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## Current Scenario of Herbal Medicine & Market Opportunity in Anand District by SWOT Analysis

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**Keywords:** Herbal Drugs, Scenario, Treatment, Doctor, Pharmacist, Swot Analysis, Anand.

### ABSTRACT

Present scenario is towards use of herbal drugs. The gradual rise in trade of herbal medicine all over the world. Common reasons for this are frustrating side effects and lack of the curative value in modern medicines. The aim behind this study is to find out market opportunity of herbal medicine in compared with other medicine system in Anand district. The study involves health practitioners and patient to conclude utility of herbal drugs. Research involve questionnaire for review of doctor, pharmacist and patients. Using swot analysis technique research concluded what are the strengths, weakness, opportunity and threat of herbal drugs in Anand district.



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## **INTRODUCTION**

Current Scenario of Herbal Medicine shown that People are using herbal medicines from centuries for safety, efficacy, cultural acceptability and lesser side effects. Plant and plant products have utilized with varying success to cure and prevent diseases throughout history. Due to side effects of synthetic products, herbal products are gaining popularity in the Indian market. Scenario and perceptions of herbal medicine are discussed. According to pharmacopeia of world, at least 119 distinct chemical substance derived from plant are important drugs currently use within 62 therapeutic categories and 91 species are the source of these drugs <sup>(1)</sup>. Global Market Scenario shown that Demand for herbal products worldwide has increased at an annual rate of 8% during the period of 1994–2001, and according to WHO forecast, the global herbal market would be worth \$5 trillion by the year 2050. As of today, Europe and the United States are two major herbal product markets in the world, with a market share of 41% and 20%, respectively. <sup>(2)</sup>

## **MATERIALS AND METHODS**

Research involves questionnaire as a material. Method involve swot analysis to conclude this research work. Swot analysis method help to identify market strength, opportunity, weakness and threats for target product in target region. This project involves,

- ✓ Target Place: Anand District
- ✓ Target People: Doctor, Patients & Pharmacist
- ✓ Total Number Of Doctor: 26
- ✓ Total Number Of Patients: 289
- ✓ Total Number Of Pharmacist: 30

Swot analysis using the questionnaire in research work to find market opportunity, strength, weakness and threats of herbal formulations in Anand district.

## **RESULTS**

Using SWOT Analysis in Anand district Research found that, Market Strength, Opportunity, Weakness and Threats for herbal drugs in Anand district Region.

**Strength:** - With applying SWOT analysis with the help of a questionnaire, research found that 81% doctors, 74% pharmacists, and 80% patients preferred that herbal medicine is safe, effective, cost effective and with no side effects frequently prescribed formulation in compared with other formulation in Anand district.

**Weakness:-** With applying SWOT analysis with the help of questionnaire, research found that 13.5% doctors, 20% pharmacists, and 10% patients do not prefer herbal medicine they not consider it is safe, effective, cost effective and with side effects in Anand district.

**Opportunity:-** With applying SWOT analysis with the help of questionnaire, research found that 78% doctors is more prescribed herbal medicine in compare with 74% pharmacists, and 71% patients because of herbal medicine is safe, effective, cost effective and with no side effects frequently prescribed formulation in compared with other formulation in Anand district.

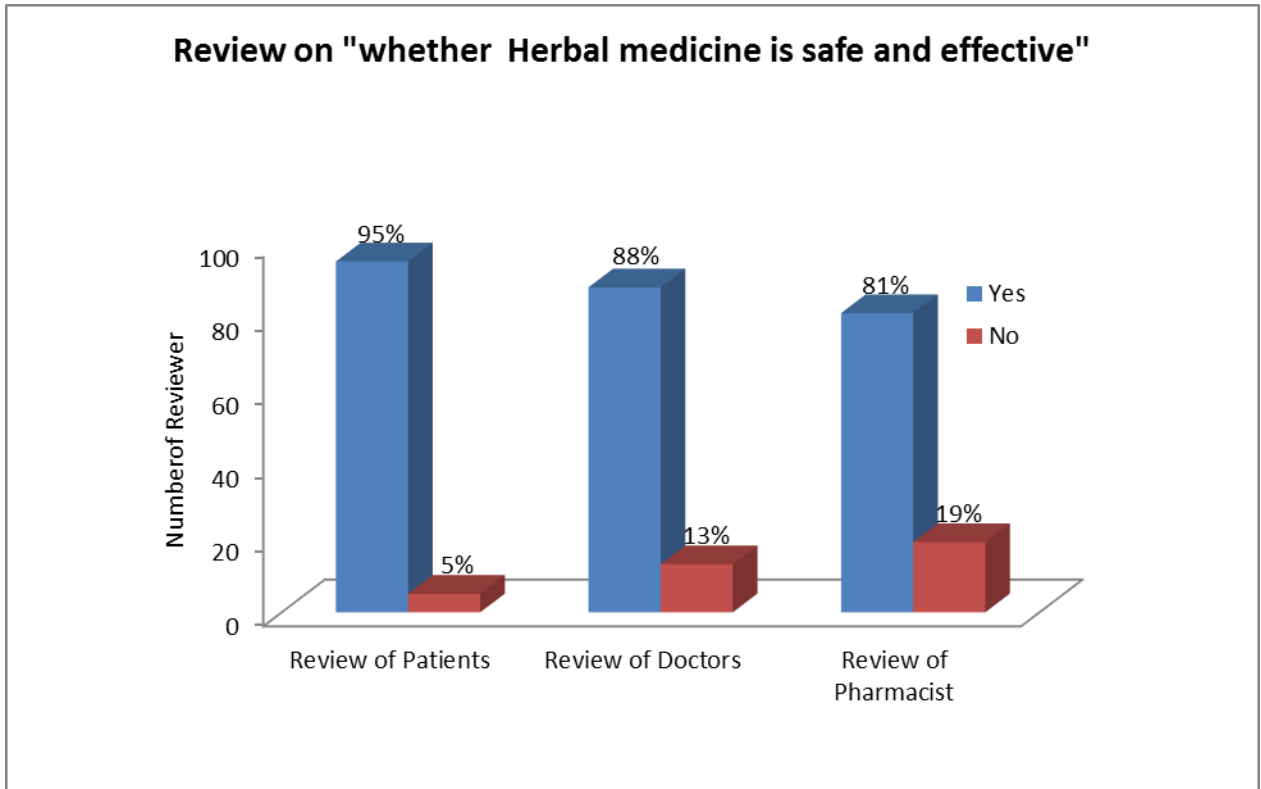
**Threats:-** With applying SWOT analysis with the help of questionnaire, research found that 10% to 13% people in Anand District is not preferred this, so this is very least threat found in this research work.



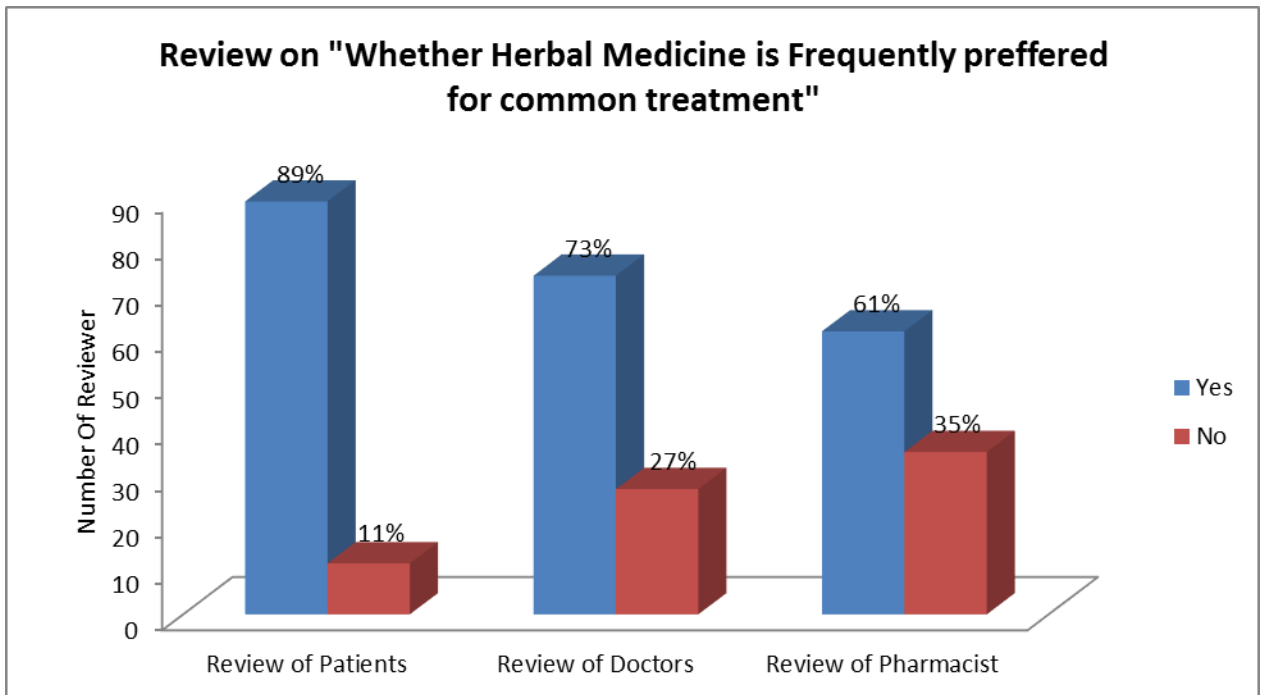
Tables: Prepared questionnaire answers (Total Question is 10)

Target People for Research work in Anand District	Q1. Review on "whether Herbal medicine is safe and effective"	Q2. Review on "Whether Herbal Medicine is Frequently preferred for common treatment"	Q3. Review on "Whether Herbal Medicine is Frequently Preferred for Major Disease"	Q4. Review on " Which medicine preferred to purchase frequently"	Q5. Review on "Whether Herbal medicine have any adverse effect on health"
Doctors	88% Yes 13% No	73% Yes 27% No	0% sometimes 58% never 31% not sure 12% always	72% Herbal 20% Allopathic 4% Homeopathic 4% Other	8% Yes 92% No
Pharmacists	81% Yes 19% No	61% Yes 35% No	7% sometimes 53% never 37% not sure 3% always	57% Herbal 35% Allopathic 5% Homeopathic 3% Other	10% Yes 90% No
Patients	95% Yes 5% No	89% Yes 11% No	2% sometimes 42% never 44% not sure 12% always	76% Herbal 44% Allopathic 0% Homeopathic 0% Other	2% Yes 98% No
Target People for Research work in Anand District	Q6. Herbal medicine is cost effective as compared with other medicine	Q7. Review on "Whether Adverse effect of herbal medicine can cause death"	Q8. Review on " Whether Govt. Of India is taking any initiative to globalize herbal medicines"	Q9. Review on "Whether Herbal medicines should be part of syllabus for primary and secondary education in India"	Q10. Review on "whether Herbal medicines to be preferred to your friends or family members"
Doctors	60% Yes 40% No	9% Yes 91% No	83% Yes 22% No	92% Yes 8% No	96% Yes 4% No
Pharmacist	63% Yes 37% No	10% Yes 90% No	42% Yes 57% No	94% Yes 6% No	87% Yes 13% No
Patients	53% Yes 47% No	4% Yes 96% No	78% Yes 22% No	94% Yes 6% No	96% Yes 4% No

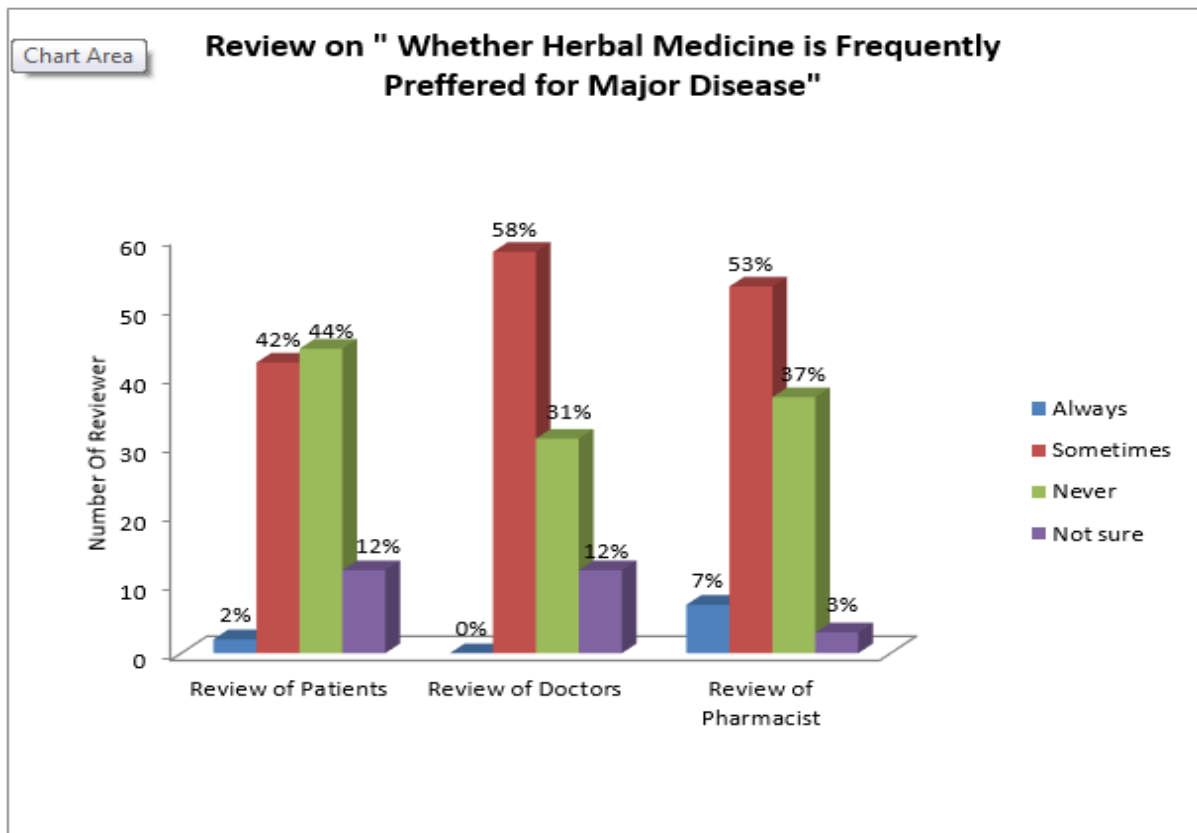
No 1: Statistical Review on "whether Herbal medicine is safe and effective"



No 2: Statistical Reviews on "Whether Herbal Medicine is Frequently Preferred for common treatment"

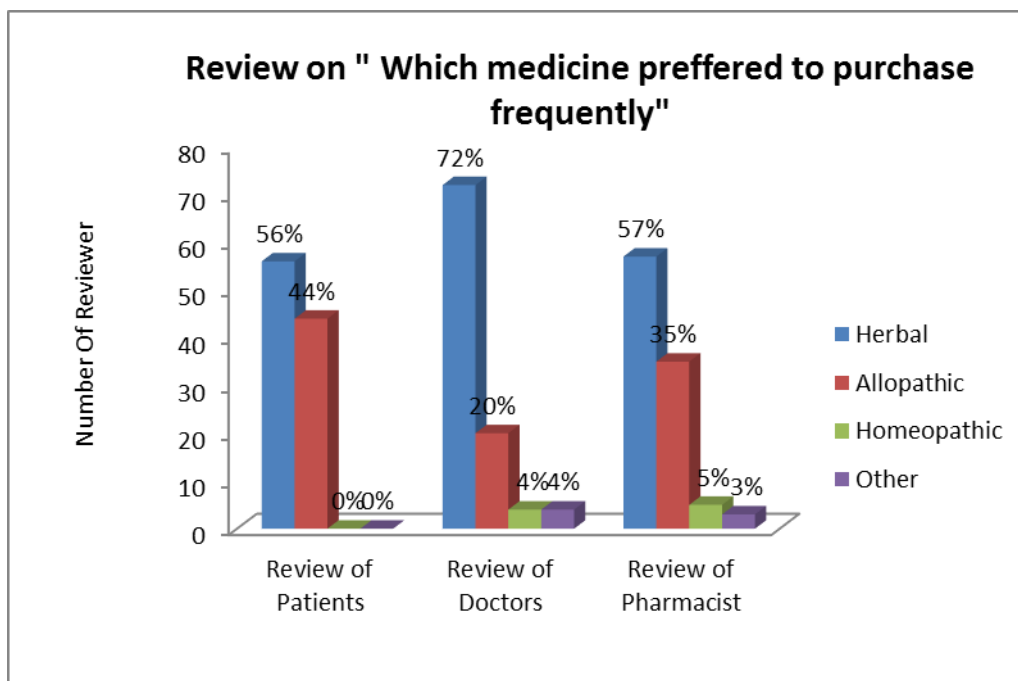


**No 3: Statistical Review on “Whether Herbal Medicine is Frequently Preferred for Major Disease**

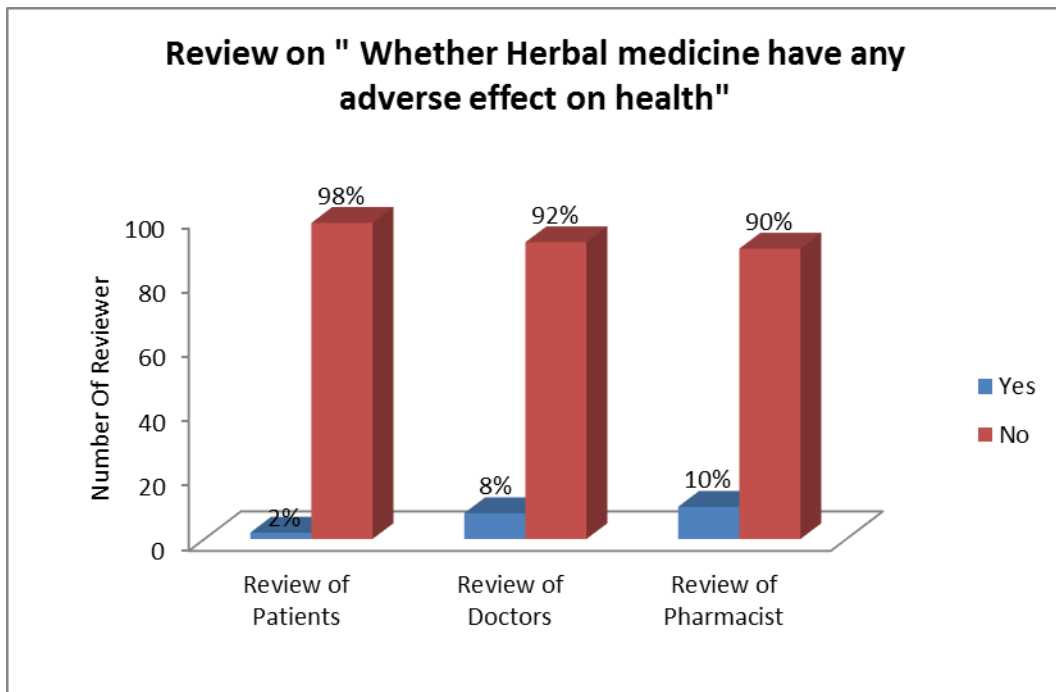


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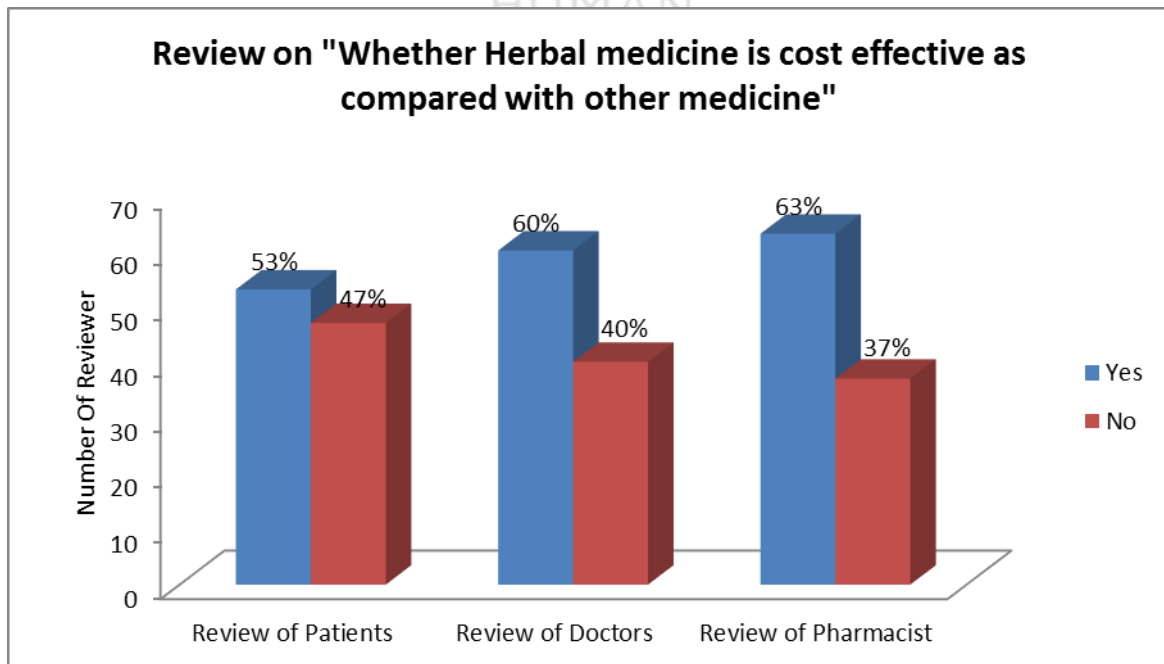
**No 4: Statistical Review on “Which medicine preferred to purchase frequently”**



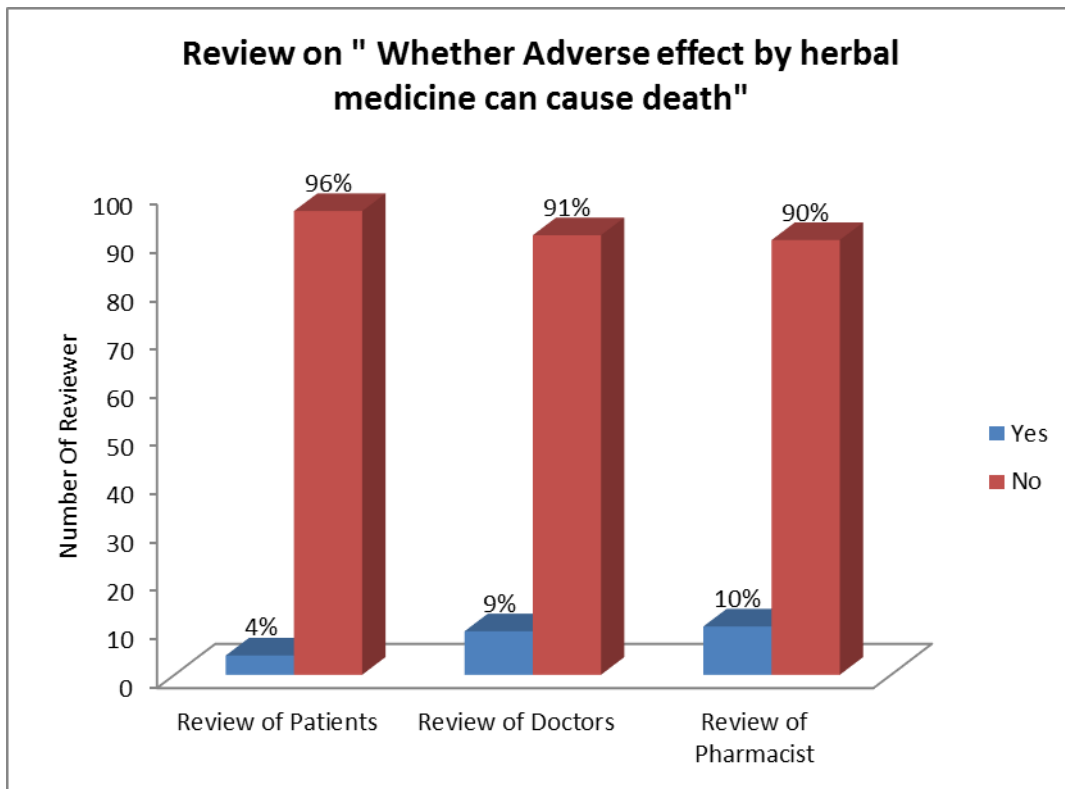
**No 5: Statistical Review on "Whether Herbal medicine have any adverse effect on health"**



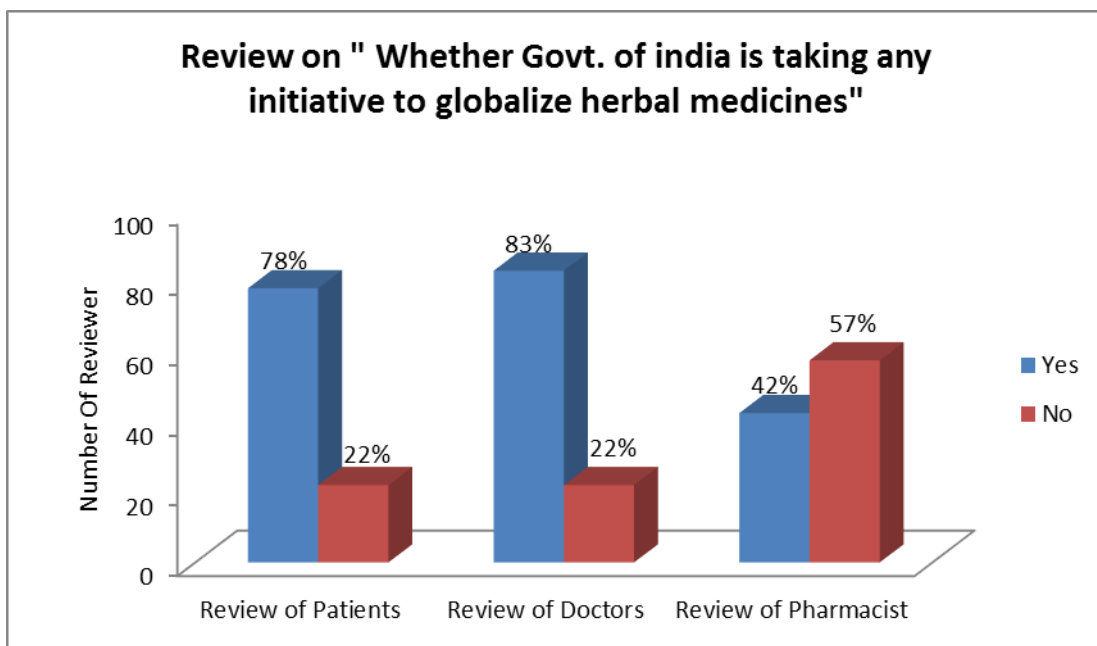
**No 6: Statistical Review on "Whether Herbal medicine is cost effective as compared with other medicine"**



**No 7: Statistical Review on "Whether Adverse effect by herbal medicine can cause death"**

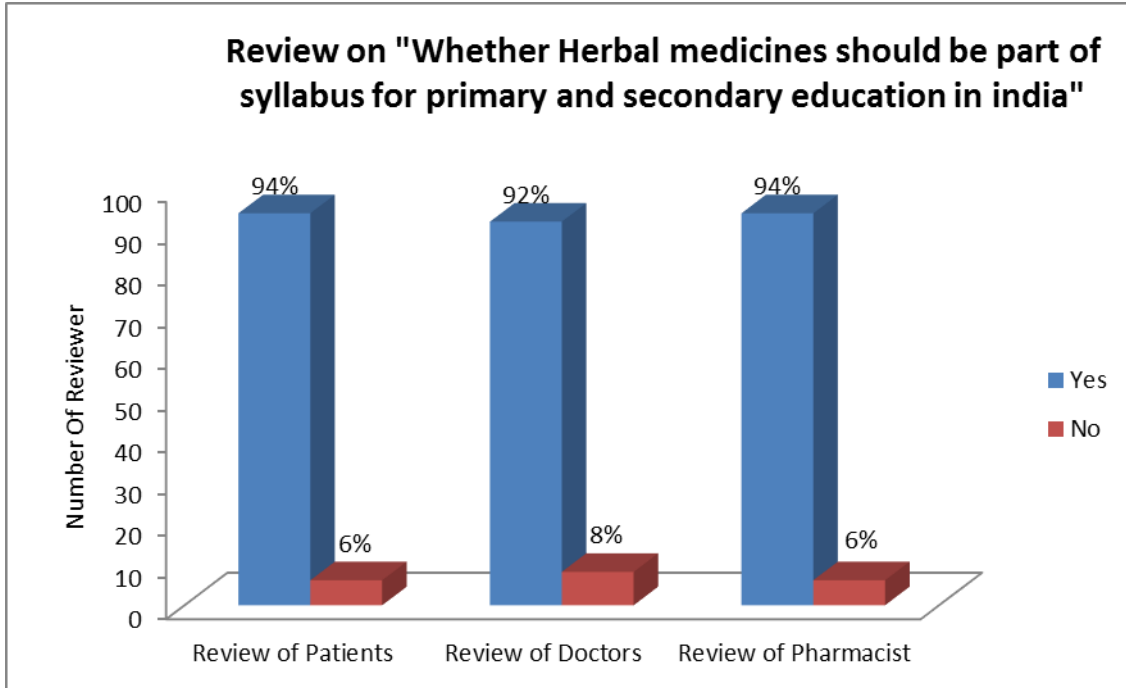


**No 8: Statistical Review on "Whether Govt. of India is taking any initiative to globalize herbal medicines"**

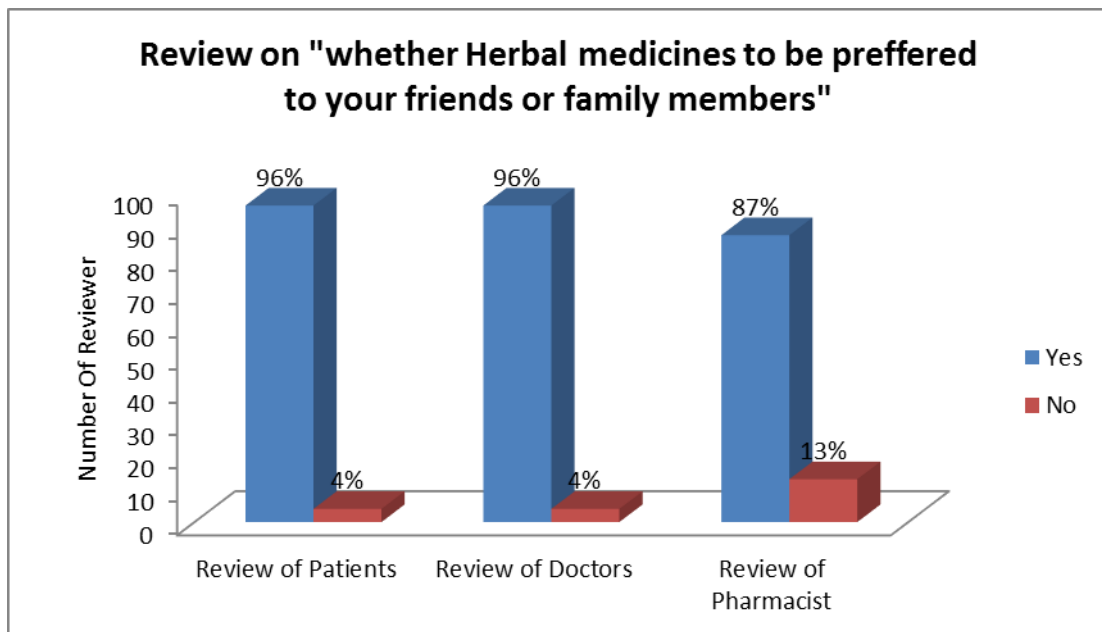




**No 9: Statistical Review on "Whether Herbal medicines should be part of syllabus for primary and secondary education in India"**



**No 10: Statistical Review on "Whether Herbal medicines to be preferred to your friends or family members"**



## DISCUSSION

Doctors preferred that majorly Herbal medicine is safe and effective (88%), frequently preferred for common treatment (73%), with no side effects (92%), cost effective as compared to other medicines (60%). Government of India is taking initiative to globalize Herbal medicines (83%), and it should be a part of primary and secondary education in India (92%), and mostly preferred by doctors to their family members and friends (96%).

Pharmacist preferred that majorly Herbal medicine is safe and effective (81%), frequently preferred for common treatment (61%), with no side effects (90%), cost effective as compared to other medicines (63%). It should be a part of primary and secondary education in India (94%), and mostly preferred by pharmacists to their family members and friends (87%).

Patients preferred that majorly Herbal medicine is safe and effective (95%), frequently preferred for common treatment (89%), with no side effects (98%), cost effective as compared to other medicines (53%). Government of India is taking initiative to globalize Herbal medicines (78%), and it should be a part of primary and secondary education in India (94%), and mostly preferred by patients to their family members and friends (96%).

## CONCLUSION

SWOT Analysis research show that Strength part of this project is in an Anand District that there were vast opportunity found for herbal medicine. People of Anand district prefer Herbal medicines 88%. They frequently preferred this formulation in for common treatment (75%) with no side effects (94%). They believe that herbal medicines are cost effective as compared to other medicines (59%) & Government of India should take initiative to globalize Herbal medicines (81%). Weakness and threats are very low that only 13% people are not preferred this, so in this project there are vast opportunity and strength of herbal market in Anand District. In addition to that majority of Anand District people preferred this formulation to their family members and friends (93%), moreover they recommend that it should be a part of primary and secondary education in India (94%).

## ACKNOWLEDGEMENT

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- 2) Gijtenbeek, J. M. M., Vanden Bent M. J., and Vecht C. J.; Cyclosporine Neurotoxicity. J. Neurol, 1999; Current Science; Vol. 86 No. 1; 10 January 2004; Pg. No.: 246, 339-346.

