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I, Sunil Madan, declare that the thesis entitled "Prescription of generic drugs: impact on pharma marketing, dispensation of medicines & social good" is my own work conducted under the supervision of Dr. Som Aditya Juyal (Supervisor) at Swami Rama Himalayan University, Department - Himalayan School of Management Studies approved by D.R.C.

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PRESCRIPTION OF GENERIC DRUGS: IMPACT ON PHARMA MARKETING, DISPENSATION OF MEDICINES & SOCIAL GOOD



Thesis Submitted In Partial Fulfillment of The Award of Degree of Doctor of Philosophy In The Faculty of Marketing Management

SUBMITTED BY SUNIL MADAN

SUPERVISOR
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Submitted by

Sunil Madan

For the degree of

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is evaluated and approved by

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ABBREVIATIONS

Abbreviation	Full form
API	Active Pharmaceutical Ingredient
Bn	Billion
CAGR	Compound Annual Growth Rate
CDSCO	The Central Drugs Standard Control Organization
DTAB	Drugs Technical Advisory Board
FMCG	Fast-Moving Consumer Goods
GATT	General Agreement on Tariffs & Trade
GD	Government Doctor
GMP	Good Manufacturing Practices
GP	General Practitioner
IMA	Indian Medical Association
IMC	Indian Medical Council
IPR	Intellectual Property Rights
MCI	Medical Council of India
MR	Medical Representative
PD	Private Doctor
NPPA	National Pharmaceutical Pricing Authority
OOPE	Out-of-pocket expenditure
PMBJP	Pradhan Mantri Bhartiya Janaushadhi Pariyojana
UG	Under-Graduate
PG	Post-Graduate
USA	United States of America
USD	US Dollars
USFDA	United States of America Food & Drug Administration
WHO	World Health Organization
WTO	World Trade Organization