

Traditional medicine in health care

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The use of medicinal plants is the most common form of traditional medication worldwide. Natural products are gaining increased applications in drug discovery and development. Natural product research is often based on ethnobotanical information and many of the drugs used today are employed in indigenous systems. One of the aims of ethnopharmaceutical research is better understanding of the pharmacological effects of different medicinal plants traditionally used in healthcare. Herbal medications are usually cheaper and free of toxic chemicals and to work in harmony with the body. Developing countries like India, heavily depends on the traditional medicine for health care needs. Various types of traditional medicine (TM) and medical practices referred to as complementary or alternative medicine (CAM), have been increasingly in use. Regulation of herbal medicines is a key means of ensuring safety, efficacy and quality of herbal medicinal products. Around the globe discussions about the issues like reasons for the promotion of traditional medicine, utilization of traditional medicine in national health care systems, integration of traditional medicine and modern medicine, manpower development for traditional medicine, research promotion and development in traditional medicine is well progressing. Development of national policy and regulations are an essential indicator of the level of integration of such medicine within a national health care system.

Biography

B. Parimala Devi has completed her Ph.D. from Jadavpur University and Postdoctoral studies from The University of Sydney, Australia. She is the Additional Director of the Veeramani Mohana centre for Quality Life Engineering Research (VMCQLER), Periyar Maniammai University, Vallam, Thanjavur, Tamilnadu. She has published 35 research papers in reputed journals and guiding research scholars for the Ph.D. program.

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Strategy for the global development of traditional medicine

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What "Oil is to Gulf can be traditional medicine for the Global economy". It is subjected to certain conditions, which should be collectively addressed by tribal healers or indigenous knowledge holders, science fraternity, pharmaceutical companies, farmers with proactive approach of Government and the common people. Unlike modern medicine, which is based on clinical evidence our traditional medicine is based on clinical experience. It is an age old tried, tested and trusted and the need of the hour is to take it as the main source of new drug development. There are things that does exist but cannot be explained adequately due to our own limitation. Mindset and acceptability of traditional medicine by the common people is one of the crucial factors that decides about the existence and development of traditional medicine. People talk about their country, culture and tradition with great zeal and patriotism but when it comes to health they hardly rely on traditional medicine. We need to understand the social stigma behind it. Over expectation leads to disappointment and so people should be made aware about the variation in efficacy so that they don't over expect. No adequate efforts have been taken so far for scouting and documentation of the traditional knowledge. It goes from one generation to other through word of mouth and we cannot deny that a part of it get lost in the process. Digitalizing this traditional knowledge and validation of it will lead to new drug development. Medicine for malaria has come out from the tribal traditional knowledge of Peru. *Ex situ* and *in situ* conservation has to play a major role to accomplish long term goal. Pure herbs are used in traditional medicine. It is the synergistic effect of different herbs that gives us result. Use of purified extract to make results more uniform should be studied further as the results were found to be different with the same combination. Secondly use of raw herbs will create ample opportunity in backward integration. Standardization of raw herb is to be addressed with practical approach. Internationally FDA of respective countries has to review their norms for product registration with single and poly herbs. Similarly IPR of tribal traditional herbal knowledge need to addressed different issues. Global pharma giant should act as umbrella in coordination with small and innovative companies to bring innovative traditional medicine. Let the good health prevail.

Biography

Manish Singh, Co-founder and Director-Business Development and Strategic Alliance with Abhumka Herbal Pvt Ltd., has done his MBA from Nagpur University, India. Manish Singh worked as Marketing Manager in GMG Technotrade and was president at Draftair India Pvt.Ltd. He is a Guest speaker to Ahmedabad Mangement Association and has been rewarded with "The Greatest Corporate leaders of India" in 2013.

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