

Market Value of Ethno-Medicinally Important Plants of the Dughalgay Valley District Swat, Pakistan

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Abstract : An ethnobotanical project was carried out in the Dughalgay valley District Swat in Hindu Kush region. The Local population not only use indigenous knowledge to use medicinal plants for curing various diseases but also earn their live hood by selling some of them in the local markets. An ethnobotanical project was carried out in the Doghalgay valley of upper Swat. The Local population not only use indigenous medicinal plants for curing various diseases but also earn their live hood by selling some of them in the local market. 102 of these medicinal plants were reported to be used in the region during questionnaire survey in spring 2007. Out of them 10 species are used as diuretic, 9 in stomachic and laxative each. Similarly 6, 5, 5, 4, 4, and 4 species of them are used as antiseptic, Anthelmintic, Carminative, Expectorant, Astringent and purgative respectively, while the remaining species have one or more than one medicinal use in the local community. 30 of these species are collected for marketing purposes, in which these medicinal plants such as *Berberis lycium*, *Origanum vulgare*, *Bergenia ciliata*, *Aesculus indica*, *Podophyllum emodi*, *Pteridium aquilinum*, *Bergenia himalyca*, *Viola spp.*, *Ajuga bracteosa*, *Morchella esculenta*, *Paeonia emodi*, *Atropa acuminata*, *Aconitum violaceum*, *Polygonum amplexicaulis*, *Bupleurum longicaule*, *Juglans regia*, *Diospyrus lotus*, and *Mentha longifolia* are important. Study concluded that availability of medicinal plants is decreasing day by day due to human population pressure, marketing pressure, grazing and unwise collection. Therefore it is recommended that Governmental organizations and non Governmental organization should pay possible attention to make aware the local people about the future threats.

Keywords : indigenous knowledge, ethnomedicinal uses, marketing, Hindu Kush

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