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## *The vital challenges of drug discovery in pharmaceutical field*

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## **Abstract:**

This drug discovery process in pharmacy faces huge numerous challenges, including very high costs, lengthy timelines and a high rate of failure. This paper explores these challenges and proposes new methods for identification using advanced techniques. Through the innovative approaches, such as computational modeling and high throughput screening, Scientists aim to streamline drug discovery and improve success rates. The results and discussions highlight the potential of these methods to revolutionize the field of pharmacy and accelerate the development of novel medicines. But sometimes by Luckily Drug Discovery done in a less time by lower cost. At present Drug Discovery is in a very challenging movement because it takes minimum 10-15 years but very rare scientist of 1% sometimes discovering drug very easily by lower cost. But for Drug Discovery chemical samples with medicinal plant cultivation with NMR, IR spectroscopy all types of instruments required for identifying a new molecule.