

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

STARRED QUESTION NO:240

ANSWERED ON:26.08.2013

EXPORT OF HERBS

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

- (a) whether India's share in the total global export of herbs, ayurvedic and herbal medicines is very low and if so, the details thereof and the reasons therefor;
- (b) the details of the total export of herbs, ayurvedic and herbal medicines during each of the last three years and the current year, value-wise;
- (c) whether there is a huge demand for Indian herbs, ayurvedic and herbal medicines in the European and other developed countries and if so, the details thereof;
- (d) whether the Government has formulated any scheme to promote the export of herbs, ayurvedic and herbal medicines and if so, the details thereof; and
- (e) the concrete measures taken/being taken by the Government to boost the export and increase India's share in the global export of herbs, ayurvedic and herbal medicines?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI ANAND SHARMA)

a)to e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 240 FOR ANSWER ON 26TH AUGUST, 2013 REGARDING "EXPORT OF HERBS"

(a): India's share in the total global exports of AYUSH products including medicinal herbs and their value added products is growing. As per the basket of AYUSH products including medicinal herbs and their value added products, India exports for the year 2011-12 was about USD 358.30 million, with a growth rate of 20% over the previous year.

(b): As per the available information, the exports of herbs, ayurvedic and herbal medicines for 3 years is given below (details of 2012-13 not available):

Export value in USD million				
Sr.No	Commodity	2009-10	2010-11	2011-12
1	AYUSH products	147.84	156.96	182.18
2	Medicinal herbs and their value added products	120.22	141.63	176.12
	Total	268.06	298.59	358.30

Ayurveda, Siddha, Unani etc.

(c): The demand for Indian herbs, ayurvedic and herbal medicines is growing in the European and other developed countries. India's exports of herbs, ayurvedic and herbal medicines to the European Union for the year 2011-12 was USD million 57.31, vis-a-vis USD million 40.47 in 2010-11, a growth of 41.61%.

Top export destinations to developed countries are as follows:

Top export destinations	
Herbs, Ayurvedic and Herbal Medicines	AYUSH Products
USA, Italy, Germany, Japan, UK	Russia, Japan, UAE, USA, Canada

(d): A special support scheme named Vishesh Krishi & Gramin Udyog Yojana has been introduced by Government to encourage the

trade to step up export development activities and exports of minor forest produce including medicinal plants and herbs.

Another Scheme for promotion of International Cooperation in AYUSH has been formulated to promote International market development and AYUSH promotion related activities. Under the scheme incentives to drug manufacturers, entrepreneurs, AYUSH institutions etc. are being provided for international propagation of AYUSH and registration of their products.

(e): Some of the measures taken by the Government for encouraging exports from India are:

Awarding of AYUSH Marks for Quality Certification and recognition for AYUSH products in international markets.

Voluntary certification of quality of Ayurveda, Siddha, Unani (ASU) products through Quality Council of India.

Supporting the industry members to participate in various events related to promotion of AYUSH products, medicinal herbs and their value added product exports, including traditional medicine exhibitions such as Vita foods at Geneva and Supply Side West at USA.

Supporting the industry to organize Reverse Buyer Seller Meet focused to herbals and AYUSH products.

To enlarge and diversify export production and exports of identified medicinal plants and herbs through the EPC, SHEFEXIL.