

Challenge in use of Generic medicines in India

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Abstract:

Generic drugs are facing many challenges in now days in India. Government has tried well to establish this industry and distribution in each part of country but still it is not as common as branded drugs. In this paper, author has discussed about the current scenario & challenges of this category in India.

Keywords: Drug Distribution, Generic medicine

I. Introduction:

Indian government has focused to distribution of generic drug as it has low cost and good quality but this is not catching the trends in India. It was a program to benefit the peoples. It impacts the turnover of 25,000 Lakh crore. It impacts the turnover of branded companies as generic medicines increases in consumption in India. But it benefit to the local peoples as they use same medicine of good quality in low price.

There are few challenges in distribution of Generic drugs:

II. Material and methods

Carboxymethylcellulose sodium does not possess any receptor-mediated properties in terms of pharmacology. Its mode of action is primarily based on its physical characteristics, which result in a lubricating effect and extended duration of stay on the eye. By increasing tear viscosity and exhibiting pseudoelastic properties (i.e., shear thinning), Carboxymethylcellulose sodium offers benefits. Due to its chemical structure resembling mucin in the tear film, Carboxymethylcellulose sodium, being an ionic polymer with carboxyl and hydroxyl groups, also possesses mucoadhesive properties. These properties contribute to a longer residence time on the eye, thereby alleviating symptoms associated with tear deficiency.

III. Procedure & Research Design

In the event of irritation, pain, redness, or changes in vision, or if the patient's condition worsens or persists for more than 72 hours, it is advisable to discontinue treatment and conduct a new evaluation. To prevent contamination or potential eye injury, refrain from touching the container's tip to any surface and avoid eye contact. Refrain from using if the packaging appears to have been tampered with. Cease usage if the solution changes color or becomes cloudy. This product is intended for topical ophthalmic use only and should not be injected. Keep out of the reach of children and seek professional help in case of accidental ingestion. Remove contact lenses before applying the solution and wait for 15 minutes before re-inserting them.

1. Physicians are not prescribing

Most of doctors are not prescribing the generic drugs as they are not getting benefit from generic drug manufacturing country. In other hand if doctor will prescribe private company, he will get benefit like cash back or free tour or clinic equipment like AC,TV etc. That is the main reason of not prescribing generic medicine.

2. All combinations are not available

Generic medicines are related to one type of component. So if it needs more than one combination, it will require 9 to 10 tables which is very tuff to consume. That is another reason of not prescribing the generic drug. On another hand, Private companies manufacture combinations of each component.

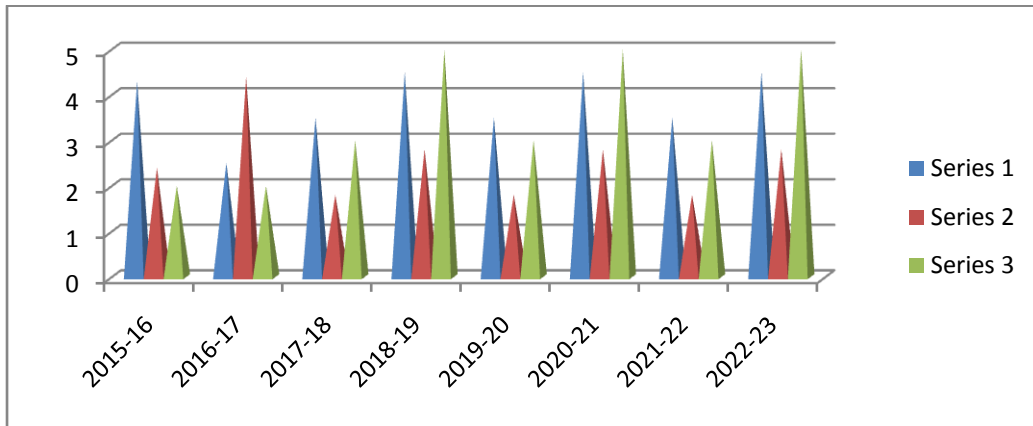
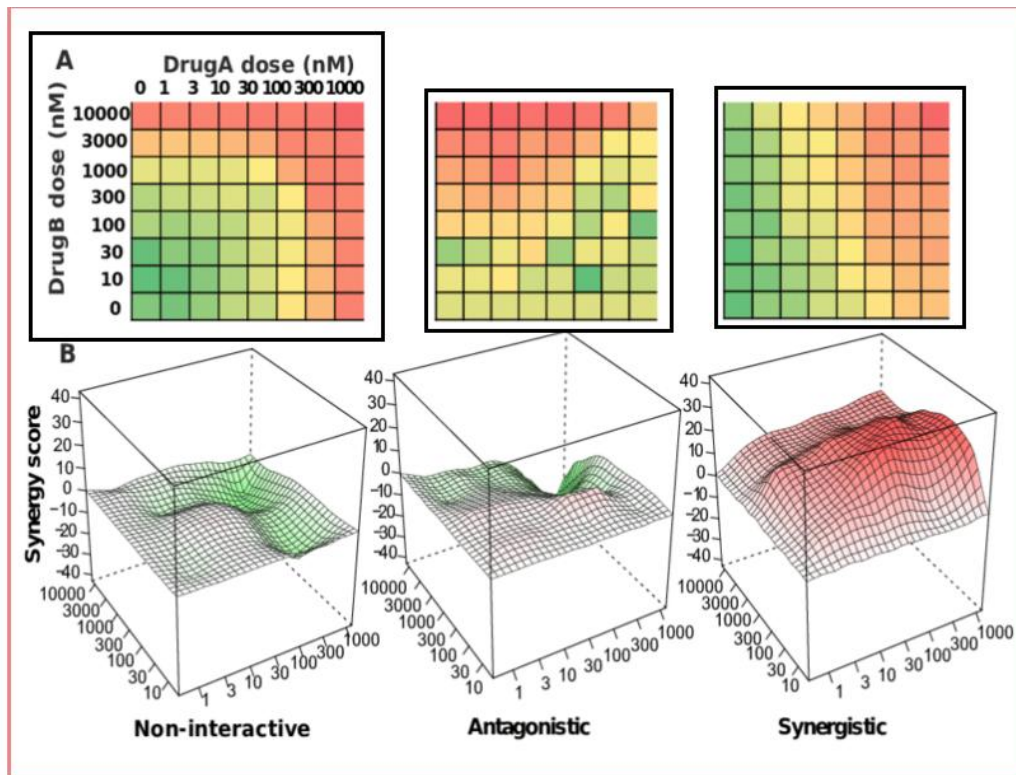


Chart 1: Financial wise chart of Pharma industry

IV. Data Analysis



Pic1: Dose combination

a. Deciding of dose

In eastern countries, dose is to be decided by the pharmacist. But in India, doctors used to do these tasks. If they will refer generic drugs than it would be very tuff to find the dose based on with and age of the patients. So doctor prefer to give branded medicines which helps to give best combination and best dose.

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b. Peoples are not educated

In India, peoples are not much more educated. So if physician is writing any medicine, patients do not take alternate generic medicine. If pharmacist suggest such medicine, patients denies as they believe on physician.

c. Not hard will to implement by authority

Every district has proper drug inspector to implement the government policy. But they have not strong will to implement the policy for using generic drugs. Many news paper reports shows that infactgovenrmnet

d. Monopoly of private company

Private companies know that if generic drug will come in fashion, their high cost drug will not be sold. So they used monopoly to stop more use of generic drug.

e. Not willing of taking action by MCI

In 2022,MCI passed a law that any doctor will not write the name of particular company. They have to write the salt. So that any patients can take generic or any company drug.

f. Pharmacist work is not as western country

In western Country, pharmacist decides the combination of salt for particular patients and dose based on previous history of patient, weight of patients.

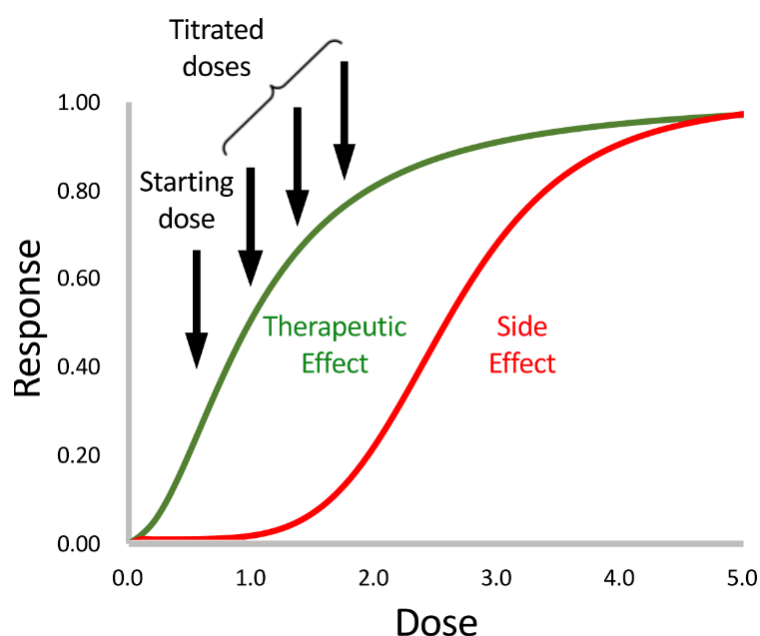
g. Lack of awareness in common people

In most part it needs awareness camp to use the generic drug and benefit of these drugs in seminars and conferences.

IV. DOSAGE AND ADMINISTRATION

The recommended dosage is to apply one or two drops in the affected eye(s) as required. It is important not to ingest the medication as it is meant for external use only. If using this medication along with other eye medications, it is necessary to wait at least 15 minutes between the two medications to avoid any potential displacement of the medication.

Dose decision is made on the basis of titrated doses, starting doses, therapeutic effect and side effect. Here we have created the chart of dose versus response. As dose quantity increases, response also increase but side effect also increases. If we increase the dose in such level where side effect is equivalent, it will nullified and no use of dose. So dose is decided on the basis of side effect as well as response. In such scenario, starting dose and titrated doses also taken into consideration.



Pic 2: Dose decision

V. RESULT

The decision regarding dosage is determined by considering titrated doses, starting doses, therapeutic effect, and side effects. We have developed a chart that illustrates the relationship between dose and response. As the quantity of the dose increases, the response also increases, but so does the occurrence of side effects. If we increase the dose to a level where the side effects are equivalent, the dose becomes ineffective and serves no purpose. Therefore, the dosage is determined by taking into account both the side effects and the desired response. In this scenario, the starting dose and titrated doses are also taken into consideration.

VI. CONCLUSION & DISCUSSION

Generic drug distribution is a very tuff challenges in now a day's also. As physicians are not commonly prescribing to each patients. Most of physicians are prescribing the branded drugs due to better tie up with those companies. In this paper, few suggestions are suggested to overcome all these situations.

Generic medications are encountering numerous obstacles in present times in India. The government has made significant efforts to promote this sector and ensure widespread distribution throughout the country; however, generic drugs are still not as prevalent as their branded counterparts. The author of this paper has examined the current situation and challenges faced by this category in India.

The program aimed to improve the lives of the population, resulting in a turnover of 25,000 billion rupees. This has had a significant effect on branded companies, as the consumption of generic medicines has increased in India. However, it has been advantageous for local residents, who are now able to access high-quality medicine at a lower cost. Generic dose should be decided preciously as it is in original for. So dose consumption may impact best or worst.

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