ORIGINAL RESEARCH ARTICLE

Value chain study of medicinal plant Shankhpushpi (Convolvulus pluricaulis) in Barmer district of Rajasthan

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ABSTRACT

The western part of India is massively enriched with natural vegetation of multipurpose trees and herbs that have great medicinal importance. In the Barmer district of western Rajasthan, about 120 plant species are known to be important for their medicinal and pharmaceutical values. Medicinal plants offer one of the sustainable alternative sources of livelihood with tremendous opportunities to generate income, employment and foreign exchange. Their utilization for preventing, treating and curing several human diseases by local healers and Ayurvedic practitioners represents the first line of defense against diseases in large parts of the rural areas of third world countries. Many farmers sell these naturally growing medicinal herbs to local traders and hence earn some bonus income. One of the most important such medicinal plants of Thar dessert area of Barmer district is Shankhpushpi (Convolvulus pluricaulis Choisy), of the family Gentianaceae. C. pluricaulis is a twining perennial herb and is considered as the most wonderful gift of nature to the mankind. This medicinal plant has a great potential for domestic trade in the AYUSH industry.