

A QUALITATIVE STUDY OF CONSUMER BEHAVIOR ABOUT THE TRADITIONAL MEDICINE IN BHARAT

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ABSTRACT

The increased commercial interest in traditional medicine has made international and national communities to revise and amend their law to protect their unique systems and reward local indigenous communities to whom knowledge essentially belongs. Traditional medicines are the most valuable asset for the developing countries like India. India is a natural resources rich country and very popular for their traditional assets like Ayurvedic medicines and other kind of herbs. Traditional medicine is the sum total of the knowledge, skills and practices based on theories, beliefs and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illnesses. In this paper an attempt has been taken to explore the opportunities of traditional medicine especially for the poor in reference to south East Asia. India and Bharat has been categorized in different parameters but most of the poor lower income segment, live in Bharat is not in a position to invest money on health care like People who live in India. Since long past the available literature indicates that the only and only tools available for the cure of patient suffering any kind of critical diseases was Traditional medicine. Emergence of growing TRIPS hard-core rule and some other factor like dissolution of the IPR rules and impact and TRIPS on pharmaceutical industry. TRIPS standards for intellectual property right ship protection lays down detailed standard that need to be incorporated in countries legislation and require it uniform application to all strategy solution for Traditional medicines. Due to side effects of synthetic products, herbal products are gaining popularity in the world market. The present article deals with the measures to be adopted for global promotion of Indian herbal products.

INTRODUCTION:

Traditional medicines are the most valuable asset for the developing countries like India. India is a natural resources rich country and very popular for their traditional assets like Ayurvedic medicines and other kind of herbs. Traditional medicine is the sum total of the knowledge, skills and practices based on theories, beliefs and experiences indigenous to different cultures, whether explicable or not, used in the maintenance of health, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illnesses. Traditional medicine has a long history, and while for many traditional medicinal products scientific, documented evidence of safety, efficacy and quality is scarce, these products have been "field-tested" for centuries by thousands of people; much empirical knowledge has thus been accumulated in communities and has been passed on by generations of healers. The World Health Organization therefore advocates a critical, but open-minded attitude to traditional medicines.

In some countries, the terms complementary medicine, alternative medicine or non-conventional medicine are used interchangeably with traditional medicine. However, those terms refer to a broad set of health care practices that are not part of the country's own tradition and are not integrated into the dominant health care system. WTO and its regulatory body TRIPS marked the departure from narrow negotiations on border measures such as tariffs and quotas toward the establishment of multilateral rules for trade-affecting measures beyond borders for traditional medicine. This move reflected underlying trends in international commerce. Due to the growth of trade in knowledge and information-intensive goods, the economic implications of imitation, copying, and counterfeiting had in many industries become at least as relevant for international commerce as conventional border restrictions to trade for traditional medicine.

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The Indian Pharmaceutical industry has transformed itself over the past three decades in India, being almost non existing till 1970's, to now being a prominent provider of Pharmaceutical Products. The Indian Pharmaceutical industry meets approximately 95% of the country's pharmaceutical needs. The present turnover of the Indian Pharmaceutical Industry is approximately \$ 9.0 billion of which the share of exports is 40%. Compared to the global picture, the Indian pharmaceutical Industry ranks 4th in terms of volume, and 13th in terms of value, which is highly significant. The Indian Government has implemented the new product patent regime in India, as India had signed the WTO agreement and since Trade Related Intellectual Property Rights (TRIPS) was a part of WTO agreement, India was bound to implement the provisions of TRIPS agreement. This meant that India had to make significant changes in its patent law and respect the Intellectual Property Right's (IPR's) as done by other WTO member countries. India implemented from 1st January 2005.

NEED OF THE STUDY:

All developing countries are suffering with a crucial problem called poverty and they are not able to make available all facilities to their citizen. Healthcare is the most vital problem in this regards. So more than crores people getting die due to unavailability of life saving medicine. Rising R&D costs imply that only giant corporations with formidable R&D, marketing and financial capabilities will be able to afford extensive new drug developments and commercialisations. Since it is difficult for each unit to invest in R&D, to economise on scarce R&D resources and to avoid the probable duplication, pooling of R&D resources and mergers of firms have been identified as possible solutions. Governments, international agencies and corporations are increasingly investing in traditional herbal medicine research. Traditional herbal medicines are naturally occurring; plant-derived substances with minimal or no industrial processing that have been used to treat illness within local or regional healing practices. Traditional herbal medicines are getting significant attention in global health debates. In China, traditional herbal medicine played a prominent role in the strategy to

contain and treat severe acute respiratory syndrome (SARS). Eighty per cent of African populations use some form of traditional herbal medicine, and the worldwide annual market for these products approaches US\$ 60 billion.

It is a ray of hope for many people that traditional herbal medicine research will play a critical role in global health. China, India, Nigeria, the United States of America (USA) and WHO have all made substantial research investments in traditional herbal medicines. Industry has also invested millions of US dollars looking for promising medicinal herbs and novel chemical compounds. This is still a relatively modest investment compared to the overall pharmaceutical industry; however, it raises interesting ethical questions, some of which are not faced in more conventional drug development.

OBJECTIVES OF THE STUDY:

After a debate among Members of Parliament the then Prime Minister of India Dr. Manmohan Singh said that there is a large gap between people live in India and Bharat. A few percentage of the population availing medical facilities because they belong to upper income group. Still after independence, around two millions of people all over world not medically secure due to the unexplained causes, but one of this is perhaps the heavy cost of medicine available. They still depend on the domestic and local herbs, and for the cure.

So for that to analyze the reality the objectives of this study are:

- 1) To analyze the emerging role of Traditional medicines in India.
- 2) To explore the impact of unavailability of life saving medicine in India and Bharat.
- 3) To identify the relevance of Traditional medicines and its uses in Bharat.

FUTURE SCENARIO OF TRADITIONAL MEDICINE IN INDIAN PHARMACEUTICAL INDUSTRY:

The above discussion highlights that the impact of IPR will largely depend on the developmental status of the economy such as the availability of technical manpower and infrastructure, capacity of the domestic industry, and so on. A country with a strong

domestic industry such as India is in a relatively advantageous position than a country where domestic industry does not have much presence and depends on multinationals. It is true that the impending WTO regime has stimulated the R&D investment in India. Some of the big units have started strengthening their R&D and have also filed number of applications for patents. There is some evidence available regarding the mergers and amalgamations to pool the human and financial resources (CMIE, 2000) to strengthen the R&D in new product development. These firms will definitely benefit by the stronger protection. Some of the R&D and manufacturing facilities set up in these firms meet the international standards, and they have already been approached by multinationals for conducting research and undertaking manufacturing on their behalf. Besides the R&D investment in traditional chemical based screening, some of the R&D firms are looking for breakthroughs in biotechnology research. With TRIPS allowing the patenting of the living organisms, research in biotechnology is the latest buzzword in the Western pharmaceutical industry. Significant breakthroughs have already been made in the area of stem cells and cloning which have potential cure for some of the dreaded diseases like cancer, Parkinson disease, Alzheimer's and nervous disorders. Cloned animals have been patented and are being used for research purposes. The human genome project or the sequencing of DNA, which has already spent about \$3 billion, will be highly beneficial for the pharmaceutical companies to identify the toxicity of the new drugs on different population or in knowing the reasons for prevalence of certain diseases in specific regions or communities.

INDIA AND TRADITIONAL MEDICINE

It is governmentally supported, has a defined curriculum, and has schools that grant degrees. Some of these schools are part of universities that may also have a modern medical school. Like other major types of Asian traditional medicine, Ayurvedic medicine is based on humoral theories. The subcontinent of India has a large and well-trained force of practitioner of modern medicine. In addition, it has several types of traditional medicine, the largest of which is called Ayurvedic medicine. The ancestry of this type can be traced back 3,000 years or so, but it evolved into its current form from

about 500 © to ¥ 500. Based on Sanskrit texts, it has a wide following at every level of society that is; the human body is considered a microcosm of the universe. The seven body substances bone, flesh, fat, blood, semen, marrow, and chyle are the product of three humors kapha, or phlegm, pitta, or bile; and vata, or wind. Health depends on the equilibrium of these humors, and sickness is disequilibrium. The point of equilibrium depends on age, sex, temperament, climate, nutrition, and the nature of daily activities.

SCOPE FOR TRADITIONAL MEDICINE

Governments, international agencies and corporations are increasingly investing in traditional herbal medicine research. Majority of such kind of herbs which is useful for the development of traditional medicine available in bulk. Yet little literature addresses ethical challenges in this research. Medicinal herbs have been in use in one form or another, under indigenous systems of medicine like Ayurveda, Sidha and Unani. India, with its traditional background, needs to increase its share in the world market. But unlike China, India has not been able to capitalize on this herbal wealth by promoting its use in the developed world, despite their renewed interest in herbal medicines. This can be achieved by judicious product identification based on diseases prevalent in the developed world for which no medicine or palliative therapy is available. Such herbal medicines will find speedy access into those countries. In this paper, we apply concepts in a comprehensive ethical framework for clinical research to international traditional herbal medicine research. We examine in detail three key, underappreciated dimensions of the ethical framework in which particularly difficult questions arise for international herbal medicine research: social value, scientific validity and favorable risk-benefit ratio. Significant challenges exist in determining shared concepts of social value, scientific validity and favorable risk-benefit ratio across international research collaborations.

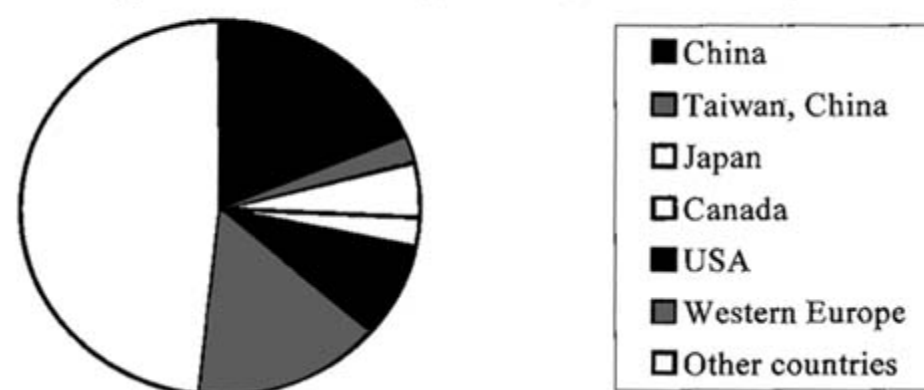
TRADITIONAL MEDICINE AND WORLD MARKET

In most Asian countries, even though allopathic medicine is available, traditional medicine is still very popular, for historic and cultural reasons. This is even the case in a highly developed country like

Japan. Similarly, in other industrialized countries, the use of complementary and alternative medicine is increasing - in 1993, a landmark survey found that 1 in 3 adults in the US use some form of alternative medicine, and this seems to have increased since. As a result, in 2000, the world market for herbal medicines including raw materials- has been estimated at 43 billion US dollars (see also figure 2). Furthermore, it is interesting to note that, in the US, OTC sales of herbal medicines doubled between 1991 and 1994, and then again between 1994 and 1998. Similar steep increases in sales of herbal

medicines. Population suffered with many crucial and chronic diseases which were curable on that time. It is clear now that majority of the Indian Pharmaceutical companies are satisfied with the efforts of the Indian Government in helping them cope up with the challenges of the price war. However some companies are not happy with the Government that it has not done enough to help them. They want the Government to help them specifically on the issue of drug pricing. But ultimately this is burden not over the companies but on the People. The Indian pharmaceutical companies entrepreneurs are already becoming disinterested

**World Market for Herbal Medicines
including raw materials (US \$ 43,000 Million)**



*Figure 1 World markets of herbal medicines
Source: Secretariat of the CBD, 2000.*

medicines have been reported in the EEC, while growth in sales was even faster in China and Korea.

CONCLUSION

The prevalence of a variety of climatic conditions puts India in a supreme position with respect to richness of medicinal flora. After the finding this work has concluded the role of traditional medicine. The Government of India should solve the problems of the pharmaceutical companies because the introduction of the product patent has already hit the pharmaceutical companies hard. In recent past there were a lot of herbs and shrub available for the treatment of the sick people. Technology was not so updated and there was no presence of allopathic

(example: Ranbaxy which is India's largest pharmaceutical company has sold out to Daiichi Sankyo of Japan) and if slowly MNC pharmaceutical companies take over the Indian pharmaceutical industry then MNC companies will price medicines higher and the common man of India will be a sufferer. As such, India should occupy a significant position in the world trade of botanical drugs. India should focus on agro technology, process technology, standardization, quality control, research and development of herbal drugs. Now, the time has come to compile and document available knowledge on our valuable plant resources and to prove their utility scientifically through detailed photochemical, biological and pharmacological

investigations at selected centers in different regions of the country. India should adopt organized cultivation of medicinal plants that have export potential and import substitutions. Efforts should be made to cultivate potential medicinal plants as field crops. Their conservation should be done in appropriate ecological conditions. In order to push India as a significant player in the global herbal product market, herbal products should be standardized as per WHO guidelines.

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