

A Study of Impact of ICT in the 21st Century and Growth in Pharmaceutical Industry

Dr. Megha Juvekar

Assistant Professor, Department of Commerce
Nirmala Memorial Foundation College of Commerce and Science

Abstract: *Advanced media has been spread in practically every one of the circles of business and ventures. Perceiving the advantages, the use of digitalisation has been supported plentifully by the business people in their endeavors and strategic policies. Knowing the promising eventual fate of digitalisation, Legislature of India has additionally started 'Computerized India' battling. In such situation, no industry has left immaculate structure digitalization.*

Drug organizations which work in a very managed climate with various special and promoting requirements; additionally plunged into web selling. Be that as it may, Pharma organizations not at all like of others manage the items related with individuals' wellbeing, infirmity and all in all their endurance. Selling drug items fall under the sharp cautiousness of authoritative body. This is the motivation behind why drug business isn't widely advanced through internet based channels; as individuals are as yet helpless towards the genuineness of medical services items bought on the web. Nonetheless, the idea of e-drug store accompanies a few benefits like the comfort of conveyance, online record of e-remedy, merchandise exchange and input instrument and so on. This paper targets examining sees and counter perspectives on the act of digitalisation in medical care business in order to decide how digitalisation is effective for drug industry.

Keywords: Digital media, Pharmaceutical industry, e-pharmacy, Digital India, success

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