

# BLUE CROSS NEWS



WORLD CLASS QUALITY MEDICINES AT AFFORDABLE PRICES

Vol 18 No. 2 April – June 2013

HOUSE JOURNAL OF BLUE CROSS LABORATORIES LTD.

## Mr. N. H. Israni Felicitated



Mr. N.H. Israni, Chairman, was felicitated by the Smt Ahilyabai Ramani Prathishtan and presented with the 'Dr. P.S. Ramani Commemorative Gold Medal'. Mr. Israni is a well-wisher of the Prathishtan which was established by Dr. P.S. Ramani, an eminent Senior Consultant Neuro & Spinal Surgeon.

*Mr. N.H. Israni, Chairman and Dr. P. S. Ramani flanked by Mr. Ashish Shirsat, Sr. Executive Director (left) and Mr. B. G. Barve, Jt. Managing Director (right).*

## New Warehouse Inaugurated



A grand opening ceremony was held for our new modern warehouse at Uppal, Hyderabad on April 1, 2013. Mr. Manoj Israni, MD, Mr. B.G. Barve, Jt. MD, Mr. Ashish Shirsat, Sr. Executive Director, Mr. R. Mahadevan, GM Distribution and Mr. Y. Ramesh Kumar Reddy, DGM Operations, were among those who actively participated in the pooja. Their presence inspired the team in re-dedicating themselves for further development of the Company and achieving new milestones.

## New Launches

Blue Cross, committed to provide affordable Cardiovascular & Diabetic medicines, has introduced the following products.



**K-GLIM-M FORTE 1 mg**



**K-GLIM-M FORTE 2 mg**

To treat Obese Diabetics



**ANGICAM-M**

To treat uncontrolled hypertension.

## Exports Ahoy!

The International Division has started the year with a good performance.



Mr. Prasad, Director of our Cambodia Distributor visited our office on 24th April for business discussions. He has assured that Cambodia will exceed the budget set for 2013-14.



◀ We have expanded our operations in Sri Lanka. To control and manage the operations we have inducted Mr. Chandana as BDM.

We have inducted Mr. Raghunath Phatak as Country Manager, to oversee the sales operations in Myanmar, successfully. ▶



## MEFTAL Moon Mission Contest 2012-13

### Hyderabad Zone

The Trophies were presented by Mr. A.M. Kotrappa, DGM and Mr. M. Venkatesham, ZM, Hyderabad on April 5, 2013



Gold Trophy – Mr. K.J. Sam Revival, RM (Hyderabad Region).



Silver Trophy – Mr. Akramuzzaman, RM (Hyderabad Region).

### Meerut Zone

The Trophy was presented by Mr. Veerendra Kumar, Meerut C&F, in the presence of Mr. Panchanan Routray, Dy. Marketing Director and Mr. Rajnish Chaudhary, ZM.



Silver Trophy – Mr. Parag Sharma, RM, Dehradun.

## Interacting with the Medical Fraternity



▶ Mr. Rajnish Chaudhary, ZM, welcomes Doctors for a GP meet at Chandpur.

◀ Dr. Akhtar Siddiqui with Mr. Rajnish Chaudhary, ZM Meerut and Mr. Khilendra Chaudhary, ABM Dhampur during a GP meet at Dhampur.



BC & Excel team with Dr. J.P. Siddha, president of the organising committee at the Blue Cross stall during the UP State Ophthalmic Society conference, held on May 18, 2013 at Bijnor. Seen are Mr. S.K. Bhatnagar, Sr. RM, Mr. Sandeep Sharma, ABM, and Mr. Yogendra Rajput, ABM.



## Disease Detection Camps

### ...in Maharashtra



A Disease Detection camp was held at Ichalkaranji on Hypertension Day by Mr. Anant Kadam, RM Kolhapur (at the mike) and Mr. Mohsin Patel, ABM Ichalkaranji. Seen on the dais are Dr. Godbole (center) and Dr. Anant Koli, MD (right).



Mr. Arvind Yangudi, SE and Mr. Santosh Gaikwad, RM organised a Disease Detection camp with Dr. Vinod Roda on April 17, 2013 at Solapur.



Mr. Amit Bhakte, RM and Ms. Yamini Nikhar, SE, organized a Disease Detection camp at Dr. S. Agrawal's Clinic in Rani Durgawati Nagar.

### ...in Uttar Pradesh



Mr. Yogendra Rajput, Bijnor ABM, conducting a DDC with Dr. Tariq Azeem Nagina.



On World Health Day (April 7, 2013) Mr. Yogendra Rajput, Bijnor ABM, conducted a DDC with Dr. Farukul Hasan Inampura.



Mr. Pappu Kr. Singh, ABM, organized a Disease Detection Camp on May 19, at Shoharatgarh, Siddharthnagar, UP.

### ...in Gujarat



A DDC was held in Bhavnagar by Mr. Piyush Trivedi, RM.



Mr. Kanji Gondaliya, SE and Mr. Hiren Paldi, SE, organized a DDC on June 10.

### ...in Uttar Pradesh



Mr. Khilendra Chaudhary, ABM conducted a DDC with Dr. Lokendra Singh at Nangaljat.

### ...in Andhra Pradesh



Mr. S.K. Subhani, SE Narsaraopet (Guntur Zone) with Dr. P. Srinivasa Murthy.



Dr. M. Krishna Rao diagnosing a patient at a DDC organised by Mr. S.K. Nazeer Basha, SE Ongole, Guntur Zone.



Mr. S.K. Subhani, SE Narsaraopet, Guntur organised a DDC with Dr. S.K. Hussain.

## Disease Detection Camps

### ...in Karnataka



Mr. Vijay Hurali, RM Belgaum, with Dr. Pramod Munnoli conducting a DDC on April 24, 2013 at Belgaum.



Mr. Praveen Chavan, SE Belgaum conducting a DDC.

### ...in Kerala



A DDC was conducted by Mr. Vinay Venugopal ABM (EXL) Perithalmanna, Mr. Vinil Kumar C. K., SE (EXL), Malappuram, Mr. Ashok Kumar K. ABM ( BC) Perithalmanna and Mr. Rajesh C., RM-BC, Malappuram.

*There is a belief that everyone is a house of four rooms: a physical, a mental, an emotional and a spiritual room.*

*Most of us tend to live in one room most of the time, but unless we go into every room every day, even if only to keep it aired, we are not complete.*

*Rumer Godden*

## Continuous Medical Education Programs

### ... in Khambaliya

A Continuous Medical Education (CME) program on MEFTAL P and MEFTAL SPAS was organized at Khambaliya in Jamnagar, Gujarat, on the evening of May 22, 2013. It was conducted by Mr. Niranjn Dasani and his team of Mr. Paresh Chotaliya, Mr. Hardik Makwana, Mr. Nirmal Dattani, Mr. Shailesh Bakutra and Mr. Nishant Chavda for around 30 doctors. There was a very positive response from participants, especially for the use of MEFTAL P as an antipyretic.



### ... in Amreli



A CME program on MEFTAL P was conducted in Amreli, Gujarat on June 15, 2013.

### ... in Jamnagar

Mr. Nishant Chavda, SE, conducted a Meftal Forte CME at the Dental Medical College, on June 8, 2013, with the help of Mr. Shailesh Bakutra, SE. It was well appreciated by the 56 doctors, including Dr. Nayanaben Patel, Head of Department, in attendance. The Blue Cross educational DVD was also appreciated.



## Fire Fighting Training

On 6th June, a fire fighting demo was organized at the Nashik plant for all employees. During the event an expert from M/s. Manoj Fire Fighting Agency demonstrated operation of fire extinguishers on a 'live' fire.



## Blood Donation Camp



As part of our commitment to Corporate Social Responsibility, a blood donation camp was organized at Nashik plant by Personnel Manager Mr. Millind Jagtap on 14th June in cooperation with Jankalyan Blood Bank, Nashik. Employees voluntarily donated blood at the event.

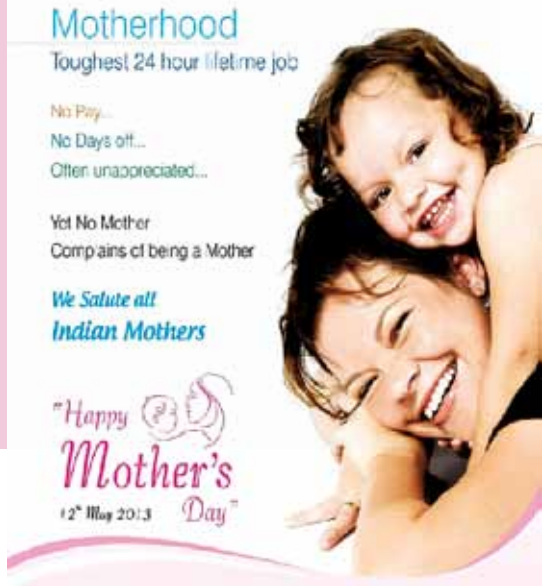




Blue Cross celebrated World Health Day on 7th April 2013. We wore badge, met doctors & chemists and highlighted our contribution in providing quality healthcare in India.

**"Maa Tujhe Salaam"**  
**We salute Indian Mothers**

Blue Cross appreciated Motherhood by affixing regional language posters at clinics of Gynaecologists, Lady GPs & Nursing Homes on the occasion of Mothers Day on 12th May 2013. Content of the poster as shown was highly appreciated.

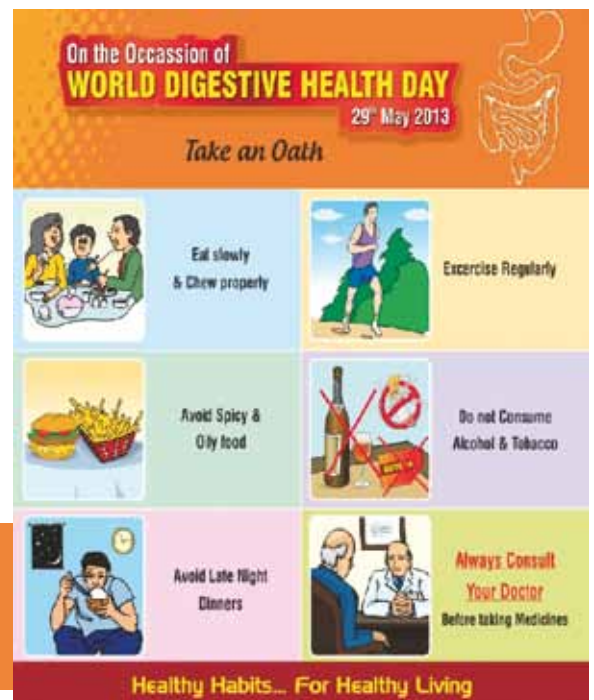


On the occasion of "World Hypertension Day" on 17th May 2013, we planned an initiative to promote detection, prevention and control of hypertension.



**Being Socially Responsible**

We spread the message "Say No to Tobacco, Say Yes to Life" by wearing a badge on the occasion of No Tobacco Day on 31st May 2013.



On the occasion of World Digestive Health Day on 29th May 2013, Blue Cross created social awareness about good & bad habits for long-lasting health by affixing regional language posters in Clinics & Hospitals.

# Moving Upwards & Onwards!

*Congratulations to the following colleagues on their recent, well-deserved promotions:*

## Head Office

**Mr. Ramesh Kumar Reddy,**  
Hyderabad, DGM – Operations

**Ms. Merciana P. Nayak,** Mumbai,  
Sr. Sales Admin. Executive

**Mr. Ganesh Libe,** Mumbai,  
Production Executive – Outsourcing

**Ms. Madhavi Madakasira,**  
Hyderabad, Manager – Distribution

**Mr. B. Mallikarjuna,** Hyderabad,  
Asst. Manager – Distribution

## Nasik Office

**Mr. Krishna Eknath Chavan,**  
Dy. Plant Manager

**Mr. Milind Jagtap,** Manager –  
Personnel & Admin.

## Field

### As ZM

**Mr. Sourabh Sinha,** Allahabad

**Mr. Shrikant U.Phirke,** Akola

**Mr. Rajender K.Raheja,** Indore

**Mr. M.Venkatesham,** Hyderabad

**Mr. Prakash Pujari,** Hubli

### As Sr. RM

**Mr. Santosh S. Gaikwad,** Solapur

### As RM

**Mr. Amit Sharma,** Bhaich

**Mr. Balwant Singh,** Azamgarh

**Mr. J Devanandan,** Chennai

**Mr. R Vijay,** Chennai

**Mr. Shailesh R Suryavanshi,**  
Ahmednagar

**Mr. Manoj Malviya,** Indore

**Mr. Narayan Prasad Ghimire,**  
Kathmandu

**Mr. Rajiv Padmanabhan,** Trivandrum

**Mr. Ankur Walia,** Meerut

**Mr. K. Rabi Kumar,** Berhampur

**Mr. Manmohan Sharma,** Faridabad

**Mr. Satish Kumar Mehta,** Karnal

**Mr. Satya Prakash Tiwari,** Allahabad

### As ABM

**Mr. N Rakesh,** Hyderabad

**Mr. Basanagouda Huded,** Davangere

**Mr. Balaji Sondare,** Nanded

**Mr. G Dhileshwar Rao,** Visakhapatnam

**Mr. GVN Subhash Chandra,**  
Narasaraopet

**Mr. S Tandava Krishna,** Tenali

**Mr. Amit Shah,** Ujjain

**Mr. Yogesh Kumar Shah,** Nadiad

**Mr. Chitresh Kumar Paneru,** Dhangadi

**Mr. Arvind Jadhav,** Barshi

**Mr. Dhanaji Koli,** Sangli

**Mr. Rizwan A Kadegavkar,** Sangli

**Mr. Rupesh V Gaikwad,** Chiplun

**Mr. Shekhar Belbhandare,** Solapur

**Mr. Shri Krishna Talwalkar,** Karad

**Mr. Tanaji Y Patil,** Kolhapur

**Mr. Vaibhav Sawant,** Ratnagiri

**Mr. Mukesh Kumar,** Saharanpur

**Mr. Mohanlal Yadav,** Jaipur

**Mr. Y Chandra Shekar,** Parlakhemu

**Mr. Ashpak R Bagwan,** Solapur

**Mr. Mahesh P Sutar,** Kolhapur

**Mr. Sunil Jamble,** Latur

**Mr. Tukaram Shivaji Davane,**  
Ichalkaranji

**Mr. A Raja,** Kumbakonam

**Mr. Manish Goel,** Palwal

**Mr. Prashant Garg,** Faridabad

**Mr. Mir Basheer Ali,** Hyderabad

**Mr. T Ravi,** Tirupati

### As TM

**Mr. A Srikanth,** Nizamabad

**Mr. K Praneeth,** Kamareddy

**Mr. Kishore Kumar Barkunta,**  
Mahaboobabad

**Mr. M Rameshwar,** Nizamabad

**Mr. P Ramu,** Jagtial

**Mr. P Srinath,** Karimnagar

**Mr. Syed Rahamath,** Karimnagar

**Mr. Jitendra Shukla,** Hardoi

**Mr. Ratnesh Kumar,** Faizabad

**Mr. Sanjay Pal,** Falakata

**Mr. Raghavendra Prasad,** Mandya

**Mr. Gokul Y Bagul,** Nasik

**Mr. P Bheemeshwar Rao,** Vishakhapa

**Mr. Sk Mahaboob Subani,** Narasaraop

**Mr. Raghavendra Singh Rath,** Ratlam

**Mr. Ram Susheel Namdeo,** Bhopal

**Mr. Satendra Singh Rajput,** Bhopal

**Mr. Vipin M,** Tellichery

**Mr. K Muni Swamy,** Kurnool

**Mr. Hirdesh Kumar,** Dehradun

**Mr. Sheetal Kumar,** Moradabad

**Mr. Mahendra Singh Nehra,** Jaipur

**Mr. Kamlesh Kumar Giri,** Ranchi

**Mr. Gorakhnath A Chavan,** Solapur

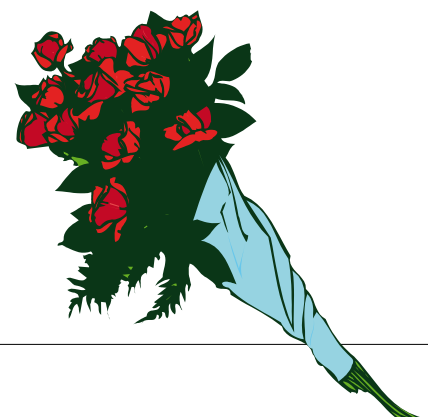
**Mr. Dileep Kumar Chaturvedi,** Bilaspur

**Mr. Purushottam Kumar,** Rewari

**Mr. Anand Kumar,** Varanasi

**Mr. Astik Kumar,** Raibareill

**Mr. Ravi Pandey,** Barabanki



## Warm Congratulations to Our Long Servers

### 30 Years



**Mr. A.M. Kotrappa**, Dy. GM – Sales, Bangalore was felicitated by Chairman N.H. Israni.



**Mr. Joseph Chalissery**, Ernakulam Zonal Manager was felicitated by Chairman N.H. Israni.

### 25 Years

**Mr. A.R.Chidhambaram**, Erode

**Mr. R.C.Suresh Kumar**, Trichur

### 20 Years

**Mr. Ananda Nikam**, Nasik

### 15 Years

**Mr. Saravjit Singh**, Patiala

**Mr. Ashok Chaudhary**, Gorakhpur

**Mr. Prem Kumar Chourasia**, Birganj

**Mr. Narayan Prasad Ghimire**, Kathmandu

**Mr. Sandeep Mirajkar**, Mumbai,

**Mr. Sunil R. Wagh**, Nasik

**Mr. Shripad Pai**, Goa

**Ms. Neeta D Tari**, Goa

### 10 Years

**Mr. H.R. Jilhedar**, Kolhapur

**Mr. Ravi K.**, Palghat

**Mr. Siddheshwar B. Swami**, Solapur

**Mr. Laiju K.T.**, Manjeri

**Mr. M.Venkatesham**, Hyderabad

**Mr. Anjan Kumar Patra**, Cuttack

**Mr. Mukhtar Ahemad**, Dhulia

**Mr. Shailendra Kumar**, Patna

**Mr. Ravindra J. Rathi**, Nanded

**Ms. Joyce George**, Trichur

**Mr. Ashok G. Patil**, Nasik

### 5 Years

**Mr. Pavan Kumar K**, Chittoor

**Mr. Prasannajit Nayak**, Bhadrak

**Mr. Mohanlal Yadav**, Jaipur

**Mr. Amar Panjwani**, Amravati

**Mr. Manish Khatri**, Wardha

**Mr. Baldev Singh**, Chandigar

**Mr. Dharam Vir Bharati**, Purnea

**Mr. Umesh Kumar Sinha**, Patna

**Mr. Vivek Kumar Srivastava**, Gorakhpur

**Mr. Nazish Husain**, Badaun

**Mr. Sudhendra Singh Yadav**, Etawah

**Mr. A P Thandapani**, Erode

**Mr. Dapinder Singh**, Jalandhar

**Mr. Shaik Altaf Baba**, Khammam

**Mr. Mir Feroz Ali**, Cuttack

**Mr. T S Devaraj**, Trichy

**Mr. SK Imtiaz Hussain**, Angul

**Mr. Sumesh P M**, Muvattupuzha

**Ms. Jyotsna S. Kumbhare**, Nasik

**Mr. Milind Jagtap**, Nasik

**Ms. Priyambada Samantasinghar**, Goa

## Special Celebrations – Every Month



Members of the Mumbai team at the April-June 2013 Monthly Celebration, hosted by Ms. Surabhi Mittal, Director – Human Resources.

### Tip of the Month

*Manage Your Work, Don't Let It Manage You*

#### Plan Ahead and Prioritize Your Tasks

- Use “to do” lists for both long-term and for each day/week.
- Use an A-B-C rating system for items on your “to do” lists with A items being highest priority.
- Consider whether any activities can be combined.
- Set goals for both the short term and long term as to what you want to accomplish.



## Supporting Skill Development

Blue Cross was the Knowledge Partner at the 3rd International Summit on Skill Development held in April 2013 in New Delhi.

The event was organised by Yuva Parivartan, India's largest NGO in vocational training, and witnessed an eminent panel of speakers from government, social sector and academia who shared their insights on the criticality of scaling up Skilling to reach the target of 550 million youth by 2022.



## Exam Results 2013

*Contratulations  
Bright Sparks!*

### SSC



Anish John, son of Mr. Sabu John Alapattu,  
Systems Executive  
**90.80%**



Rhea Prakash Nayak,  
daughter of Ms. Merciana Nayak, Sr. Sales Admin.  
Executive  
**82.91%**

### ICSE



Shantanu C Ghaisas, son of Mr. Charudatta Ghaisas,  
Zonal Manager  
**90.16%**

## Training Programme



BC/BCL Training Programme was conducted from April 29 to May 11, 2013 at Hotel Balwas International, Mumbai. The training intervention was well received by the participants.

## Our Prayers

The devastation due to the heavy rains and landslides in Uttarakhand has led to one of the worst natural



disasters to hit the country in recent years. We express our condolences to those affected by this catastrophe and share their grief. We also express our relief that none of Blue Cross employees were impacted by this catastrophe.



## Live Your Life

Be strong enough to face the world each day.  
Be weak enough to know you cannot do everything.  
Be generous to those who need your help.  
Be frugal with what you need for yourself.  
Be wise enough to know that you do not know everything.  
Be foolish enough to believe in miracles.  
Be the first to congratulate an opponent who succeeds.  
Be the last to criticize a colleague who fails.  
Be loving to those who love you.  
Be loving to those who do not love you, and they may change.  
Above all, be yourself!

Send in articles and suggestions for Blue Cross News, addressed to Mr. Santosh Shetty, Asst. Manager-HR, to reach by August 31, 2013.