CHAPTER 5

REVIEW AND PRESENT SCENARIO OF PHARMACEUTICAL INDUSTRIES IN PUNE

5.1 Overview :

The Search of Pharma industries in Pune city is made on the basis of scientific methodology of the survey of the practices & the literature available for the purpose of elaboration form three angles namely.

A. Compliance of statute (Statutory Provision)

B. Rules, Regulations and Provisions in condition of employment

C. Modification, alteration, addition, deletion in existing rules regulation.

Procedure, methods & working in tuned with mutuality agreement in between union, association, representing in the process of collective bargaining.

The survey of literature has the coverage of twelve companies. The study of literature analyses deals with the products, performance profile and theoretical exposition of H.R. practices in selected companies.

5.2 Preliminary Review :

As the study was focused on the human resource development practices prevailing in the Pune based pharmaceutical industries it was felt necessary to undertake a review of the pharmaceutical scene in Pune with
reference to a random sample of 12 companies from amongst 20 companies in the year 2003.

1. Process approach means a continuous, continued, consistent, constant developmental work. Though for the evaluation purpose twelve randomly selected industries are contemplated in fact they are the representatives of star field pharmaceutical industries. Details with regard to H.R.D. practices in these companies with reference to rules and regulations were studied.

2. To elaborate, the study capsules from three angles namely compliance of statutory provisions and model rules and regulations, volunteer incorporation over and above the provisions in these organizations and mutual agreement and acceding to the proposal from employee to employer and vice versa.

The randomly selected companies are:

1. Intervet India Pvt. Ltd. Wagholi, Pune Dist.
2. Ranbaxy Laboratories Ltd. E-12, MIDC, Jejuri, Pune Dist.
3. Emcure Pharmaceuticals Ltd. C/2/13 MIDC, Bhosari, Pune
4. Hindustan Antibiotics Ltd., Pimpri, Pune
5. Litaka Pharmaceuticals Ltd. B-12, H Block, Pimpri, Pune
7. Serum Institute of India Ltd. 2/2/2 Hadapsar, Pune
8. Cipla Ltd., MIDC Kurkyumbh, Pune Dist.

9. Prophyla Pharmaceuticals Ltd., Pirangut, Pune

10. Fresenious Kabi India Pvt. Ltd. A-3, MIDC, Ranjangaon, Pune

11. Briocia Pharmaceuticals Ltd. Jejuri, Pune

12. Glenmark Pharmaceuticals Ltd., Kurkumbh, Pune

Interesting facts of some of these companies have been carefully studied.

3. Though by and large the concepts are same and similar, every industry is having different, distinct, independent and interdependent pattern and therefore the same is critically evaluated and carefully contemplated. In fact the roots of social security lie enrooted in Vedic era. The Vedic hymn states that :
savo-ip saukiNaa santu È savao- santu inaramaya ÈÈ
savo- Bad`aiNa pSSantu È maaM kiScat du:KaNnauvaat ÈÈ
Let every one be happy and tranquil, free from illness, let everyone have prosperity and bright future. Let distress should not touch me.

4. The concept of HRD is becoming more and more broad-based with the changing times.

4. This is because of an awakening sense of ones rights and prerogatives. Companies have realized that ‘hire and fire’ policy is impracticable and
costly. Further in tune with changing circumstances diversified thinking is needed. Perhaps the only immortal thing in the world is change.

Essentially this is due to the fact that HRD is concerned with human behavior and the growth and well being at the individual as well as at the organizational level. As a result the role of HR professional is also undergoing significant transformation. HR professional today has to be more proactive instead of being reactive.

5. Human behaviors are unpredictable. For him work is indispensable. Work is required for social status. Social status is based on economic status. Economic status leads to satisfaction. Satisfaction is necessary for more fruitful results.

HRD practices which are techniques, methods and mechanisms that facilitate the development of human resources, have to be reviewed in the context of the present transitional phase. The role HR managers and professionals are the more significantly the HR practices adopted by pharmaceutical companies, towards the achievement of the HRD objectives. The present research aims at examining and exploring the various H.R. developmental interventions that some of the pharmaceutical companies in the Pune area are making.
Improvement in the performance of employees followed by professional development is accomplished through a proper system of ‘Performance Appraisal’.

6. Performance appraisals assists in visualizing the outcome from SWOT angle which brings into the limelight the brighter side. Synchronizing the strength of an employee with organizational brighter side gives further boost up to achievement of predetermined targets. Whereas weakness leads to tailor suitable training programme.

Thereafter training and development along with effective communication would pave the way for refinement in the HRD activity:

7. It is opined that the training programme should be developed and designed in such a way that it suffices the very cause. Further the selected candidates must have a zeal and intense desire to learn and an aptitude to utilize that knowledge gained. Sectional heads generally depute those personality is such that the supervisor does not have friction free and smooth relations with them. A feedback after some time gap has helped to bring necessary desired change in the incumbent.

In this context the words of Henry Ford are quite realistic “Take away my factory machinery, money and all that I have, but leave my men and I will rebuild my industrial empire stronger and better”. Further, the following
words of Swami Vivekananda emphatically emphasize on ‘the importance of human resources’. Men, men, these are wanted: everything else will be ready, but strong, vigorous believing young men, sincere to the backbone are wanted. A hundred such and the world becomes revolutionized. Moreover, the Indian Pharmaceuticals can survive in a competitive environment if it is based on a good-work culture, commitment professionalism and appropriate knowledge. According to Peter Drucker “Knowledge is the only meaningful resource today”

8. Peter Drucker has vindicated that the effective and efficient men deals with the same sincerity with the macro and micro level aspects. They give the importance to the aspects which have been overlooked by others.

5.3 Company Review:

A careful review provided here under, of some of the well-known companies, directed the research progressively and remarkably:

5.3.1 Intervet India:

Intervet India with its mission according to which its professionals are committed to animal health and the ethics of the veterinary profession. Its brand essence consists of 'professionals for professionals' who are committed to research, Integrity and preference and are essentially inspiring caring, collaborative and innovative. Recent statistics indicate that more than
15% of the Intervets total work force in R & D 14%. R & D sites spread around the globe. Its annual investment in R & D exceeds 10% of sales. Intervet is the world's third largest animal company. It was founded in the year 1969. As an animal health company having a strong focus on the market and its customers. Intervet is represented in 53 countries and has 14 R & D and 18 production sites with more than 5000 employees.

Intervet is dedicated to research and development with innovative products to promote animal health. Intervet India, which is a 100% subsidiary of intervet international 6v, has its HQ at Boxmeer, the Netherlands. Intervet India is located at Wagholi, a village near Pune where the factory produces biological, especially Foot and Mouth Disease Vaccine and it is known for international expertise as an important FMD manufacturing unit in India. This company is gaining expertise in controlling FMD which is an important live-stock disease.

Intervet is its introduction state "Our organization believes to be an honest and reliable business partner, protecting the environment and showing respect for our neighbors and creating their respect in return. We understand that, to find the right answers to all these demands is not easy, but, in essence, that is what Corporate Social Responsibility is all about for the entire Intervet organization. We are a company of professional
committed to animal health and the ethics of the veterinary profession. Our focus on advancing medical knowledge solution for animals, their owners and animal health professionals”.

5.3.2 Ranbaxy Laboratories Ltd.:

Ranbaxy Laboratories Ltd. is a pharmaceutical company that is ranked amongst the ten global generic companies. Its presence in 23 of the top 25 pharma markets of the world is well-known. It produces a wide range of affordable quantitative generic medicines and enjoys the trust and confidence of health care professionals and patients at the national and international level. This company was incorporated in the year 1961 and went public in 1973. “For the year 2006, the company's Global sales at US $1339 Mn reflected a growth of 1.7%. The EBIDTA at US $207 reflected an expansion of 16% profit after tax at US $114 Mn registered an increase of 950% over the previous year. These companies pursued successfully acquisitions which have significantly expanded its business activities in the emerging and profitable markets. To accentuate its competitive growth Ranbaxy considers its R and D capabilities as an essential component of its business strategy. Its research areas for drug discovery are anti-infective, inflammatory, respiratory, metabolic disease and oncology. It has global alliance in the area of drug discovery and development with Glaxo
Smithkline Plc. It desires to achieve significant business in proprietary prescription products by 2012 with a strong presence in the developed markets. Its business philosophy is to deliver value to its stakeholders. This objective inspires its employees to innovate, achieve excellence and set new global benchmarks.

In regard to the opportunities it offers to its employees the following words of Ranbaxy are quite meaningful “The global spread of Ranbaxy and the blazing growth in business provides ample opportunities for our employees to build careers in various fields. Opportunities have never been a constraint for the deserving. We believe in employee growth that goes beyond vertical movements and change in designations. Potential and performance are the pillars of career progression at Ranbaxy. A robust development process supports this.

Our managers will generally have the opportunity to live and work in different countries; such international experience will help them better understand our complex business and grow both personally and professionally. Salaries and other benefits in Ranbaxy are comparable with the best in the industry and one can expect to be rewarded highly if the performance is consistently outstanding.
Group Life Insurance, Medical Insurance and Pension Plans are a few examples of the benefits we provide to our employees and their dependents with adequate financial protection on long-term basis.

The ownership in business is fundamental to personal progression; we encourage you to take ownership of your investments. Stock ownership is apart of the compensation for our managers early in their career at Ranbaxy.

5.3.3 Emcure Pharmaceuticals Ltd. :

This company was established in the year 1981 and its first manufacturing facility was commissioned at Bhosari, Pune. It has rapidly grown as one of the top Indian Pharmaceutical companies in the domestic industry. Its infrastructure, skills and resources are at par with the best in the world and have become a preferred outsourcing partner for some of the largest Multinational Companies. Today Emcure researches, manufactures and markets formulations under its own brands in the domestic market. It exports its own formulations to Asia, Africa, CIS, Europe, Latin America and the Middle East. Its characteristics such as quality, competitiveness and transparency have been recognized. While it is emerging as a strong player in the area of biotechnology it has become quite active in dealing with HIV/AIDs through its “Let's fight AIDS together” initiative and further it supplies Antiretroviral drugs to Africa, Asia, Pacific and CIS. In the year
2006, its social responsibility was evident from the fact that it started pharmacy, in Pune, for HIV / AIDS called “Taal”.

The following statements point out Emcure's concern and interest in the development of human resources "The human resources philosophy at Emcure envisages an organization that grows as its employees too learn and grow individually. The work culture at Emcure encompasses openness in every sense with complete access to all resources and facilities available within the company in an environment that encourages professional growth.

Emcure’s is an equal opportunity employer and does not encourage any discriminatory biases. What Emcure offers an individual is a great opportunity to work with one of the most dynamic organizations in the pharmaceutical industry, a steep learning curve, high responsibility levels and the chance to grow with the organization? We believe in long-term associations, a fact borne out by one of the lowest manpower turnover ratios in the industry”.

5.3.4 Hindustan Antibiotics Ltd. :

H. A. Ltd., Pimpri, Pune, started as a one-product company in 1954. It has developed and grown into a multi-faceted pharmaceutical complex manufacturing antibiotics form human beings and as well as for plant and animals. Its own discoveries like Hamyain for skin disease and Aureo fungin
for plant disease control are well-known. Till the year 1990 H.A. Ltd. Enjoyed monopoly as there did not exist any competition in the market, not even from multi-nationals or other Indian private sector companies. As the first drug manufacturing unit in the public sector to undertake commercial production like Penicillin, Streptomycin, Ampicillin, Gentamycin etc. it started supplying bulk drugs to the Indian pharmaceutical industry.

Even though HAL was set up with the financial and technical assistance from UNICEF and WHO, with an initial capacity of 9 mt per annum of penicillin first crystal, it had to undergo some change due to liberalization after the year 1993 and as protection was gradually withdrawn it had to compete with the manufacturers in the private sector and as well as with multinationals. Further details are as under:

“HAL has been incurring losses since 1993-94. The company was referred to the BIFR in January 1997. The BIFR declared the company as formally sick on 31/3/1997.

The Government in March 2002 communicated to the BIFR that it is not in a position to submit a fully tied up proposal for rehabilitation of the company. Accordingly, it had been submitted to the BIFR that the Government is agreeable for a change in management of the company and would be willing to consider a financial restructuring package without
infusion of additional funds along with and as part of disinvestments to a strategic partner. During the Budget 2004 -2005 announced by Minister of Finance, funds have been proposed to be allocated for restructuring of HAL. HAL has submitted a proposal of revival, which is being examined”.

5.3.5 Litaka Pharmaceuticals Ltd. :

The inception of Litaka Pharmaceutical Ltd., took place in the year 1981 and it started its full-fledged production in the year 1983 at its Pimpri, plant. In the year 1985 its shares got listed on the Bombay Stock Exchange. From the year 1992 it started manufacturing exclusive Animal Fed Supplementary facilities and in the year 1993 it entered ‘International Markets’. Its products are known for quality as each of its products undergoes stringent quality checks right from the stage of procurement, to manufacturing and there on to the effective delivery of the finished products. Its dedicated team of pharmacists are researching to explore new formulations so as to cater explore to the market demands. Litaka’s association with leading Indian companies and as well as with many multi-nationals has enhanced their standards of technology and quality.

Some of the important features of this company year-wise are:

1997 Starts manufacturing exclusive for Anti- Tuberculosis (Anti- TB) product range.
1998 Li Taka acquired Marketing Division of Borachem Industries.

1999 Joint Venture with HERBALIFE INDIA LTD. (A Subsidiary or HERBALIFE USA) exclusive dietary feed.

2000 Company goes through management change of Mr. Rajendra Bora takes over as a Chairman & M.D.

Li Taka moves up from 1771h Position to 1351h Position on ORG Survey of 250 top ranked Indian Pharma Companies.

2001 Awarded Anti -TB Tender of $ 3 Million (Rs.15 crores) by NOVARTIS INDIA LTD. For World Health Organization Suppliers.

2002 Li Taka Register a Prescription (Rx) growth of 40% for second consecutive year as ORG survey

* Awarded $ 5.5 Million (Rs.25 Crores) order by NOVARTIS INDIA LTD. For World Health Organization.

2003 Supplier

- Awarded an order of $100,000 (Rs. 50 Lacs) in Uganda by ANTI-AIDS Committee

2004 Li Taka complete registration of branded products in 20 countries.

Its marketing team is getting stronger to meet the challenges of the future, significantly. More importantly the company is gearing itself to make a remarkable impact on the health care industry by enhancing its facilities for
the manufacturing of Anti TB range of formulations, dietary feed supplements and Veterinary product manpower resources consist of highly experienced and technically qualified professionals. Their expertise covers areas such as production, R & D, Quality Assurance, Finance, Purchase, Marketing and International Business. Further to ensure better and better performances, employees are provided effective training for enhancing development.

5.3.6 Wockhardt Limited

Wockhardt is a global, pharmaceutical and biotechnology company that has grown by leveraging two powerful trends impacting the world of medicine - globalization and biotechnology.

This Company has a market capitalization of over US$ 1 billion and an annual turnover of US$ 650 million. Wockhardt’s pace of growth and momentum permeates every mindset, system and technology within the organization.

This company today is distinguished by a strong and growing presence in the world’s leading markets, with more than 65% of its revenue coming from Europe and the United States. Wockhardt’s market presence covers formulations, biopharmaceuticals, nutrition products, vaccines and active pharmaceutical ingredients (APIs).

This company has a strong track record in acquisition management, with five successful acquisitions in the European market. These acquisitions have
strengthened company’s position in the high-potential markets of Europe, and have expanded the global reach of the organization.

Wockhardt’s manufacturing facilities in India, UK, Ireland, France and US have the approval of major regulatory bodies, including US FDA and UK's MHRA, with capabilities for both Finished Dosage Formulations and APIs. The output includes.

A key growth driver at Wockhardt is its state-of-the-art, multi-disciplinary research capability backed by a team of 500 skilled scientists. Consistent efforts have resulted in six breakthrough biotechnology products, 750+ patent filings and a pipeline of promising new molecules.

Wockhardt’s strategies are aligned towards being a significant player in the emerging global biopharmaceuticals market. In order to achieve this goal, the company has set up the Wockhardt Biotech Park, India’s largest biopharmaceuticals complex, with six dedicated plants built to international standards.

Research is a primary focus at Wockhardt, with numerous initiatives targeting both identified market opportunities and the challenge of unmet medical needs. Addressing these goals, Wockhardt has a dedicated and infrastructural sophisticated research complex, with 500 scientists, 150 of whom are PhDs. The Company’s investment in research over the past years has been significantly on the increase and is among the highest in the Indian pharmaceutical industry.

Concentrated R&D efforts at Wockhardt have resulted in 750+ patent filings, including three in pharmaceutical biotechnology.
Biotechnology has been a significant differentiator for Wockhardt. It has set us apart, helped us blaze new paths, and set goals that have impacted health and redesigned our future.

Much ahead of time, Wockhardt anticipated the potential of biotechnology as the ‘Science of the Future’, and started preparing well in advance of its peers.

Wockhardt’s biotechnology programme has been geared towards a single objective -- making high-quality affordable products that will bring the benefits of this amazing science to a large section of patients.

**5.3.7 Serum Institute India Ltd.:**

This Institute was established in the year 1966 with the specific objective of manufacturing life-saving immuno-biologicals, which were in shortage in India and were imported at high prices. Many life-saving biological products were manufactured by Serum, at prices affordable to the common man. Operations at Serum started in the year 1967 with the manufacture of Tetanus Antitoxin followed by Fluid. Due to abundance in production, the country was made self sufficient for Tetanus Antitoxin and Anti-Snake Venom Serum, followed by DTP (Diphtheria, Tetanus and Pertussis) group of Vaccines and then later or MMR (Measles, Mumps and Rubella) group of vaccines.
The Company reduced its prices of vaccines such as Hepatitis –B Vaccine, Rabies Vaccine, Combination Vaccine etc. As a result of this policy not only the Indian Children but also the under-privileged children in more than 145 countries of the world got protection from their birth.

Serum Institute created a facility called "Serum International Ltd’ in July 1993. This company markets research based products. Also, recently Serum Institute of India set up" Serum Bio-Pharma Park." It is meant for biotechnology and pharmaceutical products.

Notable features of Serum Institute are:

i. It is concentrating on the manufacture of vaccines and other biological and is the largest supplier with reference to Govt's Expanded It has been developing indigenous processes by bringing the most upto date research and manufacturing technologies tot he country.

iii) It is the only private sector manufacturer of vaccines to be invited to Geneva WHO's programme of ‘Children's Vaccine Initiative’.

iv) It has encouraged and nurtured a group of specialists and Biotechnology Scientists.

v) Serum Institute and its scientists have gained recognition in International Scientific forums.
Serum Institute is on its march to bring progress in health care and benefit humanity.

5.3.8 CIPLA:

The Chemical Industrial and Pharmaceutical laboratories (CIPLA) was set up in the year 1935. It became a public limited company with an authorized capital of Rs Six Lakhs. The founder of CIPLA Mr. Khwaja Abdul Hamied gave the company all his patent and proprietary formulas for several drugs and medicines, without charging any royalty. The first products from CIPLA were ready for the market when it was officially opened on September 22, 1937. CIPLA began to progress significantly. In the year 1941 started producing fine chemicals towards the war effort. Its first research division for attaining self-sufficiency in technological development, was set up in the year 1952 and in the year 1960 it started producing fine chemicals at its second plant at Vikroli, Mumbai. In 1968 it manufactured Ampicillin for the first time in the country and in the year 1972 it started Agricultural Research Division at Bangalore for Scientific Cultivation of medicinal plants. In the year 1976 it launched medicinal acrosols for asthma and in 1980 it won Chemexal Award for Excellence, for exports. In 1982 its fourth factory at Patalganga begins to operate.
CIPLA developed anti-cancer drugs: Vinblastine and Vincristine in collaboration with the National Chemical Laboratory, Pune, in the Year 1985 and in the year 1991 it launched etoposide, a break through in cancer chemotherapy in association with the Indian Institute of Chemical Technology. Also it pioneered the manufactured of antiretroviral drug : Zidovudine.

In the year 1994, its fifth factory at Kurkumbh, Pune (M.S.) began its commercial production. The Palliative Cancer Care Centre set up by CIPLA foundation began to offer free services at Warje (Pune) from the year 1997. During this year it launched Transparent Rotahaler, a drug powder inhaler device, the first of its kind in the world. With the launch of ‘lamivudine’ in the year 1998, CIPLA began to offer all the 3 component drugs of retroviral, combination therapy, along with the already launched' ‘Zidovudine’ and 'Stavudine'.

In the year 1999, it launched' Nevirapine' an antiretroviral drug that can be used to prevent the transmission of AIDS from mother to child. Further in 2003, it launched Tiotropium bromide (TIOV A) that is useful as a once- daily maintenance treatment for patients with chromic obstructive pulmonary disease. CIPLA set up state-of-the-art manufacturing facilities in
Goa and in Baddi (Himachal Pradesh) during the year 2002 and 2005 respectively.

Over and above all these achievements of CIPLA, the following facts about CIPLA need to be noted.

i. In the year 1980 it won “Chemexil Award for Excellence” for exports.

ii. Sir PC Ray Award was won by CIPLA in the year 1984 for developing in house technology for indigenous manufacture of a number of basic drugs.

iii. US, FDA's approved for CIPLA's bulk drug manufacturing facilities.

iv. In the year 1988, it won "National Award " for the successful Commercialization of publicity founded Research & Development

v. CIPLA was honored when Mahatma Gandhi visited it on 4-7-1939 and wrote 'delighted to visit this Indian enterprise.

CIPLA and its employees have been contributing richly from pre-independence days, to the growth an development of the Indian Pharmaceutical Industry with the ultimate objective of mitigating the sufferings of the patients.

5.3.9 Prophyla Biologicals:

This company was established in 1978 with the objective of providing high quality pharmaceutical products for better quality of life. In endeavor to make available the best quality of 'medicines to alleviate the-sufferings of
mankind, Prophyla offers the products of International standards. The missionary zeal of people at Prophyla for quality, service and total customer satisfaction has earned a respectable name or Prophyla as a reliable and dependable Contract Manufacturer. Today, they are recognized as an ideal Contract manufacturing partner for companies who need the assurance of quality and cost effectiveness. Prophyla is working hand in hand with other companies and giving them customized solutions. They shall continue to achieve excellence in manufacturing pharmaceutical products by marching ahead on our corporate principles, which shall spread the smile world over. Prophyla Biologicals has two Manufacturing Plants where Pharma manufacturing activities are carried out. Details of the two plants are given below:

1. At Pirangut (WHO GMP Certified)

This Plant is located 15 Kms away from Pune. It is a state of the art factory set up exclusively for manufacture of Lozenges. This is the first time a Lozenge manufacturing plant has been given WHO GMP certification in India. This plant has its own added locational advantage, as the climatic conditions at Pirangut are suitable for lozenge manufacturing activities. The Plant is fully equipped with the latest lozenge manufacturing machines, and has a team of qualified and experienced staff to run the plant.

The plant is spread over an area of 70,000 sq.ft. The total built up area of the plant is 28,000 sq.ft. The present capacity of the plant is 180 tonnes / month which could be increased further as per the future requirements.
2. At Taloja:

This plant is located 55 kms, away from Mumbai. The activities managed by the Company are Liquid Oral, Capsules, and Tablets. Product range includes Human Medicines, and Herbal Product

3. Excellence in Herbal Pharma manufacturing:

For centuries India's rich herbal heritage has been the source of inspiration for curing diseases and providing better quality of life for suffering humanity. India has been the cradle for the development of Ayurvedic and Herbal medicines. Herbal plants are found and grown in plenty in the rich terrain of India. We at Prophyla are committed to achieve excellence in the manufacturing of high quality herbal products by utilizing all the natural resources of our country. To standardize the quality and efficacy, Prophyla has ambitious plans for back ward integration in cultivation and extraction of herbs.

3. QC:

Prophyla follow the highest quality control norms. To ensure that GMP standards are met and our products meet the international quality standards, quality control measures have been imbibed at every stages of manufacturing right from raw material selection and approval to finished products. QC lab is equipped with all the latest equipments like spectrophotometer & GC etc. In-process quality control is an integral part of QC.
4. R&D :

In house R & D ensures high quality standards, cost reduction by new methods, backward integration, process simplification standardization, technology and optimum productivity. All these steps ultimately help our valued customers in developing superior formulations

5. The Leader in manufacturing Pharma grade Lozenges :

The biggest milestone in the history of Prophyla was achieved way back in 1997, when a state-of-the-art plant -with an ultra modern technology was setup in Pirangut specifically for Manufacturing of pharma grade lozenges. WHO, GMP Certification of the Plant is a testimony to our quality standards in manufacturing lozenges. The plant is constructed over an area of 70,000 sq.ft. The present capacity of the plant is 180 tonnes/month, which can be increased further as per the requirements. Manufacturing of high quality and Pharma grade Lozenges needs a special climatic zone. That is why our Lozenges manufacturing factory was installed in the town of Pirangut near Pune, which is the ideal Geo-strategic place with suitable climate.

6. Emerging Force in Veterinary Products :

Healthcare management of Livestock and animals is a fast growing segment. Our focus is to develop and manufacture veterinary pharmaceutical products. We manufacture dosage forms such as bolus, powder and suspension for top of the line Pharmaceutical Companies. Prophyla has been making its foray into the International Market through exports with clockwise regularity. Products manufactured by Prophyla confirm to International quality standards and are exported world widely buy
our valued customers. They also export their brands in various pharmaceutical forms such as Oral dosages, inhalers, ointments and lozenges to various countries like South Africa, Middle East and South-East Asia. .

7. Customer: Achieving total customer satisfaction is fundamental to business.

8. Ethics:

To maintain the highest standards of corporate behavior.

9. Quality:

To strive for excellence in all areas of activities.

10. Efficiency:

To ensure the optimum usage of our resources, energy and time in all our endeavors.

11. Law:

To comply with the spirit & the letter of our law, rules and regulations.

12. Prophyla PEOPLE:

are committed, dedicated, highly skilled and well trained quality people are the real reason behind success and continuously growing list of valued customers.
5.3.10 Fresenius Kabi India Pvt.Ltd.:

This is a leading company in the field of Infusion Therapy and Clinical Nutrition. In addition, Fresenious is active in the field of Transfusion Technology, supplying blood processing systems as well as blood bags and filters, Fresenious focused on the therapy and care of critically and chronically ill patients in and outside the hospital. Fresenius Kabi India has 650 employees. Fresenius Kabi’s product portfolio consists of pharmaceuticals, namely of products for infusion therapies and clinical nutrition and we offer the respective medical devices for the application of both therapies. This interlinked product portfolio ensures a high-quality, comprehensive product range from one source.

Fresenious product range includes infusion solutions for fluid substitution, blood volume replacement, intravenously administered drugs as well as the respective medical devices for the application, pump systems and infusion management systems.

Infusion therapy products are essential medications, which are mainly used in surgery, intensive and emergency medicine and on general wards. Clinical Nutrition Fresenius Kabi is the only company that offers infusion solutions for parenteral nutrition (nutrition via the vein) as well as products for enteral nutrition (via the gastro-intestinal tract) and the respective medical devices for their application internationally. Clinical nutrition products are required during a stay in the hospital as well as in the ambulatory environment.
Parenteral nutrition is administered intravenously, and enteral nutrition products are administered in the form of sip and tube feeds using the gastrointestinal tract.

Both serve to help patients who cannot eat any, or sufficient, normal food. This is especially the case for patients in intensive care units, for patients who are seriously ill and with malnutrition. When the patient leaves the hospital the ambulatory services of Fresenius Kabi can care for the patient and provide him with the necessary products.

Transfusion Technology products are normally used for blood transfusion during surgery in order to replace certain blood constituents. Customers are mainly blood banks and blood donation centers, Fresenius offer blood processing systems as well as blood bags and filters.

Based on their expertise in infusion and nutritional therapy with our pharmaceutical products, medical devices as well as disposables and with the commitment and dedication of employees, Fresenius will generate the necessary resources to become the global leader for the therapy and care of critically and chronically-ill patients inside and outside the hospitals.

Fresenius Kabi India has a state-of-the-art factory situated at Ranjangaon Industrial Estate, near Pune city in Maharashtra for manufacturing plasma volume expanders, intravenous drugs and basic intravenous solutions. This world-class factory has been approved by European regulatory authorities for exports to Europe. The factory also has WHO – GMP (Good Manufacturing Practices) Certificate required for export to many other countries. Fresenius Kabi India exports to more than 30 countries including
Europe and Australia. The plant is spread over an area of 6 hectares and employs the latest technologies for manufacturing various products.

5.3.11 Briocia Pharma (India) Private Limited:
This company was established in the year 2002 under the visionary leadership of late Mr. S.C. Bora ably supported by Mr. Ashok Bora and Mr. Abhay Bora with an objective to manufacture drugs of international quality standards.

This company acquired the manufacturing plant previously owned by Abott Ltd. situated at MIDC Industrial Area of Jejuri, Pune. The facility is developed for the manufacture of Oral Dosage Forms such as Tablets and Liquids and is approved by WHO Officials in November 2003.

This company began its business manufacturing products for Abott Ltd. on Contract manufacturing term. Internationally known brands like Digene Gel and Tablets and the Brufen range have been manufactured in this plant.

5.3.12 Glenmark Pharmaceuticals Ltd:
Glenmark Pharmaceuticals Ltd. is an emerging, research-based global pharmaceutical company with a diverse combination of skills, resources, and capabilities that provide a platform from which to perform effectively in today's rapidly changing healthcare environment. The phenomenal business growth seen by Glenmark in the last few years has been fuelled by the people we have, by the free and nurturing work environment we provide and by the support given through clear people-processes. At the same time, there is a long way ahead with challenges for professionals in diverse functions. This organization is making a mark for itself across geographies and functional areas at a rapid pace.
This company has always firmly believed that its strength lies within the talent it attracts and retains. Whether it is through robust Performance Management systems, Formal Learning and Development processes or Career Planning Processes, the attempt is always to develop individuals who can build an aggressive, growth oriented environment. This company has been one of the fastest growing Indian formulation companies and is ranked 26 [ORG IMS, March 2008] in the domestic landscape. While the company has successfully diversified its overall revenues by entering several new geographies and the API business segment in the last few years, the India market for formulations still contributed approximately 70% of revenues in FY 2008. The company has grown faster than the Indian Pharmaceutical Industry.

In 1998 the India formulations business for Glenmark was dominated by revenues from its dermatology products followed by its products in the respiratory segment. Jointly they contributed 70% of the revenues for the business. While Glenmark had attained a strong position in dermatological with a ranking amongst the top 3 companies and its other brands such as Ascoril were segment leaders, a need was felt to diversify the segment mix and enter several new therapeutic areas.

Today Glenmark's segment mix shows a higher diversification. In Q1 FY 09, India formulations business continued to grow and strengthen its position in the dermatology, respiratory and cardiovascular segments. The business made a strong comeback in the pain segment with its product Flexilor (Lornoxicam), which not only registered strong sales growth but also emerged as the leader in this particular molecule segment. The India
formulations division launched 12 new products during the quarter. Some major product launched during this year are Onabet (Sertaconazole) cream, a derma product which is a first of its kind product in the country. Deriva CMS, a unique combination of Retinoid adapalene and Antimicrobial clindamycin, another major launch in the derma segment. And Hair4U, a Aminexil+Minoxidil combination product, another first in the market specifically targeting perfollicular fibrosis while improving the quality and density of hair. The business has now established a strong position in several other therapeutic areas such as Respiratory, Anti Diabetic and Cardiac therapies. A multi-tiered strategy, in combination with a conscious and successful effort to diversify the therapeutic basket has enabled the company to drive this growth in its Indian formulation business. Various recent initiatives such as the launch of a new specialty division to focus on our core customers i.e. Dermatologists with High end Dermatological products, further consolidation in Cardiac and Anti Diabetic therapies will provide the impetus for further growth in the years to come.

**Glenmark Research Centre [GRC]**

Glenmark set up a wholly owned subsidiary Glenmark Pharmaceuticals S.A. in Switzerland in July 2004. Glenmark Pharmaceuticals S.A (GSA) has established an international team of highly qualified scientists with biopharmaceutical research experience. The Company functions as the nerve centre for activities related to the group's intellectual property .and has a Biologics research centre in Neauchatel.

Glenmark is among the few Indian pharmaceutical players targeting new drug discovery and biologics research. Glenmark has a strong pipeline of 13 research programs.
5.4 Relate literature:

A part form the hither to explained review and study of some of the notable companies (from (a) to (g) located in and around Pune, it was felt necessary to study the following

i. Publications of the Indian Drug Manufacturers Association (IDMA) of the last five years.

ii. Pharma Express Journals of the last 5 years.

iii. A number of In house journals of some of the important pharmaceutical companies.

iv. Financial statements pertaining to the selected companies and also the reports of the Chairmen at the Annual General Body meetings of the companies during the period 1998-2003.

v. Consulted certain well-known experts in pharmacy in regard to their view relating to the contribution of human resources towards pharmaceutical industrial advancement and product development.

A detailed review of the related literature available through the journals and records provided informative details and certain new insights into modern human resources practices in the pharmaceutical industry. Further information relating to recent happenings and developments in the pharmaceutical industries all over the world was of much significance. In
particular, details pertaining to changes adopted by the pharmaceutical companies, to harness the human resource and increases human resource potentiality for development were also studied. The measured adopted by these companies for the enhancement of employees welfare were also noted.

An approach just like “Aaraogya kavach” which is a panacea to evaluate the existing & potential diseases of the customers is the newer policy. The integrity, loyalty, mortality & preferences are inspiring, caring, collaborative & innovative approach. Group life insurance, medical insurance, pension plan, fidelity guarantee schemes are some examples showered on the employees. New developments are taking place at everyday for newly found diseases & companies are tightening their belt to overcome the same by introducing new pharmaceutical formulas, the success depends upon the Human Resources & therefore need of the same doesn’t require any specific mention. These are randomly selected organizations. A study there of will assist us to understand the Pharma Industry by and large.