



Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Brief Report on Journal Club Presentation by Department of Agriculture, IIAST, Integral University, Lucknow

The Integral Institute of Agricultural Science and Technology (IIAST) has an active Journal Club. This initiative focuses on keeping students, scholars, researchers, and academicians updated about the evolving trends in agricultural studies. Acting as a knowledge-sharing platform, the Journal Club facilitates discussions on recent advancements and developments within the agricultural domain.

The journal club was organized on February 28th, 2024, at 10:00 A.M., in the Seminar Hall of the Department of Agriculture. Smriti Yadav a Research Scholar Ph.D.(Agriculture) Agribusiness Management, IIAST, diligently delivered a research paper entitled “Medicinal Plant Business In Bangladesh: Exploring the Performance of Supply Chain Actors” published in “The Journal of Agriculture and Food Research” in 2021.

The research aimed to understand Bangladesh’s medicinal plant business environment by mapping supply chain nodes and their value addition, with the efficiency of market actors being assessed. The marketing system of medicinal plants, including all activities involved in the flow of goods from the initial producers to the consumer, was analyzed. Additionally, the value addition process was analyzed by assessing the performance of market actors through the efficiency of the supply chain nodes in the medicinal plants business. This research paper study clearly showed the abundance of medicinal plants in Bangladesh and highlighted the strong potential of this enterprise to emerge as an agribusiness industry. Medicinal plant enterprises were found to be profitable, employment-generating, and income-earning sources with the potential for foreign exchange. However, challenges such as scarcity of suitable land, higher costs, and lower prices hindered medicinal plant production and led to a gradual decrease over time. The medicinal plant sector faced various challenges that threatened its success. Recognition of medicinal processors, hawkers/farias, and hakim/kabir was deemed necessary to scale up the medicinal sector. Moreover, support services for the cultivation and marketing of medicinal plants from local government offices and non-government organizations were found to be largely absent. With proper nourishment, this industry could flourish like other high foreign income-generating sources, such as the garment and pharmaceutical industries, in Bangladesh.

. The audience of this journal club comprised all faculty members of the Agriculture Department, including research scholars and MBA (Agribusiness Management) students. The post-discussion and question hour prove to be fruitful, fostering a productive exchange of ideas and insights among the



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attendees and scholars. The Journal Club was successfully conducted by Dr. Faria Fatima, Dr. Suhail Ahmad Khan, and Dr. Shipra Yadav, Coordinators, Journal Club. The Programme was observed under the guidance of Prof. (Dr.) Mohd Haris Siddiqui, Dean, Faculty of Agricultural Science and Technology and Prof. Saba Siddiqui, Head, Department of Agriculture, IIAST.

Glimpses of the journal club

