

Drug lords

INDIA'S pharmaceutical industry must be quality and brand conscious and being in the business of generic drugs the industry must focus on achieving operational excellence in the manufacturing process. Continuous improvements in ensuring consistently the desired quality while complying with global standards will make the industry emerge the best in class. While India's pharmaceutical industry has the distinction of having a large number of GMP compliant facilities that are globally certified to manufacture drugs, with several of them having secured approvals from regulatory agencies, such as USFDA and WHO, it has also run into problems. The industry has a lot at stake in emerging as the best producer of quality drugs.

Although India's pharmaceutical industry is following good manufacturing practices and their facilities have secured the approval from several regulatory agencies, they are still operating their plants with minimal manufacturing IT enabling technology investments. India's pharmaceutical industry lags behind in adopting the current automation technology at the production level, laboratory information management systems at the testing level and decision support enterprise solutions at the corporate level. The strength of India's pharmaceutical industry is in generic drug market and, therefore, it is necessary for industry players to achieve manufacturing/production excellence so that it secures its place as a supplier of pharmaceutical products conforming to global standards. Various industry stakeholders reveal that pharmaceutical companies in India are not effectively leveraging enabling technologies.

When the drug quality and authenticity of data are found dubious and questionable, it has an adverse impact on the brand image and reputation, resulting in loss in revenues or even loss of business. The biggest loss any company faces is the future business, as customers begin to distrust the brand. Collaboration between the government and industry is a must to ensure fair production practices in place.

Anwesh Koley

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