

# PHARMA REVIVE

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# CLEAR PROBLEM STATEMENT:

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- The pharmaceutical industry faces a significant challenge with drug wastage due to unconsumed medicine, leading to environmental concerns and financial losses for both consumers and manufacturers.



# BACKGROUND (Context and Relevance)

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- India, being a populous country, generates substantial medical waste, with estimates indicating up to 775.5 tonnes daily by 2020. This waste includes unused medicines, contributing to environmental pollution and health hazards.



# SOLUTION OVERVIEW (Innovative Solution Description)

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- Introduce the "**MediReuse**" initiative, aimed at reducing drug wastage by facilitating the reuse of unconsumed medicines. Under this initiative, retail pharmacies collect leftover medications from consumers and offer them a redemption value, typically 40-50% of the original cost. The collected medicines are then sent to manufacturers for rigorous lab testing to ensure safety and efficacy. Once approved, the medicines are repackaged and resold in the market, thereby minimizing waste and offering affordable healthcare options.



# MARKET POTENTIAL (Target Audience)

- The initiative targets both consumers seeking affordable medications and manufacturers looking to minimize production costs and demonstrate corporate social responsibility.



# BENEFITS & IMPACT (Positive Outcomes)

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- Reduction in drug wastage, leading to a cleaner environment and decreased health risks associated with improper disposal.
- Affordable access to medicines for economically disadvantaged individuals.
- Financial savings for both consumers and pharmaceutical companies.
- Positive brand image for manufacturers engaging in sustainable practices.

- **Technical Details:**

The initiative involves establishing efficient logistics networks for collecting, testing, and repackaging medicines. Additionally, implementing robust quality control measures and regulatory compliance procedures is essential to ensure the safety and efficacy of reused medications.

# COMPETITIVE ANALYSIS (Comparison with alternatives)

- Unlike traditional disposal methods, such as incineration or landfilling, MediReuse offers a sustainable solution that promotes circular economy principles. Additionally, it addresses affordability issues faced by consumers, setting it apart from other waste management strategies.

WASTE AND WASTE MANAGEMENT



Nanda Gopal Sahoo, PhD  
Editor

NOVA

# PROTOTYPING (OR) DEMONSTRATION:

- Utilize mockups or flowcharts to illustrate the process of collecting, testing, and repackaging unused medicines. Additionally, showcase before-and-after scenarios to highlight the environmental impact of the initiative.



# Scalability & Development:

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- The initiative can be scaled nationally by collaborating with retail pharmacy chains, healthcare organizations, and regulatory authorities. Future developments may include leveraging technology, such as block chain, for transparent tracking of reused medicines and expanding the initiative to include other healthcare products.



# CHALLENGES & MITIGATION:

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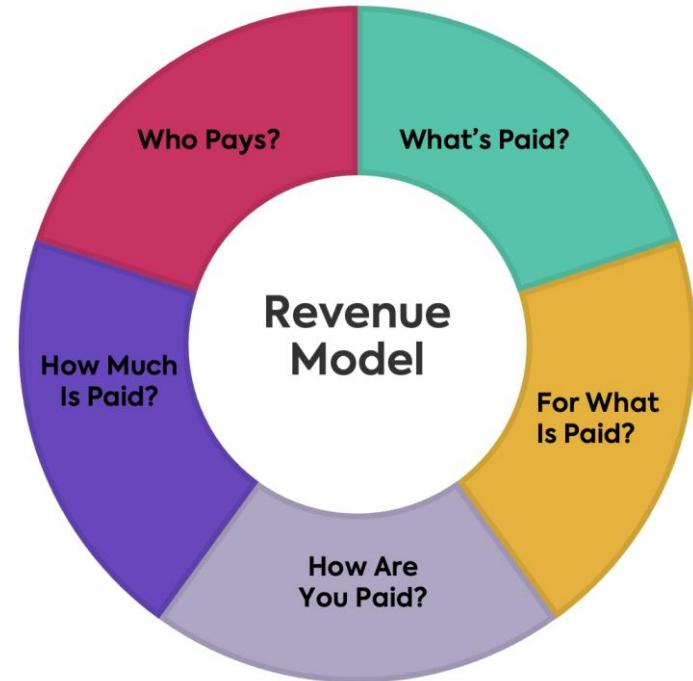
- Challenges may include logistical complexities, regulatory hurdles, and public perception regarding reused medications. Mitigations involve implementing efficient collection systems, ensuring compliance with regulatory standards, and conducting public awareness campaigns to promote acceptance.



# BUSINESS MODEL (*Revenue Model*)

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- Revenue streams may include redemption fees charged to consumers, reimbursement from manufacturers for reused medicines, and potential government subsidies or grants for promoting sustainable healthcare practices.



# CONCLUSION (Call to action)

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- Encourage stakeholders to support the MediReuse initiative by advocating for policy reforms, fostering industry partnerships, and adopting sustainable practices in their respective roles within the healthcare ecosystem. Together, we can make a meaningful difference in reducing drug wastage and promoting access to affordable healthcare for all.



Thank You