

- Livelihood/yield studies
- Supply Chain Mapping
- Rationalization of Transit Pass system
- Consolidation of Yield
- Whole sale Price Data
- Developing case studies and success stories

Such studies would be awarded as per GFR provisions.

### **Norms for assistance**

Project based proposals Will be considered by PSC/SFC.

#### **4.7.2. Marketing**

Market Information Services are characterized by lack of domain information on techniques and commercial opportunities, absence of Resource Centers with a regional MAP crop focus and little or no access to international markets. Currently marketing of MAPs happens through Mandis & commodity boards, Agricultural produce marketing committees etc. There are numerous intermediaries. There are examples from states like Uttarakhand where the State Forest Development Corporation have started both fixed and floating mandis which procure MAPs from the doorstep of gatherers thus preventing exploitation and also ensuring remunerative prices.

The following steps will be taken up:

In order to cater to the domestic market needs of ASU industry, promotion of primary producer companies (PPCs) would be taken-up in a focused manner. These organizations would then be brought into the foreground for marketing of their produce (either cultivated or collected from wild).

- Promotion and information dissemination through IT dedicated mechanisms for procurement of MAPs.

- Networked AgriMandis for MAPs
- Database of Cultivators
- Contract Extractions (PHM)
- Speciality Warehousing & Supply Chain development
- Integration of all Portals with techno commercial information
- Creating an on line MAPs Trade Exchange
- Integration with Krishak Call Centers, KVKs etc

#### **a) Marketing Intervention**

Currently marketing of Medicinal plant produce happens through Mandis and other whole sale markets. Trade is rather opaque and information on prices, arrivals and other trends are not easily accessible to farmers/growers. The following steps will be initiated in order to fill this gap.

- Documenting trade practices.
- Generating information on wholesale prices, arrivals and trends in different markets to benefit both growers and buyers.
- Establishing communication network for speedy collection and dissemination of market data for its efficient and timely utilization.
- Preparing farmer's advisories and issuing the same for the Benefit of farmers towards optimizing returns.
- Developing Databases of Cultivators and Cultivars.
- Integrating and mainstreaming of Medicinal Plants through call centres including Kisan call centres initiatives of Ministry of Agriculture.
- Putting in place an appropriate pricing regime in respect of produce sourced from wild v/s cultivation in favour of cultivated material so as to encourage cultivation and reduce pressure on the natural resources.
- Streamlining of HS Codes.

## **Eligibility**

Proposals from reputed agencies having experience in in the field on medicinal plants will be considered in project mode for commissioning studies.

## **Submission of proposals**

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

### **b) Minimum Support Price (MSP)**

In order to supplement the efforts of state governments to encourage sustainable collection of medicinal plants, NMPB would support State agencies engaged in procurement of medicinal plants to the extent of 25% of the amount paid by the agency to the collectors.

- Such support from NMPB will be provided to State Governments which have a definite mechanism for providing MSP support for medicinal plants.
- The support of MSP for medicinal plants however will not be automatic but would be considered on a case to case basis in project mode based on the steps taken by State govt. and which are likely to support or result in aiding to help conservation & sustainable livelihoods.
- The mount of MSP support would be released in two instalments subject to the states demonstrating that this measure has a positive impact on conservation & livelihood generation and the material thus produced is used by industry.

## **Management Support**

One project management Consultant along with one Data Entry Operator will be engaged for providing support at NMPB level for activities relating to scrutiny, implementation, monitoring and technical support to the state.

### **4.7.3 Medicinal Plant Species Specific Campaign including use of Multimedia**

Species Specific Campaigns will be launched Nationally or at State level for valuable medicinal plants like, Pipli, Chirata, RET species, Amla, Moringa etc. to