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The invention refers to biotechnology, namely to a process for micropropagation of *Echinacea purpurea* L. Moench plants *in vitro*.

The process, according to the invention, includes the sterile germination of seeds, obtaining of explants, segmentation and cultivation thereof on the Murashige-Skoog nutrient medium, containing additionally the steroid glycoside Melongoside, obtained from seeds of egg-plants *Solanum melongena* L. by water extraction at heating, in the concentration of $(3,5...4,0) \cdot 10^{-3}\%$, at the same time cultivation is carried out at a temperature of 22...26°C, air relative humidity of 70%, photoperiod of 16 and 8 hours day/night and illumination intensity of 3000 lx.

The result of the invention consists in increasing the somatic embryogenesis and regeneration of plants.

Claims: 1