



# 11<sup>th</sup> International Herbal Fair Bhopal 2025



THEME

*Prosperous Forest - Happy People*

VENUE

17th to 23rd December 2025  
Lal Parade Ground, Jahangirabad, Bhopal  
(Madhya Pradesh), India



# The International Herbal Fair 2025

invites you to explore the vast world of herbal products, forest produce, natural wellness, medicinal plants and green enterprise – all under one roof. This year's theme, "Prosperous Forest-Happy People," highlights how forests uplift communities, sustain livelihoods, and growing green economy.

**Discover** an exciting range of raw Non Timber Forest Produce (NTFP) and value-added herbal products, interact directly with primary producers, and witness how Madhya Pradesh is shaping a new era of eco-friendly entrepreneurship. The fair features exhibitions by Primary Cooperative Societies of District Union, Van Dhan Vikas Kendra (VDVK) and forest-based enterprises, offering access to trusted brands like Vindhya Herbals.

**Engage** in exclusive buyer-seller networking, explore new market and business opportunities, experience live NTFP processing demonstrations and gain insights through international knowledge sessions in conferences. The event also promotes & creates better price opportunities for income enhancement and value addition for the tribal collectors.

**Join** stakeholders, entrepreneurs, experts, and enthusiasts as we celebrate India's rich herbal heritage and strengthen a sustainable NTFP value chain. Come and experience the rich cultural heritage and authentic tribal cuisine of Madhya Pradesh.

**Together, we nurture a future where forests prosper, communities thrive, and the world discovers the healing power of nature.**

*Prosperous Forest - Happy People*

Productive forests full of NTFPs play an immense role in uplifting communities economically, sustaining livelihoods and contributing to India's growing green economy. This flagship event of the Madhya Pradesh Forest Department celebrates India's herbal wealth and the power of Non Timber Forest Produce (NTFP) in building greener economies and healthier communities. Explore an exciting showcase of herbal products, forest honey, therapeutic oils, medicinal plants, and value-added forest produce – all sourced sustainably from the heart of MP's forests.



**Explore** the 11th International Herbal Fair, from 17th to 23rd December 2025 at Lal Parade Ground, Jahangirabad, Bhopal (Madhya Pradesh) – where nature's knowledge, community craftsmanship, and green enterprise come together.

Because when forests prosper... people dependent on them prosper... and happiness grows.



The event is jointly organized by the **Madhya Pradesh Forest Department** and the **Madhya Pradesh State Minor Forest Produce (Trade & Development) Co-operative Federation Ltd.** The lead organizer, MP MFP Federation, serves as the apex body representing its connection with four million forest produce collectors across the state, who rely on the sustainable harvest and trade of Minor Forest



The Federation plays a pivotal role in promoting the collection, processing, marketing and trade of Non Timber Forest Produce (NTFP), including Medicinal and Aromatic Plants (MAPs). The 1069 Primary Cooperative Societies and 209 Van Dhan Vikas Kendras (VDVKs) operating under 60 District Unions are actively engaged in the primary collection of NTFPs, as well as in value addition through processing and marketing initiatives.



At the core of these efforts is the **Minor Forest Produce Processing and Research Centre (MFP-PARC)**, located in the heart of Bhopal. MFP-PARC specializes in the production of herbal medicines, therapeutic oils, proprietary herbal formulations, and forest honey, all marketed under the trusted brand "**Vindhya Herbals**". The raw materials used in these products are primarily sourced from members from District Unions, thereby ensuring sustainable resource utilization while creating livelihood opportunities for millions of forest-dependent communities across the state.



The International herbal Fair is an annual event organized to showcase and promote skills, knowledge sharing, innovations, business and marketing opportunities while celebrating the rich cultural diversity of Madhya Pradesh. Visitors will experience a vibrant showcase of herbal products, medicinal plants, traditional remedies, tribal cuisines, cultural performances, and live demonstrations. The fair also provides valuable platforms for business networking, knowledge exchange, and innovation through buyer-seller meets, expert sessions, and technical workshops.

# HIGHLIGHTS OF THE EVENT

## 11<sup>th</sup> International Herbal Fair 2024

### PRODUCTS OF DISTRICT UNION & VAN DHAN VIKAS KENDRAS

*Innovative herbal formulations, nutraceuticals, cosmetics, and wellness products developed by grassroots enterprises.*

### CSR OPPORTUNITY

### TECHNICAL SESSIONS & EXPERT TALKS

*Discussions on herbal entrepreneurship, sustainable harvesting, best practices, innovation, and global market trends.*

### KNOWLEDGE SHARING HUBS

### INNOVATION PAVILION

*Exploration of new technologies, quality testing, and processing support systems.*

### COMPETITIONS, CULTURAL EVENTS

*For Schools & Colleges*

### TRIBAL ARTS & HANDICRAFTS ZONE

*Handmade eco-friendly art, accessories, and artefacts supporting livelihood generation.*

### CULTURAL EVENINGS

*Traditional tribal dance, folk music, and performances celebrating forest culture and community heritage.*

### KIDS PLAY ZONE

### GRAND EXHIBITION OF NTFPs

*Showcasing a diverse range of herbs, medicinal plants, natural resins, gums, essential oils, and value-added forest products.*

### HERBAL TREASURES OF MADHYA PRADESH

### BUYER-SELLER MEETS

*Direct market linkages to promote trade opportunities, partnerships, and business growth.*

### OPD-AYURVEDA DOCTORS & PRACTITIONERS

### INTERNATIONAL CONFERENCE

*Participation of national and international delegates, researchers, policy makers, and MFP sector specialists.*

### LIVE DEMONSTRATIONS & SKILL DEVELOPMENT WORKSHOPS

### VINDHYA HERBALS PAVILION

*On-site processing and packaging of forest produce. Showcasing high-quality herbal medicines, therapeutic oils and launch of new wellness products, and wild forest honey.*

### MEDICINAL PLANT NURSERY DISPLAY

### TRIBAL CUISINE CORNER

*Authentic forest-based recipes, traditional beverages, mahua delicacies and heritage flavours that reflects the nutritional wisdom of indigenous communities.*

### COMMUNITY OUTREACH ACTIVITIES

### SPECIAL GUIDED TOURS FOR ELDERLY VISITORS

# WHO CAN PARTICIPATE



## PRIMARY COLLECTORS & FOREST-DEPENDENT COMMUNITIES

Engaged in harvesting, gathering, and primary handling of Non Timber Forest Produce (NTFP). Their participation strengthens equitable benefit-sharing and livelihood security.



## DISTRICT UNIONS, PRIMARY COOPERATIVE SOCIETIES, VAN DHAN VIKAS KENDRAS(VDVKS)

Involved in community-based collection, processing, value addition and packaging. These groups skillfully transform raw forest produce into high-quality health and wellness products, supporting local livelihoods and sustainable markets.



## STATE GOVERNMENT BODIES & FOREST DEPARTMENTS

Working in forestry, biodiversity conservation, NMFP policy, research, and community development. Their collaboration promotes knowledge exchange, best practices, and policy alignment.

## COLLABORATIONS & STRATEGIC PARTNERSHIPS

The International Herbal Fair 2025 also provides an excellent platform to explore professional tie-ups, strategic collaborations, and MoUs aimed at strengthening the herbal and forest-based value chain. We are open to partnering with research institutions, industry leaders, technology providers, certification agencies, and market facilitators to enhance product quality, traceability, branding, and export readiness. By bringing together diverse stakeholders across policy, science, and enterprise, the fair encourages innovative solutions, shared knowledge, and long-term business relationships.

We welcome prospective partners to explore collaborative models that support sustainable livelihoods, boost herbal entrepreneurship, and unlock new national and international market opportunities.





### TRADERS, BUYERS, EXPORTERS, MANUFACTURERS & START-UPS

From herbal wellness, nutraceuticals, cosmetics, food processing, biotechnology, and natural product sectors. This process offers unique sourcing opportunities and strengthens market access pathways.



### AYURVEDA ACADEMIC & RESEARCH INSTITUTES, COLLEGES AND SCHOOLS

Engaged in curriculum development, herbal research and student engagement with traditional knowledge systems. Their participation fosters scientific inquiry and skill building among young learners.



### AYURVEDIC DOCTORS & PRACTITIONERS

Engaged in herbal medicine, traditional therapies and clinical wellness practices. They offer valuable insights into formulation efficacy, therapeutic applications and community health needs.

## STRATEGIC HIGHLIGHTS FROM THE PREVIOUS EDITION

- 2 Lakh+ Visitors. 7 Days. One Grand Celebration.
- 300+ Stalls Showcasing Herbal Excellence
- Free Ayurvedic Consultants for 12,000+ People.
- Rs. 2 Crore in Sales & Rs. 4.72 Crore in MoUs Signed.
- International Participation Driving Innovation & Insight.
- Eminent Dignitaries from National & International Platforms Graced the Event.



### IMPORTANT EVENT DATES

- 17 Dec – Inaugural Ceremony: Formal opening of the fair with dignitaries and cultural showcase.
- 19–20 Dec – International Conference: Expert sessions on herbal innovation, MFP, and sustainable livelihoods.
- 21 Dec – Buyer-Seller Meet: B2B platform to boost trade, market linkages, and business collaborations.
- 23 Dec – Closing Ceremony & Prize Distribution: Concluding celebration with awards and acknowledgements.



Established in 1984 under the Madhya Pradesh Cooperative Act, the **M.P. State Minor Forest Produce (MFP) Federation** is committed to empowering tribal communities by enhancing the trade, value, and visibility of Non-Timber Forest Produce (NTFP).

With a strong three-tier network of 60 District Cooperative Unions and 1,069 Primary Cooperative Societies, the Federation supports nearly 40 Lakhs NTFP collectors, ensuring sustainable livelihoods and fair market opportunities.

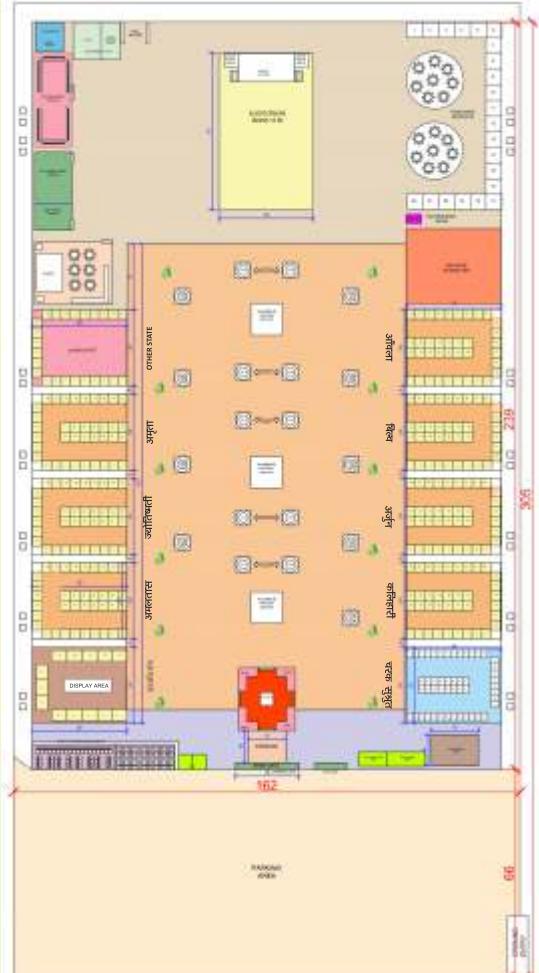
The Federation drives impactful initiatives such as infrastructure development, trade promotion, and educational scholarships for the children of tendu leaf collectors. It advances conservation efforts through in-situ and ex-situ plantations, and improves product quality and innovation through its dedicated **MFP Processing & Research Centre (MFP-PARC)**.

To further strengthen market access and global outreach, the Federation proudly hosts the annual International Herbal Fair, offering a vibrant platform for showcasing forest-based products, nurturing enterprise, and celebrating the herbal wealth of Madhya Pradesh.



**Vindhya Herbals** is the flagship brand of the **M.P. State Minor Forest Produce Federation**, offering a diverse range of natural, herbal, and wellness products crafted from sustainably sourced forest produce. Manufactured at the state-of-the-art **Minor Forest Produce Processing & Research Centre (MFP-PARC)**, each product reflects a blend of traditional knowledge, scientific validation, and quality assurance. From therapeutic oils, herbal formulations, and cosmetic care to pure forest honey, Vindhya Herbals is committed to promoting holistic well-being while supporting the livelihood of tribal collectors across Madhya Pradesh. With growing consumer trust and an expanding product portfolio, Vindhya Herbals proudly represents the herbal heritage and biodiversity richness of the state.

## LAYOUT OF INTERNATIONAL HERBAL FAIR 2025



### Pagoda

Size 10m x 10m

Rs. 50,000/- + GST @ 18%

### Stall Inside Hanger

Size 3m x 3m

Rs. 21,000/- + GST @ 18%

### Food Stalls

Size 5m x 5m

Rs. 14,000/- + GST @ 18%

### For Stall Booking

Ashok Kumar Solanki IFS

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*Stall booking will be conducted exclusively through the QR Code.*

*Applications are subject to review and approval by the Organising Committee, which reserves the right to accept, reject, or modify allotments.*



Scan the QR



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