

## **Changing Landscapes with Reference to Business Development Technology and Social Innovations of Some Selected Small and Medium Scale Pharmaceutical Industries in Pune and Marathwada Region**

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### **ABSTRACT**

*The following paper is developed to the research about the changing landscape business development technology and social innovation for some Pharmaceutical SME's. The business environment is changing very rapidly. Technical advancement and innovations communication and business itself created a new landscape for the pharmaceutical SME's the Pharmaceutical SME's in Pune and Marathwada region will strengthen individual and collective economic and social achievement on regional national and global level. It is recommended that SME's can be offered to have access to low cost, capital tax freedoms and management advice and experiences which lead to economic growth on global arena small business have achieved a significant status in the economic development of the country. It is now high time, rather than adoptive development that is being carried out by some Pharmaceutical SME's And increasingly, other companies are finding themselves competing against or working with new innovations, technology based companies. This study mainly for uses on the process and outcome of Pharmaceutical SME's in post patent regime by cross casting different scenarios in relation to business development opportunities the relative attraction of an opportunity can be gauged as well as the achievability. Modifying the internal Landscape can enhance existing products. Some pharmaceutical SME's using this discriminative test, it is possible to build up landscapes of positive and negative attributes which will reveal the gaps between the current situation and desired object.*

**Keywords:** Pharmaceutical industry (SME's) changing Landscape, patent regime.

### **INTRODUCTION:**

Indian Pharmaceutical companies came into existence in 1901 when Bengal Chemical and Pharmaceutical Company started in Calcutta. Indian Pharmaceutical companies has grown to a greater extent in the last 3 decades. Science there was not patent act and Indian companies were enjoying process patent and by copying patented molecules after the implementation of product patent Act, it is becoming more difficult to small and medium scale companies to survive. The changing Landscape of Business management with reference to Pharmaceutical small and medium scale industries in Maharashtra (Pune and Marathwada) has been studied .The Indian Pharmaceutical sector is highly fragmented. The Pharmaceutical industries in India meet around 70 percent of the country's demand for the bulk drugs , tablet, capsules, orals and injectibles

A good business developer should be at the center of the business with 360<sup>0</sup> awareness of the influences and interactions that are part of company. One of the key activities of the business development role in maintaining the portfolios of products with in the companies and to plan accordingly depending on the scope of the business development role with in the company. Planning may also include the creation and maintenance of company

strategy, the common strategic planning with in a company via 5 years plan produced annually with the objective of taking larger new than just the next year in business and describe the business portfolio and therefore the strategic gaps which exist and must be addressed by business development for innovative research based companies, the sophistication of the generic drug manufacturing companies has serious consequences on revenue.

### **LITERATURE REVIEW:**

The Pharmaceutical companies has been built around the blockbuster, which supposed to bring high sales revenues. The Indian Pharmaceutical industries is about 103 years old. Allopathic medicines were induced several decades earlier mainly to provide relief to the Britishers .indigenous production started in 1901 till small and medium scale pharmaceutical industry also contributes to make labor concentrated and mostly sole proprietorship relatively better levels of country and distributes broadly the benefits of economic growth they have strong domestic relations and is mainly useful in diversification of industrial management growth of pharmaceutical SME's contribute largely on the overall health of the economy. They play important role in creating employment, supporting innovation, generating competition and creating economic wealth for the country Allan et al . pharmaceutical industries characterized by the risk and lengthy Research and development process severe competition for intellectual property, restrictive government regulations and strong purchase pressure Seget (2010) estimated the global pharmaceutical industry to grow to 1,033 billion in 2014. According to Seget (2010) the existing top 100 blockbuster drugs have already generated sales of 285 US billion dollars Gilbert et al. ( 2003) pointed out four major reasons for reduction in expected Role from the Launch of news drugs (i) Shorter exclusivity period (ii) Defining research and development productivity (iii) Rising cost of communication (iv)Increasing payor influence. The generic drugs are coming into the competition and due to the lower price, acquire bigger market, share The productivity paradox in the pharmaceutical industry is a consequence of the high costs and lengthy development time of launching new drugs to the market strengthened with growing regulatory and economic pressure lintinski,V ( 2010) According to price water house coopers report (2009) an increasing emphases on outcomes which covers the expansion of pharmaceutical companies to the health management service, leaner cost structure with diminishing margin growth. Padhan (2006) studied the Global competitiveness of Indian pharmaceutical industry trends and strategies. Shrivastava (2004) in his article on "Changing Scenario of Pharmaceutical Industry's Promotion Activities " has discussed on the ethical dimensions medical representatives approach and business in Indians foline.com, series. The aspect of marketing mix also have been highlighted pigle (2005) has discussed about the "Pharma business in Maharashtra State.

### **NEED OF THE STUDY:**

- (i) The main advantage of the present study is to focus on landscape business management technology and social innovations for pharma industries.
- (ii) To increase business volume through of pharmaceutical SME's.
- (iii) Development of brand through innovation and technology.
- (iv) To improve quality of the pharmaceutical products through new technologies;
- (v) To study the search and evaluation , negotiation and alliance management.

### **OBJECTIVES OF THE STUDY:**

- (i) The main objective of the study is to examine the changes in landscape business management technology and social innovation for some pharmaceutical SME"s
- (ii) To study the effectiveness of innovations and technologies.
- (iii) To find out the ways to succeed on the global market.
- (iv) To be useful in systematic approach this study need to be condified in a manner which helps business development.

### **METHODOLOGY:**

The list of pharmaceutical SME's obtained from the website as well as e-mail communication and few companies were selected from Pune and Marathwada region. The study based on secondary data based on landscape business development of pharmaceutical SME' through innovations and technology. The area selected for study in from Pune and Marathwada region in Maharashtra .The data were collected from various journal's and also from Govt. reports published time to time data also coming from Emeralds, Scopus and Google scolar. Some SME's selected from Pune region are (i) Green way heath care Pvt. Ltd., (ii) Growell India Pvt. Ltd.,

(iii)Urostar health care Ltd. (iv) Fabino life sciences (v) Agon Pharma Pvt. Ltd. in the Aurangabad Region. Pharmaceutical companies are (i) FDC Ltd., (ii)Mankind (Medium size company) (iii) Anglo french drugs (iv)Galpha Laboratories Pvt. Ltd. (small size) (v)Fortune Pharma Pvt Ltd. For the study purpose, pharmaceutical companies have been selected on the regional basis. five from Pune region and five from Marathwada region and random sampling is done this type of study is selected purposefully to understand the problem of landscape business management. The researcher had selected some companies from small / medium size pharma companies on the basis of their volume of business. Small size companies turnover less than Rs. 250 crores and medium sizes companies turnover Rs. 250 to 1000 crores.

## **FINDINGS AND DISCUSSION:**

### **Changing landscapes Business development of small and medium scale pharmaceutical industry :**

The life science industry in the Pune and Marathwada region includes pharmaceutical, Biotechnological and meditech industries the region selected has great potential for the development of the pharmaceutical SME's the smaller companies the main issue is to find a big pharmaceutical company as a partner to manufacture the innovative antibody drugs. The main changes in business, development in pharmaceutical SME's during the last 10 to 15 years is on risk aversion the big companies willing to produce black blusters drugs, therefore, big pharmaceutical companies invest in smaller companies making an agreement on what results should be achieved at each stage of development. The important part of the company's business model is the drug delivery technologies . Aimed at better treatments outcome and improving quality of life. It has been observed that some SME's are medium sized contact development and manufacturing companies in Pune region, some companies are selected (i) Green way heath care Pvt. Ltd., (ii) Growell India Pvt. Ltd., (iii)Urostar health care Ltd. (iv) Fabino life sciences (v) Agon Pharma Pvt. Ltd. in the Aurangabad Region. Pharmaceutical companies are (i) FDC Ltd., (ii)Mankind (Medium size company) (iii) Anglo french drugs (iv)Galpha Laboratories Pvt. Ltd. (small size) (v)Fortune Pharma Pvt Ltd. For the study purpose, pharmaceutical companies have been selected on the regional basis. Being similar in some general patterns like, participation in network, customer relations and distribution channels both type of companies small and medium scale have than distinctive feature, small scale companies does not focus on specific groups of products and does not have in house R & D Projects. The all projects are ordered by other companies. the pharmaceutical SME's large profit margin have been justified by the risk the industry undertakes. The probabilities of a noval Pharmaceutical compound succeeding are very small indeed .The complexity of human biology allied to the genetic variability of patients and the range of ages states of nutrition and status of their immune systems argue against the possibility of safe medicine a constant innovation can be maintained in the long term. The mission statement while call for " leadership" in perhaps social responsibility so the SMART objective in the cutting edge for business development, setting the objectives and helps to refine the rest of pharmaceutical SME's the results of the pharmaceutical SME's performance should improvement in marketing, turnover or project . The SME's form a business landscape populated with competitors and customers in varing states of strength and activity. Pharmaceutical SME's applying skills base for business development in different areas knowledge, analysis and communication, some companies has team of the scientists, manufacturing units, supply chain system, sales and marketing, finance, Analytical skill and communication skill.

The companies SME's were selected from Pune and Marathwada region, on the basis of their turnover through various ways. Indian Pharmaceuticals SME's continue to play a major part in the industry's, many companies have started down the long road of drug discovery, novel product development and pharmaceutical services. But despite of promise many pharmaceutical SME's felt growing pains and have not yet been able to get a major foothold in these regions . In fact SME's shows that less than 10 to 30% revenue come from these areas. Selling in the market present numerous challenges market access requirement such as supply, chain, planning, manufacturing and distribution can be complex. They also discover the regulatory environment, taxation, which can be significant barrier to growth .The growth strategies in pharmaceutical SME's are increasingly dependent on expansion into emerging market. India is now shifting its attention towards, the countries that Japan that have high number of ageing population with a rise in demand of generic drugs while given Indian pharmaceutical SME's a good opportunities for exporting generics into Japanese market. The latest Government initiatives pharma vision 2020 is a platform that will attract global companies to invest in " Make in India" are also beneficial to encouraging the pharmaceutical SME's Medical tourism is expected to grow 25% over the next five years. Pharmaceutical SME's will pay more attention on digital marketing strategies. The Pharmaceutical EMS's teaming up with health startups which signal an opportunity to reach out to bigger and competitive market. Some Pharmaceutical SME's like FDC Ltd., Mankind Anglo French drugs and Galfa

laboratories have also increased. Their R &D budget to boost their productivity and launch speciality. The Pharmaceutical SME's also focuses on working at senior and leadership roles .Therefore SME's like Urostar and Fabina Life sciences focuses on training, development, retaining mentoring existing talent for future.

### CONCLUSION:

The study presented above sheds light on the Changing landscapes business development of Pharmaceutical SME's through various ways such as technologies, innovations, Pharma SME's achieve a success in business development. Market research conducted at the time clearly showed. However the patient behavior would overcome 'natural' logic pharma SME's business development program play important role for potential future market of their products.

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