

Academia Industry Interaction

Need for Pharmaceutical Research

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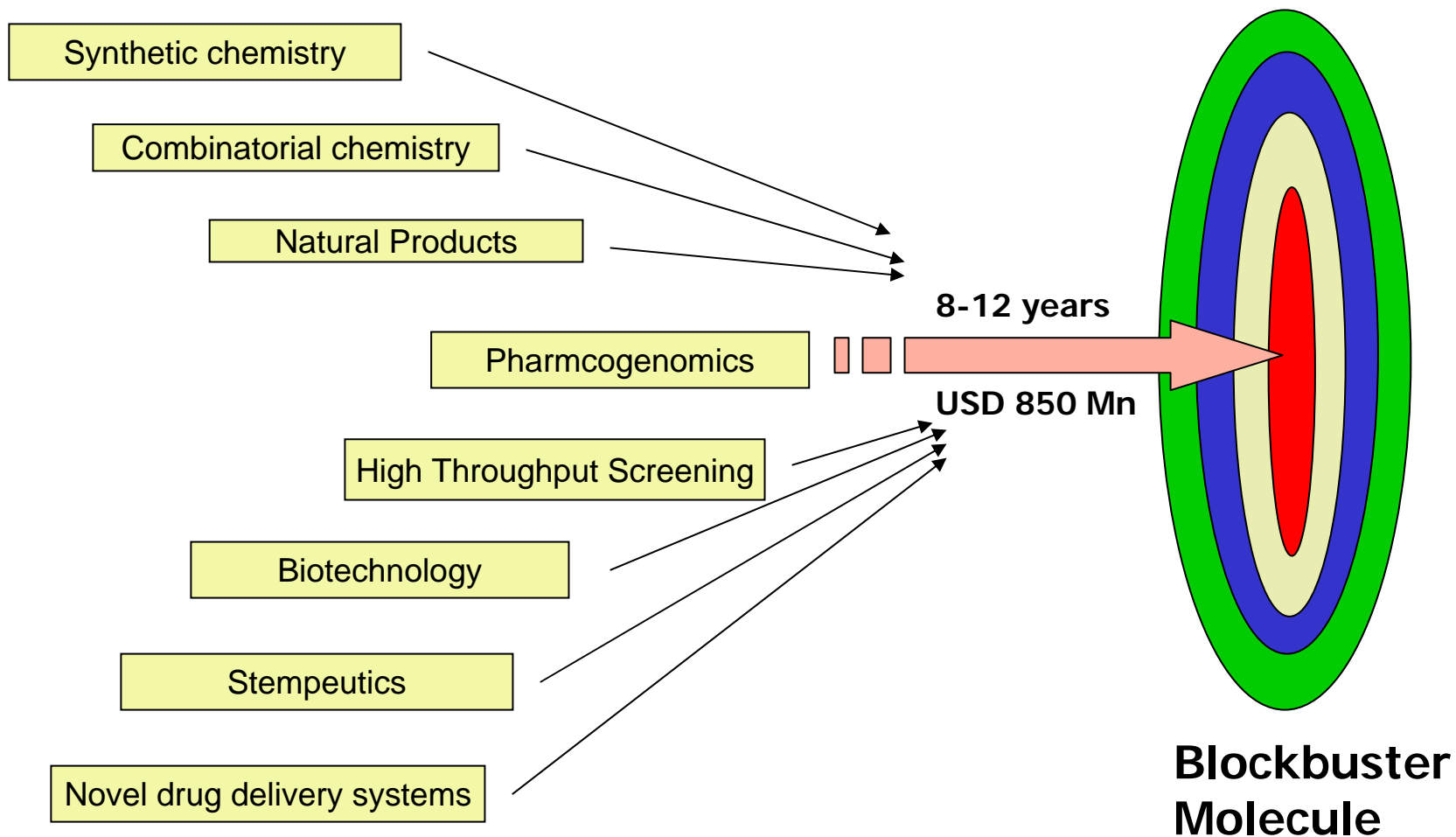
INDIA

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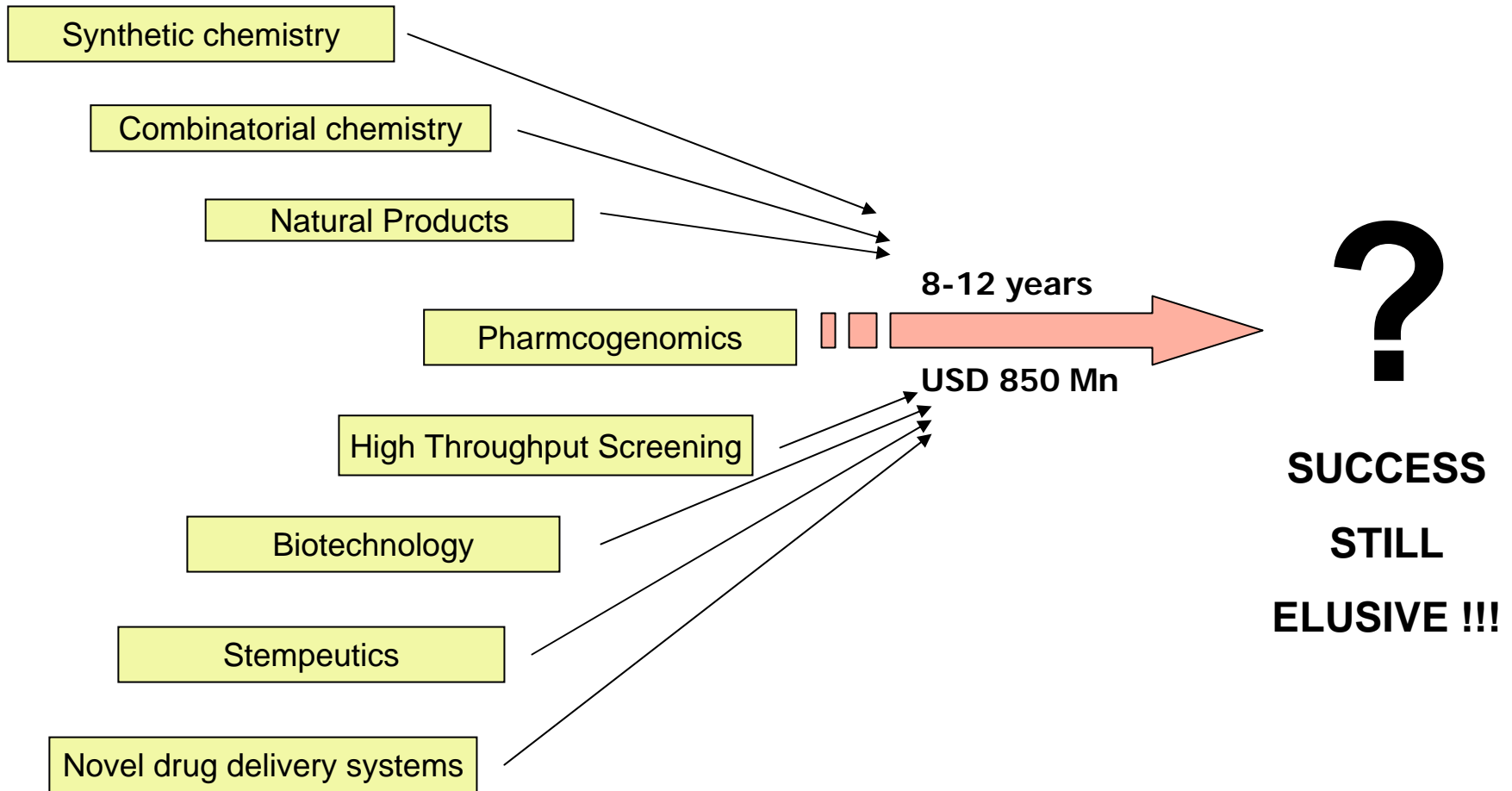
Website: www.rubicon.co.in

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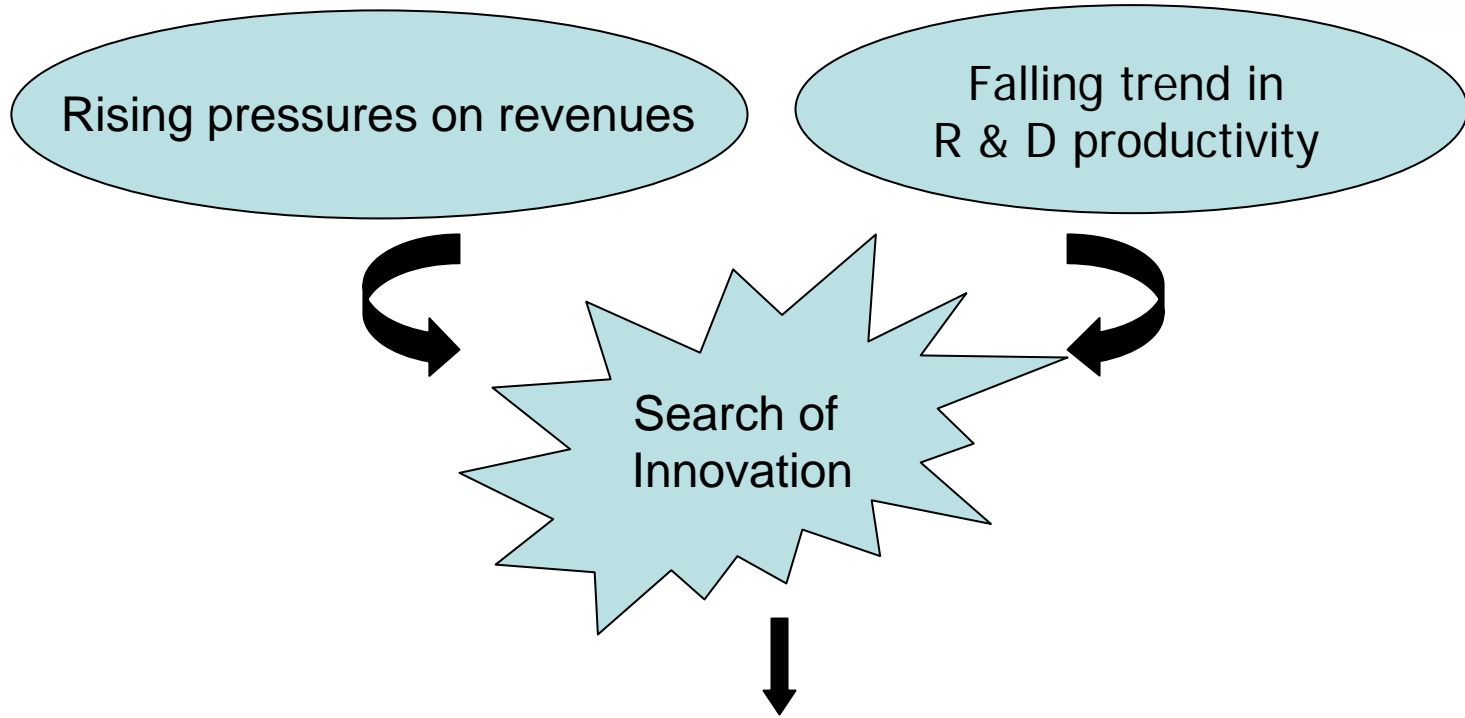
Research Initiatives in Pharmaceutical Industry



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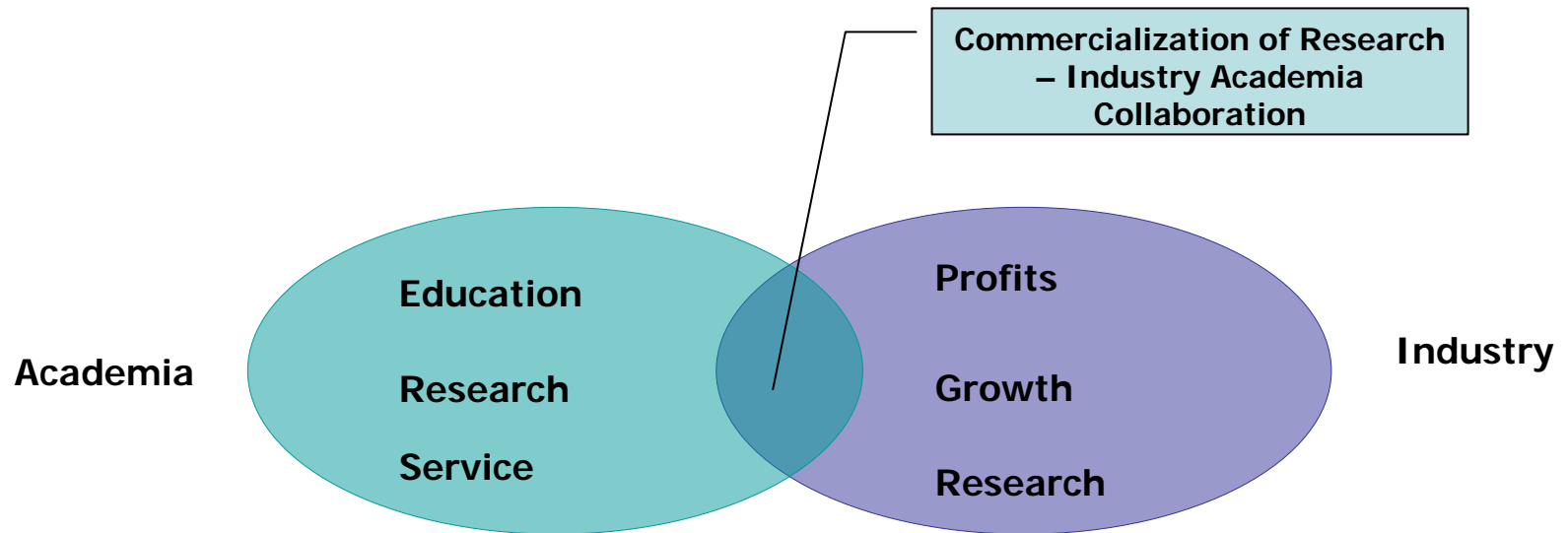


R & D in Pharma Industry



Creativity from young minds

Conflicting Values turned into Common Interests



- Some conflicts of interest such as knowledge for profit vs societal good, freedom and openness of disclosure – minimized
- Industry develops faith in Universities and utilize the expertise available
- Academia ensures the confidentiality of work and develops patent culture

Academic-Industry interactions



Various types of models used in the western and also eastern world for industry – Academia Interactions

Eg. United States, European, Singapore universities

Examples of Academic-Industry interactions- BIOPOLIS



- Biopolis is a purpose-built biomedical research hub where researchers from the public and private sectors are co-located.
- It represents a vision to establish the entire value chain of Biomedical Sciences activities in Singapore - from research and development to manufacturing and healthcare delivery.

Examples of Academic-Industry interactions

Boston's eight research universities



Harvard University Boston

- Attracts talent and billions of dollars in investment and plays a key role in the region's economic growth by continuing to expand knowledge and technology that creates new industries and jobs
- Novartis after moving its research arm to Cambridge has collaborated with Harvard University, the Massachusetts Institute of Technology, and the Broad Institute to fund scientists performing diabetes research (project worth \$4 million)

India – Current Environment

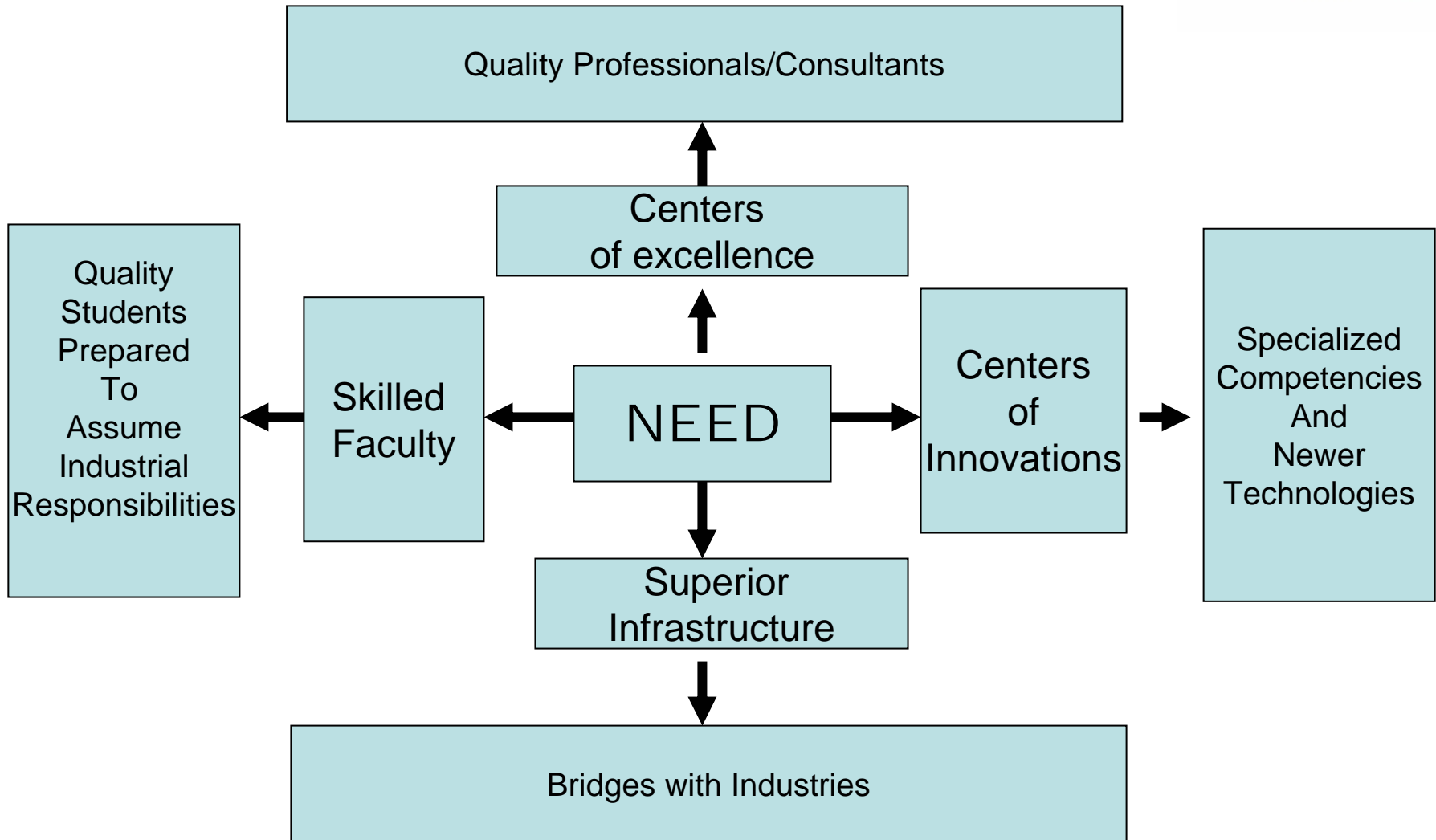
- Indian Pharma market is likely to triple by 2015
- India projected to be 10th largest market by 2015
- India will be third largest growth opportunity globally.
- 10% of Indian market likely to be patent protected by 2015



Do we have preparedness from Academic field to face this market challenge?

The Need of the Hour

LEADERSHIP





**THANK YOU & ALL THE
BEST**