

Herbs Cultivation, Medicinal, Aromatic Plants cultivation, Growing, Plantation

Herbs Cultivation & Medicinal Uses (2nd Edition)

Author: H. Panda

Format: Paperback

Book Code: NI32

Pages: 634

ISBN: 8186623469

Price: Rs. 975.00 US\$ 100.00

India is one of the leading Herbs producer and exporter in the world. Several meticulous researches were conducted and experimented with herbs. They arrived at more precise conclusions about the usefulness of diverse plants and herbs that are utilized in different fields like medicine. Ayurveda is the time honoured therapeutic form, prevailing in India since 2000 B.C. The Ayurveda healing is completely based on herbs, which have definite medicinal importance or significance. In the primeval times, the Indian sagacious held the view that Ayurveda herbs are the only resolution to treat numeral health related problems and diseases. Several meticulous researches were conducted and experimented with herbs to arrive at more precise conclusions about the usefulness of diverse plants and herbs that have medicinal value. Herbal products are replacing the synthetics products because of its harsh nature. Herbal products are in huge demand in the developed world for health care for the reason that they are efficient, safe and have lesser side effects. Growing herbs is easy to do, and people continue to turn their love for gardening into successful businesses growing and selling fresh cut herbs, herb plants, and other herb related products. Understanding the worth and heritage of excellence of Ayurveda in India the book makes an attempt to provide information on cultivation and medicinal use of herbs. The book contains the Cultivation of different herbs with photograph of a variety of herbal plants. The book also includes the habitat constituents, action and use in Ayurveda, sidda and Unani medicines. The book contains information on more than 100 herbs. The book contains chapters on cultivation of some of the very important herbs like: Pyrethrum Cultivation, Periwinkle Cultivation and Belladonna Cultivation and many more. The book also has the abbreviations for languages section at the end. There are many who have a genuine interest in understanding the medicinal benefits of herb. The book also has a section on some common home remedied that could be tried at home for quick relief of certain problems. The book can also be a good option for those looking for a guide to understand basics for starting cultivation of different herbs and taking it as a business opportunity. It is a ready manual and information database for traders, new entrepreneurs, manufacturers, project consultant and libraries etc.



[Hand Book on Neem & Allied Products](#)

Author: NIIR Board

Format: Paperback

Book Code: NI49

Pages: 478

ISBN: 8178330415

Price: Rs. 975.00 US\$ 100.00



Nature has blessed man with a number of wonders. Of all, plants are found to be its best boon. Among them, neem is distinguished by their astonishing versatility. Neem is such a fascinating tree that no other tree probably has provided wide range of benefits to mankind. Neem tree and its products have been reputed since long for some physiological activity and have been used quite extensively as a household remedy, since time immemorial, for the treatment of some of the common ailments. The Neem tree, which is also known as Margosa or Indian lilac is grown extensively in Asian and African countries. The neem is very useful tree due to its medicinal and insecticidal properties. Neem oil is the major product of neem seed industry. The chief limitation of the oil is its odour due to the presence of odouriferous substances and other non saponifiable components. Amongst the non edible oilseeds the potential availability of neem is by far the largest because of its very extensive growth throughout the country and fairly good yield of oils from the seeds. Neem seed cake is the major by product of neem seed oil. Various parts of the neem tree have been used as traditional Ayurvedic medicine in India. Almost every product of this invaluable tree has been largely employed for medical purposes. Neem works as blood purifier. Consuming raw neem leaves or neem leaf powder helps in eradicating toxins from the blood. This is one of the greatest benefits of neem tree. Azadirachtin in the neem products have been found to act as repellents, antifeedants, affect food consumption and utilization and interfere with the growth regulation and ovarian development in insects. Neem manufacturing products are in high demand and several manufacturing companies are readily in business trying to satisfy their natural product consuming and environment sensitive market. Along with a good natural resource management program, Neem can be an income generator and a sustainable medicinal alternative in developing countries. Some of the fundamentals of the book are technology for production of insecticides of plant origin at rural level, neem seed cake as a source of pests control chemicals, neem oil as possible biorational insecticide, chemistry of neem (*azadirachta indica*), a sustainable source of natural pesticides, machineries for neem processing, engineering properties of neem nut, neem and transfer of technology, processing of neem fruit and seed, processing of neem oil and its utilization, uses of neem is indigenous system of medicine, cold processing of neem seed, products from neem, development of a neem formulation and its evaluation for control of crop pests, evaluation of nematicidal potential in neem, etc. The book covers cultivation of neem and processing of its products. It will be of immense value to all concerned with manufacturing of neem products; consultants Institutions or those who want to diversify in to production of neem based products.

[Herbs Cultivation & Their Utilization](#)

Author: NIIR Board

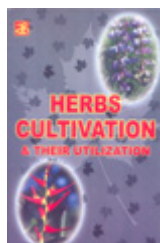
Format: Paperback

Book Code: NI55

Pages: 522

ISBN: 8178330644

Price: Rs. 800.00 **US\$** 100.00



India is one of the leading Herbs producer and exporter in the world. Several meticulous researches were conducted and experimented with herbs. They arrived at more precise conclusions about the usefulness of diverse plants and herbs that are utilized in different fields like medicine, cosmetics, perfumes and so on. The Ayurveda healing is completely based on herbs, which have definite medicinal importance or significance. In the primeval times, the Indian sagacious held the view that ayurveda herbs are the only resolution to treat numeral health related problems and diseases. Herbal products are replacing the synthetics products because of its harsh nature. Herbal products are in huge demand in the developed world for health care for the reason that they are efficient, safe and have lesser side effects. Growing herbs is easy to do, and people continue to turn their love for gardening into successful businesses growing and selling fresh cut herbs, herb plants, and other herb related products. The book makes an attempt to provide information on cultivation and utilization of herbs. The book also contains the described process of the cultivation of medicinal herbs, spices etc with photograph and diagrams. This book also describes about the role of perfumery, analysis of essential oils and flavors, recent development of some natural products and more. This book covers the comprehensive information on herbs cultivation & their utilization. We hope that this book will be very helpful for new Entrepreneurs, Herb Growers, professionals & research Institutions.

[Medicinal Plants Cultivation & Their Uses](#)

Author: H. Panda

Format: Paperback

Book Code: NI56

Pages: 598

ISBN: 8178330962

Price: Rs. 975.00 **US\$** 100.00



The medicinal plants have been used since ancient times for the treatment of human ailments. Over three quarters of the world population relies mainly on plants and plant extracts for health care. The herbal medicines today symbolize safety in contrast to the synthetics that are regarded as unsafe to human and environment. In the primeval times, the Indian sagacious held the view that herbal medicines are the only resolution to treat numeral health related problems and diseases. Although herbs had been prized for their medicinal, flavoring and aromatic qualities for centuries, the synthetic products of the modern age surpassed their importance, for a while. However, the blind dependence on synthetics is over and people are returning to the naturals with hope of safety and security. Understanding the worth and heritage of excellence of medicinal plants the book makes an attempt to provide information on cultivation of medicinal plants and their different uses. This book includes the chemical composition of plants, plant protection, essential oils extracted from plants, cultivation of more than 100 medicinal plants, list of rare medicinal plants and their various uses. The book covers different parameters of medicinal plants cultivation and various ways of their uses. It covers medicinal plants containing alkaloids, steroids flavonoids, glycosides, terpenoids, additives and other active metabolites. We hope that this book will be useful not only for technologists, professionals, but also for farmers, traders, exporters and importers of Medicinal Plants.

[Handbook on Herbs Cultivation and Processing](#)

Author: NIIR Board

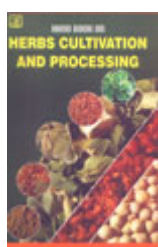
Format: Paperback

Book Code: NI87

Pages: 422

ISBN: 8178330741

Price: Rs. 875.00 US\$ 100.00



India is one of the leading herbs producer and exporter in the world. Several meticulous researches were conducted and experimented with herbs. They arrived at more precise conclusions about the usefulness of diverse plants and herbs that are utilized in different fields like medicine, cosmetics, perfumes and so on. The Ayurveda healing is completely based on herbs, which have definite medicinal importance or significance. In the primeval times, the Indian sagacious held the view that Ayurveda herbs are the only resolution to treat numeral health related problems and diseases. Herbal products are replacing the synthetics products because of its harsh nature. Herbal products are in huge demand in the developed world for health care for the reason that they are efficient, safe and have lesser side effects. Growing herbs is easy to do, and people continue to turn their love for gardening into successful businesses growing and selling fresh cut herbs, herb plants, and other herb related products. Producing herbs for the medicinal market has received a lot of interest from potential commercial growers, but it is still a new and uncertain market. Medicinal herb products may include all plant materials such as foliage, flowers, seeds, fruit and roots. They may be used fresh or in the form of their extracts or chemical compounds isolated from them to produce drugs for human or veterinary medicine. Production of medicinal herbs is limited by the demand for them in international trade. According to the research there are over 20,000 common medicinal plants used in different parts of the world. Over 100 herbs are used on a regular basis. The decision to cultivate medicinal herbs should only be made in response to demand for particular herbs. The market is very competitive and could easily be oversupplied. This book majorly deals with general characters and composition of herbs, official parts and names of herbs, cultivation of herbs and its medicinal uses etc. The major contents of the book are Acacia, Aconitum Napellus, Acrous Calamus, Adhatoda Zeylanica, Althaea officinalis, Linn, Amaranthus, Linn, Amorphophallus cam Panulates, Aristolochia Indica, Atropa Belladonna, Brassica, Calotropis, Procera (Ait.), Capsicum Annuum, Linn etc. The book covers systematic account of most plants used in medicines. This is an indispensable book which provides cultivation techniques of various herbs with their processing. The text of each plant is divided in two portions: the first devoted to the description of the species, its localities and other purely botanical matter and the second to the general character, composition, properties which are employed in medicines or otherwise. The book is very useful for new entrepreneurs, ayurvedic institutes, libraries and consultants.

[Handbook on Herbal Drugs and its Plant Sources](#)

Author: H. Panda

Format: Paperback

Book Code: NI97

Pages: 596

ISBN: 8186623736

Price: Rs. 1,000.00 **US\$** 100.00



India is a large repository of herbal drugs and become a big centre and fountain in the field of herbal therapy and beautification. Treatment through the herbs is very popular in the ancient time in Indian subcontinent and now approaching to new boundaries. Plants had been used for medicinal purposes long before recorded history. It is becoming more main stream as improvements in analysis and quality control along with advances in clinical research show the value of herbal medicine in the treating and preventing disease. Herbal medicine is used to treat many conditions, such as asthma, eczema, migraine, etc. Medicinal plants have been used as a major source of therapeutic agents by human being for thousands of years. Ancient men obtained more than 90% of his medicaments from higher plants. However, the importance of plants as a source of drugs decreased to certain extent. In spite of the fact that synthetic drugs and antibiotics have improved the life expectancy of man, plants still constitute as one of the major sources of raw materials for drugs all over the world. Now a day people are very much aware of the ingredients in synthetic drugs, the benefits of plant products and harmful effects of chemical ingredients. Herbal drugs are in huge demand in the developed world for health care for the reason that they are efficient, safe and have lesser side effects. The formulations based on herbs are safe and effective. The major content of this book are an ancient drug for filariasis, tribal remedies against snake bite and scorpion stings in Rajasthan, traditional herbal contraceptives from North-West Uttar Pradesh, cervical spondylosis through herbal drugs, medicinal uses of cucurbits, traditional Chinese herbal drugs in the light of scientific studies, significant medical plant, medicinal and poisonous plants in history. This particular book clearly describes chemical analysis, the original source drugs, biological activity, herbal preparation of medicine, and many more. This book also contains description of more than 200 medicinal plants which is beneficial to scientists and scholars.

[Aromatic Plants Cultivation, Processing and Uses](#)

Author: H. Panda

Format: Paperback

Book Code: NI120

Pages: 504

ISBN: 8178330571

Price: Rs. 975.00 **US\$** 100.00

Aromatic plants have essential or aromatic oils naturally occurring in them. They help heal mental ailments and other diseases. India is endowed with a rich wealth of medicinal plants. Aromatic (Aroma Producing) plants are those plants which produce a certain type of aroma. Their aroma is due to the presence of some kind of essential oil with chemical constituents that contain at least one benzene ring in their chemical configuration. The chemical nature of these aromatic substances may be due to a variety of complex chemical compounds. These plants have made a good contribution to the development of ancient Indian material medica. In recent years, there has been a tremendous growth of interest in plant based drugs, pharmaceuticals, perfumery products, cosmetics and aroma compounds used in food flavors and fragrances and natural colors in the world. There is a definite trend to adopt plant based products due to the cumulative derogatory effects resulting from the use of antibiotic and synthetics and except for a few cultivated crops, the availability of plant based material is mainly from the natural sources like forests and wastelands. There is a need to introduce these crops into the cropping system of the country, which, besides meeting the demands of the industry, will also help to maintain the standards on quality, potency and chemical composition. During the past decade, demand for aromatic plants and its products has attracted the worldwide interest, India being the treasure house of biodiversity, accounts for thousands of species which are used in herbal drugs. 90% of herbal industry requirement of raw material is taken out from the forests. Some fundamentals of this book are botanical description of the plant, genetic improvement, harvesting, intercropping, transplantation, irrigation and weeding, vanilla cultivation in India, commercial cultivation of vanilla, distillation of herbage for essential oil, effect of growth hormones, jasmine crop improvement & agrotechniques, efforts for new variety of *Jasminum auriculatum*, essential oils of agarwood, *Cinnamomum tamala* leaves, *Eucalyptus citriodora* and *Caultheria fragrantissima*, past and future of sandal wood oil industry, by product development from turmeric and ginger rhizomes, isolation of essential oils and its flavour profile etc. This book contains most of the important aspects related to aromatic plants. It is being published for those who are interested in growing, processing and trading of aromatic plants.

Tags Aromatic plants cultivation India, Cultivation of aromatic plants, Aromatic plants farming, Cultivation of aromatic crops, List of aromatic plants in India, Names of aromatic plants, Aromatic plants, Processing of Aromatic Plants, Extraction of essential oils from aromatic plants, Extraction of essential oils by steam distillation, Essential oil extraction methods, How Are Essential Oils Extracted?, Essential oils, Extraction of Volatile Oil from Aromatic Plants, Steam distillation procedure, How to extract plant oils by distillation?, How to extract oil from plants?, List of aromatic plants and their uses, List of Important Aromatic Plants, Multiple Uses of Aromatic Plants, Commercial cultivation of aromatic plants



[Compendium of Medicinal Plants](#)

Author: NIIR Board

Format: Paperback

Book Code: NI121

Pages: 444

ISBN: 8186623809

Price: Rs. 875.00 US\$ 100.00



Medicinal plants are not only a major resource base for the traditional medicine & herbal industry but also provide livelihood and health security to a large segment of Indian population. Medicinal plants are resources of new drugs. Medicinal plants are important for human health. These plants have been used from the prehistoric times to present day. These plants based medicines are consumed in all civilizations. It is believed that the herbal medicine can give good effect to body without causing side effects to human's life. Besides, the usage of medical plants has been increasing as an important role that can support the economic system. The medical plants for health are used as herbal treatments and therapies that can be new habits for culture. Medicinal plants constitute a large segment of the flora, which provide raw materials for use by various industries. They have been used in the country for a long time for their medicinal properties. These plants are staging a comeback and herbal renaissance is happening all over the globe. The herbal medicines today symbolise safety in contrast to the synthetics that are regarded as unsafe to human and environment. Although herbs had been prized for their medicinal, flavouring and aromatic qualities for centuries, the synthetic products of the modern age surpassed their importance, for a while. However, the blind dependence on synthetics is over and people are returning to the naturals with hope of safety and security. The decision to cultivate medicinal herbs should only be made in response to demand for particular herbs. The market is very competitive and could easily be oversupplied. Some fundamentals of the book are *bryonopsis laciniosa*, *cajanus indicus*, *spreng.* and *c.bichlorandc.flalvus*, *cassiaauriculata*, *linn.cassia angustifolia vahl*, *dalbergia sissoo*, *delonixelata*, *dolichandrone falcata*, *seem.*, *drosera pellata*, *eclipta alba hassk*, *elettaria cardamomum maton*, *emblica officinalis*, *embelia ribes burm*, *enicostema littorale,blume.*, *erythrina indica*, *grewia tiliaefolia, vahl.*, *gymnema sylvestre, R.BR.*, or *asclepias geminata*, *haematoxylon campechianum*, *hedychium spicatum ham. Ex. Smith*, *hedera helix helicteres isora ,linn.*, *helianthus annuus, linn.91.*, *hellebores niger, linn.92*, *hepatica nobilis 93.*, *herniaria ,inulahelenium107.*, *ipomoea digitataipomoea turpethum109.* *Iris germanica110.* *jatropha gossypifolia*, *juglans regia*, *kaempferia galanga* etc. The book contains systematic account of the most important plants used in medicines. Each chapter covers botanical description, parts used, Ayurvedic properties, clinical uses, constituents with the figure of the plant. This book will be very useful for those working on medicinal plants, natural products, entrepreneurs, libraries, consultant, research scholars etc.

[**Aloe Vera Handbook Cultivation, Research Finding, Products, Formulations, Extraction & Processing**](#)

Author: H. Panda

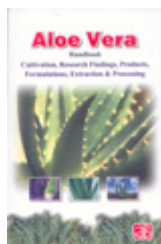
Format: Paperback

Book Code: NI122

Pages: 496

ISBN: 8178330245

Price: Rs. 1,275.00 **US\$** 125.00



Aloe Vera is a semi tropical plant. It is one of the oldest known medicinal plants gifted by nature, Aloe Vera often called Miracle plant known by many names. It contains more than two hundred tonic ingredients including essential amino acids, enzymes, glucose and more. Also contains the most essential components required by the human body. It is grown wild in hedge rows in dry soil conditions and almost all parts of India. It can be grown even under constant drought conditions. Commercial cultivation and utilization of this plant with the application of technology can be of great value. There are various benefits of this plant; it is used to support the natural healing of skin that has been damaged. A common usage is to sooth sunburned skin. Aloe Vera can also be made into juices, gels, powders and is often added to products. For example it can be found in cosmetics, shampoos, lotions and many other common household Aloe Vera products. The many benefits of Aloe Vera are not fully researched as of yet. Processing of Aloe Vera gel derived from the leaf pulp of the plant, has become a big industry worldwide due to the application in the food industry. It has been utilized as a resource of functional food, especially for the preparation of health drinks which contain Aloe Vera gel and which have no laxative effects. Given the exponentially growing demand for it in the international market, it presents the finest commercial opportunity among the various medicinal plants. Also, India is among the few countries gifted with the unique geographical features essential for cultivation of Aloe Vera and other high potential medicinal plants. Some fundamentals of this book are chemical investigations of different parts of the leaf, agro technique: Aloe Vera, economics of cultivation per hector, aloe (Aloe Vera) investment opportunity, specialty raw material market for cosmetics/toiletries, strategy for capacity creation and marketing, influence of Aloe Vera on the glycol amino glycans in the matrix of healing dermal wounds in rats, effects of low molecular constituents from Aloe Vera gel on oxidative metabolism and bactericidal activities of human neutrophils, Aloe Vera & aids research, anti diabetic activity of aloes: preliminary, aloe reduction in ulcers, erosions & hemorrhages, extraction process, processing steps, extraction process of aloe gel and powder etc. This book highlights such technical details to guide and encourage new entrepreneurs. It is very useful book for consultants, farmers, students of Agricultural universities, libraries etc.

[Handbook on Medicinal Herbs with Uses](#)

Author: H. Panda

Format: Paperback

Book Code: NI125

Pages: 550

ISBN: 817833058x

Price: Rs. 1,075.00 **US\$** 125.00



Medicinal herbs are the local heritage with global importance. World is endowed with a rich wealth of medicinal herbs. The Variety and sheet number of plants with therapeutic properties is quite astonishing. Medicinal herbs have curative properties due to presence of various complex chemical substance of different composition, which are found as secondary plant metabolites in one or more parts of these plants. These plant metabolites, according to their composition, are grouped as alkaloids, glycosides, corticosteroids, essential oils etc. During the past decade, a dramatic increase in exports of medicinal herbs attests to worldwide interest in these products as well as in traditional health systems. The pharmaceutical industries have made massive investment on pharmacological, clinical and chemical researches all over the world in past five decades. Efforts have been made to discover still more potent plant drugs. The benefits of these efforts would reach to the masses in future in farmers initiate commercial cultivation of medicinal herbs. In fact, agricultural studies on medicinal herbs, by its very nature, demand an equally large investment and higher priority. India, in particular, has a big scope for the development of pharmaceutical and physiochemical industry. The medical plants for health are used as herbal treatments and therapies that can be new habits for culture. Medicinal plants constitute a large segment of the flora, which provide raw materials for use by various industries. They have been used in the country for a long time for their medicinal properties. These plants are staging a comeback and herbal renaissance is happening all over the globe. The herbal medicines today symbolise safety in contrast to the synthetics that are regarded as unsafe to human and environment. This book illustrates the cultivation, utilization of *Abelmoschus Moschatus*, *Abroma Augusta*, *Abrus Precatorius*, *Abutilon Indicum*, *Acacia Arabica*, *Acacia Catechu*, *Acacia Farnesiana*, *Acanthus Illicifolius*, *Achillea Millefolium*, *Achyranthes Aspera*, *Aconitum Napellus*, *Aconitum Heterophyllum*, *Acorus Calamus*, *Adansonia Digitata*, *Adina Cordifolia*, *Adhatoda Vasika*, *Adonis Vernalis*, *Aegle Marmels*, *Aerua Lanata*, *Aesculus Hippocastanum*, *Aethusa Cynapium* etc. The book contains systematic account of the most important plants used in medicines. Each chapter covers botanical description, parts used, Ayurvedic properties, clinical uses, constituents with the figure of the plant. This book will be very useful for those working on medicinal plants, natural products, entrepreneurs, libraries, consultant, research scholars etc.

[Cultivation and Utilization of Aromatic Plants](#)

Author: H. Panda

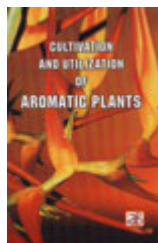
Format: Paperback

Book Code: NI155

Pages: 608

ISBN: 817833027X

Price: Rs. 1,100.00 **US\$** 125.00



Aroma has played a vital role, directly as well as indirectly, in the life of human beings since its appearance on the earth as a result of evolution. India, Egypt and Persia were amongst the first countries to have conceived the process of distillation of essential oils. Aromatic plants have essential or aromatic oils naturally occurring in them. They help heal mental ailments and other diseases. India is endowed with a rich wealth of medicinal plants. Aromatic (Aroma Producing) plants are those plants which produce a certain type of aroma. Their aroma is due to the presence of some kind of essential oil with chemical constituents that contain at least one benzene ring in their chemical configuration. These plants have made a good contribution to the development of ancient Indian material medica. In recent years, there has been a tremendous growth of interest in plant based drugs, pharmaceuticals, perfumery products, cosmetics and aroma compounds used in food flavors and fragrances and natural colors in the world. The chemical nature of these aromatic substances may be due to a variety of complex chemical compounds. There is a definite trend to adopt plant based products due to the cumulative derogatory effects resulting from the use of antibiotic and synthetics and except for a few cultivated crops, the availability of plant based material is mainly from the natural sources like forests and wastelands. There is a need to introduce these crops into the cropping system of the county, which, besides meeting the demands of the industry, will also help to maintain the standards on quality, potency and chemical composition. During the past decade, demand for aromatic plants and its products has attracted the worldwide interest, India being the treasure house of biodiversity, accounts for thousands of species which are used in herbal drugs. 90% of herbal industry requirement of raw material is taken out from the forests. This book basically deals with cultivation of *matricaria chamomilla*, present agro production technology status of celery, cultivation of *ocimum gratissimum* linn. var *clocimum*, the production and perfume potential of *jasminum* collections, chemical modification of turmeric oil to more value added products, biologically active compounds from turpentine oil, folk medicinal uses of indigenous aromatic plants in nepal, traditional uses of selected aromatic plants of bhutan and their cultivation prospects, blending aspects of perfumes with turpentine constituents, the chemistry of mint flavour, essential oils of *cinnamomum* species, citral containing *cymbopogon* species etc.. The aim of publishing this book is to provide multidisciplinary information on aromatic plants. The book covers method of cultivation and utilization of various aromatic plants. This is very useful book for farmers, technocrats, agriculture universities, libraries, new entrepreneurs etc.

[C ompendium of Herbal Plants](#)

Author: H. Panda

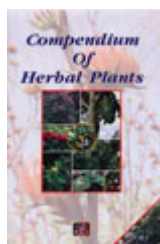
Format: Paperback

Book Code: NI170

Pages: 424

ISBN: 8178330393

Price: Rs. 975.00 **US\$** 100.00



India is one of the leading Herbs producer and exporter in the world. Several meticulous researches were conducted and experimented with herbs. They arrived at more precise conclusions about the usefulness of diverse plants and herbs that are utilized in different fields like medicine, cosmetics, perfumes and so on. Herbal plants have been used for medicinal applications from earliest time, when man began caring for his body and health. The Ayurveda healing is completely based on herbs, which have definite medicinal importance or significance. In the primeval times, the Indian sagacious held the view that ayurveda herbs are the only resolution to treat numeral health related problems and diseases. Herbal products are replacing the synthetics products because of its harsh nature. Producing herbs for the medicinal market has received a lot of interest from potential commercial growers, but it is still a new and uncertain market. Herbal products are in huge demand in the developed world for health care for the reason that they are efficient, safe and have lesser side effects. The emphasis of development of new biologically active molecule has been gradually replaced by use of total herbs as medicine and food supplements. There are numerous types of herbal plants; some of them are paeonia officinalis, panicum pilosum, papaver bracteatum, papaver rhoeas, papaver somniferum, petasites hybridus, petroselinum crispum, peucedanum ostruthium, phaseolus trilobus, phaseolus vulgaris etc. Growing herbs is easy to do, and people continue to turn their love for gardening into successful businesses growing and selling fresh cut herbs, herb plants, and other herb related products. The major contents of the book are pulmonaria officinalis, punica granatum, pyrus sinensis, quercus petraea, qercus robur, ranunculus ficaria, raphanus sativus, rhamnus cathardticus, rahmnus frangula, rheum palmanum, rhododendron arboreum, sm., rhus toxicodendron, ricinus communis, ribes nigrum, robinia pseudoacacia, rosmarinus officinalis, rosa centifolia, rubia tinctorum, rubus fruticosu etc. Ayurved, Siddha, Unani and Homoeopathy are largely based on the plants. Now herbal based products have very good present and future prospects in International market. The present book enlightens hundreds of herbal plants with their photographs, which has good medicinal values. This is very useful book for agriculture universities, researchers, cultivators, ayurvedic pharmacies etc.

[Cultivation and Processing of Selected Medicinal Plants](#)

Author: NIIR Board of Consultants and Engineers

Format: Paperback

Book Code: NI175

Pages: 600

ISBN: 8178330032

Price: Rs. 1,175.00 **US\$** 125.00

Medicinal plants are important for human health. These plants have been used from the prehistoric times to present day. These plants based medicines are consumed in all civilizations. It is believed that the herbal medicine can give good effect to body without causing side effects to human life. Medicinal plants are not only a major resource base for the traditional medicine & herbal industry but also provide livelihood and health security to a large segment of Indian population. Medicinal plants constitute a large segment of the flora, which provide raw materials for use by various industries. They have been used in the country for a long time for their medicinal properties. These plants are staging a comeback and herbal renaissance is happening all over the globe. The herbal medicines today symbolise safety in contrast to the synthetics that are regarded as unsafe to human and environment. Although herbs had been prized for their medicinal, flavouring and aromatic qualities for centuries, the synthetic products of the modern age surpassed their importance, for a while. However, the blind dependence on synthetics is over and people are returning to the naturals with hope of safety and security. Besides, the usage of medical plants has been increasing as an important role that can support the economic system. Ayurveda, the well known indigenous system of medicine, is still regarded as a well organised traditional health care for large sections of rural as well as urban population of India. The medicinal plants sector at present is not well organised and needs special attention. Although different Ministries and Department in the Government sector and NGOs and individuals in the private sectors are making their efforts in different directions, yet there is a need to co ordinate and systematize. The medical plants for health are used as herbal treatments and therapies that can be new habits for culture. The market is very competitive and could easily be oversupplied. This book basically deals with therapeutic potential of medicinal plants, medicinal plants priorities in Indian medicines diverse studies and implications, recent developments of some natural products, production and management of medical plants on farms, classification, identification and naming of medicinal plants, pests and pest management in medicinal plants, Ajmalicine (Raubasine): a medicinally important alkaloid from catharanthus roseus (vinca rosea), cultivation of rutin bearing eucalyptus species, iridoids and secoiridoids of the genus swertia, studies on medico ethnobotany, tropical periwinkle, tulsi, etc. The present book covers cultivation practices of selected commercially important medicinal plants with their processing details and uses. The book is very resourceful for medicinal plants growers, professionals, researchers, entrepreneurs and agriculture universities.



[The Complete Book on Jatropha \(Bio-Diesel\) with Ashwagandha, Stevia, Brahmi & Jatamansi Herbs \(Cultivation, Processing & Uses\)](#)

Author: NIIR Board of Consultants and Engineers

Format: Paperback

Book Code: NI176

Pages: 592

ISBN: 8178330040

Price: Rs. 1,500.00 **US\$** 150.00

Jatropha proves to be a promising Biofuel plantation and could emerge as a major alternative to diesel thus reducing our dependence on oil imports and saving the precious Foreign Exchange besides providing the much needed energy security. Jatropha oil displacing conventional fossil fuel makes the related project fully eligible. The Jatropha plantation primarily focuses cultivated green biodiesel as an alternate source of fuels that can propel engines, generators and transportation as well as power generation in the future and replace existing sources. The main factor that makes the major difference is the cost of the bio fuel that it can be made cheaper than the petro diesel and on a long term basis without affecting the operational economics. Ashwagandha (also called as, Indian Ginseng), Stevia a natural non caloric sweetener, Brahmi (brain tonic) and Jatamansi are the important herbs which have very good medicinal values. Ashwagandha increases the count of white blood cells and prepares the body to produce antigens against various infections and allergies. It is also considered as a tonic for the heart and lungs as its regular intake controls the blood pressure and regulates the heartbeat. It has a strong nourishing and protective effect on the nervous system.

Ashwagandha has been used as a sedative, a diuretic, a rejuvenating tonic, an anti inflammatory agent, aphrodisiac and an immune booster. It is especially beneficial in stress related disorders such as arthritis, hypertension, diabetes, general debility, etc. It has also shown impressive results when used as stimulants for the immune system. It is considered as an adaptogen that stimulates the immune system and improves the memory. Stevia also known as the sweet leaf which is an all natural sweetener, derived from a plant called stevia rebaudiana. It has no calories, no carbohydrates, and it has a glycemic index of zero, which makes it the sweetener of choice for many diabetics all over the world. The herbs are carefully nurtured and harvested at only certain times of the year. Stevia comes in many forms; stevia supreme, stevita ultimate stevia, stevita liquid stevia, fruit flavoured stevia and many more. Brahmi is used as a herbal brain tonic, to rejuvenate the body, as a promoter of memory and as a nerve tonic. It improves memory and helps overcome the negative effects of stress. It is unique in its ability to invigorate mental processes whilst reducing the effects of stress and nervous anxiety. Brahmi induces a sense of calm and peace. Brahmi has gain worldwide fame as a memory booster and mind alertness promoter. Jatamansi has the power to promote awareness and calm the mind. It is a very useful herb for palpitation, tension, headaches, restlessness and is used for promoting awareness and strengthening the mind. It aids in balancing the body of all three Ayurvedic doshas. This herbs sedative properties increase awareness, as opposed to valerian that dulls the mind. Aromatic, antispasmodic, diuretic, emmenagogue, nervine, tonic, carminative, deobstruent, digestive stimulant, reproductive some of the properties of Jatamansi herb. This book is describes about the medical properties, important uses and applications, cultivation, chemical constituents, harvesting and post harvesting, yield and other properties of herbs like safed mulsi, brahmi, jatamansi, ashwagandha, senna, shatavari and more. This book also deals with biodiesel, biofuel and petro crops : an alternative to conventional fuels, the potential of jatropha curcas in rural development and environment protection, prospects of expanding market for use of jatropha oil, jatropha: potential as insecticide/pesticide etc. The present system of medicine is gradually gaining popularity mainly because of less or no toxic or side effects of herbal drugs. So, these



herbs have very good future prospects globally. This book contains cultivation, processing and uses of Jatropha, Ashwagandha (*Withania somnifera*), Stevia rebaudiana, Brahmi (*Bacopa monnieri*) and Jatamansi (*Nardostachys Jatmansi* DC.). This book will prove to be an invaluable resource for researchers, technocrats, agriculturist, agriculture universities etc.

The Complete Technology Book on Flavours, Fragrances and Perfumes

Author: NPCS Board of Consultants & Engineers

Format: Paperback

Book Code: NI196

Pages: 864

ISBN: 9788190439886

Price: Rs. 1,675.00 US\$ 150.00



Many studies have been carried out on fragrances, flavors and perfumes worldwide. These products have important commercial value not only in India but in all over the world. Perhaps the most interesting results of the last few years in the fragrance and flavour fields are the many compounds described in this book. They may be used to engender or augment flavours in foodstuffs, chewing gums and medicinal products like mouthwash and toothpaste. The same compounds or closely related ones serve also to produce desirable aromas for perfumes, perfumed compositions such as soaps, detergents and cosmetics etc. Perfume is a mixture of fragrant essential oils and/or aroma compounds, fixatives, and solvents used to give the human body, animals, objects, and living spaces a pleasant scent. The odoriferous compounds that make up a perfume can be manufactured synthetically or extracted from plant or animal sources. Perfumes have been known to exist in some of the earliest human civilizations either through ancient texts or from archaeological digs. Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone. Flavors and Fragrances (F&F) are the essential ingredients that lend taste and smell, respectively, to food and personal or home care products. Without these, all the products that we use such as toffees, chips, toothpastes, soaps and shampoos, would be tasteless or odorless, boring, functional products. Fragrances are different types; floral, fruity, woody, flower, natural, etc. and has applications in different field; soap and toiletries, cosmetics, household applications etc. Flavoring in common language denote the combined chemical sensations of taste and smell, the same terms are usually used in the fragrance and flavors industry to refer to edible chemicals and extracts that alter the flavor of food and food products through the sense of smell. Applications of flavouring are in numerous field; meat, chocolate, dairy, beverage, confectionary, bakery, teas etc. Due to the high cost or unavailability of natural flavor extracts, most commercial flavorants are nature identical, which means that they are the chemical equivalent of natural flavors but chemically synthesized rather than being extracted from the source materials. Traditionally, while flavors and fragrances were viewed as the most customized of all raw materials, and therefore commanded higher prices, in the last decade, prices have been pushed down consistently by large manufacturers. This book basically deals with the roots and the evolution of perfumery, the part of hedonism, how perfumery is linked to the other fine arts, the art of composition, conclusion, introduction, fragrancng of functional products, line extensions, perfumery for household products, floral series : rose notes, jasmin notes, hyacinth notes, lilac and lily, orange blossom notes, tuberose notes, violet notes, mignonette, woody series: sandal notes, peppery notes, caryophyllaceous notes, introduction, aroma composition of various teas, flavory ceylon black tea, keemun black tea, green tea, pouchong tea and jasmine tea, lotus tea, soap manufacture, raw materials, shaving soap, transparent soaps, super fatted toilet soaps, the milling process, coloured soaps, perfumes, soap compounds, acacia, almond, almond soap, amber soap, buttermilk, brown windsor, carnation, chypre, cologne, cyclamen, fougere, heliotrope, hyacinth, jasmin, lavender, lilac, lily, etc. This book contains formulae and processes of various types of flavours, fragrances and perfumes. New entrepreneurs, technocrats, research scholars can get good knowledge from this book.

About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes various process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

NIIR PROJECT CONSULTANCY SERVICES , 106-E, Kamla Nagar, New Delhi-110007, India. **Email:** npcs.india@gmail.com **Website:** NIIR.org

Tue, 23 May 2017 02:45:21 +0530