

Stakeholders' Meet on Medicinal Plants in Jharkhand

24th January 2025 at The Sonnet Hotel, Jamshedpur

Objective: The primary objective of the programme was to promote the widespread cultivation and utilization of medicinal plants by bringing together a diverse group of stakeholders involved in the sector. These included key government departments such as the AYUSH Department, Ministry of Health and Family Welfare, the District Administration, the Horticulture and Forest Departments of Jamshedpur, the Eastern Regional Centre of the Indian Council of Agricultural Research (ICAR), the State Drug Control Directorate, and the Agriculture Department. In addition, representatives from various organizations such as NABARD, Jharkhand State Livelihood Promotion Society (JSLPS), Kalamadir, Trinity Green Technologies, and local NGOs were also engaged in the programme. The programme also sought to include grassroots-level participants, including farmers, cultivators, traditional practitioners, entrepreneurs, traders, and industry representatives, creating a comprehensive platform to enhance awareness about the cultivation and sustainable harvesting of medicinal plants but also to emphasize the critical importance of developing both forward and backward linkages in the sector. By facilitating these collaborative efforts and strengthening the linkages, Regional –cum- Facilitation Centre, Eastern Region (RCC-ER), NMPB, JU, Kolkata, aims to create a more robust, sustainable, and profitable medicinal plant sector in Jharkhand, benefiting all the involved stakeholders and contributing to the region's economic and environmental well-being.

Number & Composition of Participants: Total-100 nos. of stakeholders participated including, District Level Officers of Jharkhand State Livelihood Mission, Ayurvedic Doctors, Professors, Scientists, Researchers, NMPB project implementers, Traders, FPO members, Industry representatives, Experts and Farmers.

Description: The “Stakeholders’ Meet on Medicinal Plants in Jharkhand” was organized on 24th January 2025 at The Sonnet Hotel, Jamshedpur, Jharkhand. The workshop commenced with the welcome address by Prof. (Dr.) Asis Mazumdar, Nodal Coordinator, RCFC-ER, NMPB, Jadavpur University. It featured insightful deliberations from experts and key officials, each contributing valuable perspectives on various aspects of medicinal plant cultivation, commercialization, and policy support. Shri Vivek Birua, District Agriculture Officer, East Singhbhum, emphasized the crucial role of agriculture in advancing medicinal plant cultivation, stressing the need for integrating medicinal plants into mainstream farming systems to boost farmer incomes and ensure sustainable land use. Complementing this, Ms. Anima Lakra, Horticulture Officer, East Singhbhum, highlighted the immense horticultural potential of medicinal plants in the region, particularly in agroforestry models and mixed cropping systems, which can enhance both productivity and biodiversity. Dr. Mukul Kumar Dikshit, District AYUSH Medical Officer, Jamshedpur, provided critical insights into the incorporation of medicinal plants within AYUSH healthcare systems, underscoring their therapeutic value and the necessity for standardized cultivation practices to maintain potency and efficacy. Financial support mechanisms were addressed by Smt. Jasmika Baskey, DDM, NABARD, who detailed various funding schemes available for medicinal plant cultivators, including subsidies, loans, and financial assistance programs aimed at fostering large-scale

cultivation and value addition. Mr. S.M. Anwar, from the District Industries Centre (DIC), Jamshedpur, shed light on industrial support for the development of value-added products, emphasizing the need for processing infrastructure and market-driven product innovations. Sustainable harvesting and conservation strategies were a key focus of Mr. Shabah Alam Ansari, IFS, DFO, Dhalbhum Forest Division, who stressed the importance of biodiversity conservation and responsible harvesting practices to prevent overexploitation of natural resources. Dr. Ashok Paswan from the Directorate of AYUSH, Govt. of Jharkhand, who elaborated on existing regulatory frameworks and incentives designed to promote medicinal plant-based businesses. A crucial aspect of value addition and market stability was addressed by Shri S.K. Das, Former Member of the Advisory Committee, NMPB, MoAYUSH, who delivered an insightful presentation on techniques for value addition, processing innovations, and mechanisms for establishing a fair Minimum Selling Price (MSP) to protect the interests of cultivators. Dr. Soumyajit Biswas, Regional Director, RCFC-ER, NMPB, Jadavpur University, discussed the role of RCFC-ER in promoting medicinal plant cultivation across the eastern region, particularly in capacity-building, research support, and market facilitation. Additionally, Mr. Sudipto Ghosh introduced e-Charak, an innovative digital marketplace designed to bridge the gap between cultivators, traders, and buyers, enhancing trade opportunities and ensuring better price realization for medicinal plant products. The insights shared during these discussions provided a comprehensive understanding of the sector's challenges and opportunities, laying the groundwork for a more structured and sustainable medicinal plant industry in Jharkhand.

Outcomes & Recommendations: The Stakeholders' Meet on Medicinal Plants in Jharkhand successfully laid the groundwork for a structured and sustainable approach to developing the medicinal plant sector in the state. By fostering collaboration through the Medicinal Plants Stakeholders' Forum, emphasizing capacity-building initiatives, and advocating for expanded market access via digital platforms like e-Charak, the event addressed key challenges and identified viable solutions for sectoral growth. Strengthening financial and policy support emerged as a crucial priority, with calls for more accessible funding, subsidies, and regulatory reforms to encourage investment and innovation. Additionally, the promotion of entrepreneurial ventures in value-added medicinal plant products was recognized as a significant opportunity to boost the region's economy and create employment opportunities. Special focus was given to commercially significant medicinal plants such as AloeVera (*Aloe vera*), Gokhura (*Tribulus terrestris*), Brahmi (*Bacopa monnieri*), Neem (*Azadirachta indica*), Dhatura (*Datura stramonium*), Tulsi (*Ocimum sanctum*), Amla (*Phyllanthus emblica*), Haldi (*Curcuma longa*), Ginger (*Zingiber officinale*), Ashwagandha (*Withania somnifera*), Giloe (*Tinospora cordifolia*), Sarpagandha (*Rauvolfia serpentina*), and Satavari (*Asparagus racemosus*), which hold immense potential in Ayurvedic and pharmaceutical applications. Experts discussed sustainable cultivation, processing techniques, and market linkages for these plants to maximize their economic and medicinal value. The discussions also underscored the importance of forward and backward linkages, ensuring seamless integration of producers, processors, and buyers within the value chain. The event concluded with a certificate distribution ceremony, acknowledging the contributions of participants and reinforcing a shared commitment to advancing the medicinal plant industry in Jharkhand.

Moving forward, the collective efforts of all stakeholders will be instrumental in transforming the state into a hub for sustainable medicinal plant cultivation, processing, and trade.



