



## PHARMACOVIGILANCE: AN IGNORED DOMAIN

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### ABSTRACT

With the advent of numerous morbidities in the modern world, the branch of pharmacovigilance is strongly welcome to improve the safety and effective use of medicines. Pharmacovigilance deals with the collection, identification, observation and prevention of adverse effect of drugs. The lack of resources and knowledge is the majority of population possesses a major harbinger for the global development of pharmacovigilance. The unwillingness of healthcare professionals and lack of education was a major reason for the failure of goal attainment of pharmacovigilance program. Pharmacovigilance should be considered as an indispensable domain of pharmaceutical industry. The notification of adverse events/side effects of any medicament brings for most responsibility on the shoulder of pharmaceutical resources including drug policy making regulations. Pharmacovigilance also act as an important platform to create the health awareness of national and international forum. The advent of any event creates and alarming situations among the pharmaceutical sector and further prevents the huge destruction in the community. Thus in a nut shell the intricate role of pharmacovigilance in pharmaceutical industry cannot be ignored rather it should groom up sufficiently for the benefit of healthcare sector.

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