Abstract

Traditional Herbal Medicine Systems (THMS) also known as Complementary and Alternative Systems of Medicine (CAM) are one of the most researched fields in today's time. Genus Ixora belonging to the Family Rubiaceae also known as the Madder family is comprised of 500 species and is one of the most researched herbal plants today. *Ixora* a tropical and subtropical shrub is widely distributed and cultivated on Asian, African, and European soil. Ethnic groups have been widely incorporating various parts of the *Ixora* plant (flowers, leaves, stems, and roots) into Ayurveda for centuries now to treat various ailments. Due to the vast use of Genus *Ixora* in traditional medicine, researchers felt the need to develop the phytochemical profile of its various species. *Ixora parviflora* one of the most famous *Ixora* specie is being researched in today's time. Phytochemical investigations carried out on the plant have revealed its rich phytochemical profile consisting of a wide range of phenolic compounds, poly-sterols, Terpenoids, etc. The phytochemical studies carried out have revealed the composition of the plant extract and helped develop an extensive pharmacological profile in the process with good anti-microbial and anti-oxidant properties thus providing scientific proof of the plant's ethno-medicinal uses. The phytochemical profile also gave evidence of the presence of bio-reducing agents that led to the synthesis of Ag-Nanoparticles. The UV-VIS and FTIR analysis confirmed the formation of Biogenic Ag-NPs.