

# European Journal of Biotechnology and Bioscience

Available online at [www.biotechjournal.info](http://www.biotechjournal.info)

ISSN 2321-9122  
EJBB 2013; 1(3): 57-58  
Received 18-8-2013  
Accepted: 20-9-2013

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## Export potentiality of glory lily and senna

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### ABSTRACT

India is said to be the home to 8,000 species out of 21,000 species used for medicinal purpose in the world. Around 800 species are used by industries and out of which 25.00 per cent are cultivated (NBPGR, 1996), This rich bio-diversity together with diverse agro-climatic conditions provides unlimited opportunities for India to cultivate a variety of medicinal plants demanded by the market.

The demand for medicinal plants in India - to meet both domestic and export market - comprising 162 species, is expected to increase at about 15.00-16.00 per cent between 2002 and 2005 (CRPA, 2001). The current gap between demand and supply is estimated to be 40,000 to 2,00,000 tonnes, which is expected to rise to 1.52.000 to 4,00,000 tons by 2005 (Planning Commission, 2000 and CRPA, 2001). This indicates that we have not capitalized the market, neglecting the export of medicinal plant, especially finished and the processed crude drugs exports. This gap, together with the opening of international market for trade and commerce under WTO regime, provides opportunities for India to become a global leader in marketing of medicinal plants. Hence, the study entitled "A study on knowledge, adoption and marketing behaviour of medicinal plant growers" was taken up to analyse three major dimensions viz., knowledge, adoption and marketing behaviour of glory lily and Senna cultivating farmers

The study was taken up in Dindigul for glory lily and Tuticorin district for Senna of Tamil Nadu. A sample size of 200 medicinal plant cultivators belonging to two different medicinal plants viz., glory lily and Senna was selected by using random sampling technique.

Based on the results, it was explicit to infer that half of the respondents had (50.00 per cent) medium level of export potentiality, which was followed by low level (36.00 per cent) of export potentiality and 14.00 per cent of the respondents had who high level of export potentiality and more than half of the respondents had (54.00 per cent) medium level of export potentiality followed by low level (26.00 per cent) and high (20.00 per cent) levels of export potentiality. They had adequate knowledge on marketing and exporting their products.

**Keywords:** export, glory lily, senna

### Introduction

As the globe is awakened to the calls of environmental problems and health hazards, more and more people are showing interest in natural, safer and economical herbal medicines rather than the expensive chemical drugs that have many side effects. World Health Organisation (WHO) has estimated that 80.00 per cent of the populations in developing countries rely on traditional medicines; mostly plant drugs, for their primary health care needs. India has about seven lakh-registered practitioners belonging to *Ayurveda*, *Unani*, *Sidha*, *Tibetian*, etc. These systems of medicine solely depend upon herbal products for medical treatment.

Total global market for medicinal plants is worth about 150 billion dollars and India's share is only 1.3 billion dollars (0.9 per cent). India's dismal performance in the global trade can be attributed to many factors. Among these, the major problem is that India exports only 30.00 per cent of the commodity in the processed form and bulk of 70.00 per cent in raw form thereby causing loss in employment as well as foreign exchange reserves.

### Research Methodology

The study was taken up in Dindigul for Glory lily and Tuticorin district for Senna of Tamil Nadu. A sample size of 200 medicinal plants cultivators belonging to two different medicinal plants viz., glory lily and Senna was selected by using random sampling technique.

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This variable was operationalised with the potential of the help of a series of question medicinal plants, price in the world market. All the questions were in the form of objective type designed to the test the knowledge of the farmer about the export on export, potential of the medicinal plant.

**Findings and Discussion**

**Export potentiality of glory lily**

To know about the export potentiality of the respondents in medicinal plants, required data were collected and tabulated in Table 1.

**Table 1:** Distribution of respondents according to their export potentiality. (n = 100)

S. No	Category	Number	Per cent
1.	Low	36	36.00
2.	Medium	50	50.00
3.	High	14	14.00
	Total	100	100.00

From Table 1, it was explicit to infer that half of the respondents had (50.00 per cent) medium level of export potentiality, which was followed by low level (36.00 per cent) of export potentiality and 14.00 per cent of the respondents had who high level of export potentiality. They had limited access to internet facilities and unable to meticulously use the internet tool. And also cosmopolitan sources like extension personnel, print media, television and radio did not find place in information source. This would have been the probable reason for medium to low level of export potentiality. This finding is contradictory to Jeyaseelan (2005) <sup>[1]</sup>.

**Export potentiality of senna**

The results on distribution of respondents according to their export potentiality are presented in Table 2.

**Table 2:** Distribution of respondents according to their export potentiality (n = 100)

S. No	Category	Number	Per cent
1.	Low	26	26.00
2.	Medium	54	54.00
3.	High	20	20.00
	Total	100	100.00

From Table 2, showed that more than half of the respondents had (54.00 per cent) medium level of export potentiality followed by low level (26.00 per cent) and high (20.00 per cent) levels of export potentiality. They had adequate knowledge on marketing and exporting their products. This would have been the probable reason for medium level of export potentiality. This finding derives support from that of Lakshmanan and Srinivasan (2005).

**Conclusion**

The long marketing chain and unorganized system- should be replaced with institutionalized marketing mechanism for bringing transparency in the medicinal plants trade. Specialized cooperative or regulated markets can be a focal point to ensure fair trade in the medicinal plants sector.

**Reference**

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