

Study on Exploring Local and External Marketing
Opportunities for Medicinal Plant Cultivated by
Farmers Under Mahila Kisan Sasaktikaran Pariyojana
in Latehar Districts of Jharkhand

By

Vidyutama Tigga

*Dissertation submitted for the partial fulfillment of the
MBA Rural Management*

Academic year, 2017-2019



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THE IIHMR UNIVERSITY, JAIPUR

TO WHOMSOEVER MAY CONCERN

This is to certify that **Vidyutama Tigga** student of **MBA Rural Management** from **The IIHMR University, Jaipur** has undergone dissertation training at Jharkhand State Livelihood Promotion Society Latehar (Jharkhand) from 25th February 2019 to 03rd May 2019.

The candidate has successfully completed the study assigned to him "**Study on exploring local and external marketing opportunities for medicinal plant cultivated by farmers under Mahila Kisan Sasaktikarn Pariyojana in Latehar District of Jharkhand**" during his dissertation training and approach to the study has found sincere, scientific and analytical.

The dissertation is for fulfilment of the course requirements.

I wish him all success in all his future endeavors.

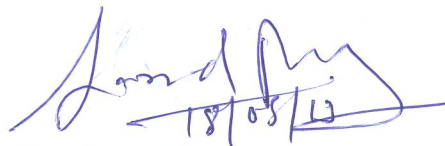


Dr. Ashok Kaushik

Dean, Academic and Student Affairs

The IIHMR University, Jaipur

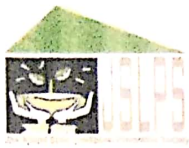
18 May 2019



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Certificate of Internship

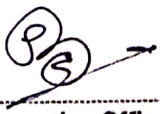
This is to certify that Mr. /Ms. Vidyaantama Tigga student of
IIHMR University, Jaipur has successfully completed internship, under

MKSP theme of National Rural Livelihood Mission. The area /
topic of internship was "Study on exploring local and external marketing opportunities for medicinal plant cultivated by farmers under MKSP", under the
guidance of Mr. / Ms. Anil M. Akhtar - SPM (MKSP)

We wish all the best for future endeavors.

Effective Date : 25 / 02 / 2019

Relieving Date : 03 / 05 / 2019


Chief Operating Officer

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation “ **Study on exploring local and external marketing opportunities for medicinal plant cultivated by farmers under Mahila Kisan Sasaktikaran Pariyojana** ” submitted by Vidyutama Tigga Enrollment No - IIHMR – U/03/2017-19/0029 under the supervision of Dr. Sazzad Parwez for award of MBA in Rural Management of the University carried out during the period from **25th February 2019 to 03rd May 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship. Fellowship, titles in this or any other institute or other similar institution of higher learning.

Vidyutama Tigga
Signature

ACKNOWLEDGEMENT

The dissertation opportunity I had with Jharkhand State Livelihood Promotion Society (JSLPS), Latehar (Jharkhand) was a good chance of learning and professional development. I am also grateful for having a chance to meet so many wonderful people and development professionals who led me through this dissertation period.

I am using this opportunity to express my deepest gratitude and special thanks to Arif M. Akhtar (SPM of JSLPS) and Pallavi Pardiya (PE of JSLPS) who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my dissertation.

I express my deepest thanks to Dr. Sazzad Parwez, Assistant Professor at IIHMR University and my mentor for giving me necessary advices and guidance to make this study easier. I choose this moment to acknowledge their contribution gratefully.

I perceive this opportunity as a milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and I will continue to work on their improvement in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Place: Jaipur

Vidyutama Tigga

Date:

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Executive summary

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

This JSLPS would be one of the finding and ecofriendly herbal medicine. where 12500 respondents are being promoted through scientific and justified innervation methods. JSLPS will cover in four potential districts of Jharkhand. It is including 10 block and 500 village, where 25 farmers work from very will village. The operation will focus on promotion of 400 producer group and for development of social capitals under 16 production cluster, where each cluster will cater 780 net farmers and develop 16 production cluster these will be worked as processing collection centers in future.

Medicinal plants are in the state of crisis management. These rate of development in herbal medicinal plants production. According to the world health organization of medicinal plant is more of are organs contains substances can be used for therapeutic purposes. And which are precursors connection for pharmaceutical. In this state 1500 medicinal and homeopathic or herbal species are found, which contributes 5% of the total production of herbal medicinal production in the country. It is 8% increase in the horticulture and animal husbandry. The suggest that it has 85 presents of the herbal medicines are used in modern health care system were obtained to medicinal plants. develop for the medicinal and herbal plants cultivation these sustainable utilizations are better known to selection of farmers. It is place faces behind number of 400 million children, women and men belonging of families with small and marginal holding as well as landless labour families are in the large distress. Information on these spreading of herbal medicinal plants is extent for 10% and agro technology is available for 1% of the total known plants in India.

In this study to understand the current value chain and market linkages medicinal plant marketing opportunities. to explore existing value chain and the main challenge in market linkage. To understand and determine process and practices of marketing value chain and opportunities of medicinal plant products and markets linkages and scope. What is the medicinal plant from NTFP can collect and sell in the market and how to add to your livelihood?

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.

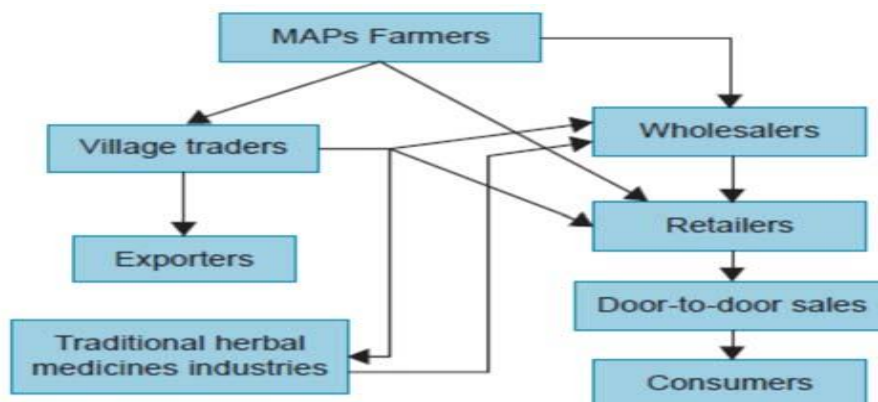
Methodology:

This study is primary data, a sample size of 50 primary producer of medicinal plant and participant of NTFP and local 4 retailer shops. Area of study are five village (Nawadih, Chungru, Baridohar, Amdiha, Lukumkhad) of Barwadih block of Latehar District in Jharkhand. A sample size of 50 primary producer of medicinal plant and participant of NTFP and local 4 retailer shops. The organization working study 68 days. source of primary data collection for the medicinal plant cultivation, by farmers are focused group discussion, and personal interview local and external retailer shops. data analysis of MS- Excel and SPSS. Data collection procedure of depth interview of farmers and retailer shops and observation.

Major Finding:

Supply chains are often very long, in which primary collectors and producers, local contractors, regional wholesale markets, large wholesale markets and special phases are involved. In the supply chain Medicinal plants, their cultivation, wild harvesting, processing and management of important resources are in different requirement. to become competitive in the external market of medicinal plant, Value chain must become more elastic, innovatory and efficient so that it can bring new products to market in time. A good incentive scheme leads the sales team to a common goal and promotes a friendly environment and healthy competition. Ideally incentive plans should promote a desired behavior or result, but sometimes they miss the mark, this can happen because they have disappeared, there is a lack of any real motivational element, or simply depressed.

Supply Chain of Medicinal Plants



Farmers having to do not access of the market facilities. Lack of awareness to the medicinal plant and due to this reason not can getting benefit of the farmers. Lack of water resources available for poor irrigation system. Less condition of the market for the farmer, lack of production of the farmer and explosion of the commotion agents in the market. They are not properly connected to the market. Large distance and lack of transportation and infrastructure in the village. Should work in that area of knowledge and development opportunities and poor communication and connectivity are factors.

Introduction:

“Jharkhand State Livelihood Promotion Society” (JSLPS) a society registered under Society Registration Act, 1860 on July 2010 under the aegis of Rural Development Department and is working towards promoting livelihood in the disadvantage section of the rural community in the state. The society is implementing women empowerment and livelihood Programme in the state. The society is currently running two important projects viz. Sanjeevani and is the nodal agency for implementation of National Rural Livelihood Mission in the State.

The MKSP and JOHAR project are working in 19 village of Barwadih block and MKSP is working in 15 PG. and 1 Rural Service Center (Sindhu Priya Barwadih Gramin Aajivika Sewa Kendra, Rabdi) this block is running the project of Day NRLM, SSM, JOHAR, MKSP, DDUGKY. total staff member 14 and Resource person is 8 and the cluster is 3 (Barwadih, Chhipadohar, Betla). In the medicinal plant lemongrass, Tulsi, Khas and Gerniyam are being grown now and Harra, Bahera and Chironji is being taken PG through RSC.

The traditional form medicinal plant, medicines are old medicines in Jharkhand. 40 % of the total area of Jharkhand, is surrounded by forest. People around 32 triable community are found, in various area of Jharkhand dominate munda, Santhal, Oraon, kharia, gond, kol, kanwar and saver. They use medicinal plants by old scholars and more medicinal plants are used by such quarterly communities. They use variety of plant species in the Indian, which has broad ecosystem. Estimated species are known for medicinal plants, in the Indian used for the care of human and vigenary access the country, especially in rural medicinal system such as rural community or Ayurveda.

Jharkhand is one of the largest natural resource states in India. In this state, 1500 medicinal and homeopathic or herbal species are found, which contributes 5% of the total production of herbal medicinal production in the country. Jharkhand is a part of national research and development on medicinal species and NTFP has pyramid and other nations Poor condition of spreading knowledge, low rate of adopting scientific method for harvesting of the eco-friendly herbal medicine. 12,500 respondents are being promoted through scientific and equitable intervention method. JSLPS will cover in four potential districts of Jharkhand (west singbhum, gumla, khunti and simdega) it is including 10 block and 500 villages, where 25 farmers work from every village. It is surrounded by 40 % of forest area and 60 % of forest products will be produced within the state. The operational will focus on promotion of 400 productive groups and for development of social capitals under 16 production clusters, where each cluster will cater 780 net farmers and develop 16 production cluster these will be worked as processing collection centers in future. All collection centers will be developed as a processing unit with a territory and beneficiaries. It can also develop as multiple commodity processing centers.

According to the world health organization, herbal medicinal plant is a plant which contains one or more substances which used for therapeutic purposes. Which used for pharmaceutical medicine. Herbal medicinal and herbal plants are gaining popularity in pharmaceuticals and ancient health care system around the world. The suggests that It has 85 presents of the herbal medicines are used in morden health care system were obtained to medicinal plant.



The conserve of herbal medicinal and aromatic plants of community in India. Increase their livelihood, there is a need for further develop from the perspective of sustainable harvesting and protection from existing threats. To engage farmers to participate to cultivation the medicinal herbal plants and to preserve the natural resources. they should be technique, the local people and scientist have different information, skill and trades. the same nature and work of farmer and researchers can get better results. Interactive approach with selection to cultivate medicinal and herbal medicine plants, for their sustainable development it can be improved by farmers. the local farmer directly or indirectly involved to field. The medicinal plants combined their knowledge with scientific knowledge to achieving their goal to increasing protection lives and livelihood.

Review of Literature:

These studies will focus on understanding the challenges and scope of local and external marketing opportunities for medicinal plant. The study will also determine the number farmers cultivating medicinal plant.

Farmer give to middleman supposed to value added opportunities for pricing. Information will create a financially sound system, which can benefit from problem, in which they are charging pattern to change the value chain and the products of different area. To understanding the product and its quality requires to help the requirements and standard quality. In-discrimination harvesting and after harvesting treatment inadequate processing techniques, low yields and poor-quality control processed can direct to the marketing and lack of local market for primary processed products. Lack of adequate technology and market information and access to market facilities due to the absence of research and development. Which can make little bargaining for sales and prices. The distances will due to information discomfort. They highly-quality packaging material is value add to the medicinal products. 80% for the Asia's population, medicinal plant is accessible, affordable and culturally and resource of primary health care. The poor and marginal condition peoples, they can benefit in taking care of health. People those are familiar with herbal or natural and technical and cheap generally dependent on an effective traditional medicine. It is done in the field of fertilization.

Pharmaceutical industry is highly successful to sales the medicinal plant derived medicine reached worldwide \$30 billion in 2002. Currently around 50 % of the total plant come from institutions. While the remaining 50 % comes from herbal medicines. The medicin and homeo plants in India to meet the 162 species domestic and export market. Which can be highly financial and remunerative to small-scale producers. The current gap between demand and supply was estimated at more than 40,000 to 200,000 tone, which was expected to increase from 152,000 to 400,000 tons by 2010. Demand of major Herbal medicines as raw material, the demand of plants will be increasing. Rather it requires high labor input for its collection, production, processing, packaging and transportation, which can create employment opportunities in India.

To the European market for herbal medicinal supplements has been estimates at more than US\$ 2.7 billion and for another further US\$ 0.9 billion Germany is still the largest market for herbal supplements. The market is growing faster than 4 % per year for herbal remedies and supplies and treatment rapidly, medicinal plants are being demanded. As a low-cost manufacturing of high-quality generic medicine in the universal market, India has already established a reputation. In India herbal products can be used as a tool for future marketing. It is expected in the India that a golden can be found between traditional medicine, modern medicine and modern science, which will boon to develop the area of traditional herbal medicine and the medicinal plants in the future.

Analysis and Finding

MKSP Project in Barwadih Block:

The herbal medicines because such plants were found in ample amount in the state. More than 1500 herbal plants are found in the country and a huge plant are found in the country and a huge chunk of them are found in Jharkhand.



All the state of the highest area is in the medicinal herb base livelihood activity promotion three major focal area. One is cultivation of medicinal plant with pre and post harvesting mechanism by installing processing unit and market linkages. Where the farmers will be benefited with end to end value chain approach and development of block / cluster level enterprises will take the sustainability aspect of the program. The second option will be collection of the medicinal base herbs/ seeds from forest and private lands which will further processes and value add by using modern technologies and semi processing units at field level or cluster level and the last option will be the regeneration of forest base medicinal plants and valuable species for sustainability and state within rich biologicals.

MKSP Farmers and Market Linkage:

Barwadih block there are 15 PG which is situated by JSLPS. The Organization provided different market linkages of the state and set-up selection of the area according range and classification machine with the help of Jharkhand state government. The farmers who produces medicinal plant and collected NTFP seeds in their filed are used to sell the medicinal plant on seasonal base to Rural Service Center. Most of the medicinal plants farmers where used to sell them to produces group. Rural Service Center will come to take and purchase the seeds. In Latehar district there are 16 types of medicinal seeds which 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

In Latehar district” Shankar Saw” get the highest number of 15-ton Chakwad sells. Now it is 200-ton kewat in 2019. And 12-ton kewat in 2012, it sells directly to the wholesaler (Banaras, Allahabad, Kanpur and Patna).

Land Area (in Acres)

No of Respondent - 50

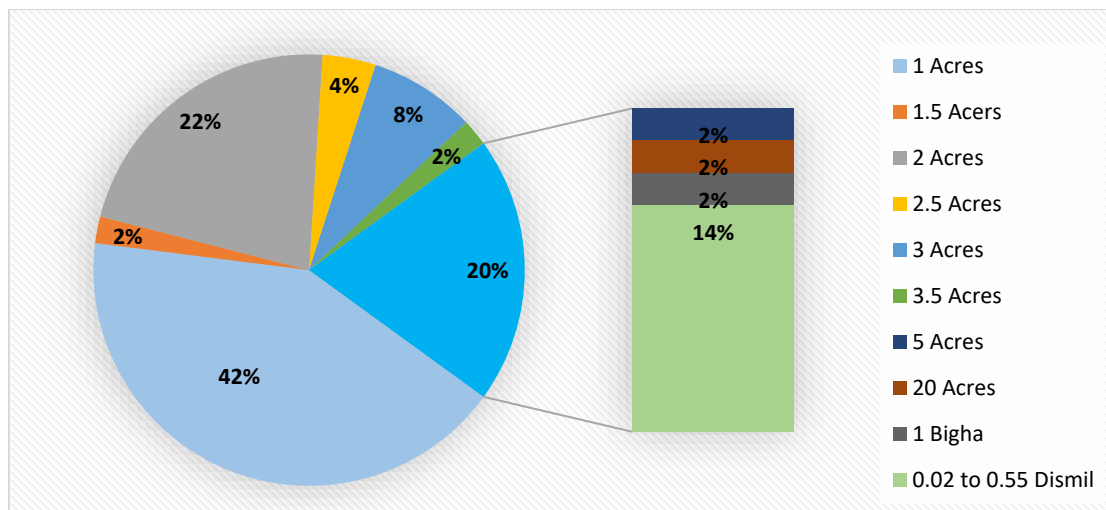


Fig.1 This Graph shows that available land area in areas. About 42 % of the farmers own 1acre land. These small farmers cultivate their land after rainy season and otherwise migrate. This small farmer, already they do not have land, farmers are migrated and do cultivation in summer. About 22 % of farmers has 2 acres land. They depend on farming and labor work in nearby them. 14 % of farmers have 0.02 to 0.55 dismil 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.

Type of Land

No of Respondent - 50

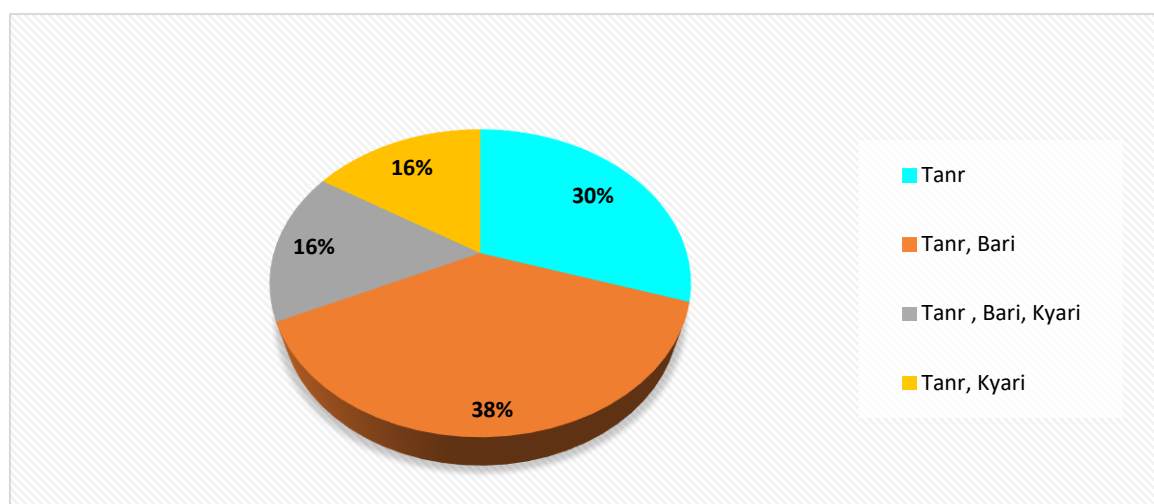


Fig. 2 This Graph shows that the type of land. About 38% of farmers have Tanr, Bari alternate cultivation of pulses and maize in these lands. About 30% of farmers have Tanr cultivating pulses in these lands. About 16% of farmers have Tanr (pulses), Bari (vegetable) and Kyari (paddy) in these areas. About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

Irrigation facilities

No of Respondent – 50

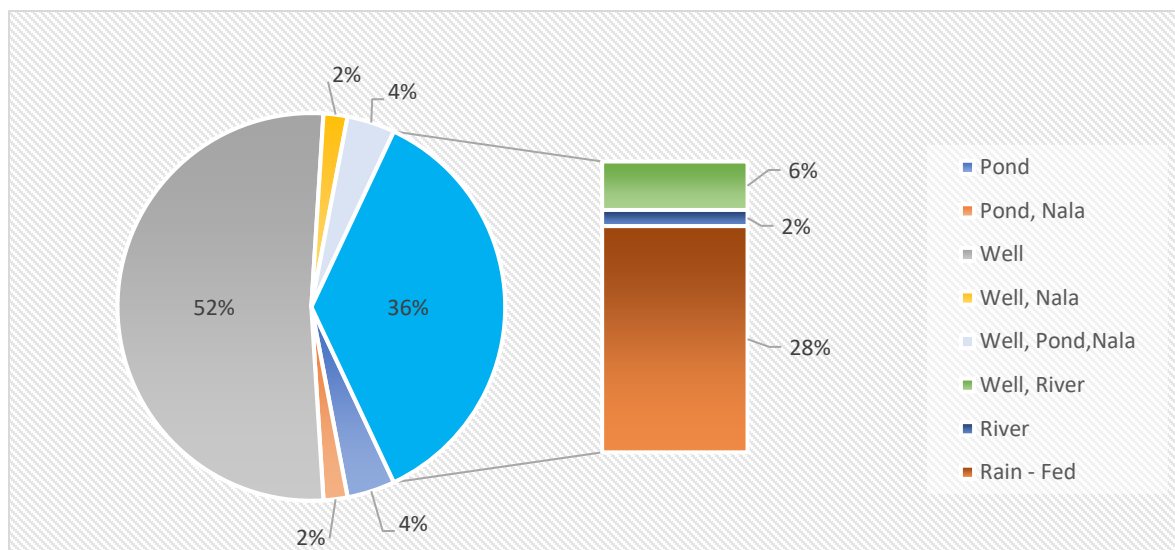


Fig.3 This Graph shows that Irrigation facilities of land farmers. About 52% of farmers have access to well but well generally goes dry. And, 28% of Farmers depends on rain of irrigation. Graph also shows 6% of farmers has access to both Well and river to irrigate two crops. As, 4% of farmers have access 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.

Total collection NTFP (kg) 2017 and 2018

No of Respondent - 50

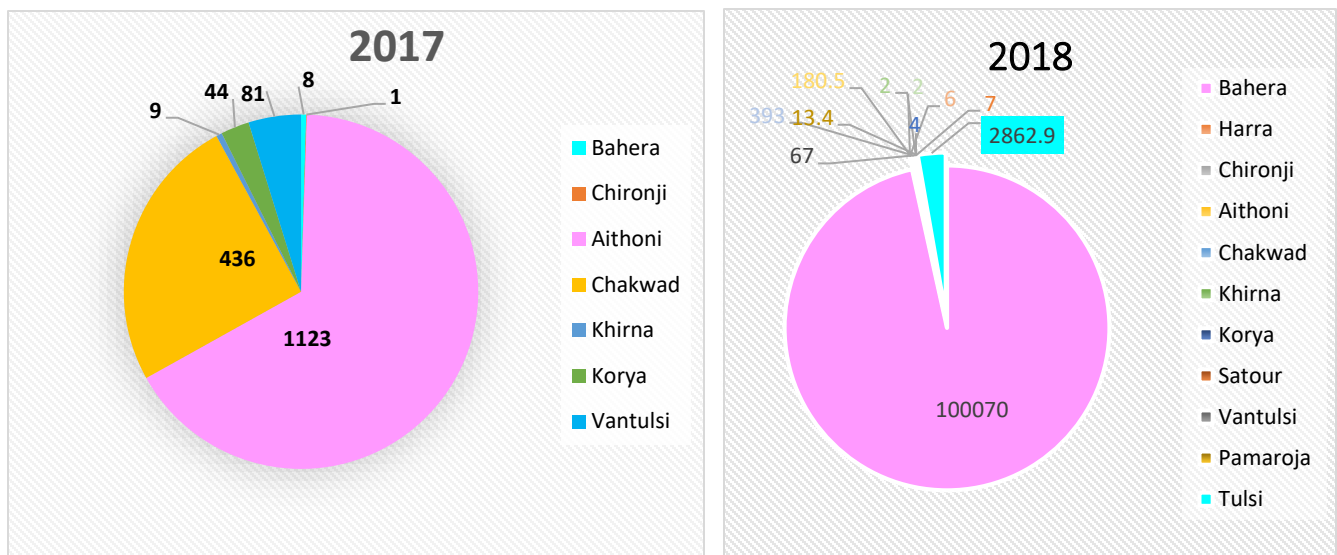


Fig. 4 This Graph shows that in total collection NTFP (Kg) 2017 and 2018. About the farmers collected the Aithoni in a large amount that is 1123 kg and sell it in the local market. But in 2018 they used to collect the Behera in large quantity due to the availability of the PG that is 100070 kg. It concludes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

Adequate Number of Buyers are available after Harvest

No of Respondent – 50

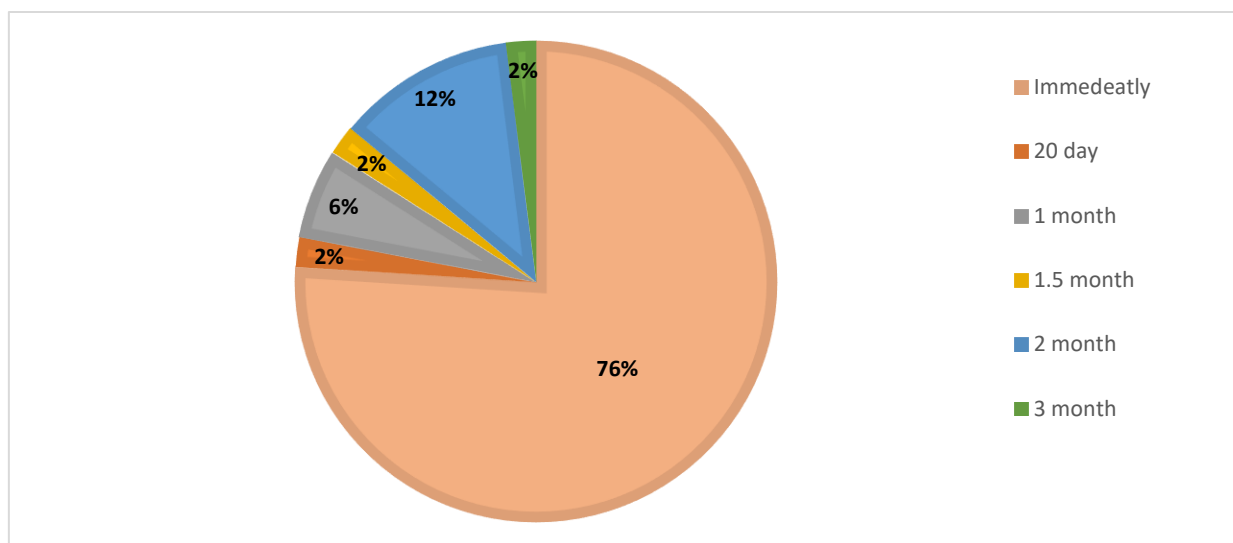


Fig. 5 This Graph Shows that Adequate Number of Buyers are available after Harvest. About 6% of the farmers Immediately sell the raw material in local market and gets money immediately. The seed of Tulsi was kept for 20-day, 1 month, 1.5-month, 2 month and 3 months as it was selling in PG and due to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

How these products reach the market

No of Respondent – 50

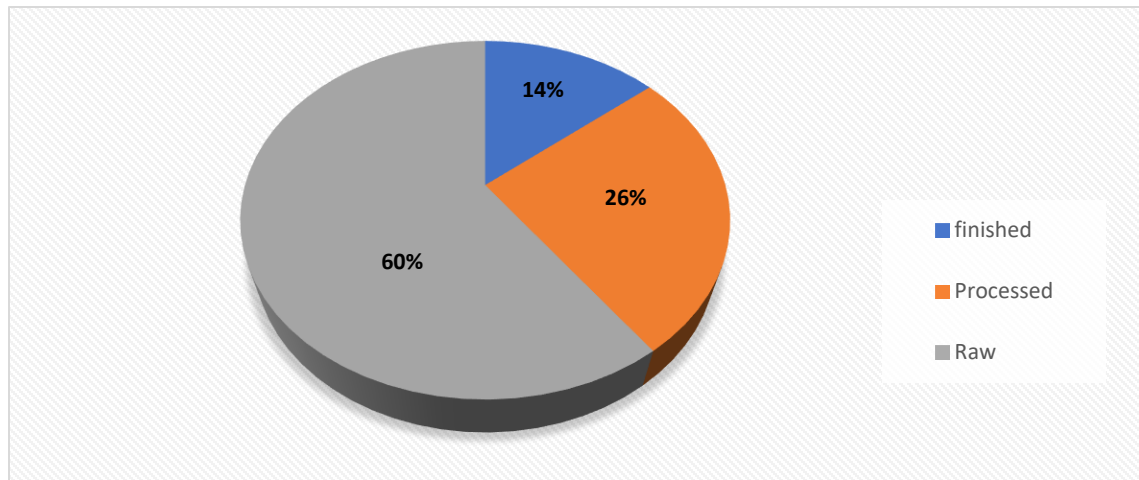


Fig.6 This Graph shows that how these products reach the market. About 60 % of the farmers sell Raw material in the local market after collecting the NTFP. 26 % farmers have Processed Tulsi and sold in PG. 14% farmers cultivate the lemongrass it gets lost due to unavailability of the water.

Where did you sell your products?

No of Respondent – 50

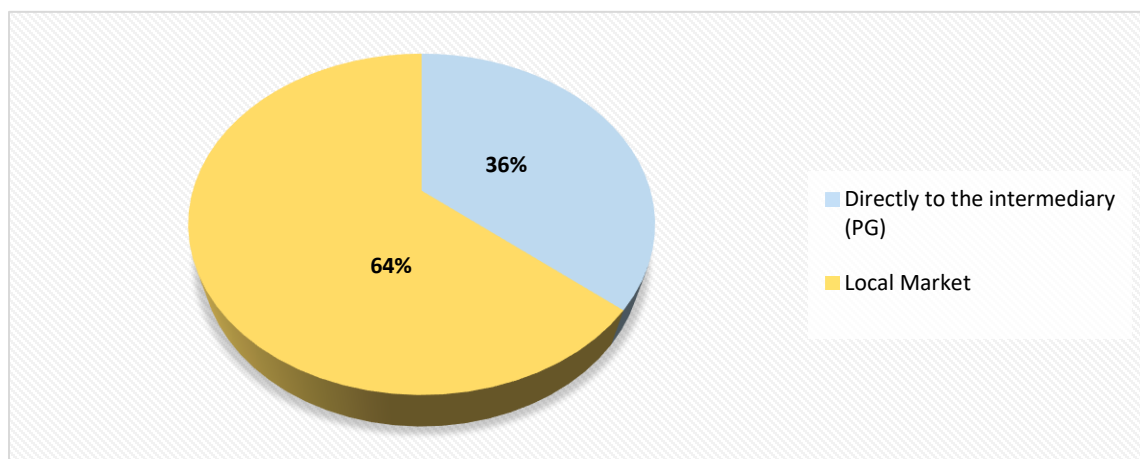


Fig.7 This Graph shows that where product soled status. About 64 %of the farmers sell their product in local Market, which includes the Non timber forest product and 36 % of the farmers sell their product directly in the intermediary (PG), mainly Tulsi and Bahera.

Any Transportation cost

No of Respondent - 50

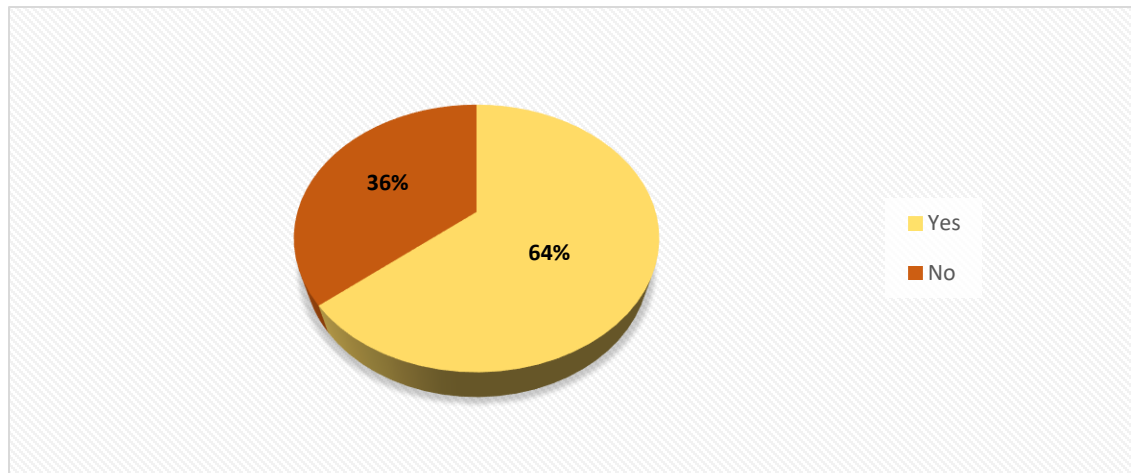


Fig.8 This Graph shows that Transportation cost. About 64% of the farmers spend transportation cost due to distance of the local market. 36 % of the farmers who sell Directly to the intermediary (PG) do not spend any fare for the transportation.

Would you like to cultivate lemongrass / vetiver cultivation?

No of Respondent - 50

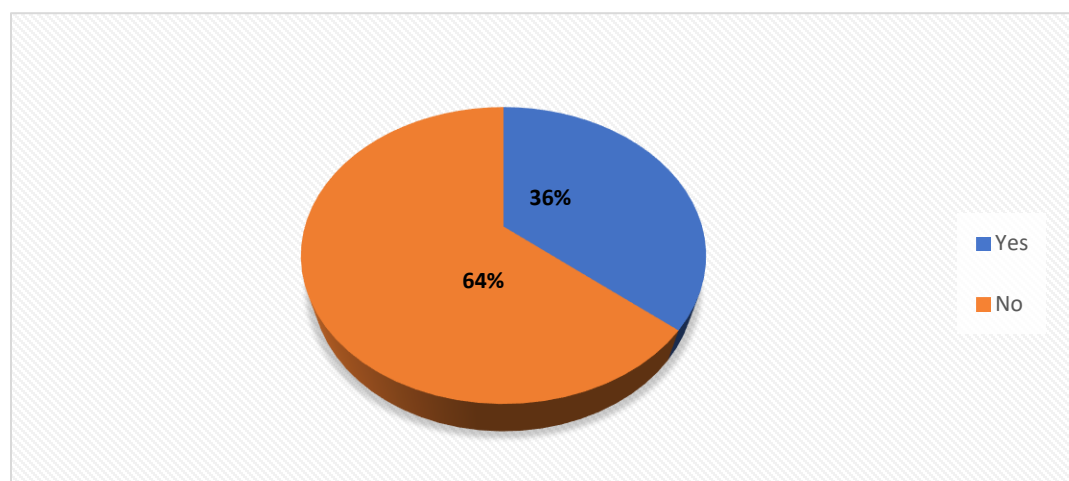


Fig. 10 This Graph shows that opinion of the farmers in cultivation of lemongrass and vetiver. About 36% of farmers want to cultivate the lemongrass due to have the more information about the benefit of the lemongrass and cultivation technique. About as 64% of the farmers do not want to cultivate the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

Farmer Suggestion

No of respondent – 50

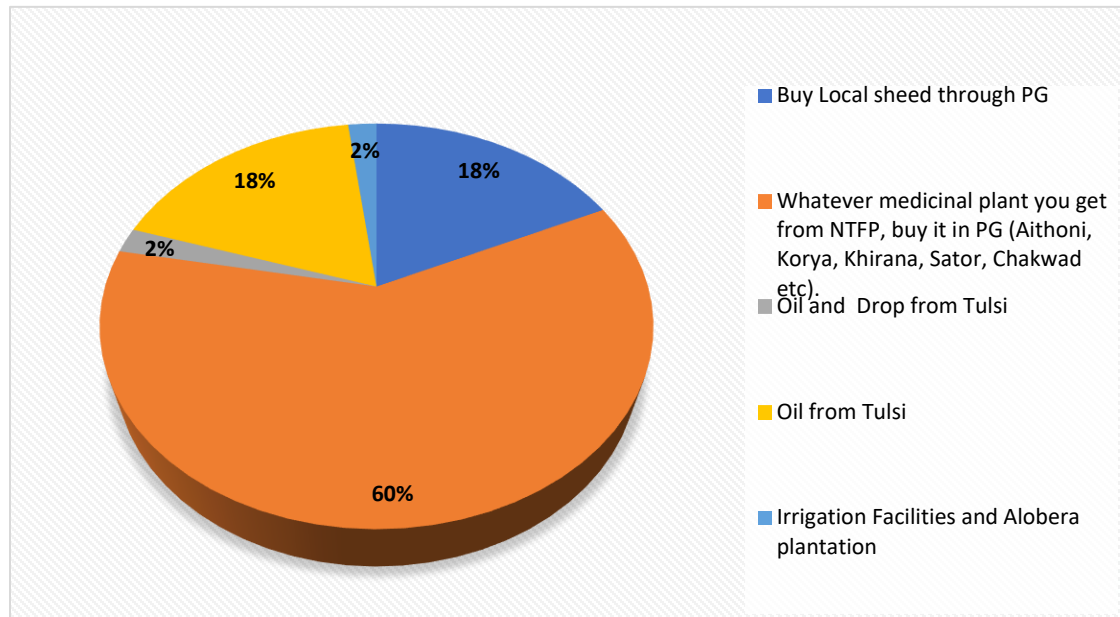


Fig. 11 This Graph shows that farmer Suggestion. About 60 % of the farmers want to sell the NTFP (Aithoni, Korya, Khirana, Sator, Chalwad etc.) in PG. About as 18% of the farmers want to buy local seed (pluses and maize) through PG and 18 % of the farmers want oil from Tulsi. About 2 % of the farmers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

Case Study of Medicinal Plant Farmers:

Case study -1

This story is about Maina Devi. She is 50-year-old woman the member of Samudri Aajivika SHG and Shakti Aajivika Utpadak Samuh. She belongs to Nawadih village, of Chungru panchayat of Barwadih, block in Latehar district. There are 6 members in her house including her grandchild. Her husband has died few days ago due to illness. Her son is also mentally distressed. All members are working outside for earn money. They have 1 acer land but due to lack of irrigation facility she does a bamboo soup and Jhadu. She Sell the non-timber forest product seasonally and take care of her home. She used to collect the NTFP such as flowers, fruits, tubers and herbs. The forest is far away from her house and it is dangerous due to the presence of wild animals. Still she used to go to the forest for collection of the forest product. Farming is dependent on the rain, so they don't get the enough food for her house.



She was Join the Producer group by the suggestion of Active women of the village. Active Women told her about the benefit of the producer group. She has also taken loan from her PG. She had joined the SHG on 2018 and joined the PG from last 6 Month.

At first there was a lot of pressure, sometimes there was nothing to eat but somehow, they live their life. She Joined the PG now and get some support to improving her livelihood. She had collected the given amount of NTFP such as Bahera 10 kg, Korya 35 kg, Chakwad 38 kg, Vantulsi 45 kg and sell it in local market yet. There is no facility of Government scheme and irrigation facility. She wants the training and support to improve her livelihood.

Case study – 2

This story is from Sonia Devi, Age 22 year, SHG name Gyan Aajivika SHG and PG name Shakti Aajivika Utpadak Samuh, Village – Nawadih, Panchayat – Chungru, Block – Barwadih, District – Latehar. She has 2 daughters and her husband. Sonia Devi lives in her mother's home with her children. She collects NTFP from the forest according to the season, also works as a labor and have cultivation. There was lack of information about the benefit of PG when she did not join the PG. She had no money to start any work. Now joining PG is benefiting from the information and improving its livelihood. She used to take loans from PG to teach their children. She goes to forest in early morning to collect the NTFP and after that goes to the other work for earn money for her home. She spends money for the children and stuff with the same money. She does not have any support from her Family too.

Sonia Devi collect NTFP from the forest and sold 20 kg of Bahera in PG, but her money has not been given yet. Now she collected the 10 kg of korya, 15 kg of chakwad, 10 kg of vantulsi and sold all these seeds in the local market. Local market is situated in the 15 km distances. She said that does not have benefit from the local market, but in PG Bahera, Harra, Chironji are purchased and get benefit. She also told that anyone who collect NTFP should be sell in PG and get the right price in right time.

Case Study – 3

This story is from Sahodri Devi, Age 48 year, SHG name Chandni Aajivika SHG, and PG name Pari Aajivika Utpadak Samuh, village – Baridohar, Panchayat – Kuchila, Block – Barwadih, District- Latehar. Total family members are 6. She has 1 Acre agriculture land. They cultivate and work in the local wage and, also collect the NTFP from the forest. Sahodri Devi joined PG in 2018. When she was not joined in the PG she was in debt and not able to repay the loan. She goes to the forest for grazing the cattle and from where she collects the NTFP when she returns from the forest. Due to being on the edge of the forest, the elephant eats and damages the crop every year. She said that PG is helpful when she needed the money.



After joining PG, the children are being taught in the mission school and comes out from the debt. When it is needed, the money gets from PG. Tulsi and Pamaroja were planted by MKSP. Tulsi 8 kg and Pamaroja 8 kg had been sold and benefited 8000. Korya 5 kg, Aithoni 10 kg and Chakwad 20 kg from NTFP were deposited and sold in local market in Chhipadohar. She has used the money for the children a fee, book, copy and household needs. Livelihood has improved a lot due to the PG. She want the some training from PG that we can do from home.

Case Study – 4

This story is from Sarita Devi, she is 35 Years old and her SHG name is Radha Aajivika SHG and PG name is Amdiha Aajivika Utpadak Samuh. She belongs to Village – Amdiha, Panchayat – Mangra, Block – Barwadih, District – Latehar of Jharkhand. There are 5 members in her family. She has a small farmland where she cultivates the medicinal plant such as Tulsi and Lemon grass. Her husband is a para teacher. She joined PG in 2018 by the suggestion of active women. She had gone to field Exposure for two times and after that she has no information about the medicinal plant.

After joining PG, she had gone to the meeting twice a month and get an opportunity to know each other and more information about the medicinal plant. There is a lot of improvement in her livelihood after joining the PG. She gets money immediately from PG whenever needed. She utilizes this money for the study of her child and household expenditure. She told that Tulsi is more benefited than other medicinal plant due to low cost and not required more care. Lemongrass of RS. 1200 was also planted but the plant is dying due to lack of irrigation facilities. Therefore, she wants to cultivate the Tulsi.

Challenges:

Farmers having availability of water resources due to poor irrigation system and Poor connectivity of the market due to lack of transportation transport facility to sell products in city market. Farmers approach market then they commission agents in market to sell their products. 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. Distance scarcity of information and uncertainty of supply source reduce incentives to collaborate. 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. Small scale farmers enhancing their knowledge skills and capacity in terms of enterprise as well as enhancing their environment and employment generation, create awareness, capacity building. Value to the farm products with primary and secondary processing operations on farm enabling small scale farmers to move down the supply chain. To Linkages with processing enterprises and possibilities of providing pharmaceutical companies with raw materials. Fostering the organization among small scale farmers and other people in local communities, especially in the case of wild harvests and provides for community social benefits.

Conclusion:

These 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. If 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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