

Dynamics of Generic Medicines and the Role of Pradhan Mantri Bhartiya Janaushadhi Scheme in the Promotion of Health Care System in India

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Modern medicines are very expensive while indigenous systems of medications are comparatively cheaper. In developing countries like India, it is very difficult to get proper medications to needy ones. The advancement and development of modern medicine make these indigenous drugs more costly. Since the purchasing and importing of these drugs for the government need to bear more cost and somehow those who need it get deprived. The idea for the development of generic medicines proved to be a boon for society because most of the people who cannot afford the cost of branded medicines can buy the theme, they want to look at India's fraternity rate, approx. 70 to 80 per cent of death is due to deprivation from medicines to the needy. Through the Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) programme, the government has established several medical facilities around the nation where these pricey medications are sold at reasonable costs. These days, online pharmacies help with the delivery of generic medications.

Keywords: indigenous drug; generic medicine; e-pharmacies; phytoconstituents; Pradhan Mantri Bhartiya Janaushadhi Kendra.

1.0 Introduction

IT would be part of a major discussion about what generic medicine means. Why are we saying generic medicine or branded medicine? Why do we need this relational identity to introduce medicine as generic or branded? Although our topic is of major concern is the use of generic medicine instead of branded drugs. So, if we go by definition, it means medicine in terms of indigenous in

origin and manufactured within the country.

Before 1940 the status of the medical sector is very disturbed in India, as the colonization of east India company flourished the medical drug sector with cheaper quality drugs at cheaper rates which are unbearable for low low-classiness and it accelerate the fertility rate during the time of pandemic and epidemic like Ebola virus or very familiar coronavirus. After the enforcement of the drugs and cosmetics act of 1940 somehow the little amount of relief, we get from these malpractices. But also prescribing branded drugs by medical practitioners has not gone away. This is the mindset we need to

change among individuals and let them understand that generic medicines are as effective as branded medicines.[1]

1.1 Definitions of Generic Medicines

A non-branded medicine that, in respect of dosage, is equivalent to a branded or reference-listed drug, administration, and effectiveness is known as a generic medication.

The generic drug must, per FDA regulations, include the same active component as the brand-name medication, as well as the same dose, potency, safety, usage circumstances, and mode of administration.[1]

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