



Marketing of some important medicinal plants in Pune city of Maharashtra

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ABSTRACT

The present compilation gives an account of some important medicinal plants mostly marketed for curing different diseases. A total of 39 medicinal plants belonging to 26 families were reported from the study area. Combrataceae was the dominant family with 3 taxa while Solanaceae, Asclepiadaceae, Euphorbiaceae, Apiaceae followed with 2 taxa each. Liliaceae, Apocynaceae, Cucurbitaceae, Acanthaceae, Rutaceae, Caesalpiniaceae, Siliaceae, Zingiberaceae, Plumbaginaceae, Menispermaceae, Bursaraceae, Zygophyllaceae, Verbenaceae, Symplocaceae, Papilionaceae, Pinaceae, Malvaceae, Amaranthaceae and Dashmul (collection of 10 plants) represented by one taxa each. 10 medicinal plant dealers were interviewed to collect more information about marketing of the medicinal plants and their utilization for the treatment of different diseases.

Key words : Herbal drug, Marketing

How to cite this paper : Desale, M.K. and Bhamare , P.B. (2012). Marketing of some important medicinal plants in Pune city of Maharashtra, *Ann. Pharm. & Pharm. Sci.*, **3** (1) : 30-35.

Article chronicle : Received : 19.03.2012; Revised : 01.04.2012; Accepted : 10.04.2012

INTRODUCTION

Since the time immemorial, useful plants have been handled by human societies for medicinal and other purposes. Pune district of Maharashtra has long tradition of utilization and marketing medicinal plants. Ethnomedicinal plants are used at the household level by women taking care of their families, at the village level by medicine men, tribal Dadaji, Mukhia, Vaida and by the practitioners of classical traditional system of medicine such as Ayurveda, unani and siddha. The aim of the present study was to record the indigenous knowledge about medicinal plants and their marketing.

India is well-known for its plant diversity. It sustains a very rich traditional medicinal plants wealth and inherits unique plants and animals. According to the World Health Organization (WHO), as much as 80 per cent of the world population depend on traditional medicines for their primary health needs (Azaizeh *et al.*, 2003). The traditional knowledge is really in scriptless

language. The Healers do not percolate it to others except their direct descendants.

Somehow all stakeholders collect the knowledge of medicinal plants for the treatment of different diseases, their marketing which is very useful for increasing the status of the family economically, socially and by health. There is increase in daily wages of the family by trading important medicinal plants with professionals in the field of pharmaceuticals of Ayurveda and Unani and Siddha. It has been seen that mention of the use of medicinal plant is found in all the four Vedas namely Rigveda, Samveda, Ayurveda, Atharveda. Ayurveda, is a part of Atharveda^{1-9,27}. Herbs are described in Dravya-Guna Vadyan (Herbology). By knowing the importance of trade and marketing of herbs have shaped the economy of nation. The profession of collection of medicinal plants and their marketing have proven to be more effective and inexpensive. Ethnomedicinal surveys throws light on many such areas of conservational cultivation, storing and packaging, marketing and medicinal plant.

Round about Pune city there is specific area of medicinal plants and their marketing. In the ranges of sahyadri important areas are Purandhar, Bhor, Bhimashankar, Parinche and Junnar where from trade of medicinal plants is made location of trading ranges in Pune city are linked with neighbouring states such as Gujarath, Madhya Pradesh, Karnataka, Goa, Andhra-Pradesh

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