CHAPTER - 4

REVIEW OF LITERATURE
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White Law Ainslie (1826) the author of "Materia Indica" discussed about Indian medicines which are almost exclusively employed by the hindu & other oriental nations, and these are in the form of arts, manufactures and vegetables and which are cultivated as food. This book is materia medica of Medicinal plants. [1]

H. H. Bhagwat Singh Jee (1895), in his book Aryan Medicinal Science has discussed the complete history of Aryan medicine (Hindu system of medicine) that was practiced with great success in the past through centuries. In this book author has pointed out that the fall of Hindu medicine is due to the disuse of medicinal system but it is in his opinion slowly gaining the lost ground. He says in his last chapter "It will thus appear that Indian medicine does not deserve to be condemned off-hand it has its faults, and its imperfections may be many, but it has also its good parts, few though they be. The aims and objects of these two systems are the same in the word Charaka that is the true medicine, and that the true physician that can cure and eradicate disease. Let the western and eastern school of medicine then join hand and reconcile themselves to each other wherever possible". This book is of only therapeutic nature and beneficial for the practitioners. [2]

Dr. S.K. Jain (1968), the author of "Medicinal Plants" has pointed out in his book the plants trade name in which the plants are familiar in the trade sector. Some well known and common names of the drugs have also been given. This book has plants historical nature plants family name, Indian name & distribution of the plants in India which have been verified from herbarium materials and authentic literature. A general description about the distribution has also been given. The details of formularies have not been given in this book. [3]

K.M. Nandkarni's (1908), "Indian Plants & Drugs" book attempts to understand 200 drugs, the majority of which are of vegetable origin. In this book author has clarified the sections of herbs and their use in medicine list of
Indian plants. The drugs from which mother tinctures and extracts etc. are prepared according to the homeopathic system of medicine are narrated. There are tables of weight and measures which have been given on a new basis by their respective comparative equivalents. These measures and weights are useful to dealers in agriculturist, forest producers, exporters, importers and businesses dealing in raw products, drugs, species etc. This book is of purely medicinal nature. [4]

In the book by Harry N. Abrams (1975) "Flowers and guide for your Garden" nearly 300 separate genera are discussed in detail in respect with hardiness, case of cultivation, propagation and fertilization, suitability to sun or shade and acid or alkaline soil given for each. The knowledge has been accumulated of many rare and unusual species which have resemblance with many common flowers that have been overlooked simply because they are so common. In this book more than 500 line drawings and diagrams help to identify various species and clarify methods of culture in botanical terms. This book is useful for the persons with floricultural interest. [5]

"Materia Medica of Ayurveda" of Vaidya Bhagwan Dash (1980) is based on saukhyam of todarananda. Analysis has been made for all aspects of Ayurveda in this book including fundamental principles, materia medica, medicinal chemistry, examination and treatment of disease. It deals with the drugs of vegetable, mineral & animal origin. [6]

The work of A. C. Dey (1980) entitled "Indian Medicinal Plants used on Ayurvedic Preparations" has covered various literature of ancient & modern era. This study has made it possible to collect nearly 500 yoga's preparations, embodying 200 plant species. All the descriptions of medicinal plants have been given by name, botanical description, description of the parts used, quality of good materials and active principle etc. in a plant. Active principle in a plant varies according to variety, physiological forms, quality factors, parts of plant collected along with a method of processing. These entire things are very important for getting a good quality plant drug. This is the best compilation out of such books. [7]
Rustam Jee Nasrwan Jee Khory (1981), in his book "Materia Medica of India & their therapeutics" attempts to discuss the organic drugs which are from the vegetable kingdom (origin). This book indicates plants historical nature. The drugs belonging to this kingdom are treated in this work according to the system of natural order and practices of various systems made. [8]

J. D. Hooker, C. B. (1982) in his book "Flora of British Indica" attempts to draw the history of Indian botany up to 1855 covering plants, together with brief essay on the climate and physical features of India, and its division into botanical & geographical province. It is useful for the individuals and researchers in the field of botany. [9]

James A. Murari (1984) in his book "The Plants & Drugs of Sind" has discussed the details of plants and drugs in particular and the flora in general. There is a descriptive index of the flora, the drugs & Asian economic products used by practitioners and others in the province and neighboring countries. It is also useful for the modern medicines practitioners and pharmaceutical industries. This book is an asset for the practitioners, especially those involved in the Ayurvedic medicinal system. [10]

Oligpolunin Adamistainlon (1985), in his book has discussed the wild flowers of the Himalayan region from Kashmir and Laddakh to the Nepal Sikkim border in the east. He has described around 1500 species found mostly above 1200 m height in the upper valleys, the hills and higher mountainous regions up to about 5500 m height. There are over 690 colour photographs of plants taken in the field or from herbarium specimens, which make easy to distinguish the selected plants. [11]

Dian-Dincin Buchman (1987) in his text entitled "Herbal Medicine; the natural way to stay well" clearly says that plants are effective medicines and they are not only answers to good health but also require a full investigation of the varieties of crude & compound herbal medicine as a part of the holistic health practices. There is valuable information about some herbs, which have always been used as food supplements. This is a personal home pharmacy workbook which shows that plants chemicals are released in hcme use. [12]
A. N. Sayedul Haque Khan (1988) in his study entitled “Marketing of Ayurvedic Medicine in Bangladesh” has described the patterns and problems of marketing process of Ayurvedic medicine in Bangladesh. The objective of the study was to show the structure and methods of Ayurvedic products in Bangladesh. In this study the main focus has been on the distribution problems of Ayurvedic product in Bangladesh. By the study, the author identifies some serious shortcomings and inadequacies of the marketing system of Ayurvedic medicine. Some of the findings of the report may be useful to those involved in policy formulation in Bangladesh. [13]

Dr. Mohd. Iqtedar Hussain Farooqui (1989) the author of “Plants of the Quran” has discussed the plants and its products mentioned in the holy Quran. Those have been described with respect to their botanical identification, chemical composition, medicinal properties and uses. It has facilitated understanding fully several events described in the Quranic verses. In this study, the descriptions of sidratul muntaha, kafur of paradise, Zaqqum of hell, Mannasalva for Bani Israil are very revealing and throw new light not only on the plants but also on the events associated with them. It has unique combination of plants and Islamic references and it is useful to Islamic thinkers and related practitioners. [14]

V. S. Agarwal (1991) examined the fruits of many species and found that the quality of the fruits has its medicinal and therapeutic value directly proportionately related to its climate e.g. Luffa cylindrica fruits in dry climate are stomachic, whereas from humid moist climate cause colitis. With these observations author has made absolutely a new attempt of describing in alphabetic order, particularly most of the species of Indian plants. It is valuable to all Ayurvedic & Unani practitioners and commercial houses dealing in fruits or drugs from natural resources. The work is based on the actual study of the specimens of species of indigenous sources of distribution in India. [15]

“Survey of Medicinal Plants unit” (1992), has been carried out by the SMPU, RRIUM, Madras under the Council of Unani Medicine, which has discussed the exploration of medicinal flora of the North Arcot District. This
monograph has 79 taxa of medicinally important plants of this region. The report has a brief botanical description of plants, flowering & fruiting seasons. These plants have Unani and Tamil names and authentic Unani medicinal properties with other therapeutic values have been discussed in this report. [16]

Abduallah bin Sina's (1993), "Al-Qanun fil-tib (law of Medicine)" was written originally in Arabic and it was translated first into Latin (1114 – 1189 A.D.). It has lately been translated into English by Dr. O. Cameron Gruner and published in 1970 into five volumes. The first volume deals with general principles of medicinal physiology, pathology, etiology, Agnes, symptoms, general rules, methods of treatment, regimen and anatomy. The second one deals with materia medica, third one covers particular diseases, the fourth one is concerning general therapy and the fifth one is a formulary of compound drugs. [17]

The staff of International Library Association (1996), the compiler of "Medicinal Plants Source Book" guides about institutions, information services, publications and other resources in India which also has studies and reports on plant drugs, traditional/ Indian system of medicine and related subjects. This is the only comprehensive guide regarding plants information and its use in Indian medicinal system. [18]

H. H. Bhgwat Singh Jee (1998) in his text "History of Hindu Medical Science" describes the Hindu theory of creation and the principles of hygiene as understood by the Hindus. It also deals with the theory of Indian medicine and Indian materia medica. The work of the book is based on Hindu philosophy and it mainly focuses on those plants which are associated with them. [19]

M. Y. Hasan, M. Das. et al. (2000) undertook a study to explore the attitude and practices of general practitioners and medical students in the United Emirates with regards to forms of therapy which are not generally accepted by conventional medicine (including herbal medicine etc.). The study found that alternative medicine is in common use to complement
conventional medicine by a section of educated people within the health care system. [20]

Barry C. Beyerstein (2000) in his study "Herbal Hazards" seeks to examine the herbal products which have adverse side effects. He opined that before receiving a license, manufactures should have laboratory research, animal screening and controlled clinical trails. This report indicates that all herbal products are not safe and one should be conscious before using the herbal medicine. It is based on clinical nature of herbal medicine. [21]

The report “The WHO strategies for traditional medicine” (2001) has undertaken the task to understand the traditional medicines definition, situation with regard to the use of traditional medicine, the role of traditional medicine in the health care, areas of uses and the problems of traditional medicines. The difficulties, challenges, policies & regulations are crucial to defining the role of TM / CM in national health care system. In this study main focus has been on the policy making, herbal medicine safety, efficacy and quality of these medicines to promote it. [22]

K. Singh, Rajesh Thaker et al. (2001) in their text "Indian Pharmacy Industry" discuss the emerging trends with increasing focus on R & D, marketing tie-ups brand and company acquisitions beyond 2005. There is a need to do SWOT analysis to identify the strengths, weakness, opportunities and threats of policies regulations and their implication on the industry. The changes that have been brought under drugs price control have also been discussed. [23]

Pharmabiz.Com (2001) in a report "A new regulatory process for herbal medicine product", attempts to regulate the herbal medicines. According to the report the world wide coverage of the internet causing the herbal products widely available all over the world has made the regulation increasingly difficult. In cases of herbal medicine in UK, Germany and Switzerland serious side effects were observed due to the use of Kahva. These types of cases have led to an increased need to regulate herbal medicinal products. [24]
Syed Ahmed Hussain et al. (2003) in his study “Contemporary role & future prospects of medicinal plants in the health care system & pharmaceutical industries of Pakistan” has focused on the role and future prospects of medicinal plants in the herbal medicinal industries. In this study he discussed that historical Middle-Eastern traditional medicine had functioned by the combination of *hakims* and herbal drug dealers. This is a comparative study and is useful for the practitioners and the dealers of herbal medicines. [25]

In the study by ISM&H, WHO (2002) entitled “Demand Study for selected Medicinal Plants” has been undertaken to generate baseline information on demand and supply of plant resources to help in assessing requirement of medicinal plants, through future years and take necessary steps for conservation, cultivation and propagation of medicinal plants in order to avoid shortage in supply continuity. This study has a status document through extensive field surveys on demand and supply of selected 162 medicinal plants and other parameters covering trade chain, export & imports, adulteration in the drugs quality, difference between wild and through cultivation sources. This study has covered only limited no. of plants which are demanded in India. All information is based on crude drugs and not on compound medicines. This is a good document which has information about crude herbal drugs. [26]

Sardesai, Wishwanathan M. (2000) in his paper “Herbal medicines, poisons or potions?” has attempted to understand the role of herbal medicines in health care. He stated that the use of herbs might be risky. Herbs labeled as “natural” do not mean that they are without risks. The current US regulations provide little assurance that commercial herbal preparations have predictable pharmacological effect on that product. The labels should provide accurate information. The potency of herbal medicine can vary from manufacturer to manufacturer and from batch to batch. Popular demand of herbal products has increased considerably in recent years. Some herbs may be beneficial for health, but many of them may be instinctively dangerous when ingested alone and in combination with other supplement. It is true that
effective medicines always have side effects or adverse effects, so medicine should be taken with proper caution. [27]

Jon Stock (2002) discussed in a paper entitled “Ayurveda goes global: Big Bucks and holistic treatment takes Indian traditional medicine to the West” that people in the west are becoming increasingly disgruntled with the detrimental effects of drug therapy. There has been an increase in awareness about the modern medicine. The treatments are palliative rather than curative. The global herbal market is of worth $ 120 billion in four years and Ayurveda represents $ 60 billion worth of market. This study is based on secondary data collected from different sources of Ayurvedic medicine. It shows future prospects of Ayurvedic treatment and shows Ayurvedic medicinal market as fast growing. This study is limited only to Ayurvedic medicines. [28]

Mohit Gera N. S. Bisht et al. (2003) in his study “Market information system for sustainable management of medicinal plants” has discussed about medicinal plants by complementing timber based management offer a basis for managing forest in sustainable manner. One of the important steps in realization of this prospect is to ensure better economic returns to collectors and cultivators of medicinal plants. Availability and access to market information is key to improving returns to producers of medicinal plants. The information is related to demand, supply, uses, distribution channels, product promotion, basic marketing environment and marketing institutions etc. It is reported that better methods of collection, storage, grading and value addition on local level should be adopted for good returns to local communities. This study indicates that market information related to medicinal plants is necessary for its promotion and it is a basic requirement of this era. [29]

Chandnna Parakash Kala (2003) in his study “Commercial exploitation and conservation status of high value medicinal plants across the borderline of India and Nepal in Pittoragarh” covers the herbs found across the borderline of Nepal and India in the Jhulaghat region of pittoragarh district (Uttaranchal). A total of 16 medicinal plants were documented in this study, which are in trade for commercial purposes. Most of these medicinal plants are collected from the Baiteadi district of Nepal and then supplied to India.
The study indicates that rare species and endangered categories of plants were also collected from Baitadi district for sale to India in spite of the total ban on their collection for commercial purpose. This study is exclusively based on the herbal plants which are found in the Indo-Nepal border. The necessary steps should be taken to protect the medicinal plants for future utilization, conservation and its management. [30]

Nilanjana Das and R.N. Chattopadhyay (2003) in their paper “Inventory of forest based medicinal plant; a case study in South West Bengal” seek to study the identification of medicinal plants frequently used by the forest fringe people of Nayagram range under Midnapur West forest division of West South Bengal. The total of 75 species having medicinal value could be identified and presented along with their identifying character like botanical name, family, plant type etc. and uses of plants components against different diseases. [31]

K. Haridashan, Anupam Cherssose et al. (2003) have their study entitled “Medicinal Plants Sector in Arunachal Paradesh__ An Overview” in which the state of Arunachal Pardesh has been recognized as rich store house for herbal medicine. Through ages people of the state have been utilizing the plant resources to cure various ailments. But in the recent past large scale exploitation of selected species from wild and destruction of habitat have resulted in the depletion of this biological wealth. In the present study an attempt has been made to assess the current status of the resources and the trend of exploitation along with different initiatives taken for sustainable management of these important plant resources. The constraints and the strategy of action plan for development has also been outlined in this paper. [32]

D. Mukhopadhyay (2003) in his paper “Conservation, Processing and Marketing of Medicinal Plants in India: Issues and Perspectives” has discussed about excessive, unregulated exploitation of medicinal plants and increasing globalization of herbs markets which jeopardize future availability of many species. The progressive degradation and loss of forests and other
natural ecosystems add to this problem creating enormous conservation challenges.

The main emphasis has been laid down in this paper on the need to understand and critically evaluate medicinal plants markets and trade patterns. It will be helpful to increase public and industry awareness and support for sustainable production and utilization. To complement cultivation of adoptable species, harvesting from the wild must be guided by accurate inventories and knowledge about the species concerned. [33]

D.M. Tripathi (2003) attempts to highlight in his paper “The best of nature hold the key of success to place Indian herbal drug industry high above the sky” the urgent need to regenerate and modernize the Ayurvedic principle of herbal drugs development following the concept of totality on holistic approaches. Ayurvedic herbal drugs are globally accepted because of added superior quality of protoplasm, easy adaptability and less side effects known to be caused by modern synthetic drugs. This study is based on only secondary sources of information. There is no experimental analysis to support the findings of this paper. He suggests that the honesty & faith will have to be adopted for serving the sick persons to give herbal drug industry a respectable high position in world herbal trade. [34]

Dr. S.S. Parohit and N. D. Prajapati (2003) in their paper “Medicinal plants local heritage with global importance” pointed out that the pharmaceutical industries have made massive investment on pharmacological, clinical and chemical researches all over the world in past five decades. Efforts have been made to discover still more potent plant drugs. In fact a few new drug plants have successfully passed the tests of commercial screening. The benefits of these efforts will reach to the masses in near future, if farmers take initiatives for commercial cultivation of medicinal plants. [35]

Shamim Ahmad & Md. Zulfiqar Alam (2003) the authors of the paper entitled “Rejuvenating the Herbal medicines presentation” aimed at identifying the reasons for the low focus on exploiting the demand potential and meeting
the needs of the market by proper presentation and value added market approach. They say that proper marketing, value addition and consumer preferences are the matters mostly neglected in the whole process. The above study conducts a sample survey of public opinion on Herbal medicine preferences in Patna.

Their study describes that the only option today is to give Herbal Medicine presentability by a way of proper branding, packaging and adding value for money. The objective of the study was to know the consumer preferences on product form, packaging and the size for the Herbal medicine. A few relevant aspects of marketing of Herbal product have been covered in this survey. [36]

C.M.Ketkar (2003) in his paper "Versatile neem (Azadirachta indica) the last hope for third world" discussed about the tree Neem. The overall global occurrence was estimated at 64 to 91 million neem trees. He reported that the neem tree was found in not less than 78 countries worldwide. Its uses are for different purposes especially in therapeutic and cosmetic uses. Other side uses e.g. in the plant protection, grain stock protection, fertilizing the soil, preparation of soap, dental hygiene, animal hygiene, fodders and as wood have also been discussed. [37]

Y. K. Sarin (2003) in his paper "Medicinal plants raw material for Indian drugs & pharmaceutical industry" attempts to study the use of medicinal plants in pharmaceutical industries and its sources of production and demand capacity in India. He concludes by using the secondary information that there has been a tremendous increase in the production of herbal medicines and other items in recent years. This paper makes an appraisal of present status of raw material resources and discusses prospects of its development. [38]

A.K. Bhattacharya and Regina Hansda (2003) in their study entitled "Ex-situ conservation of medicinal and aromatic plants in India with special reference to Madhya Pradesh" discussed the recent trends in ex-situ cultivation of medicinal & Aromatic plants (MAPs) as an alternative to biodiversity conservation and as an additional source of income with special
reference to Madhya Pradesh (MP). Efforts have been made to highlight the problems encountered in cultivation for necessary policy consideration, if this emerging sector becomes financially rewarding and ecologically sustainable. [39]

P.P. Bhojavid (2003) author of the paper entitled "Medicinal plant based forest management problems and prospects" discussed that commercial utilization of medicinal plant resources has the potential to provide innumerable economic, social and ecological benefits, and it also provides unique means of integrating the utilization and conservation of forests but only if the resources are utilized in a sustainable manner. This paper addresses some of the basic questions as to which are essential for medicinal plant based forest management. Firstly the ecological basis of the system of forest management in vogue has been discussed. In its second part the paper raises some issues which need consideration for evolving a management regime for the sustainable development of medicinal plant species of forest origin. [40]

Shamim Ahmad & Md. Zulfeequar Alam (2004) the authors of the paper entitled "Herbal Medicine for the Indian Market" discussed future prospects for Herbal Medicine. They say that concerted efforts both by Herbs cultivators and Herbal Medicine manufacturers can offer it as a golden chance for promoting the countries trade. The main objective of the study was to measure the effectiveness of different treatment systems and to identify the ailments in which herbal medicines are considered to be more effective. Ayurvedic and Unani treatments were found to have wide and fast growing scope in the country and the companies were recommended to concentrate on the herbal medicines meant especially for the ailments in which those were more effective. The study shows that Indian system of medicine has an excellent record for curing the chronic health problems. [41]

Krishan Kumar, Arya and S.S. Bisla (2004) discussed in their paper entitled "Cultivation of medicinal & aromatic plants for agri-business" that the use of medicinal plants in human health had lately become a major global concern. India is bestowed with a wealth of medicinal and aromatic plants,
most of which are traditionally used in Ayurveda and Unani system of medicine in tribal areas as healers for generations. Medicinal and aromatic plants have a high market potential with a world demand of herbal products growing at the rate of 7% per annum. Resurgence of interest in aromatic and medicinal plants products in business has created a rich market. This report described the present cultivation, status and future potential of medicinal plants in agri-business. [42]

O. P. Yadav, C. S. Tyagi, et al. (2004) in their paper entitled “Sustainable use of medicinal plants for people, trade and industry” discussed the market & public demand of medicinal plants. There is a great extinction risk to many medicinal plants and obviously the loss of genetic diversity. The total scenario of demand calls for a sustainable system approach supported by economic viability and innovative ways of value addition, quality control and market support which are essential along with proficient agro technologies, genetic material and down stream processing. [43]

Shamim Ahmad and Md. Zulfeequar Alam (2004) in their paper entitled “Globalisation of Indian Herbal Medicines” have pointed out that Indian System of Medicine (Ayurvedic and Unani in particular) has an excellent record in the domestic market and the herbal wave worldwide has opened tremendous opportunities for Indian herbs and herbal products in the global market.

In the paper the export and import data for last seven years (1996-97 to 2002-03) have been analyzed to trace the trend in the global trade of three items on trade list namely medicinal herbs, bulk herbal medicines and branded herbal medicines. Triennium Average and Triennium growth rates calculated show a very encouraging picture on the export front. Import has also picked up recently but the Triennium Average and Triennium growth rates show a decreasing trend with the exception of branded herbal medicines.

This clearly shows that the future is for the branded products. The constantly changing convenience needs of the end user and growing awareness of consumers towards health and hygiene have provided the dynamics of branding and packaging propped up by the state-of-the-art
solutions. And meeting safety and statutory requirements has become more imperative than ever before. This industry has the power to face these new challenges. The herbal treatment has its roots in our country and it should be standardized and popularized the worldwide using the latest technology and the production, processing and marketing techniques. [44]

Sandhya Wakdikar (2004) in his paper "Global Health Care Challenges_Can India take the lead?" attempts to assess the potential of medicinal plants and analyses prospects of modern medicines and health care products derived from plants origin. She concisely touches upon India’s comparative R&D strength, human resources skills, strength of pharmaceutical manufacturing base and traditional market potential. She suggested the measures and incentives to continue utilizing, developing and conserving those resources for sustainable growth of biopharmaceuticals. This paper is also written on the basis of secondary information and focuses on strengths of medicinal plants and its potential in near future. It will be helpful for policy makers and industrialists etc. [45]

Research Gap

From the foregoing review of literature it has been observed that although there is a plethora of literature on different facets, dimensions and aspects of herbal medicine in India yet there is a shortage of literature in the field of modern marketing of compound herbal formulations. As a matter of fact, herbal medicine Industry is by and large unorganized and it is a newly emerging industry, seeking the attention of the government, corporate houses, economists and the researchers. Hence very few books, write-ups and articles have appeared covering the aspects of modern marketing approach of compound herbal products, viz. product, Price, distribution & promotion of the herbal medicine. An effort has been made by the researcher in this study to analyze all the elements of marketing mix for the promotion of herbal medicine in India. The thesis bears the novelty of touching upon all the aspects and hence claims the originality of the research presenting the gravity of issues on the various aspects of herbal industry in India.
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