

Extract of National AYUSH Mission Operational Guideline for Medicinal Plants

Processing unit: - Processing unit based on the medicinal plants grown in the clusters would have to be set up, some of which will be plant specific. The processing unit should preferably be set up within the existing industrial estates, which have the necessary infrastructure of power, road network and linkages with rail head/sea ports. (Pg. no. 95 & 96)

Market Promotion:- The programmes for market promotion like media promotion, participation in exhibitions, trade fairs, hiring display facilities are project based but limited to Rs. 10 lakhs for each cluster will be eligible for 50% assistance under market promotion for the herbs/raw material produced by the cluster. (Pg. no. 96)

Buy – back Interventions:- The buy – back interventions in the form of buyer – seller meetings, flexible and innovative marketing arrangements, Creation of Page 86 revolving fund at Cluster level for marketing of medicinal plants, and mobilization assistance to SHGs, cooperatives, producer companies could be provided under this component of the scheme. Any other activity which seeks to strengthen marketing and institutionalize linkage between buyer and seller may be included under this component. The assistance will be project based. (Pg. no. 96)