

ABOUT TREE TALK

Tree Talk' most popular Environmental awareness programme initiated on 19th December 2010 to coincide with UN declared International Decade of Biodiversity (2011-2020) and International Decade of Ecosystem restoration (2021-2030). Tree Talk with 1280 Biodiversity awareness interactions has played a significant role in developing tree conservation consciousness among school students, university scholars, Plant & animal domain scientists, multilingual writers, wildlifers, birders, story tellers and women organizations across length & breadth of northern India especially Jammu & Kashmir. Lesser known plants & trees discussed during twelve years of green deliberations include Giant Red Sequoia seen at Tangmarg, largest Toon tree seen at Raangvillage, Chilgoza pine seen at Paddar, Hawthorn of Kishtwar & Kashmir, Victory onion of Marwa valley, Coca tree Sunder nursery, Delhi, Ginkgo biloba of Emporium garden, Pistachio tree of Karan Bagh (Almond villa), *Rhododendron* of DKG, Himalayan cherry of Darhal, Tiger tree of Billawar, Hog plum of Reasi, Jiyopota sacred grove of Gajansoo, Sacred Shisham of Tahlmandir, sacred Cedars of Nagdevta Patnitop, Star apple of gardens, Sacred Maloo creeper of Baba Dhansar, Seabuckthorn of Insan Aftee, Kuth of Tulel, Katuki of Rajdan Pass, Birch of Synthan mountain, Reid's Primrose of Margan, Chrozophora of Kashmir, *Salvadora* of Nizamuddin Dargah, *Clitoria arborea* of Hyderabad, Sita Ashok of Bagh- Bahu, *Magnolia* of Kashmir, Hazelnut of Basantgarh, Chinars of Mughal gardens, Chikhri of Rajouri, *Myrica esculenta* of Chormotu & Sangar, *Celastrus paniculatus* of Kali dhar, Ujjain *Desmodium*, *Telosma* of shivaliks, Elms of mountains seen preserved within & outside sacred groves. Special focus of Tree Talk awareness programme was revival of forgotten vernacular names, ethnic tree traditions, forest food cuisine development, identification of medicinal plants, conservation of rare, endemic & threatened (RET) taxa for inclusion in mandatory People's Biodiversity register maintained by each village panchayat and urban local body to meet set

objectives of Indian Biodiversity Act 2002 Tree Talk has made Field Taxonomy interesting with focus on mythological, religious, cultural anecdotes, traditional eco-friendly practices, ethnic vernacular name documentation, Scientific & traditional value addition to bioresources, ensure biodiversity conservation.

Dr. O. P. Sharma Vidyarthi (Retd. IFS)

Tree talk Founder and Key Speaker:

Organising Committee

Chief Patron:

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- Dr. Dhiraj Vyas
- Dr. Prasoon Kumar Gupta
- Dr. Sumeet Gairola



CSIR-Indian
Institute of Integrative Medicine, Jammu



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

Celebrates

12th TREE TALK FOUNDATION DAY

(1280th tree talk)

**"MAP's & CSIR AROMA MISSION PHASE
–II AWARENESS INTERACTION "**

(19th December, 2022)



in collaboration with



CSIR-Aroma Mission Phase- II



**Society for Ethnopharmacology (SFE), India
Jammu Chapter**

About CSIR-Indian Institute of Integrative Medicine:

CSIR-Indian Institute of Integrative Medicine (IIIM) was established in 1941 as a research and production center, known as the Drug Research Laboratory of J&K State. It was later taken over by the Council of Scientific & Industrial Research (CSIR) of Govt. of India in December 1957 as Regional Research Laboratory, Jammu. Given its core strength in natural products-based drug discovery, the Institute redefined its mandate in 2005, and its name changed to the Indian Institute of Integrative Medicine (IIIM). Today, CSIR-IIIM, Jammu, has state-of-the-art facilities to discover new drugs and therapeutics for mankind (<https://iiim.res.in/>).

About CSIR-Aroma Mission

CSIR's Aroma Mission has been started with clear goal to promote cultivation of high value and high demanded aromatic crops and increase the farmers income. Under this mission project, CSIR-IIIM Jammu introduced various high value aromatic crops across the country and provided free quality planting material and end to end technology packages for cultivation, processing, value addition and marketing of the aromatic crops to the farmers. Under CSIR Aroma Mission, CSIR-IIIM Jammu introduced Lavender for the first time to the farmers of different district of J&K in which Doda is extensively came into limelight and become a birth place of Purple revolution. CSIR-IIIM Jammu installed more than 100 distillation units across the country out of which 50 distillation units were installed at different locations across J&K to support farmers in processing their produce. Aroma Mission has successfully employed a large number of farmers and young entrepreneurs in the geographically remote regions of the country. This has given employment to more than 5000 farming families only in J&K in which women are primarily employed in the harvesting and processing of Lavender flowers.

Society for Ethnopharmacology (SFE), India

SFE, India is registered under the West Bengal Society Registration Act and also affiliated to the International Society for Ethnopharmacology (ISE). It was formed in year 2013 and has made its broad

presence throughout the country through different local chapters in different part of the country. The main mission of the society is promotion and development of Ethnopharmacology, medicinal plants, traditional medicine and other natural products through dissemination of information for Globalizing local knowledge and localizing global technologies. Ethnopharmacology involves a wide range of scientists from varying specialties. The practices and public interest in natural therapies, namely herbal medicine, have been increased dramatically throughout the world. This has increased the international trade in herbal medicine enormously. A paradigm shift is observed in the use of natural product based medicine for the management of health care, which can significantly impart a major task in economic growth. India has a special position in the world today, because it is one of the few countries that are capable of producing most of the important plants used in modern as well as traditional systems of medicine.

SFE, Jammu Local Chapter

Society for Ethnopharmacology (SFE), Jammu chapter at CSIR-IIIM is constituted by the eminent Scientist, academicians and researchers with the dream of providing a platform for knowledge sharing among researchers, healthcare-practitioners, and decision-makers interested in Ethnopharmacology in and around Jammu and Kashmir. The main goal of the SFE local chapter is to put forward different issues for promotion and development of traditional knowledge/medicine and natural products with national and international collaboration or co-operation through globalization of local knowledge and localizing global technologies. It will form a link between the academic and local industry to gather the scientific and teaching professional in Ethnopharmacology and professional of other area involved in developing cost effective natural remedies.

SFE, Jammu chapter will work in close cooperation with **Society for Ethnopharmacology (SFE), India** for the Development of traditional knowledge for furthering the R & D activities in the field of Ethnopharmacology / natural products across the globe.

Main Objectives:

- Awareness about Aroma mission and Medicinal and Aromatic Plants of high Industrial demand.
- Focus of Tree Talk awareness and revival of forgotten vernacular names, ethnic tree traditions, forest food cuisine development, identification of medicinal plants, conservation of rare, endemic & threatened (RET) taxa for inclusion in mandatory People's Biodiversity register
- Understanding of ethnopharmacological perspectives from traditional medicine and utilizes the collaborative approach to modern drug discovery.
- To encourage the research activities in the direction of traditional medicine inspired drug discovery and development of potentially active new chemical entities, phytopharmaceuticals and botanical drugs from medicinal plants
- Awareness about Biodiversity Conservation
- Promote interest for natural products at both academic and industrial levels

Local Managing Committee of SFE

Chief Patron:

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