



Global Health and its Role in India's Pharmaceutical Enterprises

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DESCRIPTION

The growth of India's generic industry has sparked a lot of hope and interest among global health researchers and practitioners. The ambiguous dreams, aspirations and hopes of the executives of micro, small and medium-sized businesses involved in the production, marketing and distribution of low-cost generic medicine the analysis uses semi-structured interviews with managers to demonstrate how they contrast sharply with the Universalist, technologically intensive and imaginaries commonly associated with the global pharmaceutical industry. Small-scale entrepreneurs in India see themselves as contributing to their families' financial well-being and the economic development of their local social groups. On the other hand, they like to imagine themselves as a part of India's rise to prominence on the global stage as well as better global access to affordable medicine. Such imaginaries constitute a low-tech approach to Global Health in which generic pharmaceuticals are not viewed as transformative technologies but rather serve specific socioeconomic roles at various scales.

The rise of pharmaceuticals from the Global South has generated a lot of hope and interest among development scholars and practitioners who have re-discovered the complementarities between health and industry. The new geography of generic drug production includes countries such as Brazil, China and India, which will have a massive impact on global health. For the past two decades this field includes goals and organizing international health intervention had to renew its framework of analysis and modalities of action to include these emerging actors. Health practitioners and researchers emphasized the importance of Indian firms in improving the availability and affordability of medicine worldwide particularly in low- and middle-income countries. India's pharmaceutical industry stands out as a global model of local production with the potential to be replicated in other developing countries. Several investigations enthusiastically mentioned the emergence of pharmaceutical innovation in India, shedding light on the

possibility of a new global geography of technology and science that includes the developing world. Indian firms are frequently singled out as suppliers of substandard drugs around the world including in journalistic accounts. This role however has most likely been dramatically exaggerated as a containment strategy by established actors. The socio-cultural factors that drive the pharmaceutical activities of some of the emerging global health actors, namely India's small-scale pharmaceutical firms. Small and medium-sized businesses that manufacture, market and distribute generic drugs. The main goal was to identify the socio-spatial networks in which these entrepreneurs were embedded, as well as the types of economic resources they drew from these networks. The recurring narratives to understand how India's small-scale pharmaceutical enterprises envision their role as Global Health actors.

The concept of 'social imaginary' or simply 'imaginary' can help us think about an actor's collective norms, values, institutions, visions and aspirations as well as how it can create a singular way of living, seeing and making its own existence. The creative and symbolic dimension of the social world through which human beings create their ways of living together and representing their collective life is frequently defined in sociology fiction. For instance, how people imagine their lives and understand social relations can influence how they consume or interact with a given society. When large social groups share the same imaginaries they can actively shape the material world. People's imaginations are not fictitious. Early on, technologies played a significant role in the work of imagination and social life fabrication. Because of the deep connection between how people imagine society's use of emerging technology and how they would like society to become, the Science and Technology Studies (STS) have engaged with the concept of imaginary. The rise of India's domestic pharmaceutical industry is part of the country's economic, technological and political emergence on the global stage. Scientists, large-company executives, venture capitalists and policymakers.

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