

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

Investigators: **Yadav, M., Vijaya Kumar, C.V.R.S. and M. Mishra**

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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 existing market structures, trade volumes and price spread have been studied and documented. Ten medicinal and aromatic plants (MAPs) having major trade volumes in the project district of Seoni were identified for the database. These include Anola (*Emblica officinalis*), Bel (*Aegle marmelos*), Bahera (*Terminalia bellirica*), Bhilwa (*Semecarpus anacardium*), Nagarmotha (*Cyperus rotundus*), Kalmagh (*Andrographis paniculata*), Ashwagandha (*Withania somnifera*), Chironji (*Buchanania lanzan*), Harra (*Terminalia chebula*), and Mahua (*Madhuca indica*).

The database and MIS software has been developed and was uploaded on the specifically designed website: [www.iifmnpbmkis.org](http://www.iifmnpbmkis.org). The website was operational since June 2006 till the project completion in October 2010. Thereafter the project MIS was uploaded through IIFM website. Information related to availability, price and trade of ten medicinal & aromatic plants has been included in the MIS database. A timeline data for trade volumes and price for the selected MAPs has also been prepared – range-wise (18 ranges) and Forest Divisions-wise (2 forest divisions) and can be drawn in a trend line form by any user. The trend data are available for the period 2006 to 2010 (updated till September 2010).

As a logical next step of this action research project is the recommendation to the funding agency to scale it up for the whole state of Madhya Pradesh and inclusion of other NTFPs which are commercially important in the state. It has also been recommended that the MP MFP Federation can take up the task for up-scaling at the state level. IIFM researchers can provide guidance in doing the same.