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THE HINDU

Armyworms wreak havoc in Kuttanad paddy fields



A disaster is lurking in the form of armyworm attack on paddy fields in Kuttanad, considered a prime granary of Kerala. The infestation of the worms, known as ‘pattalappuzhu’ in local parlance, noticed a week ago, has been spreading rapidly to new areas, threatening hundreds of hectares of paddy crop in their early stages of growth.

Experts say that multiplication of the caterpillar is facilitated by climate change. The death of lakhs of ducks that prey on the caterpillar, owing to the recent bout of bird flu, has also contributed to the unhindered pest attack.

“Dry humid conditions are favourable for the rapid multiplication of the armyworms. Paddy crop up to 30 days of growth are vulnerable to the attack. The worms are voracious eaters and devour most parts of the plant, usually in the evenings,” Ambika Devi, Associate Director, Regional Agricultural Research Station, an institution functioning under the National Agricultural Research Project, told *The Hindu*.

Scarcity of rain has fuelled the current attack while lack of irrigation facilities has further complicated matters. “The worm infestation has to be contained within 48 hours. Flooding of the fields for three days is an effective method to destroy the worms. The armyworm attacks had occurred three years ago in certain pockets, but they were contained immediately,” she said.

Broken irrigation pipes have resulted in denial of water to certain worm-infested areas in Kuttanad. Low level of water in rivers has added to the problem. Late sowing of paddy has also contributed to the crisis.

“About 4,500 hectares out of 26,000 hectares of paddy sown in Kuttanad have been affected by the worm infestation,” said A.G. Abdul Kareem, Principal Agricultural Officer, Alappuzha. Fields with plants up to 45 days of growth have been hit. Organic insecticides containing garlic, tobacco and bird’s eye chilli (kanthari) extracts are used to kill the worms. He said the fields were being flooded wherever possible.

The worm infestation had been noticed in fields at Chengannur, Mavelikara, Thazhakkara, and Veliyanadu, said Mathew Abraham, Agricultural Officer, Kerala Centre for Pest Management, Moncombu. The cracks in the fields due to drought have helped the insects multiply.

He felt that the loss of over 5 lakh ducks contributed much to the present situation.

Minister urges farmers to shift farming practice

The drought-prone conditions prevailing in Karaikal district is unprecedented and had caused extensive damage to standing crops, particularly paddy.

Hence, paddy farmers should resort to shift in farming practice, said R. Kamalakannan, Puducherry Minister for Agriculture.

Speaking at a seminar on ‘Pre-monsoon campaign’ organised by the Agriculture Department here to sensitise farmers on latest farming techniques, he said farmers had been incurring huge expenditure for raising paddy and other crops but were incurring severe loss.

The Minister appealed to the farmers to adopt minimum use of water and cultivate gingelly, green gram and other pulses.

P. Parthiban, Collector, K. Mathiyazhagan, Additional Director of Agriculture, and M. Kandasamy, Dean of Pandit Jawaharlal Nehru Agriculture College and Research Institute, spoke on the scope for taking up alternative crops for ensuring maximum utilisation of the available water.

Water shortage hits sugarcane yield

Farmers give up cultivation of the crop in several parts of Ariyalur district

Depletion of groundwater and consequent poor irrigation facility have forced sugarcane farmers to give up cultivation in several parts of the district.

Against 6,349 hectares brought under sugar cane cultivation during 2015-16, the farmers have raised the crop on just 5,788 hectares, leaving a shortfall by about 561 hectares.



Agriculture Department officials said depletion in groundwater table has had an adverse impact on the growth and size of the cash crop. Many farmers have cultivated 'Coc-92061' variety as it can withstand diseases and suitable for drought-prone areas.

On the quality of sugarcane, the source said that the sugar recovery would be far less this season as the cane had not registered adequate growth. "It will be around seven per cent or less." The problem would be more serious during the forthcoming season (2017-18), as cane-growers were hesitant not to burn their fingers again.

Solar power to be harnessed to power agricultural borewells

After success of pilot project in Khammam, TNREDC to install solar powered irrigation pump sets across the State

The Telangana New and Renewable Energy Development Corporation is gearing up to replace few thousands of traditional agricultural pump sets with solar powered ones in the coming days.

The decision was taken after successfully implementing a pilot project in Khammam district where 90 solar powered pump sets had been commissioned on a pilot basis. The State had received funds from the Union Ministry of New and Renewable Energy for installing 4,223 pump sets in different parts of the State during the first phase, of which 90 pump sets had been installed in Khammam district to test the results.



Local conditions

“We have conducted studies over the performance of the solar pumpsets and the changes needed to suit the conditions in Telangana,” corporation Managing Director A. Sudhakar Rao told *The Hindu*. The pumpsets set up on experimental basis were proved efficient in drawing ground water from depths of over 200 ft.

Centre sanctioned 5,084 solar pump-sets to Telangana for agriculture and drinking water, the State has availed only 90 solar pump-sets so far. The installation of these pumpsets had been on the slower side so far because the corporation was working out modalities relating to operation of these pumpsets in the Telangana region where ground water was available at a depth of over 200 ft in major portion of the State.

Central subsidy

Further, the pump sets sanctioned by the Union Ministry of New and Renewable Energy were of 5 HP capacity while the actual capacity utilisation at the ground level was found to be close to 7.5 HP owing to the depth of the water. But since the pilot project had given successful results in operation, it was decided to deploy the remaining allocated pump sets across the State. “The Central Government will give a subsidy of ₹ 1.6 lakh on each pump set costing around ₹5 lakh,” he said.

In addition, the Government had decided to use solar power for operating the lift irrigation projects and the Union Ministry had given its in principle consent for utilising around 1,000 MW power in this regard.

Drought: Foodgrain production likely to miss target by 36 per cent



Staple crops like ragi and jowar hit hard

Karnataka is likely to fall short of its foodgrain production target for 2016-17 by a massive 36 per cent owing to drought, according to an assessment by the Karnataka Agriculture Price Commission (KAPC).

The State had set a target of achieving production of nearly 135 lakh tonnes for 2016-17. But drought, said to be among the worst in 40 years, had affected production of various crops, states KAPC's report 'Perspective and Forecasting'.

Drought and floods

The situation has arisen as crops on about 48 per cent of farmland were affected mainly owing to drought and floods in certain areas, the report says.

The production of staple cereal crops has taken a serious hit, as the State is likely to witness a whopping 38 per cent shortfall in their production compared to the target. As against the target of 120.87 lakh tonnes, the State may see actual production of only 74.39 lakh tonnes with respect to cereals.

Among cereals, jowar, which is the staple diet of north Karnataka, is worst hit as production is expected to fall below the target by 63 per cent. Ragi, the staple crop of old Mysuru region, too is likely to fall below target by 58 per cent.

The actual production of paddy and maize are expected to see a shortfall of 29 and 34 per cent respectively.

But, there is an aberration as the production of toor dal and greengram is expected to surpass the target. Toor dal production is likely to touch 7.1 lakh tonne as against the actual target of 5.53 lakh tonnes.

Similarly, greengram production is expected to be around 1.28 lakh tonnes, which is marginally higher than its production target of 1.19 lakh tonnes, the report says.

Inadequate relief

KAPC took exception to the Centre granting only ₹1,782 crore as relief towards crop losses, while maintaining that the State should have received a minimum of ₹2,635 crore as per norms as the loss stood around ₹17,369 crore.

Agriculture, MSMEs to get priority in budget: Yanamala

“Development of agriculture in uplands to be on a par with the deltas”

In the first pre-budget consultations held at the Interim Government Complex at Velagapudi in Guntur district on Monday, Finance Minister Yanamala Ramakrishnudu discussed with experts the shortcomings of agriculture and micro, small and medium enterprises (MSME) sectors and the steps that the Government is expected to take to bring a turnaround.

Irrigation projects were another important topic of deliberations, in which experts from various universities and independent researchers took part.

Addressing the media later, Mr. Ramakrishnudu said it had been decided to give due priority to the development of agriculture in uplands on a par with the deltas. He pointed out that the primary sector's growth rate would have been far better had advanced technologies been adopted on a larger scale while following the best farming practices.

Various steps were planned to strengthen the MSME sector which had the country's second largest workforce after agriculture. A gamut of problems facing the MSMEs was to be solved to prevent massive retrenchments.

Information technology, tourism and services were the other sectors sought to be given the importance they deserved.

Measures for youth welfare were talked about extensively to bring the kind of youth policy that was required to reap the 'demographic dividend'. This was one area on which the government was focussed to tap their potential, which was largely untapped.

Consultations also focussed on ways to attract investments and sustain the interest of entrepreneurs. Special Chief Secretary Ajeya Kallam and Secretaries K. Sunitha and M. Ravi Chandra were present.

Village wins laurels in organic farming

Kanjikuzhy has won the district-level prize, instituted by the Agriculture department, for the best panchayat engaged in organic farming. Cherthala south panchayat won the second prize.

The third prize was shared by Kumarapuram and Muttar panchayats.

1,100 hectares

Organic farming is done in 1,100 hectares in the panchayat. Apart from paddy, plantain, vegetables and betel leaves, the panchayat promotes dairy and poultry farming. The organic farming practices are followed by farmers with the cooperation of various government departments such as agriculture and animal husbandry.

Farmers' meet conducted

The Agricultural Technology Management Agency (ATMA) with the technical support of Agricultural Engineering Department conducted a farmers' meet in Kamakkapalayam village in Thalaivasal block recently to expose the farmers to the latest technology of maintenance of micro irrigation.

Water use

C. Ranganathan, Assistant Director of Agriculture, in his presidential address, insisted on judicious use of water for ensuring good yield.

S. Saravanan, Assistant Engineer (agricultural engineering), explained the maintenance of micro irrigation methods such as drip, sprinkler and raingun irrigation.

K. Rajendran, Block Technology Manager, spoke on fertigation technology involved in drip irrigation.

M. Kuppusamy, area manager, Emtell India Limited, explained acid treatment of drip irrigating system with power point presentation.

Farm women group formed

The Amma Farm Women Group was formed recently with 20 women progressive farmers in Manivilunthan south village in Thalaivasal block.

A capacity building training programme was organised by Agricultural Technology Management Agency (ATMA) for the members of this group to improve the economic standard of rural agricultural women and to improve their entrepreneurial skills.

R. Janaki, Assistant Director of Agriculture (in-charge), said that farm women had played a big role in improving agricultural practices. She said already a sum of Rs. 10,000 had been provided as revolving fund to the group through electronic fund transfer. She distributed group maintaining registers. R. Ananthan, Deputy Agricultural Officer, explained subsidy schemes available for the group.

K. Rajendran, Block Technology Manager, explained the importance of minor millets, cultivation and post harvest technology to create better income. K. Kanaka and P. Priyanka, block integrators, Dhan Foundation, explained the register maintenance, saving procedure, and formalities involved in opening bank accounts for better performance of group.

THE HINDU BusinessLine

Sugar rises with demand



Mumbai, January 9:

Sugar prices at the Vashi market witnessed a sharp increase. Higher physical demand from stockists and upcountry buyers at mill level lifted prices by ₹40-50 a quintal. *Naka* rates also went up by ₹40-60. Sources said producers sold the commodity at higher rates. About 2-3 rail rakes (of 27,000 bags each) and about 70,000-75,000 bags were sold by Maharashtra's mills at higher price. Arrivals were about 59-60 truck loads and local dispatches were at 61-62 loads. The Bombay Sugar Merchants Association's spot rates: S-grade ₹3,740-3,822 (3,702-3,792) and M-grade ₹3,780-4,000 (3,746-3,992). *Naka* delivery rates: S-grade ₹3,760-3,820 (3,700-3,780) and M-grade ₹3,800-3,870 (3,780-3,880).

Weak buying crushes soyabean

Indore, January 9:

Despite weak global cues, slack physical demand and weak futures dragged both soya oil and soyabean with soya refined being quoted at ₹728-30, while soya solvent declined to ₹695-698. Soyabean declined to ₹3,000 a quintal. Plant deliveries too were down at ₹3,025-50 a quintal. Soyameal declined to ₹24,200 a quintal.

Spot rubber rules firm

Kottayam, January 9:

Spot rubber finished firm on Monday. RSS 4 improved to ₹141 (₹140) a kg, according to traders. The grade firmed up to ₹140 (₹139) and ₹137 (₹136) respectively, as reported by the Rubber Board and dealers. The trend was mixed. January futures improved to ₹140.25 (₹137.98), February to ₹146.80 (₹143.79), March to ₹150.50 (₹147.51), April to ₹157.76 (₹153.96) and May to ₹163 (₹159.89) on the National Multi Commodity Exchange. RSS 3 (spot) firmed up to ₹161.72 (₹159.08) a kg at Bangkok. Spot rubber rates (₹/kg): RSS-4: 141 (140); RSS-5: 132 (131); Ungraded: 119 (119); ISNR 20: 129 (128) and Latex (60% drc): 84 (84).

Cardamom gains aroma on supply fears

Kochi, January 9:

Small cardamom prices moved up further last week on bulk Sankaranti purchases amid a squeeze in supply at auctions held in Kerala and Tamil Nadu.

As nearly 90 per cent of the harvesting is said to be over, the arrivals were showing a shrinkage, trade sources said.

Looking at the upsurge in prices, those who are holding the material may release it this week, said PC Punnoose, General Manager, CPMC. "If they released their produce in a regulated manner, then it would not make any negative impact on the prices," he added.

Exporters have slowed down following the sharp rise in the prices which remained above ₹1,300 a kg last week. They have bought somewhere between 40 and 50 tonnes of capsules last week, they said.

According to Ranganathan, a dealer in Bodinayakannur, the main trading hub for the commodity in the country, the prices have shot up following bulk purchases by the Tamil Nadu government for distribution during Pongal. Consequently, the prices increased by ₹100-150 a kg and it is likely slip once the Pongal purchases are over, he added.

Arrivals last week increased to 392 tonnes from 286 tonnes the week before.

The auction average last week moved up to above ₹1,350.92 a kg from ₹1,204.51 and was vacillating between ₹1,289 and ₹1,414 a kg.

Total arrivals during the season from August 1 up to January 7 were at 10,486 tonnes and sales were at 9,932 tonnes.

The individual auction average for the season as on January 7 stood at ₹1,081.65/kg.

Prices in ₹/kg : 8mm bold good colour 1,600-1,700 ; 7-8 mm 1,400-1,500; 6-7 mm 1,300-1,400 and below 6 mm: 1,150-1,250.

Rubber growers seek export promotion schemes

Kochi, January 9:

Given the recent surge in exports, the Indian Rubber Growers Association has urged the Commerce Ministry to formulate a scheme to promote them.

Sibi J Monippally, General Secretary, IRGA, told *BusinessLine* that rubber exports in December stood at nearly 3,000 tonnes against 640 tonnes in November and 645 tonnes during the period between April and December in the previous year.

Rising exports — especially in the wake of higher international rubber prices — will help India garner a major share in rubber exports.

According to him, the Central government had in 2002 extended an export incentive of ₹3.50 a kg for rubber and during that period the country exported 55,000 tonnes. A similar initiative to this effect will boost exports and definitely encourage farmers to come back to rubber tapping at a time when demonetisation and the subsequent cash crunch hit the sector badly.

Even tyre manufacturing companies are now looking at the domestic market to source rubber due to the price difference with international rates. Today, the landing cost of international rubber stands at ₹190 per kg, whereas the domestic price is ₹140.

The association also submitted a representation to the visiting Parliamentary Standing Committee of the Commerce Ministry, requesting it to safeguard the interest of growers and the MSME sector, while entering into FTAs with ASEAN countries. Except India, all other rubber growing countries consume less than 10 per cent of domestic production. The government should allow imports only up to the requirement, he said.

Reiterating the need for a rubber policy, Monippally asked the Ministry to formulate a scheme to encourage re-plantation as growers are leaving tapping due to low prices. The Ministry should strengthen the Rubber Board and allocate resources for existing schemes and subsidies, he said.

How Mexican chia seeds are taking root in Mysuru



Packed with protein, fibre and Omega-3, the superfood is helping ryots reap rich returns

Mysuru, January 9:

Shivappa, a small farmer in Bidarahalli village of Mysuru district, is hoping to make a decent return from the white chia seeds planted on his 1.5-acre farm. He has been assured a buy-back price of ₹22,500 a quintal by the Mysuru-based Raitha Mithra Farmer Producer Company, which helps growers in the region sell their chia seeds.

Chia, considered a super food because of its high protein, fibre and Omega-3 fat content, has caught the fancy of many a farmer in the Heggada Devana Kote taluk of Mysuru, bordering Kerala. This assumes significance considering that the Omega-3 deficiency level is high in India, according to a recent global survey.

Introduced a couple of years ago by the Mysuru-based Central Food Technology Research Institute (CFTRI) through Raitha Mitra, white chia is helping growers in the region earn profits that are in multiples of what they used to earn traditionally by growing ragi.

Comparing ragi and chia

“I am expecting a yield of at least three quintals per acre this year,” said Shivappa, adding that returns from chia were almost double that of ragi, the staple in the region, which he used to grow till a couple of years ago. “Last year, I grew the black chia variety, which fetched a lower price of around ₹8,000 per quintal. But this year, I am hoping to earn double that of what I got last year,” he said.

Farmers in the region, on an average, harvest about 8-10 quintals of ragi per acre and the cultivation costs range between ₹10,000 and ₹15,000. Similarly for chia, the cultivation costs are

around ₹15,000/acre, whereas the yields are 3 quintals an acre for the white variety and about 5 quintals for the black variety.

Ragi fetches around ₹2,500 per quintal, whereas white chia earns them ₹22,500.

Value-added products

The white variety is priced at a premium as it blends well with Indian food products. CFTRI has developed chia-blended products such as ice creams, chocolates and jams, which are being commercialised by various companies.

“Chia is a good alternative and vegetarian source of Omega 3. We are trying to bring as many products as possible by blending chia seeds,” said Ram Rajashekar, Director, CFTRI. “My main aim is to push chia into mid-day meal programmes and we are in discussions with several States,” Rajashekar added.

High returns, lower cultivation costs, water consumption, and a short duration of 90 days largely untouched by pests and animals are the primary reasons farmers have taken an interest in chia seeds, both white and black.

“I have been growing chia seeds for the past four years,” said Madappa, a large farmer in Bidarahalli, near the Kabini Dam bordering Kerala. “Earlier, we faced marketing issues. But after Raitha Mithra stepped in, the concerns have been eased a bit,” he adds.

Marketing the seed

CFTRI has been supplying white chia seeds to growers through Raitha Mitra for the past two years. “Prior to that farmers in the region already had access to the black variety through various means. Farmers have been growing chia seeds for the past four years, and faced huge challenges in processing and marketing this exotic seed, which originated from Mexico. But when we stepped in, we assured a buyback for the growers, providing a higher price,” says Kurubur Shantkumar, Chairman of Raitha Mitra FPO.

“For example, last year we paid farmers a net price of ₹22,500 a quintal, after deducting the processing and marketing costs. This year we have already entered into a buy-back contract assuring a net price of ₹22,500,” Shantkumar adds.

Raitha Mithra has also set up a processing unit at APMC Mysore with an investment of ₹3 lakh, where the seeds are cleaned and packed. Last year, Raitha Mitra exported chia seeds to Singapore, Malaysia and even the United States, besides selling them to domestic customers, including those from Uttar Pradesh, Delhi and Chennai. It also sold chia seeds worth ₹11 lakh to various large customers — mainly the domestic retailers and exporters.

In the current year, Raitha Mithra has given the seeds to around 80 farmers in the region.

“There’s a lot of interest among farmers to grow the chia seeds, but we are trying to put a cap through restricted distribution of seeds as a surge in production could result in a glut and pose marketing challenges,” Shantakumar added.

Quinoa enters UP

CFTRI had also introduced Quinoa, another superfood along with chia, for which the response from Andhra Pradesh and Uttar Pradesh farmers has been very good, Rajashekaran said.

Business Standard

Relief for farmers: Cold wave this week to help wheat crop

Wheat and mustard crops have been facing moisture stress due to a warmer than usual winter



In what could be a relief to millions of farmers and the government, [India Meteorological Department \(IMD\)](#) has said severe [cold wave](#) conditions are likely in Punjab, [Haryana](#) and northern Rajasthan from Tuesday till the morning of Saturday. This, after the slight drizzle over most of North India since Friday, could be a lifeline for the standing [wheat](#) and mustard crops, facing moisture stress due to a warmer than usual winter.

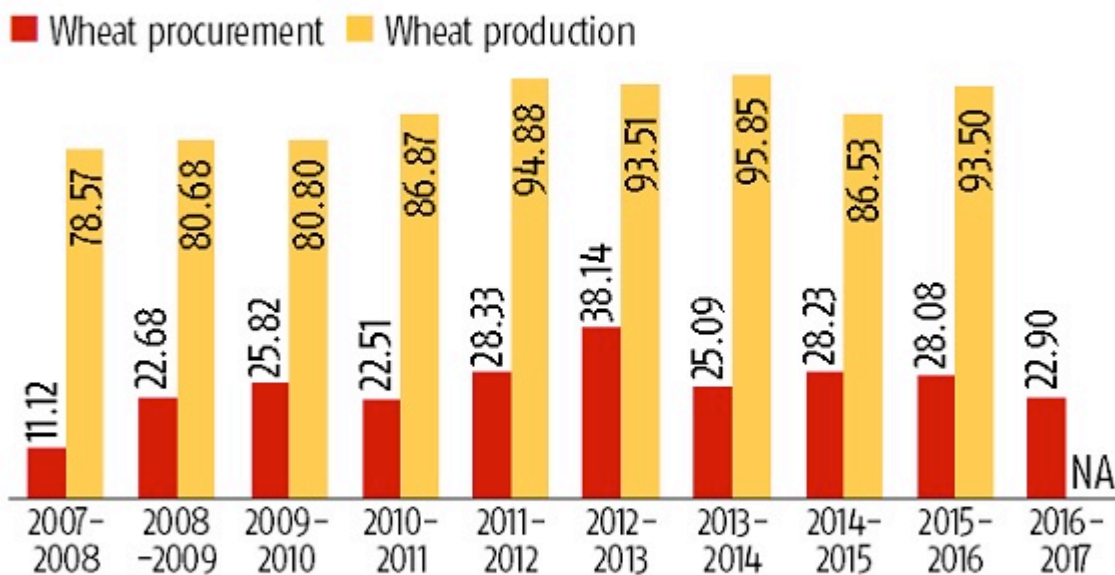
IMD had said last month that temperatures in all sub-divisions were likely to be warmer than normal between December and February.

The unusual weather impelled a review meeting recently at the ministry of agriculture. It reportedly decided to wait till the end of January and watch the situation closely. There would be problems if temperatures increase during the **wheat** crop maturing stage, after January. Apparently, every one-degree Celsius rise in average temperature pulls down the **wheat** yield by 10%. The average **wheat** yield in India is three to four tonnes a hectare; Punjab's is six to seven tonnes a hectare.

“The **wheat** crop is at the growing state in many places and a prolonged warm period for the next 15-20 days would have been really bad for the final yields,” a senior agriculture scientist said.

COLD RELIEF

India's annual wheat procurement by FCI and state agencies
(production in million tonnes)



*As per first advanced estimate of foodgrain production for 2016-17 released on September 22, 2016. Note: Wheat produced in one season is marketed in the next season. So, wheat produced in 2011-2012 will be sold in 2012-2013, starting from April Sources: FCI, agriculture department

IMD in its Monday forecast said **cold wave** conditions are also likely over West UP from Tuesday morning to Friday morning. and ground frost is likely at pockets over Punjab, **Haryana** and north Rajasthan in the same period. Several parts of the north have had a light drizzle, lowering the temperature by half to one degree Celsius.

Till last week, it was estimated that [wheat](#) had been planted on 30.31 mn ha, about 7.6% more than in the same period last year.

However, with ongoing cash crunch in many areas, many farmers say they have used old seeds.

“Overall temperatures across the country would be above normal, while in North India, which only experiences cold waves, the number of such spells would be fewer this year,” IMD chief K J Ramesh had told this newspaper last month.

THE TIMES OF INDIA

Canal wall collapse damages 100 acres of paddy crop



Krishnagiri: Around 100 acres of paddy crops submerged in water after a part of a wall of the canal on the left side of [Kelavarapalli dam](#) broke near [Hosur](#) in [Krishnagiri](#) district on Sunday evening. The farmers claimed that the paddy crops, which were supposed to be harvested in a couple of weeks, were completely destroyed due to the floodwater.

[R Ganesh](#), 38, one of the farmers at [Periya Muthaali village](#) where the wall broke, said, "The side wall of the canal of Kelavarapalli dam had broken many a times. This time, the

range of loss is high as the floodwater submerged around 100 acres of fertile land," he said.

Another farmer S Manjunath, 34, said farmers have faced huge loss due to negligence on the part of public works department (PWD). "The right side of the canal wall had been broken a year ago. At the time, the PWD officials simply placed sand bags instead of constructing a new wall," he said. He said now left side of the canal wall had broken.

The Kelavarapalli dam was constructed across River Thenpennai near Hosur. About 8,000 acres, including 5,918 acres along the left canal and 2,082 acres along the right canal, benefit from the dam. The panchayats of Boodinatham, Bethamuthali, Muthali, Attur, Kadirepalli, Marachandiram, Kothur, Moranapalli, Thorapalli, Thrichipalli, Kamanthotti, Thinnur, Subagiri, Koneripalli, Chinnakollu, Bethakollu, Samanapalli, Chennathur, Attakurikki, Nallakanakothapalli and Marthandapalli get water from the dam for drinking purpose. Left canal ends at Soolagiri while the right canal at Thorapalli.

Farmers in these panchayats cultivate crops including paddy, sugarcane, carrot, beet-root, tomato and cabbage. Based on the state government's direction, the PWD officials are now releasing about 40 cusecs of water from the dam for irrigation purposes from August, 2016, for 150 days.

It is learned that water was flowing in the canal when the side wall broke on Sunday. "The entire water flowing in the left canal, suddenly started gushing outside the canal due to the wall collapse," farmers said.

The PWD officials rushed to the spot and placed sand bags to stop water flowing from the canal. "We have been taking steps to construct side wall immediately," they added.

Meanwhile, the farmers urged the district administration and the state government to give compensation for their crops. "We want the district administration and the government to take the crops damage assessments properly," they said.

Agro techs to up medicinal crop produce



INDORE: With an aim to promote medicinal plantations in the region, Agriculture College of Indore is working on varietal development and agro techniques to enhance production of medicinal crops in the state.

The college has developed over 10 varieties of medicinal plants in the past few years.

It has collected around 400 plant species from different regions of the state and developed 12 varieties of medicinal plants from seven species in 8 years. Dr DK Shrivastava, scientist at Agriculture College said, "The industry for medicinal plants is expanding with the demand for herbal products and ayurvedic companies increasing. The climate and land in the state is best suited for medicinal farming."

Shrivastava said the area under medicinal farming in the region is growing by over 10 per cent per year on better remuneration and increasing demand here and overseas.