

IMPACT OF NEW GOVERNMENT POLICIES ON INDIAN PHARMA SECTOR- A CASE STUDY OF PRINCE SUPPLICCO

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ABSTRACT

The manufacturing sector is always considered as backbone of an economy. Out of this Pharma, sector is much more important as health plays a key role in a human being's life. With the policy of past government, Indian Pharma sector has grown up very fast. It generates nearly 22.4 % of Indian GDP every year. There are nearly 8,174 small scales to large scale units which are working in Indian Pharma sector. It is the only sector which works on cost efficiency, growth and increasing investments through policy support

One would surely wonder when American cancer research institute is using drugs made in India. It makes people jealous as well as wonder. Almost all the big brands of international Pharma having their manufacturing unit in India, particularly in Gujarat. Indian Pharma sector invests nearly 8.8% of its sales into R&D, so the growth is also rapid.

This paper aims to understand the impact of the new government over Indian Pharma sector. Are the claims of new India and modinomics really helping in straightening on backbone? Are the SSI's in an industrial state of Gujarat really generating profits after a new government and its newly imposed policies?

KEYWORDS: *Pharma Sector, Generating Profits After a New Government*