



Research Paper

Noni as natural medicine and entrepreneurship

Priyanshi Sunil vishwakarma

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Noni is the common name of *Morinda citrifolia* from family Rubiaceae and its popular name was introduced around 2000 years ago and first originated from Southeast Asia.

Which is green pungent taste with an unpleasant odor of fruit, traditional use for the colds, flu, diabetes, anxiety, high blood pressure, depression, rheumatoid arthritis, gout, osteoporosis and anxiety. It has medical properties like anti-inflammatory, antioxidants, antibacterial, antifungal, increase the flexibility of connective tissues, banishing stiffness in joints and reduce pain, enhance skin, anti-aging, anti-cancerous, boost immunity, reduce fever. The chemical composition of noni is Compound 4, borrhriagenin, cytidine, deacetyl asperuloside, dehydromethoxygaertneroside, epi-dihydrocornin, methyl α -d-fructofuranoside, methyl β -d-fructofuranoside and more than 200 phytochemical substances with bioactive properties. Noni is widely used by the industry for its profitable phytotherapist property, noni is used to make different brand of juice products and also used in

various fields of medicine, pharmacy, biotechnology, and also in nanotechnological research etc. Noni juice product is sufficient to maintain a healthy body without taking any extra dietary supplement and it also reduces the intake of medicine due to its own therapeutic property so doctors and health specialists also recommended to drink noni juice daily but it has high cost value so generally people recommend it, at least once in a week so it acts as natural therapy for BP patient, high cholesterol level, diabetes patient, arthritis etc. Due to increasing demand of raw noni by industry it has high profitable cultivation farm like yield tree/year is 80kg and there amount is 8,70,000 in INR and noni juice products of price around 1200/liter. So all over the world noni will be going to expensive products for its healthy natural juice product increasing demand in a market will make strong business and entrepreneurship.

