

**ONE DAY SENSITIZATION WORKSHOP ON
"VOLUNTARY CERTIFICATION SCHEME FOR MEDICINAL
PLANT PRODUCE"**

Venue – Conference hall, State Forest Research Institute, Jabalpur

25th November 2019

**संवेदीकरण कार्यशाला
औषधीय पादप उत्पाद स्वैच्छिक
प्रमाणीकरण योजना
25 नवम्बर 2019**

 प्रायोजक भारतीय गुणवत्ता परिषद नई दिल्ली	 आयोजक राज्य वन अनुसंधान संस्थान, जबलपुर	 सह-आयोजक क्षेत्रीय-सह-सुविधा केन्द्र, मध्यक्षेत्र जबलपुर
---	--	---

कार्यक्रम स्थल : मंत्रणा कक्ष, राज्य वन अनुसंधान संस्थान, जबलपुर (म.प्र.)

One day sensitization workshop on "voluntary certification Scheme for medicinal plant produce" was organized on 25th Nov., 2019 at State Forest Research Institute, Jabalpur. Copy of the programme is enclosed as **Annexure-I**. The proceeding of the workshop began with registration of delegates and participants. Total 41 delegates/participants comprising of officers, technical persons of the institute, representatives from ITC, JNKVV Jabalpur and TFRI Jabalpur, progressive medicinal plants produce farmers and traders attended the workshop. The list of participants is given in **Annexure-II**



INAUGURAL SESSION

Compere : Shri Alok Sharma,

Rapporteurs :

1. Mrs. Richa Seth,
2. Dr. Sachin Dixit
3. Shri Anirudhwa Sarkar
4. Dr. Anjana Rajpoot
5. Dr. G.S. Mishra
6. Dr. Awadhesh Sharma
7. Dr. Mayank Varma

The workshop began with ceremonial lighting of lamp by the chief guest, Shri Om Tripathi, from QCI New Delhi, Shri Giridhara Rao, PCCF & Director SFRI Jabalpur, Shri Pradeep Vasudeva, APCCF (Working plan) Jabalpur, Shri Mundrika Singh, Additional Director & APCCF, SFRI Jabalpur, Dr. P.K. Shukla Regional Director RCFC, SFRI Jabalpur, and other dignitaries.

Lighting of Lamp



Shri Giridhara Rao, PCCF & Director, SFRI, Jabalpur
Dr. P.K. Shukla Regional Director, RCFC, Jabalpur
Shri Mundrika Singh, Additional Director & APCCF, SFRI Jabalpur

It was followed by presentation of bouquets to the dignitaries by Director, SFRI, Jabalpur and Additional Director, SFRI, Jabalpur to the Chief Guest and Guest of Honour. Thereafter, Shri Giridhara Rao, Director SFRI, welcomed all the guests and participants in the workshop, especially the chief guest who, in spite of his busy schedule, could spare his valuable time to grace the event by his presence. He in his welcome speech addressed the gathering.



**Shri Giridhara Rao, PCCF & Director, SFRI, Jabalpur
addressing the participants**

Director, State Forest Research Institute thanked all the members and participants for attending the workshop. He informed the house that at present, source of medicinal plants is mainly from natural forests, which is a national heritage. In this regard we should be very careful while harvesting the medicinal plants, we should harvest on sustainable basis, we should take care of conservation, multiplication & protection of medicinal plants in the natural forests. We should sensitize the local MFP collectors. He also enlightened about the present methods of cultivation of medicinal plants, its sources, and users. He informed that few farmers are cultivating these medicinal plants but since they do not get proper remuneration and proper market facilities, they are demoralised and refrain from taking up of cultivation of medicinal plants. This leads to constraints in motivating the farmers towards cultivation of medicinal plants. He also elaborated upon the present scenario of the medicinal plants produce market situation.

He further focused upon the objectives of organizing the workshop and to sensitize the participants regarding "voluntary certification scheme for medicinal plant produce" (VSCMPP). He explained about the scheme under which the Government of India has devised procedures to certify the medicinal plant products, both from the forests and cultivation areas. He said that quality of the product has to be ensured right from the cultivation stage involving Good Agriculture Practices (GAP) and quality of medicinal plants products collected from natural forests area by using Good Field Collection Practices. Certified products will have no difficulty in disposal whatever may be the quantity. Currently, this certification work is being done by CG. CERT, Raipur, in this region.

In this context the Director SFRI expressed his consent to work with QCI as a partner in implementation of "Voluntary Certification Scheme for Medicinal Plant Produce" regarding Good Quality planting material preparation, Good Agriculture Practices (GAP), Good Field Collection Process (GFCP). Besides this, SFRI will also play the vital role in providing technical guidance regarding agro-forestry cropping patterns, capacity building, training, etc. to the medicinal plant growing farmers. SFRI has conducted the research activities regarding sustainable harvesting limits of some forest medicinal plants. With this partnership medicinal plant cultivating farmers can get assured forwards linkage for their products, because the product will get certified. In the same way we can motivate the MFP collectors also who are collecting NTFPs from natural forests regarding cleanliness, post harvesting techniques etc. with which they will get more remuneration for their NTFPs.

The Director also gave detailed information about the importance of QCI and the benefits to the farmers involved in the cultivation of medicinal plants. QCI was requested to organize the next workshop on a farmer's field, in which it was suggested to include the cultivators, NTFP collectors, manufacturing units, CG. CERT during the workshop.

Regarding the work being done by ITC in this area was also highlighted by him. It was also suggested that MOU may be signed between the farmers and manufactures as per the requirements with which farmer will get assurance regarding the forward linkage marketing for their medicinal plants produce. He requested ITC, Bhardrachalam also to motivate the farmers based clusters available with ITC for medicinal plant cultivation also in future.



**Dr. P.K. Shukla, regional Director, RCFC, Jabalpur
addressing the participants**

This was followed by the address of Dr. P.K. Shukla, Regional Director, RCFC. He began with welcoming all the members and participants of the workshop. He provided information related to medicinal plants products with special emphasis on their quality and stressed upon the essentiality and maintaining the quality of the raw material right from the cultivation period as the price of the final product is determined by the quality of the raw material.

It was also informed that the manufactures of Ayurvedic drugs do not compromise on the quality of the products due to the reputation and credibility of their products as they have to maintain their brand value in the market. Therefore, it is important to maintain quality of medicinal plants products. Authentication is to be ensured in future for good farming practices, like land preparation, soil preparation, primary processing, storage, etc. and it should be done with quality and documentation at every stage. Therefore, it is necessary to create awareness amongst the cultivators about this vital issue.

It was also brought to the notice of the house that the traditional system of medicine like Ayurveda, Unani, Sidhdha and Homeopathy are now being practiced widely all over the country and abroad, but due to lack of certified medicinal plants products available in the market the quality of drugs prepared is already affected.

Presently most of the farmers are not aware of therefore, not inclined towards the certification scheme of QCI, but some farmers are keen to join this scheme to earn good profit. This "voluntary certification scheme for medicinal plants produce" can be implemented through JFMCs for the NTFPs collecting for natural forests.

India's contribution in the export of medicinal plant products is at present meager but has tremendous potential as it is an emerging market. In future, good foreign exchange can be earned by making available certified medicinal plant products for wider acceptance in the global markets including these of European Union and North America, Dr. P.K. Shukla, further emphasised upon the quality assurance at every stage of the preparation of medicinal plant products which will not only instill confidence amongst the users but will also increase the marketability of products certified by authorised certified bodies.



Shri Om TripathiQCI, New Delhi, addressing the participants

This was followed by the address by Dr. Om Tripathi, Chief Guest and Representative of QCI, wherein he gave detailed information about the objectives of the Voluntary Scheme for the Certification of Medicinal Plant Products (VSCMPP). In this scheme, Good Agriculture Practices (GAP) & package of practices of 140 identified medicinal Plant species will be prepared, in which complete information regarding cultivation technique, Good Field Collection Practices (GFCPs) post harvesting technique and storage techniques will be covered.

He further spoke on the main objective of this workshop which is to sensitize the stakeholders concerned and create awareness among them about the ambitious certification scheme of QCI. For this, a data base of soil testing, good farming techniques, growth details, marketing etc. will also be prepared to benefit the users.

He gave information about the earlier sensitization workshop- cum - training programme held in Morena, M.P. wherein the appropriate was non-destructive technique of making incisions in the bark of Guggal trees for gum extraction was demonstrated and the collectors were informed about the advantage of the scientific method of gum collection. He further informed that a, similar workshop may be conducted at Anuppur, Amarkantak, etc. in future under this scheme. He said that the main objective behind this exercise was to initiate availability of their first certified raw material based medicinal plant products in the state of Madhya Pradesh.

At present, the other food products are certified by FSSAI which is the official certification body in India. The same processes for certification of medicinal plant product may be adopted with QCI logo on medicinal plant products. He hoped that more such workshops will be conducted in time to come in Madhya Pradesh and certified products will be available in the market with collaborative efforts of QCI, NMPB and SFRI Jabalpur.

He further emphasised on the use of quality planting material, farming without chemical fertilizer, proper harvesting and hygienic processing of the products, keeping in view the conservation and commercialization of medicinal plants of the area, along with group farming for group certification scheme with appointment of a group manager.



Presentation of memento plant of Sita Ashok

GROUP PHOTOGRAPHY

Group photography of the delegates/participants was conducted in front of SFRI auditorium. The photograph taken on this occasion is reproduced below.



TECHNICAL SESSION

The Inaugural sessionfollowed by the following technical session :

Topic	Speakers
Voluntary certification of medicinal plants produce	Representative of QCI
Multi layer cropping pattern in agro forestry models supporting cultivation of important medicinal plants of Madhya Pradesh	Dr. Nanita Berry Scientist, TFRI, Jabalpur
Marketing strategy and value supply chain-Importance of group marketing	Shri Pradeep Dubey
Non-destructive & sustainable harvesting of medicinal plants	Dr. Jyoti Singh, SRO, SFRI
Post harvesting practices - cleaning, drying, grading, value addition and storage of medicinal plant products	Shri Maneesh Puri Goswami RCFC, Central Region
Field visit and discussion with stakeholders at Biodiversity nursery of medicinal plants SFRI Campus, Jabalpur	Dr. Uday Homkar, SRO, SFRI
Nursery and cultivation practices of medicinal plants	Dr. Uday Homkar, SRO, SFRI

The first topic was “Voluntary certification of medicinal plants produce” which was presented by Shri Om Tripathi QCI, New Delhi in this topic he gave detailed description of the Voluntary Certification Scheme for Medicinal Plant Produces. He explained about the Good Agriculture Practices (GAP) and Good Field Collection Practices (GFCP), development of the scheme highlighting the major 06 issues of the scheme. He explained the purpose of GAP and GFCP with sustainability concept of the scheme and the mechanism of its execution.

Thereafter, he elaborated upon various components of the voluntary certification scheme for plant produce which included stakeholder consultation comprising of farmers, collectors, aggregators, traders, packers, master trainers, manufactures, funding agencies various NGO’s and NMPB personnel, certifying body application process, Certifying body auditing process, certification decision, group certification etc. He then explained about the goals of the scheme and the objectives of capacity building in the certification process. He gave detailed information about various stakeholders of the scheme. He also gave a brief account of the year wise activities to be performed in achieving the objectives and implementation of the scheme. He summed up his lecture with an introduction about Quality Council of India and its activities.

This was followed by lecture on “Multi layer cropping pattern in agro forestry models supporting cultivation of important medicinal plants of Madhya Pradesh.” by Dr. Nanita Berry, Scientist, TFRI, Jabalpur. She gave her views on adopting Agro forestry system with medicinal plants citing various agro forestry models with intercropping of medicinal plants for economic upliftment of the farmers as well as promotion of cultivation of medicinal plants to supplement the demand of the market and to reduce the pressure of unsustainable harvesting of medicinal plants from natural forests. She emphasised upon multiple cropping pattern depending upon the soil condition and demand. It was also suggested to go for cluster cultivation with promotion of fast growing tree species suitable for agro forestry.



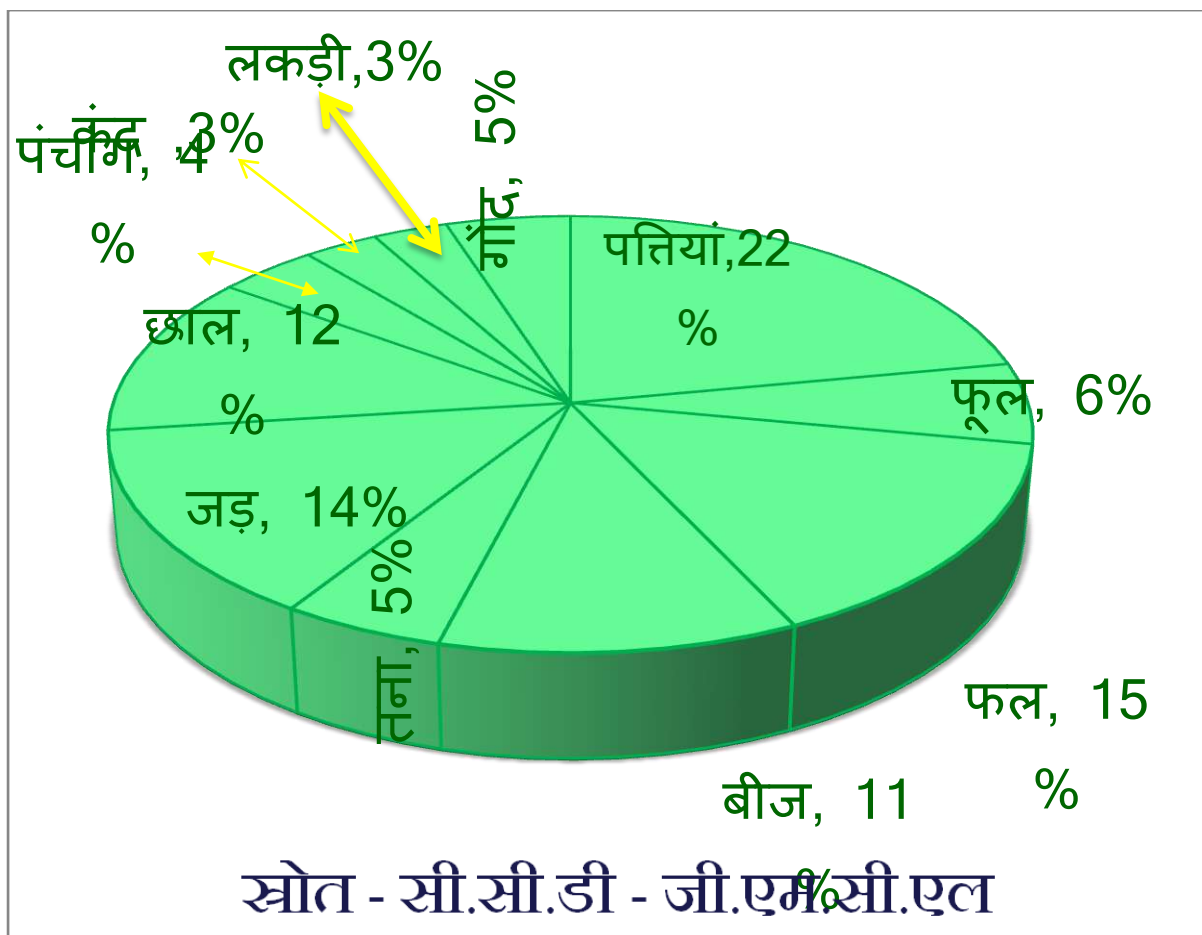
**Dr. Nanita Berry
Scientist, TFRI, Jabalpur**

The next topic in the technical session was “Marketing strategy and value supply chain - Importance of group marketing.” which was presented by Shri Pradeep Dubey, General Manager, Gram Muligai Company Jabalpur. He gave an overview of the demand of medicinal plants in the market and the top 10 countries where in India is exporting its medicinal plants products.

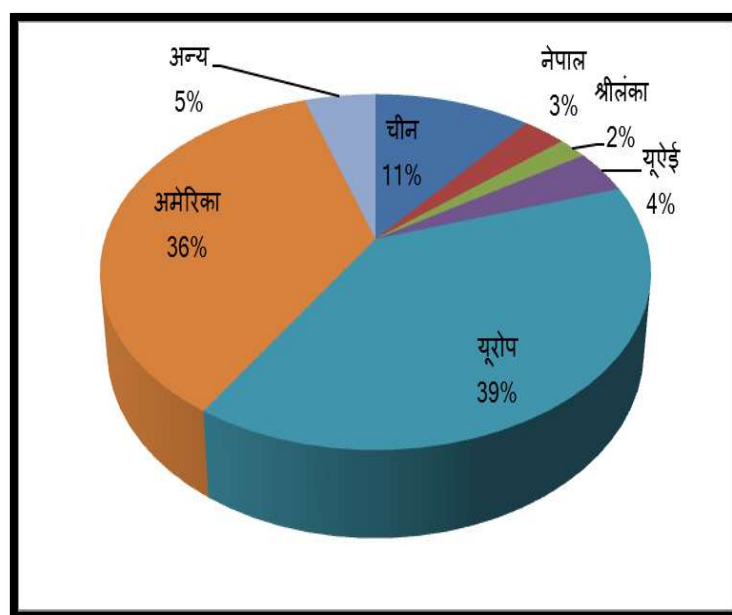


**Shri Pradeep Dubey, GM, Gram Mooligai
delivering his lecture**

औषधीय पौधों के हिस्से की बाजार मांग



भारत के शीर्ष 10 निर्यात बाजार (2017)



He informed that at present, the demand of medicinal plants is increasing in the form of extract rather than the whole plant or its parts. This is to reduce the impurities and bulk of the whole product and their ease its handling and transportation. He emphasised upon cultivation of Ashwagandha, Baheda, Kali musli and Gudmar for getting better market returns. He explained in detail about the present marketing strategy scenario which includes 08 important elements essential for successful marketing which are as follows;

- **People –**
Selection of suitable group.
- **Product –**
Suitable for consumer.
- **Process –**
Suitable to the requirement of the purchaser.
- **Procurement & Quality –**
Quality products are readily accepted in the market.
- **Physical evidence –**
Documentation of cultivation process with evidence.
- **Place –**
Climatic condition, availability and active ingredients, processing of the product will generate interest amongst the prospective buyers which will help in the conservation of the medicinal plants.
- **Promotion –**
Tag/label, collection period, collection place and quantity name of the collector, new jute bags, transportation and storage will enable promoting the product in the market.
- **Price –**
Good product with proper documentation and physical evidence always satisfies and attract purchasers irrespective of cost

He further elaborated upon medicinal plant product mandis which are emerging in Madhya Pradesh like Shivpuri, Anuppur, Bhopal, Indore, and Katni.

In National medicinal plant products market, important mandis which have emerged are Delhi, Jaipur, Ahmedabad, Pune, Mumbai, Bangalore, Chennai, Hyderabad, Bhubaneshwar, Kolkata, Patna, Kanpur and Lucknow.

The next presentation was by Dr. Jyoti Singh, Senior Research Officer, SFRI, Jabalpur on the topic “Non-destructive & sustainable harvesting of medicinal plants.” She discussed about the sustainable harvesting limits of 16 medicinal plant species developed by the State Forest Research Institute, Jabalpur.

S. No.	Name of Species	sustainable harvesting limits (%)
1	<i>Chlorophytum species</i> (Safed Musli)	30%
2	<i>Curculigo orchioides</i> (Kali Musli)	68%
3	<i>Curcuma angustifolia</i> (Tikhur)	64%
4	<i>Dioscorea daemona</i> (Baichandi)	44%
5	<i>Plumbago zeylanica</i> (Chitrak)	64%
6	<i>Asparagus racemosus</i> (Satavar)	52%
7	<i>Bauhinia vahlii</i> (Mahul bela)	58%
8	<i>Embelia basal</i> (Baibidang)	80%
9	<i>Costus speciosus</i> (Keokand)	58%
10	<i>Phyllanthus amara</i> (Bhui aonla)	71%
11	<i>Andrographis paniculata</i> (Kalmegh)	42 %
12	<i>Gloriosa superba</i> (Kalihari)	61%
13	<i>Evolvulus alsinoides</i> (Shankhpushpi)	65 %
14	<i>Andrographis paniculata</i> (Kalmegh)	47%
15	<i>Terminalia chebula</i> (Harra)	70 %
16	<i>Buchanania lanjan</i> (Achar)	80%

She also explained in detail about the sustainable harvesting procedure



**Dr. Jyoti Singh, SRO,
SFRI Jabalpur**

Shri Maneeshpuri Goswami in his presentation on “Post harvesting practices - cleaning, drying, grading, value addition and storage of medicinal plant products.” stressed upon the processing of medicinal plant products after collection. In his presentation, he discussed about the post harvesting techniques of *Chlorophytum borivillianum* (Safed Musli), *Asparagus racemosus* (Satavar), *Withania somnifera* (Ashwagandha) and *Andrographis paniculata* (Kalmegh) with respect to :-

- **Protection from contamination**
- **Documentation & traceability**
- **Processing place**
- **Transportation to processing Unit**
- **Primary grading**
- **Washing**
- **Drying**
- **Suitable temperature**
- **Grading**
- **Packing**
- **Storage**



**Shri Maneeshpuri Goswami,
DEO, RCFC, Jabalpur**

He also informed about the optimum temperatures at which the medicinal plants and their parts can be dried. Shady place was suggested to be more suitable than direct sunlight and the temperature suitable for drying was 35 to 40 degree Celsius. Various methods were also suggested to increase the value of medicinal plants.

Nursery Visit

A field visit was also conducted to the Gene bank and nursery of medicinal plants of the institute. The participants had thorough discussion during the field visit.



Visit of Gene bank of SFRI, Jabalpur by participants

During the field visit of nursery Dr. Uday Homkar, Senior Research Officer, explained about the nursery techniques of various medicinal plants along with their identification such as *Withania somnifera* (Ashwagandha), *Rauwolfia serpentina* (Sarpagandha), *Asparagus racemosus* (Satawar), *Andrographis paniculata* (Kalmegh) *Chlorophytum borivilianum* (Safed Musli) etc.



Visit of Nursery of SFRI, Jabalpur by participants

Distribution of Certificate of Participation

The workshop concluded with the distribution of certificates regarding participation in workshop by QCI to the participants of the workshop by the Director, SFRI Jabalpur.



The certificate for the workshop given to participants by Director SFRI, Jabalpur

Vote of thanks:



Vote of thanks was proposed by the compere of the workshop, Shri Alok Sharma, Dy. Director, RCFC, Jabalpur.

The workshop was concluded with thanks.

Media coverage :

The workshop was very well covered by the local print media giving prominence in leading news papers such as Dainik Bhaskar, Patrika, Hitavada, Pradesh Today, etc. Scanned copies of news paper clippings related to the event are enclosed as



ONE DAY SENSITIZATION WORKSHOP
On
VOLUNTARY CERTIFICATION FOR MEDICINAL PLANT PRODUCE

Venue : Meeting Hall, State Forest Research Institute Jabalpur

Date : 25th November, 2019

Time	PARTICULARS	
09:30-10:00	REGISTRATION OF DELEGATES	
10.00-10:30	INAUGURAL SESSION	
	<ul style="list-style-type: none"> Lighting of Lamp Welcome of dignitaries Welcome speech by Director SFRI, Jabalpur Objectives of the workshop by the representative of QCI Address by Regional Director, RCFC Central Region, Jabalpur Inaugural address by the chief guest Vote of thanks by Shri Alok Sharma, Dy. Director, RCFC, Jabalpur 	
10:30 – 10:45	GROUP PHOTOGRAPHY	
10:45 – 11:00	HIGH TEA	
11:00 – 12:00	Voluntary certification of medicinal plants produce	Representative of QCI
12:00 – 12:40	Multi layer cropping pattern in agro forestry models supporting cultivation of important medicinal plants of Madhya Pradesh	Dr. Nanita Berry Scientist, TFRI, Jabalpur
12:40 – 13:30	Marketing strategy and value supply chain. Importance of group marketing	Shri Pradeep Dubey
13:30 – 14:30	LUNCH	
14:30 – 15:30	Field visit and discussion with stakeholders at Biodiversity nursery of medicinal plants SFRI Campus, Jabalpur	Dr. Uday Homkar, SRO, SFRI
15:30 – 16:00	Nursery and cultivation practices of medicinal plants	Dr. Uday Homkar, SRO, SFRI
16:00 – 16:20	TEA	
16:20 – 16.50	Non-destructive & sustainable harvesting of medicinal plants	Dr. Jyoti Singh, SRO, SFRI
16:50 – 17:20	Post harvesting practices cleaning, drying, grading, value addition and storage of medicinal plant products	Shri Maneesh Puri Goswami RCFC, Central Region
17:20 – 17:30	VALIDATION	

Note : After every session, last 10 minutes are reserved for discussion with stakeholders within the allotted time.