



# BLUE CROSS NEWS

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2023  
WISHING YOU A HAPPY NEW YEAR

**Wishing all the Team Members at Blue Cross a Healthy, Happy & Prosperous New Year.**

## December 2022 – Sales Performance

December 2022 was a challenging month with our performance falling short of the target. Though many field personnel missed their targets, there were also many PSOs in all Zones who achieved / exceeded their targets for the month! The same challenges were faced by all but these PSOs overcame them and have showed everyone the way! Our congratulations also to those RMs and ZMs who achieved and exceeded their targets! I am sure that all those who missed their targets will derive inspiration from the performance of the achievers and exceed their targets in January 2023.

Our major products like MEFTAL-SPAS, MEFTAL-P, MEFTAL-FORTE, TUSQ, GASTRO Gr, MEFTAGESIC, EXTACEF, CEDON, BLUMOX-CA and the CTP Range have to grow faster and the other products have to steadily contribute. Roll up your sleeves and start the year 2023 on a solid note with strong sales in every territory! All the best and Happy New Year!

## Children’s Day Celebrated all over India

The **Blue Cross** Field Force celebrated Children’s Day on November 14th,2022 with plenty of enthusiasm and good cheer across the country. Team members visited Pediatricians, honoured them for their service to children and presented them with specially designed “Happy Children's Day” Posters developed for the occasion.





## World Diabetes Day 14th Nov'22 - Diabetes Risk Assessment Video

World Diabetes Day was organised by the IDF & WHO to generate awareness about Diabetes & its complications. This year's theme was "Education to protect tomorrow". To support the theme on the occasion, Blue Cross has developed an educational video to assess risk of Diabetes by the general population. The video presented symptoms of Diabetes in an appealing manner in which risk was assessed on the basis of how many Ladoos a person wins. For the video we had



roped in a famous actor Mr. Rajesh Kumar. This video guides people for early detection & hence better management of Diabetes. Along with this video our field personnel from both divisions conducted NPDCs (New Patient Detection Camps) across the country to detect new Diabetic patients & help them manage it.

<https://fb.watch/hPzEts5wxZ/>

## Dysmenorrhea Awareness Workshop

**#WhySufferSilently** is the initiative by Blue Cross to spread awareness about the symptoms and causes of Dysmenorrhea (painful periods). This helps eliminate myths & taboos associated with Dysmenorrhea and helps young girls & women to take charge of their lives by seeking the right treatment.

Workshops were held in schools and colleges across the country with the active help of eminent gynecologists.



Sangli



Amlapuram



Bijnor



Alibaug



Kolhapur



Pune



Muzaffarnagar



Vijayawada



Indore



Nasik



Tirunelveli



Alwar



## HEALTHY LIVING WITH DIABETES

India is known as the **“Diabetes capital of the world”**. About 7% of the Indian adult population have diabetes and it is estimated that Indians are prone to getting diabetes approximately 10 years earlier than the western population. Some very stark symptoms of diabetes are increased thirst (*polydipsia*), increased hunger (*polyphagia*) and increased urination (*polyuria*). Apart from these one should watch for weight loss, poor healing of wounds and increased fatigue.

Uncontrolled diabetes can be detrimental to overall health and lead to many complications like increased risk of heart disease, damaged nerves due to neuropathy, problems with eyesight due to retinopathy, increased risk of kidney disease due to nephropathy and gangrene leading to increased rate of amputations.

The management of diabetes is a wholistic approach comprising of various components in order to achieve optimal glycemic goals and prevent these long-term complications. These include:

**Regular monitoring:** It is necessary to regularly monitor the blood glucose levels and keep them in check in order to prevent any further complications.

**Medications:** Oral anti-diabetic medications and external insulin is important in the management of diabetes. Optimum dosage and suitable medications should be added with proper guidance from a physician or a specialist.

**Diet:** Diet is an integral part in the management of diabetes. Choosing the right food and appropriate meal timings is necessary for proper blood glucose control and avoiding unnecessary episodes of hypoglycemia.

**Exercise:** Regular Exercise is important as it not only helps keep the weight in check but also improves insulin sensitivity and glucose control.

**Yoga:** “A healthy mind leads to a healthy body. “Hence, yoga plays a very important part in diabetes management and can help maintain overall fitness.

### GLYCAEMIC INDEX OF FOODS

*It is a number from 1-100 that represents the rise in blood glucose levels two hours after eating that food.*

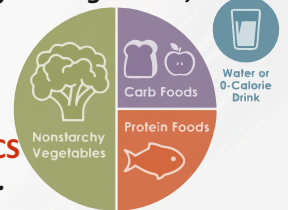
While choosing a food it is important to know the glycaemic index of that food as it represents how fast and how much will it raise your blood sugar levels.

**High glycaemic index foods** like white bread, pasta, refined cereals, potatoes, sweet potatoes, pumpkin, watermelon, bananas, mangoes, refined sugar, honey, potato chips, red meats, etc. should be avoided as the carbohydrates breakdown rapidly and cause a rapid increase in the blood sugar levels.

**Low glycaemic index foods** like whole wheat cereals, grains like jowar, bajra, brown rice, beans, lentils, green leafy vegetables, apple, papaya, orange, lean meats like chicken and fish, etc. can be consumed freely as they breakdown slowly and cause a gradual rise in the blood glucose levels.

### OVERALL DIET TIPS FOR DIABETICS

- **Limit the calorie intake.**
- **Consume more complex carbohydrates like whole grains, brown rice, green vegetables, etc.**
- **Reduce added sugar.**
- **Increase protein intake.**
- **Eat healthy fats like rice bran oil, olive oil, soya bean oil, etc.**
- **Increase fibre in the diet by adding salads, whole grains, etc.**
- **Limit to 1-2 fruits per day.**
- **Drink plenty of water.**



### OVERALL HEALTH TIPS FOR DIABETICS

- **Avoid excessive weight gain.**
- **Avoid alcohol intake.**
- **Stick to regular medication and do not self-adjust the dose.**
- **Exercise regularly.**
- **Add yoga to the daily routine for overall mind and body health.**

*Hence, learn how to manage diabetes to prevent or delay health complications by eating well, being physically active, managing diabetes during sick days, reaching and maintaining a healthy weight, managing stress and mental health, and more. This is the key for effective management of diabetes and ensure an overall good quality of life.*

## Is Covid returning?

In view of the spurt in Coronavirus cases globally especially in China and to prevent a fresh outbreak of the disease in India, the Indian government has come up with an advisory on a precautionary basis. It has also advised for genomic sequencing to understand the variant. There is no reason to panic as majority of our population has already been exposed to natural infection during the first, second and third wave. Additionally more than 80% of our population has been covered with vaccination which have proven efficacy and safety and thereby been more effective.

Thus there is no need to worry but we need to continue with the simple precautionary measures such as:-

- Wear masks whenever going out or in crowded places

- Try to avoid large gatherings /functions or keep safe distance
- Sanitize your hands
- Get Minimum two doses of the Covid vaccines
- Consult your physician if you have cough / cold /fever symptoms



**Long Servers Felicitated** **Congrats on Your Promotion**

**35 Years**

Manisha Mahant

**25 Years**

Nilesh Sail

Pavankumar Naik



**20 Years**

Haridas V.M

Sohan R. Desarda

Ajithkumar K.K.

**15 Years**

Prashant Pednekar

Umeshchandra.R. Jadhav



Mukhtar Ahmed Ansari

Bhaskar Munde

Biju V.C

**10 Years**

Biju M

Hitesh Kumar Arora

Vijeesh B

**5 Years**

Shekh Siddique

Sudhansu Sekhar Sabat

Navneet Kumar Pandey

Praveen Balasaheb Naik

Ajesh S

Dayyala Raj Kumar

Hemant Sharma

Mahendra Jaiswal

Kamal Singh Ruhela

Muhammed T

Ramchandra Todakar

Aasif Shah Ansar

Shashi Kumar Jaiswar

Shubham Rajkumar Singh

Yogesh Baghela

Ram Prakash Sharma

**G.M - Legal Affairs & Company Secretary**

Suresh Mahalingam

**Deputy G.M-Purchase**

Rohit Israni

**Executive - R & D**

Amol Landge

**EXECUTIVE -QA**

Prasanna Dangui

**Regional Manager**

Divakar H Raval

Snigdha Das

Arvind Kumar

**Area Business Manager**

Ramchandra Vilas Todakar

Kamal Singh Ruhela

Mohan Reshmaji Munde

Ashvin Bhatt

Ravi Parmar

Ravi Pal

**Territory Manager**

Sudheer Kumar Mishra

Pavuluri Anil

Narendra .

Shubham Rajesh Gaud

Nahid Ahmed



Session at Corporate Office by Ms.Aarti Shah, Manager-Medical Services on Diabetes awareness &the role of a healthy diet in diabetes management.

**Promotion**

**New Role / Assignment** to Mr. Rohit



Israni as Deputy General- Manager Purchase at Corporate Office. Here's wishing him all the luck & success.

**Welcome Aboard**

Mr.Pramod Bhamre has joined as Deputy Director Operations (Production). He has 24 years of rich experience in Production in Indian Multinational Pharma Companies. He has previously worked with Cipla, Indoco and Maxheel Pharma.



**Warm Farewell**



Mr.Anup Kumar Burman (Corporate Director - Production),was warmly felicitated at Goa plant on his retirement on December 30, 2022, after 30 years of service .

**10 HEALTH BENEFITS OF Lime Water**

- 1 Rejuvenates skin**  
Limes contain vitamin C and flavonoids, the antioxidants that strengthen collagen.
- 2 Improves digestion**  
Limes are acidic and they help saliva break down food for better digestion.
- 3 Fights infections**  
The vitamin C and antioxidants in limes can strengthen your immune system.
- 4 Helps with weight loss**  
Citric acids can boost metabolism, helping you burn more calories and store less fat.
- 5 Lowers blood sugar**  
Have a low glycemic index and help regulate how your body absorbs sugar into the bloodstream.
- 6 Reduces heart disease**  
Good source of magnesium and potassium, which promote heart health.
- 7 Prevents cancer**  
Limes promote healthy cell growth and improve the function of your immune system.
- 8 Reduces inflammation**  
Vitamin C can reduce the level of inflammation in your body.
- 9 Respiratory disorders**  
The flavonoid-rich oil extracted from limes is used in anti-congestive medic.
- 10 Fever**  
Vitamin C naturally lowers body temperature.



# Event @Bluecross

# Christmas Celebrations



Goa Plant audited successfully in Nov. 22 for ISO 14001:2015- Environment, Health and Safety Management Systems and ISO 45001:2018- Environment Management System.



Training on "Cost of Quality" conducted by Technical Director Mr. A.K. Gupta at Goa Plant.



A seminar organised on "First Aid + CPR + Palliative Care Orientation programme" by FMO Dr. Vallabh Dhaimodkar at Goa Plant.



ISO 9001:2015- Quality Management System conducted successfully for Re-certification at Goa Plant.

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.



## "Kubra" (Pristine Forest)



Mr. Satyajit Patil (QC Executive-Nashik) published a book "Kubra" (Pristine Forest). Book essays his experiences and observations in Tadoba National Park.