

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**RAJYA SABHA
UNSTARRED QUESTION NO. 168
TO BE ANSWERED ON 21/07/2026**

Promoting medicinal plant cultivation in Odisha

168 Shri Debashish Samantaray:

Will the Minister of Ayush be pleased to state:

- (a) the schemes for promoting medicinal plant cultivation in Odisha;
- (b) the number of farmers benefited;
- (c) the funds released; and
- (d) the steps taken to promote marketing of medicinal plants?

ANSWER

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

(SHRI PRATAPRAO JADHAV)

(a & b) Presently, National Medicinal Plants Board (NMPB), Ministry of Ayush, Government of India is implementing Central Sector Scheme on “Conservation, Development and Sustainable Management of Medicinal Plants” throughout the country including Odisha to promote the cultivation of medicinal plants wherein following activities are supported:

- (i) Information Education & Communication (IEC) activities like Training / Workshops / Seminars/ Conferences etc.
- (ii) Forward and backward linkage in supply chain of medicinal plants (Integrated Component).
- (i) *In-situ* conservation / *Ex-situ* conservation.

- (ii) Livelihood linkages with Joint Forest Management Committees (JFMCs) / Panchayats / Van Panchayats / Biodiversity Management Committees (BMCs) / Self Help Groups (SHGs).
- (iii) Research & Development.
- (iv) Promotion, marketing and trade of medicinal plants produce.

As per information received from Ministry of Agriculture & Farmers Welfare, under Mission for Integrated Development of Horticulture (MIDH), a Centrally Sponsored Scheme is being implemented throughout the country for holistic growth of the horticulture sector including medicinal plants. Under the scheme, financial assistance is provided to the farmers/beneficiaries for cultivation of short duration medicinal plants i.e. non-perennial in nature and non-tree species. Details of cost norms along with the pattern of assistance are provided at **Annexure I**. Further, Rs. 547 lakh has been allocated in different States across India against 1139 hectare plantation of Medicinal plants under MIDH Scheme during 2025-26.

(c) NMPB, Ministry of Ayush, Government of India has approved 152 projects for organizing training program/seminars/workshops for promotion of cultivation of medicinal plants throughout the country during the financial year 2021-22 to 2025-26, for an amount of Rs.1186.91 Lakh and released 948.54 Lakhs till date. In state of Odisha, total 09 projects for an amount of 27.25 Lakhs have been approved during the said period. Further, a total amount of ₹13,41,550/- has been released under two projects for supporting research projects on various aspects of medicinal plants undertaken by Government and private organisations in the State of Odisha during the last three years.

(d) The details of steps taken by NMPB to promote marketing of Medicinal Plants are as follows-

(i) e-CHARAK: NMPB, Ministry of Ayush has launched “e-CHARAK” mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs and to provide a platform for trade of Medicinal Plants. The “e-CHARAK” application supports different local languages and it also provides fortnightly market price of 100 MPs from 25 herbal markets across India.

(ii) Market Promotion and Industry Linkages: To provide market linkage to the farmers/ collectors involved in cultivation/collection of medicinal plants, the detailed requirements from major companies (along with contact details of person from purchase department) is shared with all State Implementing Agencies & RCFCs supporting cultivation of Medicinal Plants.

(iii) Forward and backward linkage in supply chain of medicinal plants (Integrated component): NMPB, Ministry of Ayush is implementing a component namely “Forward and backward linkage in supply chain of medicinal plants (Integrated Component)” under Central Sector Scheme (CSS) on “Conservation, Development and Sustainable Management of Medicinal Plants” throughout the country wherein the following activities are being supported:

- Infrastructure for Quality Planting Material to raise the planting material for distribution to the farmers for medicinal plants cultivation.
- Information Education Communication (IEC) activities to aware the farmers.
- Infrastructure for Post-Harvest Management and Marketing to increase the marketability of the medicinal plants, adding value to the produce, increasing profitability and reducing losses.
- Quality Testing and Certification of raw material.

(iv) Medicinal Plants Business Centre: Recently, NMPB, Ministry of Ayush has launched the component namely Medicinal Plants Business Centre for Marketing and supply chain management of medicinal plants. Under the component, the infrastructure for Post-Harvest Management, value addition, collection centre and marketing of raw material will be supported in project mode.

Annexure 1

Name of the Component	Cost Norms	Pattern of Assistance
Medicinal Plants (Mulethi, Shatavari, Kalihari, ShwetMusali, Guggle, Manjishtha, Kutki, Atees, Jatamansi, Ashwagandha, Brahmi, Tulsi, Vidarikand, Pippali, Chirata, Pushkarmool)	Rs. 1.50 Lakh/ha	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. 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.