

# URINE THERAPY RETURNS

**YOU CERTAINLY WON'T** sense, silent shivers running down the spines of the bigwigs in the world's Pharmaceutical conglomerates. Therefore, what India is if ancient and now nearly – forgotten wisdom was on the mark? So what if the cow urine begins eat way into drug company profits? So, what if the white powder obtained by cooking cow urine could really, as promised in the latest patent granted by the US patents office to Indian researchers drastically reduce the dosage of modern drugs on the treatment of illness?

US Patent No. 6410059 acquired by scientist at the Central Institute of Medical and Aromatic Plants, Lucknow, Uttar Pradesh. Might deal with a wonder substances isolated from cow urine. It might enhance the activity of several antibacterial and antifungal agents, and at least one anticancer drug by two to 80 times even a 10-fold increase in activity. It means that a patient who would normally required five gram (5000 mg of a drug over five days, might get well in just 500 mg when it was administer in the cow urine extract.

Pharmaceutical exercises many not have learnt how to handle thousands of disruptive technology during there business. School days if it lives up to its promise it will emerge as the biggest business challenge encountered by the pharmaceutical industry. Since discovery of penicillin in the 20<sup>th</sup> century, but you can bet they will not be too worried .In fact, they must already be trying to figure out ways to handle the situation that might created by the phoenix-like rise of cow urine from ancient Indian wisdom.

With the cow urine extract as a complement to several anti-infective agents an anti-cancer drug sales of these will plummet. Let us call it disruptive technology. From ancient India that will send global demand for a range of modern drugs into an embarrassing, nose-dive. Being smart and paid to devise effective stratagems to counter market threats, the pharmaceutical company managers might do the next best thing-what they can't beat, they shall join. The pharmaceutical giants will themselves invest in cows.

That will certainly open the floodgates for the injection of massive funds – foreign investment, too, are welcome –into the country's neglected GOSHALAS (cowsheds). Of course, the production of modern drugs will endure as long as there are diseases. However, at the reduced demand thanks to the drug activity enhancing compound from cow urine companies could well afford to cut down production capacity .So *giant* plants that once churned out drugs might be torn apart and hygienic barns erected in their place to house the revered cows.

With the new raw commodity in high demand, the animals would certainly be looked after well provided with plenty of fluids *and balance* diet to maintain healthy kidney functions .The pharmacy companies would gladly adopt even aged animals *cast off* by farmers because they had stopped yielding milk. For ones the Animal welfare enthusiasts won't be carping about how the drug industry treats its animals.

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