



## Creating rural employment and entrepreneurship based on the development of medicinal plants

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### ABSTRACT

**Introduction:** In recent years, despite the reduction of the role of the agricultural sector in the country's economy, agricultural products still constitute a major part of non-oil export earnings. After garden and dry products, products such as medicinal plants have an important place in Iran's agricultural exports. The potential of medicinal and aromatic plants as a catalyst for rural development, increasing household cash income, and improving livelihoods among poor communities, especially among women, poor and marginalized youth, and landless farmers, has been recognized.

**Experimental:** Present review and library research with the aim of creating employment and rural entrepreneurship based on the development of medicinal plants.

**Results and Discussion:** Entrepreneurship is one of the most basic concepts needed in today's society, which has been introduced as the engine of economic development of communities, especially rural areas. Entrepreneurship can lead to economic growth and development of countries, increase productivity, create jobs and develop social welfare. The entrepreneurial cycle begins with an entrepreneur who discovers an opportunity, creates an organization to pursue that opportunity, gathers the resources needed, implements a practical plan, takes the risk. Calculates the positive results and results of the work and does all these things in a certain period of time. Due to the constant human need for health, medicinal plants play an important role as a species of plants effective in prevention, strengthening and treatment. Throughout history, humans have used herbal medicines to prevent or treat diseases while using certain types of medicinal plants. And today, despite the introduction of new technologies and the manufacture of chemical drugs, the use of medicinal plants and herbal medicines has not decreased, but due to adaptation to the human body and low side effects, the need to pay attention to it has increased. This category as a valuable opportunity can play an important role in increasing production, wealth and job creation, especially in rural areas.

**Extension:** In recent decades, one of the most important pillars of

development planning in the country, especially in rural areas, is the emphasis on development using environmental capabilities, and planners are looking for ways to increase agricultural income and rural income. Increase. In this regard, creating entrepreneurship and employment in rural areas is one of the proposed solutions for the development of rural areas. Entrepreneurship has been introduced as the engine of economic development of communities and especially rural areas. Entrepreneurship can lead to economic growth and development of areas, increase productivity, create jobs and develop social welfare. One of the fields of entrepreneurship and employment in rural areas is the cultivation of medicinal plants.

***Keywords:*** Entrepreneurship, Medicinal Plants, Rural Development, Rural Employment.

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