

## **Indian pharma industry should strive to make India number one in volume of production in 5 years, Dr Sivathanu Pillai**

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**Peethaambaran Kunnathoor, Chennai**

Dr A Sivathanu Pillai, chief controller, research & development, DRDO, ministry of defence, exhorted the pharma industry to prepare themselves to make India win the number one position in production, sale and export of pharmaceutical products in another five years. Dr Pillai was delivering the inaugural address as the chief guest at the IPA Convention 2010, held in Chennai on March 13 and 14.

He wanted the people of the pharma industry to utilize positively the R&D funds allotted by the Government to achieve the volume by becoming the beneficiaries of the emerging pro-market situations at the global level.

"The general concept today, based on some international market analysis, is that India is becoming the third pharma super power in the international level, with US and China occupy the first and second positions. We should change the concept in to one as 'India-US-China', because we have every chance to win the position," Dr Pillai said. According to him the pharmaceutical industry is the only one area where more fund is allocated for R&D. This year the government of India has allotted an amount equal to USD 380.

India has abundant quantity of natural resources, rich bio-diversity and potential human resources. From 1947 the process of development is going up and it has passed several stages including IT, consequently there flourished so many industries, and one of the foremost among them is pharmaceutical industry. Today 12 per cent part of the GDP is contributed by the pharma industry. By using the innovative knowledge, newer products and efficient services, India can become a pharma super power, he said.

Narrating the chronology of medical science development in India from Sushruta to the latest Nano medicine therapy, the DRDO scientist said we would be ready to witness a 'Bio-Nano Revolution' in the immediate future, which would provide knowledge powered healthcare system to the society. The current transformation in healthcare system enables tele medicine, tele education and tele support to surgery in the operation theatres.

Regarding pharma industry's growth, he said the Indian Patent Act of 1970 has helped rapid expansion of domestic market, market development and market orientation research. The R&D fund is mainly intended for innovation and research. Competitiveness, product excellence, on time availability, world class product and good leadership are there which would be made use of increasing the innovative component.

Development of Nuclear Technology and Space Technology are playing increasingly significant role in the study of drug formulation and drug delivery system. To diagnose

and treat various types of diseases, nuclear medicine tracers are administered. Space technology has its contribution in the delivery of medicine and healthcare like telemedicine practice. In rural areas, where there is no super specialty hospital, multi special facilities are provided with tele medicine facilities. This technological development has also helped in creating a synergy between academia and industry which would help the pharmaceutical industry's growth in the global level.

He said with the advance in technology, the DRDO has brought out a Swine Flu Kit which could contain the spread of virus within one hour than the one brought out by WHO, which took five hours to contain the spread of virus.

Dr Sivathanu Pillai wanted the pharma people including the students of pharmacy to think of how to improve therapeutic efficiency by taking advantage of the country's competence in biotechnology, information technology and Nano technology. He stressed the growing importance of Nano Drug Delivery by telling that Nano medicine could be placed on right place with right quantity. He further said magnetic Nano particles have found many therapeutic applications such as magnetic delivery of drugs & genes, hypothermia, treatment and surgery. The doctors and scientists have already proved that by putting Nano sensors on correct location, even a patient of Parkinson's disease can be cured.

India's pharmaceutical industry is strong due to various aspects such as the country's large skill base, vast talent pool, availability of capital and unmatched cost competitiveness. The country's population includes 540 youths below 35 years. The growing medical tourism is also helping the growth of the pharma industry. All these potentials will enable the country to materialize the pharma vision 2020 which envisages India will become the 10th largest market in 2015, he said.

IPA president, Dr B Suresh, CEO of the American Society of Health-System Pharmacists, Dr Henri Manasse, vice president of International Pharmaceutical Federation, P D Sheth, president of the Federation of Asian Pharmaceutical Association, Dr. Soo Ja Nam, pro-chancellor of Sri Ramachandra University, Chennai Dr S.P Thyagaran, Dy DCGI, VG Somani, deputy drugs controller of Tamil Nadu, MM Yousuf, secretary of IPA S D Joag, chairman of Local Organizing Committee S V Veeramani, and secretary J Jayaseelan spoke in the meeting. Tamil Nadu health department principal secretary V K Subburaju released the souvenir.