

1st International *Buyer-Seller Meet & Conference* *on Herbal & Medicinal Plants*

31st January - 1st February, 2007

Venue : Air Force Auditorium, Subroto Park, New Delhi



Organised by :
Indian Society Of Agribusiness Professionals

Supported by :



National Medicinal Plant Board

FACTS ABOUT HERBAL AND MEDICINAL PLANTS

- ❖ The World Health Organization (WHO) estimates that 4 billion people around the world use herbal medicines for their primary health care. In South Asia alone, Ayurveda, Unani, Siddha, Chinese, Amchi, and homeopathic traditional healing approaches make use of about 9000 plant species.
- ❖ At least 25 percent of drugs used in modern pharmacopoeia are derived from plants.
- ❖ The demand for medicinal plant-based raw materials is growing at 15-25 per cent internationally
- ❖ According to a World Health Organization estimate, the present demand for medicinal plants is about \$14 billion a year and is likely to grow to \$5 trillion by 2050. Medicinal plant-related trade in India is estimated to be around Rs 550 crore per year.
- ❖ The domestic market of Indian Systems of Medicine & Homoeopathy is of the order of Rs.4000 crores per annum, which is expanding day by day. The Ayurveda drug market alone is of the order of Rs. 3500 crores.
- ❖ It is estimated that the export earnings from medicinal and aromatic plants would be raised to Rs.3000 crore annually by 2005. India, with its diversified biodiversity has a tremendous potential and advantage in this emerging area.



IMPORTANCE

Medicinal plants as a group comprise approximately 8000 species and account for around 50 per cent of all the higher flowering plant species of India. The diverse climatic conditions of India is suitable for cultivation and especially medicinal plants which has helped in finding of the Indian Systems of Medicine (ISM) which is slowly developing into a form of alternate medicines globally. With increase in the demand for alternative health delivery systems, the demand for the raw material, chiefly comprising of medicinal plants is also on the rise. The market of herbal and medicinal plants is very much skewed in terms of realization at the source against the payment made by the end-user. Apart from the asymmetry in distribution of proceeds amongst different market participants at various levels, there are many issues like unsustainable harvesting practices, presence of informal sector, backward and forward linkages of the herbs and herbals product markets, poor market infrastructure etc.



MAJOR ISSUES

- ◆ Developing extensive cultivation programs involving small and marginal farmers, tribals and women as beneficiaries.
- ◆ Management of wild medicinal plant resources.

- ◆ Development of a strong and high-quality knowledge base for the sector.
- ◆ General lack of strategic focus in the bulk of current socio-economic research and policies with regard to agro-technology, biotechnology, and the like, which would assist in defining higher standards of quality on medicinal plants in India.
- ◆ Need for increased ethno botanical / pharmacological surveys.
- ◆ Largest part of the trade occurs in the informal sector, and is absent from official statistics and trade catalogues.
- ◆ Fluctuation of prices between planting and harvesting.

POLICY MEASURES

- ✦ Focused R&D, inter disciplinary approach research is the crux of accelerated development of this sector.
- ✦ Need for much more extensive and detailed research into cultivation and propagation techniques.



- ✦ A global survey on the extent of MAP cultivation in terms of species, volumes and values would be highly desirable.
- ✦ Buy back arrangement for the producers.
- ✦ Strengthen global, regional and national networking activities related to conservation and sustainable utilization of medicinal plants.
- ✦ Urgent need to improve the quality and follow strict standards for phytomedicines.
- ✦ Need to be aware of and operate within regional, national and international legislation that affects access to, wild harvesting, collecting and developing medicinal and aromatic plant resources
- ✦ Training in quality control and packaging to reduce wastage and derive higher earnings.
- ✦ There is a need to enforce strict regulations for Good Agricultural Practices (GAP), Good Laboratory Practices (GLP), Good Manufacturing Practices and Good Clinical Practices (GLP).

- ✦ Help to make the trade more transparent, by documenting the species and parts in trade, and volumes traded because this information is necessary for designing and implementing sustainable management plans.
- ✦ Stimulate cooperation between importing and exporting countries to ensure that trade is conducted in a legal and sustainable manner.



PROGRAM

The conference will focus on the theme “**Opportunities and Challenges in developing National and International Markets for Herbal and Medicinal Plants**”.

OBJECTIVES

- ✦ Development of sustainable production, harvesting, processing, storage and quality control systems in herbal and medicinal plants
- ✦ Identify growth opportunities within the herbal and medicinal plant products market
- ✦ Linking markets for development of sustainable livelihood options and identify ways to make these opportunities work for the poor.

SPEAKERS

National and International level speakers would be invited from spectrum of fields like trading community, producers associations, progressive farmers, government agencies, private sectors, NGOs

PROSPECTIVE PARTICIPANTS

- ◆ Agricultural scientists and officers
- ◆ Extension specialists and agents.
- ◆ Exporters and Importers of Herbal and Medicinal Plants
- ◆ Traders engaged in Herbal and Medicinal Plant products.
- ◆ Pharmaceutical industry representatives.
- ◆ Private producers and marketers.
- ◆ Organizations working in the field of herbal and medicinal plants
- ◆ NGOs
- ◆ Government agencies
- ◆ International agencies



Agenda

The conference will deliberately cover following sessions :

SESSION-I

Development of sustainable production, harvesting, processing, storage and quality control systems in Herbal and Medicinal Plants

Subjects Covered :

1. Promoting cultivation for meeting market (emerging) demand, practicing Good Agricultural & Field Collection Practices
2. Sustainable Harvesting methods and strategies
3. Processing, Value addition and Packaging
4. New Product developments in industrial processing of herbal and medicinal plants
5. Intellectual Property Rights in herbal and medicinal plants
6. Maintenance of standards as per international norms
7. Quality Assurance to meet national and international parameters

SESSION-II

Identify growth opportunities within the Herbs and Medicinal Plant products market

Subjects Covered :

1. Strategies for supply linkages based on market tendencies
2. Reaching Local, National, International markets.
3. Establish and strengthen the legal infrastructure (sanitary register) for the commercialization of MAP products used in human health.
4. Ayurveda Globalization, quality of herbs, GMP System
5. Health care
6. Food Supplements.
7. Cosmetics and Nutraceuticals
8. Eco-Tourism/ Health Tourism
9. Small And Micro Enterprises & Business Development Services.
10. Government policy initiative in promoting herbs and medicinal plant products market



SESSION-III

Linking markets for development of sustainable livelihood options and identify ways to make these opportunities work for the poor.

Subjects Covered :

1. Financial/credit support for the growers
2. Market intelligence and dissemination
3. Promoting access to information like prices and availability of material
4. Branding and promotion by industry
5. Inter-state and International trade/tariff/non-tariff barriers
6. Taxation & Transport support by the Government
7. The economics of supply and marketing of herbal and medicinal plant materials.
8. Organically grown herbal market
9. Export market for herbal and medicinal plants

Who will Benefit ?

- ✦ Growers ✦ Research Institutions ✦ Traders ✦ Industrial Users
- ✦ Importers ✦ Exporters ✦ Corporate groups ✦ Processing Industry

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