

Information, Education and Communication (IEC) Activities

NMPB involve in Information, Education and Communication (IEC) activities for disseminating the traditional knowledge among the masses related to Medicinal Plants with the objective of spreading awareness about Medicinal Plants. Such activities are being taken up by NMPB for development of Medicinal Plants sector in India. NMPB provides the financial assistance to IEC activities as per operational guidelines of NMPB mentioned in Central Sector Scheme of NMPB.

Awareness Building, Exposure Visits, Education and Capacity Building of Stakeholders through Information Education and Communication (IEC) strategy:

Medicinal plant sector involves an array of stakeholders varying from resource managers, cultivators, gatherers, supply chain intermediaries, traders, local healers, researchers to manufactures and exporters. It is necessary to disseminate information on different aspects of medicinal plants like harvesting from wild, cultivation technologies, manufacturing, proper handling of raw material, trade etc among various target groups about the importance of development and management through an appropriate outreach strategy, Capacity building, appropriate recognition, incentivisation etc.

Activities

- Publicity through regular participation in Exhibitions/Fairs
- Aushadi Vanaspati Mitra Program (AVM)
- Organizing Workshops/Seminars/Conferences/Arogya Fair etc.
- Setting up of Facilitation Centres
- Medicinal Plant Species specific/ Campaigns
- Systematic use of Multimedia and other appropriate communication tools.
- Publication of Periodicals/Magazines and Newsletters
- Training and Capacity Building initiatives.

A. Participation in Exhibition/Fairs and Publicity Materials

To promote the message of Indian Medicinal Plants it is essential to participate in International/National/State Level Exhibitions/Fairs associating all important stake holder groups in the country. Besides, Trade fairs or Medicinal Plants Expo, etc may also be supported or organized by NMPB, to raise awareness on the importance of medicinal plants among the stakeholders and general public.

Activities

- Participation in Exhibitions/Fairs with a focus on botanicals at State, National and International level. Industry and other stakeholders will be encouraged to participate in such expos. NMPB would also participate in such events.
- Developing Souvenirs, Pamphlets, Booklets for display and distribution. Organizing quiz shows for children and students, setting up of interactive kiosks and touch screens and development of role plays.
- Development of different types of herbal kits for distribution to visitors, farmers and other stakeholders.

- Launching mobile exhibitions or Aushadi Chetna Yatra for spreading the message of medicinal plants through role plays, audio visuals, expert advice on conservation, cultivation, uses etc. of medicinal plants.

Eligibility

NMPB, SMPB, Industry, R&D Institutions/ Universities, Government Organizations including Govt. aided Institutions, Non-government Organizations/ Voluntary organizations etc.

Pattern of Assistance

Expenditure incurred by the organizations for participation in fairs etc would be reimbursed subject to prior permission being obtained from NMPB for participation by the concerned organization. Reimbursable items of expenditure would include, hire charges, stall fabrication, developing publicity material, travel and accommodation. Total financial implication for such participation per event will be Rs. 1.00 Lakh for state level, Rs. 2.00 Lakhs for National level and Rs. 3.00 Lakhs for international level. For private organizations including Industry, the cost would be limited to 50% of the above or the actual expenditure whichever is less (which includes Travel, Accommodation, hire charges, stall fabrication, publicity, etc) will be reimbursed. The other activities will be in project mode.

Submission of Proposals

Participation in fairs/ exhibitions being time bound need to be examined as and when the proposals are received. Often, by the time the proposals go through the process of screening by PSC and approval by SFC the dates for the events are over. Hence, the CEO, NMPB will be authorized to approve expenditure on such activities subject to a limit of Rs. 30 lakhs per annum. All those proposals will be put up to PSC post-facto.

Eligible Organizations can apply to NMPB in the relevant proformas as at **Annexure**.

B. Aushadhi Vanaspati Mitra Program (AVM)

This aims at recognizing initiatives of individuals/ community/ institutions involved in conservation/cultivation, post-harvest management, R&D, marketing etc of MAPs. These should be exemplary and successful initiatives which are creative, sustainable and have helped in improving medicinal plant raw material availability.

Eligibility

SMPB or any other appropriate state level organization recommended by the concerned SMPB will organize such program of Aushadhi Vanaspati Mitra Program of the concerned state.

Norms of Assistance

A total of Rs. 2.00 lakhs will be provided to each state per year, towards meeting the expenditure for three cash awards (not exceeding Rs. 65,000/- put together) and for organization of the event and other logistics. The States may, if they so desire vary the amounts and number of awards depending on the ground realities.

Submission of Proposals

SMPBs can apply to NMPB in project mode where the proposal will go through scrutiny by the Project Screening Committee (PSC) before approval by Standing Finance Committee (SFC).

C. Organization of Work Shops/ Seminars/ Conferences and participation in AROGYA Fairs

The department of AYUSH organizes Arogya fairs from time to time in different states of the country. NMPB is required to set up stalls and display material in such fairs for which there is a need of a dedicated agency who would not only install Arogya stall but also engage in similar work in other such fairs, buyer/seller meets etc. The agency will be selected as per GFR.

Participation in fairs workshops/ Seminars is also a time bound activity and will be considered by the CEO subject to the overall limit of Rs. 30 lakhs as detailed under para 4.4.1

Objectives

Provide a platform for dissemination of the latest information on Medicinal plants to various stakeholders

Activities

Organizing Seminar/Workshop/Conferences/Exhibition/Arogya Fairs at district, regional, state, national and international level for promotion and awareness of medicinal plants.

Eligibility

- Central and State Government organizations.
- Recognized academic/Research/Educational institutions including Government Aided Colleges.
- Registered professional and other philanthropic organizations working on non-profit basis.
- Registered Non-Government Organizations (NGO)/Voluntary Organizations/Trusts with infrastructure and experience in the field of medicinal plants.

Norms of Assistance

The financial assistance would be limited to Rs. 1.00 Lakh for organizing district level event, Rs. 2.00 lakh for State, Rs. 3.00 Lakhs for regional level, Rs. 5.00 Lakhs for National level and Rs. 10.00 Lakhs for international level event.

Submission of Proposals

Eligible Organization can apply to NMPB in the relevant proforma as at **Annexure** where the proposal will go through scrutiny by the Project Screening Committee (PSC) before approval by Standing Finance Committee (SFC).

C. Publication of Periodicals/ Magazines and Newsletters

NMPB can undertake publication of books, periodicals etc through credible organizations which have proven competence in the field.

Activities

- Publication of books on different aspects of medicinal plants.
- Publication of newsletters through outsourcing.
- Subscription/ purchase of national and international magazines/ journal/ periodicals on importance of medicinal and aromatic plants with medicinal value.
- Newspaper/ media advertisements on medicinal plants as and when required.

Eligibility

Proposals will be considered from organizations which have proven competence in the field concerned.

Norms of Assistance

100% assistance will be provided in project mode.

Submission of Proposals

Eligible Organizations can apply to NMPB where the proposal will go through scrutiny by the Project Screening Committee (PSC) before being considered for approval by Standing Finance Committee (SFC).

D. Training and Capacity Building

Training plays an important role in spreading best practices on conservation, cultivation, good agricultural practices, good field collection practices, post-harvest management, marketing etc. Trainings will be provided to various stakeholders like cultivators, conservationists, traders, supply chain intermediaries, policy makers and end users.

Activities

- To organise training programmes for capacity building of stakeholders on medicinal plants (including cultivation, conservation, GAPs, GFCPs, GMPs, Storage, PHM and Market Information).
- Demonstration of technologies developed by Institutions at farmers field/ conservation areas and natural habitats.

Eligibility

- Central and State Government organizations.
- Recognized Research/ Academic/ Educational institutions
- Registered professional and other philanthropic organizations working on non-profit basis.
- Registered Non-Government Organizations (NGO)/Voluntary Organizations/ Trusts with infrastructure and specific experience in the field of medicinal plants

Norms of Assistance

- Rs. 2,000/- per trainee for a minimum of two days with in the state and Rs. 5,000/- per trainee out side the state will be provided which will include exposure visits.
- For officers training/exposure visit within the State Rs. 5,000/- per trainee and outside their state the cost will be limited to Rs. 10,000 per trainee.
- Travel cost will be additional to the above cost.

Submission of Proposals

Eligible Organizations can apply to NMPB in the relevant proforma as at **Annexure** where the proposal will go through scrutiny by the Project Screening Committee (PSC) before approval by Standing Finance Committee (SFC).