

**“GENERIC DRUG AWARENESS” A SURVEY BASED RESEARCH  
AMONG DIFFERENT SECTOR’S OF SOCIETY OF BHOPAL**

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Article Received on  
09 June 2017,  
Revised on 29 June 2017,  
Accepted on 19 July 2017  
DOI: 10.20959/wjpr20178-9058

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**ABSTRACT**

The growth of generic market in the US is in full swing. Realizing its importance in minimizing the healthcare cost, US government is taking initiative to promote the market, but, in India its acceptance is still questionable. To evaluate the awareness amongst different sectors of the Indian society with respect to the contemporary situation, a survey based on a set of questionnaires was designed and conducted amongst the different sections of society in Capital city of Madhya Pradesh. The study sample which included 150 volunteers, was divided into three groups viz. medical, non-medical and general public to assess their

awareness about the generic formulations. The project not only included collecting the data but it also conveyed the correct explanations among them. The data obtained was evaluated and compared between different sections of society. Thus, it was felt that there is a need to aware common society by conducting seminars, advertisements and campaigning to promote the use of generics among general population.

**KEYWORDS:** Generic, Healthcare, Market, Awareness, Questionnaires.

**INTRODUCTION**

Generic drugs are bioequivalent to the brand-name originals, containing same active substances having same quality, efficacy and safety.<sup>[1]</sup> Though they offer an affordable substitute to their branded counterpart still they are not accepted as a safe drug among general public.

## OBJECTIVE

The objective of this study was to assess the awareness of general public about the use of generic drug as a substitute of innovator drug. It was a prospective study conducted in the state capital of Madhya Pradesh.

## Experimental Method

The following set of questions were designed to specifically evaluate the awareness about generic drug in society.

1. Do Generic drugs have same quality compared to branded drugs?
2. Will you choose a generic instead of a branded one?
3. Do therapeutic effect of branded drugs is better than the generics?
4. Are the generic drugs manufactured for general people living in rural area?
5. Are generic drugs are available only in India as foreign regulations are better than DCGI?
6. If a shopkeeper is caught selling generic drugs, Should he be punished by law?
7. Companies like Ranbaxy, Cipla etc. manufacture branded drugs while small companies manufacture generic drugs. Is it true?
8. As generic drugs are cheaper, Should they be promoted in the society/market?
9. Could generic version be launched for an off-patented drug?
10. Do you like generic drugs?

Data was collected and statistically evaluated.

## RESULT

The result shown below underlines the different levels of awareness among the people belonging to medical, non-medical and general public.

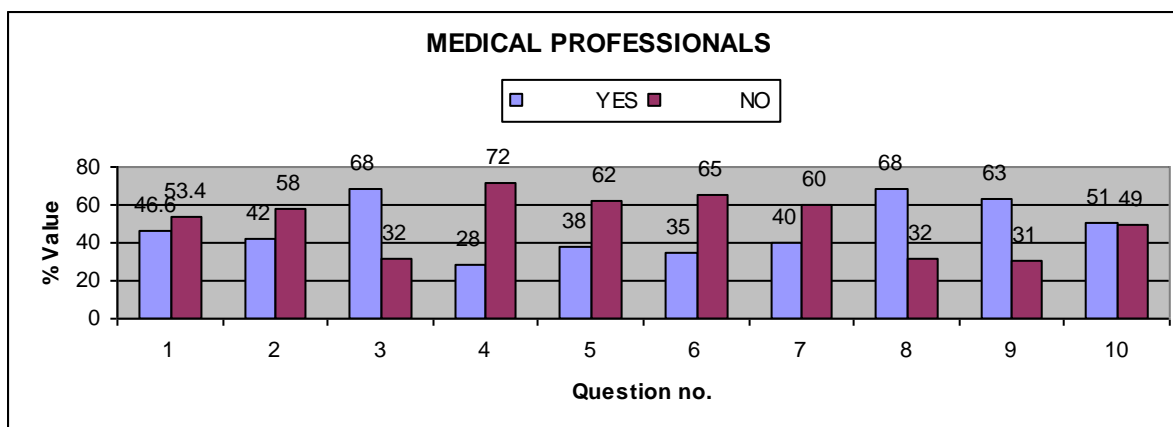
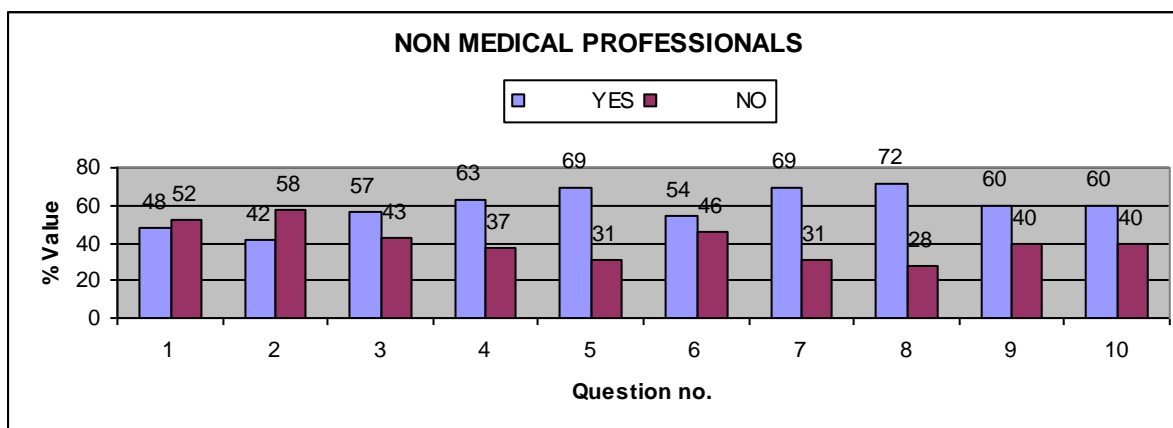
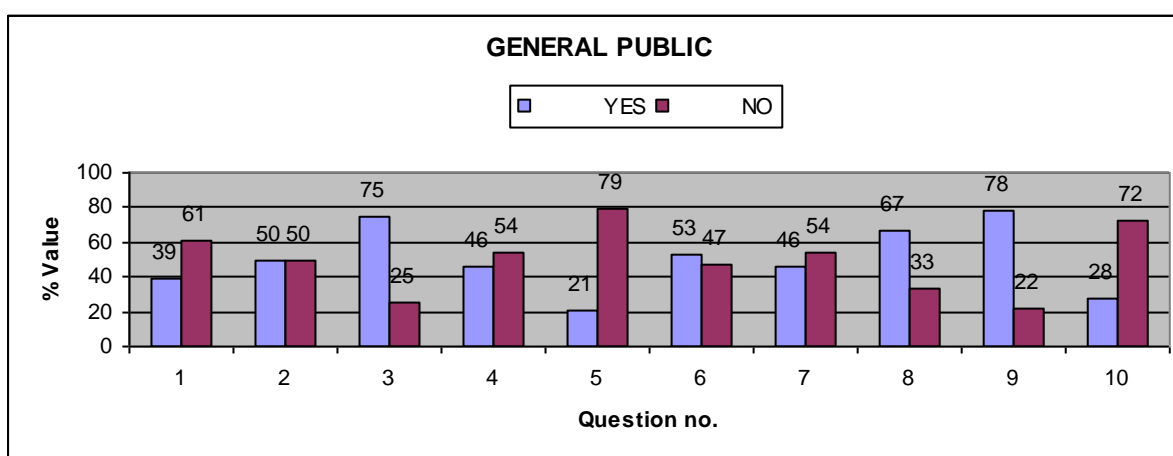


CHART 1:-For Medical Professionals

**CHART 2 :- For Non-Medical Professionals****CHART 3:- For General Public**

## DISCUSSION

It was concluded from the data and direct interactions with various sections that the general public is still cautious about the safety and efficacy of generic drugs and consider their use as unsafe.

## ACKNOWLEDGEMENT

## REFERENCES

1. file:///H:/genericdrugs/brandgenericdrugs.html
2. *Health Administrator Vol: XIX Number 1: 16-19.*