

KUVEMPU



UNIVERSITY



**International Conference on
Research Trends on Noni and Sustainable
Utilization of Biodiversity for Human Wellness
10th – 12th April, 2025**

**Organized by
BIOLOGICAL SCIENCE DEPARTMENTS, KUVEMPU UNIVERSITY
Jnanasahyadri, Shankaraghatta, INDIA**

Department of Biotechnology
Department of Microbiology
Department of Applied Botany
Department of Applied Zoology

Department of Environmental Science
Department of Biochemistry
Department of Wildlife & Management
Department of Food Technology



In Collaboration with



**VALYOU PRODUCTS Pvt. Ltd
Shivamogga, INDIA.**



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**KSN University of Agricultural
and Horticultural Sciences
Shivamogga, INDIA.**

About the Conference

Herbal medicine is staging a comeback and a renaissance is happening all over the globe. The herbal products today symbolise safety when compared with the synthetic drugs that are regarded as unsafe to humans and are usually associated with various side effects. Although herbs have been prized for their medicinal, flavouring and aromatic qualities for centuries, the synthetic products of the modern age have surpassed their importance in the past decade. Over three-quarters of the world's population relies mainly on natural medicines for health care. India is one of the world's 12 biodiversity centres with the presence of over 45000 different plant species. India's diversity is unmatched due to the presence of 16 different agro-climatic zones, 10 vegetation zones, 25 biotic provinces and 426 biomes (habitats of specific species). Of these, about 15000-20000 plants have good medicinal value. However, only 7000-7500 species are used for their medicinal value by traditional practitioners. The drugs are derived either from the plants animal parts and microbes. Even the Allopathic system of medicine has adopted a number of drugs derived from natural sources, which form an important segment of the modern pharmacopoeia.

As a part of the collaborative research program with ValYou Products Pvt. Ltd (Amrith Noni), Kuvempu University is organizing three days International Conference on “**Research Trends on Noni and Sustainable Utilization of Biodiversity for Human Wellness**” at Jnanasahyadri, Shankaraghatta, India. Renowned Scientists, Industrialists and Researchers from different parts of the world are going to participate in the conference and create a platform useful for the faculty, scientists, pharmaceutical industrialists and budding researchers to witness the event and re-design their future research in the area of biological sciences.

Sub Themes of the Conference:

1. Recent trends in Noni research

- Noni as value added product for health and wellness.
- Cultivation and industrially developed products of noni.
- Pharmaceutical investigation on Noni.

2. Conservation of Biodiversity

- Diversity of flora, fauna & microbes of the Western Ghats.
- Impact of climate changes on biodiversity.
- Human-wildlife conflict mitigation.

3. Novel Biotechnological innovations

- Micropropagation and *in vitro* production of therapeutic compounds.
- Phytochemical screening and pharmacological investigations.
- Animal cell culture and bioinformatics.

4. Microbial interactions & therapeutic applications

- Host-microbe interactions.
- Novel methods of control & management of MDR pathogens.
- Mechanistic insights of tropical diseases and pathogenesis.

5. Research advances in Biochemistry & Food Technology

- Nutraceuticals and value added foods.
- Nanotechnology and its applications.
- Research in clinical biochemistry and cancer biology.

ABOUT THE ORGANIZING INSTITUTIONS

Kuvempu University, Shankaraghatta



Kuvempu University, established in 1987, is a UGC-recognized State University named after the esteemed Kannada writer and Jnanapitha awardee, Shri Kuvempu. The university embodies his blend of tradition and modernity, symbolized by its emblem, Gajahamsa – a mythical creature representing the integration of knowledge and wealth.

Serving the Shivamogga and Chikkamagaluru districts, it offers undergraduate, postgraduate, and Ph.D. programs across 35 departments in Arts, Commerce, Education, and Science & Technology. Located on a picturesque 230-acre campus at Jnana Sahyadri in Shankaraghatta, just 28 km from Shivamogga town and 2 km from the Bhadra Reservoir, the pollution-free environment fosters an ideal setting for higher education and research. Recognized as one of the premier universities in India, Kuvempu University is accredited by NAAC with an 'A' grade.

Biological Science Departments, Kuvempu University



The Biological Science Departments are actively engaged in research on the biodiversity and bioprospecting of medicinal plants in the Western Ghats of Karnataka. The diversified flora, fauna and microbes have been systematically documented and novel bioactive compounds have been isolated and screened for their therapeutic efficacy using both in vitro and in vivo animal models. The interaction of microbes with the higher plants was studied in detail for the exploration of endophytic organisms. The biological science faculty have received major research projects funded by DBT BUILDER, FIST, SAP, DST, VGST, SERB, ICMR etc. The faculty have been awarded with prestigious awards, patents and published their research in international high impact factor journals.

ValYou Products Private Limited, Shivamogga



ValYou Products Pvt. Ltd., is an ISO, AYUSH and GMP certified quality conscious Company. It came into existence with the intention of providing the best of health products and serving the society for more than 14 years. ValYou Products Private Limited was founded in the year 2009 by Mrs. Ambujakshi Srinivasamurthy and Dr. Srinivasamurthy. A. K. The Company is located at a very picturesque and natural lush of green lands at Ramenakoppa, Shivamogga District of Karnataka state and it is was established with an aim of bringing about a positive health culture and awareness of healthy living. The ValYou family of Ayurveda doctors, Researchers & Workers pledge for the quality of Noni products. It's a pleasure to stand before you today to share the remarkable journey of our Ayurvedic pharmaceutical company ValYou Products Private Limited popularly known as 'Amrith Noni', a beacon of innovation and tradition in the world of natural medicine. Our mission has always been to provide holistic solutions that promote health and well-being, respecting both time-honored practices and modern scientific advancements. Our dedication to quality excellence has earned us numerous accolades within the industry, recognizing our contribution to advancing Ayurvedic medicine. Our flagship products, backed by rigorous pre-clinical and clinical trials and extensive research, have set new standards for efficacy and safety in natural health solutions. We are proud to have developed several groundbreaking products that address a wide range of health concerns, from chronic conditions to everyday wellness needs.

Keladi Shivappa Nayaka University of Agricultural & Horticultural Sciences.



The **University of Agricultural and Horticultural Sciences (UAHS)**, now renamed Keladi Shivappa Nayaka University of Agricultural and Horticultural Sciences (KSNUAHS) as of 26-07-2021, was established by splitting from the University of Agricultural Sciences (UAS), Bengaluru, and University of Horticultural Sciences (UHS), Bagalkote. The University's jurisdiction covers seven districts in Karnataka: Shivamogga, Chikkamagaluru, Udupi, Dakshina Kannada, Kodagu, Davanagere, and Chitradurga. UAHS began operations on 21-09-2012 under a special ordinance and functioned independently from 1st April 2013. The University was renamed in honour of Shivappa Nayaka, a significant ruler in the Keladi Dynasty, to recognize his contributions to agriculture reforms. KSNUAHS is the first integrated university in Karnataka focusing on Agriculture, Horticulture, and Forestry. The University's headquarters is located in the Iruvacki campus in Sagara Taluk, Shivamogga, surrounded by biodiversity hotspots and near the United Nations World Heritage Centre. It is well connected by road (NH 13 and NH 206), rail (Anandapura station), and air (Shivamogga, Mangaluru, Hubli, and Bengaluru airports).

Submission of Abstracts

The participants are invited to submit their abstracts on five sub-themes of the conference in about 250-300 words with a font size 12 in Times New Roman. The abstract should clearly indicate the title of the paper, author, name of the affiliating institutions and e-mail ID of the presenting author. Last date for the submission of the abstract by e-mail to krishnabiotech2024@gmail.com is **15-03-2025**.

The submitted abstracts will be scrutinized and intimated to the corresponding author by **05.03.2025**. The poster size will be intimated later.

Accommodation

The accommodation on University campus will be provided for a limited number of delegates. However, the organizers can assist the participants in arranging the hotel accommodation in Shivamogga upon advance payment of Rs. 2000/-.

For more details contact : **Prof. Vijaya Kumara (Ph.: +91 94482 06428; e-mail: vijay15675@gmail.com)**.

Registration

Participants	Registration fee in INR		
	Early Bird Registration (15-01-2025 to 15-02-2025)	Registration (16-02-2025 to 15-03-2025)	Spot Registration
UG/ PG Students	1000/-	1500/-	2000/-
Research Scholars	1500/-	2000/-	2500/-
Academicians/Scientists	3500/-	4000/-	4500/-
Delegates from Industry	4000/-	4500/-	5000/-
Foreign Delegates (USD)	100	125	150

Payment details

Delegates are advised to make separate payments for registration and accommodation through online mode and send the soft copies of the receipts before the last date of registration.

Bank Details

Name	Convener ICNBH	
Account type	State Bank of India, Jnanasahyadri Branch, Kuvempu University, Karnataka, India	
Account type	Savings Account	
Account No.	43652874354	IFSC: SBIN0040759

Important Dates

Commencement of Abstract submission and Registration	15.01.2025 Onwards
Last date for Abstract submission and Registration	15.03.2025

Awards

Best Oral Presentation Awards	Best Poster Presentation Awards
First	First
Second	Second
Third	Third

CHIEF PATRON



Prof. Sharath Ananthamurthy
Hon'ble Vice Chancellor
Kuvempu University

PATRONS



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Hon'ble Vice Chancellor
KSNUAHS, Shivamogga



Shri. A. L. Manjunath KAS (Super time scale)
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Dr. A. K. Srinivasamurthy
Managing Director
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4. **Dr. Shrishail**, Dept. of Applied Botany, Kuvempu University

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Venue

Kuvempu University

Basava Sabha Bhavana, Jnana Sahyadri Campus

Shankaraghatta, Shivamogga -577451, Karnataka, INDIA.

Local Attractions



Jog Falls



Bhadra Dam



Sringeri Temple



Kudremukh National Park



Beluru Temple



Bhadra Tigre Reserve



Sakkare Bailu Elephant Camp



Kallathigiri Falls