

Enigma of Generics

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Abstract: while the generics medicines act was brought with the noble objective of bringing down the cost of medicines to the reach of common man, in practice the same exploitation in the name of branded generics is going on in a threefold or four fold cost.

Keywords — Generic drugs, bioequivalent copies, pharmacological effects , chemical name , primary health

I. INTRODUCTION

Generic drugs are identical or bioequivalent copies of brand name drugs, that have exactly same dosage, intended use, effects, side effects, route of administration, risk, safety and strength of the drug. In other words, their pharmacological effects are exactly same, as those of their counter parts.

The term may also refer to any drug marketed under its chemical name without advertising, or to a chemical makeup of drug rather than the brand name, under which the drug is sold.

In most cases, generic products become available after the patent protection afforded to a drugs original developer expires. In most countries patents give 20 years protection.

II. MAIN THEME

Generic drugs are usually sold for significantly lower prices than their branded equivalents. One reason for this is that, the competition increases among procedures, when a drug is no longer protected by patents. Companies incur fewer costs in creating generic drugs - only the cost of manufacturing, without cost of development and testing- and are therefore maintain profitability at a lower price.

Generic drug companies also receive the benefit of the previous marketing efforts of the brand-name company, including advertising, presentations by drug representatives, and distribution of samples. Many drugs introduced by generic manufactures have already been on the market for a decade or more, and already be well known to patients and provides, although often under their branded name.

Generic manufacturers don't incur the cost of drug discovery, doesn't bear the burden of proving the safety and efficiency of the drug through clinical trails, since the trails here already been conducted by the brand name company.

So we can see that a generic drug differs from branded drug in two aspects.

- 1- It should display chemical name or generic name on the strip
- 2- Its MRP Value should be printed at 40% of their counter parts.

In India these two conditions are not followed-

1- In place of chemical name or generic name the Government allowed the Pharmaceutical Companies to adapt another different branded name, which is slightly different from the branded name, they are using since decades, and called them branded generics.

2- The MRP of these branded generics is printed on the strip at the same price as 100% as their branded drugs , as it should be printed at 40% MRP. So our branded generics are creating more confusion and scope of exploitation. We can more confusion and scope and scope of exploitation. We cannot expect that our illiterate people can see through these two misrepresentation.

Because of the above factors we can assume that the generic cost at about MRP 40% at Retail Price, when compared with their branded drugs at price, when compared with their branded drugs at MRP 100%. So we expect that MRP 40% would be displayed on the strip. But, alas, the MRP is Printed at 100%

To clearly say, that, if a strip of 10 generic tablets costs at Rs. 40, the MRP displayed on the strip should be Rs.40 not Rs 100. This misrepresentation of the cost of branded generics medicines is giving scope to lot of exploitation of the wealth of the people.

Noble price winner Amartyasen said, No Nation can progress, if the primary health care system, Primary education system,



Primary Heigine, and freedom from corruption are not taken care off. Our nation stands around 150th position in all these parameters amongst the world nations.

Now, Diabetic, Heart attacks, Alzimer's disease and cancer deaths are assuming epidemical proportions, and it is estimated 1 in 3 will be a diabetic by 2030. Deaths from cancers are also increasing at an alarming rate.

The prevailing conditions in Indian Health system, show many Pathetic conditions, with meternal mortality, Infant mortality, National Status. Average Protein consumption standing around 130th position in the world nations. Every effort should be done, to improve the Prevailing conditions, so that Indian people should stand with dignity. For that, the food and drugs should be in reach of common man. With the advent of globalization, our agriculturist moved to cash crops, with an export potential, leading to decreased production of pulses, which are the main sources of protein supply. Which are the main sources of protein supply. Let alone the common man, even the agricultural community, also because they turned to cash crops, are consuming way scarce pulses, which they themselves have to buy from the market a exhorbitant prices. When protein difficiency is rampant which gives way to frequent susceptability to diseases, we should hope, that the people will get some relief, if drug prices of generics are low.

Now we see how our Government executives together with medical establishments and the traders are trying to remedy our present statistical short comings to improve the physical health of our people.

Medical council of India (MCI) have given a directive to All Indian Doctors, to prescribe generic medicines only, that too it should be written in clear capital letters. This direction is not being followed by doctors. Many if not all doctors, discourage patients from using generics, saying that, they are not effective and don't work. Patients trust their doctor and never questions them, that, if they ae not effective, and don't work, then why the Government is permitting them in the market? Many private hospitals, corporate hospitals, sell these generics at MRP 100% values which is printed on the strip. For example, when the cost of generics are MRP RS. 40, they sell it at MRP Rs. 100 profiting by 70% instantaneously.

The same thing is happening at general medical shops, through out the land. The Ironic thing is that they display bords, declaring there is 10% reduction in the cost of the drugs. So they sell it at 90% MRP, profited by 60% and still boasts of doing social service.

Is it not the duty of the Governments, executive that, in view of the above facts, to see that, atleast the germic medicines at MRP 40% are in reach of the people. Government says that they are encouraging Jana Oushadhi Pharmacies and Supplying

generic medicines at Government Hospitals and other charitable institutions. These arrangements are like sand particals on a beach or drops in the ocean, which are hopelessly unreachable to the people.

Is it not like hunting with the wolves, and running with hares? In one side, Government , Politicians, Pharma Industry and traders are hunting the people for profits, while on the other side Government is cajoling people saying that they are providing some Microscopic and particles like facilities, in the Vast country, and trying to convince people that, it is for the people and strongly protecting their interests.

"Is it not simple to adhaar to the simple 2 rules of the concept of generics i.e, 1- Generic name should be displayed in chemical name, instead of branded generics, so that people will recognize generic medicines? 2- as it not simple enough if the price of the generic be printed at MRP 40% instead of MRP AT 100%, which is being printed now?

That way, we can spare the people of the confusion, and there by exploitation of the people. It also spares the Government administration and voluntary organizations, from the effort of sparing lot of inconvenience of planning, starting and maintaining jana oushadhi pharmacies. You will be hailed as the meshaiah of the people, because this simple gesture and benefits will reach every house of the nation and people will difinitly recognize it.

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