

Medicinal and Aromatic Plants: Prospects and Challenges for Agripreneures

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Abstract

Any plant that has compounds that can be utilized therapeutically or to create valuable pharmaceuticals is considered a medicinal plant. A unique category of plants known as aromatic plants are grown for their aroma and flavour. The majority of aromatic plants are utilized in the production of food and alcohol businesses' cooking. Herbs that are used to treat boils, sores, and wounds include black pepper, cinnamon, aloe vera, sandalwood, and safflower. Some significant therapeutic herbs that can be grown in a kitchen garden include basil, fennel, cilantro, apple mint, golden oregano, variegated lemon balm, rosemary, and variegated sage. MAPs are very efficient recipes that traditional medicine practitioners use to treat common illnesses like diarrhea, constipation, hypertension, low sperm count, dysentery, poor penile erection, piles, coated tongue, menstrual problems, bronchial asthma, leucorrhoea, and fevers. They are well-known for having expectorant properties that encourage the thinning and ejection of mucus from the lungs, trachea, and bronchi. MAPs provide a variety of advantages, including the ability to alter a person's lifestyle and raise awareness of dangerous compounds. In developing nations, the World Health Organization (WHO) has underlined the importance of making better use of the local, plant-based, indigenous medical systems.

Key Words- : Kitchen garden, WHO, Medicinal plants and Aromatic plants.

Introduction

The cultivation of medicinal and aromatic crops provides sustainable means of natural source of high value industrial raw material for pharmaceutical, agrichemical, food and cosmetic industries and opens up new possibilities for higher level of gains for farmer with a significant scope for progress in rural economy. Though, these plants have been known and used since ancient times to heal and cure diseases, recently, technological advancements and

validation of traditional knowledge and usage are leading to consumer inclination towards naturals and high market value for these crops. Pharmaceuticals, perfumery, flavouring, soap, and other industries rely on medicinal and aromatic crops for their primary raw ingredients. cosmetics businesses. Such crops in India now covering an area of merely about 0.4 million hectares are finding a much higher place in international agri- business with an estimated annual growth rate of 10-15 per cent. According to Qureshi et al. (2011), India sends between 75 to 80 percent of its total crude drug exports to six developed nations: the USA, Germany, France, Switzerland, United Kingdom, and Japan. a well-established local healing tradition that is still essential in the indigenous healthcare system, and an emporium of medicinal and fragrant plants (Kapoor, 2012). Many different plants are used around the world to honour rulers, serving as a lucky charm. Many patients began planting tulsi and other medicinal plants in their backyard gardens as a result of discovering the use of herbs in medicine. Herbs are used for a variety of other things than medicine, such as natural coloring, pest control, food, perfume, tea, and more. Many nations employ various medical plants and herbs to deter ants, flies, mice, and other pests from entering homes and workplaces. Today, medicinal herbs play a significant role in the production of pharmaceuticals.

Plant parts Used for Medicinal Purpose

Local Name	Botanical name	Part used	Used to cure
Kalonji	Nigella sativa	Seeds	Diarrhoea, dysentery
Neem	Azadirachta indica	Root, bark, flower	Arthritis, bronchitis, cough, diabetes
Dhatura	Dhatura stramonium	Leaves and fruits	Asthma, cardiac pains
Tulsi	Ocimum sanctum	Leaves	Antiallergic, antidiabetic
Anar	Punica granatum	Seeds, flowers	Syphilis, bronchitis, stomachic
Khajoor	Phoenix dactylifera	Fruits	Genito-urinary ailments, diarrhea
Methi	Trigonella foenum	Seeds	Constipation, diabetes
Paiya	Prunus cerasoides	Bark, fruit	Antipyretic, leprosy
Ajwain	Thymus vulgaris	Seeds	Antipyretic,

			antispasmodic
Peepal	Ficus religiosa	Bark, leaves, fruits, seed, latex	Skin diseases, neuralgia, constipation

Importance of MAPs

India is a leading exporter of the medicinal plants in the world trade. The major export of medicinal plant parts of whole plants from India are poppy husk and seeds, Psyllijm (Plantago ovata) husk and seeds, senna (cassia angustifolia) leaves and pods, chirayata (swertia angustifolia) galanthus (Alpinia S.P.) rhizomes. Tukmaria and Zedoary (Curcuma Zedoaria) roots, Periwinkle (catharanthus roseus) roots and leaves, Glycerrhiza glabra dried rhizomes, Ipecae dried rhizomes and roots, kuth roots, nuxvomica dried ripe seeds, Sarasparilla, Serpentina roots and some ayurvedic herbs. Major importer of medicinal plants from India are U.S.A., Japan Germany, U.K. France and Switzerland, countries like South Korea and China are also important exporters of these plants. South Korea is the major exporter of ginseng (Panax SPP.) in the world market. Other importances of the medicinal and aromatic plants are -

- Medicinal Value
- Cosmetic use
- Use of Spice
- Industrial Development
- Source of foreign exchange
- Employment Generation
- Religious value
- Income Generation
- Aesthetic Value

Role of MAPs in Indian Economy

Between 2002 and 2005, the demand for India's 162 species of medicinal plants, which are used for both local and export markets, is anticipated to rise by roughly 15 to 16%. (CRPA, 2001). Therefore, managing and cultivating medicinal plants can be quite lucrative for small-scale growers both financially and economically. According to the Planning Commission and the CRPA (2000 and 2001), the present supply-demand gap is predicted to grow from 40,000 to 200,000 tones to 152,000 to 400,000 tones by 2005. The European

market for herbal treatments and supplements is worth an additional US\$ 0.9 billion and US\$ 2.7 billion, respectively. The largest market by far is Germany. For herbal medicines, the market is expanding at a rate of over 4% annually, and for herbal supplements, the rate is even quicker.

Opportunity of MAPs in India

Due to its extensive variety, India is a veritable gold mine of medicinal knowledge and a treasure trove of therapeutic plants. It is home to more than 300,000 herbal medicine preparations used in traditional medical systems including Ayurveda, Unani, and homoeopathy. After China, it is the world's second-largest exporter of medicinal plants. The cultivation of these plants outside of forest areas and as a component of active farmlands offers a comprehensive solution. Additionally, by diversifying their cropping practises to include high-value medicinal plant species, farmers and farming communities would be able to increase their revenue and standard of living.

Challenges of MAPs in India

The increasing demand of medicinal plant based product affect on supply of raw materials and one the major difficulties being faced by the various industries is that to secure the sufficient and desired quality and quantities of raw materials for the internal consumption as well as for export are major challenges.

- ✚ The present pattern of production and trading of essential oils and aroma chemicals is characterized by factor such as fluctuation in demand and prices, competitive, instability in supplies with progressive increase in the numbers of products in many developing and industrialized countries are one of the major challenges.
- ✚ Large number of problem related to marketing channel of medicinal and aromatic plants is challenging task for farmer and that is reason many farmer are not interested for cultivation of medicinal and aromatic plants. In spite of these challenges others are-
 - Climate variation
 - Physical Infrastructure
 - Limited buyers
 - Prevalence of insects and disease
 - Unorganized market system
 - Unscientific harvesting
 - Distribution channel has turned out middlemen

- Long gestation period
- Long distance to market place
- Inadequate market demand information

Conclusion

Due to its many applications, including treating a variety of diseases, making oils and antiseptics, among others, medicinal and aromatic plants are important to the economy of our nation. Because there is more demand for the raw materials used to make drugs, this industry has been growing more slowly over the past ten years. India is the world's second-largest exporter, and government initiatives like AYUSH, NHB, NMPB, and HRDI aid and create opportunities for international trade. Numerous renowned pharmaceutical businesses, like Dabar, Patanjali, and Himalaya, produce new medicines and increase work possibilities. Around 21,000 plant species have the potential to be used as medical plants, according to the WHO. The use of medicinal herbs is seen to be quite safe because there are rarely any negative side effects. The major benefit is that these treatments work in harmony with nature. The usage of herbal remedies can benefit people of all ages and genders, which is a key fact. Aloe, Tulsi, Neem, Turmeric, and Ginger are examples of medicinal plants that treat a variety of common illnesses. In many regions of the country, these are regarded as natural treatments.