

11. One-stop Aggregation Platform to Connect Herb Cultivators and Buyers



Project Name – Aggregation Platform for herb cultivators and buyers

Department – Department of AYUSH

Type of project – PPP

Brief Description – Creation of one-stop aggregation platform that connects herb cultivators with buyers, facilitating the trade of herbs used in AYUSH practices

Land Area – NA

Expected Investment – INR 2 crore

Expected Timeline – RFP by December 2023

Project Highlights / USPs:

Develop an online platform connecting herb cultivators directly with buyers, enabling efficient trade of AYUSH herbs

Design a platform with comprehensive profiles for cultivators, showcasing their products, cultivation practices, and certifications

Provide educational resources to cultivators on sustainable farming practices and quality standards to enhance the value of their offerings

Government Support

Support in identifying cultivators and facilitating fast clearances through Single Window Clearance system

Location Identified

NA

Website Link for Invest Uttarakhand

<https://investuttarakhand.uk.gov.in/>

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