

Embracing Agriculture Through Medicinal Plants: The Inspiring Journey of **SHRI SHAMBHU SHARAN BHARTIYA**



Shri Shambhu Sharan Bhartiya hails from Rajpur village, P.O. Manikpur, Madhepura district of the Kosi region. Son of late Shri Tejnarayan Yadav, he originally belonged to a traditional farming family intimately connected to agricultural practices. Academically driven, he completed his matriculation in 1975, graduation in 1982, and post-graduation in Hindi Literature in 1984. He led a dedicated academic career, serving as Principal at Swami Vivekananda College in Madhepura, and later as Head of the Hindi Department at Adarsh Inter College, Ghelar, from 1990 to 2020.



Regional-cum-Facilitation Centre, Eastern Region (RCFC-ER)
National Medicinal Plants Board (NMPB), Ministry of AYUSH, Govt. of India
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Alongside his extensive teaching career, his passion for agricultural innovation persisted, leading him to systematically produce medicinal and aromatic species beginning around the year 2000. Seeking a sustainable alternative, he formally pivoted to medicinal plant cultivation in 2007, starting humbly on 20 decimals of leased land. His initiation began with foundational training at the Krishi Vigyan Kendra under the expert guidance of Dr. J. K. Handu. To deepen his expertise, he patiently underwent specialized training modules from prestigious institutions, including Rajendra Prasad Central Agricultural University, CIMAP Lucknow, Bihar Agricultural University Sabour, ATMA, and the Regional cum Facilitation Centre (RCFC-ER) of the National Medicinal Plant Board, MoAYUSH, Jadavpur University.

Armed with this technical expertise, he procured 2,500 Shatavari saplings and planted them on a 20 decimals plot. His meticulous care yielded a record production of 300 quintals of raw produce from just 20 decimals of land, which after processing yielded 30 quintals of dried Shatavari, earning him a remarkable income of ₹3.9 Lakhs in 2009. Moving beyond primary cultivation, he pioneered value



addition by developing innovative Shatavari-based products such as chocolates, peda, barfi, and laddoo, which quickly gained widespread popularity. Today, his operations have expanded to approximately 4 acres, where he utilizes complex intercropping techniques to grow Shatavari alongside Kalmegh, Black Turmeric, Sarpagandha, Ashwagandha, Brahmi, and numerous other important species. Furthermore, he has made significant strides in Vrikshayurveda and horticulture, cultivating a diverse array of fruits including Amla, Fig, Nigerian Orange, and Pomegranate alongside his medicinal crops.

Beyond his individual success, Shri Bhartiya has devoted himself to seamlessly blending traditional agricultural knowledge with modern scientific applications. He actively showcases his botanical yields at block, sub-division, district, and state-level exhibitions, motivating countless fellow farmers to adopt sustainable practices. His outstanding advancements in Shatavari production earned him the First State Prize in 2010, with his work was showcased at the Ashoka Hall within the Raj Bhavan of Bihar. His inspiring work also earned him a formal certificate of success at Vigyan Bhawan in 2016, presented



with honor by the & then-Vice President of India, Shri Hamid Ansari. His exemplary farm even drew a personal visit from the Hon'ble Chief Minister of Bihar, Shri Nitish Kumar. Since 2010, having received training from traditional healers, he has also been providing health-related services using medicinal plants, raising his annual integrated income to approximately ₹10 lakhs.

A lifelong learner, he has thoughtfully engaged with the global scientific community, notably presenting a research paper on medicinal plants at the 6th World Ayurveda Congress in Delhi. Ultimately, his practical success and tireless service led to his formal inclusion in formulating the state's 4th Agricultural Road Map, helping shape the strategic framework for regional agrarian development. To ensure future generations may also benefit from his wisdom, his field methodologies have been published as a valuable case study by Bihar Agricultural University, Sabour, and the Bihar State Department of Agriculture. Encouraged by his multi-faceted success, he established Rachna Herbal Private Limited, creating a formal platform that provides valuable internship opportunities to students from various government colleges.



Today, Shri Shambhu Sharan Bhartiya stands as an inspiring exemplar of the "Progressive Medicinal Farmer," beautifully bridging the gap between humble rural agrarian labor and the sophisticated needs of the herbal pharmaceutical industry. His journey—from a conventional farmer facing hardship to an acclaimed medicinal cultivator, academic, and entrepreneur—speaks of profound determination and a visionary approach to agriculture. With his quiet determination and tireless service, he continues to guide traditional farming communities toward the cultivation of high-value medicinal and aromatic plants.



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