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Editorial

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## **“Pharmaceutical Scenario in Today's Era.”**

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**Greetings and welcome from International Journal of Pharmamedix India.**

*Innovation is a new way of life and pharmaceutical sector is one of those sector where plethora of opportunities are existing. The pharmaceutical industry in India is most progressive and advanced among all the developed and developing countries. The industry has provided great employment opportunities to thousands of people, apart from contributing greatly towards the Indian economy.*

*The pharmaceutical industry is the world's largest industry due to worldwide revenues of approximately US\$2.8 trillion. Indian Pharmaceutical market is third in the world according to bulk size and fourteenth according to revenues wise. The market is expected to grow at a compound annual growth rate (CAGR) of 14-17 percent over 2012-16. Pharmaceutical industry has seen major changes in the recent years that place new demands on payers, providers and manufacturers. Customers now demand the same choice and convenience from pharmaceutical industry that they find in other segment.*

*Indian Pharmaceutical Industry is poised for high consistent growth over the next few years, driven by a multitude of factors. The increasing population of our country (1.25*

*billion according to 2011 census) second largest in the world also a factor to provide better healthcare and quality medicines available to all. Communicable and non-communicable disease also demand new drugs and new dosage forms now so research areas also more concentrating their new breakthrough research in various disease segments like cardio-vascular, diabetes, stroke, obesity, cancer. Pharmaceutical industry shows a very satisfying phenomenal growth in recent years. India is considered as a strategic destination for clinical and pharmaceutical research and development because of various motivators like population, highest skilled and technical man power, highest English speaking population, globalization, low cost production, highest US FDA approved plants in the world, well developed information technology, highest young generation, consolidation and many more. A great part of the global outsourcing in pharma and healthcare industry is expected to be in India. Nearly more than 150 Indian pharma companies have US FDA approved manufacturing drugs and formulations facilities that would be sold in United states and European market is available. it is a part of pride that every third pill sold in the world anywhere is "Made in India". Many multinational clinical trials for various phases (Phase I, II, III and IV)*

are already going on for more than 500 drugs. The clinical trials business is up by 12-15% as these trials cost is 40-45% less in India as compared to United states or European countries based trials. It is expected and estimated that more than 50,000 job opportunities will be created in this sector before year 2020. Other areas which will going to furnish in near future like system biology, cloud computing in pharmacy, targeted receptor based drug delivery system, nanotechnology based drug delivery systems, receptor based systems, novel drug delivery systems, pharmacovigilence, pharmacoeconomics, clinical research and health care delivery etc. Education is about exploring the young minds to the frontiers of knowledge, building and motivating new generations of scientific talent, have to be pursued with great vigor, innovation and imagination. A new model of eco-system should adopted everywhere to make our earth better place to live, adopted techniques and strategies to have green earth therefore inter and cross-disciplinary approach should be applied. Research and development has always taken the back seat amongst Indian pharmaceutical companies. In order to stay competitive in the future, Indian companies will have to refocus and invest heavily in R&D.

The Indian pharmaceutical industry also needs to take advantage of the

recent advances in biotechnology and information technology. The future of the industry will be determined by how well it markets its products to several regions and distributes risks, its forward and backward integration capabilities, its R&D, its consolidation through tie-ups, mergers and acquisitions, co-marketing, loan-licensing, and licensing agreements.

Recently, it was reported in the media that US FDA find out problems with Indian drug manufacturers and taking punitive actions against Ranbaxy and Dr.Reddy's lab. this is a wake-up call for all the pharma sector players. India is great pharma manufacturing hub in the world and such incidents will mar the reputation of our industry. Commitment to quality at all the levels is need of the hours and let us hope this will be maintained at all cost and industry will come out from these problems and gave a fresh breath and better shape. With you all the best for new blooming pharmacists and hope for happy reading.

With Best Wishes....

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