CHAPTER III
Marketing Strategies of Pharmaceutical Industry & Generic Medicine.

3.1. Introduction:

The Pharmaceutical Industry in India is one of the top industries and it has immense value in the new industries. The pharmaceutical industries, produces, develop the markets medial drugs/medicine, the pharmaceutical industries deals with branded as well as generic medication. Thus both the aspects are very significant in bright future of pharmaceutical industry. It is subject to a variety of rules, regulations and laws regarding the patenting, testing and marketing of medicines. Along with these ideas the Pharmaceutical industry is rising positively. The pharmaceutical companies develop and produce bulk drugs belonging to major therapy group. All over the world the industry is improving.

Health pharmaceutical is a key problem in the development of pharmaceutical industry. Anil Kumar has rightly opined that “One of the fundamental issues for any country is the health of its citizens which also has a bearing on their social, moral and economic well being. The pharmaceutical industry has played an unparalleled role in improving the various health indicators like life expectancy, infant mortality etc. in the country. Further it has been observed that according to “WHO health is a state of complete, physical, mental and social well being and not merely absence of disease and illness. (Hence drugs are required to cure diseases and to maintain good health. It is true that “In 1968, 130 countries of the world adopted the global health policy and ‘Health for All by 2000 AD’ during the Alma Ata conference of WHO. In the wake of this both branded and generic medicine are required for health cure. Further after the process of globalization the Pharmaceutical industry is on the verge of change. Sagar Vaidya has opined that Globalization is a process which involves economic interdependence of countries worldwide removing all barriers for economic integration as if the whole world is a single village. Health issues have also become globalized. It has been further observed that The rich nations with their superior financial power control the scenario and the poor and the developing nations are forced to integrate surrendering their economic independence knowing full well what
they are forced to accept is really prejudicial in their own interest.\textsuperscript{114} Human services are also offered by these processes. It has been observed further that The situation of the world drug industry is no different. Operating at the behest of the Pharmaceutical Research and Manufacturers Association (PhRMA) for a decade and a half, the US Government has waged a ruthless crusade to force third world countries to adopt strait jacketing intellectual property rules at the expenses of protecting public health.\textsuperscript{115} This has also offered Indian Pharmaceutical industry at large. It has been rightly observed that From ancient times, two systems of medicine were in vogue in India. Firstly there was Ayurvedic medicine, which dates back to the Vedic period. Ayurvedic medicine depends largely on the combination of various herbs, minerals and metals like gold, copper etc.\textsuperscript{116} There was steady growth in the pharma industry. Thus the pharmaceutical industry has developed effectively since the 18\textsuperscript{th} century. There were many ups and downs in the growth of the pharmaceutical industry. There is a need to develop all these aspects in a systematic manner. In this background nature and scope of pharmaceutical industry is described briefly.

\section*{3.2. Concept of Pharmaceutical Industry:}

Pharmaceutical industry has been defined and described in an interesting manner. The pharmaceutical companies develop and produce which deals in generic medicine or branded medicine. Thus pharmaceutical industry has been described aptly by many scholars. According to The Price Water House Coopers’ Report “Its India calling for global pharmaceutical companies. The modern pharmaceutical industry traces its roots to two sources. The first of these were local apothecaries that expanded from their traditional role distributing botanical drugs such as morphine and quinine to whole sale manufacturer in the mid 1800s.\textsuperscript{117} Thus pharma industry has been evolved out of many processes while developing various drugs in a systematic manner. The process is very scientific. It has further been observed that Drug discovery and development is very expensive. Of all compounds investigated for use in humans only a small fraction are eventually approved in most nations by government appointed medical institutions or boards, who have approve new drug before they can be marketed in those countries.\textsuperscript{118} Thus there is a well developed process involved in the development of drug which can be very well explained in a systematic manner. Further it has been observed that In 2010 18 New Molecular
Entities were approved and three biologics by the FDA or 21 in total, which is down from 26 in 2009 and 24 in 2008. On the other hand there were only 18 approvals in total in 2007 and 22 back in 2006. Since 2001, the Center for Drug Evaluation and Research has averaged 22.9 approvals a year. These recent provisions clearly show that these strict rules have to be followed for the right development of products and brands in the future course of time.

The history of pharma industry is rich in tradition. The Indian tradition is founded by Vedic tradition. It has been noted that There were very changes in due course of time. About the difficulties in the development of Ayurveda. The study of the ancient pharmaceutical industry has many facets. It has been observed that The roots of the medical profession in the East, however, arose out of the flowering of Greek civilization in the basin of Aegean Sea that occurred during the millennium that followed. Thus the branch of medicine profession was in Greek culture and later on it was well developed. It has been further observed that Modern historians have revealed however that many advances were made during the centuries between 400 and 900 AD including a new independent calling that emerged out of the flourishing Islamic civilization pharmacy. These advances had increased the company of pharmacy. During Islamic domain there existed the pharma industry seeds. Further it is opined that As Western Europe struggled, a new civilization came into existence among those who followed the teachings of Mohammed (570-632). The nations of Islam, once barbarous nomadic people, conquered huge areas of Middle East and Africa and eventually expanded into Spain, Sicily and Eastern Europe. There and in other locations, Greek writings, including those dealing with medicine, were translated into Arabic. The European culture and later on Islamic culture have both enlarged the capacity of health services. In the ancient period India also progressed in Maurya and Gupta period. Ayurveda was well developed with new efforts.

About medieval period Anil Kumar has pointed that The co-operation between pharmaceutical guilds and governmental bodies also led to the standardization of medicines through publication of books called pharmacopoeias. Thus the pharma industry was enriched in this phase. It has been further observed that “Discoveries came gradually through hit and miss searches until the late 1700s, when Schelle, for example extracted several plant acids such as citric acid.” Anil Kumar has further observed that “The single, most important breakthrough occurred during the
first decade of the 19th century when the pharmacist Friedrich Serturner extracted ‘morphine’ from crude opium. After 1850 or so, the scientific disciplines of pharmacy began to become more professionalized.”125 This was a turning point in the history of pharma in modern period.

The early period experienced various changes during ancient period and the pharma industry went on changing in early medieval period. According to Joseph Ajay The most powerful force sweeping through the industry however, is the globalization of this industry. What had historically been a US and EU focused business is now shifting to developing countries both for the development of new treatments and as potential markets for products. 126 In Asia and Africa this market is dominating on large scale.

Joseph Ajay has further observed that The role of these countries in the development of drugs has been aided by several factors. These countries laboratories are becoming more sophisticated as they become populated with US and EU trained scientists, and their research costs are a small fraction of their developed country counterparts.127 These changes are positive to develop new ideas and new innovations. The globalization, privatization & liberalization (GPL) and other regulations have mainly developed systematically. Due to the huge economic growth experienced by developing countries, healthcare and prescription drugs have created a huge demand over the past century. Thus all these aspects adopted for further systematic growth.

Taking into account the development of Pharmaceutical industry from ancient to modern period it can be very well observed that this industry has undergone many changes. It went on improving through various processes in ancient and medieval period. All these aspects can be very well focused by adopting different references and records. There is a need to improve these points in the future course of time. The Greek, Islamic and Indian cultures have connected in ancient and medieval period. However, in the modern period this industry has been developed by Europe and US. In the post globalization period there were many changes which have benefitted the developing countries. In the Asian and African counties there is a growing market. Further, new laboratories and new scientific development is further enriching this industry. These aspects have been very well developed and improved in the process of globalization and modernization. The pharmaceutical industry has further developed in due course of time.
Thus all these aspects are very much significant in the process of the development in a systematic manner. All these aspects have been further developed properly. The study of all these efforts further shows that pharmaceutical industry is getting impetus in due course of time.

3.3. Pharmaceutical Industry in India:

One of the oldest civilizations in the world, with ancient Indian society, was mainly controlled by traditions and social custom. In such social system it was challenging task to introduce health packages and medicines. In those days the drugs were neither very powerful nor did they include special techniques of manufacture, storage and use as of today. They were mainly traditional and they were based on simple traditional sources. Organic chemicals, synthetics products, sera and vaccines were not developed. Drugs of vegetation, animal and mineral origin were more experienced, scientific methods of standardization were not known. These limitations were prevailing in the social system and they had a significant problem of standardization. The traditional system created in the medieval period contained basic changes. When the allopathic system of medicine is not available for its entry into the country, it is generally believed that there was some time during every part of the 19th century. It came into existence only during British period.

Chaganti Rao Subha has further observed that The medicines were imported by the British for their personal use when they came to do business. This was the beginning of the pharmaceutical industry in India. There were two preferences one to face the Indian conditions and the other was to sustain in India with their medical system. To provide relief to the British, pharmaceutical products were introduced in India in medicine products, soon increased popularity amongst the people in urban areas. The big metro cities like Kolkata, Bombay and Madras were the first to introduce these drugs.

Sagar Vidya G has pinpointed that The Indian pharmaceutical companies is in the front ranks of India’s science-based industries with extensive capabilities in the complex field of medicine manufacture and technology. This has benefitted Indian people for life expectancy improvement and health services were supported by newly evolved drugs, which has led to improve life tenure. It is further opined by Sagar that A highly organized sector, the Indian Pharmaceutical Industry is estimated to be
worth $4.5 billion growing at about 8 to 9 percent annually. It ranks very high in the third world in terms of technology, quality and range of medicines manufactured. From simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicine is now made indigenously. Being top on the list of Third World the Indian Pharma industry is marching ahead in galloping speed. Sagar further observed that “The Indian pharmaceutical sector is highly fragmented with more than 20000 registered units. It has expanded drastically in the last two decades. The leading 250 pharmaceutical companies control 70% of the market with market leader holding nearly 7% of the market share.” This significant development shows that these leading companies are dominating the Indian market scene. The Indian Pharmaceutical companies estimated to be worth $8.7 billion growing at about 8 to 9% annually and the total market is more than 37000 Crores. “This clearly indicates the potential scope of Indian pharmaceutical industry which is developing in dynamic speed and proper line of development. Due to the quality and range of the technology of manufactured drugs, it is at the highest position in the third world. Simple headache medicine sophisticated antibiotic medicine and complex. Cardiac compounds, almost every type of medicine is now made indigenously. The role played by Indian pharmaceutical industry is significant achievement of the Indian pharmaceutical industry. It has been further observed that “The pharmaceutical industry in India meets around 70% of the country’s demand for bulk drugs, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals and injectibles. There are about 250 large units and about 8000 Small Scale Units which form the core of the pharmaceutical industry in India.” This clearly shows that these achievements are significant and they have recorded a positive growth in the process of development. According to Price Water House Coopers Report “The Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, the total turnover of India’s pharmaceuticals industry between 2008 and September 2009 was US$ 21.04 billion. Hyderabad, Bangalore and Ahmadabad are the major pharmaceutical hubs of India.” In the metro cities the Indian pharma industry is progressing well. These cities and their hubs clearly show that Indian pharma industry is further expanding on larger scale. According to Price Water House Coopers Report it has been indicted that the domestic market was worth US$ 13.8 billion in 2013. The government started to
encourage the growth of medicine manufacturing by Indian industries in early 1960s and with the Patents Act in 1970. However, economic liberalization in 90s by the former Prime Minister P.V. Narasimha Rao and the then Finance Minister Dr. Manmohan Singh enabled the industry to become what it is today. This patent Act removed composition patents from food and drugs and though it kept process patents, these were shortened to a period of five to seven years.

Thus the post globalization period there was a boon in the pharmaceutical industry and the industry could march ahead effectively. Thus, the Indian pharmaceutical industry is on the cross road of change. It has rightly developed from traditional to modern state of conditions. The research in universities, research institutions at different organizations has led to develop the pharmaceutical industry in a galloping speed. The new patent Act and innovations in the research institutions have benefited to improve thee packages and pharmaceutical products rapidly in the faster way. The growth, development and total change in the pharmaceutical industry of India can be traced in the following five stages:

- From Vedic age to 12th century there was a traditional growth in pharmaceutical industry. The medicine was based on Paleo body and medicinal plants evolved out of Ayurvedic properties.
- In the medieval period the Islamic and Arab rulers developed Unani system.
- After arrival of East India Company the Allopathy was introduced in India.
- In the post independence period Government of India supported to develop Indian pharma industry on large scale.
- In the post liberalization age after globalization, Indian pharmaceutical industry developed on large scale because this provided further scope for the development of the industry. New institutional patent labs and support by Government all such institutions further provided scope for the development of pharmaceutical industry rapidly. In the new millennium the pharmaceutical industry is rapidly changing and India has become a top leading pharmaceutical industry in the developing countries of Asia, Africa and Latin America. In the major university departments of chemical technology and Hafkins Medical Research Institutes as well as Sonia Gandhi Medical University, Lucknow, new research projects have been undertaken to develop new drugs and medicines on different diseases.
Thus all these changes have benefitted for the growth and development of Indian pharmaceutical industry. The mechanization, automation and new packaging technology are benefitting Indian pharmaceutical industry both in the production of branded drugs as well as generic drugs at different levels. Thus all these changes have revitalized Indian pharmaceutical industry in a systematic manner. The totally new approach is benefitting the pharmaceutical industry to change from its traditional methods to advanced stages of development based on new tools and techniques. Thus the future of Indian pharmaceutical industry seems very bright and challenging. These and such other related areas have been properly studied in this work based on scientific marketing strategies in a systematic manner.

3.4. Study Of Industry In The State Of Maharashtra And Marathwada:

Pharmaceutical industry in Maharashtra had to march ahead with early difficulties. The Marathwada region was in Nizam state up to 1948. After state reorganization it was part of Maharashtra State. The pharmaceutical industry was concentrated in the big cities like Bombay and Aurangabad in the state. After 1968 the Maharashtra State had undergone many changes. It has been observed that Till the 60s medicines were imported in the country and the pharmaceutical industry was dominated by foreign companies. In the wake of this scenario, was the initiative by a small group of visionary entrepreneurs of Indian for forming the Indian Drug Manufacturers Association (IDMA) in Mumbai, the commercial capital of India, in 1961. Now 50 years down the road, the complexion of the industry is distinctly Indian and India has acquired a dominant position in the pharmaceutical sector, with Maharashtra leading the way as the torch bearer of Indian pharmaceutical industry. Thus process began in the decade 1960-70 with new experiences and new innovative changes. It has been further observed that Many pharmaceutical companies enjoy success largely because their major operations are based in Maharashtra. The government support received by the industry has been substantial and the presence of a pragmatic and stable state government has been one of the main reasons the state has managed to remain a principal destination for all pharmaceutical companies whether Indian or MNC. Maharashtra has been a hub for the pharmaceutical industry both in terms of manufacturing as well as supply of materials. The stable government
and active support for the development of the industry was mainly responsible for flourishing of the industry. It has been further observed that IDMA and Maharashtra state share some similarities; both were founded in the same year 1961 in Mumbai. Maharashtra has also been a meeting ground for people of varying skill levels and socio economic backgrounds. A very cosmopolitan state – it has always been a rich breeding ground for innovation, a source of abundant skilled and diverse manpower which has worked well for the pharmaceutical sector in the past. The progressive policy for the state had boosted the positive development of the pharmaceutical industry effectively.

Maharashtra is a thriving economy which is based on a strong infrastructure building. There is a solid economic and social infrastructure in the state. In the economic structure, roads, airports, railways, ports, telecommunications and power education and training tourism and health services Social infrastructure has been included. Availability of infrastructure has entailed development in all aspects of development. Enhanced all the development of the industry.

Maharashtra has a very cosmopolitan state - it has always been a rich breeding ground for innovation, a source of abundant skilled and diverse manpower. State Managers to attract investments due to the availability of human capital, skilled labor, good infrastructure and government policies. The real strength of Maharashtra is in the form of analytical drugstore with the expertise of drug research scientists, pharmacology pharmaceutical chemistry and pharmacists, microbiologists, manufacturing, marketing, finance, sales and human resources development, Is in available. All these experts are in Maharashtra at par with international standards.” The innovations have supported the skilled manpower leading towards total change in the pharmaceutical sector.

The Food and Drug administration of Maharashtra was established in 1959, and is a vibrant and proactive organization with its headquarters in Mumbai, with licensing authorities appointed at divisional places to approve manufacture of drugs. The Central Drugs Standards Control Organization (CDSCO) also has set up their west zonal office in Maharashtra in Mumbai, with two drug testing laboratories.” This administrative set up has further supported the proper growth of pharmaceutical industry in the state.
Mumbai always called the capital of pharmaceutical companies. With well established market, hospitals, research and educational institutions and good transportation facilities is in place. Mumbai is the hub of head offices of marketing managers of pharmaceutical companies. All these factors have further benefitted for the upcoming of Mumbai as a epic-center of pharmaceutical industry.

The pharmaceutical industry veterans vote for the FDA Maharashtra as a major facilitator of their development in the state unanimously. The pharmaceutical industry in Maharashtra is the largest in the country. This has established Maharashtra State as number one center of pharmaceutical activities in the country both in production and distribution.

Mumbai is also know for exporting the major pharmaceutical drugs, Maharashtra Regulatory system is one of the best in the world. India has the highest number of USFDA approved plants outside the US. In India Maharashtra is the highest number of these plants. These plants clearly show the edge of Maharashtra state over other states in the country.

Maharashtra is having around 3,139 of pharmaceutical companies and head offices, the majority centers lies in Thane, Mumbai, Auaranbad and pune. The state also leads in vaccine production. A number of special economic zones (SEZs) have also been notified, like Navi Mumbai, Ajanta Projects, and Wockhardt at Aurangabad, a dedicated SEZ at Nanded and Serum Bio Pharma Park at Pune.” The SEZ have benefited the pharma industry for its steady growth in a speedy manner.

FDA Maharashtra, the state’s prime instrument for consumer protection is a scientifically based law enforcement agency. Initially, this administration came into being as Directorate of Drugs Control meant for reinforcing mainly the Drugs and Cosmetics Act.” This Act has benefitted the industry for the better future of the industry. “In 1970, the government entrusted the responsibility of enforcement of the Prevention of Food Adulteration Act, 1954, to this Directorate and then it was renamed “Food and Drug Administration”. The post of the Director of Drugs Control Administration was designated as the Commissioner, Food and Drug Administration (M.S.) on April 6, 1970.” By setting such system Maharashtra State became a progressive state in the pharma sector.

FDA does not want to stay back in Maharashtra's global race. By 2020, its aim is to have a strong science-based agency, which is to properly identify and assess healthy
risks of various medicines and food and to set appropriate standards. "All these aspects have established Maharashtra State as number one state at all levels. The FDA is building a trustworthy institution that enforces laws related to food, drugs and cosmetics, and the welfare protection of consumers and the strengthening of the collaborative agency with the scientific world, health service providers and regulatory community, relations both at the national and international level. All these factors have improved the status of the pharmaceutical industries in the state.

FDA ensure that the drugs and medical devices are safe and effective, the cosmetics are safe, the product in compliance with law and FDA regulation, non compliance is identified and corrected. Regulatory decisions are based on a strong, legal, scientific and analytical base. The corrective system has been effective to regulate the pharmaceutical industry properly.

FDA will be an active force in making safe and effective products available to consumers. This provides a clear standard of compliance with industry and advice on how to meet them. The effective address of identity and important public health problems, if any, is also an FDA responsibility arising from the use of FDA regulated products. It clearly shows that the pharmaceutical industry in Maharashtra state established a better role and position in the process of future change.

- The Maharashtra state has world class infrastructure available for the development of pharmaceutical industry in the country
- The Maharashtra state has passed various rules and regulations for the proper growth of pharmaceutical industry in the state.
- The availability of corporate manpower and resources clearly shows that the pharmaceutical industry has solid base in the state.
- The pharmaceutical industry has taken all care to face globalization effectively.
- The local industries have been strengthened to fight against MNCs both in quality and quantity.
- The role, relevance and effectively of the pharmaceutical industry has further better strengthened due to the state policies which are ahead of its times.
- In the global fight Maharashtra state is sustaining due to clear cut policies and designs which are well planned, well illustrated. The proper policy frame work
as development of rules and regulations are responsible for well planned policies, planned properly.

- Finally R and D is also an important factor in the development of pharmaceutical industry. These factors clearly illustrate that the R and D factor is most significant in the development of pharmaceutical industry in the state.
- The proper infrastructure support has been created by the Maharashtra State in pharmaceutical sector.
- The HRD and manpower has been developed due to well established advanced technology as well as research institutions.
- The research bodies are working on various places like Mumbai and Aurangabad effectively in a regular basis.
- The proper licenses have been provided to regulate the pharmaceutical industry

Hence all these aspects clearly revealed that Maharashtra state has flourished the pharmaceutical investment hub in India in 21st Century. From 1960 to 2016, the pharmaceutical industry is marching ahead in galloping speed.

### 3.5. Future Challenges:

The pharmaceutical industry is a rising and prosperous sector in the developing country like India. The following future challenges can be noted as under:

- The population is increasing. The urban sector is bringing rural people in cities who are becoming health conscious and they require more health information as well as effective drugs.
- The health information network must be mass based so that the cities can get correct information.
- The branded drugs are established in these market and generic drugs have to face tough competition by branded drugs.
- The pharmaceutical industry has to face challenges from Naturopathy, Ayurveda, and Homeopathy. The Allopath is challenged by Naturopathy. People are using these medicines being less harmful.
- The yoga meditation and other methods of spiritual awakening are also used.
The pharmaceutical industry has to conduct research to resolve the crisis effectively based on new challenges. These are new trends and techniques for the marketing of pharmaceutical products in the 21st century.

3.6. Introduction Of Generic Medicine:

Generic drugs play an important role in the developing countries of the third world because health for all is a challenge of 21st century. In order to solve the problem of the poor and middle class people generic drugs support their needs to meet health problem at minimum cost. The branded drugs are costly and the generic drugs are cheaper in many ways. Hence, these generic drugs are preferred by people. However, the marketing and production of these generic drugs is a serious problem in these countries today. The history, present and future problems of pharmaceutical industry can be very well tackled on the basis of the background of the generic drugs. Hence in this chapter a proper background has been provided to generic drugs and their development in the recent years. In the new millennium, there is a need to understand the importance of generic drugs properly in the competitive drugs market.

Generic medicine is same as branded counterpart, bioequivalent to an innovator product whose patent has expired. thus is can be used as substitution prescription is possible, These drugs are popular and they are useful for a common man. Their price is cheaper and the products are easily available. Hence the study of these drugs can be useful for common people.

Generic drug product is defined as a drug product which compares the same strength, dosage, mute of administration, Quality and performance characteristics and desired uses. This comparison product that the generic drugs are competitive and they can be used in the market to meet the needs of the common user for improvement of his health.

Generic medicine can be known in many ways with brand name products. Once the innovator product is ending patent, the product enters the public domain and therefore, anyone can produce such product for sale. The entry of the non patent product in the market becomes popular due to its easy availability and popular application. Anybody can manufacture it for the use of these medicines. There are many problems faced by the generic promotion in pharmaceutical sales, Generic medicine sales are not marketing phenomena in India. These problems are
varied and complex. In order to produce these drugs new strategies are required today. The use and application of these strategies is the main issue of the present research work.

This requires a complete change in market character as experienced by the Westerners. But the problem arises how to change this market characters. In order to bring change, we have to adopt a new formula, new method and new outlook for future change.

The western market is gradually adopting general medical care due to high per capita consumption of pharmaceutical products. Whereas The Indian market is running a low per capita consumption. Markets have patent protection and hence competition is practically minimal. The generic products can be made popular in India and it can improve per head drugs consumption generic n. The people are using paramedical Ayurveda drugs and they are performing Yoga. The low power of generic drugs can give relief to the people.

Western market is saturated as Indian market is growing. As growing market have shown tendencies for branded medicine and saturated markets for generic products. The growing market in India has sorted both for generic and branded drugs. However, the generic drugs can be more effectively marketed by using new modes and methods of marketing. Added to that the growth rate in our country is high Example beyond 20% P.A , compare to western market have very stagnated growth. The scope for pharmaceutical industry in India in general and for the generic drugs in particular is more effective. These aspects can be very well studied carefully.

Generally doctors write only brands of a particular product so doctors are sure about the quality and its guarantee thus doctors wants to be at a safer side whenever they prescribe the medicine. Very few doctors prescribe generic names and few pharmacists can dispense the product of his choice. These aspects are significant to understand the slow speed of marketing of generic drugs. A change of the outlook is required to face new challenges.

Generally doctors write only brands of a particular product so doctors are sure about the quality and its guarantee. Very few doctors prescribe generic names and few pharmacist can dispense the product of his choice. In our country 75% of the doctors prescribe brand name products, because they are sure about the quality and shifty, whereas 18% of the doctors prescribe generic names with company's name and
its only 7% of the doctors prescribe generic products. This shows that there lot of scope for the marketing of generic drugs in Indian market.

Doctors prefer only brands for prescribing due to the reputation of branded companies which assure them the guarantee and have proven the efficacy of the product. In order to fight the branded psychology the utility of generic drugs can be further highlighted properly. Further there are many neglected aspects in the marketing of generic medicine. These can be debated here properly.

Very limited doctors are there who are price conscious they prescribe generic products with company's name. Here they are sure that though lower the price, the company's name guarantees. The price and quality are two market aspects which affect the behavior of the buyers. In generic drugs the price is low than branded drugs in all over world.

A general product is not quite different from its competitors. A general reaction tells us something we already know. This fact is clearly reflected in all drugs which are known to people for ever. These products are known to customers for their use. Generic medicine has become objects of considerable interest. over the past decades, generic medicine have expanded 10 percent to 80 percent of all prescriptions filled in the United states. In the third world countries as well as in the developed world generic drugs are liked due to their lower price as well as easily availability of these products.

Generic medicine is now omnipresent in clinics, drugstores and households around the world. In most of the US a prescription with ten for a brand name drug will automatically be filled with a cheaper generic version in the pharmacy. Whole our world these drugs are easily available because the customers prefer their low price version suitable for them.

Pharmaceutical companies know offering new ways of communication with doctors, thus instead by sending Pharmaceutical sales representatives to doctors. the pharmaceutical companies can reach doctors more effectively over the internet. These facts are varying which illustrating that in the future the role of MR will be reduced and the marketing of can be easily made through internet.

Thus here in this chapter the different aspects regarding the sales and marketing of generic drugs have been examined. In this context the generic medicine is gaining popularity in the new world on following grounds:
The branded products are costly and cannot be afforded to the middle class as well as poor customers.

Especially in the developing countries of Third World, the generic drugs are easily available on lower price.

The behavior of the middle class as well as poor customers to buy low cost drugs which are available at cheaper rates.

The generic drugs are well known to the common customers and they are used on large scale by middle class customers. The flooding customers who do not believe on the product of branded drugs generally prefer to purchase these generic drugs.

There is a need to understand the controversial frame of the generic drugs in the background of critical situation. In the LPG power of liberalization, privatization and globalization the generic drugs have grand value in the market. The world has become a global village and in this world the generic drugs are well available all over the world in the look and corner of the new world.

Hence all these aspects are worth significant and can be examined on the basis of new ideas and new concepts. Hence now in this chapter it would be interesting to study the concepts of generic drugs in the present context of the changing pharmaceutical market in the 21st century. In India, the generic drugs are very popular in Kerala which is a most vibrant state where literacy rate is much higher. The generic drugs get more popularity and more widely acceptable marketing in the 21st century. In the densely populated country generic drugs are gaining popularity due to their price mechanism. Hence this chapter is the nexus of the entire study.

3.7. The Concept Of Generic Medicine:

The marketing of generic medicine is the subject and the conceptual frame has been explained in this part of the research work in a systematic manner. Since many decades the importance of generic prescribing emphasized, mainly to reduce the cost of medicine. Thus it is clear that low and cheaper price is the important character of generic drugs and these drugs can be popular in the developing countries on these factors.
Once the patents expired, the drugs are available in the open market for manufacture and sales for other companies. At this stage, the drug is referred as a generic medicine. The popularity of such drugs can be marked at all levels because these drugs then become available to all at low price in the market.

Further there are two concepts to be understood here, one is generic v/s non proprietary name or generic name. It is clear that the generic drug is not a branded drug and it has tremendous value for a common man because the generic drug is easily available at low price.

Since generic product innovator is bioequivalent for the product, it is possible for a brand name product replacement by generic product. This substitution increases its value in the market. The branded drugs are costly and they are not affordable to common man but generic drugs are easily available at low price.

Generic drugs are generally much cheaper than their branded counterparts for a number of reasons. The pricing depends on many factors and these reasons can be very well explained on various grounds and factors in this study.

The generic products are sold at very low costs compared economical to innovator’s products.” The low price is based on many factors. These products are simple, easily available and they are not marketed like branded drugs. Hence they are cheaper and low priced.

The generic manufacturing companies need not duplicate the costs of Research and development and marketing, because those efforts were already made by an innovator companies. The cost of reason is not a burden on generic drugs. They are available at low price due to their strategic planning in a systematic manner.

Once Generic medicine comes in to the market, the monopoly of patent holders of branded company is removed. This leads to a competition between companies as a result it price of drug costs drop significantly.

The life saving and popular drugs in generic zone are most popular than branded drugs in developing countries.

Patients of fixed income, central and state government and health insurance companies, charitable organization can use generic products to reduce expenses on health care. In a developing country like India these conditions are different. However the conditions are changing slowly in India also during last few decades in the recent new millennium.
Small scale firms can utilize the business opportunities by undertaking the manufacture of generic products. In the developing countries SSI units in the backward region are operating on these lines and they are producing generic drugs on low price for the public utility of these drugs. Thus all these aspects revealed that generic drugs are low priced and they are affordable for a common man.

3.8. **Salient Features Of Generic Medicine:**

The generic drugs are gaining importance in India. In the state of Rajasthan and Kerala, these drugs are mostly preferred. There are separate steps of these drugs in Rajasthan and Kerala. The following features can be noted as under:

(a) A generic drug is a drug defined as “a drug product that is comparable to a brand/reference listed drug product in dosage form, strength, and quality and performance characteristic and intended use.

The generic drugs are listed products and they are equivalent as branded medicine in performance. However they are produced on large scale for public use. They are free from patents. However, they are cheaper than branded drugs.

(b) Generic drugs are labeled with the name of the manufacturer and the adopted name of the drug.

The manufacturers prepare these drugs for common use and they are given a title suitable for the drug. The users can adopt these drugs on limited cost.

(c) Generic drugs are copies of brand name drugs that have exactly the same dosage, intended use, effects, side effects, route of administration, risks, safety and strength as the original drug.

The generic drugs are in no way inferior to the branded drugs. They follow the same formula and develop their ingredients for public use effectively.

(d) Generic drugs have same onset of action, mechanism of action and release profile to brand drugs.

Thus the generic drugs have a public utility, value for day to day use. They are demanded on large scale because they are effective on common health issues.

(e) Generic medicines are considered as cheap bio equivalent and copies of molecules for which patents have expired.
There are drugs which are freely available without the patent. The patent being expired the drugs are cheaper and useful for public use. These drugs are demanded on large scale.

(f) Generic medicine should comply with the same strict standards of quality, safety and efficacy as original pharmaceutical products. In other words their pharmacological effects are exactly the same as those of their brand name counterparts.

These strategies are rightly followed by manufacturing companies and they are effective to face difficult problems. The utility of these products is thus on large scale.

(g) India has since been able to establish technological capability for manufacture and supplying of generic drugs. This generics capability of India has attracted worldwide attention.

These capacities have established present value on large scale. The effectively of these generic drugs have been based on standard production by Indian drug companies on large scale.

(h) The generic drugs may lead to indirect savings as well if their use reduces the average price of those brand name drugs that are still purchased.

These products are affordable to common people. These drugs are better cheaper than branded drugs and they have mass utility due to common chronic diseases. These are often used by common people due to affordable prices.

(i) Generic substitution beyond saving money directly, can have indirect effect on the prices paid by both consumers and health plans for those brand name drugs that are still purchased.

Instead of such brand name drugs the consumers prefer to use generic drugs. The tendency among higher middle class is to use branded drugs but the poor and middle class prefers more generic drugs.

(j) Those consumers who are more sensitive to price, or who are covered by health plans that encourage generic substitution, are more likely to buy a generic drug when it becomes available.

These sensible consumers use generic drugs for two products one due to price and secondly due to easy availability of these products. The generic drugs are preferred by common consumers for their day to day use.
(k) Another common miss-belief is that generic drugs take longer to work. The USFDA requires that generic drugs work as fast and as effectively as the original branded name product.

The generic drugs are no way inferior to branded drugs. Their effectiveness is based on proper use and application on large scale. There is a need to focus on these positive aspects.

(l) Generic drug companies may also receive the benefit of the previous marketing efforts of the brand name drug company, including media advertising, presentations by drug representatives, and distribution of free samples. This is known as background benefit. In the marketing of generic drugs these benefits help a great deal to solve problem effectively.

(m) When generic products become available the market competition often leads to substantially lower prices for both the original brand name product and the generic forms.

The availability of generic products brings the price level down. This phenomenon is effective in the Third World countries on large scale which is a unique character.

(n) Companies incur fewer costs in creating generic drugs and are therefore able to main profitability at a lower price.

The effective role of these products is thus based on product manufacture. The patent cost and marketing cost are not added due to which the price become less.

(o) As the more price sensitive consumers switch to generic version, demand for the original brand name drug declines and may become less sensitive to price. If that happens, the price of the brand name drug could theoretically rise more quickly over time than it would have without generic competition.

The sensitive price level is a positive aspect of the popularity of generic drugs. The low price attracts the generic drugs for their use in the Third World markets.

(p) Ceiling price can be fixed for any formulation from time and it is obligatory for all including small scale units or those marketing under generic name to follow the price so fixed.

These ceiling prices are common and overcome present price cost be raised above the price level. These price levels can be very well studied.

(q) Although they may not be associated with particular company, generic drugs are subject to the regulations of the governments of countries where they are dispensed.
These regulations of Government can be founded by the process of generic drugs on their production as well as marketing of generic drugs.

(r) Agreement has thrown open doors for Indian companies to top the generic markets of the developed countries in the west.

The western countries and eastern countries have two different capacities. The eastern countries have to face many problems of capital, manpower and technical staff, which are easily available in west.

(s) Increased focus on generics and specialty segments are some of essential moves, where multinational companies have started their new appearance to regain their supremacy in the industry.

These aspects are significant in the new process of change.

(u) Indian companies seek to expand and consolidate their platform of capabilities in their endeavor to either develop indigenous branded generics or to acquire established branded generics.

The Indian companies in the generic market are striving hard to sustain their effective role in the 21st century effectively in the competition of MNCs.

(v) Indian companies are putting act together to top the generic drugs markets in the regulated high margin markets of the developed countries.

The roles of Indian generic companies are effective to compete with branded generic drugs. The Indian products are cheaper and they are demanded on large scale in Afro-Asian countries.

(w) Indian pharmaceutical firms have made their ways into global market by researching generic competitors to patented drugs and following up with litigation of challenge the patents.

The image of Indian generic companies is thus becoming more bright as well as more effective in the competitive age. All these aspects can be described as positive aspects of change.

Thus all these aspects of generic drugs must be carefully examined in the new world of competition. The focus of Indian generic products is thus both on quality as well as price mechanism in the new age. Thus these are the features of Indian generic market.
3.9. **Benefits of Generic Medicine In Present Context:**

The generic medicines are extremely significant in the present context. In the post globalization era the competition has increased and there are basic problems related to the availability of medicine. We have to develop faster strategies to make available generic drugs for common people. There is a need to understand all micro aspects carefully for the better future of their health. In this connection there is a need to develop new strategies to face all these problems in the present context.

Over the last decade, generic medicine - low cost copies of branded drugs have been gaining in volume and market share. The basic cause of the popularity of generic drugs is related to low price mechanism. The market is increasing because of the availability of these drugs at low price. Hence they are demanded on large scale. Generic medicine does not have patent protection with regards to its active ingredient, generic medicine is formulated only when patent and other rights expire. After explaining these rights the cost of these drugs becomes less and they are available at low price. Hence their demand increases and they get a record response by users all over world, but they have to fight with branded drugs. Generic medicines are their therapeutic interchangeability with originator products. Due to this interchangeability they became more flexible and more competitive one. Doctors can prescribe them for their better use in a systematic manner.

Generic medicine is sold for lower prices as compared to branded counterpart. But at lower profit margins. This fact is benefiting to common people. The popular and mass based approach helps a great deal to overcome many problems for the benefit of the common man. Hence they become popular. Typically priced at significant discounts (50% to 75%) to their branded counterparts, health plans and governments around the world, which are dealing with rapidly increasing costs and aging populations, have actively encouraged and promoted their use. The role of the generic drugs becomes significant because the aging population can afford to purchase these low priced drugs at cheaper cost. This benefits them for their future use. The generic medicine introduced in market by manufacturers has already been on the market for few years and may already be known to patients and providers. Although often under their branded name. These
generic drugs have established their position because their availability on low and affordable price, they can establish edge over their branded names in the market.

Research and development expenditure is met from the current income. Therefore the expenditure on R and D may not be met from the additional cash flow. The R and D expenditure was already increased when the branded drugs were produced. In the age of generic market, these products are more available at low price.

Sometimes the branded company or Innovator Company can sell product at a very low rate after the expiry of the patent. Company worry on continuation of sales, but nor on earning, which company had already earned during patent period and now after patent period is over they need not have to worry about the profit. Hence generic drugs are available at low price.

The generic product sales as practiced in pharmaceutical industry, is strange due to high competition in India. Due to such competition the generic drugs can make viable difference in their price mechanism. This finally benefits the poor customer who is at the other end. the operation of generic drug companies is different, thus the amount the generic drug companies spends considerable very less as traditional branded drug companies, since the drug has already been formulated and approved. Such a careful plan is made by generic drug producers, because they have to fight with branded drugs with boldness.

Manufacturer of generic forms of traditional brand name drugs presents relatively few obstacles. That’s because once you get down to their constituent ingredients, the brand and the generic compounds are identical. These complications can be overcome by government center. The generic products can be no way inferior to its brand, if the ingredients are followed properly. Since generic medicine makers do not do research and development, the costs to bring the drug makers is lesser, therefore, generic medicine is lesser expensive than branded counter path. But generic drug maker has to ensure that the product performs in the same way as brand name medicine does. This process helps them to sustain in market for their better future. This process is significant enough to maintain price level. The manufacture of generic important drug offers a practical way of attain this aim, the superiority of these products tends to be put in danger by overriding considerations of cost. The generic drugs have to establish that even they are at lower price they can help to establish themselves in the market effectively by adopting new ways and means. Most of the manufacturers take advantage of expiry of patent drugs and enter the market with
affordable prices and reach wider population. After the expiry of patent drugs the generic makes it available for large segment of common people. By doing so, they can establish themselves effectively.

Generic companies can reduced the import expenditure by producing generic products locally whereas export opportunities can be enhanced. The local manufacturers reduce price and the products can be marketed in Afro Asian countries where the common people need low priced products affordable for them. Thus all these benefits of generic medicine are significant in the present context to face the global branded market. The generic drugs have large scope in the future.

3.10. The Status of Generic Medicine In India And World:

There is a need to understand the status of generic drugs in India and world. This can give us a better comparative picture effectively. The term generic drug has been legally defined in France as a copy of an original medicinal drug whereby production and marketing are made possible by the expiry of the patent covering the innovator products. The definition of the generic drugs is significant enough to understand its value. These roots explain about their availability in a new market. The generic drugs are gaining tremendous popularity due to their low price mechanism.

CVS has further observed that the first generic drug product filed and approved by FDA has several financial incentives. As per the Hatch-Waxman Act, 180-day exclusivity is awarded to generic manufacturer who first files. During this six months period, the FDA does not approve any second product of the same generic version. In US the generic medicines are thus open even after 180 days. This was the beginning of generic drugs in USA and they can be examined on the basis of their reputation and reproduction. During this period a second generic version was not approved by FDA for 180 days. These procedures have helped the generic drugs to get consideration in a short period. This has helped the generic industry in USA to sustain effectively in a short period.

Regardless of inconsistency in their strict legal definition generic drugs are widely available worldwide, the majority of drugs were represent the regulatory work in most countries, and are the most common approach to moderating pharmaceutical costs. Thus these regulation help the producers to overcome many problems and the
healthy growth of generic industry is witnessed due to these rules and regulations effectively.

World Health Organization’s pre qualification of medicine program (PQP) helps ensure the quality, efficacy and safety. The WHO regulations have further helped to bring quality in the health market effectively. These rules have further strengthened the generic drugs in the modern age. As we move into new million, the economic gap separating poor and rich countries deal with public health sector. The challenge to give good health care at reasonable cost for populations in for populations in the developing world. Thus the generic drugs have been helping the poor people in the Third World. The poor population in Afro Asian countries can get benefit of the people in developing world can get benefit of generic drugs effectively. Now the Indian scenario can be explained by presenting some interesting current facts related to India properly.

In 1980 the government of India took a major decision to abolish the brand names for all new single ingredient drugs. Almost 2980 ingredient drugs were introduced and had to be marketed under generic name this was a bold step towards the rise and development of the generic drugs in the 21st century.

Chemicals and Fertilizers Minister Mr. Ananth Kumar told in Rajya Sabha that his ministry had requested the Health Ministry to do the needful in this regard. Kumar while replying to a Calling Attention notice on high prices of essential drugs, said regulations of the MCI were also proposed to be modified accordingly. These Government policies are helping to provide scope for the generic drugs in the Indian market in the current scenario.

It was trying to make it mandatory for doctors to prescribe generic medicines and to allow pharmacists to sell generic medicines, if available, in place of branded medicines prescribed by doctors. The policy is benefiting for the rising scope of the generic drugs in Indian market. These policies are promoting generic drugs in the Indian market.

The relevant MCI regulation proposed is to be read as Every physician should prescribe drugs with generic names legibly and preferably in capital letters and he/she shall ensure that there is a rational prescription and use of drugs. This regulation as of now urges doctors to prescribe general drugs as far as possible. These MCI directives are affecting positively on the process of the generic drugs in the future course of time. These policies are positive enough to overcome many problems.
Promotion of generic medicine can effectively cut down the out of pocket expense. The central as well as state governments through numerous schemes have been promoting generic medicines and providing affordable generic medicine to masses. The state and central Government policies are thus benefitting the role of generic industry in the future course of time. The policies are positive for healthy growth of generic medicine.

The Jan Aushadhi program under which government provides essential medicines at reasonable rates at specially established shops is also being reinforced. Kumar said the government planned to open 3000 Jan Aushadhi outlets to provide affordable generic drugs to the poor. These new policies of Government in India have benefitted the rising scope of generic drugs easy and effective for the poor people at lower price.

The drug inventory of unbranded generic manufacturers fears reasonably when reviewed using the WHO-Health Action International (WHO-HAI) tool for analyzing drug availability, unbranded generic medicines are much cheaper when compared to the most selling brands and they can bring down the treatment costs in primary care and family practice. Thus, due to generic products, the availability of medicines at low prices is possible, which is a positive change.

According to the WHO 2009 year book, India had 194 drugs in the global procurement list while only six Chinese generic drugs made its way to that list. Thus India has upper hand in the world market better than Chinese performance. Thus Indian efforts must be appreciated for the promotion of the generic drugs.

Medicine Patent Pool (MPP) announced on 7th July new generic manufacturing licensing for antiretroviral (ARVs and direct acting anti-viral (DAA) for treating hepatitis C, with seven pharmaceutical companies six of which are Indian. Thus the Indian pharmaceutical industry has established upper hand in the global market, which seems a positive aspect of Indian pharmaceutical industry.

Though China is making strides in the generic drugs market currently about 95% of Chinese Food and Drug Administration (CFDA) drug licenses are for generics and non comparable biologics products and is keen to capture African markets its overall global acceptability is much lower than Indian generic drug. The Indian generic drugs are thus having upper hand than the Chinese experiments. The Indian pharmaceutical industry must be appreciated for better performance.
The US government’s procurement of quality generic drugs through the US President’s Plan for Emergency AIDS Relief (PEPFAR) has saved millions of lives and led to enormous cost savings. In a developed country like US the generic drugs are helping to eradicate AIDS and to save life.

Today in the US, 80% prescriptions filled with generic drugs and according to latest IMS report. Generic drugs may capitalize around 91% to 92% of prescription volumes by 2020. This reveals that even in US the generic drugs are gaining support on large scale for the common people.

Every year billions of US dollars’ worth of medicines is purchased by or through international procurement agencies, NGOs such as UNICEF, UNITAID. The Global Fund Medicines Sans Frontiers (MSF) and governments for use in developing countries. These are positive aspects. The response of these world organizations revealed that the Indian generic drugs are popular in world for their better quality and performance as well.

The prices are often low enough for users in less prosperous countries to afford them. For example, Thailand has imported millions of dose of generic version of the blood thinning drug Plavix (used to help prevent heart attacks) from India, the leading manufacturer of generic drugs, at a cost of 3 US cents per dose. In these countries the generic drugs are available at low price and they help a great deal for common users. Thus it is clear that the generic drugs are benefitting the poor people.

3.11. Specific Benefits To Backward Region And Poor People:

The generic drugs are specifically significant for the backward region like Marathwada and Vidarbha as well as Khandesh and Konkan in Maharashtra State. The generic medicines can be described as boon for thee backward regions and following specific benefits can be described as under and they are noted below one after another:

- The generics have an important role to play in public health as they are well known to medical community and usually more affordable due to competition.
In this system there is a significant aspect to provide these generic grounds. The public health system can be very well promoted to face many problems. The common people in a backward region in state of Maharashtra can get the medicines at low price. In the backward region people cannot afford to get medicines at higher cost.

- The pace at which promotion is done needs catalyst to ensure the public health through availability and affordability of generics in our country. These generics play an important role for promoting various generic medicines at low and affordable price. The poor people in the backward region in the state of Maharashtra can get these drugs at low price for their benefits at low price. Thus all these medicines have to play an important role in the new angle of competitive market.

- A large growing population of poor people in our country finds it very difficult to afford the costliest branded medicines. Hence they can make a chance by adopting generic medicines. They can benefit poor classes and in minimum cost they can purchase various generic products which are available for them. The related activities can be examined by sales and marketing of generic drugs.

- In the interest of public health the regulatory authorities control the safety and efficacy of generic products through approved process for introducing them into the market. The marketing of generic drugs can be very well supported by making serious efforts of their marketing on right lines. Thus all these efforts can be streamlined by developing marketing strategies for producing of generic drugs. In the backward regions in the state of Maharashtra state these health care expenses can be very well examined by providing new generic products at low cost. The marketing of generic medicines can be very well planned on these lines for their future development.

- However, availability and affordability of cheap or less expensive drugs to country’s own population is still challenging and crucial. In our country a large number of people are living below poverty line. These 27% BPL population requires low price products for benefiting their needs. Thus,
population can benefit a great deal by getting the low priced generic medicines which are in no way inferior to the generic drugs.

- The difference between generic and brand names products is in the name, but not on their performance. Several differences are reported. Hence the affectivity of generic drugs can be very well highlighted to face many problems in a systematic manner. There are important dimensions of the effective marketing of generic drugs.

- Generics are usually priced much cheaper than a patented drug Thus; lower price of production mainly leads to a serious misunderstanding because the common man feels that low price drugs are of no high quality. This misunderstanding can be removed by making serious efforts on grass root levels.

- Generic companies incur fewer costs in creating generic drugs only the cost of manufacturing, without the costs of drug discovery and drug development and are therefore able to maintain profitability at a lower price.

  Generic companies manufacture generic drugs at very low cost, because they do not have to spend on Research and development, drug discovery or drug development.

  This low cost product availability is an important positive aspect of the generic medicine. The entire process can be very well accelerated by making the stringent efforts to provide them effectively.

  Doctors doesn't prescribe generic medicine, due to the issue of perception and confidence of doctors over generic medicine, it has already have proven the efficacy product and lower cost comparable to branded medicine. The price mechanism is one of the strength of the generic drugs and there is need to provide them in the backward regions in Maharashtra state for the benefit of the poor classes.

- After his weekly show ‘Satyamev Jayate’ highlighted the importance of generic drugs as being the key to affordable healthcare for India’s poor, actor Amir Khan has urged doctors to mandatorily add generic names in the prescription. These vested interests and many other reasons for not receiving the generic medicine at lower level; these aspects are significant.
enough to understand the negligence of doctors towards generic drugs which are significant to understand this.

- One of the key topics discussed in Satyamev Jayate’s episode titled Every Life is Precious as generic medicines, i.e. substitutes for branded drugs that provide the same treatment quality at a fraction of the cost.\textsuperscript{147}

Even, if the value of the generic medicine must be favored instead of their lower price. The customers must be made aware about the quality of the product on right lines.

- Generic medicines are available at every wholesale medicine market from where they can be procured for retail sale. In fact Regulation 1.5 of the Medical Council Regulations 2002 says that every physician should as far as possible, prescribe generic medicines.\textsuperscript{148}

The doctors have to follow the regulations made by National Council for pricing generic products. These generic products can be very well received by doctors. These doctors can be very well illustrated by providing new strategy.

- It is very easy to open a generic medicine shop by anyone after procuring a drug retail license for local Drug control authority. The generic medicine can be very well provided effectively. These efforts can be very well supported by media and other agencies. The moral upliftment of doctors and administration can provide the generic drugs in the competitive market.

- The poor and needy do not able to afford expensive branded medicine, therefore cheaper generic medicine is preferred option for those people. The option of the generic drugs can benefit poor and middle class customers. These aspects are significant enough to highlight the utility of generic medicines in the new age in a systematic manner.

- Many patients use branded medicine as it has been prescribed by doctors, it’s not easy for patients to switch branded medicine to generic medicine, because change is not easy, if something is working, even doctors also may not prefer to switch to branded medicine to generic. All these facts create serious problems. Hence the generic medicine should be provided to highlight the positive aspects of generic medicine.
Thus in the backward regions in the state there are many problems in the production of generic medicine. The backward regions of Maharashtra state can get more benefits if serious and well planned efforts are planned by users in a systematic manner.


<table>
<thead>
<tr>
<th>No of Salt</th>
<th>Dosage</th>
<th>Pack</th>
<th>Average Market Price of branded medicine (Rs.)</th>
<th>Price of Generic Medicines sold in Jan Aushadi generic drugs Stores (Rs.)</th>
<th>Price with brand name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tablet Ciprofloxacin</strong></td>
<td>250 mg</td>
<td>10</td>
<td>55.00</td>
<td>11.10</td>
<td><strong>CIFRACIN</strong> DYNAMED PHARMA</td>
</tr>
<tr>
<td><strong>Tablet Ciprofloxacin</strong></td>
<td>500 mg</td>
<td>10</td>
<td>97.00</td>
<td>21.50</td>
<td><strong>GACIP</strong> GATES INDIA</td>
</tr>
<tr>
<td><strong>Tablet Diclofenac SR</strong></td>
<td>100 mg</td>
<td>10</td>
<td>51.91</td>
<td>3.35</td>
<td><strong>ZOBID SR</strong> ABBOTT</td>
</tr>
<tr>
<td><strong>Tablet Cetrizine</strong></td>
<td>10 mg</td>
<td>10</td>
<td>37.50</td>
<td>2.27</td>
<td><strong>CETZINE</strong> GLAXOSMITHKLINE PHARMA</td>
</tr>
<tr>
<td><strong>Tablet Paracetamol</strong></td>
<td>500 mg</td>
<td>10</td>
<td>38.66</td>
<td>2.45</td>
<td><strong>ACTIFLU</strong> CIPLA</td>
</tr>
</tbody>
</table>
3.13. **Social and Health Marketing:**

The social and health marketing is nexus of the problem. In this study a careful and critical study of the problem has been conducted on the social marketing perspective. Phillip Kotler has described a full chapter on social marketing of health products in a careful manner. The social and health marketing is a new and challenging discipline. Social marketing is an approach used to develop activities aimed at changing or maintaining people’s behavior for the benefit of individuals and society as whole. In the modern age such marketing packages have immense value to face the new world. The marketing of generic drugs is thus based on modern fact finding process which is evolved here in a systematic manner.

The new broader and comparative perspective has been evolved here. The sociological perspective developed here has been useful to throw light on conditions of poor marketing of generic drugs in the Maharashtra state. The correlation of facts in the social marketing perspective was possible on the basis of proper critical analysis in the following manner:

- The social and health marketing has become possible on the basis of new facts.
- The drawbacks in the social marketing of generic drugs will be sorted out carefully.
- Every care will be taken to make cause and effect relationship between the marketing and problems of generic drugs in comparison with branded drugs. The marketing problem of the drugs will be carefully examined and light will be thrown on different shades in the marketing perspective together in a new angle.

The study of people’s behavior and changes in their outlook is a serious problem. In this process we have to focus on different dimensions in a systematic manner. All these facts have been gathered and the problem has been tackled in social and health marketing perspective. Being an emerging field of research, in this connection we have to examine various facts in a systematic manner. All important currents trends in the social and health marketing have been examined properly. This has lead to the new understanding of the problem in a systemic manner.
The research report is thus the mirror of the problem. The mirror can be clean and effective. Here the facts are all documented and new light is thrown properly on every aspect of the problem.

3.14. **Current Marketing Strategies For Generic Medicine:**

The current marketing strategies for the sales marketing and production of generic medicine can be very well studied here. The current trends of marketing of generic drugs can be illustrated as under:

- The process of generic drugs depends on how they are provided by companies. They are not effectively marketed in the competitive market of branded medicines, which provide benefits to the doctors as well as distributors.
- The kickbacks are very less for the MRs and doctors don’t take much interest in the marketing of generic drugs.
- The generic medicines don’t have much popularity in comparison to branded drugs. Hence they always remain secondary and they are not marketed properly.
- The generic drugs don’t have a proper publicity or media planning. Hence don’t come in lime light.
- The oral propaganda is the only strength of generic drugs and hence they are available in the market at low cost and they are popular and well known orally.
- The study of generic marketing shows that there is no government initiative in Maharashtra state like Kerala. The Maharashtra government should open separate shops for promoting generic drugs.
- The central government service is effective and in each region such shops are opened to attract the common clients.
- The massive awareness about the popularity of generic drugs can be conducted by making mass campaign to promote generic drugs.
- NGOs and health agencies should take keen interest in the problems of non generic drugs in the current situation.
- The misunderstanding about the generic drugs can be removed by conducting public education on grass root levels.
Thus, all these current trends in the marketing of generic drugs revealed that the sales and marketing efforts are steadily upcoming in the making of generic medicines on large scale.

There is a need to provide the generic medicine effectively because they are available at low price and they are in no way inferior to the branded products for the future course of time. Thus these strategies clearly show that we need more effective and better planned efforts to promote the generic medicines. People of low income can get benefits of generic drugs if they are marketed properly and if the misunderstanding about the products is removed on new lines. Thus the sales and marketing of branded drugs is more aggressive and the generic drugs are kept behind. The sources of marketing of generic drugs can be very well planned to face all these problems effectively.

3.15. Branding and Processing Of Generic Drugs:

The branded pharmaceutical products have a publicity background and provide them is easier.

Branding and processing of generic drugs is nexus of the present research work. Here the study was conducted around this area:

- The providing of generic drugs because doctors, Chemist as well as Stockiest are interested in securing branded product easily.
- In order to cut this network the generic drug must be properly supplied by policies and less tax must be imposed on them so that lower price mechanism can further attract middle class as well as poor customers towards the generic drugs.
- The study of generic drugs prices that though they are cheaper and very low cost, yet they are not marketed because they do not have aggressive marketing system behind them.
- The common people go in favor of advertising and publicity support. Hence the entire phenomenon becomes more difficult and more challenging. The branded drugs are having image market. It is difficult to overcome their influence.
- There is a feeling of inferiority complex among users about generic drugs. On the contrary they are no way inferior to branded drugs.
• The doctors and MRs prefer to support new drugs than that of old drugs. Hence looking into the all these issues and aspects, the marketing of generic drugs has become a complicated phenomenon which was tackled in this work.

### 3.16. Sales and Marketing Problems of Generic Medicine:

- More effective sales and marketing techniques are required to promote generic drugs. Hence there is a need to suggest many remedies on this critical problem.

- India is the largest manufacturing global hub of generic drug, the expected benefits of lower cost medicine are not translating into saving for ordinary people. Common people can be very well benefited by learning these generic drugs will effectively by marketing of generic medicine soon right lines effectively on large scale.

- After post independent India has developed a strong capability of producing generic and branded medicine in every therapeutic categories, mere Rs 1,500/- corer industry from 1980 to more than Rs 1,19,000/- cores industry in 2012.

- This clearly shows how generic medicines are gaining popularity in the competitive market. Hence they can be supported by providing new marketing techniques effectively on new path.

- Indian Prime Minister recently met the heads of state of more than 50 African countries to discuss ways India – which has become the world’s leader in the manufacture and export of generic drugs – can improve the continent’s health infrastructure.149

- These aspects clearly show how the marketing is made in the current situation. Hence the study of the generic drugs and their effective marketing can be very well illustrated here.

- Indian Pharmaceutical industry is the largest producer of world's generic drugs in 20-22 percent and in volume terms and offered 600 finished drugs and nearly 400 bulk drugs in formulations. Proper financial support can further strengthen the production process of generic drugs in the 21st century. Hence
generic drugs can have a more effective marketing of the products. More effective use of generics can be benefitting to make them more popular. These generics can help to poor and developing regions to get these products at low price.

- According to a report by IMS Health, from 2013-2018 generic drugs are expected to account for 52% of global pharmaceutical spending growth, compared to 35% for branded drugs. 150
- The expansion of generic drugs is faster and better. There is a need to develop new strategies for the marketing of generic products effectively. All these aspects can be very well illustrated here.
- Generic medicine in India is sold at a steep discounts about (60 % to 70%) compared to the branded medicine as a result branded medicine typically lose 90% or more of their market share to generics in short amount of time. The process of generic drugs is an important to follow the new challenges and new initiations. All the marketing strategies are required to face all these problems in a new frame of decision.
- Due to continuous growth of the space, generic drug manufacturers are a compelling investment theme for investors.
- There are many investors who are ready to invest their resources in the field of generic medicine. These dimensions are significant enough to follow these processes in a nutshell.
- Generic companies get the benefit of branded companies, the efforts which made by branded companies on advertising, presentations by drug representatives, and distribution of free samples ultimately helps generic companies. Thus generic medicine can have three benefits of generic medicines on large scale. These aspects are based on marketing and sales promotion efforts.
- The companies other than the inventor can market the drug products with another brand name. For example Ciprobid is a brand name of ciprofloxacin, where as Cipro is the innovator name for the same drug product.

- The prosperity of generic drugs is thus based on how they are marketed and used for the benefit of common people in the state. The generic drugs lag
behind in the competitive market due to lack of proper marketing and sales support. The generic drugs must be made available for the common people at lower prices. New marketing and sales efforts will be developed to face these challenges in the comparison of branded drugs. These efforts can be very well planned to face these challenges effectively. Thus, a new sales and marketing strategies are required to face the complex problems of their marketing.

3.17. Marketing Barriers Of Generic Medicine:
The following barriers in the marketing of generic drugs can be explained as under:

- Ignorance: Ignorance prevails among customers about the generic drugs. They prefer branded drugs and feel generic as inferior.

- Misunderstanding: Though generic drugs are produced on the basis of patent, yet the mischief prevails about their quality, which is wrong and leading to misunderstanding.

- Lack of marketing centers: The generic drugs do not have proper marketing network. Hence they are lagging behind.

- Lack of MR network: The marketing network does not provide proper support for generic drugs. Hence these products lag behind in many ways.

- Doctor’s psychology: Doctors psychology is based on stereotyped thinking. The doctor’s ideas were based on MRs views which support them based on false ideas.

- Mindset of customers: The customers’ mindset must be changed. The customers prefer branded drugs and they give a secondary treatment to the generic drugs.

- Stockiest negative approach: Stockiest or middle shop owners prefer to sell branded drugs and they do not support generic drugs which is a basic problem.
3.18. Remedies For Generic Medicine:
On these problems the following remedies can be suggested as under:

- Mass education is required to eradicate ignorance from people’s mind.
- The misunderstanding among customers must be reviewed by informing and counseling them.
- A separate marketing network must be established for selling generic drugs.
- The generic drugs companies should develop their own MR network.
- Customers must be given proper information by health agents about the generic drugs.
- Stockiest approach can be made positive by redesigning tax structure applicable to generic drugs.
- The generic drugs must be made available on large scale for effective marketing.
- The pharma corporate companies should establish HR units for effective marketing.
- The MR’s should be properly trained for effective marketing of generic medicine.
- The customs and tax benefits must be provided to the products of generic medicine.
- A watermark of generic drug producing companies must be established properly on top priority.
- The new sales promotion and marketing techniques should be introduced to these companies.
- The proper training for the use of new media and social media must be given to the concerned segment of the generic drugs.

All these aspects can be very well examined to improve the prevailing conditions.
3.19. New Marketing Strategies And Frame Work For Generic Medicine:

The generic drugs require a new marketing strategy based on right planning, coordination as well as networking of new ideas. About the current changes The Prime Minister Narendra Modi had indicated that his government may bring in a legal framework under which doctors will have to prescribe generic medicines, which are cheaper than equivalent branded drugs, to patients. The new marketing frame work is based on Poor Patients. It has been noted that According to the newly proposed draft national pharmaceutical policy, the government plans to cap trade margins to make drugs cheaper, replace brand names with names of salts or generic drugs, clamp down on unfair marketing practices and give a boost to local manufacturing to reduce dependence on imports. The study of new marketing strategies are required for promoting generic drugs. One aspect that is critical to this policy, pharma experts feel, is the boost that it is going to give to generic medicines. As stated in the draft policy: “Institutions receiving supplies directly from manufacturer’s distributors or retailers will also be covered under the trade margin reforms. In its effort to promote generic medicines, the draft proposes public procurement and dispensing of medicines will be of generic drugs in salt names.

The new marketing strategies can be noted as under:

- Multi level marketing is a new method.
- Involving customers is required by attracting them.
- Chain marketing can be developed to support customers.
- Door to door marketing can reduce overhead expenditure
- Along with daily news papers, Radio and TV can also be used to support the marketing strategies for generic medicine.

Thus all these strategies can be adopted one after another to face the challenge of established branded drugs which are ruling health market.

3.20. Effectively And Efficacy In Marketing Of Generic Medicine:

The much of the success depends on effectively and efficacy of marketing. The marketing of branded drugs is aggressive and on the contrary the generic drugs are marketed in the low profile. The following aspects can be suggested as under:

- The generic drugs require proper media strategy.
- There is a need to develop effective strategies for marketing of generic drugs.
Proper med-mix in the new age is based on backing of print and electronic media.

Effective advertisements must be given on radio and TV media.

Dialogue among users can be well promoted on Radio.

All these aspects can be carefully examined on systematic lines. These can help to promote generic drugs for providing new ideas.

The health policy of the Maharashtra State should be revived to help the poor and downtrodden. The making availability of generic drugs can be a bold step ahead. Thus all these aspects can help a great deal to overcome many problems. The study of these generic drugs can be very well examined to support progressive policies. These new policies can help a great deal to overcome many problems.

3.21. Government Initiatives:

Maharashtra is a progressive state based on new programs and new ideas. Health is one of the important growing states.

At present the Government concessions are very much limited. The taxes on generic drugs must be reduced properly. By providing such concessions the generic drugs can be made proper.

- Government should adopt liberal policy towards the generic drugs.
- Taxes can be reduced to bring prices further low.
- The special shops must be opened on taluka level.
- The government policy should support the generic drugs towards poor and middle class customers.
- The entire policy frame work must be changed in favor of generic drugs.
- Maharashtra State should follow the ideal example of Kerala state to promote generic drugs effectively.

These powers can be further widened to make suitable changes in the system. All these changes can make Maharashtra an ideal state.
3.22. A New Line of Action:

In the future course of time in order to improve the marketing of generic drugs a new line of action has been suggested here on new lines:

- The generic drugs must be made available on tahsil level.
- The public distribution system of marketing regarding generic drugs must be evolved.
- The generic drugs can be marketed by effective advertising on Radio and TV.
- The new line of action has been evolved by developing new strategy on grass root level.
- The proper and well planned marketing is required in a proper time.
- The use and application of generic drugs can be made popular by conducting mass campaigns to involve urban and rural people at large.
- The MRs, doctors and Stockiest must be educated together effectively.
- The health department must develop a new all comprehensive policies to face different problems.

All these problems can be very well solved by evolving new plan of action. Thus in the next decade a program of action must be prepared to face different problems effectively in a short span of time.