

REPORT OF THE WORKSHOP CUM MEETING
HELD ON 13th MAY 2016 WITH STATE AGRICULTURAL MARKETING BOARDS, SENIOR OFFICERS OF
AGRICULTURAL MINISTRY AND FOREST DEVELOPMENT CORPORATION TO DISCUSS THE ISSUES
RELATED TO MARKETING OF MEDICINAL PLANTS

A workshop cum meeting under the Chairpersonship of CEO, National Medicinal Plants Board was held on 13th May 2016 with State Agricultural Marketing Boards, senior officers of Agricultural Ministry and Forest Development Corporation to discuss the issues related to marketing of medicinal plants.

At the outset, Dy. CEO, NMPB welcomed the chairperson and all the participants of the meeting and presented a brief presentation about the cultivation activities of National Medicinal Plants Board.

After presentation, CEO, NMPB informed that In India, nearly 9000 registered herbal industries and a multitude of unregistered cottage-level herbal units depend upon the continuous supply of genuine raw materials/ medicinal plants for manufacturing of efficacious herbal products, formulations and drugs. To compete the National and International Demand of genuine medicinal plant based products and raw materials, Government of India under the Ministry of AYUSH has constituted the National Medicinal Plants Board (NMPB) with the mandate of promoting the medicinal plant sector of the country by way of supporting the cultivation, conservation, promotion, resource augmentation, research and development programmes, etc. With support of NMPB's schemes and financial assistance, many farmers are cultivating medicinal crops in their agriculture field. But due to the unorganised market place of medicinal plants, farmers are not getting the fair price of their produce. She further mentioned that most of the MPs are sourced from the forest and traded through the middle man which generate the question of proper identity and also leads the adulteration. To resolve the issues related to fair price of produce and quality of raw material, establishment of proper market place is very essential. These market place under the guidance of State Agricultural Marketing Boards at APMCs in each state could be established to regulate the supply and value chain properly. She informed that to discuss the proposal briefly with State Agricultural Marketing Boards this workshop has been organised. After this, she invited the participants for discussion.

NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (NIAM), JAIPUR

Smt. Irina Garg, Director General, National Institute of Agricultural Marketing (NIAM), Jaipur informed that recently NIAM has signed a MoU with Odisha State Agricultural Marketing Board to facilitate development of agricultural marketing system in Odisha by imparting one year customised training. She mentioned that NIAM act as a "Centre of Excellence for Agricultural Marketing". On the area of medicinal plants, she said that very little data is available in the public domain regarding the trade activities of medicinal plants. For strengthening the trade of medicinal plants, regular trend analysis is required to know the future demand and also the gaps in the supply and value chain. She proposed that NIAM could take-up pilot study in the project mode of two-three states viz. Telangana, Uttarakhand, Himanchal to understand the trade related issues and their solutions. In response of this, CEO, NMPB suggested that Telangana, Himanchal Pradesh and Uttarakhand could be adopted for said study and requested to CEO, SMPB of Telangana,

representative of SMPB, Himanchal Pradesh and Uttarakhand to share the data with NIAM for formulation of the proposal.

Dr. S. R. Sinha, Deputy Director, NIAM highlighted that price variations in medicinal plants mainly occurs due to stress supply and unidentified demand. He further elaborated that to regularize trade of medicinal plants data mining and monitoring of supply chain is very essential. He proposed that region-specific primary units for collection, value addition, etc. should be established to link up the trade of medicinal plants through APMCs.

TELANGANA STATE GIRIJAN COOPERATIVE CORPORATION LTD. (GIRIJAN), HYDERABAD

Sh. V. Seetaram, General Manager, Girijan, Hyderabad delivered a brief presentation focusing the promotional activities practices by them to promote the medicinal plant marketing in Telangana. He informed that the major objectives of Girijan are: i) to procure Minor Forest Produce (MFP) collected by the Tribes and also Seasonal Agricultural Produce (SAP) grown by the tribal farmers duly paying them remunerative prices, ii) provide short-term credit to the tribal farmers for their seasonal agricultural operations, iii) undertake processing activities of MFP and Agricultural Produce for value addition as per the users requirements. CEO, NMPB suggested that Telangana should identify 4-5 medicinal plants species for pilot study with NIAM. Smt. Sonibala Devi, CEO, Telangana State Medicinal Plants Board proposed that *Withania somnifera*, *Cassia angustifolia*, *Acorus calamus* and *Hemidesmus indicus* could be taken-up for pilot study.

HERBAL RESEARCH DEVELOPMENT INSTITUTE (HRDI), GOPESHWAR, UTTARAKHAND

Dr. V. K. Bhatt from HRDI mentioned that SMPB, Uttarakhand has prioritization 26 medicinal plants for cultivation in different agro-climatic zones and providing the 50% subsidy on cultivation cost. He informed that farmers are selling their produce through herbal mandies which are situated at Ramnagar, Tanakpur, Kathgodam, Haldwani and Haridwar. HRDI is provided the transit pass to the farmers on their produce. Dr. Bhat has raised the issue of price variations and price differentiation of medicinal plants among states. He mentioned that it should be regulated to motivate the farmers towards the cultivation of medicinal plants. Smt. Irina Garg, DG, NIAM responded that the issues related to pricings could also be studied. CEO, NMPB suggested that *Aconitum heterophyllum* could be selected by NIAM for pilot study.

UTTARAKHAND FOREST DEVELOPMENT CORPORATION (UFDC)

Sh. Rajendhra Singh Negi from UFDC informed that UFDC has developed 60 collection centres and 3 herbal mandies at Bibiwala, Ramnagar and Tanakpur for trading of forest produce through the auction/tender. UFDC has pre-fixed the mandies wise monthly calendar to facilitate the auction.

HIMANCHAL PRADESH STATE MEDICINAL PLANTS BOARD (HPSMPB), SHIMLA

Dr. Dinesh Kumar, Nodal Officer from HPSMPB informed that in Himanchal Pradesh, 37 medicinal plants are traded through APMCs. CEO, NMPB suggested that a pilot study could also be carried out by NIAM for Himanchal Pradesh. Dr. Kumar added that *Picrorhiza kurroa* and *Saussurea costus* could be opted for the study.

SMALL FARMERS' AGRIBUSINESS CONSORTIUM (SFAC)

Sh. D. Bhuyan, Director, SFAC mentioned that quantified demand of medicinal plants is not specified which create variations in the supply. He also stated that proper database of cultivators, traders and manufactures should also require to be developed for proper marketing linkages. SFAC assured their proactive participation for the development of proper market place for medicinal plant market across the country. Sh. Anil Kumar Singh from Delhi Kisan Mandi informed that SFAC has developed 'e-kisan mandi' an online portal for producer with a vision to provide a platform for direct sell to the wholesale and retail buyers of NCR and other nearby states. He proposed that platform of 'e-kisan mandi' could be used to register the farmers and buyers of NCR and nearby states to facilitate direct sell of medicinal plants. CEO, NMPB appreciated the proposal of using 'e-kisan mandi' for medicinal plants.

AgMARKNET

Sh. MK Choudhary, Assistant Agricultural Marketing Advisor, Directorate of Marketing & Inspection informed that the objective AgMARKNET is to collect, analyse and disseminate market information of agriculture produce to the farmers, traders, Policy makers and other stakeholders. He mentioned that bifurcation of medicinal plants data according to state wise, district wise, cluster wise, commodity wise, quality wise would be required to facilitate marketing through AgMARKNET. He further suggested that 'e-NAM' which is an online marketing platform, could be used for trade related activities of medicinal plants. He assured that AgMARKNET would support trade and market related activities of medicinal plants whenever required.

NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA (NAFED)

Smt. Anita Arora, Manager, NAFED also assured that NAFED would support trade and market related activities of medicinal plants in coordination with NMPB.

AGRICULTURE FINANCE CORPORATION

Dr. Harjit Singh from AFC presented the supply chain and trade related information of medicinal plants. He also assured that AFC would support NMPB in all the matters related to marketing of medicinal plants.

MAHARASHTRA STATE AGRICULTURE MARKETING BOARD (MSAMB)

Sh. Milind Akre, Managing Director from MSAMB congratulated NMPB for organising the workshop to raise the burning issue of medicinal plants marketing. He informed that presently MSAMB is not doing any activities related to trade of medicinal plants. He assured that MSAMB would proactively initiate the medicinal plants selling through the APMCs of Maharashtra. Further he said that MSAMB has required proper information of farmers along with list of Maharashtra based manufacturer to coordinate the trade properly. He also proposed that dedicated collections centres should be established for procurement of medicinal plant produce from the cultivators. He further mentioned that capacity building in the area of postharvest management of medicinal

plants and an online trading system should also be developed to promote the interstate as well as international trade of medicinal plants. He also emphasised that proper export protocols of medicinal plants should also be developed. CEO, NMPB appreciated the proposal of MSAMB for creation of dedicated collection centres and also suggested that MSAMB and M-SMPB could work together in coordination to strengthening the medicinal plants market in Maharashtra.

RAJASTHAN STATE AGRICULTURE MARKETING BOARD (RSAMB)

Sh. Bhagwan Sahay Jatwa, Secretary, Krishi Upaj Mandi Samitiy, (KUMS), Udaipur informed that RSAMB has notified Minor Forest Produce (MFP) in state APMC Act on October 2014. KUMS is engaged to facilitate the market of MFP collected by the local tribes. Further he informed that KUMS is constructing dedicated MFP market yard in the Udaipur and also declared a new sub market yard at Kotra to facilitate proper marketing of MFP. He proposed that a Minimum Support Price for MFP should be sited to check the price variation and also for value addition a semi-processing unit should be installed in every KUMS. CEO, NMPB suggested that KUMS should also provide the market place to medicinal plants cultivated by farmers and could establish dedicated collection center for procurement of medicinal plants produce at different areas. Sh. Jatwa assured that he would initiate selling of medicinal plants produce through APMCs in coordination with Rajasthan SMPB and also would submit proposals to organize Buyer-Seller Meet and Capacity Building Programs on medicinal plants.

PUNJAB STATE AGRICULTURAL MARKETING BOARD (PSAMB)

Sh. GPS Randhawa, General Manager, PSAMB emphasised that all the stakeholders of medicinal plants are situated across the country, a proper linkage should be developed among them. He elaborated that all intermediaries viz. middleman, traders are prime important and should be strengthened to develop the proper linkages and to regulate the supply chain of medicinal plants. He informed that PSAMB has established two semi-processing centres in kandi area for value addition of forest produce. He mentioned that that primary requirement is establishment of market for medicinal plants in APMCs after that regular marketing intelligence would be required to assess the expected demand. He appreciated the initiative proposed by NMPB to provide the marketplace for medicinal plants in APMCs and assured that PSAMB would act proactively in that matter.

HARYANA STATE AGRICULTURE MARKETING BOARD (HSAMB)

Sh. R K Beniwal, CMEO, HSAMB congratulated NMPB for organising the workshop to strengthening the medicinal plant sector of the country. He informed that HSAMB initiated marketing of honey through the APMCs and constituted honey collection centre across the state to facilitate the linkages between AMPCs and honey collectors. He informed that AMPCs exported 5000mt of honey last year. Further he proposed that same model could be applied for medicinal plants in Haryana and suggested that a dedicated laboratory should also be established in every APMCs to check the quality of produce. He assured that HSAMB would initiate medicinal plants trading through APMCs.

DELHI AGRICULTURE MARKETING BOARD (DAMB)

Sh. Anil Ghildiyal, Deputy Secretary, DAMB also appreciated the initiative of NMPB and assured that DAMB would provide the dedicated space for trading of medicinal plants in APMCs.

ORRISA AGRICULTURE MARKETING BOARD (OAMB)

Sh. Premananda Khuntia, Director, OAMB assured that OAMB would facilitate the medicinal plants trade through APMCs.

M.P. STATE AGRICULTURAL MARKETING BOARD (MPSAMB)

Dr. HD Verma, Additional Director, MASAMB appreciated NMPB for organising the workshop to discuss the issues related to marketing of medicinal plants. He assured that MASAMB would initiate trade of medicinal plants through APMCs.

In the end of the workshop following actionable points were highlighted:

1. Identification of state-wise 20-25 medicinal plants in coordination with SMPBs for inclusion in the schedule of state APMC Act.
2. Request letter regarding inclusion of selected medicinal plants in schedule of state APMC Act would be sent by Ministry of AYUSH to Chief Secretary of state. A copy of the letter would also send to Agriculture Secretary of state.
3. In first phase two or three APMCs in each state would be selected for establishment of Medicinal Plants Unit.
4. NIAM would submit pilot proposals for Telangana, Himanchal Pradesh and Uttarakhand state on selected medicinal plants to understand the trade related issues and their solutions. The plants species suggested during the meeting are: *Withania somnifera*, *Cassia angustifolia*, *Acorus calamus* and *Hemidesmus indicus* for Telangana, *Picrorhiza kurroa* and *Saussurea costus* for Himachal Pradesh and *Aconitum heterophyllum* for Uttarakhand. SMPB Telangana, Himanchal Pradesh and Uttarakhand would directly coordinate with NIAM. After finalization of proposals a tripartite agreement would be signed between NMPB, NIM and SMPB.
5. SFAC and AgMARKNET would initiate medicinal plant marketing through 'e-kishan mandi' and 'e-NMP', respectably.
6. Region specific Medicinal Plants Marketing Intelligence study would be initiated by NMPB with the help of Agricultural Universities to predict the demand of medicinal plants.
7. State Agricultural Marketing Boards could also be organised "Buyer-Seller Meet" for medicinal plants. NMPB would support financially.

CEO, NMPB thanked all the participants and expected their proactive participation for strengthening the medicinal plant sector of the country by way of proving marketing initiatives.

Visuals of Workshop



Senior