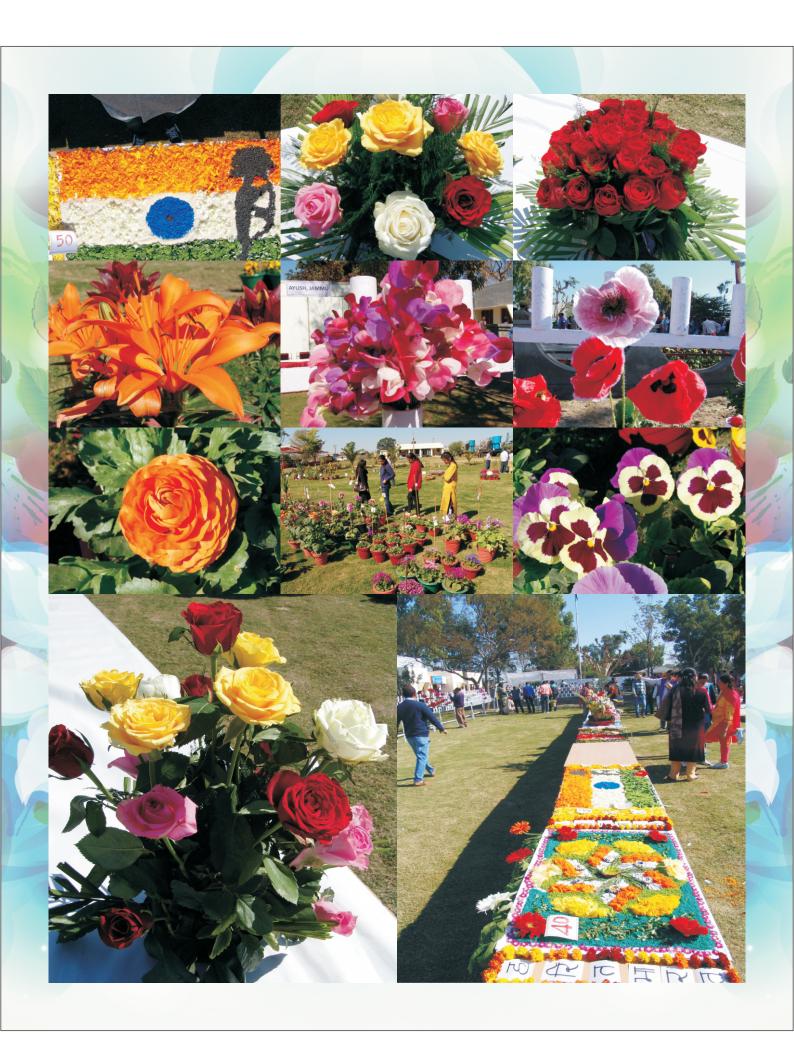
# FLOWER SHOW - 2018 KISAN MELA & ENTREPRENEURSHIP PROGRAMME



9<sup>TH</sup> MARCH, 2018 CSIR-IIIM, CHATHA FARM, JAMMU CSIR-INDIAN INSTITUTE OF INTEGRATIVE MEDICINE (COUNCIL OF SCIENTIFIC & INDUSTRIAL RESEARCH) CANAL ROAD, JAMMU - 180001



## FLOWER SHOW, KISAN MELA & ENTREPRENEURSHIP PROGRAM UNDER CSIR-AROMA MISSION

#### **CSIR-Indian Institute of Integrative Medicine, Jammu**



President Chairman Dr. Ram Vishwakarma **Er. Rajneesh Anand** "Flowers are the sweetest things God ever made and forget to put soul into":

Secretary Dr Dhiraj Vyas

#### H.W.Beecher

Indian Institute of Integrative Medicine was established in 1941 as Drug Research Laboratory of J&K state under leadership of with Col. Sir. R. N. Chopra, Founder Director. In 1957 the Institute was taken over by CSIR and was renamed as REGIONAL RESEARCH LABORATORY. In 2005 keeping in view the current mandate to channelize its energy and resources towards discovery of novel drug entities from natural resource enabled through biotechnology, its name was changed to CSIR-INDIAN INSTITUTE OF INTEGRATIVE MEDICINE.

CSIR-IIIM has a tradition of organizing Annual Flower Show since 1961. The prime purpose of this annual event has been to bring awareness among the general public about the culture of growing flowers and to infuse sense of environmental consciousness. Kisan Mela and value addition workshop will further help to bring together various stakeholders and encourage farmers and budding entrepreneurs. Therefore, the event has been rechristened as "Flower Show-2018" and is being organized on 9<sup>th</sup> March, 2018 at IIIM, Chatha Farm, Jammu. This event will be open to general public drawn from all quarters of society. Entrepreneurship is a key factor the survival of small scale farming in an ever changing and increasingly global economy.

CSIR-IIIM family looks forward for your active participation and welcome you all to witness the show in making it a successful event.

ACROCLINIUM	Acroclinium roseum is also known as paper daisy flower which is an annual cut flower. The plant gives single/double daisy like-flowers which have a crisp paper-like quality. The pink and white colored flowers are common.
ANTIRRHINUM	Antirrhinum majus L. commonly known as dog-flower in India, is also called as 'Snap Dragon' because of the opening and closing of the mouth of the flower when squeezed resembles the opening of dragon's mouth. It is called Dog flower or Shwanmukh mainly because if the sides of the flowers are gently squeezed at the right place rhythmically, it will open "pop" and close "snap" (shut again) like the jaws of a dog. This fun activity is very popular among the children and even grown- ups.
ARCTOTIS	<i>Arctotis</i> (or African daisy or Blue- eyed or Transvaal Daisy) is fairly infrequently used annual, is a tough plant native to South Africa. These plants have beautiful silver/grey foliage that lays the groundwork for a stunning floral display. The blooms of this plant come in a wide array of colors that can put on quite the show for an extended period of time in mild climates. The flowers attract birds and butterflies in the garden.
ASTER	The large China Asters are the most common form grown by florists and gardeners. They have daisy-like or star-like flower heads (4-6" in diameter) with a yellow center on leafy, often tall, stems. Their colors vary from white to creamy yellow, pink, blue, red and purple. They do well in beds, borders or pots and are a favorite as cut flowers because of their longevity.
CALENDULA	Calendulas are a very prolific, easy to grow annual flower. Also known as "Pot Marigolds", these bright yellow and orange flowers are a familiar sight in cottage and country gardens. The petals have a pungent, spicy flavor and the leaves have a bitter aftertaste. Calendulas are grown from seeds.
CANDYTUFT	<i>Iberis amara,</i> native to Europe, commonly called as Candytuft is a low-growing, spreading, annual herbacious plant which typically forms a foliage mound 0.5-1 ft tall and spreading to 1.5 ft wide. It is a popular garden plant, with numerous, narrow, obovate leaves which have 2 or 4 small teeth-like lobes. Small, pure white, 4-petaled, scentless flowers in dense, flattened clusters appear in a profuse, in winters and spring. Two of the four petals are longer than the other two. The blooms often totally obscure the foliage.

CARNATION	<i>Dianthus caryophyllus</i> , the carnation or clove pink, is a species of <i>Dianthus</i> . Carnations may be treated as annuals or short-lived perennials in the garden. Plants form a low mound of grassy grey-green leaves, bearing upright stems of fully double, florist-type flowers in shades of rose and pink. Wonderful spicy-clove fragrance. Excellent for cutting. Good drainage is essential for winter hardiness.
DAHLIA	
	<i>Dahlia</i> is a genus of bushy, tuberous, herbaceous perennial plants native to Mexico. The flowers come in many different styles and sizes, and a rainbow of gorgeous colors. All are excellent cut flowers. One of the best things about dahlias is how abundantly they bloom.
DIANTHUS	<i>Dianthus</i> is native mainly to Europe and Asia. Common names include carnation and sweet william. The species are mostly herbaceous perennials, a few are annual or biennial, and some are low subshrubs with woody basal stems. <i>Dianthus</i> flowers are perfect for plant containers which bring a splash of color to any urban balcony garden. Dianthus flowers come in many colors, either it be a solid white, red, purple, pink and sometimes yellow.
GAZANIA	
	Native to South Africa, Gazanias (Treasure Flower or African Daisy) are showy tender perennials exhibiting brightly colored daisy-like flowers, up to 4 in. wide (10 cm), over a long blooming season. Gazania flowers close at night and in cloudy weather. Gazanias thrives in full sun and prefers sandy well drained soils.
GERBERA	
	<i>Gerbera</i> , also known as the African daisy, Transvaal daisy, or Hilton daisy. <i>Gerbera</i> is very popular and widely used as a decorative garden plant or as cut flowers. It is a flowering perennial plant related to the sunflower and attracts birds, bees and butterflies. It is the fifth most used cut flower in the world.
GLADIOLUS	<i>Gladiolus</i> is a classic perennial known for its tall flower spikes. A great cutting flower, gladioli look beautiful in winter bouquets. It is sometimes called the 'sword lily', but is usually called by its generic name. They grow from rounded, symmetrical corms, (similar to crocuses) that are enveloped in several layers of brownish, fibrous tunics.

HELICHRYSUM	Admired for the beauty of its foliage, bright blooms and spicy fragrance, <i>Helichrysum italicum</i> (Curry Plant) is a small bushy evergreen shrub featuring particularly attractive, fine, linear, silvery foliage with curry- scented leaves. The clusters of yellow flowers are produced which retain their color after picking and are used in dried flower arrangements.
LARKSPUR	
	Larkspur ( <i>Delphinium consolida</i> ) belongs to the buttercup family- Ranunculaceae. Larkspur flowers are almost as complex as the Orchids. The colorful Larkspur blooms cover a spectrum from white to blue to violet. Larkspur, with tall spikes, make excellent Cutflowers.
LUPI(E)	<i>Lupine</i> is a type of flowering <i>plant</i> that belongs to the pea family. Lupines are attractive and spiky, reaching 1 to 4 feet in height and adding color and texture to the back of a flower bed. Lupine flowers may be annual and last only for a season or perennial, returning for a few years in the same spot in which they were planted.
MARIGOLD	Marigolds are plants that bear brightly colored blooms. Marigolds are indigenous to the Americas and are one of the most popular bedding plants for home gardens and landscapes. They are popular in flower gardens. People also plant marigolds among vegetables. Their leaves have a strong scent that can drive away insect pests.
NEMESIA	Nemesia is a small bedding plant with many uses in the garden. Use them as edging plants, ground covers, in mixed borders, woodland plantings and as container or hanging basket plants. Most varieties grow to about a foot in height, but there are some that get as tall as two feet. These versatile little plants offer a wide range of flower colors, and some come in bicolors.
PANSY	The garden pansy is a type of large-flowered hybrid plant cultivated as a garden flower. Pansy flowers offer velvety-textured slightly sweet flavor similar to wintergreen. The Pansy flower blooms in a wide array of vibrant colors. Having a broad color spectrum for annual, flowers can be yellow, white, red, orange, purple, pink, lavender, mahogany, blue, apricot or bronze.

Garden Phlox is delicate plant having either white, pink, or lavender, trumpet-shaped flowers arranged in an elongated cluster along the length of the stem. Phlox flowers produce masses of blossoms attracting butterflies and birds to the garden.
<i>Poppies</i> are herbaceous <i>plants</i> , often grown for their colourful flowers. Opium poppy grows in sunny areas (it requires at least 6 hours of sun daily), on a well-drained soil. The flowers are attractive to pollinators like honey bees, butterflies and hummingbirds.
Most gardeners are familiar with the brilliant red spiky blooms of bedding salvia (Salvia splendens), which is usually planted as a massed display for summer and autumn colour in the garden. In hybrid varieties the salvias produces flowers of different colors i.e. purple, deep purple, maroon etc. The plants can also grows well in shady places.
Growing <i>stocks</i> is a great way to infuse your garden with natural perfume. For most people, <i>stocks</i> symbolize a blissful life and lasting beauty. <i>Stock</i> <i>flowers</i> come in pink, yellow, white, purple, lavender, magenta, and red. It has 4 cross-shaped petals that form spikes on a stem, set off by oval, toothed <i>leaves</i> .
<i>Dianthus</i> barbatus ( <i>Sweet William</i> ) is a species of <i>Dianthus</i> native to southern Europe and parts of Asia which has become a popular ornamental garden <i>plant</i> . It is a herbaceous biennial or short-lived perennial <i>plant</i> growing to 13–92 cm tall, with <i>flowers</i> in a dense cluster of up to 30 at the top of the stems.
Sweet peas come in a huge array of colors and patterns. Most will grow to 5 or 6 feet, but there are shorter varieties "bush type" that are well-suited to containers. With their fragile, seductive fragrance, Sweet peas make great flowers for gardens and bouquets. These pea-like flowering annuals grow in many lovely colors and are suitable for a border, a woodland garden, and a trellis or arch.

#### VERBENA



Good looking and fragrant, easy to grow *Verbena* are natives of Great Britain. These drought-resistant, old-fashioned flowers, sit atop fern-like foliage. *Verbena* plants produce large, brilliant blooms in shades of deep violet, lavender, red, pink, cream and white, some with flirty little eyes.

#### **REGISTRATION**

- All the entries are accepted on proper "Entry Form" which is available with the Secretary, Annual Flower Show.
- Photocopy/type of the prescribed form is also acceptable.
- For the convenience of participants facility of advance registration is available till 1<sup>st</sup> March, 2018 except for Saturdays, Sundays and Gazetted holidays, for Garden & Lawns.
- Registration will be done on show day i.e. from March 09, 2018 from 7.00 am onwards but participants will ensure both registration and arrangement exhibits completion before 9.00 am.
- For Kisan Mela, the Registration will be done by different registration counter on first day i.e March 09, 2018 at IIIM Farm from 9.00 am to 11.00 am.
- Stalls will be introduced at Kisan Mela Registration counter.

#### **ARRANGEMENT OF EXHIBITS**

- The exhibitors will arrange exhibits for display before 9.00 am on the show day. The exhibitor should place the serial number allotted along with the exhibits and name hem wherever possible. Correct naming of varieties will be given due weightage in judging. Freshly potted plants will not be considered for judging.
- Floral arrangements, carpets and bouquets should be done at the site of the Show, which is open to ladies only.
- Participants can also bring their flower pots for display on Thursday, March 08<sup>,</sup> 2018 between 2 to 7 p.m under their own custody.

#### FLORAL PAINTING

 On the spot Floral Painting by children between 5 to 16 years of age will be held on Sunday February 25, 2018 from 10.00 AM to 1.00 PM. The venue for this competition is the main campus of CSIR-IIIM, Canal Road, Jammu.

#### JUDGING

- Judging of exhibits will be done on the March 09, 2018 between 10.00 am to 1.00 pm.
- Participants, their representative or public will not be allowed when judging is in progress.
- The organizing committee/judges reserve the right to increase, decrease or not to award any prize in any class, mere exhibition does not reserve right for the prize.

#### **RULES**

- Flower Show is open to all and entry will be free.
- Only one entry is permitted in an item of each section. Duplication, if any disqualifies all the entries of the same item.

#### SHOW OPEN TO GENERAL PUBLIC

- The show will be open to public from 10.00 am to 4.00 pm
- All the visitors are requested not to disturb any exhibits.

#### PRIZE DISTRIBUTION

- The prize distribution will be held at 4.00 pm on March 09, 2018.
- Prize winners are requested to personally receive the prize from the Chief Guest at the Prize Distribution Ceremony.

#### NOTE

- The flower Show committee reserves the right to dispose off cut flowers, garlands and bouquets.
- They also reserve the right to reject any particular exhibit without assigning any reason thereof.
- Although every precaution will be taken to safe guard the exhibits and other articles brought by the exhibitors, the committee will not be responsible for any loss or damage to the same.

#### **DETAILS OF CATEGORIES**

Class A : On the spot floral painting competition (for School children)

#### Class B : Garden & Lawns in Jammu

(Within 20 Km. radius from IIIM, Jammu)

#### Section—I Gardens and Lawns

- 1. Gardens of Flag Staff House
- 2. Institute/ Estate/Clubs/Service Mess/Guest House
- 3. Public Park and Gardens
- 4. (a) Private gardens maintained by individuals (area less than 75 sq. meters)
  - (b) Private gardens maintained by individuals (area more than 75 sq. meters)
- Section—II Gardens and Lawns maintained by Educational Institutions / Universities / Religious Institutions.
- Section—III Gardens and Lawns maintained by Industrial Units
- Section—IV Rose Garden (minimum area 60 sq. ft)
- Section—V Herbal Garden (Universities/School/College/Public parks/Homes etc.)

Class C:		Artistic arrangement (Pot size not to exceed 3			ring annuals grown in pots.
Section—I		An artistic arrangement of <b>upto 5 pots</b> of flowering plants same type or each different.			
Section—II		An artistic arrangement of <b>more than 5 pots</b> of flowering plants same type or each different.			
Class D:	Potte	ed plants (3 pots of each) pot size not to exceed 30 cm.)			
	1	ANTIRRHINUM		15	LINARIA
	2	ARCTOTIS		16	LUPIN
	3	ASTER		17	MARIGOLD
	4	BRACHYCOME		18	NEMESIA
	5	CALENDULA		19	PANSY
	6	CANDITUFT		20	PETUNIA
	7	CARNATION		21	PHLOX
	8	CINERARIA		22	SALVIA
	9	DAISY		23	STOCKS
	10	DAHLIA		24	SWEET WILLIAM
	11	DIANTHUS		25	VERBENA
	12	GAZANIA		26	Any other flower
	13	GERBERA			
14	GLA	DIOLUS			
Class E :		Foliage Plants, Cacti & S	uccule	ents	
Section—I		Cactus and Succulents			
Section—II		Crotons, Other House F more of same variety)	Plants	and P	erennial Foliage Plants (3 pots or
Section-III		Fern (3 pots)			
Class F :		Cut Flowers			
Section—I		Annual (3 stems each)			
	1	ACROCLINUM			
	2	ANTIRRHINUM	14	LUPI	N
	3	ARCTOTIS	15	MAR	RIGOLD
	4	ASTER	16	PAN	SY
	5	CALENDULA	17	PETU	INIA
	6	CANDYTUFT	18	PHLC	XC
	7	CARNATION	19	POP	РҮ

		8	DAHILA	20	SALVIA		
		9	DIANTHUS	21	STOCKS		
		10	GAZANIA	22	SWEET WILLIAM		
		11	GLADIOLUS	23	SWEET PEAS (12) STEMS		
		12	HELICHRYSUM	24	VERBENA		
		13	LARKSPUR	25	GERBERA		
				26	Anyotherflower		
Clas	sG:		Rose				
Secti	on—I		Best rose of the show (1 green leaves)	stem, r	nin. height 20.0 cm and more than three		
Secti	ection—III Rose arrangement (5 stems or more, same or different varieties, green buds belonging to the stems of the exhibits are allowed (*One stem of each variety).						
Secti	<b>Section—IV</b> An Artistic arrangement of cut flowers (any single variety, decoration as per choice) in a bowl, vase or any other container brought by the exhibitor.						
Clas	sH:		Floral Display				
Section—I			Carpets				
Secti	Section – II Flower bouquet (any single variety, decoration as per choice)						
Clas	sl:						
Secti	Best maintenance, advance growers of Aromatic Plants.			growers of Aromatic Plants.			
Secti	ection II: Best maintenance, advance growers of Medicinal Plants.						
Secti	Section III: Best maintenance, advance growers of Floriculture Plants.			growers of Floriculture Plants.			
Secti	on IV :		Best stall.				
Secti	Section V: Best entrepreneur.						
			TROPHIES 1				
1.			I. Chopra Memorial Run al Institution, the Best Per	•	. ,		
2.	. <b>Dr. K.Ganpaty Memorial Running Trophy</b> Best Garden & Lawn maintained by individual (less than 75 m <sup>2</sup> )						
3.	<b>Dr. I.C. Chopra Memorial Trophy</b> Best Garden & Lawn maintained by individual (more than 75 m <sup>2</sup> )						
4.	Dr. R.S.Kapil Memorial Running Trophy Best Rose of the show New Introduction.						
5.	5. Gen. K.V.Krishna Rao Running Trophy Best Garden & Lawn maintained by Armed Forces/Other Para-Military Forces.			d Forces/Other Para-Military Forces.			
6.	DG,B	SF Run	ning Trophy				

Best Flag Staff House.

- 7. World Wide Fund Rolling Trophy Best maintained Public Park & Garden.
- 8. Hamida Qazi Memorial Rolling Trophy Best Club/Service Mess/Guest Houses.
- **9. Station Commander, Miran Sahib Rolling Trophy** Best Garden maintained by Educational Institution.
- 10. Singer's Rolling Trophy Best Garden & Lawn maintained by Industrial Unit.
- 11. Haryana Malleable Alloy Casting Ltd., Rolling Trophy Best Rose Garden
- 12. Pardeep Kher Memorial Rolling Trophy Best Herbal Garden/Medicinal Plant Garden.
- **13. C.L.Gulati Memorial Running Trophy** Potted Flowering Plants.
- 14. Mahajan Nursery Running Trophy Best Performance in Foliage Plants.
- **15. O. P. Khanna Memorial Running Trophy** Cut Flowers.
- 16. **Dewanini Vidyawati Badrinath Running Trophy** Best Performance in Roses (Cut flowers).
- 17. Governer's Rolling Trophy Best Performance by an Institute in all categories.
- 18. T. N. Srivastava Overall Runner up Trophy of the Show.

#### **Details of Prizes**

#### Class A:

#### Section – I: On spot floral painting competition

- Group I: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize and consolation
- Group-II: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize and consolation
- Group-III: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize and consolation

#### Class B: Gardens and Lawns

#### Section-I

- S. No. 1: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize
- S. No. 2: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize
- S. No. 3: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize
- S. No. 4: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize
- **Section II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize
- **Section III:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize

**Section – IV:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section –V:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Class C: Artistic arrangement of flowering annuals grown in pots **Section – I:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Class D: Potted plants (3 pots of each) pot size not to exceed 30 cm: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize and consolation prize Class E: Foliage Plants, Cacti & Succulents **Section – I:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – III:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Class F: Cut Flowers: **Section – I:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize and consolation prize Class G: Rose **Section – I:** 1<sup>st</sup> prize **Section – II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – III:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Class H: **Floral Display Section – I:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Class I: **Section – I:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – II:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – III:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – IV:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize **Section – V:** 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Viewer's choice prize: 1<sup>st</sup> prize, 2<sup>nd</sup> prize, 3<sup>rd</sup> prize Contact for details: Er. Rajneesh Anand Dr. Dhiraj Vyas 9419332258 9419165789 Dr. Sumeet Gairola (Aroma Mission) Mob. 9018257517 Mob. 9419287951 Dr. V. P. Rahul (Kisan Mela) Dr. Rajendra Bhanwaria (Kisan Co-ordination) Mob. 9469521781 Mr. Chandra Pal Singh (Flower Show) Mob. 8493894180 Email: flowershow@iiim.ac.in

# FLOWER SHOW – 2018

#### CSIR-INDIAN INSTITUTE OF INTEGRATIVE MEDICINE Canal Road, Jammu 180001

### **REGISTRATION FORM**

## DATE: 9<sup>™</sup> MARCH, 2018 VENUE: CSIR-IIIM, CHATHA FARM, JAMMU

Dear Sir, I propose to compete in the classes and section mentioned below:

Class	Section	No.
В		
С		
D		
E		
F		
G		
н		
I		

It is certified that the above entries have been grown/prepared by me or under my direction and may be inspected before the show.

Signature	
Name	
Full address	
Mob.	
Email Id.	

For further enquiry: Mr. Chandra Pal Singh - 8493894180, Email: flowershow@iiim.ac.in

# **GLIMPSES OF EARLIER FLOWER SHOWS**

AN INSTITUTE OF INTEGRATIVE MEDICINE

MALIVE MEDICINE



#### CSIR-Indian Institute of Integrative Medicine, Canal Road – 180001, Jammu (J&K) India



The Laboratory was established in 1941 as a research and production centre, known as Drug Research Laboratory of J&K State and was later taken over by Council of Scientific & Industrial Research (CSIR) of Govt. of India in December 1957 as Regional Research Laboratory, Jammu. In view of its core strength in natural products based drug discovery, the mandate of Institute was redefined in 2005 and its name changed to Indian Institute of Integrative Medicine (IIIM). The current mandate of IIIM is to discover new drugs and therapeutic approaches from Natural Products, both of plant and microbial origin, enabled by biotechnology, to develop technologies, drugs and products of high value for the national and international markets.

Indian Institute of Integrative Medicine is one of the few institutes of the country where we have strong R&D interface in the areas of botanical sciences, natural product chemistry, pharmacology with a strong instrumentation support under the same roof. In addition, there is a multipurpose pilot plant for process development for the extraction of plant based materials, isolation of bioactive products and fermentation technology. Hence most of the technologies developed and passed on to industry belong to these areas. Some of the industrial partners of this institute are multinational companies of repute such as Colgate Palmolive, USA; Procter & Gamble, USA; Sigma, USA; Chromodex, USA; Tropical Botanics, Malaysia; Nicholas Piramal, Mumbai; Ranbaxy Laboratories, Gurgaon; Lupin Limited, Pune; Bharat Biotech, Hyderabad; Prathista Industries, Secunderabad; Genova Biotechniques, Hyderabad and many others. IIIM, Jammu has also bagged the CSIR Technology Award for the transfer of technology to Prathista Industries, Secunderabad on the production of metal gluconates.

Technology Business Incubator-Indian Institute of Integrative Medicine, Jammu (National cGMP facility for Manufacture of Phyto-pharmaceutical Drugs) intends to serve as a National facility for Manufacture of Herbal Drugs as per global standards.

**Rural Development** is one of the important mandates of CSIR-IIIM, Jammu. IIIM has dealt with several major projects like JAAG, CSIR-Aroma Mission, projects with reputed funding/sponsored agencies of the country like Department of Science and Technology, Department of Biotechnology, HR ministry of India. Council of Scientific & Industrial Research (CSIR) etc., J&K State Govt. Agencies and several industrial housed under rural development aspect.

CSIR-IIIM has developed several agro-technologies on aromatic crops like Lemongrass verities - CKP-25 and CPK-F2-38 var. Kalam, Rosagrass varieties like – RRLJCN-5 and IIIM(J)CK-10, Mint varieties like Anant carvomint, Monarda citriodora (Jammu Monarda), Lavender, Rose, and Rose scented Geranium which was released by Hon'ble Prime Minister of India Mr. Narendra Modi, products like Aroma value kit, Phalsa Health Drink, Indus berry Health drink etc.

> Contact: Director, Indian Institute of Integrative Medicine, Canal Road, Jammu-180001 J&K (INDIA) Tel No.: (0191) 2584999, 2585222 Fax: 0191-2586333 Website: www.iiim.res.in, Email: director@iiim.ac.in Email: flowershow@iiim.ac.in (for Flower Show)