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Indian Pharmaceutical Industry-Gearing for the next level

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Online published on 18 October, 2019.

Abstract

This article explores the evolution of Indian Pharmaceutical Industry right from its inception and how it marked its presence in the world market with new technologies, fostering innovation through new ways of product development, customer reach, interaction and partnerships globally. Cost of production of drugs in India is nearly 33 per cent lower than that of the US because cost of labour in India is 50–55 per cent cheaper in comparison to that in the western countries. It is also seen that the skilled workforce as well as managerial & technical competence in India is much higher in comparison to its peers in Asia. In addition to these cost of setting up a production plant in India is 40 per cent lower than in western countries. This makes it cost-efficient to create opportunities in emerging markets & Africa. India has the 2nd largest number of USFDA-approved manufacturing plants outside the US and has 2, 633 FDA-approved drug products. India has over 546 USFDA-approved company sites, the highest number outside the US. India's biotechnology industry which comprises of bio-pharmaceuticals, bio-industry, bio-services, bio-agriculture and bioinformatics is expected grow at an average growth rate of around 30 per cent a year and reach US$ 100 billion by 2025. However, Bio-pharma which includes vaccines, therapeutics and diagnostics, is the largest sub-sector with nearly 62 per cent of the total revenues at Rs 12, 600 crore. The Indian government with the initiative to bring down health expenses has taken many steps to reduce costs by speedy introduction of generic drugs into the market. The emphasis on rural health programmes, lifesaving drugs and preventive vaccines also acts as a catalyst for the pharmaceutical companies.

Top

Keywords

Pharmaceutical industry, licensing, chronic formulation, ailments, prescriptions, drug manufacturers, symptoms, global leader.

Top

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COMPARATIVE STUDY OF SOME MCDM TECHNIQUES FOR E-COMMERCE APPLICATIONS

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Abstract: Multi-Criteria Decision Making algorithm is an act of choosing best action among several alternatives. E-commerce application has been widely accepted for business activities because of its low cost and a wide range of coverage. AHP, TOPSIS, and PROMETHEE are some of the Multi Criteria Decision Making techniques popularly accepted to solve the decision problem and record the variations lies in ranking a level. This paper presents a comparative study of some Multi-Criteria Decision Making (MCDM) techniques for ranking, by taking into consideration an E-commerce application as a case study.

Keywords: AHP, TOPSIS, PROMETHEE, MCDM, Ranking

I. INTRODUCTION

E-commerce is a business model which enables an individual or a firm to conduct business online. E-commerce works on all four major market segments: consumer-consumer, consumer-business, business-consumer, and business-business. E-commerce enables firm or an individual to establish a market or enhance an existing market position over the internet, by providing efficient business chain and low-cost product and service.

The ranking is basically sorting of data in either ascending or descending order providing a clear understanding of the data nature or properties. Since E-commerce deals with wide range of product it is very hard for a consumer to distinguish the product in need. This can be resolve using the ranking system which enable user to easily distinguish the product efficiency and ranking. Ranking of products is done based on parameters/ criteria that product possess.

Multi criteria decision making (MCDM) is the most well-known branch of decision making which deals with decision problem under the existence of a number of decision criteria. Ranking of the product is one of the decision problems which can easily be solved using MCDM techniques. This paper provides a significant study on three MCDM techniques AHP, TOPSIS and PROMETHEE II by implementing them on E-commerce applications.

Rest of the paper is organized as follows. Section II describes the literature review of different MCDM algorithms. Section III presents the review of AHP, TOPSIS and PROMETHEE II. Section IV shows the E-commerce application case study. Finally, section V concludes the work.

II. LITERATURE SURVEY

In 1980's, T.L. Satty developed AHP (Analytical Hierarchical Process) to provide a hierarchical structure to solve the decision problem and then performs a pair wise comparison [1]. In 1981, Hwang and Yoon developed TOPSIS (Technique for Order Preference by the similarity to Ideal Solution) to enhance the efficiency of decision making methods. TOPSIS ranks the alternatives by finding which one is near to positive solution and far from a negative solution [2]. PROMETHEE was developed by Professor J. Brans in 1982. PROMETHEE is another Multi Criterion Decision Making method which finds best alternatives. It highlights the main alternative by identifying and quantifying the conflicts.

Some of the related work is identified as follows:

Vijay and Shankar (2010) [3], discussed on Facility Location Selection using PROMETHEE II. The goal was to select a location for organization or expansion of an existing facility while considering the important factor such as higher economic benefit, increased productivity and god distributed network. The results show the efficient decision ranking to the problem.

Berna (2012) [4], discussed on financial performance evaluation of technology in Stock Exchange using TOPSIS. The alternatives (firms) were examined and accessed in terms of financial ratios which are combined to obtain a financial performance score. Results show the alternatives are ranked efficiently and were more accurate.

Hanbin, Keith, and Marc (2014) [5], evaluated a source water protection strategies using Grey System Theory and PROMETHEE II. The method uses grey sets to represent uncertain information while considering quantitative and qualitative factors for decision making. Results show that the method is very much reliable for maintaining source water quantity and quality.

Rajat, Gautam and Amit (2015) [6], proposed an algorithm for ranking consumer review on E-commerce website. The algorithm ranks user reviews using content analysis and credibility of the content author. Algorithm also uses a feedback mechanism to improve itself dynamically. Results shows efficiency and enhanced user experience.

Sharmistha et al. (2016) [7], evaluated quality assurance of academic websites using AHP. Paper addresses issues by considering AHP based usability evaluation technique to measure usability score of academic website. Use of AHP results in fulfilling the ranking based on user satisfaction.

Doan and Smet (2016) [8], discussed a preliminary study on the use of reference profiling to compute alternative using PROMETHEE II. Paper proposes a new way to compute an

Role Of Social Networking In Promotional Activities For Tourism & Hospitality Sector

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Abstract- *The social networking site provides a platform for people to connect with each other based on their own interest & preference . The leveraging of social networking to the tourism & hospitality sector has proved to be a good strategy in improving not only the quality of the business but also for the revenues generation . Content on social networking sites could affect the marketing in both positive and negative ways. Social networking applications served as an avenue to disseminate the information faster especially for the tourism establishments with lesser cost. The main problem encountered in using social networking is that, customers' opinions, thoughts and expressions are not well presented that leads to bad impressions and unfair criticism.*

Keywords- Social Networking sites, Hospitality & Tourism sector , MobileTechnology.

I. INTRODUCTION

Social networking are changing the way people communicate each other. Mobile technology have made social networking sites more accessible, allowing to become a part of people's daily lives. Social networking started to gather information and achieve great success in communicating with the consumer. Several factors facilitated that the social networking applications became enormously popular among many consumers, such as the evolution of the Internet that became a very important source for information search and an essential tool to keep contact with others, through e-mails or using messengers .Social networking sites carry consumer generated content that is relevant to their past experiences or any source or online information issues. Individuals and groups create and exchange content and engage in person-to-person conversations. They appear in many forms including blogs and micro blogs, forums and message boards, social networks, wikis, virtual worlds, social bookmarking, tagging and news, writing communities, digital storytelling and scrapbooking, and data, content, image and video sharing, podcast portals, and collective intelligence. There are lots of well-known sites such as Facebook, LinkedIn, MySpace, Twitter, YouTube, Flickr, Instagram and many others. The tourism and hospitality sector is not an exception and hence a growing number of hotel professionals and researchers have acknowledged the importance for the sector and potential benefits that it provides.

II. RELATIONSHIP OF TOURISM & HOSPITALITY SECTOR WITH SOCIAL NETWORKING SITES

Concept of social networking has been defined in various ways. Social networking is a wide term defining writings on blogs and forums, photographs, audio records, videos, links, profile pages on social networking sites and all different content forming many other social networks (Eley & Tilley, 2009). Another definition describes social networking as collaborator, user created online content (Roberts & Kraynak, 2008). Social networking has been defined as the group of applications based on internet, allowing the creation and change of the content developed by the user and based on the technological and ideological foundations of internet (Kaplan & Haenlein, 2010). National and international tourism sector should be able to apply the developments in the field of media to its own marketing activities in order to sustain the benefit, success and profitability. At this point it is important to ensure the efficient use of internet for tourism activities. Tourism & Hospitality sector, which requires large fixed investments, can only realize the return of these large investments with steady sales in the desired amount for the tourists in the targeted socio-economic level. Consumer domination and fierce competition in the virtual environment makes it compulsory to take more strategic decisions on product presentation, pricing policies, publicity decisions and place elements Virtual marketing has different characteristics than traditional marketing processes in . Tourism & Hospitality sector . Main grounds for that are the rapid changes due to the fact that the external conditions considered in the formation of marketing activities are more dynamic in virtual marketing and that activities are conducted in electronic environment. Internet makes it possible for the establishment to have a briefer and direct communication with target groups through web site, e-mail short message, forum etc. without calculating the money to be spent on the advertisement. Therefore, opportunities provided by the internet help executing the efforts on marketing

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Pattern Recognition of Jharkhand Tribal Language

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ABSTRACT

Image processing has wide area for processing various functionality of image. Image with any pattern comes under the categories of pattern recognition where recognizing of the pattern can be any character, symbol, numeral or it can be any image also. Character Recognition (CR) has broad area of research in Devnagri script. Devnagri script has complicated structure. so, this script has not progressed well. Devanagari character recognition provides less correctness and efficiency. To recognize Devanagari script, various development done which is discuss in detail. Developers used to recognize the pattern with their structure, template, and graph. Some developers use classifiers to segmenting the characters.

Keywords: *Devanagari Script, Offline Character recognition, Feature Extraction, Segmentation, Neural Network*

INTRODUCTION

"Aendra manja, aekase lagei?" In Kurukh, the language spoken widely among the Oraons, it means "what's happened? how's your health?"
"*Raure man kaisen hi ?"* in Nagpuri(sadari) , the language spoken widely among local people,it means "How are you?"
The Chotanagpur region of Jharkhand has many tribal groups living close to each other. A unique phenomenon of this region is the emergence of a hybrid language called "Nagpuri" or "Sadri", which is used as lingua franca. It is a mix of many tribal languages and Hindi. It's a bit like the Creole used among migrants in some areas of the world. In Santal Parganas (Dumka) region, there are two main tribal groups – the Santal and the Paharia. The Santals see themselves as dominant and do not intermarry with Paharias, though they do intermarry with Oraon and Munda groups (which are the most advanced among Chotanagpur tribes). There are other small groups also in Chotanagpur like the Birhor of Netarhat and the Chik Baraik. The Birhor and Paharia communities are among the "Particularly Vulnerable Tribal Groups" (PVTGs) identified by the government. Handwriting Recognition (HWR) is one of the most engrossing and challenging research areas in the field of image processing and pattern recognition. Handwriting recognition System is a system by which a computer system can recognize the characters and the symbols written by hand in natural language like English, Devanagari, and Gurumukhi etc. The HWR system is basically of two types: Online HWR System and Offline HWR System. In Online HWR system, the text to be recognized is given as input to the system using a stylus or digitizer. Then the data signals undergo some filtration process, the data signal is then normalized to normal size and the slant and slope is corrected. After normalization, the text is divided into segments, and each segment is classified and labelled. Then using a search algorithm the most appropriate path is sent back to the user as output. In Offline HWR system, the text to be recognized is given as input in the form of scanned text, camera pictures etc. The Optical Character Recognition (OCR) is a type of Offline HWR system. In OCR, the input data is segmented into pieces using different algorithms. After the data is segmented into pieces, the text is further segmented into words or characters and sent to the recognition system. In the engine, the skeletonization and preprocessing is applied on the segmented text. Then different classifiers are applied

Complementing Teacher Evaluation by Self and Peer Assessment to Promote Reflective Teaching-Learning in Undergraduate Physics Laboratory Courses at IGNOU

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Keywords: Teacher evaluation, Self and peer evaluation, Reflective teaching-learning

Abstract

Self-assessment, as a significant aspect of self regulatory learning, provides ample opportunities to the learners to take up responsibility of their learning independently. Peer assessment, as a collaborative learning technique, gives scope for developing critical thinking in the learners as they utilise their judgement skills to assess the work and progress of fellow learners based on established set of criteria. Self and Peer assessment can contribute to the comprehensive evaluation to a large extent. Moreover learners' participation in evaluation could be used to enrich their learning experiences through the Open and Distance Learning system. However, so far there has not been any extensive research reported in this area, particularly in the Indian context. This research was undertaken to study how self and peer assessment compliments teacher evaluation and promotes reflective teachinglearning. The evaluation methodology of the B.Sc. programme of Indira Gandhi National Open University (IGNOU) stipulates that for every learner, laboratory work and viva voce should be graded by Academic Counsellors (ACs) on a day-to-day basis as part of the continuous evaluation. The formative evaluation by ACs and the feedback of ACs is expected to provide opportunities to learners to assess their performance and improve

Governance of Open Universities — A Few Observations on Trends in Asia

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Abstract: Like all organisations, good governance is a fundamental requirement for the responsible and accountable management of universities in general and open universities in particular. This is to ensure that these (open) universities remain relevant to their mission of facilitating unfettered access to higher education for citizens and at the same time continue being reliable contributors to personal and institutional developments, the vital ingredients to maintaining sustained national development. While several studies have, in the past, been conducted on governance of universities, almost all of them have centred around conventional, face-to-face institutions. Not much published literature is in evidence on the governance of Open Universities. This paper, drawing from a study on the governance of a few open universities in Asia, tries to discuss the nature of their challenges, and the lessons that can be drawn from their practices and experience. The study focused on aspects relating to institutional autonomies such as curriculum, budgeting and financial management, admission standards, conferment of qualifications, academic staff appointments, development and promotions and research policies. Our findings indicate that, similar to conventional systems, the state plays a crucial role in many aspects of governance both in publicly funded and privately supported institutions. Recent attempts at governance transformation towards greater institutional autonomies is beginning to show limited changes in some but not all jurisdictions studied.

Keywords: Open universities; Governance; Asia

Introduction

Among the drivers of sustainable development, many would consider the role of higher education as critical to success. Recognising this, and as a judicious response, investments in higher education in Asia have witnessed a dramatic growth resulting in increased participation of the appropriate age cohort over the last thirty years (Table 1). The last thirty years has also witnessed improvement in the socio-economic conditions and well-being of Asians, especially in heavily populated countries like China and India, supporting the findings of international institutions such as the World Bank and the Asian Development Bank that “no nation that has not expanded reasonably well its higher education system could achieve [a] high level of economic development” (Tilak, 2003).

Many governments see universities, besides being centres of scholarship, research and innovation, also as production centres of much needed human talent to populate the nation’s governmental, industrial, business and academic institutions, leading to yielding positive economic returns. This is especially so with expanding graduate education, which is seen as a means of increasing the economic competitiveness of the country and a sustainable supportive tool for national development. Growth, however, has not been uniform across the continent. Gross enrolment ratios in higher education varies from under 10% of the relevant segment (Cambodia, Nepal, Sri Lanka) to over 50% (South Korea). To a large extent the financing of higher education, besides the paucity of academic talent, has been among the major deterrents preventing uniform

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Empowerment of Women Entrepreneurs with ICT

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ABSTRACT

By using ICT (information and communication Technology) technical capabilities of women develop their entrepreneurial capabilities & enhance social, economic empowerment. Entrepreneurship has emerged as an invaluable tool for economic empowerment of women. Information and Communication Technology (ICT) is always an essential element in business world. The survival of business organizations are largely depending on the efficient use of ICTs in enhancing their survival. ICTs are providing women entrepreneurs many opportunities to empower themselves in multifarious ways. Vital issues demanding further attention is improving the ability of women to utilize ICT effectively and in particular for knowledge attainment and creation, in personal and community development as well as socialization channel.

Keywords: *Women Empowerment, Entrepreneurship, ICT for development*

INTRODUCTION

Information and Communication Technology plays enabling roles in socio-economic development. In this age of information society, access to advanced technologies in the field of information and communication has provided numerous opportunities to make lives better. The disparity or the so called 'digital divide' between developed and developing countries in terms of reaping the fruits of ICTs has been one of the much discussed issue in the global arena, besides the concern for 'digital exclusion' of marginalized groups such as women, low income people living in rural areas with in developing countries are critically raised both in academic and policy making levels. When it comes to utilizing benefits of ICTs, consideration of women is always crucial for both as women are less likely to get the benefits from ICTs whereas ICTs have largest potentials to benefit women. ICTs are being leveraged and/or could be leveraged to entrepreneurship among women as well as to help women entrepreneurs to improve their socio-economic condition. Based on the discussion and analysis, before conclusion the final section would then present how ICTs can be used more effectively to facilitate empowerment of women entrepreneurs overcoming existing bottlenecks and building on the on-going institutional and government initiatives and lastly resorting to some recommendations. Information and Communication Technology (ICT) has become a potent force in transforming social, economic, and political life globally. Without its incorporation into the information age, there is little chance for countries or regions to develop. Most women within developing countries are in the deepest part of the divide further removed from the information age than the men whose poverty they share. However, it is not a choice between one and the other. ICT can be an important tool in meeting women's basic needs and can provide the access to resources to lead women out of poverty. Women work two thirds of the world's total working hours spending mainly on growing food, cooking, raising children, caring for the elderly, maintaining a house, hauling water, etc., which is universally accorded low status and without pay.