

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
UNSTARRED QUESTION NO. 2734  
TO BE ANSWERED ON 25TH MARCH, 2025**

**“Export and commercialization of Ayurvedic and herbal products from Odisha”**

**2734. Shri Debashish Samantaray:**

Will the Minister of *Ayush* be pleased to state:

- (a) the steps taken to encourage the export of Ayurvedic and herbal products from Odisha;
- (b) whether Government has identified any potential medicinal plants in Odisha for large-scale production and export;
- (c) the initiatives taken to support small-scale herbal medicine businesses and startups in Odisha; and
- (d) whether the Ministry has any special schemes to promote Ayurveda-based industries and employment in Odisha?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYUSH**

**(SHRI PRATAPRAO JADHAV)**

**(a), (c) & (d)** The steps taken by Ministry of Ayush to encourage the export of Ayurvedic and herbal products including Odisha are as follow-

1. In order to boost the export of Ayush products and facilitating Ayush industries; with the support of Ministry of Ayush, Ministry of Commerce under Directorate General of Foreign Trade (DGFT) guidelines has notified Ayush Export Promotion Council (AYUSHEXCIL) on 31.07.2023. It is aimed to oversee exports of products of Ayurveda, Homoeopathy, Siddha, Sowa Rigpa and Unani systems and address trade issues pertaining to these sectors. It mandates to facilitate capacity building of its members on export procedures, organize business to business meetings, international events, road shows, seminars and workshops on the export of Ayush products and to safeguard the scientific research in the field of Ayush healthcare.
2. Ministry of Ayush encourages following certifications of Ayush products for facilitating exports of Ayush products as per details below:
  - The scheme for Certification of Pharmaceutical Product (COPP) as per World Health Organization (WHO) guidelines is extended to Ayurveda, Siddha and Unani (ASU) medicines. This scheme is administered by Central Drugs Standard Control

Organization (CDSCO) and the certificate is granted on the basis of joint inspection of the applicant manufacturing unit by the representatives of CDSCO, Ministry of Ayush and the concerned State Licensing Authority.

- Quality Certification Schemes implemented by the Quality Council of India (QCI) for grant of Ayush Premium mark to Ayurveda, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.
3. The Ministry of Ayush implements several schemes on National level, such as Central Sector Schemes, Centrally Sponsored Schemes i.e. Ayurgyan, Ayurwashya, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) and the National Ayush Mission (NAM) to promote Ayurveda-based industries.
  4. In 2021, Ministry of Ayush has implemented Central Sector Scheme, Ayush Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana (AOGUSY) and the total financial allocation to this scheme is Rs.122.00 crores for 05 years. The components of AOGUSY scheme are as follows -
    - A. Strengthening and up-gradation of Ayush Pharmacies and Drug Testing Laboratories to achieve higher standards.
    - B. Pharmacovigilance of ASU&H drugs including surveillance of misleading advertisements.
    - C. Strengthening of Central and State regulatory frameworks including Technical Human Resource & Capacity Building programs for Ayush drugs.
    - D. Support for development of standards and accreditation/certification of Ayush products & materials in collaboration with Bureau of Indian Standards (BIS), Quality Control of India (QCI) and other relevant scientific institutions and industrial R&D centres.

(b) Presently, there is no scheme for cultivation of medicinal plants on farmers' land in National Medicinal Plants Board (NMPB), Ministry of Ayush. However, in the past, Ministry of Ayush, Government of India had implemented medicinal plants component of Centrally Sponsored Scheme, National Ayush Mission (NAM) to promote the cultivation of medicinal plants since 2015-16 to 2020-21. Under 'Medicinal Plants' component of the National Ayush Mission Scheme, market driven cultivation of 140 prioritized medicinal plants in identified clusters/zones was supported throughout the country including Odisha. As per the scheme guidelines, the support was provided for:

- i. Cultivation of prioritized medicinal plants on farmer's land.
- ii. Establishment of nurseries with backward linkages for raising and supply of quality planting material.
- iii. Post-harvest management with forward linkages.
- iv. Primary processing, marketing infrastructure etc.

Till date, Ministry of Ayush had released an amount of Rs.167.317 lakh as a central share and supported 866-hectare area under cultivation of 08 species namely Ashwagandha, Tusli, Bael, Sarpagandha, Ratalu, Pippali, Ghritkumari & Amla, 03 nurseries, and 02 post-harvest management units in Odisha under medicinal plants component of National Ayush Mission (NAM) scheme from the financial year 2015-16 to 2020-21. Detail is given at Annexure – I.

As per information provided by Regional Cum Facilitation Centre (Eastern Region) of NMPB at Jadavpur University, Kolkata, West Bengal, the species of medicinal plants that have been identified as potential medicinal plants in Odisha for large scale production and export are given at Annexure-II.

**Annexure – I**

**The detail of activities approved in Odisha under Medicinal Plants Component of National Ayush Mission (NAM) scheme from the financial year 2015-16 to 2020-21.:**

<b>S. No.</b>	<b>Activities</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>	<b>TOTAL</b>
1.	Area covered under cultivation of medicinal plants (Area in hectare)	0	488	0	378	0	0	<b>866</b>
2.	Establishment of nursery	0	0	0	3	0	0	<b>03</b>
3.	No. of Post-Harvest Management units (in numbers)	0	1	0	1	0	0	<b>02</b>
4.	Fund released (Rs. in lakh)	0.00	70.529	0.00	96.788	0.00	0.00	<b>167.317</b>

## Annexure – II

S. No.	Name of Medicinal plant	Botanical Name	Tentative market price (in ₹ per kg)
1.	Satavar (Oil)	Asparagus recemosus	3500-4500
2.	Malkangini (Oil)	Celestrua paniculata	600-1000
3.	Ginger (Oil)	Zingiber officinale	6000-10000
4.	Turmeric (Oil)	Curcuma longa	1300-2400
5.	Ekangi (Oil)	Kaempferia galanga	4000-6000
6.	Vetiver (Oil)	Chrysopogon zizanioides	25000-45000
7.	Frankincense (Oil)	Boswellia sacra	16000-20000
8.	Anantamul (Oil)	Hemidesmus indicus	4000-6000
9.	Kebuk (Oil)	Costus speciosa	2500-3500
10.	Bramhi (Oil)	Bacopa monnieri	2000-2500
11.	Mandukaparni (Oil)	Centela asiatica	2000-2500
12.	Bacha (Oil)	Acorus calamus	4,000-6,000
13.	Davanam (Oil)	Artemesia annua/pallens	35000-50000
14.	Nagarmootha (Oil)	Cyperus scariatus	14000-18000
15.	Tejpatta (Oil)	Cinnamomum tamala	1500-2500
16.	Tulsi (Oil)	Ocimum sanctum	4000-5000
17.	Lajwanti (Oil)	Mimosa pudica	8000-10000
18.	Prasaruni (Oil)	Paederia foetida	1800-2500
19.	Rukuna (Oil)	Coleus aromaticus	1200-1800
20.	Betel Leaf (Oil)	Piper betle	18000-25000
21.	Curry Leaf (Oil)	Murraya koenigii	4000-6000
22.	Mint (Oil)	Mentha piperita	1500-1800
23.	Annapurna (Oil)	Pandanus amaryllifolius	1500-2000
24.	Kewda (Oil)	Pandanus odorifer	6- 8 lakh
25.	Damask Rose (Oil)	Rosa damascena	6- 8 lakh
26.	Jasmine (Oil)	Jasminum sambac	6- 8 lakh
27.	Tube rose (Oil)	Polianthes tuberosa	3.5 – 4 lakh
28.	Henna (Oil)	Lawsonia inermis	6000-8000
29.	Frangipani (Oil)	Plumeria rubra	1.5– 2 lakh
30.	Tagetis (Oil)	Tagetes minuta	5000- 8000
31.	Sadabahar (leaves)	Catharanthus roseus	80-100
32.	Gudmar (leaves)	Gymnema sylvestre	150-3000
33.	Sarpagandha (Root)	Rauvolfia serpentina	1600-1800
34.	Lemongrass (Oil)	Cymbopogon flexuosus	1000-1200