

# Study on exploring local and external marketing opportunities for medicinal plant cultivated by farmers under Mahila Kisan Sasaktikaran Pariyojana in Latehar district of Jharkhand.

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# Introduction

The Study of medicinal plant and NTFP of marketing opportunities for medicinal plant cultivated by farmers , value chain and market linkages and marketing opportunities and main challenge. Their use ranges the production of mainstream pharmaceutical products to herbal medicine preparation. The MKSP and JOHAR project are working in 19 village of Barwadih block through JSLPS and MKSP is working in 15 PG.



# Objective

- To understand the current value chain and market linkages medicinal plant local and external marketing opportunities.
- To explore existing value chains and the main challenges in market linkage.
- To understand and determine process and practices of making viable value chains and opportunities of medicinal plant products and its markets linkages.

# Methodology Of Study

- **Area of study** - Five village (Nawadih, Chungru, Baridohar, Amdiha, Likumkhad) of Barwadih block of Latehar District in Jharkhand.
- **Source of Data** – Primary data collection from the medicinal plant cultivation by farmers and focused group discussion and personal interview local and external retailer shops.
- **Sample size** – 50 primary producer of medicinal plant and participant of NTFP. and local 4 retailer shops.
- **Sampling** – Random Sampling and Snowball Sampling method was Used and questionnaires.
- **Data collection procedure** – Depth interview of farmers and retailer shops and observation.



## Five village Information

### **Nawadih**

PG Name – Shakti Aajivika  
Utpadak Samuh  
Total PG Member – 60  
Total SHG - 22

### **Chungru**

PG Name – Anjali Aajivika  
Utpadak Samuh  
Total PG Member – 64  
Total SHG - 27

### **Baridohar**

PG Name – Pari Aajivika  
Utpadak Samuh  
Total PG Member – 50  
Total SHG - 7

### **Amdiha**

PG Name – Amdiha Aajivika  
Utpadak Samuh  
Total PG Member – 64  
Total SHG – 16

### **Lukumkhar**

PG Name – Kiran Aajivika Utpadak  
Samuh  
Total PG Member – 40  
Total SHG - 7

## NTFP Seeds and Market Rate(Per kg)

Latehar retailer Shankar saw we have got the highest number of 15 ton Chakwad sells. And now it is 200 ton kawat in 2019 and 12 ton kawat in 2012 and it sells directly in wholesaler (Banaras, Allahabad, Kanpur and Patna ). In the latehar district 16 types of medicinal seeds are obtained from NTFP in the following table.

| SL. No | Particular | Season         | Quantity Unit | Amount |
|--------|------------|----------------|---------------|--------|
| 1.     | Sataour    | March to April | 1 kg          | 200    |
| 2.     | Khirna     | March to April | 1 kg          | 110    |
| 3.     | Korya      | August         | 1 kg          | 175    |
| 4.     | Munjani    | May to June    | 1 kg          | 200    |
| 5.     | Bhabhirag  | April to May   | 1 kg          | 600    |
| 6.     | Chhitkajri | March to April | 1 kg          | 150    |
| 7.     | Amla       | April to May   | 1 kg          | 100    |
| 8.     | Aithoni    | Nov to Jan     | 1 kg          | 20     |
| 9.     | Kewat      | Oct to Nov     | 1 kg          | 30     |
| 10.    | Chiraita   | June to Dec    | 1 kg          | 40     |
| 11.    | Vantulsi   | Nov to Jan     | 1 kg          | 20     |
| 12.    | Harra      | April to June  | 1 kg          | 15     |
| 13.    | Behera     | April to June  | 1 kg          | 15     |
| 14.    | Gudmarpati | Nov to Jan     | 1 kg          | 80     |
| 15.    | Mugmoti    | April to May   | 1kg           | 150    |
| 16.    | Chakwad    | Nov to Jan     | 1kg           | 12     |

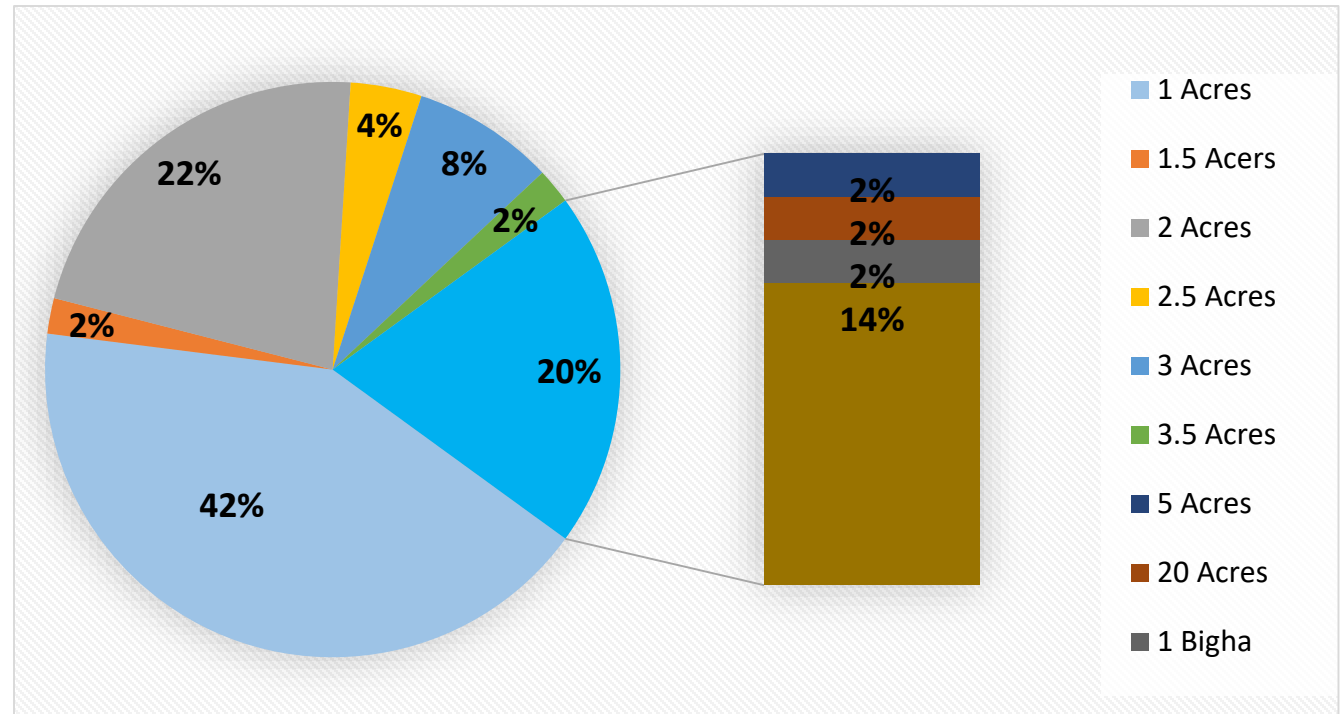
## Data Analysis

### Land Area (in Acres)

No of Respondent - 50

Fig.1 This Graph shows that available land area in areas. About 42 % of the farmers own 1acre land. These small farmers cultivate their land after rainy season and otherwise migrate. This small farmer, already they do not have land, farmers are migrated and do cultivation in summer. About 22 % of farmers has 2 acres land. They depend on farming and labor work in nearby them. 14 % of farmers have 0.02 to 0.55 dismal land. They are small and poor farmers and they will collect NTFP products from forest and migrated. About 8 % of farmers has 3 acre or 4 % farmers has 2.5 acres land and they depend on agriculture activities. About rest 2% of farmers have 3.5 acres, 5 acres, 1.5 acres, 20 acres and 1 bigha, they stay together, and their land are not settled. 2 % of farmers has 1.5 acre of land, they cultivate and migrate.

| Land Area (in Acres) |    |
|----------------------|----|
| Acres                | HH |
| 1 Acres              | 21 |
| 1.5 Acers            | 1  |
| 2 Acres              | 11 |
| 2.5 Acres            | 2  |
| 3 Acres              | 4  |
| 3.5 Acres            | 1  |
| 5 Acres              | 1  |
| 20 Acres             | 1  |
| 1 Bigha              | 1  |
| 0.02 to 0.55 Dismil  | 7  |

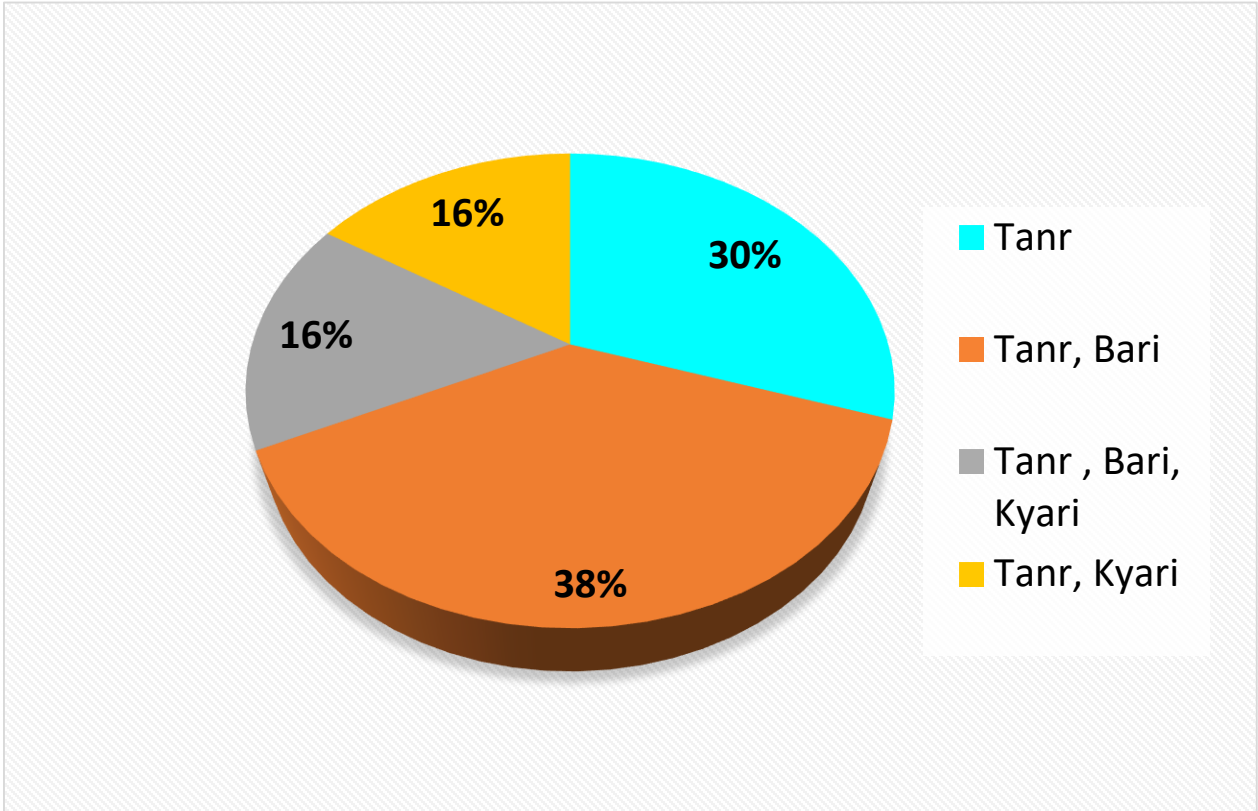


# Type of Land

No of Respondent - 50

Fig. 2 This Graph shows that the type of land. About 38% of farmers have Tanr, Bari alternate cultivation of pulses and maize in these lands. About 30% of farmers have Tanr cultivating pulses in these lands. About 16% of farmers have Tanr (pulses), Bari (vegetable)and Kyari (paddy) in these areas. About 16% of farmers are doing Tanr, Kyari cultivation in these lands.

| Type of Land       |    |
|--------------------|----|
| Land               | HH |
| Tanr               | 15 |
| Tanr, Bari         | 19 |
| Tanr , Bari, Kyari | 8  |
| Tanr, Kyari        | 8  |

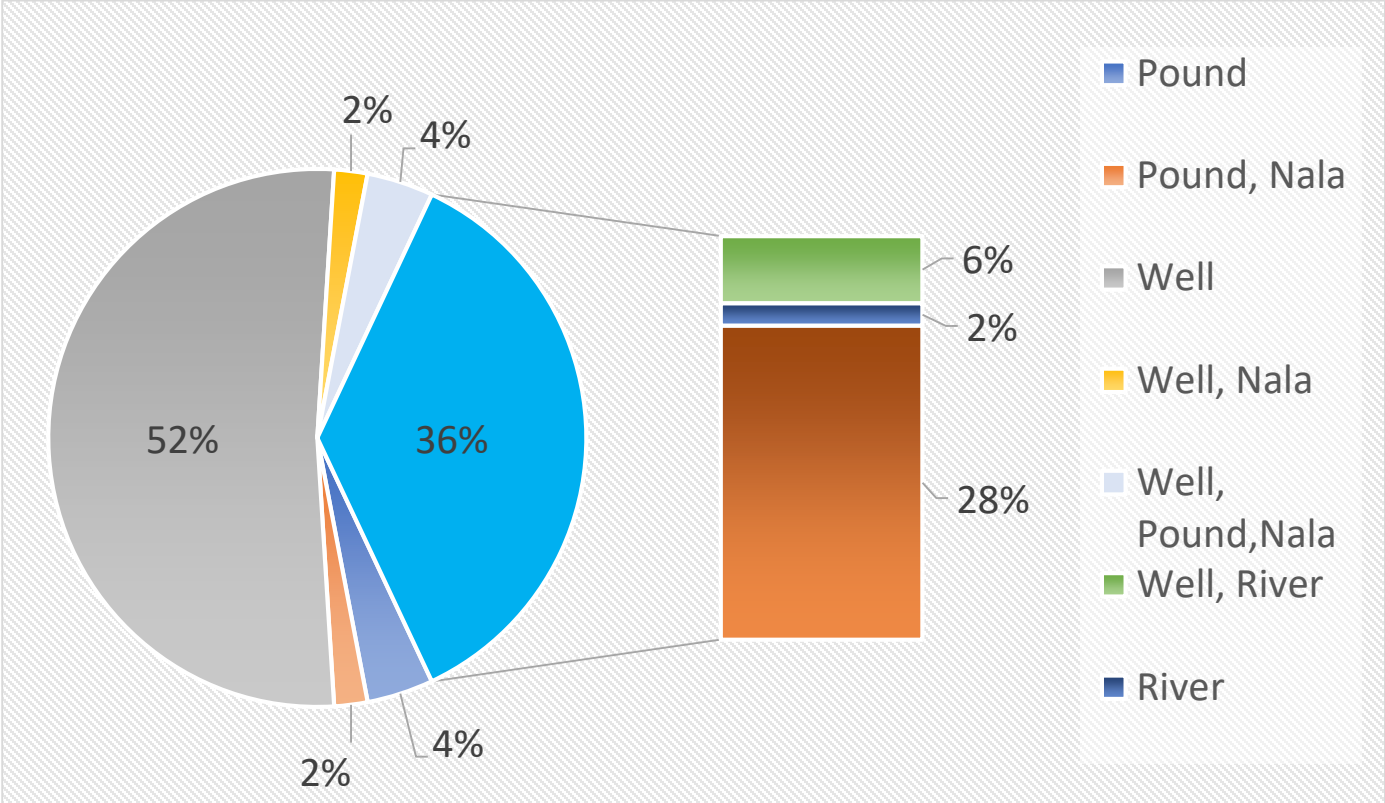


# Irrigation facilities

No of Respondent – 50

Fig.3 This Graph shows that Irrigation facilities of land farmers. About 52% of farmers have access to well but well generally goes dry. And, 28% of Farmers depends on rain of irrigation. Graph also shows 6% of farmers has access to both Well and river to irrigate two crops. As, 4% of farmers have access to pond, and they also irrigate two crops. About 4 % of farmers have Well, Pond and Nalla facilities for irrigation but they will not have access to machines and motors. Nearly 2% of the farmers have access to Pond and Nalla. And, 2 % farmers are near-by Well and Nalla. About 2 % farmers has access to river but they cannot cultivate well because there is no money to transport water to the field for irrigation.

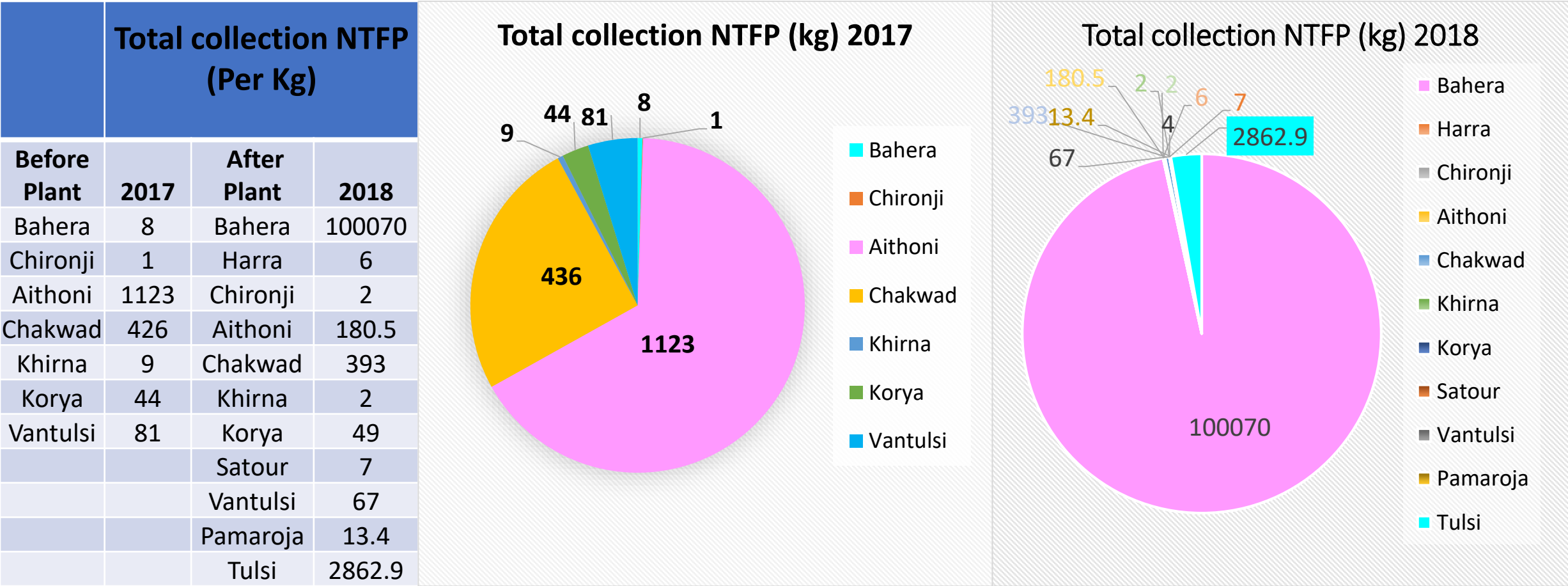
| Irrigation facilities |    |
|-----------------------|----|
| Irrigation            | HH |
| Pound                 | 2  |
| Pound, Nala           | 1  |
| Well                  | 26 |
| Well, Nala            | 1  |
| Well, Pound, Nala     | 2  |
| Well, River           | 3  |
| River                 | 1  |
| Rain - Fed            | 14 |



# Total collection NTFP (kg) 2017 and 2018

No of Respondent – 50

Fig. 4 This Graph shows that in total collection NTFP (Kg) 2017 and 2018. About the farmers collected the Aithoni in a large amount that is 1123 kg and sell it in the local market. But in 2018 they used to collect the Behera in large quantity due to the availability of the PG that is 100070 kg. It concludes that they prefer the product according to the access of market.

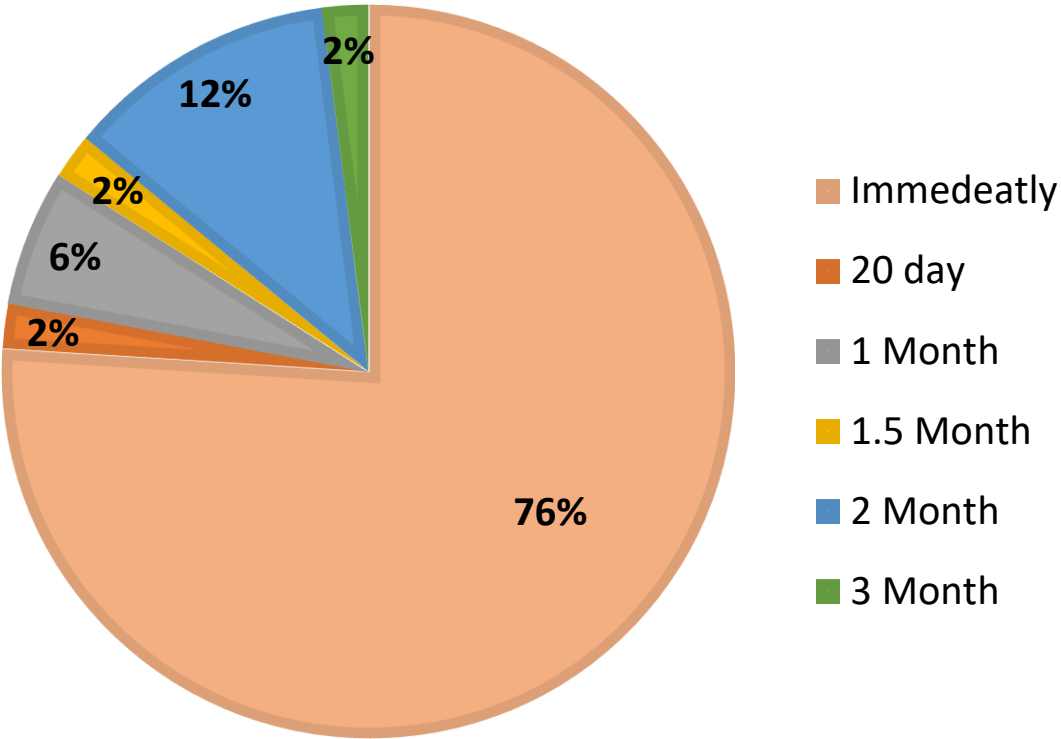


# Adequate Number of Buyers are available after Harvest

No of Respondent – 50

Fig. 5 This Graph Shows that Adequate Number of Buyers are available after Harvest. About 6% of the farmers Immediately sell the raw material in local market and gets money immediately. The seed of Tulsi was kept for 20-day, 1 month, 1.5-month, 2 month and 3 months as it was selling in PG and due to not taking it in RSC, it was kept by him for more than a day.

| Adequate Number of Buyers are available immediately after Harvest |    |
|-------------------------------------------------------------------|----|
| Number of Buyers                                                  | HH |
| Immedeatly                                                        | 48 |
| 1 Month                                                           | 1  |
| 1.5 Month                                                         | 1  |

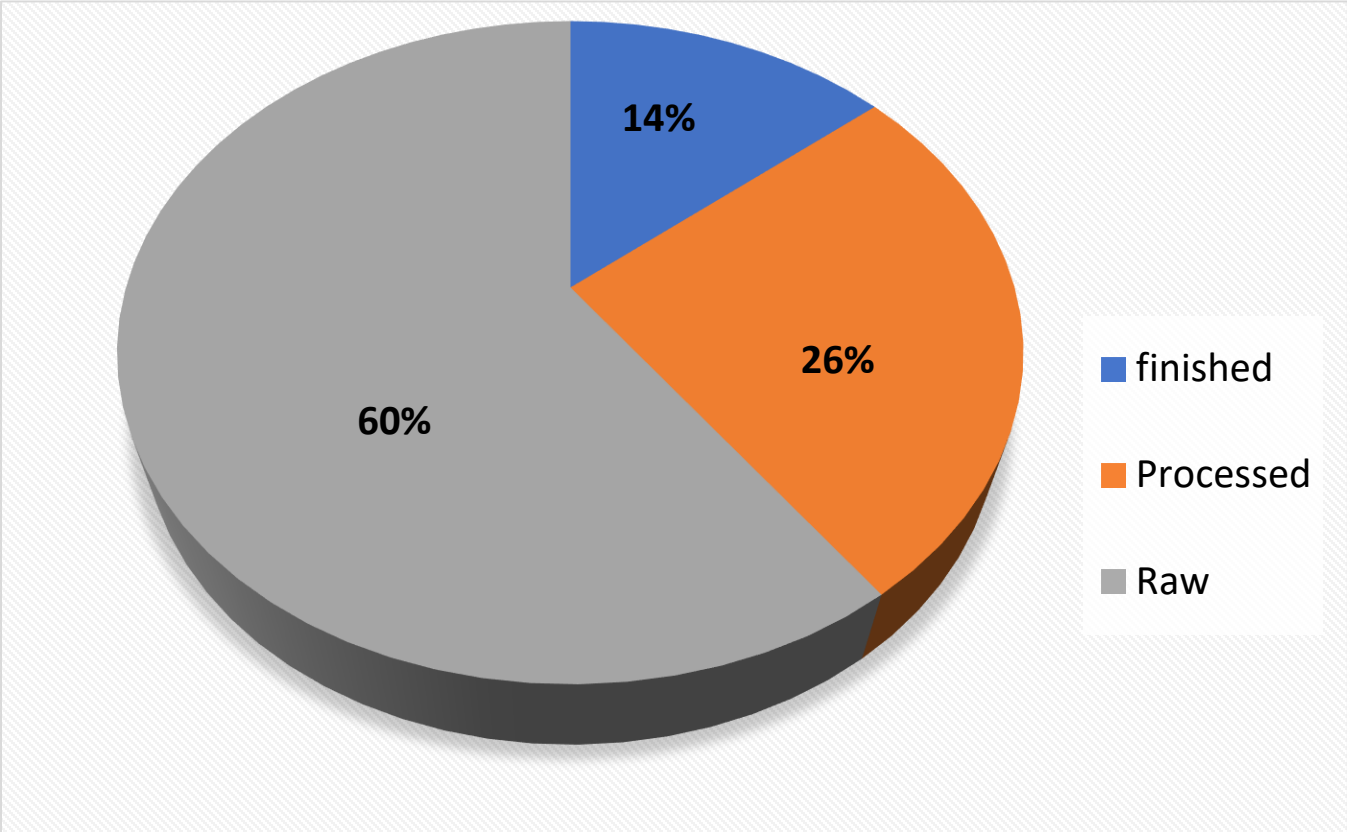


# How these products reach the market

No of Respondent – 50

Fig.6 This Graph shows that how these products reach the market. About 60 % of the farmers sell Raw material in the local market after collecting the NTFP. 26 % farmers have Processed Tulsi and sold in PG. 14% farmers cultivate the lemongrass it gets lost due to unavailability of the water.

| How these products reach the market |    |
|-------------------------------------|----|
| Products                            | HH |
| finished                            | 7  |
| Processed                           | 13 |
| Raw                                 | 30 |

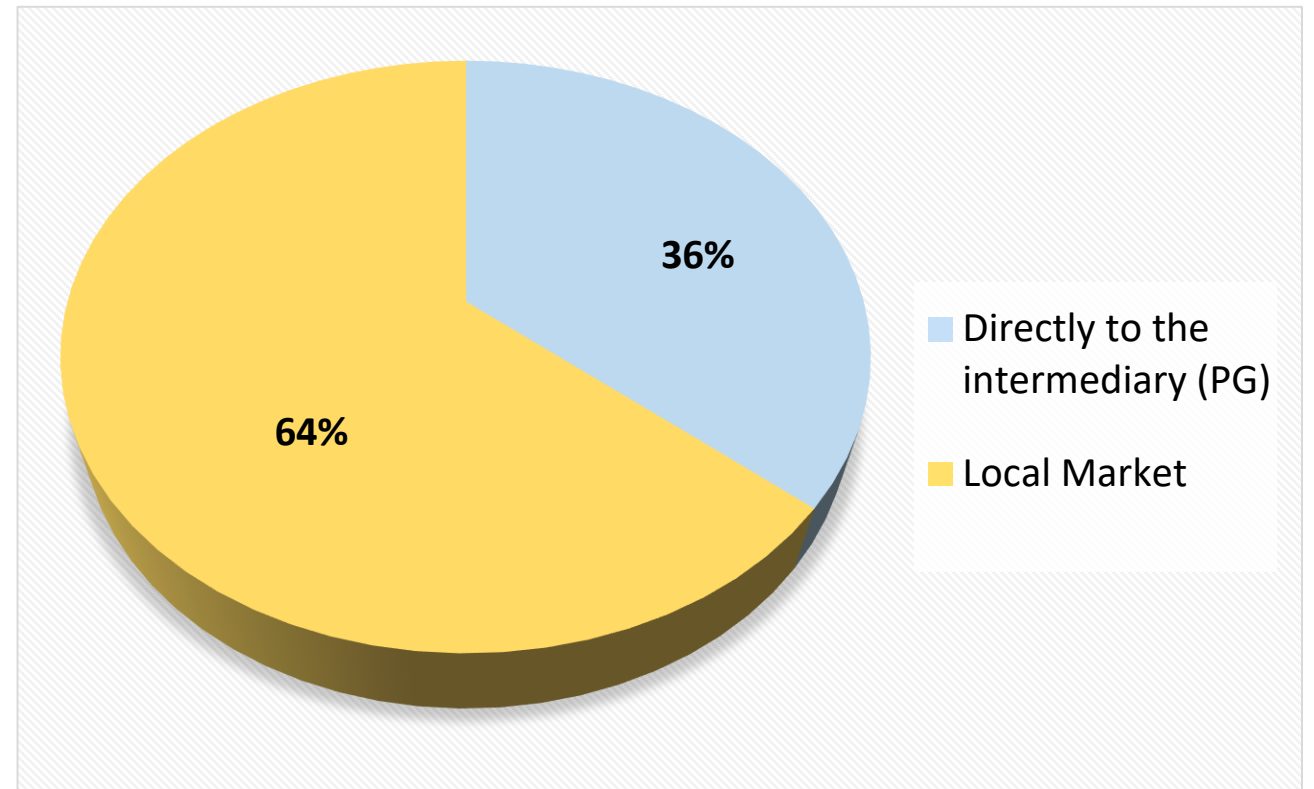


# Where did you sell your products

No of Respondent – 50

Fig.7 This Graph shows that where product soled status. About 64 %of the farmers sell their product in local Market, which includes the Non timber forest product and 36 % of the farmers sell their product directly in the intermediary (PG), mainly Tulsi and Bahera.

| Where did you sell your products  |    |
|-----------------------------------|----|
| Sell Products                     | HH |
| Directly to the intermediary (PG) | 18 |
| Local Market                      | 32 |

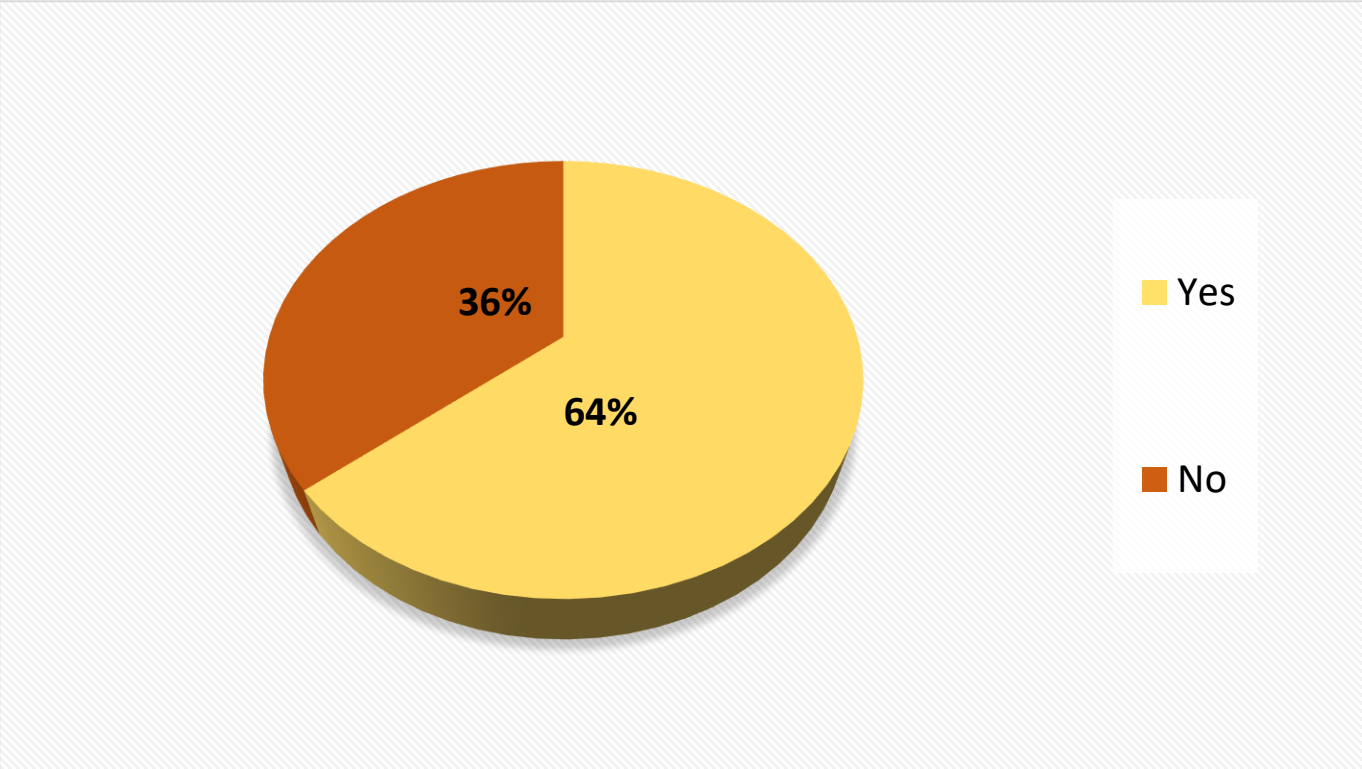


# Any Transportation cost

No of Respondent - 50

Fig.8 This Graph shows that Transportation cost. About 64% of the farmers spend transportation cost due to distance of the local market. 36 % of the farmers who sell Directly to the intermediary (PG) do not spend any fare for the transportation.

| Any Transportation Cost |    |
|-------------------------|----|
| Transportation          | HH |
| Yes                     | 32 |
| No                      | 18 |

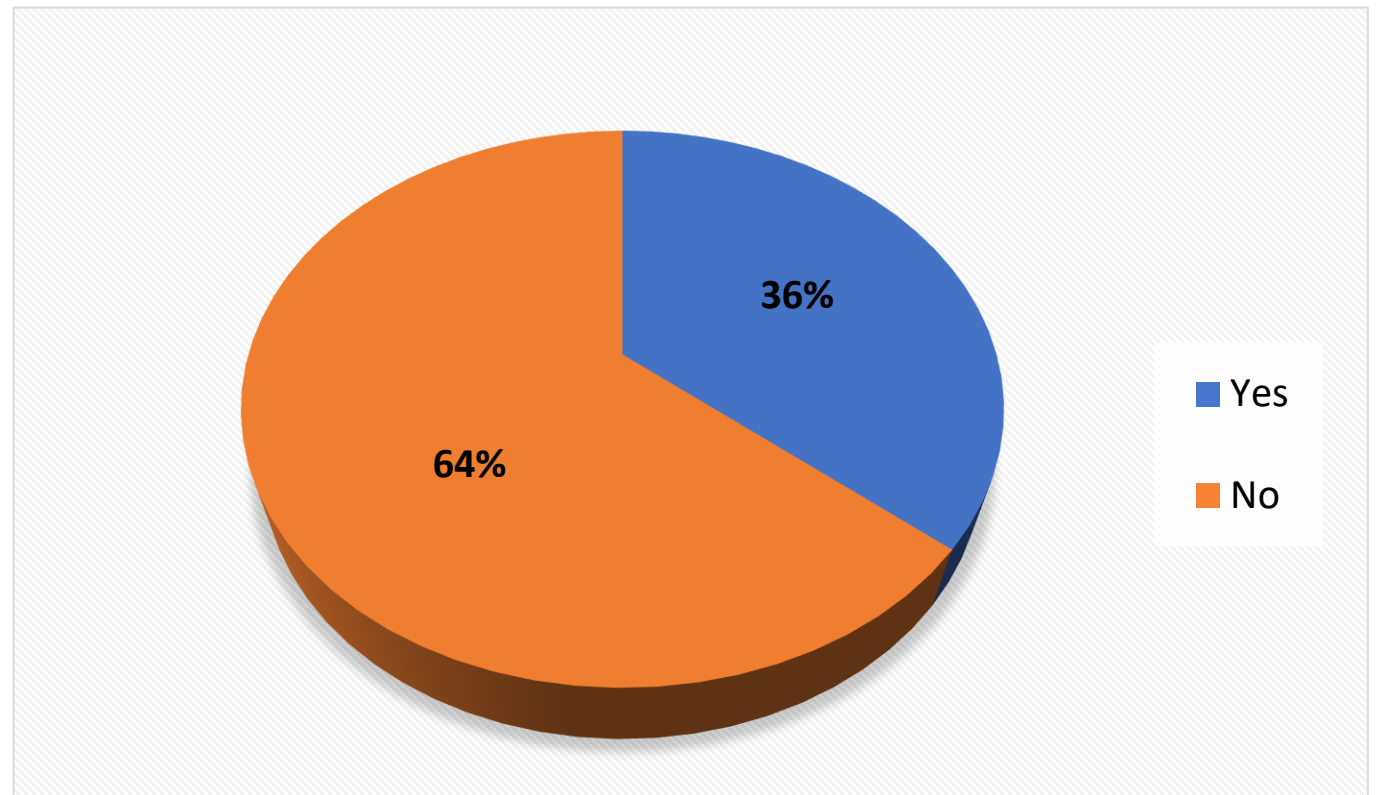


# Would you like go for lemongrass / vetiver cultivation

No of Respondent - 50

Fig. 10 This Graph shows that opinion of the farmers in cultivation of lemongrass and vetiver About 36% of farmers want to cultivate the lemongrass due to have the more information about the benefit of the lemongrass and cultivation technique. About as 64% of the farmers do not want to cultivate the lemongrass due to lack of the irrigation facility and information.

| Would you like go for lemongrass /<br>vetiver cultivation |    |
|-----------------------------------------------------------|----|
| Lemongrass/ Vetiver<br>Cultivation                        | HH |
|                                                           | 18 |
| Yes                                                       |    |
| No                                                        | 32 |

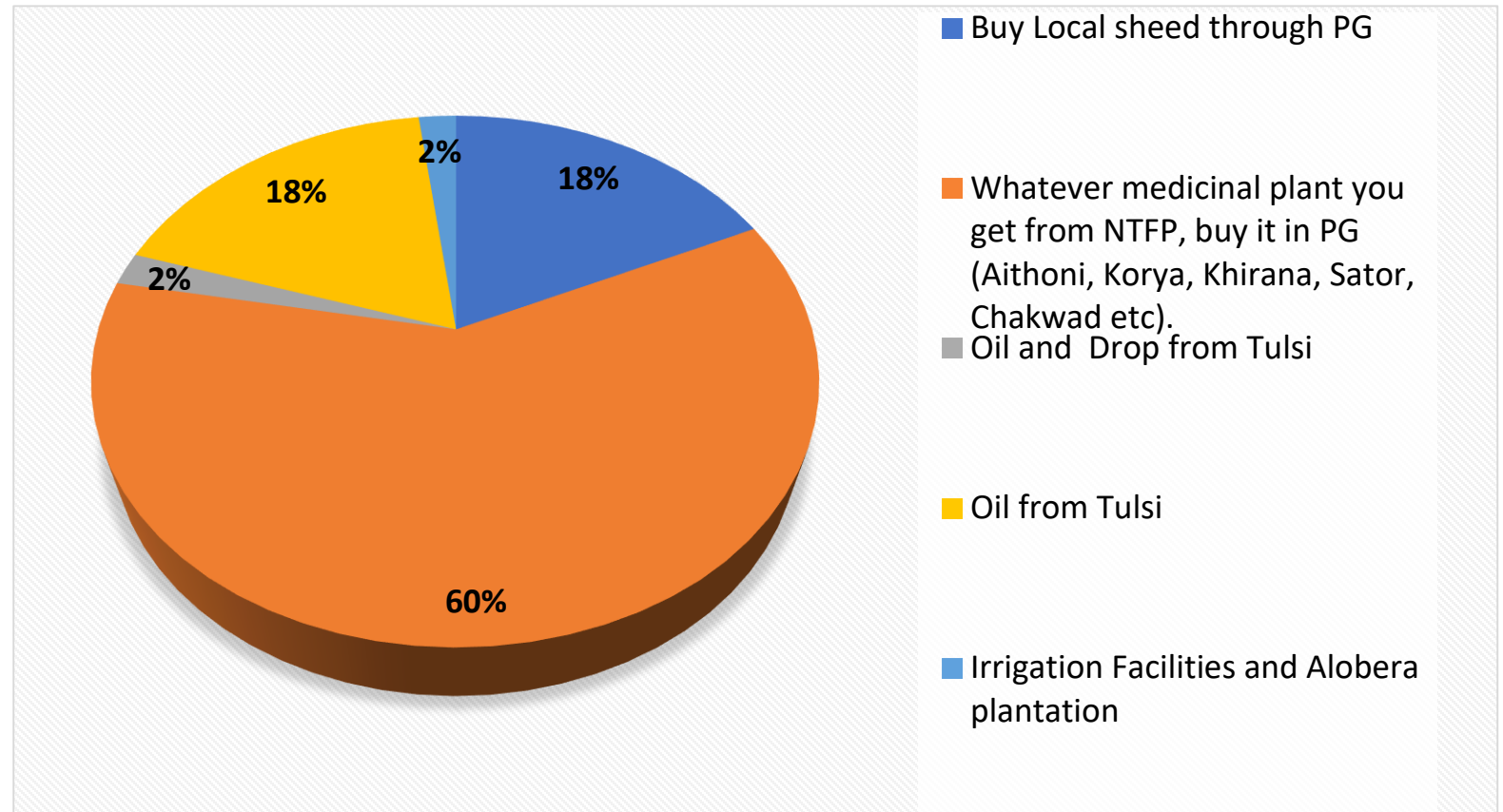


# Farmer Suggestion

No of respondent – 50

Fig. 11 This Graph shows that farmer Suggestion. About 60 % of the farmers want to sell the NTFP (Aithoni, Korya, Khirana, Sator, Chaldwad etc.) in PG. About as 18% of the farmers want to buy local seed (pluses and maize) through PG and 18 % of the farmers want oil from Tulsi. About 2 % of the farmers want the oil and drop from Tulsi and 2 % of the farmers demand for the Irrigation facilities and Aloe Vera plantation.

| Farmer Suggestion                                                                                       |    |
|---------------------------------------------------------------------------------------------------------|----|
| Suggestion                                                                                              | HH |
| Buy Local sheed through PG                                                                              | 9  |
| Whatever medicinal plant you get from NTFP, buy it in PG (Aithoni, Korya, Khirana, Sator, Chakwad etc.) | 30 |
| Oil and Drop from Tulsi                                                                                 | 1  |
| Oil from Tulsi                                                                                          | 9  |
| Irrigation Facilities and Alobera plantation                                                            | 1  |



## Challenges

- Farmers having availability of water resources due to poor irrigation system.
- Poor connectivity of the market due to lack of transportation transport facility to sell products in city market.
- Farmers and villagers having very less knowledge of online marketing and price checking of commodity, so they don't know the actual price. Community which selling indiscriminate harvesting and post-harvest treatment are not practicing.
- Add value to medicinal plant products is limited by the lack of in addition packaging material.

## Scopes of market linkages for medicinal plant farmers

- Farmers should be select medicinal plants well.
- To enhance awareness about the medicinal plant and NTFP of the people of the village is an income and to save it even further.
- Transfer of information on mobiles, message and WhatsApp's through different channels.
- Grading and sorting facility to the PG member in the market.
- Farmers production to sell in market linkage and formation of warehouse to store the product for taking better price from market.
- Support price for each commodity and regular update in price to the PG.
- Market transparency and fair value of business information in PG.
- In addition to Harra, Bahera and Chironji, whatever medicinal plant you get from NTFP can be taken through PG.
- According to area, Allobara plant can be cultivated.

## Conclusion

The study conclusion that Mahila Kisan Sasaktikarn Pariyojana project are authority by JSLPS. the SHG women to increase their livelihood and to reconnect them to their land and decrease their migration. But at ground reality farmers are having many problems regarding water scarcity and other input like medicinal plant production. It some farmers have good production then there is very less available to market access, poor connectivity and large distance which increases the money like transportation charge commission agents for selling their produces in the market.

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