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**A CRITICAL REVIEW ON *BURANSH ((RHODODENDRON ARBOREUM)) –
 AN UNEXPLAINED AYURVEDIC GEM IN THE LAP OF HIMALAYAS***

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ABSTRACT:

Rhododendron is derived from Greek word: “rhodo” means “rose” and “dendron” means “tree.” It belongs to the family, Ericaceae, and was first described by Carl Linnaeus 1837. Rhododendron found in the valley of Himalayas, Kashmir, Assam, Manipur in India and in some regions of Bhutan also. Flower has been entitled as the national flower of Nepal and state flower of Uttarakhand. India has been considered as a treasure house of medicinal and aromatic plant species. Himalaya, the land of medicinal plants claims to have a significant number of plants that add and consider to benefit a healthy lifestyle. *Rhododendron arboreum* locally called '*Buransh*' is small evergreen tree widely distributed between 1300 to 3500 m. Medicinal plant '*Buransh*' is one of nature's gift. It is a hidden gem with abundant health and economic benefits. Various part of plant exhibited medicinal properties and is used for the treatment of various ailments. The present review highlights the ancient medicinal, ethno botanical, nutritional, Pharmacognostical and pharmacological aspects. This is to attempt discover the Ayurvedic properties of an undocumented Himalayan medicine.

Keywords : Rhododendron, Himalyan, Lifestyle, *Buransh*,

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