

Strategies on the Development of Tibetan Medicine Industry

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Abstract: In response to the problems restricting the market of Tibetan medicine, we propose solutions to strengthen the protection and development of resources, promote the construction of the industrial quality standard system, increase the investment of scientific research funds, encourage the innovative scientific research work of Tibetan medicine, increase the training of professional talents, and strengthen the protection and attention to intellectual property rights. After these steps, the Tibetan medicine industry will develop in the direction of scale, intensification, and modernization.

1. Introduction

The Tibetan Plateau is rich in medicinal resources, especially the Linzhi region, which is known as the small south of the Yangtze River. The Linzhi region has a large forest area, fertile land, and rich resources, and due to the unique climate and favorable geographical conditions, it is rich in medicinal resources, with more than 2,000 kinds of medicinal herbs, and is rich in precious medicinal herbs such as mother-of-pearl, Rhodiola, lingzhi, wormwood, snow lotus, pine mushroom, and bear bile. With the continuous development of the Tibetan medicine industry in Tibet, the Linzhi region should speed up the development of the Tibetan medicine industry based on the advantages of medicinal resources, but at present, there are problems such as lack of talents and backward technology in Linzhi region, so it is necessary to solve the problems in the development of Tibetan medicine in Linzhi region to make the Tibetan medicine industry develop in the direction of scale, intensification, and modernization.

2. The strategy of the Tibetan medicine industry

If the Tibetan medicine industry is to develop in the direction of scale, intensification, and modernization, it is necessary to solve the problems that exist in the Tibetan medicine industry and prescribe the right medicine for each problematic segment, and only when these problems are effectively solved can we better promote the culture of Tibetan medicine and promote the development of the Tibetan medicine industry. To solve the problems in the Tibetan medicine industry, we need to make the right strategic choice and strategic approach.

2.1 Strengthen the protection and development of resources

First of all, we should adhere to the protection and development of ecology, do a good job of sustainable development planning, management by law, unified planning. For the over-exploited, especially the rare and endangered wild herbs, we should prohibit the exploitation or limited collection, rescue and artificially cultivate the herbs in serious shortage, and build a good planting base for rare and endangered wild Tibetan herbs, and actively carry out the planting of Tibetan herbs. Strengthen the protection of the ecological environment, make full use of the current environmental advantages, encourage enterprises and farmers to carry out the cultivation of Tibetan medicinal herbs, according to local conditions, according to market demand, and establish a standardized production and planting base. We adopt various models of "company and farmers", "factory and farmers", "company, factory, and farmers" [6], give full play to the main role of enterprises, link enterprises and farmers internally, and link the market externally. This production model can not only improve the enthusiasm of enterprises and farmers but also allow farmers to receive appropriate subsidies and establish a community of interests, which is a "win-win" production mode and helps enterprises to obtain sufficient Tibetan medicinal materials and avoid the market risk of farmers' production and cultivation of Tibetan medicinal materials to a certain extent. Risk. Therefore, it is necessary to adhere to the principle of environmental protection and carry out reasonable resource development to develop the Tibetan medicine industry in the direction of scale, intensification, and modernization.

2.2 Promote the construction of product quality standards system

Establishing a suitable Tibetan medicine safety system construction is an important factor for the development of the Tibetan medicine industry, and regarding the quality of the Tibetan medicine industry, there is a need to increase the standardization of Tibetan medicine and control the quality of Tibetan medicine products. Firstly, it is necessary to strengthen the testing of product quality and safety and to study the quality standards of the products produced, especially for some products containing heavy metals that are harmful to the human body, it is necessary to improve the safety index and strengthen the study of quality standards. Secondly, it needs corresponding national policies to modify and improve the approval standards of Tibetan medicine, accelerate the research of standardization of Tibetan medicine, and the introduction of some good and effective policies that will promote the development of the Tibetan medicine industry in the direction of scale, intensification, and modernization. Again, it is necessary to strengthen Tibetan medicine to know the material basis research, and clinical trials should be increased for Tibetan medicine with complex ingredients, and make full use of various new technologies and skills in addition to the original traditional research methods of Tibetan medicine to promote the development of Tibetan medicine clinical trials in the direction of science. Finally, need to strengthen the supervision, the government needs to stipulate the requirement that there should be a safety supervision function institution within the enterprise, the substandard Tibetan medicine products will directly affect the human health, need to develop the enterprise credit rating system, increase the inspection of the bad under you with the enterprise, form the supervision work of the safe and civilized production. For the Tibetan medicine industry, the improvement of industrial quality standardization is the way to go.

2.3 Increase the investment of scientific research funds

Increasing the investment in scientific research funds and effectively responding to the problem of insufficient investment in scientific research is the key issue that restricts the research and development of Tibetan medicine and the development of the Tibetan medicine industry. Therefore, the government needs to invest more funds to encourage the work of scientific research technicians,

and the government gives certain financial support through the scale and feasibility of the projects applied by enterprises every year. The government can also solve the problem of insufficient funds for Tibetan medicine enterprises through some fiscal and tax policies by adopting policy tax incentives and giving certain tax benefits to enterprises by including the expenses they spend on technological research and development and technological research in their costs [1]. Financing can also be carried out through other methods, and diversified financing channels can be established to attract social capital into the production and development projects of the Tibetan medicine industry, and eligible Tibetan medicine enterprises are encouraged to raise funds in the market; this method can promote the development of Tibetan medicine enterprises with the financial support of financing institutions. Increasing investment in scientific research funds provides a basic guarantee for the development of the Tibetan medicine industry in terms of scale, intensification, and modernization.

2.4 Encourage innovative scientific research in Tibetan medicine

It is necessary to build a good foundation for the innovation system of the Tibetan medicine industry, establish a set and implement the industrial piercing system for the development of Tibetan medicine industry, combine traditional cultivation methods with the modern innovative technology according to Tibet's resources, politics, the economy as well as the environment as background, cultivate more high-quality Tibetan medicinal herbs, and establish innovative scientific research work through system innovation and technological innovation. Taking enterprises as the main body, actively carry out the construction of scientific research with enterprises as the core, enterprises can increase the innovation strength and reduce the risk through cooperation, strengthen the exchange and cooperation between industries, and improve the technical innovation ability and independent innovation ability.

2.5 Increase the training of professional talents

Professional talents are the key elements of scientific and technological innovation, and only through a sound talent management system can the Tibetan medicine industry reach its expected goals and the industry can develop sustainably. Increase the training of technical talents in Tibetan medicine, train local farmers and scientific researchers who cultivate Tibetan medicinal materials, make full use of existing teaching resources, encourage the development of teacher education, combine its methods with technology, cultivate multi-level Tibetan medicine talents, and provide talent guarantee for the standardized cultivation of Tibetan medicinal materials. Establish a Tibetan medicine talent training center, strengthen the excellent scientific and technological talent cultivation efforts, increase the reward for scientific and technological talents, encourage more professional scientific and technological talents to engage in the innovation project activities of Tibetan medicinal herbs, mobilize the enthusiasm of employees and increase the productivity of enterprises. Increase the exchange and cooperation between enterprises, the exchange and cooperation between enterprises is conducive to better cultivate the innovation level and R&D level of professional scientific and technological talents, and has a positive effect on the scientific and technological innovation of the Tibetan medicine industry, actively promote the exchange and cooperation inside and outside the region, strengthen the introduction of talents, and lay a solid foundation for the development of Tibetan medicine industry in the direction of scale, intensification, and modernization, only by bringing in and sending out talents can Cultivate compound professional talents, to make long-term gains of Tibetan medicine industry, improve the overall level of Tibetan medicine management and development and innovation, and enhance the ability of sustainable and rapid development of the industry.

2.6 Strengthen the protection and attention to intellectual property rights

The lack of attention to intellectual property rights in the Tibetan medicine industry has caused many Tibetan medicine industries to lose their competitive edge in the market. Therefore, it is necessary to strengthen the development of new technologies, enhance the brand building, further strengthen the protection of intellectual property rights, promote standardized cultivation techniques for medicinal herbs, and increase the promotion of practical technologies. Creating a distinctive Tibetan medicine industry will improve the popularity of the enterprise and contribute to the sustainable development of the Tibetan medicine industry as long as the individual products are successfully sold to consumers. Tibetan medicine industry should actively declare Tibetan and national brands and famous trademarks, it will reduce the phenomenon of counterfeiting and commodity infringement, which is conducive to developing foreign markets and improving the popularity of the Tibetan medicine industry.

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