

# Herbal Hour- Round The Clock

## Abstract

Being aware about the side effects of the chemical products used in normal daily life, people are gradually showing interest in using herbal products in every sphere of daily life. This paper explores the awareness of the rural and urban population on the usefulness of herbal products. On the basis of practical survey the authors feel that proper advertisements are needed to popularize the herbal products. During market survey it is revealed that most of the rural populations are quite ignorant about the harmful effects of the chemical components of the traditional products and they showed more and more interest for these herbal products when they became aware about the detrimental side effects of the traditional products. This craze of the population towards herbal products can be utilized by proper scientific marketing.

**Keywords:** Marketing, Selling, Herbal Products, Pharmaceuticals, Cosmetic.

## Introduction

Since the dawn of human civilization, man has been maintaining an intimate relationship with the nature particularly plants and natural products. For food, clothes, shelter, medicines and even for other minor amenities man has been constantly depending upon the plants. But gradually keeping pace with the progress of civilization and speedy life style, much-sophisticated products replaced the original crude plant products. To boost up the efficacy of these products, several chemical constituents were added, that in addition to its normal beneficial functions, exerted detrimental side effects. A millennium later, man became aware of the harmful side effects of these products and finally began to depend upon herbal products in every sphere of life style.

The herbal system of medicine, popularly known as Phytotherapy, is the oldest remedies known to mankind rapidly developing as an independent subject. There is increased awareness about herbal medicine among masses. Herbs had been used by all cultures throughout history but India has one of the oldest, richest and most diverse cultural living traditions associated with the use of medicinal plants (Pallant and Steenkamp, 2008; Roseghini *et al*, 2009, Nigam *et al*, 2009). At present the demand for herbal products is growing exponentially throughout the world and major pharmaceutical companies are currently conducting extensive research on plant materials for their potential medicinal value. Herbal medicines form a major part of remedies in traditional medical systems such as Ayurveda, Rasa Sidha, Unani, and Naturopathy (Kastenholz and Garfin, 2009)

In present scenario, there is a market craze to implement herbal toothpastes, soaps, medicines, cosmetics etc. among the people but before launching these products a thorough market survey is essential.

Marketing is the basic aspect of modern business, which mainly aims to explore the demand of any product among the customer that enables the manufacturer to attain a product-specific production targets. Periodic market surveys are becoming more and more popular from the viewpoint of business policy. Marketing, involves threefold process, (i) ascertaining the size of the market, (ii) ordering production according to the scales of demand, and (iii) transfer of ownership through a process of sale and purchase. The modern method of marketing policy shows psychological as well as physical approach to the issue. The former is to ascertain the preferences of the customers to the concerned product and the second is to supply products to those areas where they are in demand and to take necessary measures to fulfill and maintain the demand. But the successfulness of these policies depends on the scientific approach and the practical effectiveness of the product. Otherwise in spite of advertisement if the product appears ineffective then it cannot capture the market.



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**Objectives of this paper**

The main objectives of this paper are as follows-

1. With a view to the marketing possibility of the herbal products, the present paper aims to compare the use of traditional commercial chemical commodities with the herbal products in relation to food, medicines and cosmetic items.
2. It also examine the concept of Marketing and try to throw some light on awareness of Herbal product in Suri Town and Karidhya village
3. Here we give some suggestions about future of Herbal product.

**Awareness of Herbal Products in the Market**

Marketing is broadly the creation and enlargement of markets through conscious efforts and then to orient production channels according to the dictates of the market. In this sense, it is a long-term phenomenon. Selling, on the other hand, is a short-run affair. A salesman without surveying the market tries to impress the customer irrespective of the quality of the concerned product. In this sense, the practice of selling is embedded in marketing in a fashion that is somewhat analogous to the Marshallian distinction between 'short-run' and 'long-run'.

Marketing basically involves five strategies. The first is to collect data on the choices of consumers and to create new customers. The second is to analyze the data through marketing research and to select marketing systems. The third is to plan the product-wise output and develop the quality of products. The fourth is to ascertain the prices the consumers can pay. The fifth component concerns the innovation and selection of the distribution channel.

**Methodology**

The study is based on primary data. Primary data was collected using survey method. A random sampling technique was used for the survey.

In connection with the survey, about 500 persons were interviewed in a crowded street-crossing called Masjid More in a district town - Suri of the district Birbhum, West Bengal. The interviewers included service-holders as well as unemployed educated persons, housewives, traders etc.

The second part of the survey was conducted in a rural weekly market (Hat) (Respondent-250) belonging to Karidhya gram panchayet. Here the respondents were cultivators, maidservants, petty traders, daily labourers etc.

**Findings of the Study**

In Masjid More study 80% of the interviewers were familiar with the trade names of the herbal products, and some however were ignorant about these products while some were very much interested for some particular brand names.

In Hat (Karidhya gram) they were even ignorant between difference of chemical products and herbal products near about 90 % (Respondent 250 persons). Whenever we tried to explain their relative merits and demerits, they pleaded ignorantly and responded indifferently, saying that they did not apprehend the effectiveness or ineffectiveness of

chemical or herbal products.

**Limitations of the Study**

The following are the specific limitations of the study:-

1. The study was conducted only in the specific area of Suri town and karidhya village and the sample size was limited to 750. So the result can not be expected to be cent percent accurate.
2. Accuracy of primary data depends upon the authenticity of the information provided by the respondents.

**Scope of Further Study**

This paper is mainly based on survey in a very small part of the town and village namely Suri & Karidhya but there is a provision for more intensive work on this subject involving greater details. May be another research student construct a bigger sample from the same places and conduct a survey on the basis of it. Alternatively, he may work on another place, on the basis of a separate set of data and analysis. Such studies, if carried on assiduously for localities and regions, may yield a macro- picture for the country as a whole.

**A Comparative Account of the Chemical Commodities with the Herbal Commodities**

In this age of computer we always try to get rid of the ailments as quickly as possible and for attaining this result we prefer to use chemical products in respect of any herbal products. This craze of quick relief is against the traditional concept – "hurry, curry and worry" which suggested refusing hurriedness, spicy curries and worried life for leading a healthy life by the saints and monks in the ancient India.

Early in the morning, we prefer to brush out teeth by any chemical based toothpaste. Its fluoride content is harmful for the enamel of the teeth but in lieu of these, we suggest using use herbal toothpastes whose principal components are Tulsi, Neem, Pudina and Haldi (antibacterial in nature), Clove oil (Prevents toothache and pain) and the contents of the babool stem cures any problem of Gum, Rock salts helps to cure Pyorrhea.

In breakfast, in lieu of taking bread with butter/jelly it is recommended to take a glass of gourd juice with pudina, hand made chapatti with any green vegetable and sugar less herbal tea.

In the age of hurry, curry and worry we finish our lunch in a hurried way by taking fast or junk foods (e.g. pizza, toast, ham, burger etc.) (Without fiber) but these items have little food value; not only that medically it has been proved to cause indigestion, colic pain (may lead to cancer, and constipation). We suggest taking chapatti made from wheat, soybean, jowar and bajra, along with a cup of rice supplemented by green vegetable, salads and sour curd.

In the afternoon, instead of taking coffee or tea with snacks we suggest to take fibrous fruit (not juice) because the antioxidant property of fruit juice neutralizes the toxic elements produced in the body.

In the dinner instead of taking fast foods (Pizza, Ham, Burger, KFC, Hard drinks, coffee etc.) we suggest to take chapatti (made up of red whole

wheat), mixed vegetables and to supplement fibers in the food, isobgool should be taken.

Along with these food items, we are habituated to take antacids and painkillers as supplementary foods. But these apparently harmless items are extremely harmful for any healthy person. Excess antacids may create gastric / duodenal ulcers and allergy. Instead of using antacids we may take Asafoetida, Bhaskar salt, Sandhak salts and Caraway. We are also habituated to administer painkillers indiscriminately which causes gastric ulcer, kidney troubles etc. In stead of these, we may take Rumalaya, Shallaki (a herbal product of Himalayan Drugs whose main components are Mahayograj goggul, Boswelia serrata), Trikatu (having Gol marich and Dried ginger) etc. Now a day's most of the persons suffer from high blood pressure (hyper tension) and diabetes for which we take various types of medicines like Atenol, Amlodipine, Ramipril etc. The remarkable side effects of these medicines are headache, fatigue, muscle crams, breathlessness, drowsiness etc. In this case we suggest taking extract of the barks of Arjuna and 2-3 gloves of garlic. Diabetic patients commonly use Gliclazide, Metformin, and Chlorpropamide etc. Main side effects of these medicines are cholestatic jaundice, anaemia, liver dysfunction, allergic skin reaction etc. In this case we suggest using, extracting of methi, neem leaf, black chilly and dried seed of black berry etc. Some diseases like jaundice are difficult to be cured by allopathic treatment. In this case use of Liv-52 (main components are Capparis spinosa, Solanum nigrum, Terminalia Arjuna etc.). Additionally sugar cane juice, bitter gourd juice can yield satisfactory result.

In modern ages, both men and women are very much beauty conscious. For prompt result they mostly use easily available chemical based cosmetic products which yield a short term gain but it causes some long term side effects like allergy, rash and it destroys natural glow of the skin. Therefore we suggest using the juices of carrot, tomato, cucumber, raw turmeric, lemon juice, potato juice, multani soil etc.

### Conclusion

It is revealed from our preliminary investigation that herbal products have a bright future but it requires proper advertisements and suitable

awareness programmes to be conducted specially towards rural sectors who must be convinced about the efficacy of the herbal products in lieu of traditional chemical products. Herbal companies should pay special attention on this issue to extend proper marketing of herbal commodities by a thorough survey of the market. By proper advertisement and door-to-door campaign the people must be convinced about the deleterious effects of the chemical products and beneficial side of the herbal commodities.

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