FOREWORD

Medicines is always related to its life and times and spring from and adds to its intellectual environment in any Particular Age. History of Medicine chronologically traces its development from guesswork about the actions of prehistoric Man, through the centuries to some aspects of the present day. The intellectual and cultural centers of the world have moved over time to time from place to place. Not only have they dominated socially, economically, politically and militarily they have also carried the Arts, Sciences, humanities and philosophies with them, whether or not they are now deemed to save progressed or regressed in these various endeavors. It is of importance to recognize that progress in medicine, as we visualize it rarely if ever occurs in isolation.

It follows in the wake of and is part of general progress. Civilization seems to advance on many fronts at once. They develop an intellectual climate, which feeds and sustains and is exemplified in several fields, with ideas crossing and re-crossing boundaries between subjects. In earlier times all knowledge was part of a conglomerate which one polymath might be able to master in a way no longer open to anyone now. These omnicompetents often thought of as philosophers moved easily from speculation to particularity, from art to science and from peace to war. They were by our standards, relatively unconfined and free to move over the range of human existence as then known. This shows one of the historically persistent patterns in the move from generalization to specialization over long period of time.
Indian Ayurvedic medicine as described in Atharvaveda dates as far back as second millennium BC. The golden age of Indian Medicine when ‘Caraka-Sanhita’ and ‘Susrutra sanhita’ were compiled respectively by caraka a physician and susruta a surgeon dates between 800 BC and 1000 A.D. Experts believe that there was certainly intercommunication between Greece and India before the time of Alexander the Great.

The first awakening of medicine, for present purposes, belongs to the time of classical Greece. When medicine was based essentially on the teachings of Hypocrates (460-377 BC) and his followers.

The eighteenth century brought further advances, especially in midwifery with the advent of the obstetric forceps, and the scientific approaches. Methods of observation careful recording, inference, hypothesis and experiment had been learned from the pioneers and were being applied in a variety of directions and subjects.

**INDUSTRY STRUCTURE:**

There are the fundamental aspects of the industry with which any participant should be familiar. The first is the structure of the industry the characteristics and the nature of the industry. It is a growth industry, it is one where margins tend to be high, and it is concentrated industry. The second aspect is that of the forces at work in and the pressures facing the industry globally across different markets. Last as a result of these forces, what are the priorities for
producers and, looking forward over the next five to seven years. What are the strategic imperatives and how might that impact what we would do in India?

In our industry structure pharmaceuticals are about 7% to 10% of the health care industry world-wide 7% in the US between 7% and 12% in many other countries in the world, averaging around 10%. They are dominated by proprietary ethical product which are about 80% of the entire pharmaceutical industry, generics and over the counter self-medication comprise the other 20%. It is a highly profitable and growing industry, historically this has been the case our sense of the future is that it will remain so.