

BLUE CROSS NEWS

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Diwali Dhamaka
Celebrations: Flashback
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October 2022 –Company Sales Performance

Our Congratulations to the PSOs who achieved / exceeded their targets for the month of October 2022! The same circumstances – of festivals, competition, etc affected them too but these PSOs overcame all challenges and have shown that their determination to achieve their commitments was stronger! Special appreciation to all the RMs and ZMs have achieved and exceeded their targets! Those who missed their targets have to roll up their sleeves, work extra hard, improve Doctor coverage, significantly improve Doctor conversions, improve discipline in implementation of activities like NPDC, EPCC, PBCs and improve detailing of our product benefits.

Birthday Celebration at Corporate Office



Happy Birthday to our Founder Chairman Mr. Nihchal Israni ! All HOD's came together to welcome Sir & gave their best wishes. On your birthday, here's wishing you peace, good health and happiness.

Perceptions that Matter Awards



Your Company - Blue Cross Laboratories Pvt Ltd. was adjudged as the **No. 1 Company by Pronto Consult** which is one of the leading Market Research Organization in Pharma and FMCG areas. The Awards were chosen on the basis of the Perception Score through a Survey of patients, customers, consumers, distributors & retailers. The Survey was conducted in 75 Cities including Metros. Corporates were awarded points on the parameters such like Brand Availability, Packaging, Prescriptions, Field Staff Behavior, Customer Engagement, Scientific Promotion, Scientific Knowledge, Personal Experience, Price, Patient Adherence amongst others.

New Patient Detection Camps

The prevalence of type 2 diabetes in Indians is increasing at a fast rate. Diabetes is a growing challenge in India with an estimated 8.7% diabetic population in the age group of 20 and 70 years. The rising prevalence of diabetes and other noncommunicable diseases is driven by a combination of factors - rapid urbanization, sedentary lifestyles & unhealthy diets. New Patient Detection Camps conducted by our field personnel help in identifying Diabetics who were unaware about the same. This month also many such camps were conducted across India which benefited a huge number of patients.



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 it and helps young girls & women 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.



Agra



Ajmer



Bhusawal



Etawah



Gonda



Gwalior



Indore



Jaipur



Jalgaon



Pune



Khamgaon

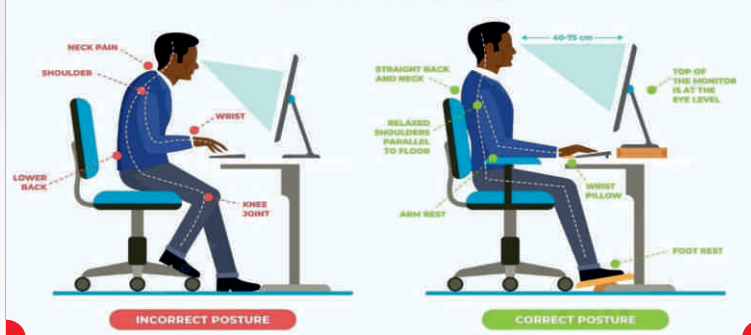


Meerut

Sitting Posture

ERGONOMICS AT WORK

— HOW TO SIT AT YOUR DESK CORRECTLY —



Many people spend most of their day sitting down, as they tend to sit when commuting, working in an office, and studying or relaxing at home.

Prolonged sitting can cause various adverse health effects, including the misalignment of the musculoskeletal system, balance issues, impaired

digestion, and reduced flexibility.

If you spend the bulk of your days sitting for long, it may lead to stiff muscles which may hurt you on standing up. Over time, this stiffness can shorten your stride and make it difficult to walk comfortably and efficiently. The wrong posture initially affects neuromuscular tissues. If not taken care, continuous pressure is created inside the spinal cord, which can finally end up causing slip disc.

Adopting the correct sitting position is essential for maintaining good posture and a healthy back and spine. Before you plan to sit down for work, do a 30 minute light workout. You can also do this work out after finishing work. This will help regulate the blood flow throughout your body. Do not keep sitting on the chair for long hours. Set an alarm for every 30 minutes and get up. During this 5-minute break, you can take a round or do some simple stretches.

A Guilt-free Festive Season

Festivals and celebrations are an integral part of our culture. Indian festivities include feasting with friends and family. No festive season is complete without food but there also comes the fear of over indulgence. To eat or not to eat, how much to eat, when to eat, what to eat, are debates that keep doing the rounds in our mind.



Diwali may be the festival of lights, but it's a time of year that weighs heavy on our diet. Tempted by delicious looking mithai, crispy namkeens and other calorie-rich foods, we watch as our healthy eating habits fly out the window and the festive kilos pile on.

Festivals are times for letting yourselves off the hook and give yourself a break but there's still a need to avoid overindulging and stay fit.

Here are some healthy hacks to avoid letting loose and stay fit during festivities.

Do not give in to the sweet tooth

Festival times are filled with being exposed to a variety of sweets and it would be a crime to cut out sweets entirely during the festive season. Keeping this in mind try to stick to a single piece or one small bowl during the day and try and shop for sweets that are made with sugar substitutes or dates.

Moderation is the key

Moderation is the key while eating your favorite

delicacies during the festivals. Portion control can help you keep a check on the intake of extra calories. Take smaller portions on the plate and avoid refilling it again.

Add fiber to the diet

Fiber in the diet gives a feeling of fullness without causing any weight gain. Eat more vegetables, fruits, lentils and whole grains and avoid the regular carbs like chapattis and rice.

Prioritize what you eat

Prioritize between a fried savory snack and a sweet delicacy at a time. Avoid indulging in both at the same time.

Eat before you head out

This will give a feeling of satiety and you will not reach out for every indulgent food item that is served. The trick here is not to be starving when you head out.

Think before you drink

Festivities are synonymous with celebrations. It is necessary to control the alcohol intake as alcohol is made by fermenting sugar and starch, so being high on alcohol is equivalent to being high on sugars and calories. Choose what you drink and how much you drink wisely.

Stay hydrated

Drinking water at short intervals will leave you feeling full, preventing you from overeating.

Watching what you eat plays a major role in ensuring your calorie intake during the festive season, also burning the calories you consume is equally important. Do not skip your workout. If you don't have a fixed routine, take half-an-hour out to walk, jog or cycle every day as cardio is the quickest way to burn calories.

It's not easy to make healthy diet choice during an Indian festival, as there's decadence all around. Wise choices, portion control and moderation can help ensure you eat healthy this festive week.

Long Servers Felicitated

30 Years

Manish Mungi

25 Years

Rajnish Chaudhry



Pavankumar Naik
Chandrashekhar Tamboli

20 Years

Sanjay Kumar Verma
M. Thirunavukkarasu

15 Years

Pradip Kumar Bhagat
Prashant Dhande



10 Years

Shaikh Kadir
Jailani Talli
Noushad V
Gopal Sharma
Md Akbar Imran
G Ramesh

5 Years

Ashok Kumar Gupta



Santosh Patange



Banwari Nagar
Athmakuri Satya Kiran

Beri Venkatesh
Sarathchandran V R
Manoj Sheshmani Pal
Zuber Ayubhai Salat
Sarvesh Kumar Upadhyay
Mohd Naved
Gopal Anjana
Dinesh Durgadas Shelar
Subhashchandra Vishwakarma
Ashok Kumar Pandey
Komati Anil

❁ Congrats on Your Promotion ❁

Sr.Area Business Manager

Pushkaraj A Kognole
Krishan Kumar
Chandra P Shrestha
Sanjeev Dua

Area Business Manager

Pradeep K Nagda
Virender Sharma
Harish Bhardwaj
Nand Kishore
Nizamuddin F
Amar Singh
Rahul Chouhan

Territory Manager

Man Singh Rathore
Prakash Jajra
Sanjay Singh
Vikash Kumar Sharma
Guggilla Venkateshwarulu
Harpreet Singh
Pandu Sika
Avinash Ashok Thorat
Rahul Kumar Tiwari
Akaash
Ajay chougale

Winner of War on Junk !



**Pranali Saste, Corporate Office
Goa Plant**



On the occasion of Diwali, "Hanging Lantern using Paper cups" Competition organised at Goa Plant.

A Warm Farewell



R. Mahadevan Iyer, Sr. G.M.(Distribution Dept.)recently retired after serving 42years at Corporate Office.

Certificate awarded to Nashik Plant

Certificate of Publication awarded to our R&D-Analytical team for the research article "Development and Validation of Stability Indicating RP-HPLC Method for Determination of Mefenamic Acid in Suspension Dosage Form" (published by Journal of Current Pharma Research, September 2022 Vol. 15, Issue 4).
Congratulations to the team !!



PSO's visited Nashik plant on 9th October. They were taken on a factory technical round (Production, QC, R&D).



Don't judge each day by the harvest you reap but by the seeds that you plant. —Robert Louis Stevenson



Diwali Celebrations @ Corporate Office

Blue Cross Diwali Dhamaka Celebrations were held on 21st October at Blue Sea Banquet, Mumbai. Our Vice Chairman & Managing Director Mr. Manoj Israni lit the lamp along with other HOD's & inaugurated the event.

All contests prizes were given out during the event which also included Rangoli Making, Fireless Cooking, Mask Painting, Selfie Frame making competition. Best Dressed employees also received exciting prizes and the evening was filled with a lot of entertainment, games & lip-smacking food. The memories of the celebration shall be cherished for a long time to come.

