in Unani medicine. Supported by the Ministry of AYUSH, Government of India, the Centre focuses on the standardization, validation, and scientific evaluation of Unani formulations and natural products.

It integrates traditional wisdom with modern pharmacological approaches to ensure evidence-based healthcare solutions. Through collaborative research, training, and technological advancements, the Centre continues to strengthen the global recognition of Unani medicine as a safe, effective, and sustainable healthcare system. For more details please visit: www.jamiahamdard.ac.in.



The SFE, India *i-Connect*: Business Meet

The *i-Connect* business was conceived by SFE-India in 2023 as a strategic initiative to bridge the long-standing divide between academic research and industrial application in ethnopharmacology and traditional-medicine sciences. Its founding vision was to ensure that the vast body of Indian research on medicinal plants and formulations could be translated into scalable, globally compliant products and technologies. The program aligns with national priorities articulated in *Viksit Bharat* and *Atmanirbhar Bharat Abhiyan*, supporting India's emergence as a leader in the herbal and natural-product bioeconomy.

Our Mission & Vision

Mission

To create a collaborative ecosystem that connects academia, industry, policymakers, and entrepreneurs — accelerating the translation of traditional medicine and ethnopharmacological knowledge into scientifically validated, commercially viable, and globally competitive innovations. Through shared values of integrity, inclusiveness, and sustainability, *i-Connect* nurtures partnerships that transform India's botanical wealth into evidence-based healthcare solutions for the world.

Vision

To position India as a global hub for traditional-medicine-based innovation and bio-entrepreneurship fostering a sustainable bioeconomy that aligns traditional wisdom with cutting-edge research, digital technology, and international standards. We envision a future where every medicinal plant cultivated, every formulation developed, and every product exported carries the stamp of scientific validation, ethical sourcing, and Indian excellence.

Strategic Pillars of the Vision

Pillar	Description	Outcome
Evidence	Promote rigorous pharmacological, preclinical, and clinical validation of herbal formulations.	Strengthened scientific credibility and acceptance worldwide.
Entrepreneurship	Empower start-ups and MSMEs with access to mentorship, funding, and regulatory guidance.	Creation of scalable business models rooted in ethnopharmacology.
Sustainability	Encourage biodiversity conservation, fair trade, and green chemistry.	Ecological balance and farmer empowerment.
Globalization	Align Indian herbal products with WHO, EU, and USFDA regulatory pathways.	Expansion of India's herbal export footprint.

Education	Build next-generation expertise through training and cross-disciplinary collaboration.	Skilled human capital driving future innovation.
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Evolution and Impact

Each successive edition has expanded the scope and influence of the program:

- ***i-Connect 2023 (Imphal, Manipur)***: Initiated regional bio-enterprise development and highlighted North-East India's biodiversity.
- ***i-Connect 2024 (Jammu & Sikkim)***: Fostered collaboration between CSIR labs, academia, and industries on phytopharmaceutical development.
- ***i-Connect 2025 (Belagavi)***: Focused on start-up incubation, MSME support, and rural herbal entrepreneurship.
- ***i-Connect 2025 (New Delhi)***: Marks the program's national consolidation under SECON 2025 bringing together **policy, science, and business** under one unified theme: "*Indian Botanicals for Global Markets – Challenges & Opportunities.*"

Strategic Objectives of *i-Connect*

1. **Bridge Academia and Industry**: Convert laboratory knowledge into validated commercial products.
2. **Encourage Entrepreneurship**: Foster start-ups rooted in traditional medicine and local innovation.
3. **Promote Evidence-Based Practices**: Strengthen research quality, reproducibility, and data transparency.
4. **Enhance Regulatory Readiness**: Guide industries through AYUSH and FSSAI compliance frameworks.
5. **Advance Sustainability**: Link herbal supply chains to biodiversity conservation and fair-trade models.
6. **Facilitate Global Competitiveness**: Enable Indian companies to meet EU, USFDA, and WHO standards.

Why it Matters

India possesses one of the richest repositories of ethnopharmacological knowledge in the world, yet a significant portion remains underutilized. The *i-Connect* platform empowers stakeholders to transform this intellectual capital into socioeconomic assets generating employment, encouraging local innovation, and ensuring global recognition for Indian botanicals. Through dialogue, collaboration, and strategic action, *i-Connect* demonstrates how science, policy, and enterprise can converge to build a future where traditional wisdom fuels sustainable modern industry.

Industry Connect - Business Meet

In the memory of beloved "Dr. Muhammed Majeed"

"Indian botanicals for global markets Challenges & Opportunities"

October 30, 2025 (11:00 AM onwards)

Auditorium (Nano building 3rd floor) JAMIA HAMDARD, New Delhi

11:00 AM – 01:30 PM



Prof. Rabinarayan Acharya
Director General, CCRAS
Ministry of AYUSH, New Delhi



Prof. USN Murty
Director
National Institute of Pharmaceutical Education
& Research (NIPER), Guwahati



Dr. Koustubha Upadhyaya
Adviser (Ay.) Ministry of AYUSH
Govt of India, New Delhi



Dr. Ravindra Singh
Director
Food Safety and Standards Authority of India
New Delhi, India



Sh. Anil Mehta
Director, Regulatory Compliance
Food Safety and Standards Authority
of India,
New Delhi



Dr. Ajit Kumar Shasany
Director
CSIR- National Botanical Research Institute
(CSIR-NBRI)
Lucknow, India



Dr Debashish Panda,
Joint Adviser (Ayurveda), Ministry of
AYUSH, Govt. of India, New Delhi

Dr. Mohammad Khalid
Dept of Ayush,
NCT of Delhi



Prof. Pulok K. Mukherjee
Founder, SFE-India & Chairman, Scientific Services, SECON 2025

"Indian botanicals for global markets Challenges & Opportunities"



Prof. Ikhlas Khan
Director
National Center for Natural Products
University of Mississippi, USA



Dr. Roy Upton
Executive director, and editor of the
American Herbal Pharmacopoeia (AHP)



Dr. Anju Majeed
Chairperson
Sami Sabinsa Group
Bengaluru, INDIA



Shri. Ranjit Puranik
MD & CEO
Shree Dhootapapeshwar Ltd.
Mumbai, MH, India



Prof. Domenico Delfino
Associate Professor
University of Perugia, Perugia, Italy



Prof. Hongjie ZHANG
Chair Professor in Chinese Medicine
Honk Kong Baptist University, Hong Kong



Dr. U V Babu
Head-R&D
Himalaya Drug Company
Bangalore, India



Dr. Arvind Saklani
Vice President – Agri Biotechnology
Sami Sabinsa Group
Bengaluru, INDIA



Dr. Anil K Sharma
Vice President
Aimil Pharmaceutical Pvt. Ltd.
New Delhi, India



Dr. R Govindrajan
Chief Innovation Officer
Kapiva, New Delhi



Dr. Anurag Varshney
Vice President & Head
Drug Discovery & Development
Division, Clinical Research Division
Patanjali Ayurved Limited
Dhanpura, Haridwar, Uttarakhand



Dr Mukhlesur Rahman
Associate Professor
School of Health, Sports and
Bioscience
University of East London, UK



Dr. Ashok BK
Senior Research Scientist Himalaya
Wellness Company Bangalore, India



Dr. Baidyanath Mishra
Head- R&D (Healthcare)
Dabur India Limited,
Ghaziabad, Delhi NCR, India



Dr. Lal Hingorani
Managing Director
Pharmanza (India) Pvt Ltd.
Gujarat, INDIA



Dr. Subhash C. Mandal
EC Member, SFE-India
General Secretary of the Indian
Pharmaceutical Association (IPA)



Mr. Animesh Katiyar
Founder Director
Fur Ball Story
Gurgaon, Haryana, India



Dr Santanu Bhadra
Senior Manager
Global Medical Information Content
GSK, Bengaluru, Karnataka, India



Dr. Rajiva Kumar Rai
Senior Vice President
Emami Ltd., Kolkata, India



Dr. MA Nambi
Research Coordinator
Care Keralam ,
Thissur, Kerala, India



Mr Zahid
Owner of Khojati Herbal



Dr Mateeullah Majeed
founder and CEO of
Maqs Remedies



Dr Salman Khalid
Managing Director of Fehmina
Herbals



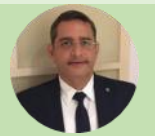
Dr. Irena Choma
Faculty of Chemistry
University of M. Curie-Skłodowska
Lubin, Poland



Dr. Subhra Devi
Meira Foods
Imphal, Manipur, India



Prof. Fang-Rong Chang
Professor
Kaohsiung Medical University
Kaohsiung, Taiwan



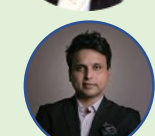
Mr. Hitesh Patel
Managing Director
K Patel Phyto Extraction Pvt. Ltd
Mumbai, MH, India



Mr Mansoor Ali
Chief sales and Marketing officer
Hamdard



Dr. Aboli Girme
Managing Director- Research and Development
Natural Remedies Pvt. Ltd.,
Bangalore, Karnataka, India



Dr Vivek Srivastav
Senior Vice President
Zeon Lifesciences Ltd



Dr Mohammed Kamil
Director General
Lotus Holistic Health Institute
Abu Dhabi, UAE



Dr Arun Gupta
Managing Director
Ayuswasth Ltd.
Faridabad, India



Mr Anand Sharma
Corporate Head
Eureka
Sonapat, Haryana, India



Dr Gaurav Gupta
consultant orthopedic surgeon (specializing in
arthroscopic surgery) Fortis



Dr Nazish Islahi
Founder of Islahi Dawakhana



Dr. Atul Jadhav
Head, Botanical Extraction Unit,
Himalaya Wellness Company
Bengaluru, India



Dr Sanjay Sharma
National Sales & Customer Manager
Hindustan Unilever Ltd



Dr Sateesh Chauhan
Vice president of Avitech Nutrition



Mr Mohd Arif
Managing director of Rex remedies



Mr Abdul Wahid Khan
Vice President at BIS Research National Institute
of Pharmaceutical Education



Mr Amandeep Singh
Founder & CEO of Amaara food and
Wellness pvt Ltd



Mr Nabeel Anwar
General secretary of Drugs Laboratories



Mr Arjun Vohra
CEO of Avitech Nutrition



Mr Mohsin Dehlvi
CEO of Dehlvi Group of Companies



Mr Hakeem Ghulam Mohiuddin
CEO of Simla pharmacy



Mr Mohd Naushad
Founder of Auliya Herbals

Mr Mohammed Amjad Ali
Faiz, Dawakhana Faiz Unani

Dr Asim Akhtar
General Practitioner, General Physician and
General Surgery & Gastroenterology

Mr Mohammed Jalees
Managing Director of Limra
Remedies

Mr Mohd Sadiq Babla
Managing Director of IMC Unani

Mr Hakeem Arbab Uddin
Director of bv sadar Laboratories

Mr Mudassir Jamal
Founder of Bakhshi and CO. Kolkata

Mr Amit Varma
Co-founder of Ayurfresh Green

Mr S Muneer Azmat
Owner of NEW ROYAL PRODUCTS

Mr Sahil Khan
Managing Director of Atiya Herb

Dr Shahid Bux,
Shafin Herbal Care

Mr Akshay Charegaonkar,
Anchrom, Mumbai
Mr Shakeel Jameel
Managing Director of Sana Herbals
Private Limited
Dr Khalid Md. Saifullah,
Naturoveda Organics Pvt. Ltd.

Dr Arun Srivastava,
J-Amada Remedies
Mr Shahroz

Hakeem M. Kashif Zakai,
Neelam Dawakhana

Dr Sanjay Nipanikar

Dr Gaurav Sharma

Dr Arun Srivastava,
J-Amada Remedies

Mr Anwar Ali Khan,
Ahmed and Company

**Mr Shahroz Khan & Rishab
Awasthi,**
Ideal Natural Extract
Mr Aijaz Ahmed 'Aijazi,
Naaz Herbal Pharmacy

Dr Arun Srivastava,
J-Amada Remedies

Mr Sayed Samar Ahmed,
Mega Impex, UAE

Mr Animesh Katiyar,
Fur Ball Story

Mr Parvez Ahmed Khan,
Rahat Herbal Care

Hakeem Uzair Baqai,
Baqai Health Care

Mr Shaikh Intekhab Alam,
Advanced Pakiza Unani Pune LLP

Mr Intekhab Alam,
Zilaxo

**Mr Yasmanil Usmani, Herbo Drugs &
Pharmaceuticals**

Mr Maqbool Hasan,
Nature & Nurture Healthcare

Mr Shahroz Khan & Rishab Awasthi,
Ideal Natural Extract

Verticals

Stalwarts of herbal industries in India will share their knowledge and experience on the following verticals:

Vertical 1: Extract Manufacturers & Exporters

Raising India's Standards in Herbal Extraction and Global Trade

India ranks among the world's top five producers of botanical extracts. However, inconsistent quality standards, limited traceability, and insufficient clinical validation continue to hinder export growth. This vertical unites leading extract manufacturers, analytical chemists, and regulatory experts to establish a national blueprint for quality, sustainability, and global competitiveness.

Strategic Context

Indian companies export over 600 types of botanical extracts to more than 120 countries. With the global nutraceutical market projected to exceed USD 500 billion by 2027, India's ability to supply scientifically authenticated, sustainably sourced extracts will determine its strategic position in the global herbal economy.

Core Objectives

- Advance quality and standardization of herbal actives.
- Strengthen India's export capabilities through global certifications (GMP, ISO, USFDA).
- Encourage innovation in advanced extraction technologies.
- Promote collaborations for value-added, clinically backed ingredient development.
- Build stronger linkages between manufacturers, marketers, and global buyers.
- Foster sustainability and traceability across the extract supply chain.

Vertical 2: Medicinal & Aromatic Plant (MAP) Cultivation and Sustainable Supply

Empowering Farmers, Sustaining Nature

Over 80 % of raw materials used by India's herbal industries are still sourced from the wild. This vertical focuses on sustainable cultivation, ethical trade, and farmer empowerment through cooperatives, digital traceability, and inclusive supply-chain development.

Strategic Context

By enabling structured MAP cultivation, India can ensure biodiversity protection while strengthening rural livelihoods. The vertical aims to build resilient, vertically integrated supply chains linking cultivators to industries.

Core Objectives

- Build resilient, vertically integrated supply chains.
- Enhance value for primary collectors, farmers, and marginalized communities.
- Promote contract farming, buy-back mechanisms, and bioresource sustainability.
- Foster training, joint ventures, and women-empowerment initiatives.
- Reduce dependence on wild collection through planned cultivation.
- Address bottlenecks in infrastructure, planting material, and post-harvest stages.
- Advocate for government support for domestic and export growth.
- Form a *National MAP Task Force* to engage central and state agencies.

Vertical 3: Start-Up & Entrepreneurship Development

Translating Research into Enterprise

India's academic ecosystem generates thousands of herbal research outputs annually, yet few reach commercialization. This vertical nurtures ethno-entrepreneurs by connecting innovators with investors, mentors, incubators, and policymakers.

Core Objectives

- Organize entrepreneur-focused panels and networking mixers.
- Bridge the gap between product innovation and technology scalability.
- Strengthen compliance education for herbal start-ups.
- Promote scientist-founder collaborations for translational success.

Vertical 4: Manufacturing of Ayurveda, Siddha & Unani (ASU) Drugs

Modernizing Tradition through Quality and Compliance

The ASU sector forms the backbone of India's traditional medicine industry. This vertical focuses on harmonizing classical formulation wisdom with modern quality management, digital traceability, and global regulatory readiness.

Core Objectives

- Strengthen supply-chain integrity and raw-material traceability.
- Promote Good Agricultural and Collection Practices (GACP).
- Facilitate compliance with export regulations and documentation.
- Discuss emerging trends and challenges in formulation development.
- Enable funding, cluster formation, and technology transfer.
- Encourage commercialization of validated herbal products.
- Safeguard IP rights and traditional knowledge heritage.

Vertical 5: Nutraceuticals, Functional Foods & Ayurveda Āhār

Nutrition Meets Tradition for Preventive Health

India's nutraceutical sector is expanding at over 20 % CAGR, driven by growing consumer awareness and faith in natural remedies. This vertical integrates Ayurvedic dietary principles with modern food and nutrition science to create evidence-based, preventive-health solutions.

Core Objectives

- Strengthen scalable infrastructure for herbal and natural-product manufacturing.
- Establish Ayurveda Āhār as a key pillar in preventive healthcare.
- Utilize codified Ayurvedic knowledge in product development.
- Leverage traditional ingredients and food-based formulations.
- Advance bioavailability and formulation technology.
- Develop guidelines for health claims aligned with global standards.

Vertical 6: Medical & Regulatory Affairs of Herbals

Building Trust through Evidence and Ethics

This vertical strengthens confidence in herbal medicine through robust clinical validation, pharmacovigilance, and regulatory convergence. It emphasizes the role of science, ethics, and transparency in earning global trust for Indian botanicals.

Core Objectives

- Clarify regulatory pathways for herbal and traditional medicine products.
- Strengthen medical-affairs practices in ethnopharmacology-based products.
- Establish clinical-trial design frameworks suitable for herbals.
- Enhance regulatory documentation and intellectual-property protection.

What Awaits You at *i-Connect 2025*

Build Industry–Academia Partnerships

Experience India's most vibrant interface between science and enterprise. *i-Connect* serves as a dedicated bridge linking researchers, innovators, and key players from the herbal, nutraceutical, and pharmaceutical sectors. Through purposeful dialogue and collaboration, it transforms laboratory discoveries into market-ready solutions that meet global standards.

Expected Outcomes:

- Joint R&D and technology-transfer initiatives
- Industry-supported validation and standardization programs
- Collaborative pathways for clinical research and commercialization

Learn from Top Industry Experts

Engage with leading panelists and thought leaders from over fifteen prestigious Indian and international organizations across herbal pharmaceuticals, nutraceuticals, biotechnology, and regulatory affairs. These experts will share insights on innovation pipelines, evolving market dynamics, and global best practices—helping participants understand how science and business converge in the herbal domain.

Key Learnings:

- Case studies on successful herbal and natural-product ventures
- Comparative insights into global quality and pharmacopoeial standards
- Strategies for scientific communication and evidence synthesis

Unlock Ethno-Entrepreneurship Opportunities

The program is a launchpad for innovators and start-ups seeking to translate traditional wisdom into sustainable enterprises. Participants gain access to investor networking, incubation support, and founder–scientist collaborations that promote ethical, evidence-based entrepreneurship.

Highlights:

- Dedicated Start-up Pavilion and mentorship clinics
- Interactive investor roundtables and pitch sessions
- Workshops on intellectual property, funding access, and regulatory readiness

Explore Specialized Verticals

Engage with domain experts across six focused verticals—from extract manufacturing and MAP (Medicinal and Aromatic Plant) cultivation to ASU (Ayurveda–Siddha–Unani) manufacturing, nutraceutical innovation, start-up development, and regulatory affairs. Each vertical offers targeted discussions, case studies, and collaboration opportunities tailored to participants' professional interests.

Focus Areas:

- Quality and sustainability in herbal supply chains
- Innovation in nutraceutical formulations and Ayurvedic Āhār
- Regulatory compliance and international market access strategies

Gain National and Global Exposure

Affiliated with the International Society for Ethnopharmacology (ISE), *i-Connect* attracts delegates, entrepreneurs, researchers, and policymakers from across India and abroad. It offers unmatched visibility within international forums on herbal research and bio-trade, enabling participants to forge global partnerships and enhance their professional stature.

Key Gains:

- Inclusion in the SFE-India × ISE global collaboration network
- Opportunities for cross-border research, training, and fellowships
- Exposure to CSR alliances and sustainable bio-trade initiatives

Contribute to National Missions

Aligned with Viksit Bharat and Atmanirbhar Bharat, *i-Connect* champions sustainable development, biodiversity conservation, and inclusive growth within India's herbal bioeconomy. It highlights how traditional medicine can advance national objectives in healthcare innovation, rural livelihood creation, women's empowerment, and circular-economy models.

Opportunities for Impact:

- Participation in policy dialogues with AYUSH, FSSAI, and CSIR
- Collaboration on white papers and strategic recommendations
- Contribution to the *National Roadmap for Indian Botanicals 2030*

Advance Your Career and Network

Whether you are a student, researcher, clinician, or industry professional, *i-Connect 2025* provides unparalleled opportunities for mentorship, skill enhancement, and professional visibility. Build lasting relationships with key leaders, engage in collaborative projects, and join curated networking sessions designed to accelerate both career and personal growth.

Benefits:

- Direct mentorship from academic and industry experts
- Recognition for innovation and research excellence
- Access to exclusive career-building and collaboration platforms

Access Global Thought Leaders

Learn from distinguished international scholars and practitioners who will share visionary insights on the evolving future of herbal and traditional medicine. Their sessions will explore regulatory harmonization, clinical research design, quality assurance, and the integration of traditional knowledge into contemporary healthcare.

Insights to Gain:

- Emerging trends in global herbal markets
- Scientific frameworks for standardization and validation
- Pathways to enhance the global credibility of Indian botanicals

A Movement Beyond a Meeting

i-Connect 2025 is more than a business meet; it is a mission-driven movement to empower India's herbal sector, enhance its global competitiveness, and transform ancient wisdom into sustainable, evidence-based healthcare solutions.

This platform stands as a catalyst for innovation, policy advancement, and entrepreneurship, positioning India at the forefront of ethnopharmacology and natural-product sciences.

Join us to collaborate, innovate, and grow together toward a future where Indian botanicals become a cornerstone of global health and sustainable prosperity.

Impact & Legacy of Past *i-Connect* Events

From Regional Dialogue → National Framework → Global Recognition

Since its inception in 2023, the *i-Connect* Program of the Society for Ethnopharmacology, India (SFE-India) has grown from a modest regional initiative into India's foremost industry–academia bridge for ethnopharmacology and herbal innovation. Each edition has contributed distinct insights together forming the backbone of SFE-India's translational-science mission.

Evolution of *i-Connect*: A Chronological Journey

***i-Connect* Program: Business meet, ISE SFEC 2023**
22nd International Congress ISE & 10th International congress SFE

Theme: Bioeconomy from Bioresources – Development of Entrepreneurship



Panel lists: Industry leaders and experts from 15 renowned companies including foreign experts in ethnopharmacology and healthcare participated as panelists.

Focus Areas: Bioeconomy of northeast region, Ethnopharmacology and herbal drug development, Entrepreneurship and regulatory insights.

February 25, 2023
Manipur, Imphal, India

Academia – Industry collaboration for the development of value-added product/process/technologies

11th International Congress of Society for Ethnopharmacology, India (SFEC 2024)

Theme: *"Development of Phytochemical Drugs - Tradition to Translational"*



Panelists: Experts from more than 20+ industries including foreign guests have joined this program to share their insights for better Industry – academia collaborations.

Focus Areas:

Phytomolecule enriched drugs, traditional knowledge, research commercialization, and Industry-Institute Partnership

February 16, 2024
CSIR-IIIM, Jammu, India

i-Connect Program During SECON 2024

"Dr. Muhammed Majeed Memorial Session"

11th Convention of Society for Ethnopharmacology, India & International Conference (SECON 2024)

Theme: *Industry experts discuss innovation, research, and collaboration in ethnopharmacology and herbal medicine.*



November 15-16, 2024
Chintan Bhawan, Gangtok, Sikkim

Panelists: Industry leaders from more than 27 reputed industries have joined this program and shared their opinion in fostering industry academia collaborative efforts.

Focus Areas: Traditional knowledge inspired drug development, extraction techniques, research commercialization, and regulatory insights.

Industry-Academia partnership Program During SFEC 2025

12th International Congress of Society for Ethnopharmacology,
India (SFEC 2025)



Theme: *Ethno-Entrepreneurship
with Natural products for
Atmanirbhar Bharat*

Panelists: Industry leaders from more than 15 reputed industries have joined this program and shared their opinion in fostering industry academia collaborative efforts.

Focus Areas: Traditional knowledge inspired drug development, extraction techniques, research commercialization, and regulatory insights.

March 06, 2025
Belagavi, Karnataka, India

Closing Note

From Seeds of Knowledge to a Sustainable Future

The *i-Connect* 2025 Business Meet represents the culmination of years of collective learning under the Society for Ethnopharmacology, India (SFE-India). It embodies the transition from isolated research efforts to an integrated, multidisciplinary ecosystem that unites science, policy, and commerce for the betterment of humankind. This edition, hosted at Jamia Hamdard University, brings together over 1,000 delegates, 50 industries, and 25 international experts, symbolizing India's growing role as a global knowledge partner in herbal medicine. The event's outcome documents including, "*The National Roadmap for Indian Botanicals 2030*" and the "*Green Extraction Charter 2025*", will serve as guiding references for policy, academia, and enterprise in the years ahead.

"The spirit of i-Connect is not confined to conferences; it lives in collaborations that continue long after the event has ended."

As we close this year's edition, we celebrate the synergy of traditional wisdom, scientific integrity, and entrepreneurial courage. Together, these values will enable India to build an herbal ecosystem that is globally competitive, ethically grounded, and economically empowering.

	Dr. C K Katiyar Vice President & Chairperson i-Connect program Society for Ethnopharmacology Kolkata, INDIA		Dr. Lal Hingorani Managing Director Pharmanza (India) Pvt Ltd. Gujarat, INDIA
	Mr. Birendra K Sarkar President Society for Ethnopharmacology Kolkata, INDIA		Dr. Arvind Saklani Vice President – Agri Biotechnology Sami Sabinsa Group Bengaluru, INDIA
	Dr. Sayeed Ahmad Assistant Professor Jamia Hamdard University New Delhi, India		Mr. Animesh Katiyar Founder Director Fur Ball Story Gurgaon, Haryana, India
	Dr. Amit Kar Secretary Society for Ethnopharmacology Kolkata, INDIA		Dr. Sanjay Sharma Former Head, Regulatory Affairs Unilever, New Delhi, INDIA
	Mr. Amitava Das Treasurer Society for Ethnopharmacology Kolkata, INDIA		Dr. Vivek Srivastav Senior Vice Presiden Zeon Lifesciences, Noida, UP, India
	Prof. Pulok Kumar Mukherjee Founder Society for Ethnopharmacology Kolkata, INDIA		Dr. Sanjay Tamoli Founder Director, Target Institute of Medical Education & Research, Mumbai, India

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SOCIETY FOR ETHNOPHARMACOLOGY (SFE)

23/3 Shaktigarh, Jadavpur, Kolkata 700032, India
sfeindiase@gmail.com

www.ethnopharmacology.in

Affiliated to:



International Society for Ethnopharmacology

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