

## Marketing of Herbal Products in India- Constraints and Prospects

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### Abstract

*This study is undertaken to examine the effect of commercialization of herbal medicines and how it relates to its quality, safety and efficacy. It is important to establish the commercial viability of herbal drugs used for treating various diseases. An examination of literature indicated to the need for herbal drugs, and helped in obtaining primary data on challenges faced during production, commercialization, and marketing approval for traditional or herbal drugs in India and abroad. Standardization and quality control of raw materials and herbal formulations emerged as the major challenge for Indian herbal drug manufacturing firms. Insufficient regulatory guidelines, particularly guidelines for good manufacturing practices and weak implementation of the Drugs and Cosmetics Act of 1940 are considered major drawbacks for the Indian herbal industry. Proper implementation of the Drugs and Cosmetics Act of 1940, development of more elaborate guidelines on quality control aspects, and development of marker-based standards are needed to produce safe and effective herbal medicines in India. More focus should be placed on scientific and technological advancement in the field of herbal medicine since it is becoming increasingly essential for establishing the safety and efficacy of herbal products in the domestic and export market. Regulatory harmonization is of utmost importance to alleviate the delays in commercialization across countries.*

**Keywords:** commercialization, herbal, regulatory, quality, standardization.

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