

**Draft Note on- "Save the -LIFE SAVERS: CAMPAIGN for the conservation of Threatened Medicinal Tree Species"**

1. Growth of Herbal based health care and wellness sector is leading to high demand of herbal raw material. With cultivation , " limited to few plant species:" wild collection being the major supply source of herbal products, thereby putting acute pressure on wild medicinal plants having long gestation period. Hence, there is a need to create awareness for the conservation of medicinal tree species and this campaign i.e. "Save the - LIFE SAVERS: CAMPAIGN for the conservation of Threatened Medicinal Tree Species", focuses on the same.
2. There are 126 critically endangered medicinal plants as per IUCN (International Union for Conservation of Nature) and growth of Ayush sector is critically dependent on sustainable supply of medicinal plants raw material. The probable factors responsible for this low conservation rate of such tree species may be long gestation period, unsustainable harvesting, low seed Germination rate and difficulty in propagation and moreover, there is a large number of declination of population of these Tree Species. Hence, the critically endangered species may get extinct if proper intervention/ measures are not taken up immediately.
3. In order to save these critically endangered tree species in different agro-climate zones by in-situ/ex-situ conservation whereas role of saving the critically endangered tree species not only lies with the individual but also with the society as a whole, because these threatened species inhabit different agro-climatic zone.
4. A new concept has been conceived whereby the individual who are benefitted by using the medicines manufactured / prepared from these medicinal plants may repay to the Mother earth for conserving their population in the nature.
5. The identified organization will ensure the plantation and maintenance of Medicinal tree species. The cost of establishment and maintenance of such facilities will be borne by the institutions; they may raise the funds at their own through organizational funds, CSR donation (if required) as per the organizational norms only.
6. Ayurveda practitioners can play a vital role in spreading this campaign throughout the country for saving the endemic and threatened medicinal tree species as they are in direct touch with treated patients by prescribing the medicine prepared from these threatened / endemic medicinal plants.
7. Medicinal Plants also have great importance in environmental purification and balance is established in environment due to production of medicinal plants. In this regard, indigenous threatened tree species would also contribute in carbon sequestration.

11.04.23