



## ADVERSE DRUG REACTION AND DRUG SAFETY: FUTURE PROSPECTIVE IN HERBAL AND AYURVEDIC MEDICINES

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### ABSTRACT

A common misconception prevails among the masses and also a large population of practitioners is that Ayurveda drugs are safe and do not have any adverse reaction. ADRs play an important role in assessing patient safety in various systems of medicine. Pharmacovigilance study is thus significant to understand treatment outcomes. Current raised issue with respect to Ayurveda (Complementary and alternative system of medicine (CAM)) like increased in number of safety reports along with report misinterpretation; this generates the negative impact on system. The major goals of Pharmacovigilance, namely to improve patient care and safety in relation to drug use, and thus promote rational drug use are recurrent themes of Ayurvedic pharmacology (dravyagunavigyan) and therapeutics (Chikitsa). Drug interaction, iatrogenic, over dose, administration of unsuitable drugs, reprehensible drug administration with respect to disease, complication from five procedural therapies (Panchakarma) and reprehensible preparation of mineral drug are nearer to the modern causes of ADR. To compete with the growing pharmaceutical market, there is an exigency to develop and scientifically validated more medicinally useful herbal products.

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