

# e charak portal

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**In news :** Recently, the Minister of State for AYUSH in his written reply to Lok Sabha has mentioned e Charak portal & stated that it is one of the initiatives of the ministry used for promotion and marketing of medicinal plants/herbs.

## **What is the e Charak portal/platform?**

- The "e-CHARAK" an e-channel for Herbs, Aromatic, Raw material and knowledge is a platform to enable information exchange between various stakeholders mainly farmers involved in the medicinal plants sector across the country
- The "e-CHARAK" application supports different local languages and it also provides fortnightly market price of 100 Medicinal Plants from 25 herbal markets across India.

## **Who developed it?**

The National Medicinal Plants Board (NMPB), Ministry of AYUSH and Centre for Development of Advanced Computing (C-DAC) have jointly developed "e-CHARAK" mobile application as well as web portal for the promotion and marketing of medicinal plants/herbs.

## **Uses of e-Charak**

- It serves as a virtual marketplace for buyers and sellers of medicinal plants sector to interact with each other.
- It serves as a virtual showcase to display products and services related to the medicinal plants sector.
- It serves as a knowledge repository of technologies, market information and other resources related to the medicinal plants sector.

## **e-CHARAK helps its users in the following ways**

- Get better markets for products/services.
- Save time and energy in identifying right customers
- Get to know the value of one's goods
- Get rightful share of benefits
- Make better decisions – what & how much to produce

## **Significance:**

This application and online platform would create a vivid transparent, workable trade linkages among the producers & purchasers. Creation of e-charak is a way forward of Digital India Programme

## **The National Medicinal Plants Board (NMPB)**

- It was set up by the government of India in the year 2000
- Currently, the board is located in the Ministry of AYUSH
- NMPB supports programs for quality assurance and standardization through:
  - development of Good Agricultural and Collection Practices (GACPs)
  - development of monographs laying down standards of quality, safety and efficacy
  - development of agro-techniques and credible institution a mechanism for certification of quality of raw drugs, seeds and planting material