

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
STARRED QUESTION NO.134
ANSWERED ON 11TH MARCH, 2025**

“Species-specific campaign to raise awareness about the medicinal plants”

134. Dr. Sikander Kumar:

Will the Minister of AYUSH be pleased to state:

- (a) whether government has conducted any species-specific campaign to raise awareness about health benefits of medicinal plants especially for women’s health to achieve Panch Pran Goal of Developed India by 2047;
- (b) if so, the details thereof;
- (c) whether any mobile application has been launched for automatic recognition of medicinal plants based on deep residual neural network, if so, the details thereof; and
- (d) whether any other policies have been formulated to disseminate herbal farming and sustainable cultivation of medicinal plants with the broader goal of holistic well-being of citizens across the country?

ANSWER

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH
(SHRI PRATAPRAO JADHAV)**

(a) to (d) A Statement is laid on the Table of the House.

**Statement referred to in reply to Rajya Sabha Starred Question No. 134 for 11th
March, 2025**

(a) Yes, the National Medicinal Plants Board (NMPB), Ministry of Ayush, Government of India has recently (06.02.2025) launched “species-specific campaign on Shatavari- for better health” to create awareness about the health benefits of Shatavari. The tuberous roots of Shatavari plant are useful for women health.

(b) Under the campaign there is provision to provide financial assistance for covering activities *i.e.* distribution of Shatavari saplings, IEC material organizing workshop etc. as per the template for campaign available at **Annexure**.

(c) No.

(d) Yes, under the revised guidelines of Mission for Integrated Development of Horticulture (MIDH) scheme, Ministry of Agriculture & Farmers Welfare, Department of Agriculture & Farmers Welfare (Horticulture Division), provision has been made for providing assistance for area expansion of short duration medicinal plants.

**Template for providing financial assistance under “Species-specific campaign on
Shatavari- for better health”**

S.No	Particular of activities	Cost in Rupees
1.	Cost of Shatavari saplings	₹10 Per Sapling X 1.00 Lakhs=₹ 10.00 Lakhs
2.	IEC Activities	
	a) Brochures on Shatavari	₹ 1.00 Lakhs
	b) Print Media (Hoarding & Digital) depending upon insertion in national or local newspapers	₹ 1.00 Lakhs
	c) Electronic media including documentary, Awareness programme/ Doordarshan,/All India Radio etc.	₹ 1.00 Lakhs
	d) Organizing of workshops/local fairs/ competition among students (Elocution, Painting & Drawings, Poetry writing etc.)	₹ 5.00 Lakhs
	Total	₹ 18.00 Lakhs
3.	Contingency	Not more than 5%