

## **A Paradigm Shift towards Traditional Medicines**

By

Dr. Srinath Shahapure

Chairman

Faculty of Business Studies

Sharnbasva University, Kalaburagi

---

### **Abstract**

As the saying goes “Change is the Essence of Life”, there has been a drastic shift of opinion in the general public towards the medicines they consume. This shift has been towards the traditional or indigenous medicines, especially in India in the last decade. The reasons might be many, this article tries to identify those reasons especially for move towards Homeopathy and Ayurveda

Keywords: Indigenous Medicine, Traditional Medicine, Ayurveda, Homeopathy, AYUSH

---

### **Introduction:**

A paradigm shift, a concept identified by the American physicist and philosopher Thomas Kuhn, is a fundamental change in the basic concepts and experimental practices of a scientific discipline. Kuhn presented his notion of a paradigm shift in his influential book “The Structure of Scientific Revolutions”

During the last decade, use of traditional medicine has expanded globally and has gained popularity. It has not only continued to be used for primary health care of the poor in developing countries, but has also been used in countries where conventional medicine is predominant in the national health care system. With the tremendous expansion in the use of traditional medicine worldwide, safety and efficacy as well as quality control of herbal medicines and traditional procedure-based therapies have become important concerns for both health authorities and the public.

Traditional medicine (also known as indigenous or folk medicine) comprises medical aspects of traditional knowledge that developed over generations within various societies before the era of modern medicine. The World Health Organization (WHO) defines traditional medicine as "the sum total of the knowledge, skills, and practices based on the theories, beliefs, and experiences indigenous to different cultures, whether explicable or not, used in the

maintenance of health as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness"<sup>1</sup>.

### **Different Types of Traditional or Indigenous Medicines:**

Following are some of the types of Indigenous Medicines available to an individual:

- Acupuncture
- Ayurveda
- Homeopathy
- Naturopathy
- Unani
- Siddha

### **Reasons for the growth of choice of Ayurveda and Homeopathy:**

1. Reactions: Allopathic medicines can cause reactions and allergies to the user. This allergies and reactions can be reduced by either Ayurveda or Homeopathy.
2. Side effects: Many Allopathic medicines consumed for a long period can have side effects on the body of the patient, especially the Kidneys, hence it is advisable to select Ayurveda or Homeopathy.
3. Ayurveda or Homeopathy medicines tend to prevent or manage chronic diseases. Allopathy might also do the same, but over dosage might lead to lot of complications.
4. Ayurvedic medicine or mixture like Chawanprash helps to boost immunity and may have slight or negligible side effect on the body as compared to allopathy.
5. There are certain diseases like Jaundice, which can be treated by Indigenous Medicines only. Disease like Kidney stone requires surgery in Allopathy, but Ayurveda and Homeopathy tries to dissolve them without any surgeries or side effects.

### **Recent Trends:**

Off recently, the Indigenous medicine system have come up with their own oral vaccinations, especially in Ayurveda i.e. Swarna Bindu Prashana, which has become a revolution especially in India, because it does not have any side effects.

The current situation of COVID-19 has shown the movement towards Ayurveda and Homeopathy either for boosting immunity or as a treatment for viral fever. It might be Homeopathy's Arsenic Alb or Ayurveda's Chawanprash, Giloyvati, Ashwagandha

---

<sup>1</sup> "Traditional Medicine: Definitions". World Health Organization. 2008-12-01. Retrieved 2014-04-20.

(Indian Ginseng), Tulsi (Basil) drops or Kadha prepared using Black Pepper and Turmeric. Even usage of Ginger and Garlic are found to be fruitful.

More than 80 percent of people in developing countries cannot afford the most basic medical procedures, drugs, and vaccines. Among wealthier populations in both developed and developing countries, complementary and alternative practices are popular although proof of their safety and effectiveness is modest. Alternative medicines are being used by those people who do not use or cannot be helped by conventional medicinal system.<sup>2</sup>

#### **Data Analysis:**

The following data was collected from 50 people by random sampling:

Table 1: Showing opinion of respondents to shift to Indigenous Medicine system

Opinion	No. of Respondents
No	43
Yes	07

From the above table it was seen that 43 respondents i.e. 86 percent opined positively to shift to Indigenous Medicine system

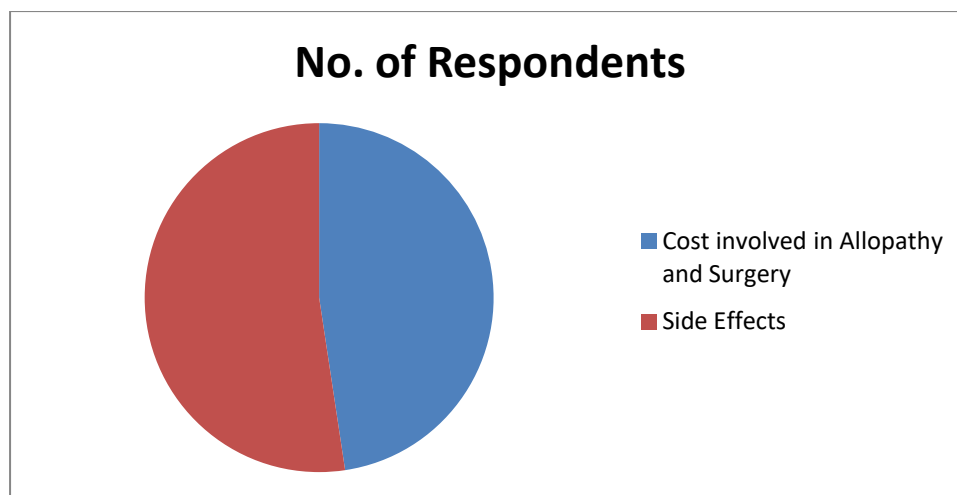


Table2: Showing reasons for the change

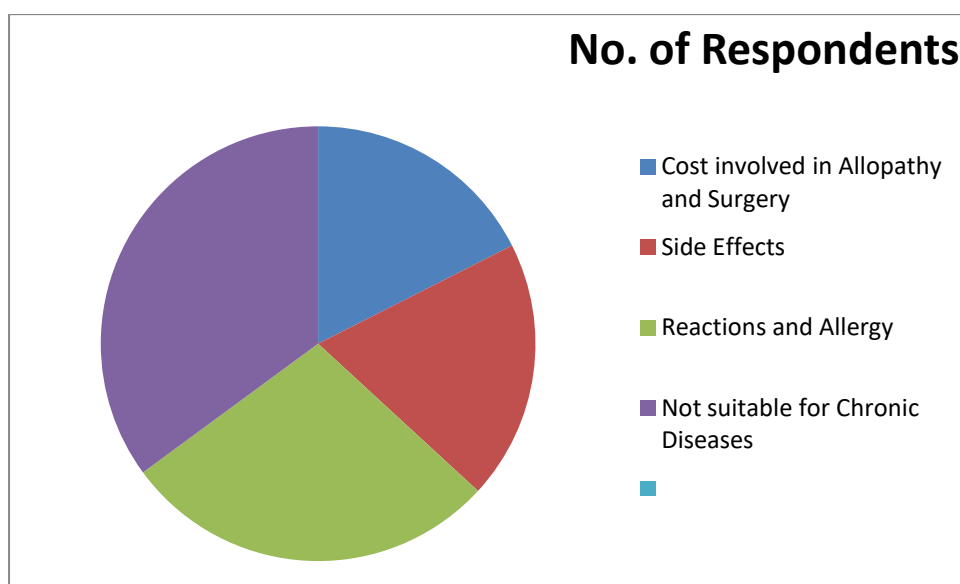
Reasons	No. of Respondents
Cost involved in Allopathy and Surgery	20
Side Effects	22

<sup>2</sup> Indian Traditional Ayurvedic System of Medicine and Nutritional Supplement by MM Pandey, Subha Rastogi and AKS Rawat

Reactions and Allergy	32
Not suitable for Chronic Diseases	40
Total	116

Note: Many people had opted for more than one reason

As seen from the above table, the major reason for change was that Allopathy is not suitable for Chronic Diseases, followed by reactions and allergies caused by Allopathy, followed by Side effects and Costs involved in Allopathy Medicine and Surgery.



**Conclusion:**

Indigenous medicine system has been a part of our tradition and we need to protect them. Allopathy should also be used. The reasons identified above have been the major factors of this shift. Even the AYUSH ministry is not lagging behind in promoting these Indigenous Medicines. The growth of Patanjali and Himalaya has created a revolution in the Indian Pharmaceutical Industry. Finally both the Modern and Indigenous Medicine System should go hand in hand in order to improve the health aspects of an individual.