

## Utility of herbal product During pandemic in special reference of “Vindhya division”

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### **Abstract:**

*This study examined the sudden rise in the marketing, communication, and consumption of herbal products and the challenge of Vindhya Division's healthcare system. Specifically, it focused on the transformed traditional herbal blends. The study brought to the fore the gains and pains experienced by their consumers. With a brief examination of the application of marketing communication tools that accentuated their local awareness and patronage in this area. The study showed how herbal products fared within the reality of this division healthcare system. Also, in the present research work, what was its usefulness during covid 19 also been studied. This paper traces the development of the herbal industry in Vindhya Division has been right since colonial times so that readers are aware of it. This paper also highlights the role of the Government of India and government of Madhya Pradesh in herbal Industry.*

**Keywords:** Utility, Herbal Production, Pandemic, Marketing.

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### **I. INTRODUCTION:**

Human has consumed herbs to meet their basic needs for the treatment of diseases and relief from pain. In the last century, in connection with the development of chemical pharmaceutical industries, pharmaceutical industry has developed. Over time, awareness of the adverse effects of chemical drugs on plant-based drugs have increased significantly. That's why in today's era herbal medicine Industry one of few double-digit growth industries. Plants were used for medicinal purposes long before recorded history. ancient chines and Egyptian papyrus writings describe medicinal uses for the plant as early as 3,000 BC. Indigenous cultures (such as African and Native American) used herbs in their healing rituals, while others developed traditional medical systems (such as Siddha, Ayurveda, Unani and developed TCM) in which herbal remedies were used. plant-based medicine and other botany in the West has increased manifold in recent years. About something two centuries ago, our medicinal practices were largely dominated by plant-based medicines. Although the medicinal use of herbs went into rapid decline in the West when the more anticipated synthetic medicines were made generally available. In contrast, many developing countries continued Benefit from rich knowledge of medicinal herbs. For example, Siddha and Ayurveda Medicines in India, Kampo Medicine in Japan, Traditional Chinese Medicine (TCM), and Unani medicine is still used by most people in the Middle East and South Asia.

### **What is traditional medicine?**

Traditional medicine refers to health practices, attitudes, knowledge, and beliefs including plant, animal and mineral based medicines, spiritual healing, manual technique and practice applied alone or in combination for the treatment, diagnosis and prevention of illness or well being. In industrialized countries, adaptation of traditional the medicine is called a "complementary" or "alternative" (CAM).

Recently there has been a shift in the universal trend from synthetic to herbal medicine, which we can say return in nature. Medicinal plants have been known for millennia and are highly

regarded worldwide as a rich source of therapeutic agents for the prevention of diseases and diseases. Nature has provided immense wealth to our country medicinal plants. That is why India is often called the medicinal garden of which country world. Countries with ancient civilizations like China, India, South America, Egypt etc. China, India, South America, Egypt, etc. there are still many plant remedies in use for a variety of conditions. In this respect India has a unique situation in the world, where there are several recognized indigenous systems of medicine. Ayurveda, Siddha, Unani, Homeopathy, Yoga and Naturopathy are being used

health care of the people. There is no doubt that herbal medicines are popular among rural and urban people. Community of Vindhya Division. One reason for popularity and acceptance is the belief that all-natural products are safe. The demand for plant-based medicines, health products, pharmaceuticals, food supplement, and cosmetics, etc are increasing in both developing and developed countries, Due to the growing recognition

that natural products are non-toxic, there are fewer side effects and are easily available at affordable prices. Herbal medicines are still the mainstay of about 75 - 80% of the world population, mainly in the developing countries, for primary health care. This is primarily because of the general belief that herbal medicines are without any side effects besides being cheap and locally available in every area of Vindhya Division. According to the World Health Organization (WHO), the use of herbal remedies

World-wide two to three times higher than conventional medicine. The uses of a number of plants for healing purposes predate human history and form the origins of much modern medicine. Many traditional medicines originated from plant sources: a century ago, most

Some effective medicines were plant-based. For Examples include aspirin (willow bark), dioxin (from foxglove), quinine (from cinchona bark), and morphine (from poppy poppy).

Herbal medicine was also Herbal products were discarded from traditional medical use in the middle 20th century, not necessarily because they were ineffective but because they were not economically profitable as new synthetic drugs, effective treatment method, but it was rarely seen with enthusiasm. At the beginning of the nineteenth century, scientists' methods became more advanced and preferred, and the practice of botanical healing was dismissed as a hoax. In the 1960s, with concerns over the iatrogenic effects of traditional medicine and a desire for greater self-sufficiency, an interest in "natural health" and increased use of herbal products. recognition of the increasing use of herbal medicines and other Non-traditional therapies led to the founding of the office of alternative medicine national Institutes of Health USA in 1992. around the world, herbal medicine got a boost when WHO encouraged developing countries to use traditional plant medicine requirements not met by modern systems.

### **Why do people use herbal medicine?**

The earliest evidence of human use of the plant for healing comes from Neanderthals.

Period. Herbal medicinal are now being used by an increasing number of patients who usually do not report concomitant use to their physicians. there are many reasons Patients turning to herbal remedies are often cited as having a "feeling of control, of mental relaxation". taking action," which helps to explain why many people who take the herb get diseases that are Chronic or incurable i.e., diabetes, cancer, arthritis or AIDS. In this situation they often believe that traditional medicine has failed them. When the patient uses home remedies Acute, often self-limiting conditions, such as a cold, bee sting, or sore throat often happen because Professional care is not immediately available, too inconvenient, expensive or time-consuming. In rural areas, there are additional cultural factors that encourage the use of vegetation, such as in environment and culture, a "man and earth relationship." people believe that an area where Gives rise to a particular disease, it will also support plants that can be used to cure it. A large section of India's rural population does not have access to modern medicine. rural population to a large extent. resting on Traditional system of medicine, natural plant products are considered healthier than manufactured medicine. Additional, reports of adverse effects of conventional medicines are found at a much higher rate than the herbal toxicity reports in Le Press, in part because mechanisms exist to track adverse effects for conventional medicines, while such data for self-healing is hard to locate. Even physicians often dismiss herbs as harmless. Placebos.

### **Utility and Popularity in Vindhya Division:**

Herbal product has maintained its popularity in all regions of the developing world and is increasingly being used spreading to industrialized countries. Often several different herbs are used together. Physicians say that the principle of synergy and apply to a combination of buffering plants and claim that combination of herbs improves efficacy and minimizes adverse effects. This is in contrast to traditional practice, where Pali pharmacy is generally avoided whenever possible. Worldwide it is estimated that 80% of the population uses herbs; in the developing world rates can be up to 95%. Herbal products have gained a lot of attention in recent years. This has prompted natural and nutraceuticals companies globally to take an interest in these products. According to the Center for Traditional Healing Health, there are 25 important medicinal plants that are always in demand. These plants include Indian barberry, licorice, bael, isabgol, atis, guggal, kertha, amla, sandalwood, senna, babrang, long pepper, brahmi, jatamansi, and madhunashini, kalmegh, satavari, ashwagandha, chirata, kataki, shankpushpi, ashoka Are included Giloy, Kokum and Safed Musli.

### **Marketing of herbal remedies in Vindhya Division:**

The Ayurvedic medicines market is estimated to expand at the rate of 20% annually. of sale

In the last ten years the growth of medicinal plants in India has increased by about 35%, which is the highest, But the huge expenditure on medicines in India every year one of the lowest in the world. Plants are also prominent in other developing countries source of medicine. Two of the largest users of medicinal plants are China and India. Annual export of medicinal plants from India is Rs. 1500 million. all major Herbal based pharmaceutical companies are showing a steady growth of around 15 per cent. A significant number of modern

pharmaceutical drugs are derived from medicinal plants. Derivatives of medicinal plants are non-narcotic with little or no side effects, Herbal medicines are in use and the market is growing slowly.

Herbs and aromatic plants used for ayurvedic medicines and personal care products sold by companies like Dabur, Himalaya, Natural Remedies, and Patanjali are the main ingredients of this farm earnings boom.

The market for medical plants in India is Rs. 4.2 billion (US\$ 56.6 million) in 2019 and grew at a CAGR of 38.5% to Rs. 14 billion by 2026 (US\$188.6 million). Crores of rupees of business are also being done in the Vindhya division of Herbal products. It has seen an increase of about 50% during Corona yesterday. There is a lot of demand for products made from throat aloe-vera, black pepper, basil, in every household and even today progress can be seen in their demand.

#### **Problems in herbal marketing in Vindhya Division:**

Utility of any herbal product is based on his marketing now so in vindhya division marketing is necessary for proper utilization of that product. India has 15 agro-climatic zones containing 18,000 types of plants, of which approx. 6,000-7,000 have medicinal properties. These medicinal plants are used in many applications in Indian society and are used to make medicines in traditional systems of medicine such as Ayurveda, Unani, Siddha, Sowa-Rigpa and Homeopathy also used in plant-based pharmaceutical companies. 960 types of medicinal plants are traded, of which 178 species have an annual consumption level of 100 metric tons. 80% of medicinal plants are extracted from the wild, while 69% of plants are collected using destructive agricultural practices.

There is a huge gap between the supply and demand of medicinal plants for the manufacture of Ayurvedic medicines in India. As per All India Trade Survey of Priority Medicinal Plants, 2019, Demand for high-value medicinal plants increased by 50%, while availability declined by 26%. This led to habitat degradation and increased levels of over-exploitation by the pharmaceutical industries. This resulted in 65 species (i.e., 10% of the total species) falling into the categories of critically endangered, endangered, vulnerable and near threatened.

For Ayurvedic medicines, raw materials such as herbs and shrubs can be grown and harvested over a period of one year, whereas medicinal trees take 10 years to be ready for harvesting. The total world herbal trade is currently estimated at US\$120 billion. India's share in global exports of herbs and herbal products is low due to unrefined agriculture and quality control processes, lack of processing, research and development, standardization in products and regulatory framework in the trade of medicinal plants.

#### **Herbal Product distributor in Vindhya Division:**

- ❖ Naaz herbal & cosmetic agency
- ❖ Anro shoppy
- ❖ Anand drug house
- ❖ Surajdeen harbhukhan pasari
- ❖ Aasha traders
- ❖ Barhana medicose
- ❖ Yash medical & general Store
- ❖ Bhartiya dawakhana
- ❖ Mishra medical store satna
- ❖ Shubhi herbal health care Rampur Naikin
- ❖ Vivek medical store and agency
- ❖ M. P. Enterprises, (Patanjali Distributor)
- ❖ Altos pooja herbal products
- ❖ Patanjali chikitsalaya & store,Waidhan
- ❖ Rajlaxmi international marketing herbal store
- ❖ Ayush herbal IMC store

#### **The future of medicinal plants industry in Vindhya Division:**

In Vindhya division, the production and cultivation of medical plants is mostly unorganized. A well-equipped supply chain management and formation of farmer associations will improve the production and sale of medicinal plants in this area. The sector has recently seen entries from start-ups bringing in technology upgradation. These start-ups are using precision farming techniques by integrating artificial intelligence (AI) and data analytics for crop profiling, seed analysis for better germination, etc.

## **II. CONCLUSION:**

Cultivation of medicinal plants commercially is one of the most profitable agribusiness for farmers in India. If one has sufficient land and knowledge of herb marketing, one can earn high income with moderate

investment. Cultivation of medicinal herbs like Shankhpushpi, Atis, Kuth, Kutki, Kapikachhu and Karanja is changing the Indian agriculture ayurvedic scene and providing extraordinary opportunities to farmers to increase their income during the pandemic. Exports of herbs and value-added extracts of medicinal herbs have been increasing gradually over the years. In 2017-2018, India exported herbs worth US\$ 330.18 million at a growth rate of 14.22% over the previous year. Also, exports of medicinal herbs and value-added extracts of herbal products stood at US\$ 456.12 million in 2017-2018, registering a growth rate of 12.23% over the previous year. The demand for herbal value-added extracts of medicinal herbs is gradually increasing in foreign countries especially in European and other developed countries Now its utility can be seen in India also. During this emergency, the utility of herbal product has increased a lot in Vindhya division and its business is also progressing continuously.

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