

IMPACT OF MEDICINAL PLANTS CULTIVATION IN LIVELIHOOD ENHANCEMENT

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Abstract - Medicinal Plants make up an important component and play a vital role in the Ayurveda system of treatment. Of over 160 species of plants that were used in Ayurveda medicine preparation in the eastern province 75 percent of plants obtain by tender process. The rich natural resources in the eastern province and Medicinal Plants are one of them. Unfortunately, the support through systematic efforts in the cultivation & preservation of the plants did not meet the pace of domestic utilization for Ayurveda medicine preparation. The availability of so many varieties of medicinal plants in the province indicates that the climate and soil conditions are very supportive of the sustainable development of medicinal plant cultivation. Since the demand for medicinal plants is ever increasing as people are more and more fascinated by herbs, the Demand for herbal raw products has increased every year and it is estimated that the herbal market would be worth 5Mn expenditure in the year 2019 at drug production unit Trincomalee. In the present study, 7 selected medicinal plants benefit both medically and commercially among selected 25 farmers in order to measure the level of knowledge of selected herbs through dimensions such as identification of herbs medicinal commercial value of the plants harvesting and storage of the herbs, and environmental concern about the plants Most of the responders does not identify the plants and its medicinal commercial value, harvesting and storage of the herbs. Cultivation of medicinal plants offers opportunities for crop diversification and income generation to the farmer, however, the development of sound agro-techniques for the plants has been a major challenge in promoting the cultivation. Face-to-face training with live demonstration, group discussion with successful members of herbal cultivation, website, app, and call center establishment of herbal marketing are some recommendations for overcoming the challenges

Keywords - Medicinal Plants, plant Cultivation and harvesting, commercialization