

उत्तराखंड सरकार वन पंचायतों के माध्यम से **NTFP** हर्बल एवं एरोमा टूरिज्म को बढ़ावा देने हेतु परियोजना का ड्राफ्ट तैयार किया गया है।

उक्त ड्राफ्ट पर सुझाव आमंत्रित किये जाते हैं।

Project Title: Development of NTFP, Herbal and Aroma Tourism through Federation in Uttarakhand

परियोजना का संक्षिप्त विवरण :

उत्तराखंड राज्य में 13 जिले हैं, जिसका कुल भौगोलिक क्षेत्रफल 53,483 वर्ग किमी है, जिसमें से 60% से अधिक वनों से ढका हुआ है। ये वन चिकित्सा की पारंपरिक प्रणालियों में उपयोग की जाने वाली एमएपी (जड़ी- बूटि एवं सगंध पौधों) की लगभग 1,800 प्रजातियों का घर हैं और इनकी घरेलू और निर्यात मांग भी अधिक है। राज्य के पास इन पौधों के उपयोग से जुड़ा पारंपरिक ज्ञान भी मौजूद है। वन विभाग पारिस्थितिक और टिकाऊ दोहन के दिशानिर्देशों के अनुसार राज्य में लगभग 70% वन क्षेत्र का प्रबंधन करता है। कुछ वन क्षेत्रों का प्रबंधन स्थानीय समुदायों द्वारा वन पंचायतों के माध्यम से भी किया जाता है। वर्तमान में, 12,000 से अधिक वन पंचायतें हैं जो 5,000 वर्ग किमी से अधिक का प्रबंधन कर रही हैं।

वन क्षेत्रों को समेकित और विनियमित करने के उद्देश्य से 20वीं शताब्दी की शुरुआत में वन पंचायतें वन प्रबंधन के लिए एक समुदाय- आधारित दृष्टिकोण के रूप में उभरीं। समूहों ने अपने पारंपरिक अधिकारों की रक्षा करने और सामूहिक रूप से वनों का प्रबंधन करने के लिए खुद को संगठित करना शुरू कर दिया। वे एक लोकतांत्रिक ढांचे के माध्यम से कार्य करते हैं, जिसमें स्थानीय समुदायों के निर्वाचित प्रतिनिधि सदस्य के रूप में कार्य करते हैं।

वन पंचायतें कई क्षेत्रों में सफल रही हैं, जिससे वन क्षेत्र में वृद्धि हुई है और पारिस्थितिक स्थितियों में सुधार हुआ है। उन्होंने एमएपी (जड़ी- बूटी) संग्रह, पर्यावरण- पर्यटन और समुदाय- आधारित उद्यमों जैसी स्थायी वन- आधारित गतिविधियों के माध्यम से आजीविका के अवसर पैदा करके स्थानीय समुदायों के सामाजिक- आर्थिक विकास में भी योगदान दिया है।

इस परियोजना का उद्देश्य वन पंचायतों को एमएपी (जड़ी- बूटी एवं सगंध पौधों) वृक्षारोपण, हर्बल और सुगंध पर्यटन पार्क और एमएपी मूल्य संवर्धन केंद्रों के विकास और रखरखाव हेतु क्रियाशील करना है। इस कार्य में निजी निवेशकों, वन विभाग, उद्योग विभाग, आयुष विभाग, हर्बल अनुसंधान और विकास संस्थान (एचआरडीआई), सगंध पौधा केंद्र (सीएपी), उत्तराखंड पर्यटन विकास बोर्ड (यूटीडीबी) और वन अनुसंधान संस्थान (एफआरआई) आदि द्वारा भी सहयोग प्रदान किया जायेगा।

इस परियोजना के माध्यम से उत्तराखंड के 12000 वन पंचायतों से लगभग 5000 हेक्टेयर क्षेत्रफल में औषधीय और सगंध पौधों का वृक्षारोपण किया जायेगा जिसके माध्यम से स्थानीय ग्रामीणों हेतु आजीविका और आय सृजन के लिए महत्वपूर्ण भूमिका निभाई जाएगी ।

वन पंचायतों की अंतर्गत 900 छोटी प्रशंसकरण इकाई एवं 99 बड़ी मूल्य संवर्धन हेतु बड़ी प्रसंस्करण इकाई वन पंचायत अथवा निजी भूमि पर स्थापित की जाएंगी। जिनकी वन पंचायत अथवा क्लस्टर स्तर पर एकत्रित कच्चे माल का प्रसंस्करण किया जा सकेगा. वन पंचायतों के उत्पाद को देश एवं विदेश के विभिन्न उत्पाद निर्माता कंपनी को उपलब्ध कराये जायेंगे। इस परियोजना के अंतर्गत राज्य के 11 जिलों में वन पंचायतों का क्षमता विकास विकास के कार्य भी किये जाएंगे।

हर्बल एवं सुगंध पर्यटन पार्कों का विकास: हर्बल और सुगंध पर्यटन पार्क राज्य में उगाए जाने वाले एमएपीए (जड़ी- बूटी एवं सगंध पौधों) की विविधता को प्रदर्शित करने और बढ़ावा देने पर केंद्रित होंगे । ये पार्क आगंतुकों को जड़ी बूटी एवं सगंध खेती, पारंपरिक चिकित्सा, पारंपरिक भोजन और पेय, खुदरा दुकानों, साहसिक खेल आदि से संबंधित शैक्षिक और मनोरंजक अनुभव प्रदान करेंगे। हर्बल और सुगंध पर्यटन पार्क का विकास क्षेत्र में पर्यटन के विकास, संरक्षण में योगदान प्रदान करेगा । यह पार्क स्वदेशी पौधों की प्रजातियों को बढ़ावा , पारंपरिक चिकित्सा और वैकल्पिक उपचारों को बढ़ावा देना और राज्य के समग्र आयुष क्षेत्र को बढ़ावा देने का कार्य करेंगे।

वृक्षारोपण और रखरखाव, पर्यटन, साहसिक पर्यटन, कैफे और रेस्तरां, मूल्य संवर्धन, विपणन, खुदरा श्रृंखला आउटलेट आदि जैसी गतिविधियों में भागीदारी के माध्यम से स्थानीय समुदायों के लिए हजारों नौकरियां पैदा करेगी। चयनित क्षेत्रों में पर्यटन गतिविधि के बेहतर संचालन हेतु अवस्थापना सुविधाओं का विकास, आवासीय सुविधा , बेहतर सड़क एवम मार्गों का निर्माण होगा

यह परियोजना राज्य के आर्थिक विकास पर महत्वपूर्ण प्रभाव डालेगी और स्थानीय समुदायों की सामाजिक- आर्थिक स्थितियों में सुधार करेगीरू

परियोजना अवधि

यह परियोजना वित्त वर्ष 2024 से वित्त वर्ष 2033 तक 10 वर्षों की अवधि के लिए चलेगी, इसे दो चरणों में लागू किया जाएगा

परियोजना का क्रियान्वयन

इस परियोजना के क्रियान्वयन हेतु एनटीएफपी फेडरेशन का गठन किया जायेगा। जिसके द्वारा परियोजना में सम्मिलित सभी कार्य जैसे की जड़ी बूटी एवं सगंध पौधों का

वृक्षारोपण , HATP की स्थापना, पर्यटन में वृद्धि पर्यावरण जागरूकता और संरक्षण प्रयासों को बढ़ावा दे सकती है

इस परियोजना के माध्यम उत्तराखण्ड को औषधीय और सगंध पौधों के संरक्षण, विकास और सतत उपयोग के क्षेत्र में अग्रिण राज्य की रूप में स्थापित करने एवं स्थानीय ग्रामीणों हेतु आजीविका और आय सृजन के लिए महत्वपूर्ण भूमिका निभाएगी।

प्रस्तावित परियोजना का अंग्रेजी ड्राफ्ट इस आशय से सर्वसाधारण के सूचनार्थ प्रकाशित किया जा रहा है कि इस सम्बन्ध में अपने सुझाव सूचना प्रकाशन होने की तिथि से 15 दिन के अन्दर निम्न पते अथवा ईमेल पर प्रेषित कर सकते हैं।

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Development of NTFP, Herbal & Aroma Tourism through Federation in Uttarakhand

Year: FY 2024-2033

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1 Background & Context

India's forests are home to about 6,000-7,000 species of medicinal and aromatic plants (MAPs or jadi-butis) that form the primary source of healthcare for 60-80% of the country's population, particularly the rural poor. These plants also have medicinal usage in folk and documented systems of medicine like Ayurveda, Siddha, Unani and Homoeopathy and form a major resource base for the traditional medicine and herbal industry. There is also a global resurgence in traditional and alternative health care systems resulting in a booming world herbal trade which stands at approximately USD 120 billion.

However, efforts aimed at equitable use of these herbal resources are largely inadequate and harvesting remains unsustainable. Furthermore, India's share in the world trade, at present is quite low.

The State of Uttarakhand consists of 13 districts with total geographic area of 53,483 sq.km of which more than 60% is covered by forests. These forests are home to nearly 1,600 species of MAPs (jadi-butis) used in traditional systems of medicine and having high domestic as well as export demand. The State also has a wealth of traditional knowledge associated with the use of these plants. The State Forest Department manages approximately 70% of the forest area in the State as per guidelines for ecological and sustainable exploitation. Some forests areas are also managed by local communities through Van Panchayats. Presently, there are more than 12,000 Van Panchayats managing more than 5,000 sq. km. of forests in Uttarakhand.

Van Panchayats emerged as a community-based approach to forest management in the early 20th century with the aim to consolidate and regulate forest areas. The groups began organizing themselves to protect their traditional rights and manage forests collectively. They function through a democratic framework, with elected representatives from local communities serving as members.

Van Panchayats have been successful in many areas, leading to increased forest cover and improved ecological conditions. They have also contributed to the socio-economic development of local communities by creating livelihood opportunities through sustainable forest-based activities like MAP (jadi-buti) collection, eco-tourism, and community-based enterprises. Some of the key objectives of Van Panchayats include:

- Conservation and regeneration of forests
- Prevention of illegal logging
- Promotion of sustainable forest practices
- Equitable distribution of forest resources

This project aims to mobilize the State's Van Panchayats in the development and maintenance of MAP plantations, Herbal and Aroma Tourism Parks and MAP value addition centres with the support of private players, State Forest Department, Department of Industries, Department of AYUSH and other institutional bodies in the State such as the Herbal Research and Development Institute (HRDI), Centre for Aromatic Plants (CAP), Uttarakhand Tourism Development Board (UTDB) and Forest Research Institute (FRI).

This project will go a long way in strengthening this sector and establishing the state of Uttarakhand as a leading state in the sector of conservation, development and sustainable utilization of medicinal and aromatic plants for livelihood and income generation.



2 Objectives

The project aims to utilize the collective efforts of local communities through Van Panchayats to promote sustainable MAP plantation and eco-tourism in forest areas. It has the following objectives:

- **Institutional Development of Van Panchayats**

The project aims to enhance the institutional capacity of Van Panchayats by providing complete ownership and responsibility to them from plantation development, cultivation and maintenance to basic value addition along with training and guidance from field experts, researchers and Department officials. This will enable them to effectively manage and govern the forests within their jurisdiction and ensure sustainable use and conservation of resources. Produce from these plantations would be supplied to domestic and international industry players for use in multiple products such as toothpastes, ointments, herbal oils etc., thus providing Van Panchayats an opportunity to emerge as leading suppliers of medicinal and aromatic plants.

- **Income Generation**

The project will create thousands of jobs for local communities through participation in activities such as sustainable MAP (jadi-buti) plantation and maintenance, eco-tourism, adventure tourism, cafes and restaurants, value addition, marketing, retail chain outlets etc.

- **Livelihood Development**

The project will significantly impact the economic growth of the area and improve socio-economic conditions of local communities through:

- **Local Economic Growth:** Cultivation and processing of MAPs (jadi-butis) can create jobs in production of input supplies, farming, harvesting, processing, and distribution. Additionally, increased tourism will lead to higher spending on food, transportation and local goods and services, leading to economic growth and better livelihood opportunities for the local population.
- **Skill Development:** MAP (jadi-buti) plantations often requires specialized knowledge and techniques related to farming, processing, and marketing, thus leading to development of new skills amongst individuals involved in the project which would enhance their employability and long-term prospects. Similarly, increased tourism will engage the local population in hospitality, customer service, and tourism-related jobs thus encouraging them to acquire and develop these skills through training, guidance and on-ground experience.
- **Infrastructure Development:** With increased tourism, local infrastructure will improve to provide accessibility to tourists. This will lead to the construction or improvement of roads, transportation systems, accommodation, restaurants, recreational facilities, and healthcare services.

- **Conservation and Environmental Awareness:** The establishment of MAP (jadi-buti) plantations and increased tourism can foster environmental awareness and conservation efforts. Sustainable farming practices, such as organic cultivation and biodiversity preservation, contribute to ecological balance and the protection of natural resources. Tourism can promote the preservation of local ecosystems and cultural heritage, encouraging communities to value and conserve their natural and cultural assets.
- **Collection from wild through Van Panchayats:** Local communities can also collect other Non-Timber Forest Produce (NTFP) such as fruits, nuts, flowers, gum, berries etc. which can then be processed to achieve better prices in the open market, and thus generating additional income.

3 Coverage

The implementing agency of this project will be the **Non-Timber Forest Produce (NTFP) Federation** which will be set-up in the first year with all concerned stakeholders. The structure of this Federation is described in Section 6.4.1 of this document. This project will be implemented only in districts with established Van Panchayats. The 11 eligible districts are listed below:

1. Almora
2. Bageshwar
3. Chamoli
4. Champawat
5. Dehradun
6. Nainital
7. Pauri
8. Pithoragarh
9. Rudrapur
10. Tehri
11. Uttarkashi

4 Duration

The project will run for a period of 10 years from FY 2024 to FY 2033. It will be implemented in two phases:

- **Phase 1** will run from FY 2024 to FY 2029
- **Phase 2** will run from FY 2028 to FY 2033

There will be an overlap of two years in the beginning of the 2nd phase and last two years of the 1st phase. Phase 2 will be taken up depending on the response and performance in Phase 1.

5 Eligibility Criteria for Selection of Van Panchayats

The interested Van Panchayats can apply by submitting all required details mentioned below to the Forest Department. The selection process will take place in two parts:

1. Minimum Eligibility Conditions
2. Prioritization Criteria

5.1 Minimum Eligibility Conditions

The Department will screen all applications to ensure fulfilment of minimum eligibility conditions listed below:

1. Van Panchayat should be established in an area not less than 30 Ha
2. Van Panchayat must express its willingness to participate in all development & management activities through a letter submitted to the Forest Department
3. Van Panchayat should be duly constituted i.e., elections should have been held on time

If the eligibility conditions are fulfilled, the application will proceed to the prioritization round for further assessment.

5.2 Prioritization Criteria

Post screening of applications, a physical inspection will be conducted by the Forest Department at the proposed Van Panchayat site to verify the suitability of the land based on criteria as detailed in the table below. The Van Panchayats would be prioritized for the project basis their score.

S No	Particulars	Points	Remarks
1	Current Performance	30	Current performance of Van Panchayats will be assessed across 3 metrics: <ul style="list-style-type: none">• Yield from production / collection activities (metric tonnes)• Land under cultivation (hectares)• No. of people engaged in MAP (jadi-buti) cultivation / collection
2	Available Planting Area	25	<ul style="list-style-type: none">• <5 Ha – 0 points• >=5 and <10 Ha – 5 points• >=10 and <15 Ha – 15 points• >=15 Ha – 25 points
3	Cluster Formation	15	<ul style="list-style-type: none">• VP located in a cluster of less than 3 other eligible VPs – 0 points• VP located in a cluster of 3-5 other eligible VPs – 5 points• VP located in a cluster of 6-8 other eligible VPs – 10 points• VP located in a cluster of 9 or more other eligible VPs – 15 points
4	Proximity to main road	15	With existing road / transport system: <ul style="list-style-type: none">• 5 m or more from Van Panchayat – 0 points• >=3 km and <5 km from Van Panchayat – 5 points• >=1 km and <3 km from Van Panchayat – 10 points• <1 km from Van Panchayat – 15 points
5	Demographics	15	Proportion of SC/ST population: <ul style="list-style-type: none">• <10% of total population – 0 points• >=10% and <25% of total population – 5 points• >=25% and <40% of total population – 10 points

S No	Particulars	Points	Remarks
			<ul style="list-style-type: none"> • $\geq 40\%$ of total population – 15 marks

6 Project Components

6.1 Development of MAP (jadi-buti) plantations

The development of plantations involves growing specific MAPs (jadi-butis) as listed by the Forest Department. Plantations can include trees, shrubs, herbs and climbers as per the agro-climatic suitability of the region. Plantations will be established in clusters with each cluster comprising of 30-50 Van Panchayats. Each cluster will be responsible for growing MAPs (jadi-butis) suitable for the agro-climatic conditions of the area. Plantations will play a crucial role in boosting economic growth, employment and export earnings of the Van Panchayat. Selected Van Panchayats will be responsible for end-to-end plantation management from plant selection, plantation establishment, sustainable farming practices, collection / harvesting and regular maintenance of plantations.

6.1.1 Targets

Each selected Van Panchayat should have an available planting area of not less than 5 Ha. The plantation targets over the project duration are as follows:

Particulars	Target
Phase 1: No. of Van Panchayats	200
Phase 2: No. of Van Panchayats	300
Total Van Panchayats covered	500
Average land covered per Van Panchayat (Ha)	10
Total land coverage under MAP (jadi-buti) plantations (Ha)	5,000

6.1.2 Proposed MAPs (jadi-butis) by Agro-Climatic Zone

The following MAPs (jadi-butis) have been proposed based on agro-climatic zone:

S No	Height	Major Species			
		Trees	Shrubs	Herbs	Climbers
1	Plain Area (Up to 1000 m)	Harad, Amla, Arjun, Bel, Sahjan, Shyonak, Bijasaar	Sarpgandha	Prasthparni Bach, Chitrak, Akarkara, Lemongrass	Giloy, Peeply, Maalkangani
2	Middle Hills (1000-2000 m)	Tejpat. Reetha, Buransh, Chyura, Padam, Pangar, Akhrot, Timur, Surai, Maidalakdi, Osmanthus, Nagkesar, Pine, Berries and Nut Fruits	Wild Rose, Berries and Nut Fruits	Kunjam Badi elaichi, Kapoor Kachri, Tagar (Saneva), Satua, Gingergrass	Indrayan

S No	Height	Major Species			
		Trees	Shrubs	Herbs	Climbers
3	Upper Hills (2000-3000 m)	Deodar, Bhotiya-badam, Buransh, Pine, Berries and Nut Fruits	Wild Rose, Kedarpati Amesh (Sea Buckthorn) Juniper, Berries and Nut Fruits	Kalajeera, Vantulsi Jambu, Thyme, Pushkarmula Gandhrayan	-

6.1.3 Cost of Plantation

A portion of the costs specified below would be provided as a grant to the Van Panchayat as detailed in section 8.2 (Incentives) of this document for the set up of one hectare of plantation.

The cost of set-up of MAP (jadi-buti) plantations has been estimated at INR 4.05 lakh per Ha. The detailed breakdown of costs is provided below.

Plantation costs for a period of 5 years (per Ha)

S No	Details	Amount (INR)
1	Stage 1: Advanced soil work – 1 st year	95,000
2	Stage 2: Plantation work – 2 nd year	83,500
3	Stage 3: Beating up and maintenance – 3 rd year	58,500
4	Stage 4: Maintenance - 4 th year	50,500
5	Stage 5: Maintenance – 5 th year	50,500
	Total	3,38,000

Total costs including raising, planting saplings and price escalation (per Ha)

S No	Details	Amount (INR)
1	Plantation costs for 5 years	3,38,000
2	Costs for raising saplings (INR 30/sapling, 1000 saplings/Ha)	30,000
	Total costs of raising and planting saplings	3,68,000
3	Price escalation @ ~10% on total costs	37,000
	Total	4,05,000

6.2 Development of Herbal and Aroma Tourism Parks

The Herbal and Aroma Tourism Parks will focus on showcasing and promoting the diversity of MAPs (jadi-butis) grown in the State. These parks shall provide visitors with educational and recreational experiences related to MAPs, cultivation, traditional medicine, traditional food and drinks, retail outlets, adventure sports etc. The development of Herbal and Aroma Tourism Parks can contribute to growth of tourism in the region, conservation of indigenous plant species, promotion of traditional medicine and alternative therapies and boosting the overall AYUSH sector of the State.

NTFP Federation will invite bidders to operate Herbal and Aroma Tourism Parks in Public Private Partnership (PPP) mode on government land. The eligible bidders will include Proprietorship Firms /

Registered Companies / Joint Ventures / Partnerships / Farmer Produce Organizations / Self-Help Groups / Cooperatives / Community based Institutions. In case of no bidders being selected, Cluster Federation may be the implementing authority of Herbal and Aroma Tourism Park(s) or private players may also be invited to set-up the Herbal and Aroma Tourism Park(s) on private land through an Expression of Interest (EOI).

Herbal and Aroma Tourism Parks shall be established on land with direct main road access which is located suitably for the convenience of tourists. In case no such land is available with the Van Panchayats or other Govt. Departments, the NTFP Federation may lease / acquire suitable private land with direct main road access or private players, if being invited through an EOI, may set-up the parks on their own private land. The land identified for the Herbal and Aroma Tourism Park should not be less than 2 Ha and not more than 5 Ha.

6.2.1 Targets

The project aims to establish one Herbal and Aroma Tourism Park in each eligible district. The targets for Herbal and Aroma Tourism Parks over the project duration are as follows:

Particulars	Target
Phase 1: No. of Herbal and Aroma Tourism Parks	3
Phase 2: No. of Herbal and Aroma Tourism Parks	8
Total Herbal and Aroma Tourism Parks	11

6.2.2 District-wise Areas for Herbal and Aroma Tourism Parks

The district-wise potential areas for set-up of Herbal and Aroma Tourism Parks are listed below:

S No	District	Area
1	Almora	Bhalu dam Ranikhet, Dwarahat, Jageshwar, Kainchi Dham
2	Bageshwar	Kapkot, Garud, Kausani, Berinag, Chaukori
3	Chamoli	Badrinath, Gwaldam, Tapovan, Chopta
4	Champawat	Lohaghat, Purnagiri, Reetha Sahib, Mayavati Ashram
5	Dehradun	Cahkrata, Mussoorie, Sahastradhara, Rishikesh
6	Nainital	Ramgarh, Mukteshwar, Sadiyatal, Bhimtal, Corbett Park
7	Pauri	Kotdwar, Lansdowne, Tadkeshwar, Khirsu
8	Pithoragarh	Munsyari, Patal Bhuvaneshwar (Gangolihat), Birthi Falls
9	Rudraprayag	Kedarnath, Guptkashi, Sonprayag, Ukhimath, Dugalbitta
10	Tehri	Narendra Nagar, Chamba, Devprayag, Kaanatal, Dhanaulti
11	Uttarkashi	Chinyalisaur, Harsil, Har ki Doon, Barsu, Gangotri, Yamunotri

6.2.3 Tourism Facilities

The Herbal and Aroma Tourism Park will offer several engaging facilities for tourist attraction which are indicated below. These facilities will employ staff from the local population of the area. This will strengthen the local economy and create job opportunities on a large scale.

6.2.3.1 Herbal and Aroma Parks

The herbal and aroma park will showcase various MAPs (jadi-butis) grown locally. Tourists will be invited to explore the park through leisure walks and have an immersive and educational experience, fostering a deeper understanding and appreciation for MAPs (jadi-butis) and their traditional uses with the natural habitat and local culture and traditions. Each plant section will have informative boards where the visitors can learn about the origin, historical significance, uses and benefits. The park will offer a plethora of activities as described below:

- **Guided Tours:** Guided tours will be organized led by knowledgeable guides who will share information about different plants, medicinal properties, traditional uses etc. Visitors can learn about the plants' healing properties, cultural significance and historical usage in herbal remedies.
- **Group Activities and Plant Walks:** Plant walks will allow visitors to explore the park's green spaces, identify MAPs, and learn about their growth patterns, habitats, and cultivation seasons. Visitors can participate in organized MAP identification games where they learn to recognize different MAPs and their distinguishing features.

Exhibit: Herbal and Aroma Park walkways and informative banners



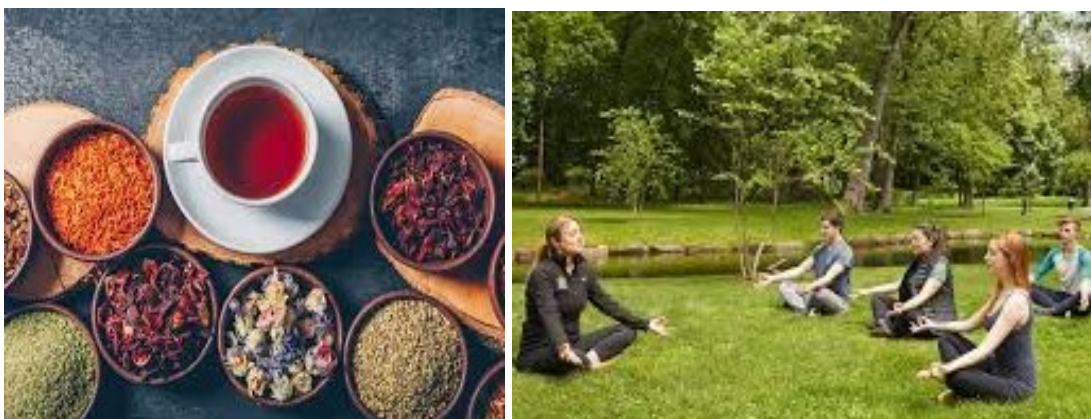
- **MAP Collection / Harvesting and Processing:** During the collection / harvest season, visitors can participate in organized MAP (jadi-buti) collection / harvesting activities where they can learn the best practices for harvesting plants, proper drying and storage techniques and right methods of home processing for various herbal preparations.
- **Workshops and Demonstrations:** Workshops and demonstrations will be conducted where visitors can learn about the preparation and usage of herbal remedies. These interactive sessions will cover topics like herbal tea blending, natural skincare, herbal medicine making, or creating herbal tinctures and salves

Exhibit: Harvesting and Workshops



- **Herbal Tea Tastings:** Herbal tea tasting sessions will be conducted where visitors can sample different herbal blends and learn about their flavors, health benefits, and properties. These tastings can be accompanied by educational sessions on usage of specific MAPs in different teas.
- **Meditation and Relaxation:** The park will have designated areas for meditation and relaxation, where visitors can find tranquility amidst the exotic surroundings. These spaces will offer a serene environment for visitors to unwind and connect with nature.

Exhibit: Herbal Tea Tasting and Meditation sessions in the park



6.2.3.2 Traditional Refreshments

Restaurants and cafes will be established where tourists can experience the local cuisine and beverages, providing taste of the local culture and culinary traditions. These restaurants will be established through local entrepreneurs offering the following features:

- **Local Recipes:** The dishes served will be prepared using authentic recipes passed down through generations. This will ensure that visitors get a genuine taste of the local cuisine and have an immersive experience in the history and culture of the place.
- **Herbal Infusions and Drinks:** Herbal drinks such as herbal teas, herbal coolers, or other beverages infused with MAPs known for their health benefits and refreshing flavors will be offered to visitors. The herbal drinks will also be packaged for purchase from retail outlets in the park.
- **Cultural Ambience:** The dining area or restaurant at the herbal and aroma park will be designed to reflect local culture and ambience. This could include traditional décor and local music to enhance the overall dining experience and immerse visitors in the local heritage.

Exhibit: Local ingredients and cuisines offered in the restaurants



6.2.3.3 Retail Outlets

Retail outlets will be set-up within the park where visitors can purchase locally made products and souvenirs. These outlets may offer a wide range of items such as handicrafts, artwork, textiles, local produce, herbal products, traditional clothing, and other regional specialties. Retail outlets will contribute to the local economy by promoting local artisans and businesses. Some products which will be sold at the retail outlets will include:

- **Medicinal and Aromatic Plants:** Both in dried and fresh forms.
- **Herbal Teas and Infusions:** Made from a single herb or blend of herbs, offering various flavors and health benefits.
- **Herbal Supplements, Remedies and Formulations:** In the form of capsules, tablets, tinctures, creams, salves, sprays or powders containing concentrated forms of specific herbs or herbal blends, targeting different health concerns or supporting general well-being.
- **Herbal Skincare and Personal Care Products:** Soaps, lotions, creams, oils, facial masks, and other products harnessing nourishing and soothing properties of herbs.
- **Herbal Culinary Products:** Herb-infused oils, herbal blends for cooking or seasoning, herbal vinegars, or herbal salts.
- **Essential Oils:** Highly concentrated oils capturing the aromatic compounds of plants, used for aromatherapy, massages, skincare, and other applications.

Exhibit: Dried herbs and supplements



Exhibit: Herbal skincare products and ointments



Exhibit: Herbal salts and essential oils



6.2.3.4 Common Facilities

Common facilities essential for ensuring the comfort and convenience of visitors such as walkways, restrooms, seating areas, information centres, parking lots and picnic spots will be built to cater to the basic needs of tourists to enhance their overall experience while exploring the park.

Exhibit: Walkways and parking facilities



6.2.3.5 Demonstrative Processing Units

The herbal park will also have demonstrative processing units where tourists would be able to get a first-hand experience of the processing of MAPs (jadi-butis) and other products. These units will include:

S No	Particulars
1	Washing and drying unit
2	Pulverizing and grinding unit
3	Distillation unit
4	Storage unit
5	Packaging unit

6.2.3.6 Adventure Activities

The park will offer a wide range of adventure activities designed to attract adventure enthusiasts and provide them a thrilling experience in the natural surroundings and landscapes of the area. Some of the activities to be offered will include:

- **Rock Climbing:** Conquering rock faces and cliffs in hilly areas, using climbing techniques, ropes, and equipment to ascend vertical or near-vertical surfaces.
- **Mountain Biking:** Riding bicycles on challenging off-road trails, taking advantage of the hilly terrain to enjoy thrilling descents and demanding climbs.
- **Ziplining:** Propelling along a suspended cable from one point to another, across scenic valleys or forested areas, while suspended in a harness.
- **Birdwatching:** Identifying and observing various bird species that inhabit or migrate through the forest.
- **Trekking:** Exploring mountainous regions on foot, following trails and enjoying the scenic beauty of the hills.
- **Wildlife Tracking:** Engaging in guided or self-guided walks to track and observe wildlife in their natural habitats and learning about animal behavior.

Exhibit: Rock Climbing

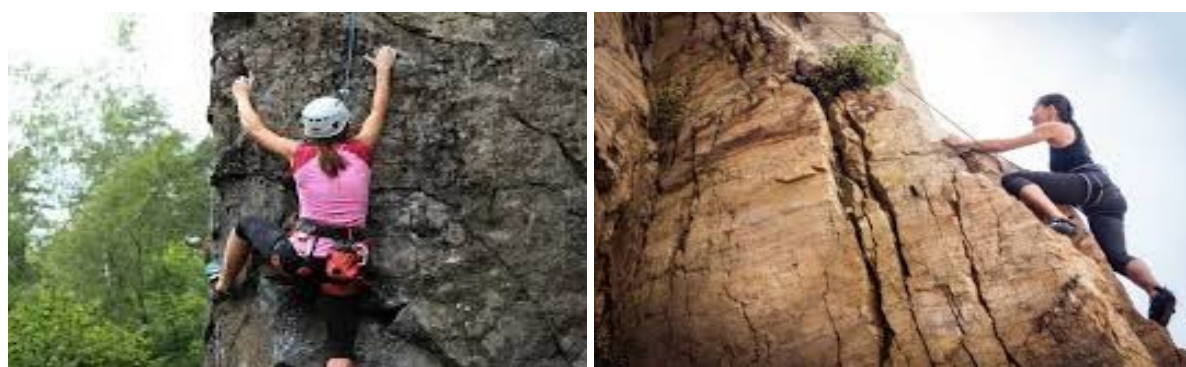


Exhibit: Ziplining



Exhibit: Birdwatching



6.2.4 Cost of Herbal and Aroma Tourism Park

A portion of the costs specified below would be provided as a grant to the private player or Cluster Federation as detailed in section 8.2 (Incentives) of this document for the set-up of one Herbal and Aroma Tourism Park.

The cost of set-up of one Herbal and Aroma Tourism Park has been estimated at INR 3 crore. The detailed breakdown of costs is provided below.

S No	Activity	Amount (INR lakh)
1	Herbal and Aroma Tourism Park	210
2	Dedicated area for nursery / ex-situ conservation / seed production area	50
3	Adventure Activities	40
	Total cost of Herbal and Aroma Tourism Park	300

Component-wise breakup of the listed costs are as follows:

a. Herbal and Aroma Tourism Park

S No	Activity	Amount (INR lakh)
1	Site Development including Parking	40
2	Gate and Boundary Wall	60
3	Planting (trees, shrubs, herbs, climbers) - Input Material, Fertilizer	30
4	Irrigation / Drinking Water	15
5	Electricity	15
6	Refreshment Centre	10
7	Common Facilities	5
8	Staff Quarters	10
9	Kiosks	5
10	Demo Processing Units	10
11	Miscellaneous	10
	Total	210

b. Ex-situ Conservation / Seed Production Area

S No	Activity	Amount (INR lakh)
1	Plots Preparation	5
2	Working Shade	10
3	Green Net-House	5
4	Store Room	5
5	Agri-Equipment	5
6	Raising Seedlings	15
7	Miscellaneous	5
	Total	50

c. Adventure Activities

S No	Activity	Amount (INR lakh)
1	Adventure Activities (rock climbing, mountain biking, ziplining etc.)	40
	Total	40

6.3 Value Addition Units

Value addition units will be established for aggregation, processing and marketing of the harvested / collected MAPs (jadi-butis) and other non-timber forest produce to enable higher price realization and ensure year-round sales. This will also provide livelihood opportunities for local communities. Large Value Addition Units will be established in each MAP growing cluster of Van Panchayats and Small Value Addition Units will be established in selected Van Panchayats based on their requirements.

6.3.1 Large Value Addition Units

Large Value Addition Units will be established for the development of post-harvest infrastructure for specific MAPs (jadi-butis) and other NTFP collected from clusters. NTFP Federation will invite bidders to operate Large Value Addition Units in Public Private Partnership (PPP) mode on government land. The eligible bidders will include Proprietorship Firms / Registered Companies / Joint Ventures / Partnerships / Farmer Produce Organizations / Self-Help Groups / Cooperatives / Community based Institutions. In case of no bidders being selected, Cluster Federation will be the implementing authority of Large Value Addition Unit(s) or private players may also be invited to set-up the Large Value Addition Unit(s) on private land through an Expression of Interest (EOI).

Large Value Addition units will be established on land with direct main road access, located suitably close to the Van Panchayats in the cluster to maximize the supply chain efficiency. Incase no such land is available with Govt. Departments, the NTFP Federation may lease / acquire suitable private land with direct main road access or private players, if being invited through an EOI, may set-up the units on their own private land.

Targets

The project aims to set-up 11 Large Value Addition Units across 11 clusters. The targets for Large Value Addition Units over the project duration are as follows:

Particulars	Target
Phase 1: No. of Large Value Addition Units	2 ¹
Phase 2: No. of Large Value Addition Units	9
Total Large Value Addition Units	11

Some of the machines / equipment to be established in Large Value Addition Units include:

S No	Particulars
1	Solar Dryer
2	Processing Unit – Extraction / Distillation etc. for different types of produce
3	Grinder
4	Pulverizer
5	Washing Unit
6	Packaging and Labelling Unit

6.3.2 Small Value Addition Units

Small Value Addition Units will be established in select Van Panchayats as per requirement for preservation of produce. This will reduce wastage and ensure better price realization through primary aggregation, processing and storage activities. Selected Van Panchayats will be the implementing authority of these units.

Targets

¹ 1 unit established in Garhwal cluster and Kumaon cluster, respectively

The project aims to set-up 100 Small Value Addition Units basis Van Panchayat requirements. The targets for Small Value Addition Units over the project duration are as follows:

Particulars	Target
Phase 1: No. of Small Value Addition Units	40
Phase 2: No. of Small Value Addition Units	60
Total Small Value Addition Units	100

Some of the machines / equipment to be established in Small Value Addition Units include:

S No	Particulars
1	Solar Dryer
2	Distillation Unit
3	Grinder and Pulverizer
4	Godown
5	Packaging Unit

6.3.3 Marketing and Branding

The NTFP Federation will engage agencies to build a unique value proposition for MAP (jadi-buti) plantations and Herbal and Aroma Tourism Parks to drive sales of the produce and attract tourists. Branding and marketing agencies will be engaged for the following:

- Developing brand stories
- Creating unique brand identities including name, logo, and packaging design that reflects the essence of the local herbs
- Creating visually appealing and informative packaging and labeling that showcases the herbs, their attributes and essential details such as ingredients, usage instructions, and any relevant certifications or claims
- Running marketing campaigns to spread awareness of the MAP (jadi-buti) plantations and Herbal and Aroma Tourism Parks nationally and internationally

6.3.4 Cost of Value Addition Units

A portion of the costs specified below would be provided as a grant to the private player / Cluster Federation and Van Panchayat as detailed in section 8.2 (Incentives) of this document for the set-up of one Large and Small Value Addition Unit respectively.

6.3.4.1 Large Value Addition Units

The cost of set-up of one Large Value Addition Unit has been estimated at INR 4 crore. The detailed breakdown of costs is provided below.

S No	Activity	Amount (INR lakh)
Infrastructure Components		

S No	Activity	Amount (INR lakh)
1	Godown	15.0
2	Drying Shade	10.0
3	Water Tank	5.0
4	Staff Quarters	20.0
5	Protection Wall	50.0
6	Common Facilities	10.0
7	Site Development	50.0
8	Retail Outlet	10.0
9	Miscellaneous	30.0
A (1-9)	Total	200.0
Machinery & Equipment		
10	Solar Dryer	10.0
11	Processing - Extraction / Distillation unit	150.0
12	Grinder	5.0
13	Pulverizer	5.0
14	Washing Unit	5.0
15	Packaging and Labelling	5.0
16	Miscellaneous	20.0
B (10-16)	Total	200.0
A+B	Grand Total	400.0

6.3.4.2 Small Value Addition Unit

The cost of set-up of one Small Value Addition Unit has been estimated at INR 75 lakh. The detailed breakdown of costs is provided below:

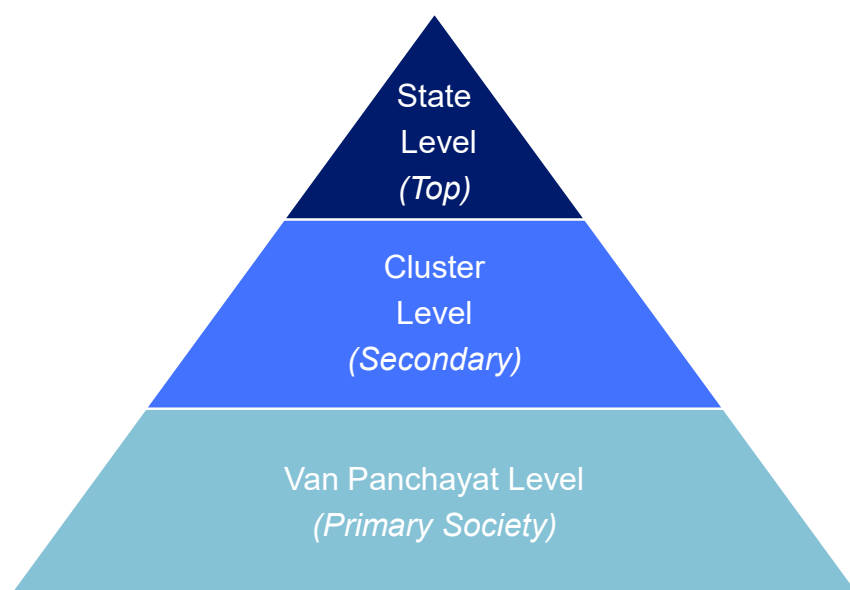
S No	Activity	Amount (INR lakh)
1	Solar Dryer	2.0
2	Distillation Unit	10.0
3	Grinder and Pulverizer	1.0
4	Packaging	1.0
5	Godown	15.0
6	Drying Shade	10.0
7	Water Tank	5.0
8	Common Facilities	10.0
9	Staff Quarters	20.0
10	Miscellaneous	1.0

S No	Activity	Amount (INR lakh)
	Total	75.0

6.4 Institutional Support

6.4.1 Execution Structure

Uttarakhand **Non-Timber Forest Produce (NTFP) Federation** shall be set-up and designated as the implementing agency of this project. It shall be responsible for achieving the overall project targets, within specified timelines. NTFP Federation will have 3 levels:



6.4.1.1 State Level Federation (SLF)

The State Level Federation will be the apex authority of the Federation. It shall be responsible for all strategic decisions such as project targets, timelines and finances. It will also be responsible for monitoring and assessing performance and taking corrective actions. The key leadership roles in SLF will be:

- **Managing Director:** PCCF – Van Panchayat
- **Additional Managing Director:** CCF – Utilization, NTFP and Livelihood

The scope of work for SLF is indicated below:

- **Policy Formulation:** Formulate and implement policies required to encourage MAP (jadi-buti) activities in the State, including plantation / value addition activities / herbal tourism etc. for revenue generation and livelihood creation.
- **Project Monitoring:** Prepare and update project vision, targets, timelines etc. and monitor project execution, target achievement, support required (technical / financial) etc.
- **Fund Mobilization:** Facilitate fund mobilization for project requirements from various sources such as State Budget, CAMPA etc.
- **Minimum Support Price (MSP):** Set-up and administer MSP for various MAPs (jadi-butis) to provide minimum price realization guarantee for farmers / collectors etc.

- **Auctions:** Conduct buyer-seller meets and auctions for various MAPs (jadi-butis)
- **Annual Van Mela:** Organize state-level Van Mela to provide a platform for various Van Panchayats and traders to sell herbal products such as herbal tea, oil, ointment etc. and other MAPs (jadi-butis) and non-timber forest produce on a large scale.
- **Capacity Building and Training:** Organize capacity building and training programs with institutes such as Forest Research Institute (FRI), Centre for Aromatic Plants (CAP), Herbal Research and Development Institute (HRDI) etc., for local workers to increase their technical knowledge and business acumen.

6.4.1.2 Cluster Level Federation (CLF)

Cluster Level Federation will be established in each MAP (jadi-buti) growing cluster. It shall be responsible for aggregation, processing, storage and marketing of produce from Van Panchayats which are part of the cluster. In case any Herbal and Aroma Tourism Park or Large Value Addition Unit is not allocated to a private bidder, the CLF will be responsible for setting-up and running these units. The key leadership roles in CLF will be:

- **CEO (District):** District Forest Officer (DFO) of selected district
- **Additional CEO:** Assistant Conservator of Forest (ACF) of selected district
- **Members:** Sarpanches of Van Panchayats which are the part of the cluster

The scope of work for CLF is indicated below:

- **Produce purchase and storage:** Purchase produce from Van Panchayats for storage and distribution.
- **Value Addition Units:** Ensure efficient functioning of Large Value Addition Units in the cluster for end-to-end value chain management including aggregation, processing and marketing of produce .
- **Herbal and Aroma Tourism Parks:** Monitor operations of Herbal and Aroma Tourism Parks and conduct promotional activities.
- **Promotion and Marketing:** Promote cluster specific MAPs (jadi-butis) and related value-added products through branding and marketing campaigns.

6.4.1.3 Van Panchayat Level - Primary Society

Primary Societies will be established at the Van Panchayat Level for plantation and collection of various MAPs (jadi-butis) and other non-timber forest produce, primary processing and storage of produce. Each Van Panchayat must be registered under Self Reliant Co-operatives Act, 2003 to participate as a primary co-operative member in the society. Selected Van Panchayat will be the implementing authority of the plantation, headed by the Range Forest Officer of the Concerned Range. The key leadership roles in the Primary Society will be:

- **Project Manager:** Range Forest Officer of concerned range
- **Members:** Van Panchayat members

The scope of work for Primary Societies is indicated below:

- **Plantation:** End-to-end plantation management including plant selection, plantation establishment, sustainable farming practices, collection / harvesting and regular maintenance of plantation
- **Collection:** Collect produce from Van Panchayats for further processing (small or large scale). It shall also encourage collection of other commodities from the wild such as fruits, nuts, flowers, berries, leaves, honey etc.

- **Primary Processing:** Conduct primary processing activities at the Van Panchayat level such as washing, drying, grinding, packaging, storage etc.

6.4.2 Monitoring Structure

The project progress will be tracked by a Monitoring Committee formed at two levels:

- **State Level Monitoring Committee (SLMC)**
- **Cluster Level Monitoring Committee (CLMC)**

6.4.2.1 State Level Monitoring Committee (SLMC)

A State Level Monitoring Committee will be formed consisting of the below members:

S No	Designation
1	Chief Secretary (Chairman)
2	Secretary, Forest Department
3	Secretary, Industries
4	Secretary, Agriculture and Farmer's Welfare
5	Secretary, Tourism
6	Secretary, AYUSH
7	PCCF, HoFF
8	PCCF, Van Panchayat (Member Secretary)
9	Director, Forest Research Institute
10	Director, Centre for Aromatic Plants
11	Director, Herbal Research and Development Institute
12	Chairman, State Level Federation

The State Level Monitoring Committee shall:

- Conduct reviews to monitor the progress of the project every 6 months
- Assess and approve deployment of additional resources in terms of finances and / or manpower for any execution activities
- Assess the socio-economic impact in-terms of livelihood development, income generation and impact on the overall standard of living

6.4.2.2 Cluster Level Monitoring Committee (CLMC)

A Cluster Level Monitoring Committee will be formed consisting of the below members:

S No	Designation
1	District Magistrate (Chairman)
2	Chief Development Officer
3	Divisional Forest Officer (Member Secretary)
4	GM, District Industry Centre

S No	Designation
5	Chief / District Horticulture Officer
6	District Tourism Development Officer
7	District Ayurveda Officer
8	Chairman of Cluster Level Federation

The Cluster Level Monitoring Committee shall:

- Monitor the adherence of timelines for activities such as land identification for Herbal and Aroma Tourism Parks, selection of Van Panchayats and subsequent arrangement of required planting material from Forest Department Nurseries
- Conduct 4 physical inspections per Van Panchayat and Herbal and Aroma Tourism Park per year to monitor the progress of the project and assess the need for additional support (technical, financial etc.) required by the Van Panchayats on a case-to-case basis
- Monitor the performance in terms of tonnes of produce collected / harvested, tourist footfall, revenue generation, employment levels etc. to track the socio-economic growth of the area and verify proper maintenance of the plantations and Herbal and Aroma Tourism Parks

6.4.3 Capacity Building and Training

Plantation workers and Herbal and Aroma Tourism Park employees will be provided capacity building and training programs to learn the right farming methods and techniques, ensure healthy MAPs (jadi-butis) growth and productivity, employ sustainable farming practices and operate and manage the Herbal and Aroma Tourism Park including the demonstrative aggregation and processing units and marketing activities related to NTFPs and tourism. For this purpose, research and training programs will be conducted by the following entities:

- Centre for Aromatic Plants
- Herbal Research and Development Institute
- Forest Research Institute
- Uttarakhand Tourism Development Board
- Eco-tourism Development Corporation

The local workers engaged in these activities will be trained on some of the following topics for knowledge and skill building:

1. Farming practices including:

- **MAP (jadi-buti) management:** MAP (jadi-buti) selection, planting techniques, irrigation practices, fertilization, pest and disease management, and collection / harvesting methods to optimize yield, reduce crop losses, and ensure quality of produce
- **Soil health and fertility:** Soil management such as nutrient management, organic farming practices, erosion control etc. to maintain soil fertility, prevent degradation, and implement appropriate soil conservation measures

2. Tourism practices including:

- **Sustainable tourism:** Responsible tourism practices such as eco-friendly infrastructure development, waste management, energy efficiency, and water conservation

- **Guiding skills:** Soft skills training as a tourist guide, local expert etc. to provide accurate and engaging information about natural and cultural resources, storytelling, local history, and ecological processes

3. Business management including:

- **Marketing, finance and business operations:** Basic accounting, market analysis, branding and promotion techniques such as tourism package and itinerary development, business development, supply chain management etc.
- **Monitoring and evaluation:** Data collection methods, indicators of sustainability, visitor satisfaction surveys for feedback etc. to monitor and evaluate effectiveness of eco-tourism initiatives and product sales

7 Implementation

7.1 Stakeholders Involved

The stakeholders involved in the execution of the project will be as follows:

- Non-Timber Forest Produce Federation
 - State Level Federation (SLF)
 - Cluster Level Federation (CLF)
 - Primary Society
- Forest Department Nurseries
- Monitoring Committee
 - State Level Monitoring Committee (SLMC)
 - Cluster Level Monitoring Committee (CLMC)
- Capacity Building and Training Agencies
 - Uttarakhand Tourism Development Board (UTDB)
 - Forest Research Institute (FRI)
 - Centre for Aromatic Plants (CAP)
 - Herbal Research & Development Institute (HRDI)
 - Eco-tourism Development Corporation

7.2 Execution Process

Execution process of the project with the roles of each stakeholder is defined in the table below:

S No	Activity	Stakeholder(s) Involved
1	G.O will be released to all Van Panchayats inviting applications for the project	Forest Department
2	Interested Van Panchayats will submit their applications with all details listed by NTFP Federation, such as current production / collection activities, land size, proximity to main road, demographic composition etc.	Van Panchayat, NTFP Federation
3	NTFP Federation will review and select applications basis yearly targets and share the plantation requirements with Forest Department Nurseries, who will arrange for materials accordingly	NTFP Federation, Forest Department Nurseries

S No	Activity	Stakeholder(s) Involved
4	The selected Van Panchayats will form Primary Societies and commence work on set-up of plantations and Small Value Addition Units (<i>if applicable</i>) according to NTFP Federation directions (MAP plantation basis agro-climatic suitability, Small Value Addition Units basis requirement etc.). They will receive guidance and training in management of plantation and processing activities in this period	Van Panchayat, NTFP Federation, CMLC, CAP, HRDI, UTDB
5	Respective Project Managers of each Van Panchayat will prepare progress reports every quarter and submit to the CLMC for review. In case of delay in timelines, Project Manager of respective Van Panchayat shall submit justifiable reasons and propose revised timelines to CLMC for approval	Primary Society, CLMC
6	CLMC shall conduct physical inspections at the Van Panchayats every quarter to ensure project progress. They shall also assess the need for additional technical/financial support on a case-to-case basis and submit to SMLC for approval	Primary Society, CLMC
7	SLMC will conduct workforce training each year over the duration of this project. They shall also organize bi-annual Van Melas on a state-level. They shall conduct reviews every 6 months to monitor overall project progress. They shall also assess the need for any additional resource deployment.	SLMC, CLMC

7.3 Project Timelines

The project will be executed in two phases with implementation in the following manner:

		Phase 1					Phase 2				
		2024	2025	2026	2027	2028	2029	2030	2031	2032	2033
1	Selection of Van Panchayats, identification of land parcels, preparation of planting material	Set-up	Set-up			Set-up	Set-up				
2	Establishment of Plantations in Van Panchayats		50 VPs	150 VPs			100 VPs	200 VPs			
3	Establishment of Herbal Tourism Parks		1 HTP	2 HTPs			4 HTPs	4 HTPs			
4	Establishment of Large Value Addition Units			1 unit	1 unit		3 units	3 units	3 units		
5	Establishment of Small Value Addition Units			15 units	25 units			30 units	30 units		
6	Capacity Building and Training	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people	1,000 people
7	Van Mela										

8 Financials

8.1 Estimated Financial Requirement

8.1.1 Total Project Outlay

S No	Details	Cost per Unit	No. of Units	Amount (INR cr.)
A	MAP (jadi-buti) Plantations on Van Panchayat land	INR 4.05 Lakhs	5,000 Ha	203
B	Herbal and Aroma Tourism Parks	INR 3 crore	11 parks	33
C1	Large Aggregation and Processing Units	INR 4 crore	11 units	44
C2	Small Aggregation and Processing Units	INR 75 lakh	100 units	75
A+B+C	Total cost excluding institutional support			355
D1	State Level Administrative Support		@10%	35.5
D2	Institutional Support – Capacity Building and Training	INR 5,000	10,000 people	5
D2	Institutional Support – Herbal Mela	INR 5 crore	1 mela per year	5
A+B+C+D	Total cost			400

8.1.2 Yearly Project Outlay

All figures in INR crore

		Phase 1: ~INR 145 crore					Phase 2: ~INR 255 crore					
S No	Details	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	Total
1	Preparation of saplings	6.6				9.9						16.5
2	Advanced soil work on VP land	5.2	15.7			10.5	20.9					52.3
3	Plantation work		4.6	13.8			9.2	18.4				45.9
4	Beating up and maintenance – 1 st yr			3.2	9.7			6.4	12.9			32.2
5	Maintenance – 2 nd year				2.8	8.3			5.6	11.1		27.8
6	Maintenance – 3 rd year					2.8	8.3			5.6	11.1	27.8
7	Establishment of HTPs		3.0	6.0			12.0	12.0				33.0
8	Establishment of Large Value Addition Units			4.0	4.0		12.0	12.0	12.0			44.0
9	Establishment of Small Value Addition Units			11.3	18.8			22.5	22.5			75.0
10	Institutional Support: Marketing, MSP etc.	1.18	2.33	3.82	3.52	3.15	6.24	7.13	5.29	1.67	1.11	35.4
11	Capacity Building and Training	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	5.0
12	Van Mela		1.0		1.0		1.0		1.0		1.0	5.0
	Overall Project Cost	14	27	43	40	35	70	79	60	19	14	400.0
	~ via Grant	11	21	30	31	29	46	53	43	15	12	290.5
	~ via Loan	3	6	13	9	6	24	26	17	4	2	109.5

8.2 Incentives

The following incentives will be provided for the set-up and maintenance of MAP (jadi-buti) plantations, Herbal and Aroma Tourism Parks, value addition units and institutional support:

S No	Component	Sources of Subsidy	Capital Subsidy	Self-Funding
1	MAP (jadi-buti) plantation	State Budget, CAMPA, CSR Funds of Companies	80% INR 162 cr	20% INR 40.5 cr
2	Herbal and Aroma Tourism Park	State Budget, CAMPA, CSR Funds of Companies In case of private parks, Uttarakhand's Tourism Policy 2023 shall be applicable, and the incentives mentioned therein will apply	30% INR 10 cr	70% INR 23 cr
3	Small Value Addition Unit	Uttarakhand's MSME Policy 2023 shall be the primary source and will be combined with grants from Centrally Sponsored Scheme of National Mission on Medicinal Plants	80% INR 60 cr	20% INR 15 cr
4	Large Value Addition Unit	Uttarakhand's MSME Policy 2023 shall be the primary source and will be combined with grants from Centrally Sponsored Scheme of National Mission on Medicinal Plants	30% INR 13 cr	70% INR 31 cr
5	Institutional Support	State Budget, CAMPA	100% INR 45.5 cr	
		Total	INR 290.5 cr Phase 1: 111.2 cr Phase 2: 179.2 cr	INR 109.5 cr Phase 1: 34.2 cr Phase 2: 75.3 cr

For self-funding, low interest loans may be provided by the State Cooperative Bank.