



BLUE CROSS NEWS

Vol. 34 No. 4 • July 2021

July 2021 – Good Performance Continues ...

On the back of a record sales performance in the 1st Quarter, we again had **Good Sales** of the Domestic Group (BC+EXL Divisions) in July 2021 with a **record growth!**

Hearty Congratulations to entire 'Team Blue Cross on this sustained effort and continued performance! Again most products have recorded good sales and even the CTP Range is improving now! **The real highlight of this performance continues to be the field performance with more than 80% field personnel achieving / exceeding their targets!**

With our **World Class Quality Products, Significant Affordability, Wide Availability** and **above all - Excellent People** we can definitely improve on this with **100% field personnel achieving / exceeding their targets in August 2021!**

Diabetic Patient Detection Camp amidst the Pandemic !!!



New Patient Detection Camps to find new Diabetic patients were conducted in some parts of India amidst the Covid Pandemic. All necessary precautions were taken by our field staff to conduct these camps. These camps assist Doctors to find new Diabetic patients in the community & help patients as their treatment can be started early with our Affordable Antidiabetic medicines. Our affordable medicines help in continuing therapy for patients even



when they face severe financial constraints during this pandemic or even otherwise. As the second covid wave is waning more such camps will be conducted by our field staff in coming days which in turn will help Diabetic patients in India.

National Doctors' Day

On the occasion of Doctor's Day a video clip was circulated by field staff among their respective Doctors to wish them on the day. This video was designed to give information about Dr. B C Roy in whose honour Doctor's Day is celebrated in India. Doctors of today are continuing the same legacy and creating their own, through this video we acknowledge their good work.



HO & Goa Team took the opportunity to recognise the efforts & the contribution made by Doctors to the society on Doctors Day ie. 1st July 2021.

Control Your Weight, Spiritually !

There are innumerable theories and solutions regarding obesity, weight loss, weight gain and weight control. They may have their own advantages and disadvantages, may work for some and not for others, and maybe easy or difficult to practice. In the history of the world, probably the idea of staying thin and controlling weight for health reasons or physical appeal gained importance only in the last 40 or 50 years. People were happy then, and derived their self-esteem from the various blessings which life offered. Nowadays, if you do not look good and healthy or fit into popular social stereotypes, you are not even considered smart or intelligent or worthy of attention and appreciation.

You have to treat your body with love and care because it is your immediate abode and support .It serves you dutifully as long as you live upon earth. Therefore, it deserves your unconditional love and affection, If you have these emotions for it, you will treat it appropriately as you would take care of a child, pet or someone you love. Therefore, whatever may be your food choices, meat, no meat, soups, salads, bread, rice, millets and whatever may be your diet plan or weight loss program, make sure that while eating you eat your food with complete detachment, indifference and sameness, without paying attention to the taste or letting it overwhelm you. If you remain detached, in different and equal or same to the food you eat and keep that attitude whenever you are eating or drinking juice or

a beverage, you will do a great service to your body and yourself.

With that, at least you will not make the mistake of overeating or eating purely for taste and enjoyment. Do not give too much importance food or build your life and happiness around it, and do not take pride in the idea that you are a foodie. Treat food as a physical necessity and eating as another importance activity to keep your body alive and healthy. The more importance you give to food and eating, the more they will draw you into enjoyment and make it difficult to control yourself. Instead of loving your food, you may better love your body and treat it with care and compassion.

Do not look at the idea in a depressed way because it reminds you of renunciation and hardship or the fact that it is mostly practiced by yogis and spiritual people on the path of liberation. They are universal virtues across all cultures and traditions in the world and practiced for thousands of years in different parts of the world. You can apply them in any area, be it your business or profession or even your personal or professional relationships. They still work in many situations, and are extremely helpful both in worldly life and spiritual life to control your mind and body or your thoughts, desires, habits and actions.



'Adapted from article in Dignity Dialogue Magazine , May 21 edition'

MONSOON TIPS

Monsoon has got all of it to crave for some delicious food items. Well, rains are a good time to eat your favourite tempting foods, but they also necessitate eating healthy and clean food. Water stagnation and high moisture content in the environment can cause infections and diseases. So, it is important to eat healthy and nutritious meal and also to take necessary precautions.

Do's of Monsoon Diet		Don'ts of Monsoon Diet	
Eat seasonal fruits		Don't eat roadside food	
Eat steamed salads		Don't eat unwashed, raw vegetables	
Eat well cooked, warm food		Don't eat frozen & overnight food	
Always cover the food		Don't keep food open	

Other Precautionary Measures :-

- Always wash your hands with soap & water, before & after food.
- Avoid water to remain stagnant at any place.



- Use mosquito repellents & avoid mosquito bites
- Avoid getting drenched in rainwater.
- If you get wet dry yourself immediately.
- Avoid walking through flooded water.



YOGA FOR HEALTH

Pranayama is the ancient practice of controlling your breath.

Below are two breathing exercises of Pranayama:

Name of Pranayama	Anulom-Vilom / Alternate Nostril Breathing	Bhramari /Humming Bee Breathing
<p>Steps</p>	<ol style="list-style-type: none"> 1. Sit comfortably by keeping the neck, shoulders and spine straight and relax. 2. Using your right hand, fold your middle and index fingers toward your palm. Keep your left hand on knees. 3. Close your right nostril with your thumb and inhale through your left nostril, slowly and deeply. 4. Close your left nostril with your ring finger of your right hand. 5. Open your right nostril and exhale completely. 6. Now start inhaling through the right nostril then close right nostril, now open left nostril and exhale completely. 7. Finally repeat the process with alternate nostril, gradually increasing the number of cycles. 	<ol style="list-style-type: none"> 1. Sit comfortably by keeping the neck, shoulders and spine straight with eyes closed. 2. Now bring your thumbs to your ears, and gently close them. 3. Keep index finger on eyebrow and using other three fingers close your eyes gently. 4. Breathe in slowly through your nostrils, and then exhale slowly emulating a steady, low-pitched 'hmmm' like a bee. 5. When you move deeper, you will be able to feel a vibration of the 'hmmm' sound. 6. Practice and make the sound as soft, smooth, and steady as you can. Performed this at least 10 times and gradually increase the count.
<p>Images</p>		
<p>Benefits</p>	<ol style="list-style-type: none"> 1. Improves lung capacity and oxygenation throughout the body. 2. Balances the Vata, Kapha and Pitta -3 doshas of the body. 	<ol style="list-style-type: none"> 1. Lowers blood pressure and migraine pain. 2. It helps to cure thyroid problem.



EVENTS @ GOA



Our Goa Plant successfully cleared the WHO-GMP Certification renewal . Joint Inspection was conducted on 19th & 20th July 2021 by CDSCO & FDA,Goa.



Blue Cross Laboratories sponsored the distribution of grocery items to an Orphanage home at Siolim, Goa organised by the Rotary Club of Panaji,Goa.

Kudos to Our Long Servers

35 years



Shivaji Mahale

30 years

Rajendra Hiray

25 years



Muralidhar Nambiar



Madhavi Madakasira

20 years

Raman Kumar
Ajay Borkar

10 years



Rajesh Mantri

Nitin Mahajan
Dhanaji Koli
Waseem Hasan
Mohd Aslam Qureshi

5 years

Gopal B Bobade
Nitin R Petkar
Dattatray N Garje
Chhaya Das
Shiv Kumar Dubey
Mohamadyaseen
Vahora
Prashant R Bhagat
Bhaskar Vancha
Ravi Pal
Ravi Shankar Singh
Ramesh Gorja
Mahip Makwana

Congrats on Your Promotion

Asst Manager HR & Admin

Sona Ashish Dighe
Regional Manager
S Arvind Kumar
H J Prasad
R Manoj Kumar

Area Business Manager

Virendrapal Devda
Kanhaiya Taumar
Hemant Kaushik
Shubham Mehta

Sr. Executive R&D

Amol Amritkar

Territory Manager

Amit Yadav
Jishin G
Kottu Swamy
Pravin Meshram
Susil Kumar Senapati

A Warm Farewell



Chandrabhan Bidgar, Liquid Dept, served 34 years at Nashik Plant



Diamond Trophy Winner of TUSQ "Winter Masti" contest 2020-2021 presented to Krishna Mahota, Nepal.

1st July is Celebrated as National Chartered Accountant's Day



Ketki Wadhawa



Amit Patankar

Submit EPF/EPS Nomination Digitally!

Steps to submit EPF/EPS Nomination Digitally:

Step 1	Visit EPFO website » Services » For Employees » Click 'Member UAN/Online Service (OCS/OTCP)'.
Step 2	Login with 'UAN and Password'.
Step 3	Select 'E-Nomination' under 'Manage Tab'.
Step 4	'Provide Details' Tab will appear on screen. Click 'Save'.
Step 5	Click 'Yes' to update Family Declaration.
Step 6	Click 'Add Family Details'. (More than one nominee can be added)
Step 7	Click 'Nomination Details' to declare total amount of share. Click 'Save EPF Nomination'.
Step 8	Click 'E-sign' to generate OTP. Submit 'OTP' sent on mobile number linked with Aadhaar.

e-Nomination is now registered with EPFO. After e-nomination, no need to send any document to employer or ex-employer.

EPFO website: <https://www.epfindia.gov.in>