

Blue Cross News



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World Class Quality Medicines at Affordable Prices

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Huge Response to TUSQ & KOLQ Special Social Support (3S) Programme

In line with Blue Cross Laboratories' Corporate Philosophy, the Company has generated a donation of Rs. 46.00 lakhs in the period February – September 2015, for the TUSQ & KOLQ Special Social Support (3S) Programme. This was made possible through the sales of TUSQ-Dx Liq., TUSQ-X+ Exp., KOLQ Syr. and KOLQ Plus Susp. There was enthusiastic participation from the field force in this 3S programme, as well as a mega response from Doctors all over India by way of their prescriptions for TUSQ and KOLQ.

The funds generated have been donated to major NGOs that operate all over India in the areas of Healthcare, Education, Social Welfare & Skill Development – for all age groups. These NGOs include:

- **HelpAge India**, which works towards the welfare of needy senior citizens, All India.
- **SOS Children's Villages India**, which works towards the welfare of underprivileged children, All India.
- **Sankara Nethralaya**, which works towards eye care for poor patients, All India.
- **Concern India Foundation**, which works towards the welfare of needy women and children, All India.

Mr. N. H. Israni, Chairman, personally handed over the donation cheque to Sankara Nethralaya, while Mr. Manoj Israni, Managing Director, personally presented the cheques to HelpAge India, SOS Children's Villages India and the Concern India Foundation.

At Blue Cross Laboratories the 3S Programme for TUSQ & KOLQ continues... and now having seen the enthusiastic action from our field force and the mega support from Doctors all over India for this noble cause, the Blue Cross team is determined to double its contribution during the coming months!

Donation cheques are presented to (from top): HelpAge India, SOS Children's Villages India, Sankara Netralaya and the Concern India Foundation.

Chairman Visits Goa Plant

Mr. N.H. Israni, Chairman, Blue Cross Laboratories, recently visited the Goa Plant. He addressed the Goa team and interacted with them. They were delighted to meet him and presented him with a bouquet.



Food For Thought see page 8

Blue Star Scholarship Presented



Mr. J.C. Koshti, Director - R&D, Blue Cross Labs, inaugurates the new computerized laboratory at the College of Pharmacy, Nasik.

Dr. D.V. Derle, Principal, College of Pharmacy, Nasik, invited Mr. J.C. Koshti, Director - R&D, Blue Cross Labs, to preside as the Chief Guest at the inauguration of the new computerized laboratory at the college, on October 21, 2015. This laboratory has been sponsored by the Savitribai Phule Pune University.

At the Personality Development programme held on the occasion, Mr. Koshti made a brief presentation to B. Pharm and M. Pharm students on personality development requirements.

During this program scholarships were distributed to students, including a scholarship sponsored by Blue Cross Laboratories. Details and photographs of this event were later published in the 'Divya Marathi' newspaper.

B.G. Barve Speaks at GST Seminar



At the conclusion of the seminar on the Implications of GST (Goods & Service Tax), which was held on August 28, 2015, Mr. B.G. Barve, Joint Managing Director, Blue Cross Laboratories and Chairman, IDMA Excise and Taxation Subcommittee, delivered the Vote of Thanks. He thanked the speakers for their excellent presentations and said that they had simplified the real implications of GST in such an extensive and interesting way that, "We now happily look forward to GST as the single biggest shot in the arm of the Pharmaceutical sector."

Mr. Barve also thanked Mr. Devendra Kumar for his participation and the IDMA Secretariat, especially Mr. Daara Patel, Mr. T.R. Gopalakrishnan and Mr. Melvin Rodrigues, for their support and cooperation.

A Warm farewell to Blue Cross stalwarts

A warm farewell was bid to Mr. Makarand Gokhale, Director International Business and Mr. Rajendra Trivedi, Assistant Manager – Accounts, at a retirement function in Mumbai, on October 31, 2015.

A surprise during this function was the screening of Mr. Gokhale's family video, which showed his wife, his son and his daughter speaking a few words about his retirement.



A warm farewell to Mr. Makarand Gokhale.



Blue Cross says adieu to Mr. Rajendra Trivedi.

The Country Manager from Myanmar, as well as managers from the Goa Plant, the Nasik Plant and the C&F Depot also shared some words about Mr. Gokhale. All of this made him very emotional.

Another surprise on the occasion was the screening of a video recording from Mr. Trivedi's daughter from Switzerland with some affectionate words for her father on his retirement, as well as a song that she had sung for him.

Celebrating World Elderly Day



Mr. Subba Rao, RM, joined in celebrating World Elderly Day with morning walkers in Vijayawada, on October 02, 2015. On the occasion Dr. Rasool and Dr. Sridhar Rao were felicitated.

*Wear your years with pride, like a badge of honour
For you have conquered, you have thrived and you have survived.*

MS Excel Training

An advanced MS Excel training course was conducted at the Head Office on October 10, 2015, by Mr. Jamil Saudagar, Assistant Professor with Rizvi Management Institute. He helped to familiarise participants with different versions of MS Excel and thereafter helped them apply advanced features of MS Excel in the working environment.



Mr. Jamil Saudagar, Assistant Professor with Rizvi Management Institute, is introduced to program participants.

The programme flow was highly interactive with example-based inputs and relevant case studies and exercises.

A Passion For Excellence – the Emotional Intelligence Way

Ms. Maya Sabina Jennifer, the founder of Cyanleaf Advisors Pvt. Ltd. (www.cyanleaf.com), conducted a session on 'A Passion For Excellence – the Emotional Intelligence Way', at the Head Office, on October 24, 2015. She taught participants how to be emotionally intelligent and use negativity to propel new positive growth for themselves and the organization.

Ms. Jennifer has been instrumental in developing a MindSpa approach for people to realize their greater potential and her signature program, The Holographic Being, encourages clients to achieve greater results.



Keen attention from participants. Top: Ms. Maya Sabina Jennifer, the founder of Cyanleaf Advisors Pvt. Ltd., is warmly welcomed.

A Focus on Presentation Skills



A one day workshop on Presentation Skills was conducted by Ms. Mou Dutta Choudhari for managers and executives, at Peninsula Corporate Park, Mumbai, on September 12.

Training Time in Nasik

A number of training programmes were conducted at Blue Cross, Nasik, in the past two months:



- A half-day training session on 'Make Training Work' was conducted by Mr. Gajendra Medhi, Trainer & HR Consultant, for all HODs on September 9. He also conducted two half-day training sessions on 'Prioritizing for Better Results' for team members on September 20.

- A half-day training session on 'How to Prepare KRA & KPI' was conducted by Mr. Harshinder Sharma on September 10.



- A training program on Effective Communication Skills was conducted by Ms. Medha Saikhedkar, Trainer & HR Consultant, on October 18, for 34 staff members, in two sessions.



World Heart Day Activities

World Heart Day 2015 activities were conducted across the country by team Blue Cross. Team members interacted with less privileged patients, free heart disease detection and patient education programmes were organised and medicines were distributed. A few glimpses...



A Series of DDCs Country-wide

Team Blue Cross educated people about Hypertension and Diabetes at a number of Disease Detection Camps (DDCs) that were conducted around the country during the last two months.



An In-depth Focus on the TUSQ / KOLQ Range

In order to help the largest possible number of patients, Blue Cross RMs and SEs conducted a number of Chota (Mini) Patient Benefit Camps focussing on the TUSQ/ KOLQ range.



Celebrations in Mumbai



* On September 30, a cake was cut by employees celebrating their birthdays

during the month. Five employees were felicitated for long service with the company.

* Participants were invited to come in traditional dress for the Dussehra Eve celebrations on October 24, 2015. Prizes were awarded to the Best Dressed Male – Mr. Amit



All Winners:

*Best Dressed Female – Ms. Nivedita Bagwe;
Best Dressed Male – Mr. Amit Patankar; and
Best Performance – Ms. Gayatri Chinchwade.*



Patankar, the Best Dressed Female – Ms. Nivedita Bagwe and for the Best Performance – Ms. Gayatri Chinchwade. Other highlights were a Dandiya contest, snacks and prizes.

* The Monthly Celebrations at Head Office, on October 31, 2015, witnessed



Messrs. Makarand Gokhale, Suresh Mahalingam, R. Mahadevan, Umesh Pai, Jitendra Salunkhe and Sashikant Deshpande being wished a Happy Birthday. Long servers Mr. Ravindra Gadkari (25 years) Mr. Hitesh Shah, Mumbai (20 years), Mr. Umesh Pai, Mumbai (10 years) and Ms. Julia S. Lobo, Mumbai (5 years) were congratulated. Messrs. Makarand Gokhale and Rajendra Trivedi were bid a warm farewell and Mr. Piyush Kumar Verma was welcomed as Product Executive



Congratulations to four Mumbai long servers (from left) Mr. Ravindra Gadkari, Mr. Hitesh Shah, Mr. Umesh Pai and Ms. Julia S. Lobo

Creative Festival Celebrations at Goa Plant



The traditional Dussehra Puja at the Main Gate. (above) Green was the dress colour code for the last day of Navratri. This group picture of our employees in green appeared in local newspaper 'Goa Doot'. (above right)

The Navratri and Durga Puja festival were celebrated in a creative manner at the Goa Plant. Employees were asked to dress in a different color on each of the nine days of Navratri, October 13 -21, 2015. They were excited to wear these nine colors to worship Goddess Durga.

A 'Flower Rangoli Competition' and a competition for the 'Best Traditional Attire' (Male & Female) were held. There was also a special prize for the male and female employees who best followed the dress color code for all nine days.

The winners were: • Best Rangoli by Packing Dept.: Ms. Sweta Naik & Ms. Anjali Borkar • Best Traditional Attire (Female): Ms. Candice Rebello, QA Dept. • Best Traditional Attire (Male): Mr. Nilesh Devidas, Purchase Dept. • Best Navratri nine-day color code (Female): Ms. Janita Chopdekar, QC Dept. • Best Navratri nine-day color code (Male): Mr. Akshay Prabhu, QC Dept.

Thereafter the traditional Dussehra Puja was conducted in Goa Plant at Plant- I and II on October 24, 2015.



Winner of Best Rangoli



Winner of Best Attire Female



Winner of Best Attire Male

An Action-packed October

The month of October 2015 was replete with celebrations and other programmes at the Nasik Plant...



On **October 1**, a birthday celebration for all September-born employees

was held. A happy function was organised during which best wishes were shared and snacks were served.

THOUGHTS & VIEWS

The Joy of Giving

In the words of Mahatma Gandhi, "To find yourself, lose yourself in the service of others..." For giving takes you out of yourself and allows you to expand beyond worldly limitations. Real joy lies in the act of giving without any expectation of getting something in return. In fact it has been a widely held belief for centuries, across all Indian schools of philosophy, that fulfillment and happiness in life come from making others happy and not from being self-centered.

Diverse Philanthropy Initiatives of Blue Cross Laboratories

Blue Cross Laboratories is proud of being an Indian company that has always believed in giving back to the community by helping to empower vulnerable sections of society, such as the young and the elderly. In fact giving back to society is an article of faith as a proud Indian corporate citizen.

Together, Blue Cross Laboratories and Nihchal Israni Foundation (NIF) have launched diverse education, health care and skill development projects for children from rural areas and from underprivileged families, as well as projects that promote the welfare of elderly citizens.

In the field of education for the underprivileged, Blue Cross/NIF has provided over 275 scholarships to students studying in various colleges. The company is also closely associated with organisations like Save the Children India, Child Relief and You (CRY), the K.C. Mahindra Trust, the SOS Children's Villages India and many others.

Blue Cross and NIF are actively associated with leading NGOs and hospitals across the country which provide quality healthcare to those who cannot afford it. These include the Medical Research Foundation, Chennai; Jeev Seva Sansthan, Bhopal; the Vision Foundation of India and the Indian Cancer Society.

Skill Development for Less Privileged Youth: Skill development helps to make youth from less privileged families employable. Blue Cross and NIF have partnered

On **October 2**, ten Neem trees were planted behind the Cephalosporin building, next to the compound wall.

On **October 21**, the eve of Dussehra, a pooja was held in the BSR hall for all employees, in addition to the separate departmental poojas. Mr. Prashant Khairnar, QA Officer, performed the pooja along with his wife. Thereafter every employee received a box of sweets.



with Papal Tree Ventures Pvt Ltd., YMCA Bombay and others to promote this noble cause.

Welfare of Elderly Citizens: There are a number of Indian citizens who are in the sunset years of their lives and have a right to live with dignity but have no one to support them and promote this right.

Understanding this, Blue Cross and NIF actively support Dignity Foundation and HelpAge India, two organisations which provide sterling service to elderly citizens who are most in need of care.

Why Do Individuals Give?

It has been seen that when you are focused on giving to others, you are less likely to become consumed by your own concerns. Giving provides an opportunity to look beyond your own limited world and see the bigger picture. A wider perspective can be achieved by stepping out of your own small world and venturing into the world of others. In fact, your own worries and challenges may pale in significance when compared to other people's dire situations.

Psychologists and behavioural scientists confirm that the act of giving kindles self-esteem and promotes happiness. Scientific studies have established that happiness is often related to how much gratitude an individual shows for what he or she has received in life. When we give, we reap the joy of receiving bright smiles, happy laughter, tears of joy and gratitude for life.

We know that if people give just a little more – of their time, skills, knowledge, wisdom, compassion, wealth and love – the world would definitely be a healthier and more peaceful place!

There are many people who are engaged in exemplary works of giving because they have realised that it's the joy and love that we extend to others that brings true happiness.

No matter what your circumstances in life are, you have the ability to give. Look for opportunities where you can give and in doing so help others.

Giving not only includes tangible resources but also love, empathy, time, services, prayers, etc. which generate happiness and positive feelings. Try it. It works!

by *Mr. Harshinder Sharma, Sr. GM, HR & Admin, Mumbai*

BlueCross Word

Please complete and send to hrd@bluecrosslabs.com by January 15, 2016. Three all-correct entries, drawn by lots, will receive prizes.

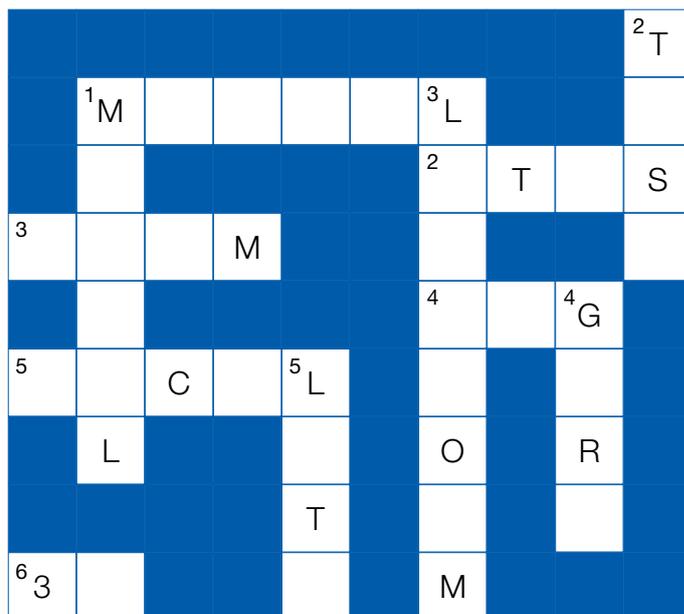
Across

- India's No.1 Antispasmodic
- Suffix denoted for inflammation
- Glicazide + Metformin combination of Blue Cross
- External survey group for Pharma sales
- Fast growing division of Blue Cross
- Unique Special Social Service programme

Down

- Mecobalamine of Blue Cross
- Leading cough brand of Blue Cross
- Most economical atorvastatin brand of Blue Cross
- Indication for PPIs
- One of the most common infection of Respiratory System

compiled by *Mr. William Fernandes, Corporate Training Manager*



Congratulations Winners - Your Prizes are on the Way!

There was a huge response to the last BlueCross Word of July-Aug. 2015 with 25 correct entries. The following winner's names were drawn by lots: Mr. K. Prabhakaran, ABM, Madurai; Mr. Jailani Talli, TM, Hubli and Mr. Sanjiv Manchanda, ABM, Faridabad.

Food For Thought

The Recession

There was once a man who sold hot dogs by the roadside. He was illiterate, so he never read newspapers. He was also hard of hearing, so he never listened to the radio.

His eyes were weak, so he never watched television. But he enthusiastically prepared and sold lots and lots of hot dogs.

His sales and profit went up so he ordered more meat and vegetables and got himself a bigger and better stove. As his business was growing, his son, who had recently graduated from college, joined him.

Then something strange happened...

One day his son asked, "Dad, aren't you aware of the great recession that is coming our way?"

The father replied, "No, but tell me about it."

The son said, "The international situation is terrible. The domestic situation is even worse. We should be prepared for the coming bad times."

The man thought that since his son had been to college, read the papers and listened to the radio, he ought to know better and his advice should be taken.

So from the next day onwards, the father cut down on his orders for meat, vegetables and buns. He lost his mental peace and was no longer enthusiastic.

Very soon, fewer and fewer people bothered to stop at his hot dog stand. And his sales started coming down rapidly.

The father said to the son, "Son, you were right. We are in the middle of a recession. I am glad you warned me ahead of time."

What according to you is the message of this story? Please mail it to us at hrd@bluecrosslabs.com

Congratulations Winner - Your Prize is on the Way!

Mr. Kiran G Panchal, SE, Ahmedabad, winner of our last Food for Thought entry - Mule in the Well.

Long Service Warmly Commended

25 Years

Mr. Ravindra Gadkari, Mumbai

Ms. Jyoti Naik, Nasik

Mr. S. J. Dutta, Kolkata

20 Years

Mr. Sajid Shaikh, Ahmednagar

10 Years

Mr. S. Mahaboob Basha, Vijayawada

Mr. Mahendra K. Gupta, Sitapur

5 Years

Ms. Julia Silvia Lobo, Mumbai

Mr. Chandra Prakash Singh, Mumbai

Mr. Raju Wagh, Nasik

Mr. Vikas Laddha, Nasik

Mr. Satyajit Patil, Nasik

Mr. Chandrakant Gite, Nasik

Mr. Pawan Kumar Kashyap, Malad

Mr. Sandeep D. Upadhyay, Thane

Mr. Rakesh Baweja, Sirsa

Mr. Sachin Jain, Buldhana

Mr. Alok Kumar Sinha, Hazaribag

Mr. K. Peddanna, Anantapur

Mr. Jayanta Kumar Mukherjee, Siliguri

Mr. Jitendra Shukla, Hardoi

Mr. Mohd Farukh, Sagar

Mr. Gaurav Shukla, Shahjahanpur

Mr. B. Sobhan Singh, Guntur