

Bixa orellana L.



Collection Site: Daultpur DOC: 08-02-2022 Collector Name Naveen Gautam

Accession No. : CPUH 10519

Common/Local Name (s): Sindoor Plant, Hanuman Sindoor Plant, Lipstick Plant.

Family: Bixaceae.

Botanical Description:

Perennial shrub, herbs, 15-20 feet tall, bark light-dark brown, smooth, sometimes fissured, leaves evergreen, simple, spirally arranged, ovate, veins reddish, heart-shaped, with a pointed tip; flowers are fragrant, white to pink; fruit is round, elongated, ovate; seeds are numerous, fleshy, and covered with bright orange to reddish pulp.

Flowering/ Fruiting: October-December.

Part Used: Whole plant.

Cultivation: Ornamental.

Longitude: 75°58'55" E.

Latitude: 31°31'03" N.

Altitude: 600m.

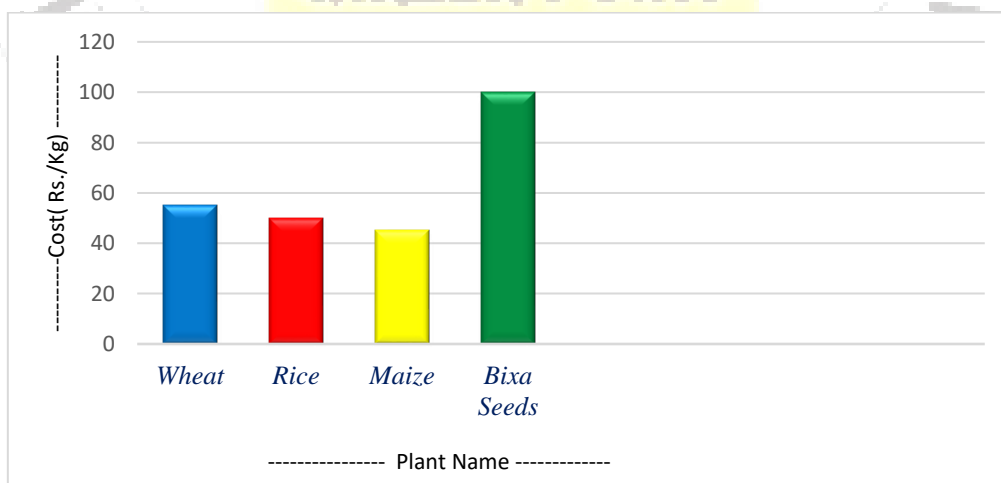


Fig. 4.18 Economic potential of *Bixa orellana* in comparison to conventional crops