

Blue Cross News



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Why Suffer Silently? A Campaign against Dysmenorrhea (Painful Periods)

To communicate to women, especially schoolgirls, that periods are normal but period pain is not, the Blue Cross team announced the launch of its first ever Digital Social Awareness Campaign titled 'Why Suffer Silently?'

Every month Dysmenorrhea (painful periods) adversely affects women's productivity, their physical and emotional well being and even their education and career growth. Thus, this campaign provides awareness about causes, symptoms, severity and treatment of Dysmenorrhea. Those affected and those interested can visit the site www.painfulperiods.in



A glimpse of the 'Why Suffer Silently?' launch at Head Office.

Pledge your support to stand against Dysmenorrhea by sharing the above link with Doctors, family members and friends. Also watch the video film titled 'Why Suffer Silently?' on Youtube Channel and

then like, share, subscribe and comment on Youtube.

Strengthening Business Ties!



Mr. N.H. Israni, Founder Chairman, Blue Cross, presents a token of appreciation to Mr. Navin Joshi, of the Farmanura Group, to commemorate the long association between the two companies. Mr. B.G. Barve, Mr. Ashish Shirsat and Mr. P. Routray are also seen.

A warm welcome was extended to Mr. Navin Joshi of the Farmanura Group, a Blue Cross business associate from Kathmandu, Nepal, when he visited the Blue Cross corporate office on November 19. He met with the top management and senior executives of the Company to personally hand over the Certificate of Registration for MEFTAL-SPAS Tablets in Nepal.

Mr. Joshi's visit to Mumbai was very fruitful. He also discussed future business expansion scope and identified other products for registration in Nepal.

Automisation at Goa Plant

Automisation for the Ointment filling & packing line at the Goa Plant was recently completed. The new automatised line was inaugurated on October 11.



A New Year - A New Start! see page 10

Training Focus

In-depth training programmes were held in Mumbai for both Excel Division and BC Division team members. During the poster presentation session, both teams created eye-catching posters.

The EXCEL Division teams with their creative posters. (October Batch)...



The BC Division teams with their winning posters. (December Batch)...



A Blue Cross and USDC Skill Development Initiative!

Blue Cross has joined hands with the Unique Skill Development Center (USDC) to undertake a Corporate Social Responsibility (CSR) project. Titled 'Skill Development Training and Employment Opportunity for Economically Backward Youth', this project focuses on the betterment of economically weak youths in the Nashik and Shirur (Dist - Pune) area.



While being capable, these economically weak youth lack funds to develop their skills. Blue Cross is thus funding course fees for these students as scholarships. They will then receive training in diverse skills such as those of an Electrician, for which there are ample employment opportunities.



Eighty students have been selected for the first phase of this project and are under-going three months of training. Practical training, industrial visits and training in interview techniques and soft skills, will also be given. Those who want to start their own businesses will receive special guidance from experts.

After completion of the course, students will be offered placement opportunities through campus interviews and job fairs.

Scholarship Winners

On the recommendation of the Scholarship Committee, the Smt. Geeta Israni Scholarship for the year 2018-19, from the Nihchal Israni Foundation, was awarded to several meritorious students.



Congratulations to the young winners. May this scholarship inspire them to do even better and win many more rewards.

NIMA Meet in Jalandhar



The NIMA Meet held in Jalandhar on October 10 was attended by 26 doctors including Dr. P. Bajaj, NIMA State President, Dr. I.P.S. Sethi, Secretary and other NIMA Executive Members. Dr. A. Nagrath, President, NIMA Jalandhar and Dr. B. S. Bhatia, Cashier, were also present.

Blue Cross participated in this Meet, which was appreciated by the doctors present.

Events & Action at Goa Plant



There was enthusiastic participation from the Goa team.

A two-day statutory Safety training programme was conducted on November 19-20, by trainers from the Goa Factory Inspectorate. Subjects such as Safety at the Workplace, Electrical/ Chemical Safety, Fire Fighting (theory and demo) and Occupational Safety were covered.



A view of the enjoyable Monthly Celebration in November 2018.



Goa Plant successfully underwent a TFDA Audit, which was conducted on October 8-9.



Swachhata Pakhwada was observed during the first two weeks of September. A Slogan Competition was arranged and slogans were displayed across the premises. A Cleaning Drive was also held outside the Plant in order to create public awareness.

Market Moves

As always, Blue Cross team members in the North, South, East and West left no stone unturned in their efforts to spread awareness of the range of Blue Cross products, as well as to expand medical knowledge amongst consultants.

Cheers to team members country-wide who have put in lot of effort towards ensuring the success of these initiatives.

• Scientific Symposia •

In Bhopal

A Paediatric Continuous Medical Education (CME) programme was recently organised, at which Dr. Girish Bhall spoke on Nephrotic Syndromes. Thereafter Dr. R.K. Sanghvi spoke on the role of MEFTAL-P in the management of paediatric fever.



A recently organised Scientific Symposium was attended by 65 delegates. Dr. Shilpa Makanna spoke on the topic 'Keep Your Child Safe. Teaching Healthy Sexuality to Children - Parents Role'. Dr. R.K. Sanghvi, delivered a well-appreciated presentation on MEFTAL-P titled 'Zeroing in on the Cerebral Cox for Fever Management'.



A Dental CME was conducted for a large number of delegates.

In Jalandhar



A NIMA Female Forum Symposium on Dysmenorrhoea, was conducted on October 11.

In Hubli



A Dental Symposium was conducted in Hubli, Karnataka, for 91 delegates. Dr. Krutika Gutthal delivered an excellent presentation on 'Orofacial Pain'. Thereafter Dr. R.K. Sanghvi helped to clarify the superiority of MEFTAL FORTE tablets for the management of dental pain.

In Saharsa



A Scientific Symposium was organised on September 30 for over 100 family physicians.

• SGMs •



An SGM focussing on Diabetes was conducted in Kashipur, Uttarakhand.



An SGM focussing on Diabetes was held in Dharwad on September 20. Dr. Rajeev Joshi, Diabetologist, was the Speaker at this event which was attended by 35 doctors.



CTP SGM was conducted by the BC Team on September 30, 2018. Speaker Dr. Aditya Punjabi spoke at this event and there was a good response from 14 doctors.



An SGM focussing on Diabetes was held in Saharanpur on October 30.

An SGM was conducted at Bhaskar Hospital & Medical College, Hyderabad, on 'World



Prematurity Day' on November 11. It focussed on MEFTAL-P for Effective Management of Fever in Children. The Speakers were Dr. Radhika, Asst. Professor (Pead.) & Chairperson, and Dr. G.V.S. Subrahmanyam, Asst. Professor (Pead.) & HOD. The event was attended by 55 Paediatricians.



MEFTAL-P SGM was conducted in Talegaon, Pune, on October 2



An SGM focussing on Diabetes was conducted in Dhule on October 27.



Meftal SGM was organised in Islampur, Sangli in September 2018.

• **Informative RTSMs** •



An RTSM was recently organised for Dentists in Jaunpur.



An RTSM was organised in Faridabad on September 30.



An RTSM was conducted for Dentists in Nashik on October 5, by Mr. M.M. Kadam, ZM, and team. Dr. Samadhan Wagh focussed on DOLOSTAT during this event.



An RTSM was organised in Bulandsahar on October 3.



An RTSM was organised at Akkalkot on October 9.

• **Continuous Medical Education** •

A Diabetic Patient Education Camp was held at Ichalkaranji on October 6.



A Gynaecological CME was held at CMCH Vellore on November 10.



A NIMA CME was held in Miraj on October 7. It focussed on a number of Blue Cross products. Eye-catching product posters and banners were put up and product leaflets were distributed.

• Educating the Girl Child •

The Blue Cross team conducted a Dysmenorrhoea Education Camp at KMC Nursing School, Meerut, for 102 students. They took an oath to spread awareness about dysmenorrhoea. At the end of the Camp Mr. Rajnish Choudhary, ZM, (seen speaking at right) addressed the gathering.



Around 300 students participated in the Dysmenorrhoea Educational Camp that was conducted at Kaithal by Mr. Sahil Taneja, ABM.

A Dysmenorrhoea Education Camp was conducted at the Boarding School, run by the R. C. Patel Education Society in Shirpur District, Dhule. It was attended by around 200 girls. Dr. Monika Agrawal was the Educator at this camp, which was organised by Mr. Mukhtar Ahemad, RM and Mr. Nazim Husain and Mr. Arshad Sayyed, SEs. Dr. Shyam Rajput was the organiser at the school.



A School Dysmenorrhoea Campaign was held at Krantisinh Nana Patil High School, in Sangli on October 20.

Financial Planning to Fulfill Dreams



Good financial planning and making successful investments are not only about money but about life itself - going towards fulfilling hopes, dreams and aspirations and enjoying doing this too. Thus, Awareness Sessions on investing in Mutual Funds and on Financial Literacy were conducted by Mr. Suhel Chander, a certified Financial Wellness Coach, in October 2018, in Mumbai.

Keeping Our Team Fit!



To keep Blue Cross team members in the best possible health, the HR team organised an Eye and Dental Check-up Camp at the Nashik Factory, in partnership with Ramole Eye Hospital, Nashik. Eye check-ups were conducted for 164 employees and Dental check-ups were conducted for 153 employees.

Training for ZMs



A Development Workshop for Zonal Managers was held on December 17 and 18 at Hotel Bombay House.

Festive Celebrations

Since the festival of Dussehra is symbolic for the victory of Good over Evil, a creative competition was organised on October 17



at the Goa Factory. It involved creating of a Ravana image from scraps. There was keen participation from six Inter-Departmental teams, which demonstrated great enthusiasm and creativity.



At the Nashik Factory, on November 18, a Dussehra Puja was performed at the Main Gate

and for the machines inside the factory. The whole team was dressed in festive attire for this auspicious celebration.

At the Goa Plant, Diwali, the festival of lights was celebrated with a creative competition on 'Diya making & Painting with coconut shells'.



Diwali Dhamaka in Mumbai



Fun-filled Diwali celebrations were organised in Mumbai by the HR & Admin. team on the evening of November 6, at the Peninsula Club Terrace.

Several contests were organised during the celebrations – including a Rangoli Contest. Prizes also went to the Best Dressed male and female employees and to the War on Junk winner.

It was indeed a rocking evening with a good turnout, great entertainment and delicious food.



Celebration Time

The October Monthly Celebration at Nashik Factory was held on November 3. Employees birthdays were celebrated and long service awards were presented.



Warm Farewell



Ms. Ragini Deshpande (Workwoman - Packing Dept.), Nashik Factory, was warmly felicitated on her retirement on September 14, 2018, after 34 years of service.



A Group of SEs visited the Nashik Factory on October 14. After being taken on a round of the Production, QC/QA and R&D Departments, they attended presentations titled 'Pharmaceutical Quality Management System' and 'R&D - Bridging the Gap'. They were then taken out for lunch.

Christmas Celebrations

A very enjoyable Christmas party was organised for the Head Office team on December 22. Team members were invited to come dressed in red or green and they then enjoyed music, fun activities and an array of mouth-watering snacks.



Playing 'Secret Santa'

In a creative game titled 'Playing Secret Santa' Blue Cross team members were invited to contact the HR team and pick the name of a colleague that they would like to play Santa to. They were then

invited to bring a nicely wrapped gift and drop it into 'Santa's Bag' kept in the HR Department.

The HR team thereafter ensured that the gifts reached the right recipients - thus spreading a lot of in-house good cheer.



Donate, Don't Dump

'Donate, Don't Dump' was the creative title of an in-house donation drive held from December 13-24. In this initiative, the NGO 'Green Yatra', in conjunction with the HR team, invited Blue Cross



team members to donate items in good condition, which they no longer needed, to be distributed to the underprivileged and needy. These items could

include, stationery, shoes, clothing and anything else that could benefit someone in need.

Kudos to Our Long Servers

35 Years



Mrs. Smita Tambe



Mrs. Sunita Bachaw



Mr. Prakash Bhamre



Mr. Karbhari Hyalij
Mr. Kishor Sasane (right)



Mr. Shashikant G. Patil (left)

30 Years



Mrs. Rajani Waikole

Mrs. Megha Kulkarni (right)



Mrs. Sunita Shelke (left)

20 Years

Mr. Satish Kumar Mehta

15 Years

Mr. Nishant KR. Singh
Mr. Sachin C. Natu
Mr. Rahul M. Joshi
Mr. Deepak Sharma

10 Years

Mr. Sanjesh Kumar
Mr. Palit Kumar Azad
Mr. T Sudheer Singh
Mr. Amit Roy
Mr. G. N. Natraj
Mr. Rupesh Ekal

5 Years

Mrs. Swarupa Patil
Mrs. Nieves Barrow
Mr. Garav Tyagi
Mr. Chandra P. Shrestha
Mr. Chandrakant Jadhav
Mr. Mahendra Kumar
Mr. Deepak Kumar
Mr. M.D. Mujeeb Pasha
Mr. A. Naveen Reddy
Mr. Subhash Sharma
Mr. Roshan Kumar Rajbanshi
Mr. Yagyaraj Joshi
Mr. Kartick Dutta
Mr. Mayank Vanchhil
Mr. Ashvin Bhatt
Mr. Soram Narjit Singh
Mr. Raju B. Paragannavar
Mr. Amarendra N. Singh

Cheers to Our Recently Promoted Colleagues

Mr. Joseph Chalissery as Sales Manager -South
Mr. Gagan Minotra as Sales Manager-North
Mr. N. Anand as Deputy Zonal Manager
Ms. Swarupa Patil as Sr. Manager Packing - Goa
Mr. Ramchandra Gavandalkar as Product Manager- Mumbai
Mr. Prasad Wagh as Product Manager - Mumbai
Ms. Priyambada Samantasinghar as Prodn-Cum-Pckng Executive, Goa
Mr. Ravinder Kumar as Territory Manager
Mr. Himanshu Sharma as Territory Manager
Mr. S. Krishna Kumar as Regional Manager
Mr. G. Ramesh as Territory Manager
Mr. Rakhtani Madhukar as Territory Manager

A New Year - A New Start!

A New Year's resolution is a promise that many of us make for the new year - in order to improve life in the coming year.

The tradition of New Year's resolutions dates back to 153 B.C. Early Romans believed that the God Janus had two faces – one looking forward, one looking backward. They believed that on December 31, Janus looked backwards into the old year and forwards into the new year and could forgive them for their wrongdoings in the past year and help them in the year ahead. This became a symbolic time for Romans gain forgiveness for past mistakes and to set goals for the year ahead. Thus the tradition of New Year's resolutions began!



Common New Year Resolutions

As 2019 starts, many people around the world will be optimistically making resolutions, such as:
* Exercise more * Lose weight * Get organised
* Learn a new skill * Live life to the fullest * Save more money * Quit smoking * Spend more time with family and friends.

Keeping New Year Resolutions

Three ways to ensure that your New Year resolutions last are:

Write them down. On any given day, when you are tempted or in doubt, refer to the resolutions that you have written down and you will see the way forward.

Limit resolutions to a manageable amount. A common mistake in setting resolutions is deciding on too many. We are not superheroes, so each of us must prioritise and make just one or two resolutions for the upcoming year.

Share your resolutions with others. It's great to make a resolution for yourself and maybe even write it down, but if no one else knows about it, it's easy to forget about or even ignore. It helps to find others with similar resolutions to share progress and stay motivated. You can achieve similar results by make a Facebook post declaring your resolutions to all your friends. They will cheer you on and ask about your progress over the course of the year!