

## *Ipomoea carnea* Jacq.



Collection Site: Tira

DOC: 09-08-2020

Collector Name: Naveen Gautam

**Accession No. :** CPUH 10560

**Common/Local Name (s):** Besharam Booti, Morning Glory Bush, Alpavardhini.

**Family:** Convolvulaceae.

**Botanical Description:**

Long, shrub, milky juice in all aerial parts, stem erect, cylindrical, greenish, thick, woody, and many branches arise from the base, leaves green, soft, simple, petiolated, heart-shaped, large, fleshy, ovate to lanceolate, flowers are large funnel-shaped, light pink in color, bloom in clusters, oval, capsule-like, pale brown, seeds are dark brown to black in color.

**Flowering/ Fruiting:** Whole year.

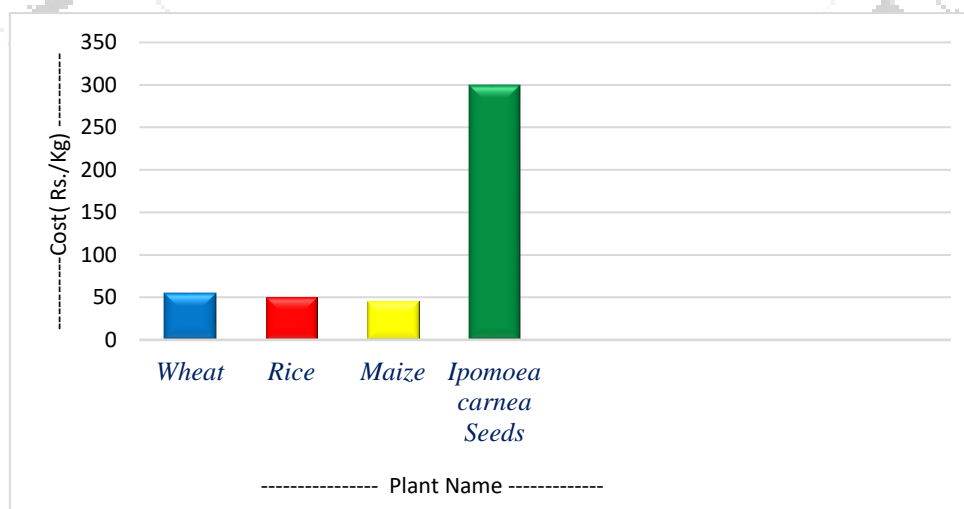
**Part Used:** Root, milky sap, leaves.

**Cultivation:** Wild.

**Longitude:** 76°30'11"E.

**Latitude:** 31°49'26"N.

**Altitude:** 585m.



**Fig. 4.56** Economic potential of *Ipomoea carnea* in comparison to conventional crops