

## National Seminar on Challenges & Opportunities ahead for Pharma SME's

A National Seminar on Challenges & Opportunities ahead for Pharma SME's was organised at Indore on 14th March, 2010. The main objective of the programme was to motivate SME's members for future opportunities and demand of pharmaceutical medicines in domestic market & international market as well as the current business challenges and possible solutions. Around 50 members from Indore Pharma Cluster participated in the seminar. Mr. Manoj Kumar, CDM, invited Mr. Mahendra Hardia, Honourable Minister of State Health Department Madhya Pradesh along with Shri Ramesh Shah President, MPPMO, Shri Himanshu Sha, Secretary, MPSDMA and Dr Darshan Kataria, General Secretary, Pithampur Aydogik Sangathan. Mr. Hardia inaugurated the first news letter of Indore Pharma Cluster in presence of other dignitaries.

Capt. D. Pulla Reddy, Chief Consultant & Project Head, APITCO Ltd. explained the project objectives and

challenges of the cluster observed by facilitating agency APITCO Ltd. At the end of the session Chief Guest Mr. Mahendra Hadia shared his views on the cluster, challenges faced by the Indore Pharma Industry. He assured that he will discuss all the industrial issues and act as a lawyer on behalf of Pharma Industry of Indore in putting forward the issues before the Government.



Project Manager & Business Head, APITCO LTD addressing the participant in National Seminar On Challenges & Opportunities Ahead For Pharma SME's

## Know Your BDSP

Centre for Active Learning, Guidance & Solution is popularly known as CALGS which assist Pharmaceutical and Medical Device industries in practical implementation of WHO-GMP, US FDA, MHRA, TGA, ISO: 13485, CE certification and other quality systems for manufacturing high quality and cost-effective healthcare products. It also extend the service towards Active Learning through advanced training courses using most modern and effective methods, guidance to the clients based on their needs. It specializes in services catering to cGMP requirements with respect to revised Schedule M and approvals. Dr. G. L. Jain, one of the known experts on GMP, has taken a lead to initiate this centre. CALGS is a step towards bridging this gap through information exchange. This is accomplished by offering professional level of continuing education through training courses; application-oriented programs and client-site consultancy services. CALGS makes all efforts in providing guidance to the clients on a broad range of regulatory and technical issues. Some of the services are like Client-Site Training, Internal Audit, Audit Outsourcing, Documentation, New Manufacturing Facilities, Turn Key Projects etc. For further details contact in info@calgs.com and kj@calgs.com.

## Workshop on all aspect of QA & QC

Three workshop on "all aspect of Quality Control (QC) and Quality Assurance (QA) Activities" were organised at Indore on different occasions. The first programme was arranged by APITCO along with Ujjwala Prabha Consultant at Ujjain from 10th March to 11th March 2010. The main objective was to provide guidance on QA/QC for Pharma Manufacturing SME's staff and educate them on best Quality Control Practices and importance of Quality Product in current global scenario. A similar kind of workshop was organized by APITCO and Consultant from CALGS on 20th March, 2010. Dr. G. L. Jain, Keynote Speaker addressed on QA/QC issues for Pharma Manufacturing through some working session. The third programme was organised on 26th March, 2010, conducted by Dr. Nilesh Maheshwari. A total of 70 participants

participated to know about Quality Control Practices and importance of Quality Product in all the three occasion.

The Keynote Speakers detailed on all aspect of QC & QA activities under five working sessions in different occasion, such as basic principles of GMP in production, Personal Hygiene, Clothing Procedure, Quality Assurance part and S.O.P for handling of complaints. Nearly 15 participants got the benefits of workshop and acquired knowledge on quality production as per demand of global competitiveness.

Finally, Programme helped SME's staff and units to upgrade their QA/QC knowledge on maintaining Building & Premises, Packaging & Labeling and proper care for personnel. The Programme also helped to enlighten industry people on importance of QA/QC and training for working manpower for better quality production as per demand of global competitiveness.

## UPCOMING EVENTS (JULY-SEPTEMBER-2010)

- On job training for fresh local BDSPs in the area of cGMP, Energy, LEAN & Safety.
- Workshop with raw material suppliers
- Workshop on DMF preparation and linkage to BDSP
- 2 Days Training Programme on Total Quality Management
- Follow-Up workshop for CAPSULE linkage
- One day training programme in house keeping for skilled & semi skilled workers
- Two day training latest trends in cGMP, QA & QC and maintenance of process equipment

## About IndoreBDS.com



As part of the project 'Implementing Business Development Services in the Indore Pharmaceutical Cluster', a web portal www.indorebds.com has been launched to provide a Common Platform for Service Providers and Enterprises in Indore Pharmaceutical Cluster. The Indore Pharmaceutical manufacturers, BDS providers, consultants, suppliers can register to avail services of the web portal. The sections Events in Pharma Sector and Upcoming Events will provide latest information on the activities and events.

SMEs & BDSPs REGISTER AT [www.indorebds.com](http://www.indorebds.com)

## Quarterly Details of Activities

| Activities (Jan-March-2010)  | Date          | Participants |       |      |
|--|---------------|--------------|-------|------|
|  |               | MSMEs        | BDSPs | BMOs |
| 2nd CCC Meeting  | Jan-10        | 0            | 2     | 2    |
| 3rd CCC Meeting  | Jan-10        | 2            | 1     | 1    |
| Awareness Programme on GMP   | Jan-10        | 25           | 2     | 2    |
| Bankers meet with the BDS Providers  | Jan-10        | 14           | 2     | 1    |
| Exposure Visit to Ahmedabad Pharma Cluster   | Jan-2010      | 7            | 0     | 2    |
| 2 Awareness Programme with Energy Consultants  | Jan- Feb 2010 | 13           | 2     | 0    |
| Workshop on Common Testing Laboratory  | Feb-2010      | 17           | 1     | 2    |
| 6 Skill Up-gradation Programme on Maintenance of Process Equipments & Utilities for Existing Sta | Mar-2010      | 122          | 6     | 0    |
| Awareness programme on Export Market Opportunities   | Mar-2010      | 18           | 1     | 1    |
| 2 Awareness Programme with ICT Consultants   | Mar-2010      | 30           | 3     | 2    |
| Exposure Visit to Hyderabad Pharma Cluster   | Mar-2010      | 7            | 0     | 0    |
| Sensitization & Interface with BDS Providers (GMP, Energy, ICT, Marketing, etc)                  | Mar-2010      | 8            | 4     | 1    |
| 2 BDS Clinics  | Jan-Mar-2010  | 10           | 2     | 0    |
| 2 Awareness Programme with LEAN Consultants  | Mar-2010      | 34           | 2     | 1    |
| 5 Skill Up-gradation Programme on QA/QC for Existing Sta of SMEs                                 | Mar-2010      | 101          | 5     | 3    |
| One day Seminar on "Challenges & opportunities ahead"  | Mar-2010      | 28           | 4     | 3    |

We solicit and seek your feedbacks & valuable suggestions for the improvement of this newsletter.

For more details visit [www.indorebds.com](http://www.indorebds.com)

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# News Bulletin

Business Development Services (BDS) For MSMEs in Indore Pharmaceutical Cluster

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Dear Readers,

This issue of the Indore Pharmaceutical Cluster's (IPC) Newsletter presents the event details on several occasion that have been mentioned in previous Newsletter and announcements. This issue of the Newsletter is devoted to publish the events conducted for the development of MSMEs.

In addition this issue lists several workshops from 'Workshop on Energy Efficiency Measure' to 'Skill Upgradation Programme'. It also contains the basic models of development in MSMEs through some awareness programmes on ICT, LEAN etc.

It is exclusively for all the pharma industries within the cluster as well as for the stakeholders and service providers to build rapport with industry. The Newsletters are a valuable insight in to the biggest achievement for industry and a unique way to find out exactly what progress the Indore Pharmaceutical Cluster is making and the efforts being put into accomplish the milestones.

APITCO has been aiding clusters development all over India to facilitate promotion of products that are popular in their establishment. All these were possible due to the logical planning and meticulous execution of the various strategies deciphered by the expert team of professionals. They had a clear vision and firm objectives to see through their venture successfully for the welfare of the different industries all over India.

With Best Wishes,

Manoj kumar Ojha  
Cluster Development Manager

## About Indore Pharmaceutical Cluster

The Pharmaceutical cluster of Indore is spread over Indore, Devas, Ujjain and Pithampur (Dhar) in a radius of 25 km. There are 158 allopathy pharma firms and 98 ayurvedic firms in different locations. Tablets, Capsules, Liquid Orals, Ointments and Injectables are the main products of the cluster. Approximately 14,000 persons are employed and annual turn over is near about Rs. 2500 Crores. The main strength of the cluster is due to experienced and qualified entrepreneurs having large manufacturing capacities. The major stakeholders are manufacturers, Government & support institutions, raw material suppliers, M/C machinery suppliers, support firms, financial institutions and bankers. The major BDS Providers are testing labs, financial consultants, educational & technical institutes etc. The awaiting opportunities are strong banking presence, exploring international and institutional markets and improving industrial infrastructure in the state.

## 2nd & 3rd Cluster Co-ordination Committee Meeting

The 2nd Cluster Coordination Committee meeting was held at Indore on 6th January, 2010. The main purpose was to review the progress made by the cluster and analyse on the effective implementation of Action Plan. Mr. D. Naveen Kumar, Network Expert, APITCO welcomed all the Cluster Coordination Committee (CCC) members and made a presentation on the activities completed and the activities to be completed in the Pharmaceutical Cluster, Indore. After the detail description of the estimated action plan and the current situation, the following suggestions were made by Mr. Ramesh Shah, President, MPPMO, Mr. Balbir Singh, Assistant General Manger, SIDBI, Indore and Shri Himanshu Shah, Secretary, MPSS DMA, Indore (the cluster coordination committee members):



Network Expert, APITCO Ltd, presenting the progress of the project at the 2nd CCC Meeting

- To update the Detailed Project Report (DPR) as per new guidelines for submitting the proposal to MSME-DI and avoid the problems faced by the Credit Linked Capital Subsidy Scheme (CLCSS).
- To organize interaction meet with Pharma SMEs exclusively for 7 SMEs which were Pre-audited for implementation cGMP as pilot projects.
- To take a full initiative on 7 post-audited units to formulate them into pilot projects instead of taking any further steps on 13 new cGMP audits.
- To find Export Merchants to tie-up with Pharma SMEs for boosting exports.

The 3rd Cluster Co-ordination Committee Meeting was held at Hotel Surya, Indore on 29th March, 2010. The main objective of the meeting was to review the previous action plan and to analyse the effective implementation of action plan for the year 2010-2011. Program was led by Mr. Manoj Kumar, Cluster Development Manager, APITCO Ltd., who welcomed all the dignitaries, President of MPPMO and other members of Cluster Co-ordination Committee. After the presentation on the last year action plan and the outcome of last year action plan, Mr. Kumar, CDM initiated the proposed Action Plan for FY- 2010-2011. He informed for the year 2010-11 Action Plan, the project emphasizes

on implementation of Certification of cGMP/WHO, Energy Saving Measures, ICT implementations and LEAN implementations in Indore Pharma Cluster. The project also gives emphasis to Business Development activity of Pharma Industries and CCC members decided to arrange an International & Domestic Trade Fair Exposure Visit for Indore Pharma Cluster Members. HR related issue and Training of Workforce and Managers were also attached in the 2010-2011 action plan.

In an open discussion forum Mr. Ramesh Shah, President of MPPMO conveyed his view on Action Plan and expressed his desire to implement Marketing Development Initiative in next year action plan. Mr. Ranjan Kumar from GTZ explained the challenges related to Marketing Initiative and required support from industries side.

## Workshop on Common Testing Laboratory & Training Centre

To provide guidance on Formation of SPV and motivate to establish a Common Testing Laboratory & Training Center in PPP mode to help the local Pharma SME's, Indore Pharma Cluster organized a workshop on Common Testing Laboratory & Training Center at Hotel Surya, Indore on 28th February, 2010. More than 20 participants participated in the programme to get the benefits. Mr. Manoj Kumar, CDM introduced consultant Mr. R.M.Subramanyam as a BDS Provider. Mr. R.M. Subramanyam explained the complete procedure for establishing a CFC and required support for testing lab for Pharma Industries.

Mr. R.M. Subramanyam explained how Rs. 14000 crore revenue is generated through exports in Tripur, Tripur association motivated the organization to use new technology. He stressed on to need plug the loopholes and make a strong association and spare of time in association to develop a CFC. Finally, Members have taken decision to form a new group after detailed discussion with their executive body members of concerned association.



Mr. R.M. Subramanyam addressing the participants on Common Testing Laboratory & Training Centre

## Exposure Visit to Ahmedabad & Hyderabad



Cluster mebers visiting to Ahemedabad

An Exposure Visit to Ahmedabad was organized from 13th to 16th January, 2010. The main purpose was to instill the significance on the advantages by adhering to cGMP among stake holders. A total of 10 mebers visited Ahemedabad from the cluster including Mr. Naveen Kumar, Network Expert, APITCO. The Exposure Visit started with Osho Pharma, Ahmedabad to provide the important information on cGMP. During the visit, Shri Deepak Padia, M.D. suggested to follow the following points, to form a committee for specific activity in the cluster, to appoint Executive Secretary who will take responsibility, to share mistakes made in the industry, to consult senior chemist from MNCs, to train Medical Representatives for proper marketing etc. for a healthy development of firms in the cluster. The group visited IDMA office and interacted with Dr Joshi, Executive Secreatary and Dr Arvind Shah, Principal, Pharma College regarding the GMP/WHO requirement in the present scenario.

Another Exposure visit to Hyderabad was organized by Indore Pharma Cluster from 26th to 27th March 2010. Participants visited M/s Sunrise International Laboratory, Cherlapally and met Mr Srinivas Rao, Plant Manager who explained the details about the Industry. All the members came to know about the industry, from raw material intake to finished product packing, QA & QC Laboratory, Micro Biology Lab and interacted with Mr Srinivas Rao.

After visiting Pharma SME, participants interacted with Shri S. Srinivasa Rao, Managing Director, APITCO Limited and discussed regarding Pharma Industries potential in Gulf countries like Baharin. Shri S.Srinivas Rao, explained about the features of Baharin and advised to gather 6 members to visit Baharin for interatction with Ministry regarding Pharma Industries benefits.

In next session, all the participants interacted with Shri Durga Prasad, President, Pashamailaram Industrial Service Society Association (PASS) regarding the raw material

supply. Next, the group visited M/s Ashco Testing Lab and met Shri T.V.S.Aradhya, General Manager, he explained the details of minimum instruments required to commence Testing Lab and approximate cost of the project. Shri Sanjay Jain, Shri Ani Bhatia and others clarified their doubts regarding establishing the Testing Laboratory with Shri Aradhya. A group of 7 members finally realized the exposure visit with high notes.

## Bankers Meet with Indore Pharma SMEs

A Bankers Meet workshop was organized with Indore Pharma SMEs to understand industry financial needs for facility at Hotel Balwas International, Indore on 23rd January, 2010. A total 30 members participated in the programme from different pharma firms. Mr. Balbir Singh, AGM, SIDBI, informed the SMEs on the significance of credit rating and the benefits accrued if assess by external credit rating agencies such as CRISIL. Mr. Shri R. D Hassolekar, AGM, State Bank of India expressed their banks willingness to provide financial support for viable proposals from SMEs. He informed the members of the meet that SBI presents 'Pharma Dosage' a scheme especially for pharma industries for leveraging Technology & Opportunity. Shri Dinesh Pratap Sing Tomar, Marketing Manager, State Bank of India illustrated on the 'Pharma Dosage'.



SME members interacting with SIDBII deligates

Shri Vikram Priyauart, State Bank of India requested the pharma participants to use the corporate internet banking and mobile banking services to get the benefits such as saving on man power, time and security of payments. The officials of the State bank of India, Punjab National Bank, Bank of India interacted with each SME member and asked on their credit limits, about their current banking process, their priorities etc. Shri Vilas K. Deshmukh, Sr. manager, Bank of India stressed on the maintaining proper documentation such as balance sheets, trading and profit & loss accounts to avail the financial help. In the open discussion the participants clarified their doubts on rate of interest, collateral security, existing financed units, bank guarantee etc.

## Awareness Program me on cGMP



Project Manager & Business Head, APITCO Ltd, addressing the participant in Awareness Programme on cGMP

An Awareness Programme on cGMP/WHO was conducted at Indore on 30th January, 2010. A total of 30 dignitaries participated in the programme from different firms. The main objective was to empower cluster firms to comply & practice cGMP. Capt. D. Pulla Reddy, Business Head, APITCO Limited briefed on the objective of the Awareness Programme on cGMP and introduced Dr. Arvind Shah, cGMP Consultant, Riddhi Consultancy Services to the SMEs. Dr. Shah explained about cGMP norms relating to: definitions of GMP, origin of GMP, origin of regulations, definition of quality, quality assurance, quality control, common features of cGMP system, benefits of GMP, and important documents required for GMP. He also expressed that cGMP implementation must be considered as an investment rather than expenditure. After open discussion 6 SMEs registered for Pre-Audits (walk through audit).

## Workshop on Energy Saving Measures

Two workshops were conducted on Energy Saving Measures at Pithampur on 11th and 25th February, 2010. The main objective was to create awareness on Energy Saving Measures among pharma firms. Mr. Ravi Deshmukh



Awareness Programme on Energy Saving Measures at Pithampur

and Mr. O.S. Jhavar keynote speaker explained the importance of energy, saving procedures and some basic practices of electricity & electronics.

The key note speaker explained the case study of WYETH Pharmaceutical Goa- Verna Industrial Estate, Verna, Goa on energy saving measures and the methods they are using for power factor improvement, electrical joints, 3 phase load balancing and other practices for energy savings. The main output was M/s DJ Lab and Hindustan Phosphate expressed their willingness for energy audit under the project.

## Awareness Programmes on ICT

Two awareness programme on Information & communication Technologies (ICT) was held at Indore on 7th March and 26th March, 2010 to highlight the importance of latest ICT business solution for Pharma Industries, benefits of latest Enterprise Resource Planning (ERP) solution and current business ICT practices used in pharma. A total of 15 stakeholders from the existing



Shri Vijay Venkatesh, Consultant, Syscon Solution presenting presentation on ERP solutions

cluster participated in the workshop in both the occasion. Mr. Manoj Kumar, CDM introduced Mr. S.Vijay, Consultant from Hyderabad for first event and Mr. Riyaz Siddiqui & Reshma Siddiqui, Consultant from Bhopal in second occasion.

In the first session, keynotes speakers explained the role of ERP for Pharma Industries and the procedure of ERP system to take quick business decision. The second session was fully dedicated to implementation of ERP system and implementation procedure of web based ERP system for SMEs. The third and final session was related to training part of the staff and to develop the skills of staffs to use ERP system in their industry. The programmes helped SME's staffs and units to know the latest ICT Solution and provided a path for growth and development in current global enviroment.