

**GOVERNMENT OF INDIA  
COMMERCE AND INDUSTRY  
LOK SABHA**

UNSTARRED QUESTION NO:5473  
ANSWERED ON:13.12.2010  
MARKET SIZE OF HERBAL MEDICINES  
Reddy Shri K. Jayasurya Prakash

**Will the Minister of COMMERCE AND INDUSTRY be pleased to state:**

- (a) whether the market size of herbal industry is expected to double by 2015 at rupees fifteen thousand crore on account of increasing global demand;
- (b) if so, the details thereof, item-wise and country-wise; and
- (c) the revenue to be generated from herbal industry and the steps being taken to create proper awareness among the rural people in our country in the Eleventh Five Year Plan period?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a) & (b): As per the information available with the Pharmaceutical Export Promotion Council, exports of herbal products from India increased from Rs 306.3 crore in 2005-06 to Rs 570.8 crore in 2009-10 at a compound annual growth of 16.8%. Top ten export destinations and India's herbal export to these countries in last three years was as under:

India's Herbal Exports – Top 10 Destinations (Rs crore)

Rank Country 2007-08 2008-09 2009-10 % Share in 2009-10

1 USA 202.4 250.3 203.7 35.7

2 Pakistan 42.0 48.1 60.7 10.6

3 Germany 27.7 35.1 32.9 5.8

4 Japan 24.3 30.1 47.2 8.3

5 UK 16.6 22.9 14.5 2.5

6 Spain 25.6 18.4 6.8 1.2

7 China 7.2 18.3 7.5 1.3

8 France 8.0 12.2 8.0 1.4

9 Viet Nam 4.0 11.3 13.2 2.3

10 Mexico 10.0 11.0 11.3 2.0

Source: DGCIS, Pharmexcil Research

(c): Under the Central Sector Scheme for Promotion of Information, Education and Communication (IEC) Department of AYUSH, besides conducting AROGYA Health Melas in all major towns, organizes national campaigns, releases advertisements in TV, newspapers and other print media about the safety and efficacy of using herbal medicines. The National Medicinal Plants Board (NMPB) has also been established for integrated development of medicinal plant sector. The Board has been implementing two schemes. Under the 'Central Sector Scheme for Conservation, Development and Sustainable Management of Medicinal Plants', financial assistance is provided for inventorization, in-situ and ex-situ conservation, herbal gardens, linkage with Joint Forest Committee, capacity building i.e. training, education of stake holders etc. Similarly under the 'Centrally Sponsored Scheme on Medicinal Plants', assistance is provided for market driven cultivation of medicinal plants.