



National Campaign
On
“20 Medicinal Plants for 2020”



Government of India
Ministry of AYUSH
National Medicinal Plants Board



Issued by:

National Medicinal Plants Board
Indian Red Cross Society (IRCS),
Annexe Building, 1st & 2nd floor, 1 Red Cross Road,
New Delhi-110001

NATIONAL CAMPAIGN ON 20 MEDICINAL PLANTS FOR 2020

Background

AYUSH system of medicines is widely accepted and in practice at large. Beside this traditional herbal therapy are also parts of health care medicine and continues to be a valuable source of remedies that have been used by millions of people around the world to secure their health. Subsequently, it is important to make people aware and educate the common man in a scientific user-friendly manner about the fascinating knowledge and tradition associated with the popular herbal resources.

In view of the aforesaid, National Medicinal Plants Board NMPB intends to augment 20 medicinal plants for household uses to promote, cultivate and creating awareness among local people about rich diverse traditional knowledge on medicinal plants and their method of consuming and benefit throughout the country under “**20 Medicinal Plants for 2020**” campaign for year 2020.

Objectives

1. To encourage local people to introduce medicinal plants in their home garden as a home herbal therapy.
2. To plant twenty selected medicinal plant species in home garden throughout India.
3. To create awareness amongst local people about the uses and health benefits of medicinal plants.
4. To provide training to the interested people on cultivation and harvesting techniques of medicinal plants.
5. To disseminate information on the local and global market demand, major producing areas, any and marketing potential of the selected/cultivated medicinal plants.

Selected Medicinal Plant Species for campaign*

Aloe barbadensis (Ghritkumari), *Asparagus racemosus* (Satawari), *Bacopa monnieri* (Brahmi), *Boerhavia diffusa* (Punarnava), *Centella asiatica* (Mandookparni), *Cissus quadrangularis* (Hutjodi), *Cymbopogon citratus* (Lemon grass), *Hibiscus rosa-sinensis* (Gudhal), *Justicia adhatoda* (Adusa/ Vasa), *Lowsonia inermis* (Mehandi), *Mimosa pudica*, (Lajwanti) *Moringa oleifera* (Sahjan), *Murraya koenigii* (Karipatta), *Ocimum sanctum* (Tulsi), *Phyllanthus emblica* (Amla), *Plectranthus amboinicus* (Patta Ajwayan), *Tinospora cordifolia* (Giloe), *Vitex negundo* (Neergundi), *Withania somnifera* (Ashwagandha) and *Zingiber officinale* (Adrak).

Activities

The activities proposed under the campaign “**20 Medicinal Species for 2020**” will be as under:

- i. Distribution and plantation of selected twenty medicinal plants to the households to grow in home garden.
- ii. Documentation of traditional knowledge associated with the medicinal plants and providing usage and benefit of each species to the beneficiary by the implementing agency.

- iii. In case of dense urban localities potted plants and terrace rearing of medicinal plants should be encouraged.
- iv. Organization of Information, Education and Communication (IEC) activities such as awareness programme/workshop/training at a regional level.
- v. Documentation of the knowledge base in the form of published literature like a booklet, brochures on the home remedies and traditional uses of selected medicinal plants and digitization/web-hosting thereof.
- vi. A Database of all such households, including photographic documentation at various stages of implementation will be submitted to NMPB along with a write-up on the process/approach adopted, benefit accrued and the sustainability mechanism.

Eligible organizations for implementing the campaign

- The State Medicinal Plants Board (SMPB)
- Regional-cum-Facilitation Centres (RCFCs)
- AYUSH Institutions, Hospital, Dispensaries, Wellness centres
- Government University/Organizations and good/reputed non-govt organizations (NGO)

Norms of Assistance

Financial assistance of Rs. 2500/- per Home Herbal Garden including cost of raising seedling, transportation, awareness raising, documentation, development, dissemination and use of publicity material, folk theatre, special campaigns, etc.

Submission of Proposals

The eligible organizations can apply to NMPB in the relevant proforma at Annexure – VII of Central Sector Schemes (CSS) guidelines which is available at NMPB website i.e www.nmpb.nic.in

***Note:** Whereas medicinal plants distribution varies as per agro climatic zone, perennial medicinal plant species common used for home herbal therapy of specific region may also included for campaign activities.