

## **Marketing of Medicinal Plants: Developing Information System, Market Networks and Policy Framework**

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The objective of the project was to develop a Marketing Information System & Marketing Network for the Medicinal Plant sector at the project site Seoni in MP.

The current market structures, trade volumes and price spread have been studied and documented. The database for seven medicinal and aromatic plants identified for the study namely Aonla, Bel, Bhilwa, Nagarmotha, Lemon grass, Chiraita having major trade volumes in the project district currently has been prepared and used for the MIS software developed under the project. The MIS has been uploaded on the specifically designed website: [www.iifmnpbmis.org](http://www.iifmnpbmis.org) and is available for the use of stakeholders in the collection/cultivation, processing, and trading of medicinal plants. The website is operational since June 2006. Information related to availability, price and trade of seven medicinal & aromatic plants is also included in the MIS database.