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National Medicinal Plants Board
Ministry of AYUSH
Government of India

Supporting Farmers – Cultivation, Training & Markets

- Dr Abdul Qayum, IFS (Director Tech, NMPB)



Outline

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1. About NMPB & why farmers matter
2. How NMPB supports a farmer – end to end
3. NMPB's earlier cultivation support (2008–21)
4. MIDH & other cultivation schemes
5. Current cultivation proposal
6. New components 2026–31 (MPBC, MPTFC, ODOH)
7. Farmer training, IEC & certification
8. eCharak & eCharak V2 – farmers' portal
9. How to apply

National Medicinal Plants Board (NMPB)

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About NMPB

- **NMPB : Established on 24th November, 2000.**

Mandate

- **To promote medicinal plants sector in the country .**
- **To develop an appropriate mechanism for coordination between various Ministries / Departments / Organizations in India.**
- **Implements, support policies / programs for overall (conservation, cultivation, trade and export) growth of medicinal plants sector at the Central / State and International level.**



VIDEO:
NMPB-ENGLISH.mp4
NMPB-HINDI.mp4

Demand & Supply of Medicinal Plants

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1,178

Traded Species

242

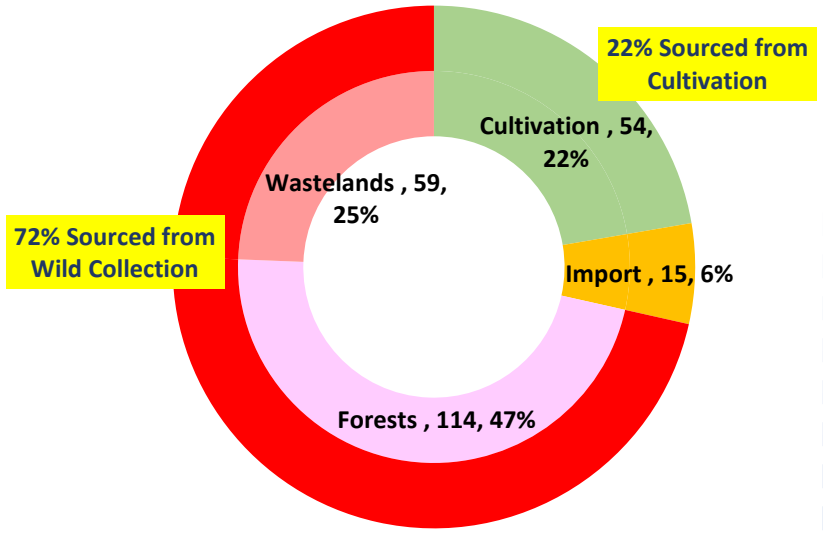
High demand species (>100 MT/ year)

512,000

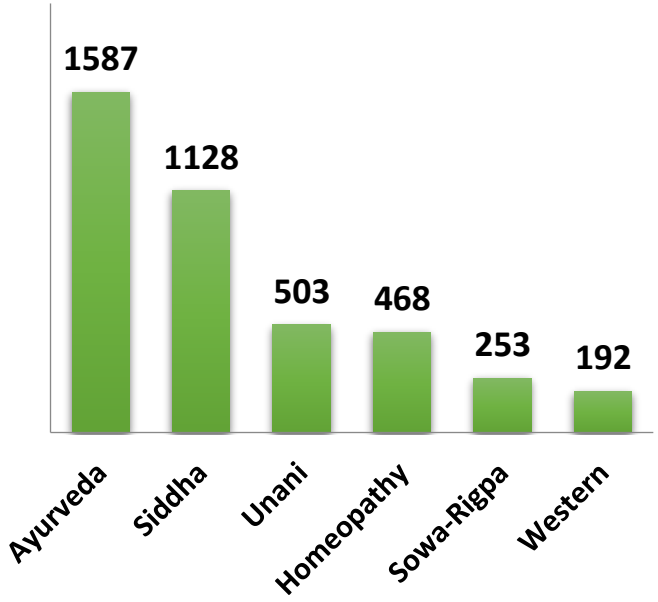
Consumption (2014-15)

Source of Medicinal Plant, Cultivation vs. Wild Collection

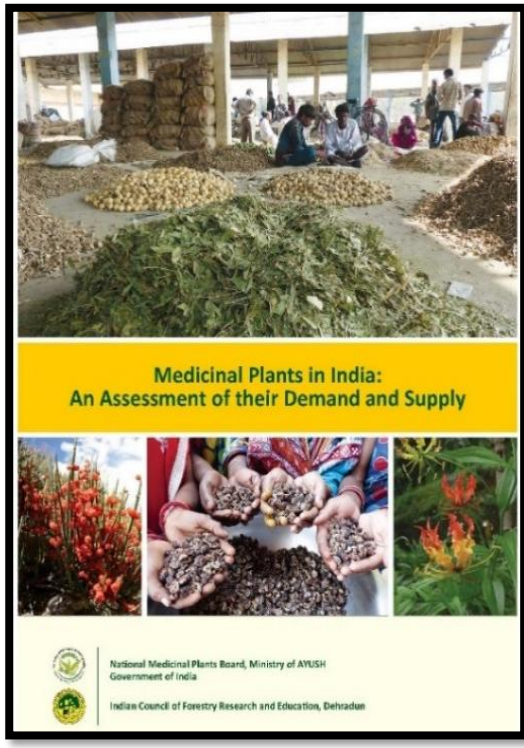
(Source, Number of Species, percentage)



Medicinal Plants species used in Different Systems of Medicines



2400 Plant Species used in all the Codified System of Medicine in India

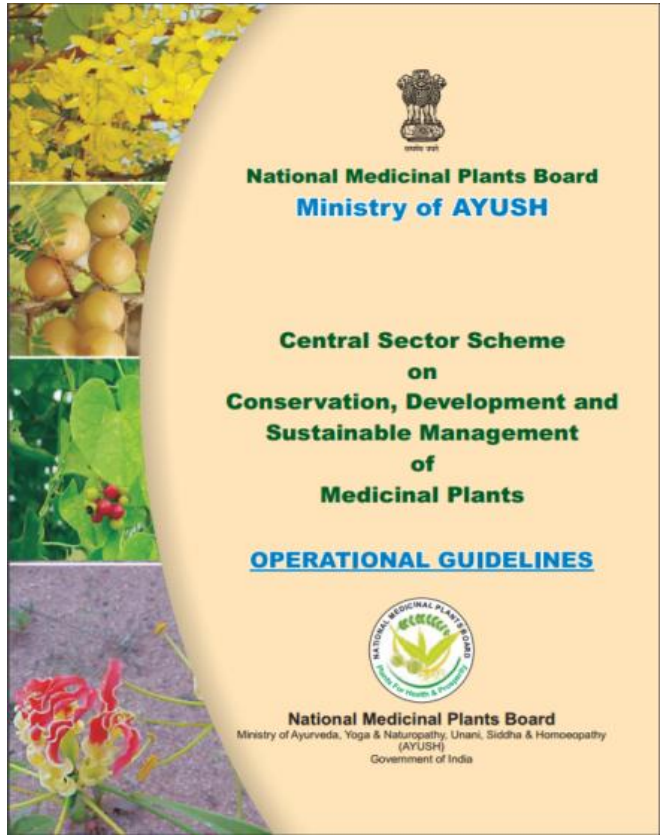


A new study on medicinal plants demand & supply is ongoing in collaboration with ICFRE, Dehradun."

**As per study conducted by NMPB in year 2014-15*

Activities under Central Sector Scheme

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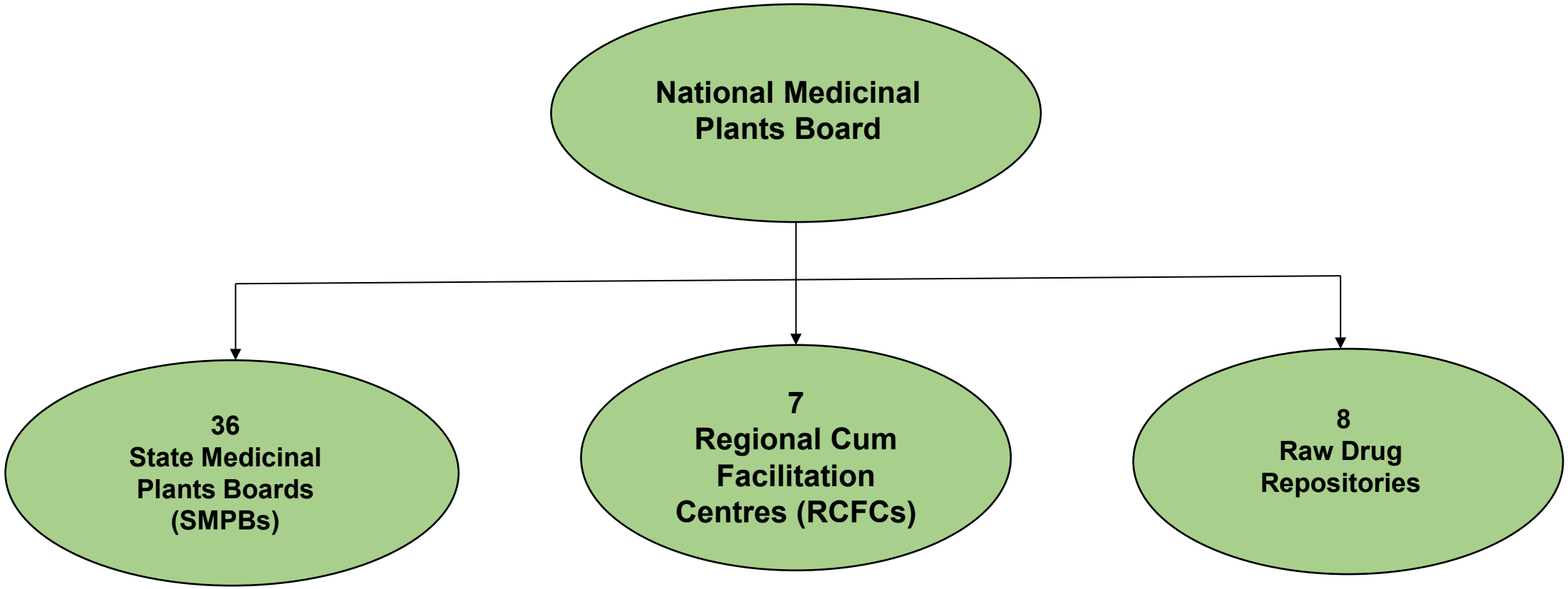


1. Institutional Strengthening– 07 Projects
2. Resource Augmentation, regeneration and conservation of Medicinal Plants-(1.10 lakh Hectare Forest Area)
3. In-situ conservation through development of MPCDAs -120 (No.), JFMCs/Panchayat/BMCs / SHG,Van –Panchayat - 1198
4. Herbal Garden – 28250
5. Nursery and development of QPM / Germ Plasm Banks. Nursery /QPM- 70
6. Research and Development – 446 Projects
7. Integrated component (Forward and Backward Linkage in Supply Chain of MPs) - 13 Projects
8. Marketing & Trade – e-charak Download- 1 lakh
9. IEC Activities: 523 Projects (Training /workshops /Seminar etc)

NMPB Outreach - Institutional Strengthening

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NMPB Implement various programmes/Activities through the followings:



- **(Only 16 SMPBs are using nucleus centre grant)**
- **Proposed RDR – 10 (FC 2027-28)**

How NMPB Supports a Farmer – End to End

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1 Learn

- Farmer training & exposure visits
- GAP / GFCP training
- Agro-techniques of 128 species

2 Plant

- Quality planting material: small nursery (0.5 ha) ₹6.25 L, model nursery (2 ha) ₹25 L
- Cultivation subsidy (MIDH; NMPB proposal)

3 Harvest & Process

- Drying yard ₹10 L
- Storage godown ₹10 L
- Value addition ₹15 L
- Rural collection centre ₹20 L

4 Certify

- VCSMPP – GAP & GFCP certification
- Testing: 50% of cost, max ₹5,000
- Group certification up to ₹5 L per 50 ha

5 Sell

- eCharak portal & GeM
- Buyer–seller meets
- MPTFC in APMCs; buy-back arrangements

Grant-in-aid: 100% for Government / public sector & SHGs; 50% for private sector. Costs are as per current NMPB norms.

NMPB's Earlier Cultivation Support (2008–2021)

~2.85 lakh ha

area brought under medicinal plant cultivation

1,278

nurseries set up

629

post-harvest management units

33 | 42 | 10

processing units | marketing infra | seed germplasm centres

National Ayush Mission (2015–21)

56,305 ha covered and 59,350 farmers supported for medicinal plant cultivation

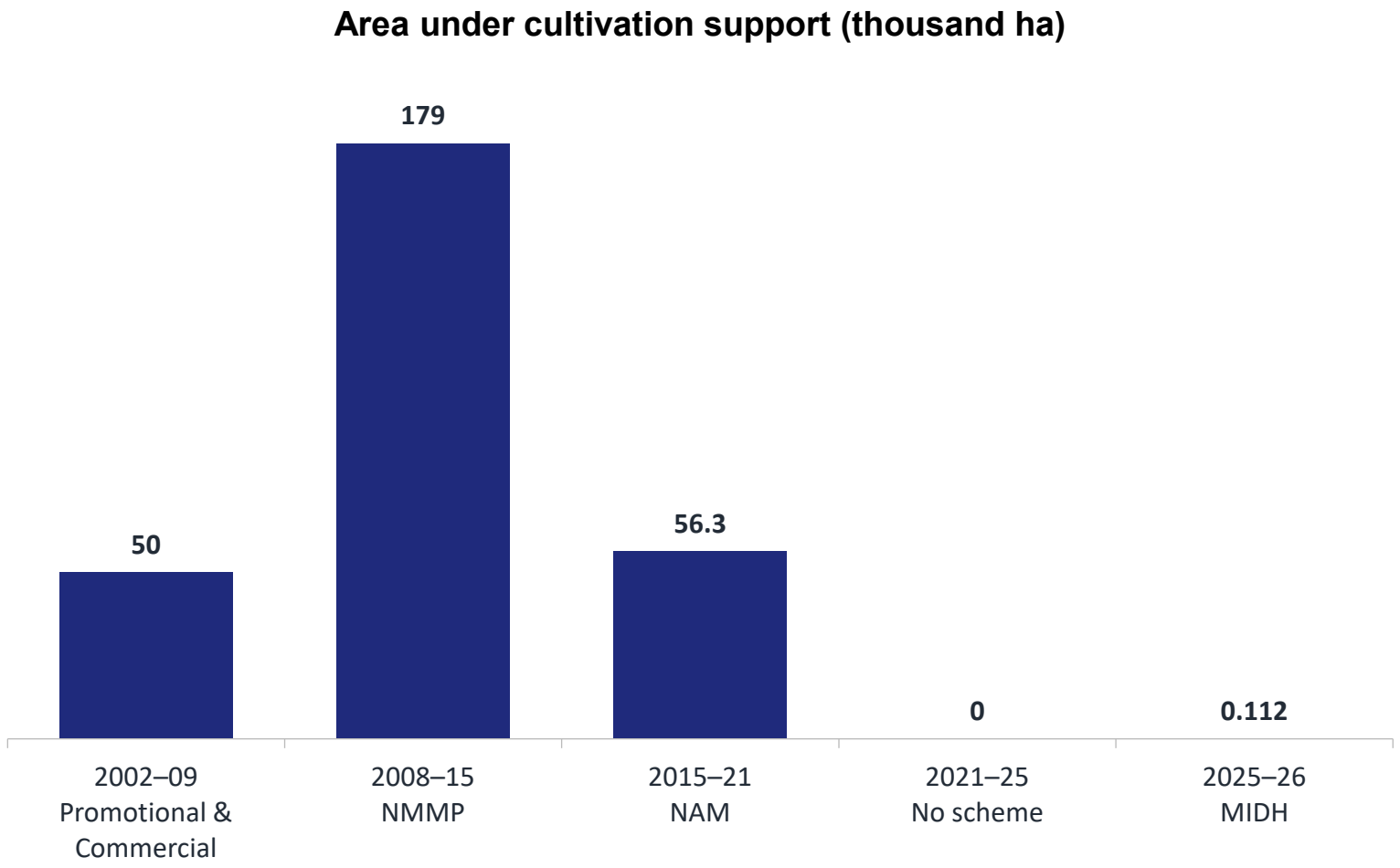
Flexi component: training, R&D, market promotion

What was supported

- Subsidy at 30 / 50 / 75% of cultivation cost for 140 medicinal plants
- Nurseries and seed / germplasm centres
- Post-harvest infrastructure and processing units
- Marketing infrastructure
- Certification and quality testing
- Flexi component: R&D, IEC, market promotion, buyer–seller meets and more

Source: NMPB cultivation presentation; National Ayush Mission figures from Parliament reply (Lok Sabha)

Cultivation Support Over the Years – and the Gap



Since 2021

- No dedicated scheme for medicinal-plant cultivation
- Area under cultivation not traced

Today

- MIDH supports only 15 species; 112 ha covered
- 125 medicinal plants lack cultivation support

Labels: 50,000 ha | 1.79 lakh ha | 56,305 ha | not traced | 112 ha

MIDH Scheme for Cultivation of Medicinal Plants



- Under the MIDH scheme **(Ministry of Agriculture),** the provision has been made for providing financial assistance for cultivation of medicinal plants.

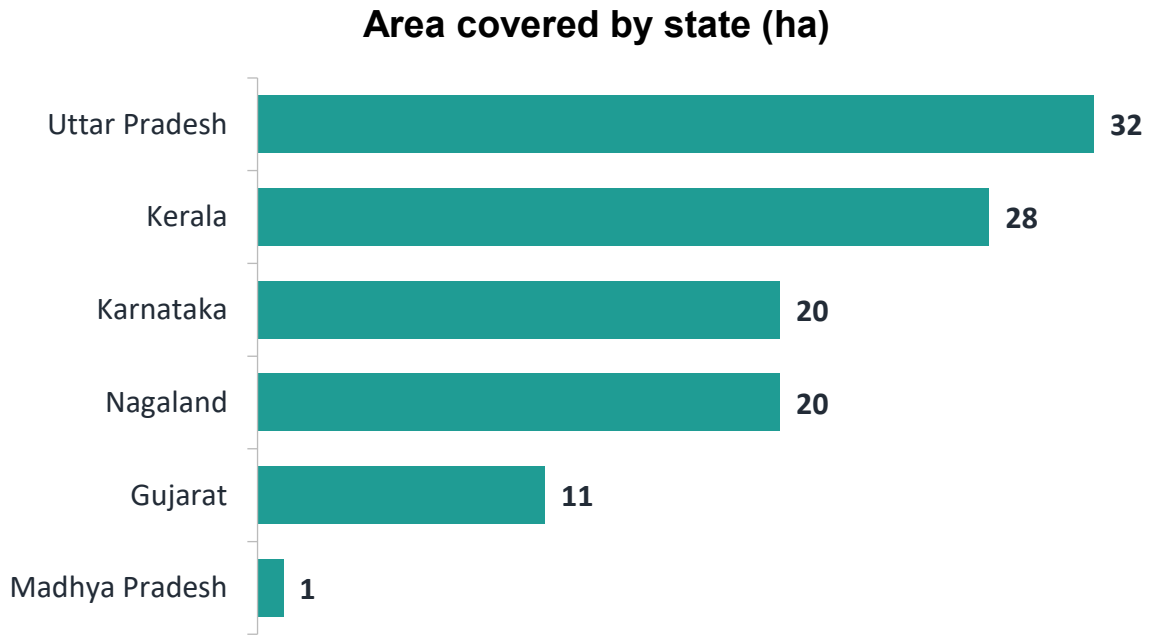
S.No	Name of the Component	Cost Norms	Pattern of Assistance
1	Medicinal Plants (Mulethi, Shatavari, Kalihari, Shwet Musali, Guggle, Manjishtha, Kutki, Atees, Jatamansi, Ashwagandha, Brahmi, Tulsi, Vidari kand, Pippali, Chirata, Pushkarmool etc.)	Rs. 1,50,000/ ha	Assistance @ 40% in general areas upto 2 ha. on pro rata basis. In the case of NE & Himalayan States, Scheduled areas, vibrant villages, Andaman Nicobar and Lakshadweep islands , assistance wiil be @ 50% for an area upto2 ha. on pro rata basis.

MIDH – Status of Medicinal Plants Cultivation Support

112 ha
area covered

₹0.45 Cr
funds released

15 of 25
priority species supported



Supported under MIDH (15)

Ashwagandha, Brahmi, Tulsi, Mulethi, Shatavari, Kalihari, Shwet Musali, Manjishtha, Vidarikand, Pippali, Kutki, Chirata, Atees, Jatamansi, Pushkarmool

Not supported (10)

Pather Chur, Gudmar, Katheli-badhi, Bhumi amlaki, Mandookparni, Chitrak, Vach, Konch, Tagar, Rotalu / Gethi

Only six states report MIDH medicinal-plant area; Bihar is not among them. Farmers supported: not captured.

Current Proposal: Medicinal Plant Cultivation Component

औषधीय पौध खेती घटक – a component under the existing NMPB Central Sector Scheme (in-principle approval sought)

₹300 Cr

five-year outlay

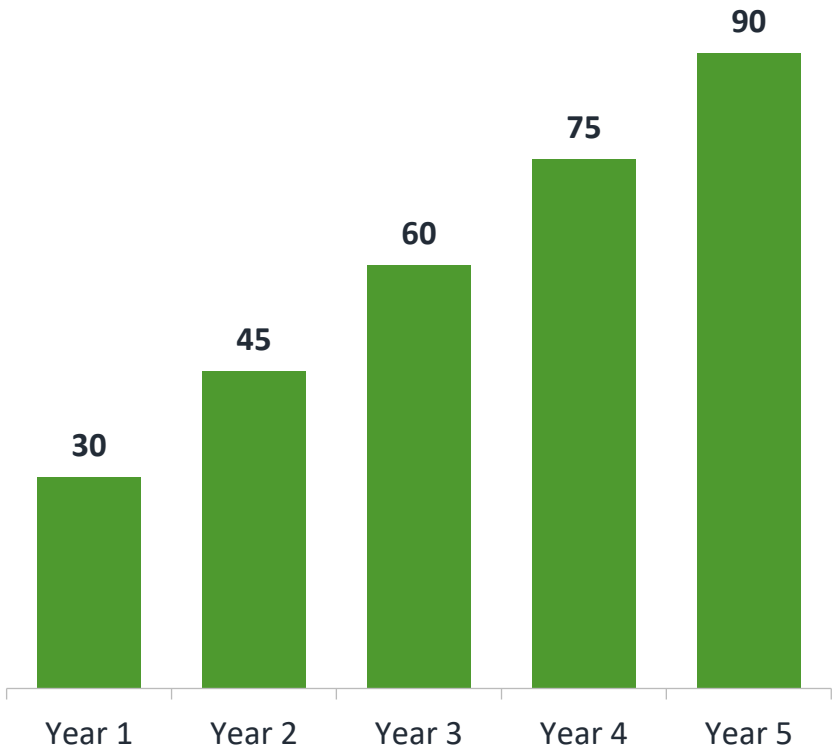
242

major medicinal plant species covered

Why now

Budget 2026-27 announcement covers marketing; cultivation support is still missing

Outlay by year (₹ Cr)



What it delivers

- Cultivation subsidy to farmers for medicinal plants
- Higher farmer and community incomes
- Assured raw material for Ayush industry
- Post-harvest facilities near farmer clusters
- Buy-back / offtake arrangements
- Less pressure on wild resources

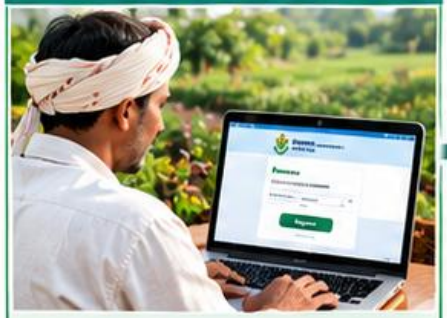
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Process of Providing Cultivation Subsidy to Farmers for Medicinal Plants

Empowering Farmers | Promoting Medicinal Plants | Building a Healthier Future

1 Farmer Registration on SMPB Website



- Farmers register themselves on SMPB website along with their land details.

www.smpb.in

2 Verification of Documents by SMPB



- SMPB verifies the farmer's documents and land details.
- Eligible farmers are included in the action plan for cultivation activities (plant-wise).

3 Preparation of Plant-wise Action Plan by SMPB



- SMPB prepares the plant-wise action plan for cultivation activities and identifies the eligible farmers.

4 Forwarding of Action Plan to NMPB



- SMPB forwards their action plan to NMPB for further processing.

5 Technical Evaluation by PAC



- NMPB technically evaluates the action plan in the Project Appraisal Committee (PAC).

6 Placement of Proposals in PSC



- After evaluation, proposals are placed in the Project Selection Committee (PSC).

Outcome

Cultivation Subsidy Released to Farmers

as per the approved proposals and scheme guidelines.



More Medicinal Plants
More Income
Healthier India

Support to Farmers | Increase in Medicinal Plant Cultivation | Strengthen AYUSH Sector | Sustainable Rural Development

New Components 2026-31 (Proposed): What Farmers Gain

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One District One Herb — ₹24 Cr

- District-level nursery: ₹20 L set-up, ₹2 L/year upkeep
- Quality planting material of the district herb
- More area under cultivation

Medicinal Plants Business Centre — ₹90 Cr

- Up to ₹5 Cr per centre (1 central + 4 peripheral units)
- Post-harvest, value addition, supply chain
- Less post-harvest loss, better price

Trade Facilitation Centre (MPTFC) — ₹31.91 Cr

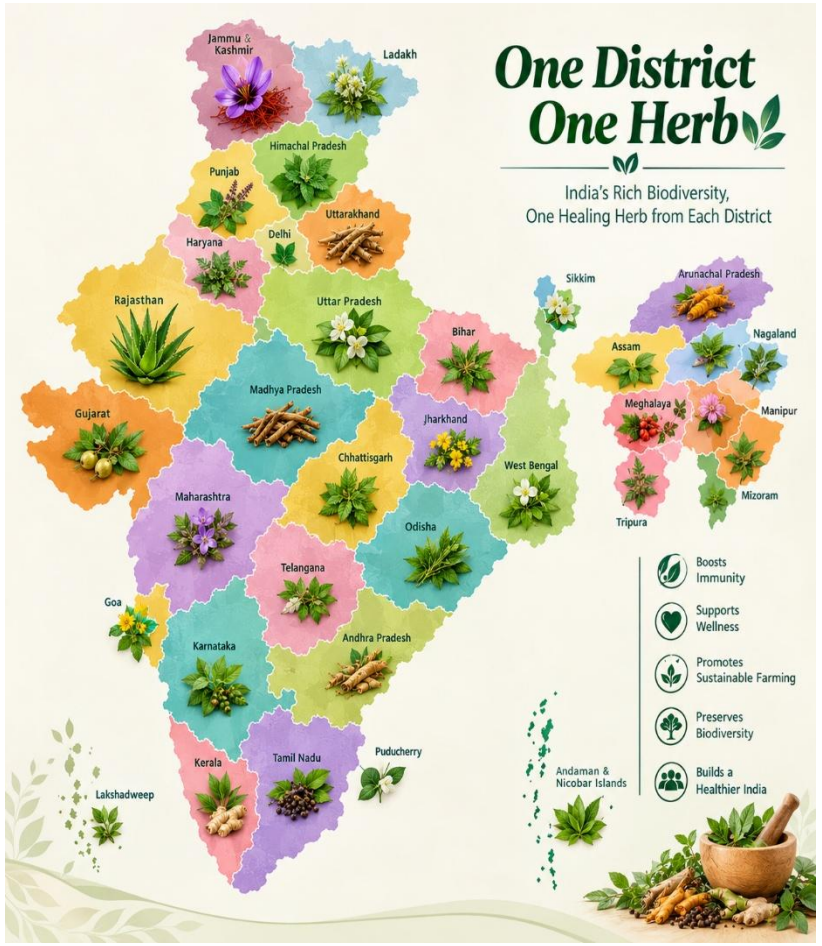
- Inside existing APMCs: auction, storage, quality testing
- Up to ₹1.80 Cr per centre
- Transparent prices for small farmers

Entrepreneurship Development — ₹9.25 Cr

- 75% of project cost, up to ₹25 L
- Start-ups, SHGs, NGOs
- Local processing and rural jobs

New components: ₹155.16 Cr of ₹444.32 Cr total proposed outlay (2026-27 to 2030-31).

One District One Herb (ODOH)



Objectives

To establish a distinctive medicinal-plant identity for every district by promoting the conservation, cultivation, plantation, propagation, sustainable utilization, value addition and marketing of a selected medicinal plant species at the district level

Eligibility

All institutions such as RCFCs, SMPBs

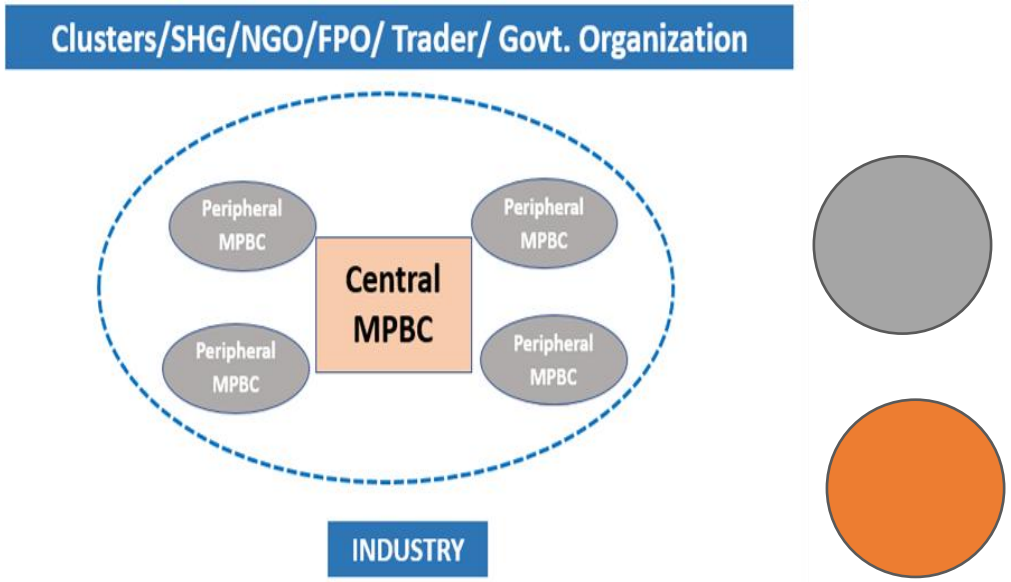
Norms of Assistance

Establishment : Rs.10 lakhs/hectare for maximum ceiling of Rs. 20 lakhs

Maintenance : Rs. 2 lakh/nursery/year for 2 years



Medicinal Plant Business Centre



Objectives

To manage medicinal plants produce effectively, promote innovative and latest technologies in Medicinal Plants , promote modern post-harvest technologies, reduce post-harvest losses, improve value addition and quality, strengthen the supply chain, increase income of stakeholders.

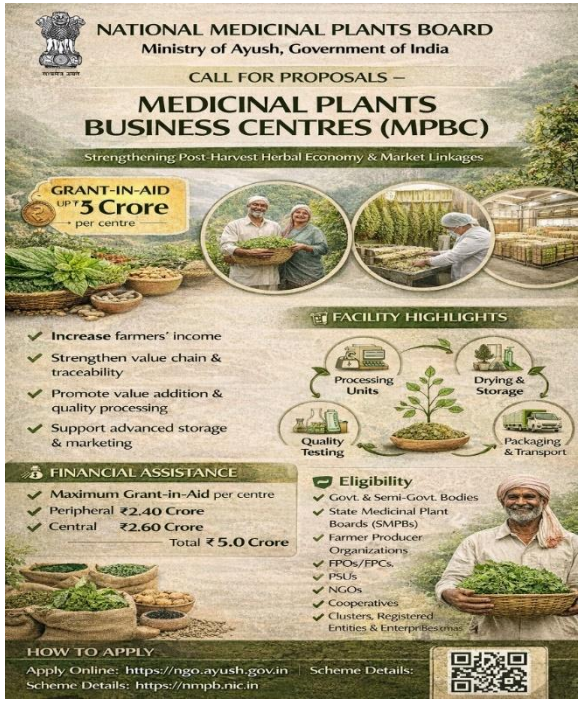
Eligibility

Govt./Non-Govt. Organization.

Norms of Assistance

Upto 5 Crore

(4 Peripheral Unit and1 Central Unit)



Medicinal plants trade facilitation centre (MPTFC)

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Objectives

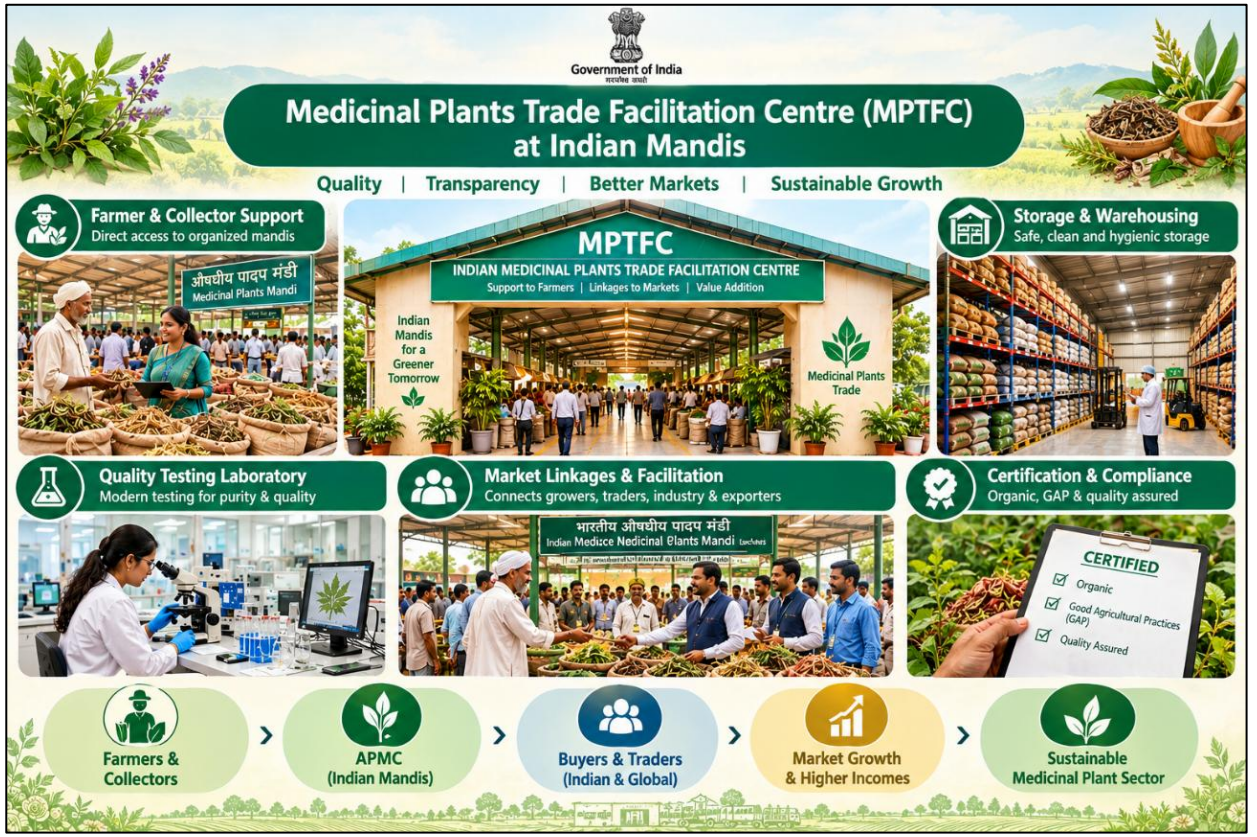
To facilitate organized trade in medicinal plants by providing a dedicated platform within existing APMCs for buying, selling, storage and value addition

Eligibility

Existing APMCs.

Norms of Assistance

Upto Rs. 180.40 lakhs.(2 years)



Entrepreneurship Development

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Empowering entrepreneurs in Supply Chain



Objectives

To provide assistance for establishing MPs-based businesses including processing units and value-added products (e.g., herbal extracts, teas, oils).

Eligibility

Startups /SHGs/NGOs

Norms of Assistance

upto 75% of total project cost with a ceiling of Rs. 25 lakhs(2 years)

Forward and Backward Linkage in Supply Chain of Medicinal Plants (Integrated component)

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Seed Germplasm Centre



Modal Nursery



Storage Godown



Rural Collection Centre

Objectives

To focus on demand-based availability of quality planting material, trainings, post harvest management infrastructure and marketing of medicinal plants produce.

Eligibility

Govt./Non-Govt. Organization.

Norms of Assistance

Upto 1.20 Crore (100% to Govt. & 50% to NGO)

Support for establishing nursery and development of Quality Planting Material / Germ Plasm Banks augmenting marketing infrastructure, etc.

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Objectives

To raise/production the medicinal plants saplings and QPM

Eligibility

Government Organizations , Universities , Research Institute, College and Schools(Govt.), NGOs.

Norms of Assistance

- For nursery: covering an area of 1 ha Rs.6.25 Lakhs to raise 50,000 to 70,000 plants saplings.
- Public sector / SHGs – 100%
- Private Sector- 50% upto Rs.3.125 Lakh.

Maintenance

Existing medicinal plant nursery of minimum five years old supported by NMPB financial assistance of upto Rs. 1.50 lakh/ha to raise 50,000 -70,000 (approx.) sapling.

NMPB with National Institute of Solar Energy (NISE), Ministry of New and Renewable Energy (MNRE),

In a joint initiative of the NMPB Ministry of Ayush, and the National Institute of Solar Energy (NISE), (MNRE), Govt. of India, a field exploration was undertaken at a solar installation site in Gurugram to assess the feasibility of cultivating medicinal plants in the inter-panel spaces of solar parks.





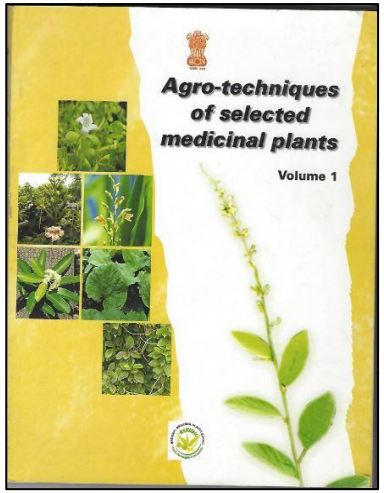


Research & Development Highlights

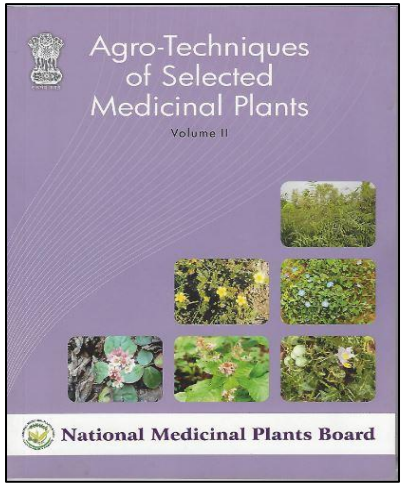
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Agro-technology

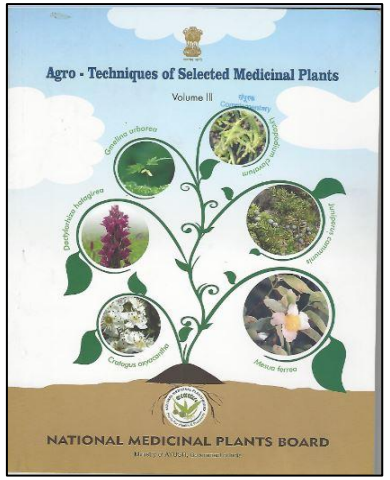
- Agro-technology of 128 medicinal plants species has already been published in four volumes.



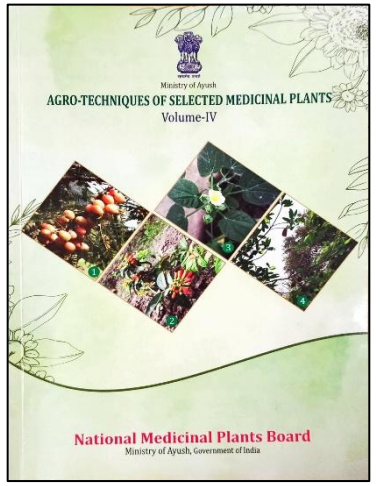
Volume - I
50 plant species



Volume - II
32 plant species



Volume - III
22 plant species



Volume - IV
24 plant species

Norms of assistance

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Programme	Cost Norms
1. Infrastructure for Quality Planting Material (Production of planting material)	
Setting up of seed/ germ plasm centres	Rs. 25.00 lakhs
Model nursery (2 ha.)	Rs. 25.00 lakhs
Small nursery (0.5 ha.)	Rs. 6.25 Lakh
2. Information education and communication	
Trainings of Farmers (for a minimum of two days)	Rs. 2,000/- per trainee with in the state and Rs. 5,000/- per trainee outside the state will be provided. Travel cost will be additional to the above cost.
Buyer seller Meets	The financial assistance would be limited to Rs.1.00 lakh for organizing district level event, Rs. 2.00 lakh for State Level.
3. Infrastructure for post-harvest management and marketing	
Drying yard	Rs. 10.00Lakh
Storage godown	Rs. 10.00 Lakh
Value Addition Infrastructure	Rs. 15.00 Lakh
Rural Collection Center	Rs. 20.00 Lakh
Quality Testing & Certification	• The growers will be entitled to 50% of the testing charges subject to a maximum of Rs. 5000 if the herbs/medicinal plants are tested in AYUSH/NABL. • The certification charges will be admissible on a group basis to the limit of Rs. 5.00 lakhs for 50 hectares of cultivation in groups/clusters.

Public sector applicants will be eligible for 100% Grant-in aid and Private sector applicants will be eligible for 50% Grant-in aid.

Farmer Training & IEC – How We Can Support Farmers

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~29,000
farmers trained (2021–26)

463
farmer training programmes

Who can propose

- SMPBs, universities, R&D institutions
- Govt. and Govt.-aided organisations, NGOs
- Industry
- Apply online on Anudan portal

What is supported

- Farmer training (2 days): ₹4,000/trainee in-state, ₹7,500 outside state
- Exposure visits and capacity building
- Buyer–seller meets: ₹1 L district, ₹2 L state
- Exhibitions and fairs: ₹2 L state, ₹4 L national
- Workshops: ₹2 L district, ₹4 L state

Topics for farmers

- GAP and GFCP
- Agro-techniques of 128 species
- Quality planting material
- Post-harvest and drying
- Certification (VCSMPP)
- Market linkage and eCharak
- Aushadhi Vanaspati Mitra: ₹1 L (individual)

Public sector 100% grant; private 50%. Rates per NMPB IEC norms.

Information Education and Communication (IEC) Activities

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Objectives

To disseminate information on different aspects of medicinal plants among various target groups through an appropriate outreach strategy, Capacity building, etc.

Activities

- Publicity through regular participation in Exhibitions/Fairs/mobile exhibitions/Aushadhi Chetna Yatra/Walkathon/Social Media Promotion .
- Aushadhi Vanaspati Mitra Program (AVMP).
- Organizing Workshops / Seminars / Conferences/ Arogya Fair etc.
- Medicinal Plant Species specific/Campaigns.
- Publication of Periodicals/Magazines and Newsletters

IEC (Components / Eligibility Criteria / Cost Norms)

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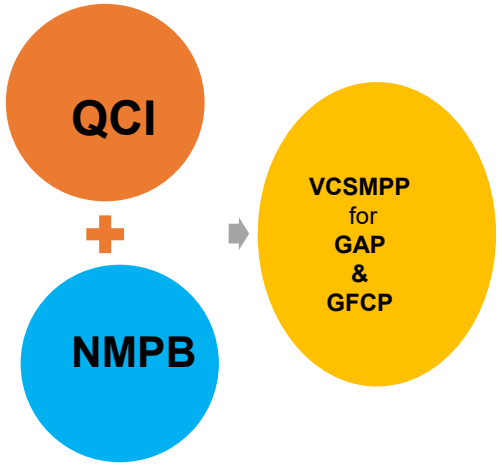
Components	Cost Norms
Participation in Exhibition / Fairs and Publicity Materials : all important stake holder groups in the country. Trade fairs or Medicinal Plants Expo, etc.	Rs.2.00 Lakh for state level, Rs. 4.00 Lakh for National level and Rs.5.00 Lakh for international level. For pvt org. including Industry, the cost would be limited to 50%
Aushadhi Vanaspati Mitra Program (AVMP): initiatives of in MPs sector.	Rs. 1 lakh (individual), Rs.2 lakhs (organization), and upto 3 lakhs per state per year.
Publication of Periodicals/ Magazines and Newsletters	In project mode , Govt- 100%, Pvt- 50%
Training and Capacity Building	Two days Rs. 4,000/ trainee(State) and Rs.7,500/- (outside state).For officers training/exposure visit- Rs. 7,500/ trainee(State) and outside state upto Rs. 12,000/Trainee
Workshops/ Seminar/ Arogya	Rs. 2.00 lakh (District),Rs. 4.00 lakh(State),Rs. 5.00 lakh (Regional) ,Rs. 7.00 lakh (National), Rs. 12.00 lakh (International).

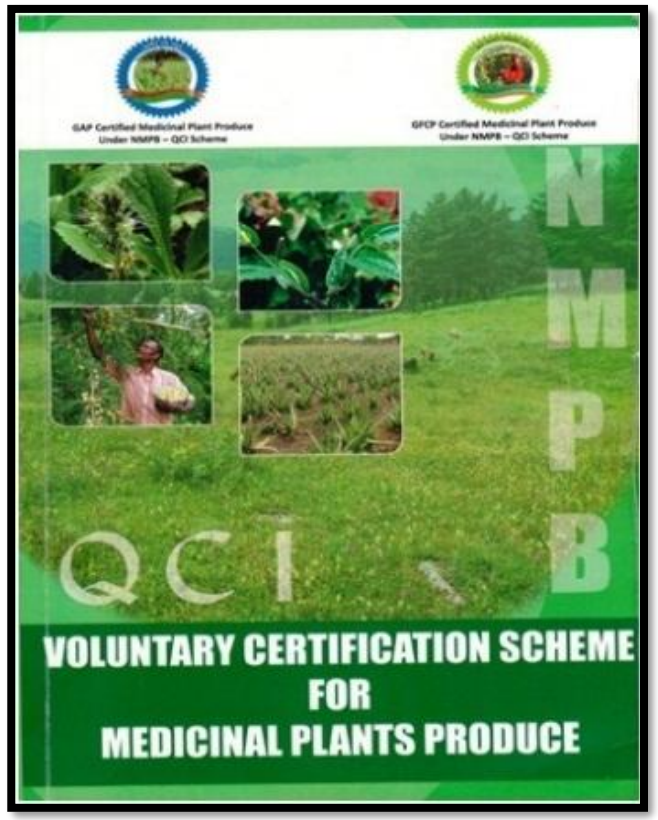
Eligibility Criteria-SMPB, Industry, R&D Institutions / Universities, Government Organizations including Govt. aided Institutions, Non-government Organizations / Voluntary organizations etc.

Voluntary Certification Scheme for Medicinal Plants Produce

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Scheme designed by **NMPB** in collaboration with Quality Council of India (**QCI**)





Launched on 22nd November, 2017

Scheme is based on GAPs & GFCPs

Need for certification of Medicinal Plants

To mitigate the unsustainable collection of medicinal plants from the wild which has resulted in a large number of species entering the red data book

To combat the challenges regarding the quality, safety and efficacy of medicinal plants produce

To promote market of assured quality medicinal plants produce

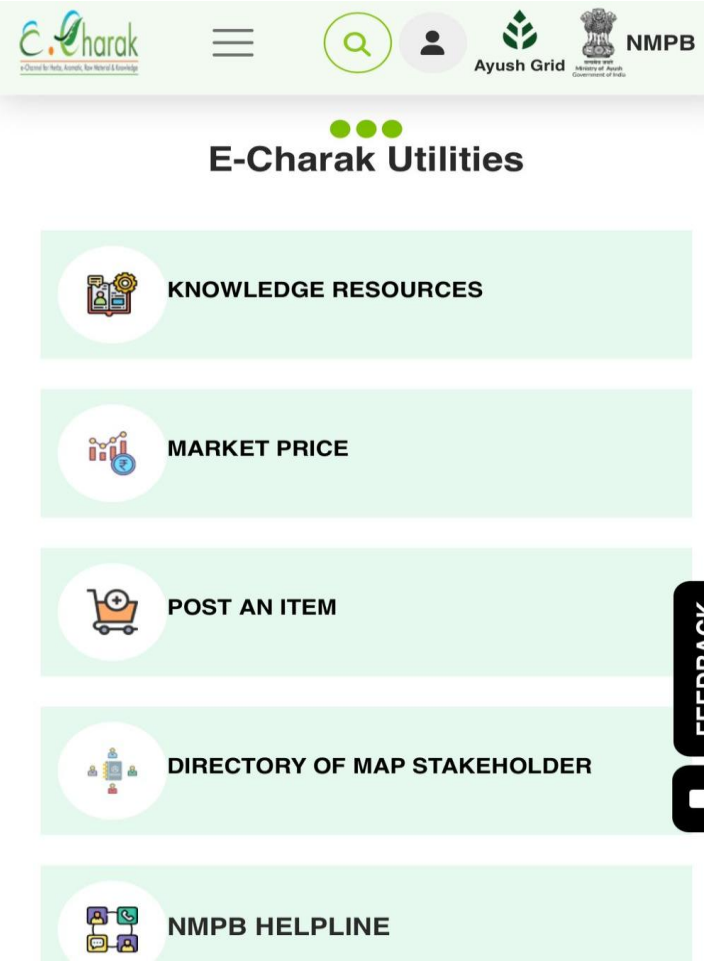
Marketing ,Supply Chain of Medicinal Plants & IT Interventions

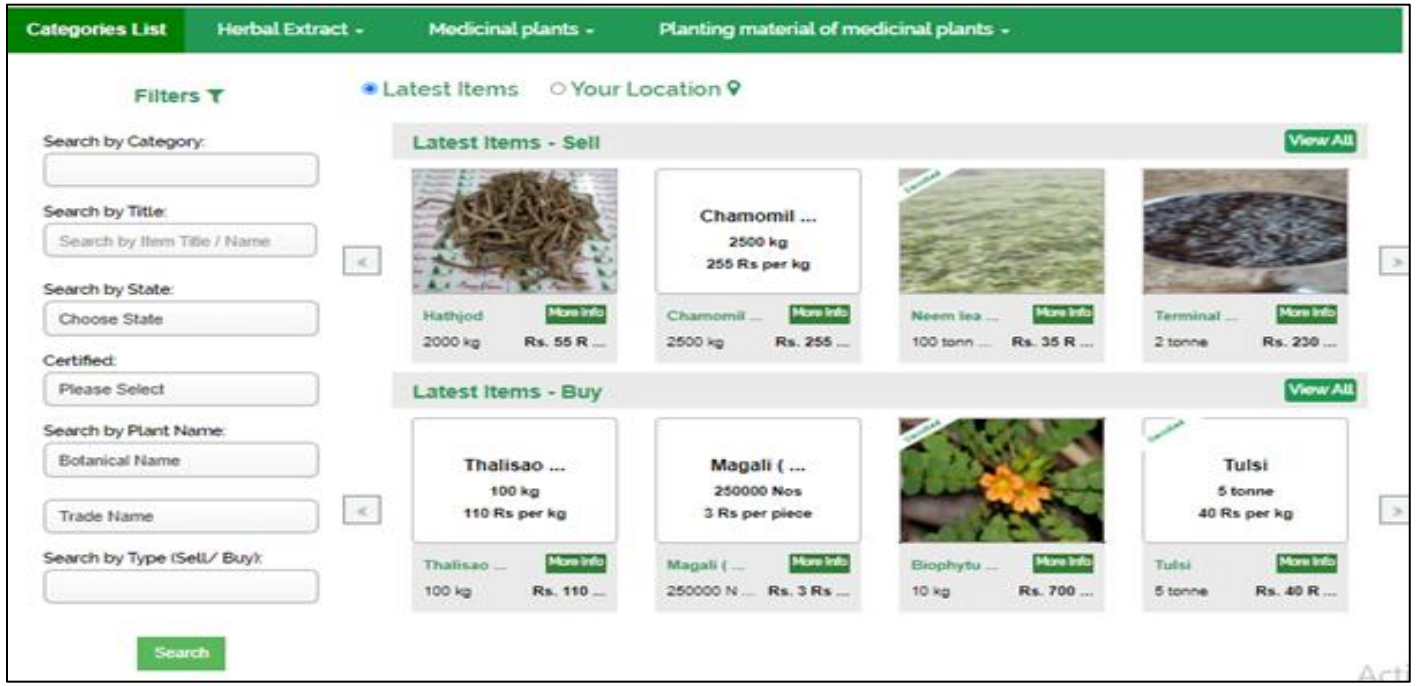
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e-charak

E- Charak is e **C**hannel for **H**erbs, **A**romatic, **R**aw material **A**nd **K**nowledge

https://echarak.ayush.gov.in/





Registered Users	Medicinal Plants Species	Items Posted	Buyer-Seller Interactions	Quantity Posted (M.T.)	Helpdesk
11481	5026	7625	71 K	10 Cr	12286

eCharak V2 – What's Next for Farmers (Draft)

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eCharak today

Web portal and mobile app by NMPB with C-DAC

11,481
registered users

7,625
items posted

71 K
buyer–seller interactions

12,286
helpdesk queries

Planned in V2

Real-time mandi data

Live prices and arrivals for farmers

Easier selling

Simple listing of produce and direct buyer contact

Market links

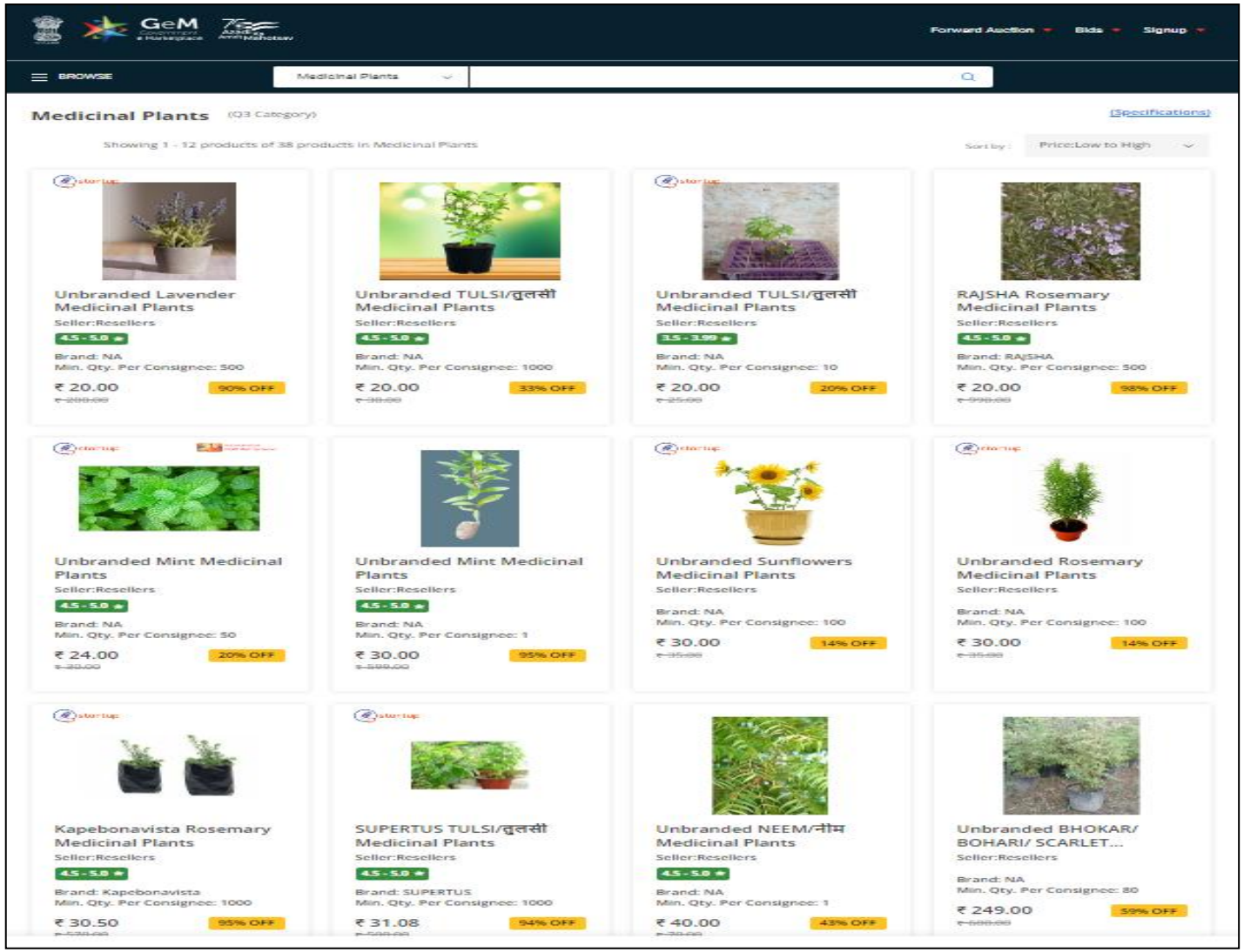
GeM, MPTFC, MPBC and buy-back partners in one place

Knowledge & helpdesk

Cultivation guidance and support for farmers

Draft – V2 features to be confirmed and updated before the visit.

Inclusion of Medicinal Plants in GeM Portal (Live)





Medicinal plants raw material category has been created on GeM portal (56 categories)

Medicinal Plants saplings is now live in GeM portal

2nd WHO Global Summit on Traditional Medicine

WHO- Medicinal Plants bridging various streams of Traditional and Indian System of Medicines
Theme : Restoring balance : The science and practice of health and well-being

Chief Guest
Shri Narendra Modi
Prime Minister



Hon'ble Prime Minister Shri Narendra Modi, along with Dr. Tedros Adhanom Ghebreyesus, Director-General of the WHO, released a commemorative postal stamp on Ashwagandha during the closing ceremony of the 2nd WHO Global Summit ,held from 17-19 Dec 2025 at Bharat Mandapam,New Delhi

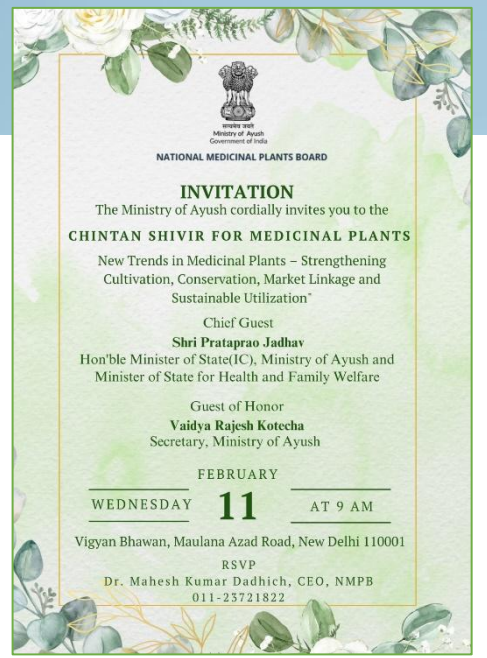




Chintan Shivir -2026

A stakeholder meet on New Trends in Medicinal Plants - Strengthening Cultivation, Conservation, Marketing linkage and Sustainable Utilization on 11th Feb 2026 at Vigyan Bhawan, New Delhi.

Chief Guest : Shri Prataprao Jadhav, Hon'ble Minister of State (IC), Ministry of Ayush
Guest of Honour : Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush
Special Guest : Shri Hoveyda Abbas, AS&FA, Ministry of Ayush



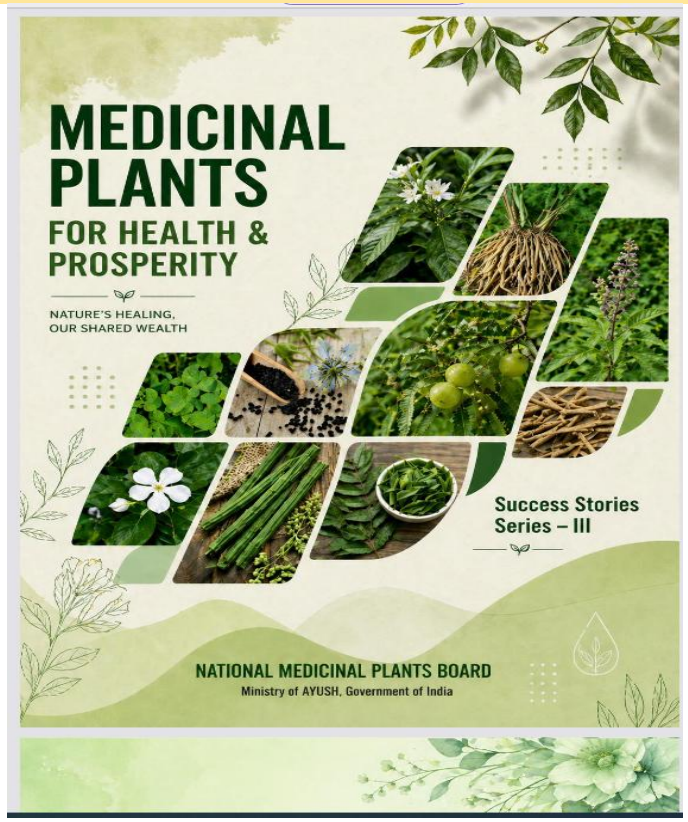






Success Story & Newsletter

The first copy of the NMPB Success Stories publication was presented to the **Hon'ble President of India Smt. Droupadi Murmu Ji,** at Rashtrapati Bhavan, New Delhi on 28.09.2026.





News about Medicinal Plants
हर कदम स्वस्थ जीवन के लिए
Volume I | 2026



Newsletter- NMPB
News about Medicinal Plants

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प्रतापराव जाधव
PRATAPRAO JADHAV

MESSAGE

Plants have played a vital role in the survival and well-being of humankind throughout history. Thousands of years ago, our ancestors identified the medicinal properties of various plant species, laying the groundwork for rich and holistic traditional systems of medicine.

While the modern medical system has become the dominant choice for healthcare, traditional systems are increasingly acknowledged for their role in preventive care and holistic well-being. Recognizing the importance of medicinal plants, the Government of India established the National Medicinal Plants Board (NMPB) in November 2000.

The Board coordinates all matters related to medicinal plants, including policy formulation, conservation, cultivation, research and development, marketing, and sectoral promotion in the national interest.

To ensure the long-term availability and responsible use of medicinal plant resources, NMPB supports various initiatives under the Central Sector Scheme for Conservation, Development, and Sustainable Management of Medicinal Plants.

In line with its objectives, NMPB actively solicits research and development proposals from academic institutions, government agencies, and other organizations working on conservation, cultivation, value addition, and commercialization of medicinal plants to holistically strengthen the sector.

This newsletter is an effort to communicate and document the progress, innovations, and experiences stemming from the various activities supported by NMPB in the medicinal plants sector. We are dedicated to releasing it on a half-yearly schedule, with the intention to expand its frequency as interest grows and valuable feedback continues to be received from stakeholders nationwide.

We welcome valuable suggestions and inputs from experts, researchers, and stakeholders to enhance the content, design, and overall relevance of future editions of this newsletter.

21st May, 2026
New Delhi

(Prataprao Ganpatrao Jadhav)

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Ministry of Ayush
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Tel: 011-23721840
Website: www.nmpb.ayush.gov.in

NATIONAL MEDICINAL PLANTS BOARD

How to apply

सत्यमेव जयते
Ministry of Ayush

- Project Investigator may visit on **NMPB website** **https://nmpb.ayush.gov.in/**
- Apply online through **https://anudan.ayush.gov.in/**
- In case of **Non-Government Organization, State Medicinal Plants Board** recommendation is required.
- **Three years audit report** needs to be submitted.
- **Non-Government Organization** should have registered on **https://ngodarpan.gov.in/**
- **Organization/Project Investigator** must have the experience in the proposed area of activities.

NMPB website
https://nmpb.Ayush.gov.in/

Apply online through
https//anudan.ayush.gov.in/

Register now to create login ID

Open login ID

Select the scheme Central Sector Scheme on Conservation, Development and Sustainable Management of Medicinal Plants

Select Component

Complete the project detail and submit

सत्यमेव जयते
Ministry of Ayush

Thank you

www.nmpb.nic.in
Tel : 011-23721840
E-Mail ID : info-nmpb@nic.in
https://twitter.com/NMPB1

