

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 1773**

TO BE ANSWERED ON 16/12/2025

“Medicinal Plants cultivation zone in Kushinagar”

1773. Shri Ratanjit Pratap Narain Singh:

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

- (a) the plan for establishing a Medicinal Plants Cultivation Zone or a dedicated nursery in the Kushinagar region under the National AYUSH Mission (NAM);
- (b) the financial support/subsidy provided to farmers in Kushinagar for cultivating high demand medicinal herbs;
- (c) the steps taken to establish a Regional AYUSH Research Institute (RARI) extension centre to study local flora;
- (d) the funds allocated for creating a digital inventory of traditional healers and medicinal knowledge; and
- (e) the measures to ensure the value addition and market linkage for local medicinal produce?

ANSWER

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

- (a) Ministry of Ayush, Government of India had implemented medicinal plants component under Centrally Sponsored Scheme of National Ayush Mission (NAM) to promote the cultivation of

medicinal plants throughout the country from the F.Y. 2015-16 to 2020-21. Hence, there is no plan for establishing a Medicinal Plants Cultivation Zone or a dedicated nursery in the Kushinagar region under the National Ayush Mission (NAM).

As per the information received from Ministry of Agriculture & Farmers Welfare, Mission for Integrated Development of Horticulture (MIDH) - a Centrally Sponsored Scheme is being implemented for holistic growth of the horticulture sector including medicinal plants in all States including Kushinagar district and UTs. Under the same scheme, the provision has been made for providing assistance for area expansion of short duration medicinal plants i.e. non-perennial in nature and non-tree species. Details of cost norms alongwith the pattern of assistance is **at Annexure**.

(b) As per the information received from Ministry of Agriculture & Farmers Welfare for the F.Y. 2025-26, on the basis of request received from the State, a provision of Rs. 9.00 Lakh has been kept in the Annual Action Plan for area expansion of medicinal crops in 25 ha of area. As MIDH scheme is being implemented through States, therefore, district level information is maintained at State level.

(c) No such specific information is available regarding steps taken to establish a Regional Ayush Research Institute (RARI) extension centre to study local flora.

(d) No such specific information is available regarding funds allocated for creating a digital inventory of traditional healers and medicinal knowledge.

(e) To provide a platform for trade of Medicinal Plants & to provide easy market access National Medicinal Plants Board (NMPB), Ministry of Ayush has launched “e-CHARAK” mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs. “e-CHARAK” is a platform to enable information exchange between various stakeholders mainly farmers involved in the medicinal plants sector across the country. The “e-CHARAK” application is available in different local languages and it also provides fortnightly market price of 100 MPs from 25 herbal markets across India.

Annexure

Name of the Component	Cost Norms	Pattern of Assistance
Medicinal Plants (Mulethi, Shatavari, Kalihari, Shwet Musali, Guggle, Manjishtha, Kutki, Atees, Jatamansi, Ashwagandha, Brahmi, Tulsi, Vidarikand, Pippali, Chirata, Pushkarmool)	Rs. 1.5 Lakh/ha	<p>Assistance @ 40% in general areas for an area upto 2 ha. on pro rata basis for meeting the expenditure on planting material and cost of material for INM/IPM etc. in 2 instalments of 60:40</p> <p>In the case of NE & Himalayan States, Scheduled areas including TSP (Tribal Sub Plan) areas, vibrant villages, Andaman & Nicobar and Lakshadweep Islands, assistance will be @ 50% for an area upto 2 ha. on pro rata basis.</p>