

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH**

**LOK SABHA
ADMITTED UNSTARRED QUESTION NO. †2355
TO BE ANSWERED ON 13th FEBRUARY, 2026**

‘Promotion of Local Medicinal Plant Species’

†2355. **Smt. Anita Nagarsingh Chouhan:**

Will the Minister of AYUSH be pleased to state:

- (a) whether any special scheme is being implemented by the Government for conservation and promotion of local medicinal plant species found in different States of the country, especially in tribal and rural areas;
- (b) if so, the details thereof;
- (c) the details of the works undertaken for establishment of nurseries, provision of incentives and training of farmers for conservation and cultivation of medicinal plants under the said schemes in the country;
- (d) whether financial assistance, marketing facilities and minimum support price are being provided to farmers and tribal communities under these schemes to promote cultivation of medicinal plants;
- (e) if so, the details thereof; and
- (f) the concrete action plan proposed by the Government in this regard for the future?

ANSWER

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

(SHRI PRATAPRAO JADHAV)

(a) & (b): Yes, the National Medicinal Plants Board (NMPB), Ministry of Ayush is currently implementing “Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants” for promotion of medicinal plant sector throughout the country covering the tribal and rural areas. Under the scheme, the project based support is provided for following activities:

- i. In-situ conservation through development of Medicinal Plants Conservation and Development Areas (MPCDAs).
- ii. In-situ/Ex-situ resource augmentation.
- iii. Ex-situ conservation through establishment of herbal gardens.

- iv. Livelihood linkages with Joint Forest Management Committees (JFMCs) / Panchayats / Van Panchayats / Biodiversity Management Committees (BMCs) / Self Help Groups (SHGs).
- v. IEC activities like Training / workshops / Seminars/ Conferences etc.
- vi. Research & Development.
- vii. Promotion of marketing and trade of medicinal plants produce.
- viii. Forward and backward linkage in supply chain of medicinal plants.

(c): Under the NMPB's Central Sector Scheme, there is also a provision to provide project based support for development of nursery /Quality Planting Material (QPM) and species specific campaign. Under the scheme, during the last five years and current years 22 no. of projects supported for Nursery development.

Under the above "Central Sector Scheme", there is also provision to support project on Promotion of Information Education and Communication (IEC) in Ayush to create awareness regarding Ayush Systems of Medicine including Ayurvedic and other System of medicine. The support is also provided to encourage farmers to cultivate medicinal plants, disseminate information on different aspects of medicinal plants like harvesting from wild, cultivation technologies, manufacturing, proper handling of raw material, trade etc. Under the above, during the last five years total 24 no. of projects supported for training and capacity building.

(d) & (e): To facilitate the marketing of medicinal plants, the 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. Fortnightly market price of 100 MPs from 25 herbal markets across India is updated regularly on e-CHARAK platform for easy market access.

(f): To increase the supply chain based demand on availability of quality planting material, training, post-harvest management infrastructure and marketing of medicinal plants produce, a component viz. "Forward and backward linkage in supply chain of medicinal plants" (Integrated Component) has been added in scheme guideline.