

## **4.5 Promotion of Herbal Gardens**

Herbal Gardens of various kind will be promoted under the scheme to create awareness about traditional usage of medicinal plants. This would include Herbal Gardens of National and State importance as well as at the level of Institutions, Schools, Universities, Colleges and Homes.

### **Eligibility**

- Government Organizations, Universities, Research Institutes, Government Aided Colleges and Schools.
- Non-government Organizations (NGOs), Public Sector Undertakings, Federations, Co-operatives, and Societies including Housing Societies etc.

#### **4.5.1. Home Herbal Gardens**

Encouraging herbal gardens in the homes is a good way to promote use of medicinal plants for primary health care at the household level.

### **Activities**

- Around 20 Medicinal and Aromatic species of which around 10 species (which in addition to medicinal plants could also include a few aromatic/food plants), based on locality specific need and demand will be distributed to interested households. A note on each species, usage and benefit of each species will be provided to the beneficiary by the implementing agency.
- 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.

- The implementing agency will take steps for raising awareness in the identified locality.
- In case of dense urban localities potted plants and terrace rearing of medicinal plants should be encouraged.
- These initiatives should be dovetailed with activities like Swachh Bharat, use of bio fertilizers, vermicompost etc.

### **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**

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

#### **4.5.2 School Herbal Garden**

Setting up of herbal gardens in schools is a good way of reaching the minds of children and make them acquainted with the commonly available and frequently used medicinal plants.

### **Activities**

- Schools will be encouraged to set up herbal gardens with in their school complex. Schools can have separate plots to make up a total of 500 sq.m. for 10 – 15 species of medicinal plants including tree species.
- Schools will be responsible for maintenance of the Herbal Gardens including

irrigation with the active involvement of the students and parent-teacher associations/ NGOs and also make special arrangements during school vacation period. Students will be involved in labelling the plants, watering, weeding etc. which will enhance the knowledge of the students about the benefits and uses of the species nurtured by them.

- The material from School Herbal Gardens could be utilized for further propagation.

### **Norms of Assistance**

Assistance will be given @ Rs.25,000/- per school for an area of 500 sq. m. first year for establishment and up to Rs.7,000/- per annum per school as maintenance cost for the next four years. In case, the schools are proposing area for the School Herbal Garden, which is more or lesser than 500 sq.m., assistance can be considered on pro rata basis based on the justification provided.

### **Submission of Proposals**

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

### **4.5.3 Institutional/Public Herbal Gardens**

To sensitize the AYUSH Professional College students/public at large about the usage of medicinal plants based on indigenous knowledge in colleges, universities, hospitals, other places of educational/ recreation/ public importance, assistance will be provided for planning and establishing larger herbal gardens.

### **Activities**

- Establishment of herbal garden with medicinal plants and aromatic plants with medicinal value considering the importance of species/varieties of concerned areas.
- Use of proper cultivation practices
- Walking trails, signages etc. to be established in the garden.

- Proper documentation, data collection, harvest and post-harvest management operations to be a part of the herbal garden.
- Material harvested could be used for value addition or further propagation.

### **Norms of Assistance**

- The activities supported would include land development, site protection, setting up irrigation facilities and procurement of basic planting material, laying of beds, planting, initial maintenance, signages, walking trails etc. @ Rs.3 lakhs per ha. for establishment.
- Thereafter annual maintenance of the Herbal Garden @ Rs. 60,000/- per year per ha. for a maximum of four years.

### **Submission of Proposals**

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

#### **4.5.4 Herbal Gardens of State and National Importance**

A few Herbal Gardens of National Importance will be supported in various Eco-regions of the country in project mode. Similarly, Herbal Gardens of State importance can be established to promote and popularize medicinal plants in an organized manner on a bigger scale. These type of gardens will be established at important or prominent places like the Herbal Gardens at President's/Governor's Estates in the past and will be supported for maintenance for a longer period. Similarly, Herbal Gardens can be created in State Secretariats, Institutions of National importance, prominent tourism spots. Defense establishments, Railways, Corporations and Municipalities, etc. in project mode. 2 – 4 such Herbal Gardens will be supported in each state at sites notified by the state government specifically for this purpose in consultation with NMPB.

### **Activities**

Establishment and maintenance of herbal gardens, keeping in view all the required modalities like walking trails, signages, landscaping, planting in beds and proper

documentation, etc. Use of herbal gardens in supplying propagation/raw material will also be explored.

### **Norms of Assistance**

The proposal received in a project mode will be examined at PSC level and financial assistance will be provided as per the actual requirement with the approval of SFC, NMPB.

### **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).

### **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.

## AT A GLANCE

### Appendix

### IMPORTANT COST NORMS FOR COMPONENT ASSISTANCE

| S. No.    | Component   | Cost   | Remarks   |
|-----------|---|--|---|
| <b>1</b>  | <b><i>In-situ</i> conservation</b>  |  |   |
|           | A) Establishment of Medicinal Plants Conservation and Development Areas (MPC-DAs) | Rs. 20,000 per hectare   | 100% Central Assistance   |
|           | B) Revisit and upgradation of MPCA  | Rs. 5000/- per hectare   | 100% Assistance   |
|           | C) Assistance for mainstreaming Medicinal Plants in Management/Working Plans      | Rs. 1.5 lakh per forest Division/ Wildlife Division            | 100% Assistance   |
|           | B) <i>in-situ</i> resource augmentation   | Cost norms of MoE&F under National Afforestation Programme     | 100% Assistance<br>See Annexure - I   |
| <b>2</b>  | <b><i>Ex-situ</i> conservation</b>  |  |   |
|           | i) ex-situ conservation   | Cost norms of MoE&F under CSS National Afforestation Programme | As per para 4.1.2<br>See Annexure - I   |
| <b>3.</b> | <b>Eco Task Force for rehabilitation of critical medicinal plant habitats</b>     |  |   |
|           | Eco Task Force  | Project based  | 100% assistance to the eligible organization  |
| <b>4.</b> | <b>Support to JFMC/ Panchayats/Van Panchayats/ SHGs</b>                           |  |   |
|           | Value addition, drying, warehousing and augmenting marketing infrastructure etc.  | Rs. 15 lakhs per JFMC/Panchayats/Van Panchayats/SHGs/BMCs      | 100% assistance per JFMC/Panchayats/Van Panchayats/ SHGs/BMCs   |
| <b>5.</b> | <b>Research, Technology Development and Quality Assurance</b>                     |  |   |
|           | i) R&D Projects on theme areas  | Project based  | 100% assistance for Govt. Institutions/ PSUs, Govt. Aided Institutions etc. and Non-profit making Philanthropic Organizations with requisite expertise.<br><br>50% assistance for projects received from private sector organizations |

|          |  |  |   |
|----------|--|--|---|
|          | ii) Network<br>research projects involving two or more institutions  | Project based  | 100% assistance for Govt. Institutions/ PSUs, Govt. Aided Institutions etc. and Non-profit making Philanthropic Organizations with requisite expertise.<br><br>50% assistance for projects-received from private sector organizations   |
|          | iii) Raw drug repository of medicinal plants   | Rs. 10 crores for national raw drugs repository and Rs. 5 crores each for regional raw drug repositories   | 100% assistance to Govt. Institutions/PSUs.<br><br>For private organizations assistance would be decided by SFC in project mode   |
|          | <b>ESTABLISHING QUALITY STANDARDS AND CERTIFICATION and other interventions not specifically mentioned elsewhere.</b>  | Project based  | 100% assistance.  |
| <b>6</b> | <b>Awareness Building, Exposure Visits, Education and Capacity Building of Stakeholders through IEC</b>  |  |   |
|          | Training and Capacity Building Programmes for field staff of Forest Dept., Institutions, Universities, Horticulture Dept., Agriculture Dept., Growers and Collectors | a) Rs. 2,000/- per trainee (farmer) for a minimum of 2 days within the state<br>b) Rs. 5,000/- per head for exposure visits to other states.<br>c) The expenditure on officers training within the State will be Rs. 5,000/- per officer and outside the State the cost would be restricted to Rs. 10,000/- per officer (Travel cost will be additional) | 100% Assistance<br><br>1. Travel cost will be limited to 3 <sup>rd</sup> AC train fares per participants. However, for Govt. Servants it will be as per entitlement.<br><br>2. For places not connected by Rail, travel by available modes will be permitted as approved by the PSC/ SFC. |

|          |   |   |   |
|----------|---|---|---|
|          | Workshops/ Seminar/ Arogya                      | <p>a) Rs. 1.00 lakh for District level,</p> <p>b) Rs. 2.00 lakhs for State level,</p> <p>c) Rs. 3.00 lakhs for Regional level,</p> <p>d) Rs. 5.00 lakhs for National level</p> <p>e) Rs. 10.00 lakhs for International level.</p> | 100% assistance   |
|          | Participation in exhibition/ fair               | <p>For participation by other Agencies</p> <p>a) Rs. 1.00 lakh for State level,</p> <p>b) Rs. 2.00 lakhs for National level</p> <p>c) Rs. 3.00 lakhs for International level</p>  | <p>100% assistance for Govt. Organizations</p> <p>For Private organizations including industries 50% of the prescribed cost or actual expenditure whichever is less (which includes expenditure on Travel, accommodation, Hire charges, stall fabrication, etc.) will be reimbursed.</p> <p>Participation by NMPB will be as per the actuals.</p> |
| <b>7</b> | <b>PROMOTION OF HERBAL GARDENS</b>              |   |   |
|          | Herbal Gardens of State and National Importance | As per the project proposal   | 100% assistance   |
|          | Institutional/ Public Herbal Garden             | <p>a) Rs. 3.00 lakhs per hectare for establishment</p> <p>b) Annual maintenance of the Herbal Garden @ upto Rs. 60,000/- per year per ha. for next four years.</p>  | 100% assistance   |
|          |   |   |   |
|          | School Herbal Gardens                           | <p>a) Rs. 25,000/- per school for an area of 500 sqm.</p> <p>b) Up to Rs. 7,000/- per annum/ per school for maintenance for next 4 years</p>  | 100% assistance   |
|          | Home Herbal Gardens                             | Rs. 2500/- per HHG.   | 100% assistance   |



|   |                           |  |  |
|---|---------------------------|--|--|
| 8 | <b>MANAGEMENT SUPPORT</b> | Upto 5% of the outlay under the scheme to NMPB | This will include salary and Admn. Expenses of NMPB incl. TE, OE, appointment of Consultants for each component, monitoring, publicity, advertising etc. |
|---|---------------------------|--|--|

**PROFORMA FOR PROJECT PROPOSAL RELATING TO HERBAL GARDEN**

**PART – I**

1. Title of the Project.
2. Name of the organization with full address, telephone, fax and e-mail ID.
3. Status.
4. Registration number and date (for NGO, Trusts and Companies). NGOs and companies should also send the Articles of Association, Memorandum of Association and Annual Report.
5. Name of the Principal Investigator/Project Leader and Co -PIs and their full address.
6. Brief introduction of concept and justification of the project (The detailed project report should contain the profile of the project area, objectives, problem identification, suggested solutions and alternatives along with anticipated physical and financial benefits, outcomes both in terms of products and process, sustainability mechanism.
7. Project period.
8. Detailed infrastructure available:
  - (i) Land details (Location, Extent, Ownership, Area etc.)
  - (ii) Agri-accessories
  - (iii) Manpower
  - (iv) Experience

9. Physical targets and financial outlays.
10. Outcome/ Benefits from the project (both tangible and intangible).
11. Internal monitoring and evaluation mechanism.
12. Summary of similar work particularly in medicinal plants sector undertaken by the organization /PI in the last 3 years.
13. Other sources of financial assistance received by the applicant/organization if any so, furnish details.
14. Details of financial assistance already received from the Board, if any may be given in the following proforma:

| Year                     | Amount of grant  | Purpose in brief | Total expenses incurred |
|--------------------------|--|------------------|-------------------------|
| Amount of grant utilized | Has utilization certificate been accepted by the Board | Remark           |                         |

15. Detailed Bio-data (including details of published work) of PI & Co-PI

Note:

- i) Proof of land ownership/leasehold and market mechanism (wherever applicable) to be submitted.
- ii) Detailed maintenance mechanism beyond the duration of project and Sustainability Mechanism for Herbal Garden.
- iii) Costing pattern to be provided in the form of schedule of rates as applicable.
- iv) Supporting documents including map (where applicable) must be attached.

16. Certified that:

- i) The organization shall abide by all the 'Terms and Conditions' of the

grant stipulated in the operational guidelines of the scheme of NMPB, Ministry of AYUSH, Government of India.

- ii) All records and reports related to the project have been maintained separately and shall be shown and furnished as and when required by the Ministry of AYUSH or its authorized representatives.
- iii) Project shall be open for evaluation of physical progress and utilization of funds at the discretion of Ministry of AYUSH.
- iv) The undersigned shall be responsible for the authenticity of the information and documents furnished in the application and proposal.
- v) Ministry of AYUSH shall have the right to recover the grant or take legal action against the organization for any default or deviation from the terms and conditions of sanction of grant.
- vi) No financial assistance/grant has been sought and or obtained from any Central of State Govt. organization.
- vii) It is certified that all applicable laws/rules and legal provisions are followed while preparing the project proposal for this purpose.
- viii) It is also certified that the project proposal is formulated as per the relevant provisions/ clauses of the guidelines of the Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants.

**Date:**

**Signature of Authorised Authority  
and Head of the Institution**

## **PART – II TECHNICAL DETAILS OF THE PROJECT**

1. Description of the problem.
2. Alternatives strategies possible.

3. Objectives of the project
4. Suggested solutions.
5. Project coverage in geographical spread, demography and socio – economic profile of the area (wherever required).
6. Work Plan (Year-wise)
7. Likely impact on the adjoining area and society.
8. Exit strategy/sustainability.
9. Suggested parameters for monitoring during and after the project.
10. List and no. of species of Medicinal Plants proposed for Herbal Garden.

**Note:** In case, the organization wishes to engage the expertise from the government organization/ national labs/ institute for the overall project duration, written consents from the competent authority of the organization/ lab/ institute is required to be obtained before submitting the proposal.

Retired professionals can be engaged in the project as per the norms of the organization, provided they are actively engaged with them in the field-implementation nature of projects and would not be allowed to be associated as and when required for the activity implementation.

**Signature of the Project Leader**

**Signature of the Head of the Organization**

**PROFORMA FOR PROJECT PROPOSAL RELATING TO SCHOOL HERBAL GARDENS AND HOME HERBAL GARDENS**

1. Title of the Project:
2. Name & address of the Project Investigator/organization with full address, telephone, fax and e-mail ID:
3. Status of the Institution (Govt./Non Govt.) If an NGO (Copy of registration certificate to enclose):
4. Registration number & data (for NGOs, Trusts & Companies), NGOs and companies should also send the Articles of Association, Memorandum of Association & Annual report:
5. Organization or body responsible for the maintenance of the Institution, its Composition and Details:
6. Present activities of organization:
7. Details regarding existing infrastructure:
8. Details of prior experience in the field of Medicinal Plants sector, if any:
9. Total land including patches available (for School Herbal Garden) with the institution area wise and where located (whether inside or outside the campus) and details :
10. No. of Schools/ Home Herbal Garden proposed (Enclose list with name, addresses and Tel. Nos. and copy of MoUs)/ consent:
11. Details of medicinal plants along with no. of sapling of each species proposed to be grown under the project (10 to 15 species from the prioritized list of NMPB):
12. Details of awareness activities planned for the project:
13. Certificate for maintenance mechanism after the project period is over (to enclose):
14. Details of other financial resources if any for implementation of the project:

15. Whether any grant has been sanctioned by any other of Central or state/UT Govt. for the same purpose for which the financial assistance is now sought? If yes, Details thereof?

**Certified that:**

- i) The organization shall abide by all the 'Terms and Conditions' of the grant stipulated in the operational guidelines of the scheme of NMPB, Ministry of AYUSH, Government of India.
- ii) All records and reports related to the project have been maintained separately and shall be shown and furnished as and when required by the Ministry of AYUSH or its authorized representatives.
- iii) Project shall be open for evaluation of physical progress and utilization of funds at the discretion of Ministry of AYUSH.
- iv) The undersigned shall be responsible for the authenticity of the information and documents furnished in the application and proposal.
- v) Ministry of AYUSH shall have the right to recover the grant or take legal action against the organization for any default or deviation from the terms and conditions of sanction of grant.
- vi) No financial assistance/grant has been sought and or obtained from any Central or State Govt. organization.
- vii) It is certified that all applicable laws/rules and legal provisions are followed while preparing the project proposal for this purpose.
- viii) It is also certified that the project proposal is formulated as per the relevant provisions/ clauses of the guidelines of the Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants.

**Signature of the authorized office Bearer  
of the Institution (along with Name,  
designation and Office SEAL)  
Telephone/FAX No.**