



Sanjeevani Multipurpose Foundation's  
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## **Best Practice: Free Distribution of Ayurvedic Medicinal Plants & Awareness Program**

### **1. Title of the Practice:**

Ayurvedic Medicinal Plant Distribution and Cultivation Awareness Initiative

### **2. Objectives of the Practice:**

- To distribute Ayurvedic medicinal plants free of cost among rural communities, schools, gram panchayats, and youth organizations.
- To increase awareness about the identity, uses, and importance of medicinal plants in day-to-day life.
- To promote cultivation and conservation of Ayurvedic medicinal plants.
- To highlight the economic and commercial opportunities in medicinal plant farming.
- To provide continuous institutional support and hand-holding for sustainable medicinal plant cultivation.

### **3. The Context:**

In recent years, there is increasing global interest in Ayurveda and herbal medicine, but rural communities often lack knowledge, access, or resources to cultivate and use medicinal plants effectively.

By distributing plants and conducting awareness sessions, the institution strengthens community health, self-reliance, and entrepreneurship in medicinal farming. This practice also aligns with environmental sustainability and traditional knowledge preservation.

### **4. The Practice:**

**Medicinal plants grown in the institutional herbal garden and nursery are distributed free of cost to:**

- Gram panchayats
- Schools and colleges
- Youth foundations and NGOs
- General public in surrounding rural areas

### **Awareness programs conducted on:**

- Identification and uses of plants in common health conditions.
- Cultivation techniques, soil requirements, seasonal plantation.
- Commercial aspects: scope in Ayurvedic industry, marketing potential.
- Special focus on home herbal gardens and school herbal gardens to spread knowledge among youth.
- Faculty and UG students are actively involved in distribution, demonstration, and awareness sessions.
- The institute provides follow-up support and guidance for maintenance and utilization of distributed plants.

### **5. Evidence of Success:**

- In the last year, over 1000 number of plants distributed to rural households, schools, and organizations.
- Community herbal gardens established in collaboration with local panchayats.
- Increase in awareness about medicinal plant uses documented via feedback surveys.
- Success stories of villagers adopting herbal plant cultivation for home remedies and small-scale sales.
- College's herbal garden recognized as a resource hub for plant material.

### **6. Problems Encountered and Resources Required:**

**Problems:** Limited availability of plant saplings for mass distribution, lack of watering/care facilities in recipient villages, ensuring survival of plants after distribution.

#### **Resources Required:**

- Well-maintained institutional nursery and herbal garden.
- Collaboration with forest department, agriculture university, and NGOs.
- Training material (pamphlets, handbooks) on plant uses and cultivation.
- Budget allocation for sapling production and transportation.

### **7. Outcomes:**

- Enhanced awareness about Ayurvedic medicinal plants in rural society.
- Establishment of community-level herbal gardens in schools and villages.
- Skill development in medicinal farming and entrepreneurship for youth.
- Promotion of environmental sustainability and biodiversity conservation.
- Improved institutional reputation as a knowledge hub for Ayurveda and plant conservation.