

***Review article***

**Entrepreneurial prospects of medicinal and aromatic plants in India-A  
Review**

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*Receipt: 06.02.2025*

*Revised: 16.04.25*

*Acceptance: 18.04.25*

**DOI:** 10.53552/ijmfmap.11.1.2025.87-93

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**ABSTRACT**

*Medicinal and aromatic plants provide livelihoods to the people in the country. These plants demanded by various industries as raw material to prepare various specific products. There is huge potential for medicinal and aromatic plants production and value addition in the country. Because medicinal and aromatic plants contain various chemical compounds. However various challenges are associated with value chain of medicinal and aromatic plants. Government initiatives and supports are helpful for small farmers and entrepreneurs to earn additional income and to sustain in this sector through production, marketing and entrepreneurial ventures. Entrepreneurship is important in medicinal and aromatic plants sector. Different agro-climatic conditions in India are suitable for cultivation of various types of medicinal and aromatic plants. This paper provides review on entrepreneurial opportunities in medicinal and aromatic plants.*

**Keywords:** Certification, entrepreneurial prospects, medicinal and aromatic plants, value addition