

**GOVERNMENT OF INDIA  
MINISTRY OF AYUSH**

**RAJYA SABHA  
UNSTARRED ADMITTED QUESTION NO. 975  
TO BE ANSWERED ON 28.07.2026**

**Promoting cultivation of medicinal plants**

**975 #Smt. Darshana Singh:**

Will the Minister of Ayush be pleased to state:

- (a) the steps being taken to promote cultivation of medicinal plants;
- (b) whether any special incentives are being provided to farmers and Farmer Producer Organizations (FPOs) in this sector;
- (c) the new arrangements made for the processing and marketing of medicinal plants; and
- (d) the future action plan of Government in this regard?

**ANSWER**

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

**(SHRI PRATAPRAO JADHAV)**

(a) 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 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).
- (iii) *In-situ* conservation / *Ex-situ* conservation.
- (iv) Livelihood linkages with Joint Forest Management Committees/ Panchayats / Van Panchayats / Biodiversity Management Committees/ Self Help Groups.

- (v) Research & Development.
- (vi) Promotion, marketing and trade of medicinal plants produce.

NMPB 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 Lakhs. Additionally, through its Regional-cum-Facilitation Centres (RCFCs) situated across different regions of the country, NMPB develop and distribute Quality Planting Material of medicinal plants to farmers and other stakeholders.

(b) At present, no special incentives are being provided to farmers and Farmer Producer Organizations; however as per information received from Ministry of Agriculture & Farmers Welfare, under Mission for Integrated Development of Horticulture, 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**.

(c & d) NMPB is implementing following new arrangements made for the processing and marketing of medicinal plants:

(i) e-CHARAK: NMPB has launched “e-CHARAK” mobile application as well as web portal for promotion, marketing and to provide a platform for trade of medicinal plants. The application supports different local languages and also provides fortnightly market price of 100 medicinal plants 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): It is one of the component of CSS scheme wherein 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 are being supported.

## Annexure

| 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 | <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 &amp; Himalayan States, scheduled areas including TSP (Tribal Sub Plan) areas, vibrant villages, Andaman &amp; Nicobar and Lakshadweep Islands, assistance will be @ 50% for an area upto 2 ha. on pro rata basis.</p> |