

**CONSERVING TRAIT SPECIFIC GERMPLASM OF MEDICINAL PLANTS–  
CATERING TO NEEDS OF PHARMACEUTICAL INDUSTRIES****Veena Gupta\***

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**Abstract:** Medicinal plants sector continues to be the multi-billion dollar market globally. Since transgenic medicinal plants are not accepted in the herbal sector, classical breeding approaches are the only option for the crop improvement programmes. India having about eight per cent of world's biodiversity including the medicinal plant genetic resources, has the potential of becoming a major global player in market for medicinal plants based herbal formulations, medicines and products. As the demand for herbal medicines is growing in developing countries and consumers in developed countries are averted with modern medications are seeking alternatives medicines. It has also revived the interest by the multinational pharmaceutical industry in bio-prospecting (Singh, 2006).

**Keywords:** Cultivation, Herbal medicine, Medicinal plants

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