

## Preface

The idea for this book arose from a deep concern: how could a country that supplies one-fifth of the world's generic medicines continue to struggle with access, affordability, and accountability within its own borders? As a doctor and a student of health administration, I have seen both sides of this paradox – patients denied essential drugs due to cost, hospitals influenced by pharmaceutical marketing, and regulators stretched far beyond their capacity.

This book is an attempt to unravel the complex web of India's pharmaceutical sector by examining it through the lens of its key stakeholders: manufacturers, doctors, patients, and chemists. Each chapter highlights not only the problems but also the forces – economic, political, and cultural – that sustain them.

My intent is not to vilify any one group, but rather to illuminate how systemic weaknesses and competing incentives create an environment where profit can too easily outweigh public health. At the same time, this book offers pathways for reform – grounded in evidence, case studies, and global best practices – that could help India bridge the gap between being the “pharmacy of the world” and ensuring quality healthcare for all its citizens.

I hope this work serves as both a mirror and a map: a mirror to reflect our current realities, and a map to guide us toward a more ethical, equitable, and effective pharmaceutical ecosystem.

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