

**GOVERNMENT OF INDIA  
MINISTRY OF AYURVEDA, YOGA & NATUROPATHY,  
UNANI, SIDDHA AND HOMOEOPATHY  
(AYUSH)**

**LOK SABHA  
UNSTARRED QUESTION NO. 1986  
TO BE ANSWERED ON 29<sup>TH</sup> DECEMBER, 2017**

**PROMOTION AND PLANTATION OF HERBS**

**1986. SHRI RAM PRASAD SARMAH:**

Will the Minister of **AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH)** be pleased to state:

- (a) whether it is fact that climate of North Eastern Region suits herbs for therapeutic purposes;
- (b) if so, the details of action taken by the Government for promotion and plantation of these herbs in the Region;
- (c) whether the Government has taken initiatives for popularization of AYUSH through advertisement in TV, newspapers or any other sources and if so, the details thereof; and
- (d) if not, whether the Government will consider to take such steps in future?

**ANSWER**

**THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,  
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY  
(SHRI SHRIPAD YESSO NAIK)**

(a) & (b): India is one of the richest countries in the world in terms of biodiversity having different agro-climatic zones. A large number of medicinal plants/ herbs used for therapeutic purposes are found growing in these agro-climatic zones of the country including North Eastern Region and it is a fact that the North Eastern region of the country being a biodiversity hotspot suits for growing of number of these medicinal plants/herbs.

For promotion and plantation of these medicinal plants/herbs in the North Eastern Region, the National Medicinal Plants Board (NMPB), Ministry of AYUSH under its “*Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants*” is supporting various activities on medicinal plants like resource augmentation/plantation in natural habitats, *in-situ* conservation through development of Medicinal Plants Conservation and Development Areas (MPCDAs), *ex-situ* conservation through establishment of herbal gardens, linkage with Joint Forest Management Committees (JFMCs) / Panchayats / Biodiversity Management Committee (BMC) for value addition activities like drying, grading, storage, primary processing and Research & Development on different aspects of medicinal plants.

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In addition to above, the Ministry of AYUSH under its *Centrally Sponsored Scheme of National AYUSH Mission (NAM)* is also promoting cultivation/plantation of medicinal plants/herbs on farmer's land throughout the country including North Eastern Region and in this regard as per scheme guidelines provides financial assistance as subsidy @ 30%, 50% and 75% to the farmers for cultivation of medicinal plants along with backward and forward linkages.

(c) & (d): Yes, the Ministry of AYUSH under its IEC Scheme takes up initiatives for propagation and promotion of AYUSH systems of medicine by organizing Arogya fairs/Melas, Conferences, Exhibitions, Seminars, Workshops, Symposium and also undertaking publicity through electronic multimedia, print media campaigning for awareness amongst the citizens all over the country.

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