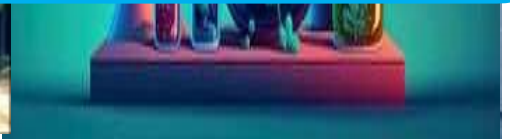




# JNTUA-Oil Technological and Pharmaceutical Research Institute



**DEPARTMENT OF PHARMACOGNOSY & PHYTOCHEMISTRY**



**The department of Pharmacognosy and Phytochemistry at JNTUA-OTPRI ensures to provide Quality education to its students by imparting basic knowledge for easy understanding of principles involved in Herbal Drug Science along with practical skills by training them on morphological and microscopical evaluation of crude drugs, isolation of Phytopharmaceuticals and excipients, Research, Quality Measures to safeguard the environment by cultivation of medicinal plants.**



# Aim

To empower the Students with skill required for successful natural product chemist and ultimately contribute to develop the centre for drug development through natural product.

# Objectives

To get jobs in the pharmaceutical industries as herbal drug development authorities.

To become entrepreneurs in the development of herbal formulations including nutraceuticals and cosmoceuticals

To become part of herbal drug research in the fields of isolation of lead markers, standardization of herbal formulations and also in academic institutions.

# Scope

Natural sources are extensively used as drugs in both traditional and allopathic medicines. The program specializes in learning about various drugs sourced from natural resources. The student also learns the techniques of extracting the drug from plants, and standardizing and manufacturing the herbal products.

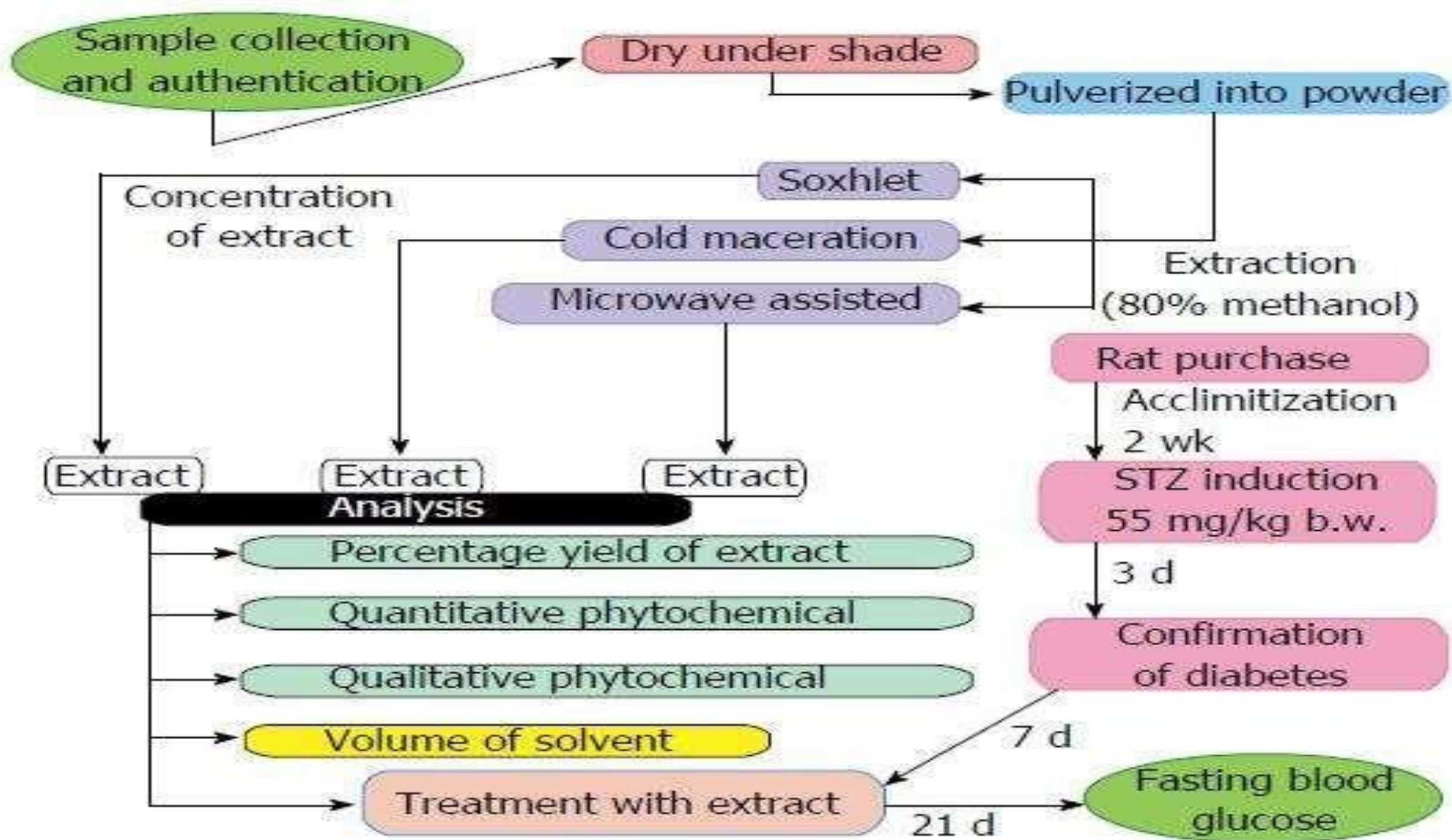


## Research Areas

- Screening and evaluation of natural products and traditional medicine
- Development of value added modern drug delivery system of natural products
- Quality control and standardization of natural products formulation
- High throughput screening for the lead finding in natural products
- Scientific validation of Ayurveda, Siddha, Unani and Homeopathy traditional medicine
- Phytochemical studies for lead finding in natural products from the great ancient treatise of India.
- Herbal pharmacokinetics and pharmacodynamics studies.

## Core Competence

- Herbal drug standardization
- Development of modern drug delivery system
- Medicinal Plant Tissue Culture
- Evaluation of traditional herbal formulation
- Isolation and purification of phytoconstituents
- Validation of Ayurveda, Siddha, Unani and Homeopathy formulations
- Pharmacokinetics and pharmacodynamics studies of herbal drugs







# HARITAKI



Local name: Haritaki

Scientific name: *Terminalia chebula*

Family: Combretaceae

## USES:

Cleaning of the digestive system

Reduction in the constipation

Resolving intestinal issues

Reducing sleep excess

Alzheimers disease

# Ashwagandha



Common name: Ashwagandha  
Scientific name: *Withania somnifera*  
Family: Solanaceae

## USES:

The plant, particularly its root powder, has been used for centuries in traditional Indian medicine.

There is insufficient evidence that it has any medicinal effects.

Dietary supplements containing ashwagandha are marketed in the U.S., but there is insufficient evidence they provide any benefit.



Name	City	Postal code	e-mail
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ADMA (Ayurvedic Drug Manufacturing Association)	Mumbai	400012	amam2003@sify.com