Group Farming is one of the main source of livelihood for Kudumbashree members. The details about the same had already been elaborated in ‘Making an Impact-07’ and the details about uplifting Kudumbashree Joint Liability Groups to Organic Farming was explained in ‘Making an Impact-28’.

Usually, Kudumbashree’s Joint Liability Groups cultivate paddy, plantain, vegetables and tuber crops. We introduced the idea of medicinal plants cultivation to our women farmer groups during the year 2018. Since there’s is an increase in demand of medicinal plants for the ayurvedic medicine industry, we anticipated that our members could earn more income through this novel initiative. This led us to decide to try out this innovative idea of medicina plant cultivation.
During 2018-19, a total of 176 Kudumbashree Joint Liability Groups started cultivating medicinal plants in 530 acres of land covering 6 districts of Kerala. Tulsi, Aloe vera, Kodangal, Kasturi Manjal, Naikarunam, Kurunthotti, Kacholam, Brahma, Adalodakam were the medicinal plants which they cultivated initially. Ayurvedic hospitals/ companies such as Medimix, Mattathoor Labour Society, Kottakal Arya Vaidyasala, Dhathri and Ittoozhi Ayurvedic Vaidyasala came forward to buy the medicinal plants cultivated by Kudumbashree Joint Liability Groups.

In the financial year 2019 a 20, till now 368 Joint Liability Groups have started cultivating medicinal plants in 246 acres of land. During 2018-19 financial year, Kudumbashree's farmers from those 6 districts sold medicinal plants worth around Rs 50 lakhs to the market. Our team is planning to extend medicinal plants cultivation to more areas to help women farmers earn more income,. We hope to get more demand from the market for these farm products.