

## A review on electronic artwork management in pharmaceuticals

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The packaging material design is an important milestone in Pharmaceutical companies. The pharmaceutical industry invests heavily on packaging every year. Artwork Management plays a critical role in the packaging process. The process involves designing layouts, form fillings, approvals etc. Currently, all these tasks run through a manual process which leads to defects and delays. This results in huge monetary losses. Product recall is one such major outcome of errors in printed packaging. The cost of replacing the affected products and handling the associated litigation runs in millions. A lot of Pharmaceutical products manufactured in India are exported to different countries. All these countries have their own packaging specifications and requirements. The manual process cannot keep up with such variations. Irregularities in the package workflow cause hindrance in the validation process. These validations are based on compliance standards set by government. Human errors and insufficient product data also impacts negatively in the packaging process. The above stated issues can cause serious hindrances for the growth of Pharmaceutical Companies. To manage these challenges, an automated artwork process must be incorporated by them. The automated artwork process proves to be efficient and beneficial to the industry in many ways. The application aims at automating the entire process of packaging from design to print. It shrinks the tedious and lengthy artwork procedure and provides accurate data by eliminating defects. It reduces the time-gap in artwork generation. With electronic form fillings, global online approvals and version controls, the application makes the process faster and better.

### Biography

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## Major problems associated with the growth of pharmaceutical industry in global market

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The position of the pharmaceutical industry in the global market is not parallel as compared to other information and technology based industries. Among the Leading industries, the pharmaceutical industry far behind in the growth rate, innovative research, capital investment and government regulations are concern. Most of the countries are not focused on core research, they just depend on bulk production of the generic drugs. The pharmaceutical industries come at the 9th position while electronic & IT industry stands first in respect of growth rate. The new rule regarding the product patent had made a huge impact on growth of the pharmaceutical sector in developing country. Many of the small-scale pharmaceutical company in developing countries are either closed down or stopped their business activities in the last few years. It is due to un-favorable government policies, their inability to invest capital in research of new drugs which is essential to compete with large companies in the changing business environment. The world pharmaceuticals market is forecast to grow with 11% percent or more from until 2020 which can be increased if companies invest more in drug research sector as well promotion, shortens the period of clinical trials and specially the government has to focus more on growth of small scale sector in developing countries by liberalization of regulations and policies like exemptions in taxes and more research oriented funding to improve the future of the pharmaceutical sector globally.

### Biography

Kapil Soni has completed his B.Pharm. from Rajasthan University of Health Sciences, Jaipur and pursuing his M.Pharm. from the same university. He has been participated in Student Exchange Programme and completed his research practice from University of Novi Sad, Serbia (Europe).

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