



Herbal Kingdom

Impact Assessment Report **2025-26**

Impact Assessment by: SoulAce Path to Sustainability

Abbreviations



- **CSR:** Corporate Social Responsibility
- **SDG:** Sustainable Development Goals
- **OECD-DAC:** Organisation for Economic Co-operation and Development-Development Assistance Committee





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Executive Summary

i. Project Background

The Herbal Kingdom programme, aimed at conserving endangered herb and plant species while enhancing farmers' livelihood, was implemented across multiple states. The initiative was executed by the implementing partner, Jivanti Welfare and Charitable Trust, with support from Dabur India Limited under its CSR framework. The project was undertaken to assess the potential of medicinal plant cultivation as a sustainable livelihood enhancement strategy for rural farming households. The initiative aimed to motivate farmers across multiple villages to cultivate selected medicinal plant species, while simultaneously building awareness about endangered medicinal plants and their importance in promoting both conservation and income generation.

Dabur, in collaboration with its implementing partners and NGOs, played a pivotal role in mobilizing farmers, conducting awareness programmes, facilitating plantation activities, and providing hands-on training on best practices for medicinal plant cultivation. The project also focused on disseminating technical knowledge related to plant species, cultivation methods, and market potential.

Overall, the initiative sought to evaluate how medicinal plant cultivation could serve as an alternative and supplementary source of income for farmers, while delivering long-term environmental and conservation benefits.

ii. Project Details

Project Year	**2023-2024**
Assessment Year	**2025-2026**
Project Budget	**₹1.81 Crore**
Total Beneficiaries	**10,877**
Implementation Partner	**Jivanti Welfare and Charitable Trust**, through third party NGOs (15 Child NGOs)
Sample Size	**400**

Project Locations

- Uttarakhand
- Odisha
- Himachal Pradesh
- Chhattisgarh
- Rajasthan
- Tamil Nadu
- Andhra Pradesh
- Uttar Pradesh
- Gujarat
- Assam

iii. Project Activities

- Awareness programme on herbs cultivation and its importance
- Training farmers on herb cultivation and best practices
- Seeds/sapling distribution to farmers
- Technology transfer and training
- Market linkages

Alignment with the SDGs



SDG 1: No Poverty



SDG 8: Decent Work and Economic Growth



SDG 15: Life on Land



SDG 17: Partnership for Goals

iv. Key Findings and Impact

Key Findings:

- The project achieved strong outreach and engagement, with **100%** respondents participating in at least one training session, indicating effective mobilisation and high accessibility.
- Training coverage included multiple technical and practical aspects of herb cultivation, suggesting a comprehensive skill-development approach.
- Plantation outcomes were generally positive, with nearly half of the respondents (**46.3%**) reporting high survival rates of planted species, indicating effective planting and maintenance practices.
- Despite successful plantation activities, only **11.8%** of beneficiaries reported initiating herb or medicinal tree production, primarily due to the long gestation periods of the planted species.
- The project emphasized long-term conservation and plantation objectives more strongly than short-term income generation, which delayed tangible livelihood benefits for most beneficiaries.

Key Impacts:

- The project strengthened farmers' awareness of endangered medicinal plants while enhancing their technical knowledge and skills, leading to improved establishment and survival of plants.
- Beneficiaries experienced improvement in income generation from herb-based activities, strengthening household economic stability and enhanced confidence among farmers to continue and expand herb cultivation.
- Positive survival rates demonstrate improved agronomic practices and post-plantation care, validating the effectiveness of technical guidance.
- Cultivation of medicinal and endangered herbs supported conservation efforts while aligning economic benefits with environmental sustainability.
- Overall, the intervention has delivered strong environmental, social, and economic dimensions, reinforcing its long-term relevance, while highlighting the need for value-chain integration to achieve sustained livelihood impact.





Introduction

i. Background and Need of the Programme

Dabur India Limited has been engaged in community development initiatives since 1994 and remains committed to making a positive and lasting contribution to the communities where it sources, operates, lives, and markets its products. The Company's approach to corporate responsibility focuses on supporting economic development while enhancing the overall quality of life of communities and society at large.

This project is aimed at protecting endangered species of herbs and plants while enhancing farmers' livelihoods through the promotion of medicinal herb cultivation and the development of market linkages. As a healthcare and Ayurveda-based organisation, Dabur recognises its responsibility to support communities that serve as the first line of defence in conserving endangered medicinal plant species.

Under its environment sustainability agenda, Dabur has been actively empowering and strengthening communities that are natural custodians of rare herbs and plant species, including those in remote and ecologically sensitive regions. The project spans multiple states, where Dabur works closely with farmers and tribal communities to encourage the sustainable cultivation of endangered medicinal plants and herbs. Through partnerships with implementing NGOs, the Company supports farmers by creating sustainable livelihood opportunities linked to the cultivation and conservation of medicinal plant resources.

ii. About the Company: Dabur India Limited

Dabur India Limited is one of India's oldest Ayurvedic and natural products companies, with a legacy spanning over 141 years. Founded in 1884, the Company operates across key consumer product categories including Healthcare, Hair Care, Oral Care, Skin Care, Home Care, and Food and Beverages.

Dabur has a strong distribution network covering more than 8.5 million retail outlets, ensuring deep penetration across both urban and rural markets in India. Its products are available in over 120 countries worldwide, with overseas operations contributing over 25% of the Company's total revenue.

Dabur has successfully evolved from a family-owned enterprise into a professionally managed organisation, while remaining firmly rooted in its Ayurvedic heritage. By integrating traditional knowledge with modern scientific research and innovation, Dabur consistently delivers high-quality, efficacious products tailored to meet diverse consumer needs. The Company is committed to ethical governance, sustainability, and inclusive growth, creating long-term value for all stakeholders.

iii. About the Implementation Partner

Jivanti Welfare and Charitable Trust is the primary Corporate Social Responsibility (CSR) arm of Dabur India Limited, focused on implementing community development projects across India.

The trust works on Rural Empowerment, Healthcare, Environment Sustainability, and Education, rolling out projects like village pond restoration, supporting government school infrastructure, and promoting medicinal plant cultivation to enhance rural livelihood.

Key activity areas of Jivanti Welfare and Charitable Trust include:

- **Environmental Sustainability:** The trust facilitates ecological restoration projects, such as desilting and developing ponds in Ghaziabad (Uttar Pradesh), Baddi (Himachal Pradesh), Rudrapur (Uttarakhand), Alwar & Newai (both Rajasthan), Pithampur (Madhya Pradesh), Jammu (Jammu & Kashmir), and Tezpur (Assam). They also promote large-scale cultivation of medicinal plants to support local economies.
- **Education & Skill Development:** Jivanti works to improve the learning environment in government schools by revamping infrastructure. They also run vocational training programmes for women, covering skills like tailoring, and beauty care, besides running computer literacy centres across states.
- **Rural Development & Healthcare:** The trust undertakes projects focused on rural health, including disaster relief, sanitation, and supporting marginalised communities.






परियोजना वर्ष: 2024-25
aagaas
Alaknanda Ghaati Shilpi Federation
HERBAL KINGDOM-PROGRAMMES TO PROTECT
ENDANGERED SPECIES OF HERBS AND PLANTS
ENHANCING LIVELIHOOD OF FARMERS
हर्बल किंगडम : संकटग्रस्त जड़ी बूटी एवं औषधीय पादपों के संरक्षण
एवं किसानों क आजीविका वर्धन हेतु कार्यक्रम
Support: Jivanti welfare & Charitable trust, Dabur India Ltd.
By: Alaknanda Ghati Shilpi Federation(AAGAAS Federation), Pipalkoti, Chamoli.
Website: www.aagaasbtp.org
Dabur





Research Methodology

Project Details

This chapter outlines the research methodology used to evaluate the "**Herbal Kingdom**" project, which seeks to protect endangered species of herbs & plants, and enhancing livelihood of farmers. The project is implemented at multiple states by Jivanti Welfare and Charitable Trust, through CSR support from Dabur India Limited.

The impact assessment aims to assess the project's impact on generating awareness of endangered medicinal herbs and plants, the effectiveness of interventions in promoting cultivation of medicinal and endangered plant species, and the extent to which the project contributed to income generation and livelihood diversification.

It also aims to assess the sustainability of outcomes, the effectiveness of market linkage mechanisms, and key lessons for strengthening future medicinal plant-based livelihood interventions.

Objectives of the Study

- To promote cultivation of medicinal herbs.
- Preserve crucial herbs from extinction.
- Generate sustainable livelihood among the agro-forest communities of farmers.

Research Design

A Mixed-Method Approach is adopted, integrating both quantitative and qualitative research techniques to provide a comprehensive understanding of the project's impact. This approach ensures a holistic assessment of project-supported conservation of medicinal and endangered plant species, improved farmers' knowledge and practices, and contribution to livelihood enhancement.

Application of Quantitative Techniques

The study employs structured surveys conducted with 400 beneficiaries, selected using simple random sampling. This methodology ensures a representative sample, enabling analysis of key outcomes such as increase in herb cultivation area, increase in income from herb cultivation, impact on livelihood, etc.

Application of Qualitative Techniques

The qualitative methodology involves in-depth interviews with key stakeholders, including farmers, committee heads, Panchayat representatives, and implementing partners. These interviews provide deeper insights into operational effectiveness, service integration, and impact on medicinal herb conservation and improvement of farmers' livelihood.



Ensuring Triangulation

To enhance the credibility and reliability of the research findings, triangulation is employed by integrating multiple data sources, research methods, and stakeholder perspectives. This approach ensures a well-validated and comprehensive assessment of the project's impact.

Sampling Framework

The sampling framework consists of 400 beneficiaries selected through simple random sampling and 10 in-depth interviews with key stakeholders. This design ensures diverse representation and captures multiple perspectives on the effectiveness and relevance of the "Herbal Kingdom" programme.

Data Collection

Primary data collection was conducted using structured surveys and in-depth interviews. Rigorous tools and protocols were applied to ensure data accuracy, reliability, and completeness in capturing insights related to saplings received and survived, impact of trainings, impact on livelihood, assured linkages for produce, and overall contribution to conservation of endangered herbs.

Stakeholders

Key stakeholders include the community, farmers, implementing partners, and representatives of Dabur India Limited. Their inputs are critical for assessing service effectiveness, financial accessibility, overall environment, and long-term sustainability.

Commitment to Research Ethics

The research team adhered to strict ethical guidelines, ensuring confidentiality, informed consent, transparency, and respect for participants rights. Upholding these ethical standards was essential for maintaining the credibility, integrity, and reliability of the research findings.





Major Findings & **Impact Assessment**

Gender-wise Distribution of Respondents

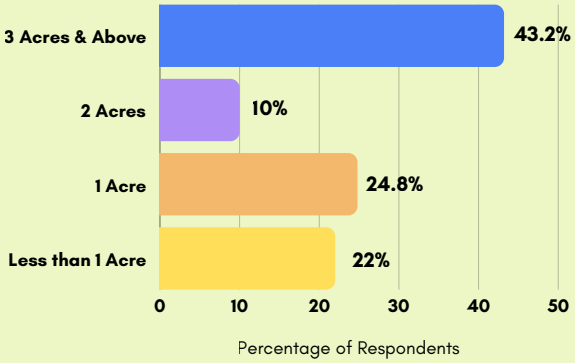
The respondent profile indicates active participation from both genders; the majority of respondents were male, while female participation was comparatively lower. This suggests that project engagement is prominent among men, reflecting existing gender roles or access patterns within the community.

Age Distribution of Respondents

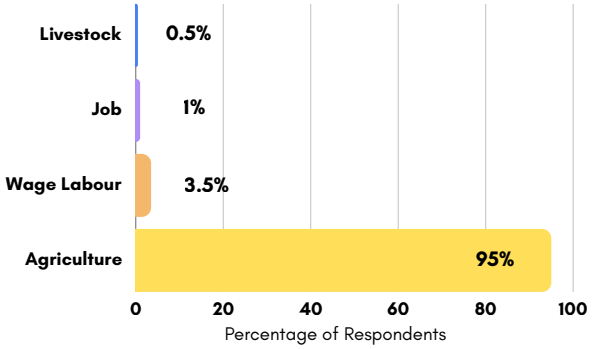
The age distribution shows that the project largely engaged individuals from economically active age groups. This indicates good alignment with target beneficiaries who are capable of sustaining agricultural and livelihood-based interventions.

Landholding Size of Beneficiaries

Most beneficiaries fall within smaller to medium landholding categories, highlighting that the project successfully reached marginal and small farmers. This reflects the project's relevance for resource-constrained households.



Primary Occupation of Respondents



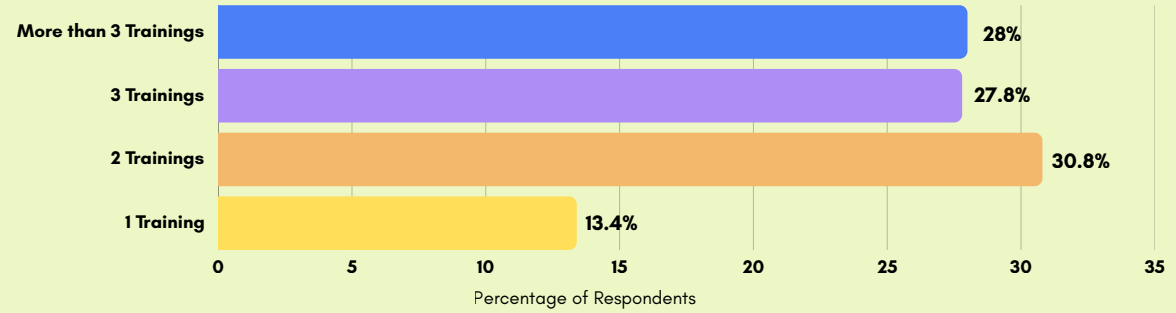
Agriculture emerges as the dominant occupation among respondents, confirming that the intervention was well targeted.

Participation in Project Training Programmes

The data shows complete participation of respondents in the project training programmes, indicating effective mobilisation and strong outreach by the implementing agency. This reflects high acceptance of the training activities among beneficiaries.

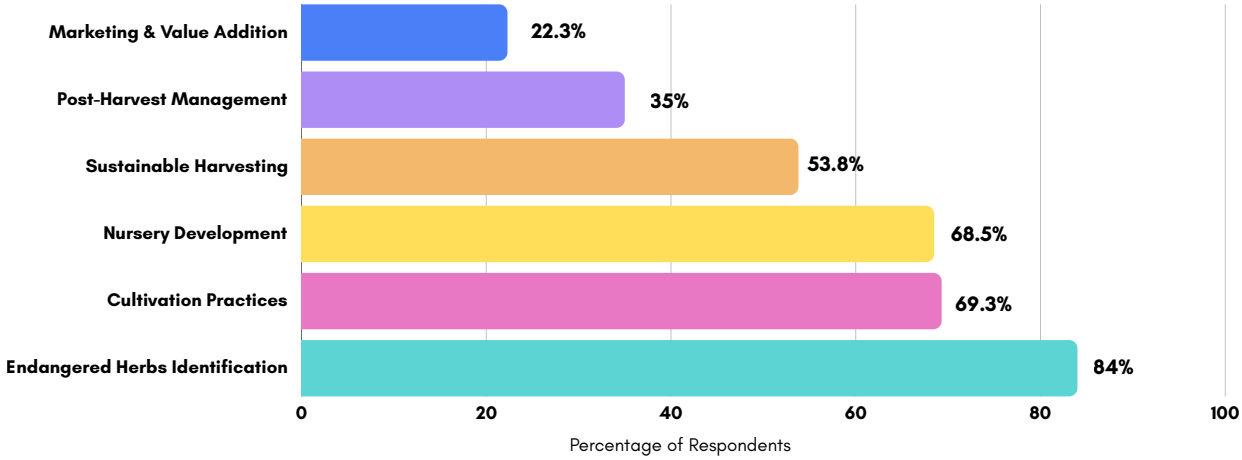


Number of Trainings Attended by Beneficiaries



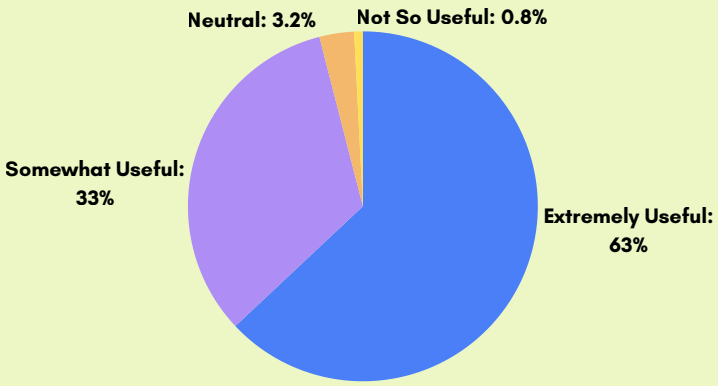
Most beneficiaries attended multiple training sessions, indicating sustained engagement rather than one-time participation. Such participation suggests that the training components were considered relevant and valuable, providing a strong foundation for knowledge transfer and adoption of project practices.

Training Topics Attended Under the Project



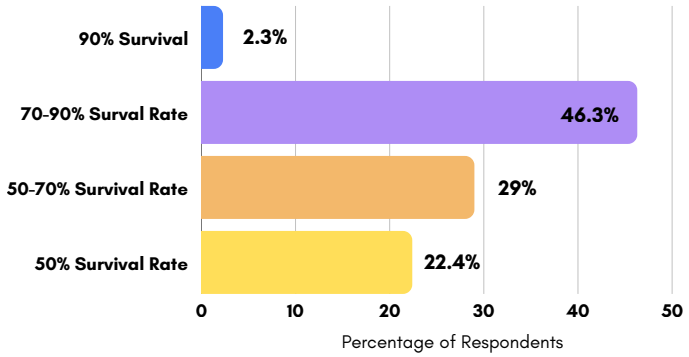
The range of training topics attended suggests comprehensive coverage of technical and practical aspects. This diversity indicates that beneficiaries were exposed to multiple skill-enhancing areas relevant to herb cultivation.

Usefulness of Training Programmes



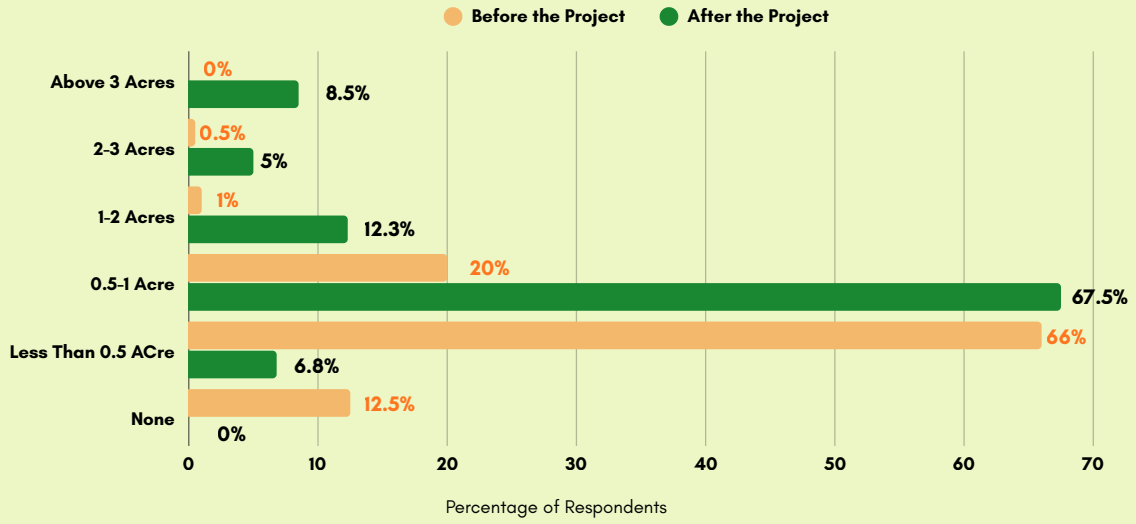
The majority of respondents perceived the training as **Extremely Useful**, while a substantial proportion found it **Somewhat Useful**, reflecting overall positive reception and relevance of the content. Very few respondents expressed neutral or negative views, suggesting that the training met beneficiaries' expectations and effectively supported their understanding of medicinal plant cultivation and related practices, reflecting effective knowledge transfer. This positive feedback suggests that the content was practical and applicable to field conditions.

Survival Rate of Saplings After Plantation



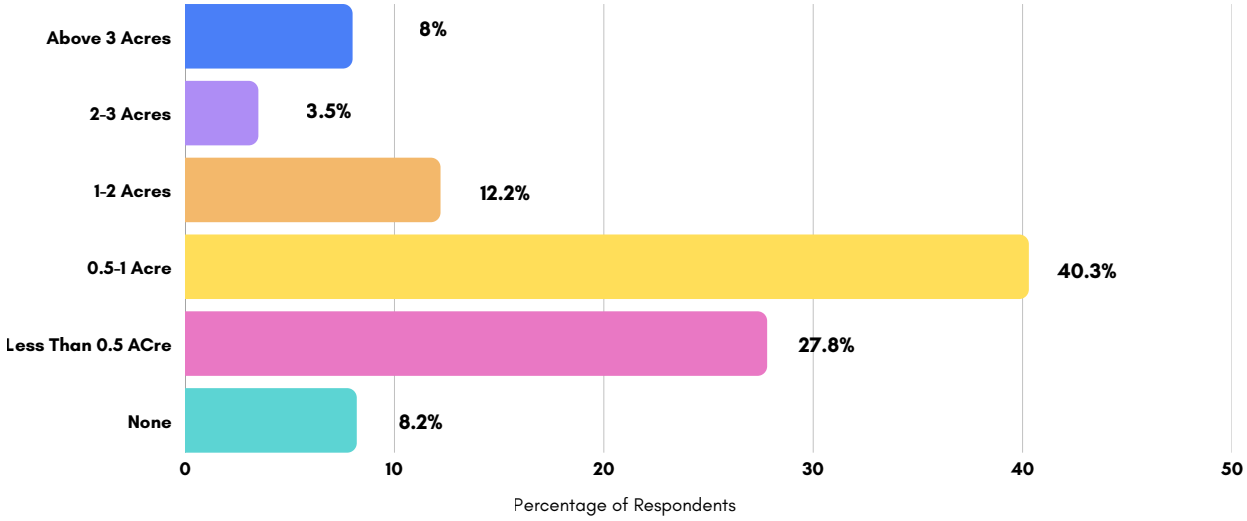
The data indicates generally favorable survival outcomes for the planted species. Most respondents reported **Moderate to High** survival rates, suggesting that plantation practices and post-plantation care were largely effective. However, the presence of lower survival ranges for a notable share of respondents points to variability in maintenance conditions, highlighting the need for continued technical support and follow-up to further improve plantation success.

Survival Rate of Saplings After Plantation



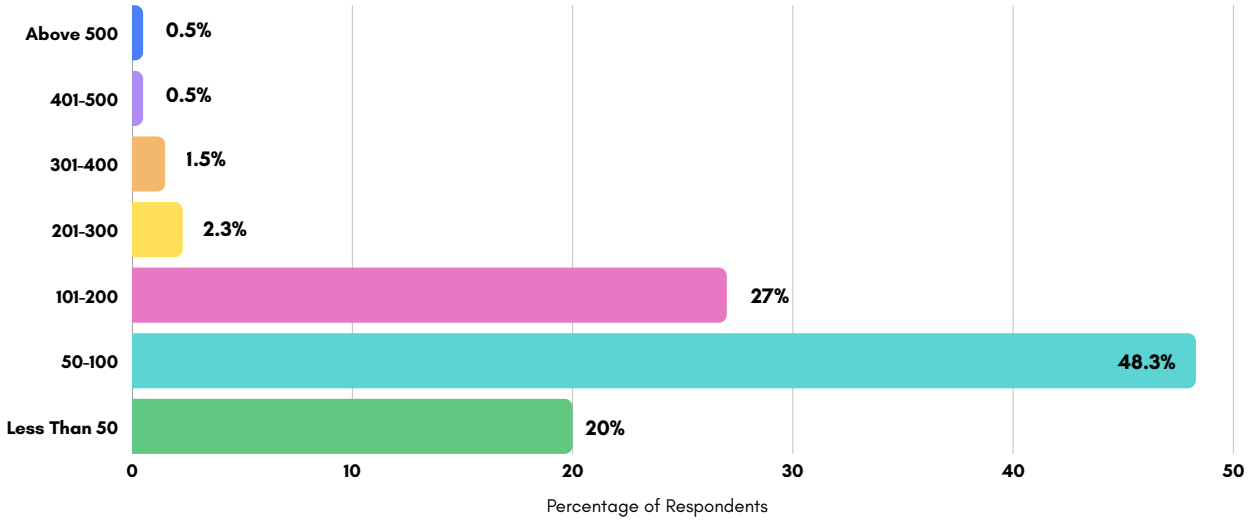
Before project intervention, herb cultivation was limited, indicating low adoption or awareness. This highlights the scope for improvement that the project aimed to address. After the project, a clear expansion in cultivation area is evident, demonstrating increased adoption of herb farming practices. This reflects growing confidence among beneficiaries.

Net Increase in Herb Cultivation Area



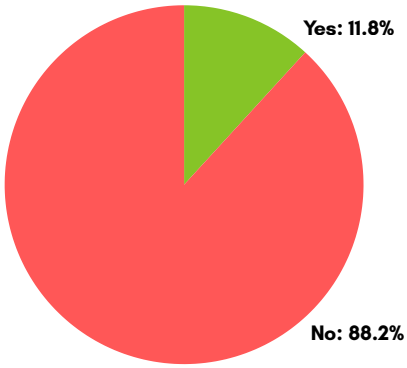
The net change shows a positive shift toward herb cultivation, indicating the project's success in motivating farmers to allocate more land to this activity.

Number of Trees/Herbs Planted on Farm or Common Land



Plantation activities were carried out at a meaningful scale, contributing to both livelihood enhancement and environmental improvement. This reflects effective implementation support.

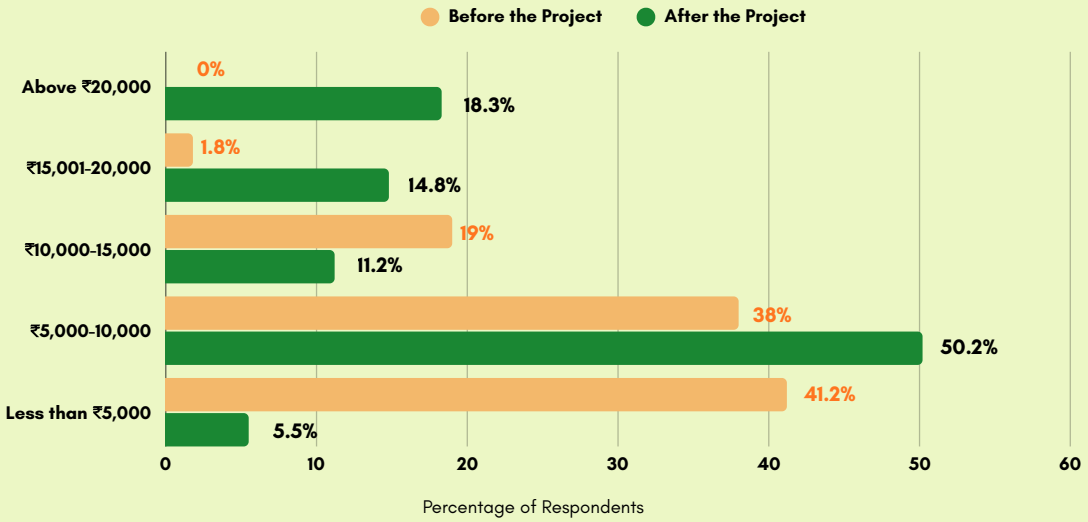
Initiation of Herb & Medicinal Tree Production Among Beneficiaries



The data shows that herb and medicinal tree production has not yet begun for the majority of beneficiaries, with only a small proportion reporting initiation of production. This indicates that most plantations are still in the gestation phase, particularly for tree-based species that require longer periods to mature.

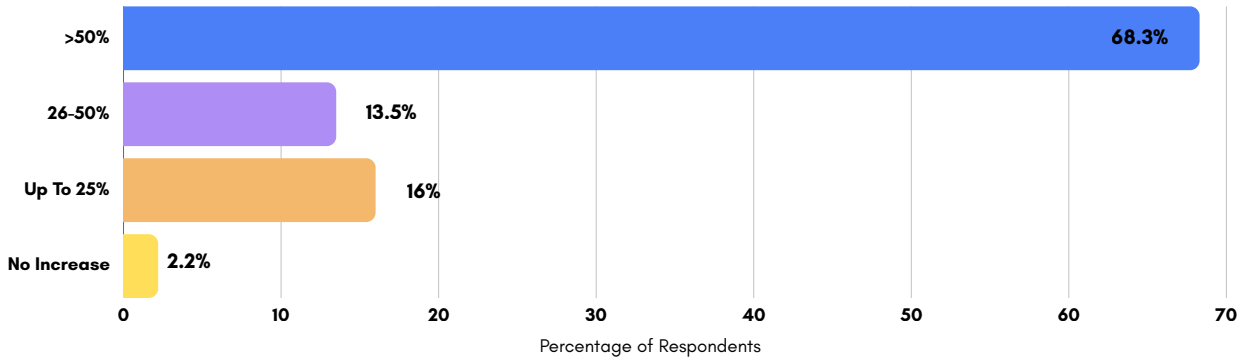


Average Annual Income from Herbs Before the Project and After the Project



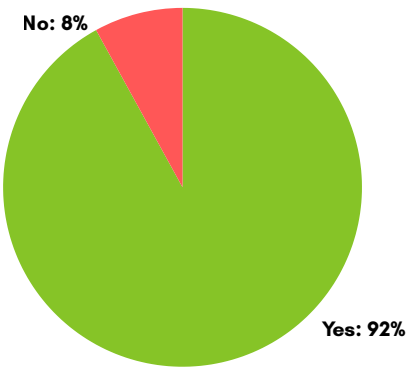
Prior to the project, income from herb cultivation was relatively limited, suggesting that the activity was not a major income source for most beneficiaries. Post-project expected income levels indicate noticeable improvement, reflecting better productivity and practices resulting from project support.

Percentage Increase in Income from Herb Cultivation



The income trend shows a positive upward shift, demonstrating that the project can potentially contribute to strengthening economic returns from herb cultivation.

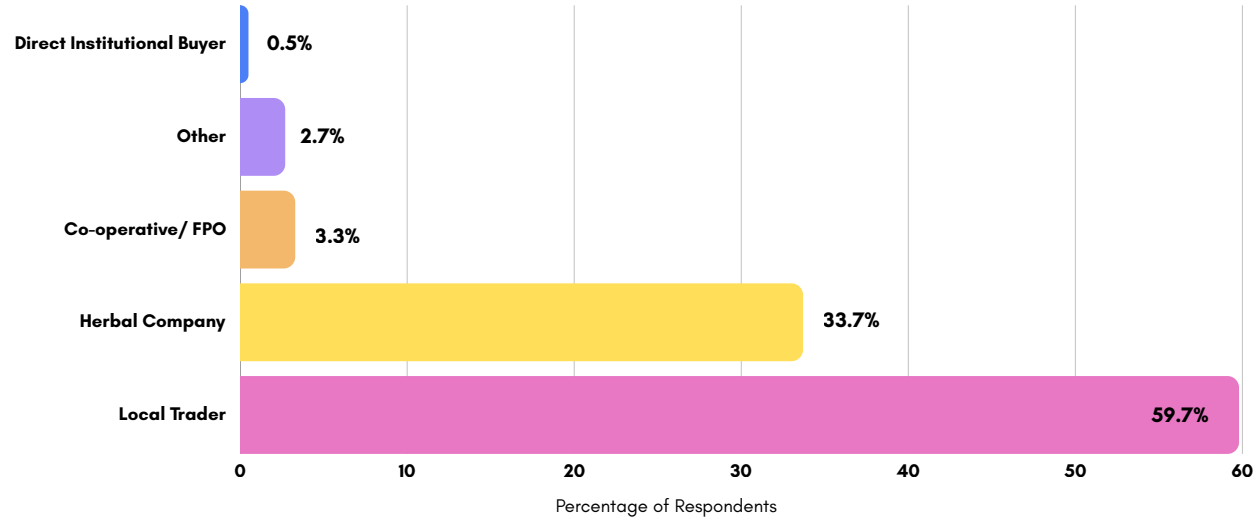
Availability of Assured Market Linkage for Herbs/Plant Produce



Access to assured market linkages improved for many beneficiaries, reducing uncertainty and enhancing confidence in continuing herb cultivation.

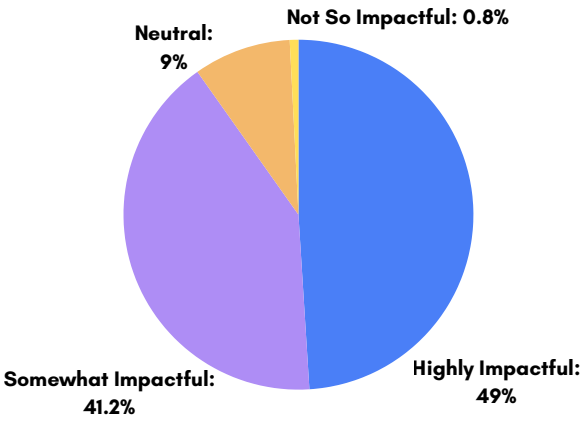


Type of Buyer Accessed Through the Project



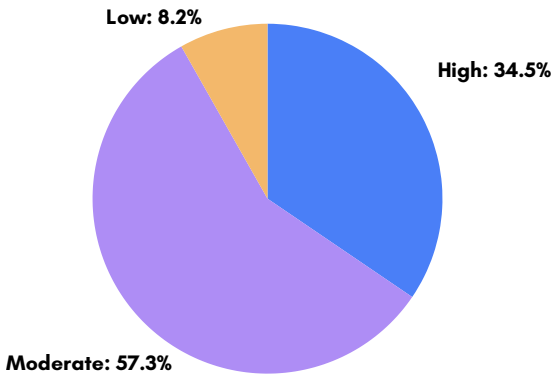
Beneficiaries were able to connect with organised and reliable buyers, indicating improved integration into structured market systems.

Impact of the Project on Livelihood



Overall livelihood impact is perceived as positive, with beneficiaries reporting improvements in income security and farming practices as a result of the project.

Overall Contribution of the Project to Conservation of Endangered Herbs



The project made a meaningful contribution to conservation efforts by promoting cultivation and awareness of endangered herbs, aligning livelihood enhancement with environmental sustainability.



Case Studies

Santosh Kumar Yadav

Santosh Kumar Yadav is a 35-year-old graduate with a Bachelor of Arts degree and belongs to a farming family of 15 members. Agriculture and animal husbandry have been the primary sources of livelihood for his family.

Earlier, due to limited income from farming, Santosh worked as a daily wage labourer to support his household. A significant turning point in his life came when he met Horilal Verma, the implementing partner of the Herbal Conservation Project. Through this interaction, Santosh was introduced to the potential of medicinal plant cultivation and learned how the scientific cultivation of herbs, in collaboration with an organised initiative, could provide an additional and sustainable source of income.

Under this CSR-supported initiative, Santosh received structured training through programmes conducted by the implementing organisation and government agencies. He acquired practical knowledge on medicinal plant cultivation, conservation methods, and sustainable farming practices. Over time, his engagement with the project deepened, and he became associated with Dabur India Limited as part of the initiative, marking a gradual transition towards a more stable and livelihood-oriented agricultural practice.



The journey was not without its challenges. Unseasonal rainfall and occasional financial constraints posed significant difficulties along the way. However, with consistent guidance and timely technical support, Santosh was able to overcome these obstacles and continue progressing. Today, his socio-economic condition has improved markedly. From working as a daily wage labourer, he has transitioned into a leadership role, with 15-20 labourers now working under him.

In addition to medicinal herb cultivation, Santosh has diversified his activities by undertaking government project tenders and supplying fertilizers and seeds to local farmers. His income has increased substantially, and he has been able to create employment opportunities within his community, contributing to local economic development

The project has also deepened his understanding of nature and environmental conservation. He strongly believes that nothing in nature is waste and that every resource holds value. This initiative has not only strengthened his livelihood but has also reinforced his commitment to sustainable and eco-friendly practices. Overall, the project has equipped Santosh Kumar Yadav with confidence, technical expertise, and a sustainable path forward – transforming him from a daily wage labourer into a growing herbal entrepreneur.



Tarun Kumar

Tarun Kumar, a small farmer from Pathariya village in Hardoi district, had long relied on traditional farming practices that provided limited income and offered little financial security for his family's future. With support from Dabur India Limited and on-ground implementation by Jankalyan Sewa Sansthan, he received medicinal plant saplings along with hands-on guidance and awareness on improved and sustainable plantation practices.

Exposure to medicinal herb cultivation enabled Tarun to diversify his farming activities and explore alternative livelihood opportunities. In addition to contributing to environmental improvement, the initiative helped build his confidence and instilled a renewed sense of optimism. Encouraged by the positive outcomes, Tarun now actively motivates fellow farmers to adopt sustainable agricultural practices, viewing the project as a pivotal turning point in both his agricultural journey and personal development.



Harish Singh

Harish Singh had been solely dependent on conventional agriculture, which often led to financial strain and limited exposure to alternative livelihood opportunities. Through the intervention supported by Dabur India Limited and facilitated by Jankalyan Sewa Sansthan, he received structured training, medicinal plant saplings, and hands-on technical guidance.

Participation in plantation activities created opportunities for supplementary income while also strengthening his confidence and motivation. Harish expresses deep appreciation for the support received, noting that it has enabled him to plan more securely for the future. He now actively shares his learnings with fellow farmers, encouraging wider community participation and the adoption of sustainable farming practices.

Mohan Meena



Mohan Meena, a resident of Ada Talai village in Udaipur district, received saplings under the programme aimed at protecting endangered medicinal plant species while enhancing farmers' livelihoods. He consistently undertook essential plantation activities such as weeding and irrigation, resulting in healthy plant growth and well-maintained plantations, as observed during field visits.

With technical support from Jagran Jan Vikas Samiti and funding support from the Jivanti Foundation, Mohan cultivated a diverse range of medicinal and fruit-bearing species on his farm, including Amla, Mahua, Arjun, Pomegranate, Jamun, Sitaphal, and Baheda. This diversification has contributed positively to both environmental conservation and livelihood enhancement.

Mohan also participated in district-level training programmes organised under the project, which he found highly informative and beneficial for both himself and his family members. He shared that prior to the training, his awareness of the uses and benefits of medicinal plants was limited. The programme enabled him to gain practical and accurate knowledge on plantation management and utilisation. He emphasized the importance of organising such training programmes regularly to ensure that farmers continue to receive updated information and technical guidance.

Mohan further stated that the initiative motivated him to continue this work with the active involvement of his family. Alongside traditional farming, his family is now prepared to adopt medicinal plant cultivation as a complementary livelihood option, which he believes will strengthen their economic stability and generate sustainable income opportunities over the long term.




सी.एस.आर के अन्तर्गत
जडी बूटी एव औषधीय प्रजातियों
का वृहद स्तर पर संरक्षण
एवं संवर्धन हेतु कार्यशाला







OECD-DAC Framework

Relevance

5.0 ★★★★★

The project is highly relevant to the needs of the target population. It addresses key challenges faced by small and marginal farmers, including limited livelihood options, low awareness of medicinal herb cultivation, and weak market access. The focus on capacity building, cultivation support, and conservation aligns well with local socio-economic conditions and livelihood priorities, making the intervention contextually appropriate.

Coherence

4.5 ★★★★½

The intervention is coherent with broader development priorities related to sustainable agriculture, rural livelihood, and biodiversity conservation. The project complements existing agricultural practices while introducing diversification, ensuring that it does not conflict with local livelihood systems or environmental goals.

The project demonstrates strong relevance, effective implementation, efficient use of resources, and meaningful impact. Its integrated approach supports sustainable outcomes and long-term beneficiary engagement. The intervention presents a robust and replicable model for community-based medicinal herb cultivation initiatives in similar rural contexts.

Effectiveness

4.5 ★★★★½

The project effectively achieved its intended outcomes. Strong participation in training activities, improved adoption of herb cultivation practices, and expansion of plantation efforts demonstrate successful implementation. Beneficiaries not only engaged with project activities but also applied the knowledge gained, as reflected in improved cultivation practices and survival of plantations.

Efficiency

4.5 ★★★★½

The intervention demonstrates efficient use of resources by combining training, input support, and market linkage within a single integrated model. High engagement levels and observable changes in farming practices indicate that project inputs were translated into real outputs and outcomes without unnecessary duplication of efforts.

Impact

5.0 ★★★★★

Beneficiaries experienced improved livelihood security through enhanced income from herb cultivation and diversified agricultural practices. At the same time, promotion of medicinal and endangered herb cultivation contributes to biodiversity conservation and reduces dependence on wild harvesting, creating a dual economic-ecological impact.

Sustainability

4.0 ★★★★☆

Project outcomes show strong potential for sustainability. Improved skills, increased confidence in herb cultivation, and strengthened market linkages encourage continued adoption beyond the project period. The alignment of income generation with conservation objectives further enhances sustainability by providing ongoing economic incentives for environmentally responsible practices.

Overall Assessment

Based on the OECD-DAC criteria, Dabur's Herbal Kingdom programme demonstrates strong relevance in promoting environmental awareness, biodiversity conservation, and experiential learning among community stakeholders. The initiative has been effective in creating practical knowledge on medicinal plants and traditional herbal practices while ensuring efficient utilisation of resources through community-based implementation model. With continued maintenance, institutional ownership, and integration, the initiative shows good sustainability potential, positioning the Herbal Kingdom programme as a holistic intervention contributing to environmental education, health awareness, and long-term ecological responsibility.



Recommendations

- Establish clear and reliable procurement or buy-back mechanisms to enhance farmer confidence and encourage sustained engagement in medicinal plant cultivation.
- Medicinal plant species should be selected strictly based on proven industrial demand. Species that are commonly available locally and lack assured market value should be avoided to prevent income uncertainty for farmers.
- Future interventions should prioritise crops with shorter gestation periods to enable income generation within a few seasons. Long-gestation tree species may be introduced only as a complementary, long-term option. Alternatively, a blended model combining short-duration crops with long-gestation species should be implemented to balance immediate livelihood needs with long-term sustainability goals.
- Community-level aggregation, grading, storage, and basic processing facilities should be promoted to improve product quality, reduce post-harvest losses, and enhance market readiness.










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Conclusion

The analysis of project data clearly demonstrates that the intervention has been effective in achieving its core objectives of livelihood enhancement, capacity building, and conservation of medicinal herbs. The strong participation of small and marginal farmers indicates that the project successfully reached its intended beneficiary group and addressed the needs of resource-constrained households. High and sustained engagement in training programs reflects both the relevance of the project design and the practical usefulness of the capacity-building components. Beneficiaries were not only exposed to technical knowledge and medicinal saplings but also demonstrated continued participation, suggesting meaningful learning and adoption rather than one-time involvement. This is further supported by improved plantation survival and expanded cultivation practices observed after the intervention.

The transition from limited pre-project herb cultivation to wider post-project adoption highlights a clear behavioral and practice-level change among beneficiaries. This shift indicates increased confidence in herb cultivation as a viable livelihood option, supported by improved agronomic practices and institutional support. The expansion of cultivated area and plantation activities provides tangible evidence of this change. Economic outcomes show a positive trend, with herb-based activities contributing more significantly to household income after project implementation. Improved market linkage and access to organised buyers have reduced dependence on informal channels, enhancing income security and encouraging long-term engagement in herb cultivation.

Importantly, the project integrates livelihood generation with environmental sustainability. By promoting cultivation of medicinal and endangered herbs, the intervention reduces pressure on wild plant resources while supporting biodiversity conservation. This dual impact strengthens both ecological outcomes and community ownership of conservation efforts. Overall, the project demonstrates a balanced and sustainable model that aligns economic empowerment with environmental stewardship.











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Project Implemented by: JIVANTI Welfare and Charitable Trust Impact Assessment by: SoulAce Path to Sustainability Report Designed by: PARCOZI CONCEPTS