

**GOVERNMENT OF INDIA
MINISTRY OF AYUSH
LOK SABHA
UNSTARRED QUESTION NO. 5709
ANSWERED ON 27/03/2026**

“Cultivation of Medicinal Plants in Western Ghats”

5709. Shri Yaduveer Wadiyar:

Will the Minister of AYUSH be pleased to state:

- (a) the measures taken by the Government to promote the cultivation of medicinal plants in the Western Ghats region including support for nurseries, quality planting material and capacity building of farmers and traditional collectors;
- (b) whether any districts in Karnataka including Mysuru and Kodagu have been identified under the National AYUSH Mission for medicinal plant development and if so, the details thereof;
- (c) the financial assistance and incentives provided to farmers and forest-fringe communities in the Western Ghats for cultivation and sustainable harvesting of medicinal plants during the last three years;
- (d) the steps taken by the Government to provide assured market linkages, including buy-back arrangements, Farmer Producer Organisations (FPOs) support, processing infrastructure and integration with AYUSH industry supply chains; and
- (e) the safeguards adopted to ensure that medicinal plant cultivation and collection in ecologically sensitive areas are undertaken in a sustainable and biodiversity-friendly manner?

ANSWER

**THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY
OF AYUSH
(SHRI PRATAPRAO JADHAV)**

- (a) The National Medicinal Plants Board (NMPB), Ministry of Ayush is implementing “Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants” throughout the country including Western Ghats region. 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 / Panchayats / Van Panchayats / Biodiversity Management Committees / Self Help Groups.
 - v. IEC activities like Training / workshops / Seminars/ Conferences etc.

- vi. Research & Development.
- vii. Marketing.
- viii. Forward and backward linkage in supply chain of medicinal plants wherein following activities are being supported:
 - Infrastructure for Quality Planting Material to raise the planting material of medicinal plants for 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.

Till date, NMPB has approved total 15 projects under Forward and Backward Linkages in supply chain of Medicinal Plants (Integrated Component) of Central Sector Scheme from the Financial Year 2023 -24. NMPB has supported 138 projects to organise the training program/seminars/workshops for promotion of medicinal plants throughout the country from the Financial Year 2020-21 to 2024-25. Besides this, NMPB, Ministry of Ayush, through its Regional cum Facilitation Centre (RCFC) has conducted awareness & training programs for the promotion and growth of medicinal plants in the country. The activities supported under the aforesaid scheme are not specific to any particular State or Region, rather based on the proposals received throughout the country.

(b) Ministry of Ayush, Government of India had implemented Centrally Sponsored Scheme of National Ayush Mission (NAM) to promote the cultivation of medicinal plants since 2015-16 to 2020-21. Under ‘Medicinal Plants’ component of the National Ayush Mission Scheme, market driven cultivation of 140 prioritized medicinal plants in identified clusters/zones was supported and implemented in a mission mode through selected State Implementing agencies throughout the country including Karnataka. As per the scheme guidelines, the support was provided for:

- (i) Cultivation of prioritized medicinal plants on farmer’s land.
- (ii) Establishment of nurseries with backward linkages for raising and supply of quality planting material.
- (iii) Post-harvest management with forwarding linkages.
- (iv) Primary processing, marketing infrastructure etc.

Ministry of Ayush had supported 3926 hectare area for cultivation of 13 species such as Senna (*Cassia angustifolia*), Amla (*Emblica officinalis*), Madhukari (*Stevia rebaudiana*), Vach (*Acorus calamus*), Konch (*Mucunna Prurita*), Shwet Musali (*Chlorophytum borivillianum*), Agarwood (*Aquilaria agallocha*), Kalihari (*Gloriosa superba*), Ashoka (*Saraca asoca*), Pippali (*Piper longum*), Kokum (*Garcinia indica*), Pawad (*Tephrosia purpurea*), Shatavari (*Asparagus racemosus*), establishment of nursery, post-harvest management units and processing unit in Karnataka under

medicinal plants component of National Ayush Mission (NAM) scheme from the financial year 2015-16 to 2020-21. The detail is given at **Annexure-I**.

Besides this, NMPB through its RCFC has identified a farmers' cluster in Kodagu district to produce quality planting materials (QPMs) of *Piper longum* (long pepper), *Ocimum tenuiflorum* (Tulsi), *Canarium strictum* (Dhupa) and *Saraca asoca* (Ashoka).

(c) NMPB has approved a project entitled "Forward and backward linkage in the supply chain of medicinal plants in Karnataka (Integrated component)" to Karnataka State Medicinal Plants Authority (KaMPA) for an amount of Rs. 120.00 lakh during the F.Y. 2024-25 under Forward and Backward Linkages in the Supply Chain of Medicinal Plants to raise the Quality planting material for distribution to the farmers for medicinal plants cultivation and establishment of infrastructure for Post-Harvest Management and Marketing.

Beside this, NMPB, Ministry of Ayush, through its RCFCs provides Quality Planting Material (QPM), impart training programs on Good Agriculture Practices (GAPs), Good Field Collection Practices (GFPCs), Post- Harvest Management (PHM) to promote the cultivation of medicinal plants in the Western Ghats region. RCFC (Southern Region) has supported 19,43,410 Quality planting Materials (QPMs) of 54 medicinal plant species for distribution to the medicinal plants growers in Karnataka.

(d) To provide a platform for trade of Medicinal Plants & easy market access, NMPB has launched "e-CHARAK" mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs. The "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 supports different local languages and it also provides fortnightly market price of 100 MPs from 25 herbal markets across India. To provide market linkage to the farmers/involved in cultivation/collection of medicinal plants, the detailed requirements from major companies (along with contact details of person from purchase dept.) are shared with all state Implementing Agencies and RCFCs supporting cultivation of Medicinal Plants. NMPB, through its RCFCs also provides facilitation for market linkage, buyer sellers meet including buy back arrangement for farmer / growers of medicinal plants.

As per the information received from Directorate of Marketing and Inspection (DMI), the Government has undertaken several measures to provide assured market linkages to farmers, including buy-back arrangements. These include promotion and strengthening of Farmer Producer Organisations (FPOs) to enhance collective bargaining power and facilitate direct market access. Support is also being extended for development of post-harvest and processing infrastructure under various schemes. Further, efforts are being made to grow high value crops including Medicinal and Aromatic crops by FPOs/Farmers with Linkage/ integration of organized supply chains. In addition,

Initiatives such as market reforms, e-trading platforms, and facilitation of contract farming are also being promoted to ensure better price realization and market access for farmers.

(e) NMPB has adopted a multi-pronged approach to ensure that medicinal plant cultivation and collection in ecologically sensitive areas remain sustainable and biodiversity-friendly. Key safeguards include promoting cultivation over wild collection, sustainable harvesting guidelines, establishing herbal gardens and supporting community-based conservation initiatives.

1. Encouraged the farmers for cultivation of medicinal plants instead of relying on wild collection, reducing pressure on forests.
2. Published booklets and manuals on sustainable harvesting methods to prevent overexploitation along with the training programs for collectors and local communities on non-destructive harvesting techniques (e.g., selective pruning, seasonal collection).
3. Community and Institutional Involvement-Works with local communities, Village Forest Committee (VFC), Biodiversity Management Committee (BMC) members, Non-Government Organisations (NGOs) and forest departments to integrate conservation with livelihoods.
4. Establishment of Herbal Gardens.

Annexure-I

Details of activities supported in Karnataka under Medicinal Plants Component of “National Ayush Mission” (NAM) Scheme, Ministry of Ayush from the F.Y. 2015-16 to 2020-21								
No.	Activities supported	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	TOTAL
1	Cultivation of Medicinal Plants (Area in hectare)	529	706	769	469	353	1100	3926
2	Establishment of Nursery	-	-	-	-	1	-	1
3	Post-harvest Management	7	-	-	2	4	1	14
4	Processing Unit	-	-	1	-	-	-	1