
Challenges and opportunities in alternative system of medicine: a special focus on Unani System of Medicine

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Abstract

Health has always been a prime concern for human. Last few decades has witnessed tremendous changes the way people want to remain fit and healthy. With the advancement of technology, research in the field of medicine, health has occupied centre stage in the human life. This shift has brought the alternative medicine system into focus. Bio-friendly, eco-friendly, cost-effective and relatively safe herbal drugs have moved from the fringe to the mainstream with increased research in the field of alternative medicine. Medicinal plants have played an important role in this transformation. For centuries, Indian people have traditionally used and managed these biological resources, and were able to carry this knowledge from generations to generations. Today, India with its rich wealth of medicinal plants and knowledge has the tremendous scope and potential to change the way people are using medicine. Indian healthcare system viz. Ayurveda, Siddha, Unani, Naturopathy and Yoga have garnered a special attention all over the world in recent time. There is a global surge in the use of traditional and alternative medicine. Herbal medicines are more relevant in today's time than ever before. The herbal drug market has witnessed an impressive growth at global level. Creation of ministry of AYUSH by government of India has proved to be a milestone to make complementary and alternative system as integral part of conventional healthcare system. With this, the need to understand consumer behaviour, uses of medicine and demographic factors have come to fore front.

The present paper is exploratory in nature and deals with challenges and opportunities with alternative system of medicine specially Unani system of medicine.
