



Happy New Year
2021



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**HARD WORK
IS KEY OF
SUCCESS**

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World Diabetes Day 2020

14th November 2020

Team Neuromed & CMD celebrated World Diabetes day at Hotel one Abbottabad on 14th November 2020.

It was attended by a large number of KOLs, including Medical specialist, Diabetologist, Orthopedics, Physicians, GPs, Senior registrars, Registrars, medical officers from various institutions.

Dr. Syed Ghulam Murtaza was the presenter, who gave talk on Diabetic foot and foot care. He explained the various processes involved in the rehabilitation process of patients.

The Chairperson Prof. Dr. Umer Farooq (Dean

and CEO Ayub Teaching Hospital Abbottabad, appreciated efforts of Shaigan pharmaceuticals for this awareness program.

Prof. Dr. Atique Ur Rehman (Prof. of Medicine, Ayub Teaching Hospital) contributed his positive words for Shaigan pharmaceuticals as a corporate which is also interested in the wellbeing of common person.

Prof. Dr. Alamzeb Khan Swati (Assist Dean Ayub Medical Complex/ Head of Department Orthopedic Unit) highlighted the problems faced by the families of patients.



Pegalin Physiotherapy Camps



کمر درد

گھٹنے کا درد

گردن کے درد

کنڈھے کا درد

Team Neuromed took initiative of providing clinical support to the physicians, by arranging free physiotherapy camps on national level to assist healthcare professionals in the delivery of patient care, improving the level of care and speed in which patients are seen.

Team Neuromed executed 45 camps at different clinics of orthopedics, neurosurgeons, physicians, during Q4-2020.

Neuromed arranged services of physiotherapist (DPT) who assisted selected doctors by providing free physiotherapy services to the patients where recommended by the consulting physician.

This activity is highly appreciated by the physicians and they are asking to arrange such camps more frequently.

Beat Neuropathic Pain
PEGALIN
Pregabalin

فری
فزیوتھراپی
زیر نگرانی

ڈاکٹر: _____
تاریخ: _____
وقت: _____

ماہر فزیوتھراپسٹ آپ کو مفید مشورے اور راہنمائی مہیا کریں گے۔

کمر درد • جوڑوں کے درد
مہروں کے مسائل • گردن کے درد
گھٹنے کا درد • ٹخنوں کی موچ

مزید معلومات کے لیے رابطہ کریں:

SHAIGAN

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Famot 100 Million Plus (Value) Achievement

We are very happy to share that our brand FAMOT made a new landmark achievement by generating volume of PKRs. 103 Million on MAT basis. (IQVIA- SEP2020)
FAMOT grew from 59.40 Million in 2018 to 69.80 Million in 2019 and 103 Million in 2020. This achievement became possible only because of a clear vision and strong commitment of our senior management.

We would also like to THANK NEUROMED SALES TEAM for their zealous efforts. To mark this achievement a ceremony was held on, Friday November 27, 2020 at 11:00am Head Office conference room. Honorable Mr. M Kabir Saleh (Director Operations) graced this occasion and applauded team Neuromed for this achievement.



SBU – III Budget Meeting 2021



ANNUAL BUDGET MEETING

Shaigan Pharmaceuticals, since 1993, has committed to quality and innovation which lead it to the list of top companies with diversified product portfolio. Our commitment to innovative solution in healthcare products is our biggest strength. Shaigan's mission is to provide the most reliable and affordable access of pharmaceutical products to all types of customers; maintaining highest global standards of quality and excellence throughout its production functions. While achieving its corporate goals, SHAIGAN places the goodwill and trust extended by its valued customers as the most valued assets of its business enterprise.

Within a short span of time, Shaigan Pharmaceuticals has become an international name. Extending our export range to South Asia, Asia Pacific, Central Asia, Africa our products have become a name of quality healthcare internationally not only Pakistan. Our commitment to our values and vision has elevated Shaigan among the top Pharmaceutical manufacturers of Pakistan. Modern technology, rigorous research and development are the core competence virtues of Shaigan.

Our visionary approach revolves around making our organization the topmost drugs manufacturer. Our mission is to provide

innovation based quality products for the betterment of healthcare around the globe. Our objective is to contribute in providing healthcare solutions utilizing latest trends and technology with aim to be the leader of pharmaceutical industry of Pakistan.

Values:

Our values are our biggest strength which are depicted in every employee of Shaigan.

- Teamwork

- Accountability
- Respect
- Initiative
- Quality

Due to COVID-19 Pandemic Annual budget meeting 2021 was arranged on Zonal level in Lahore, Rawalpindi & Karachi. SBU-III team is highly motivated & charged up to achieve 2021 objectives.



Femicare Budget Meeting 2021



Budget meeting 2021 was effectively planned and executed in the month of December at Regional Level (Keeping in view of COVID – 19 spread & SOPs) in most leading venues of regions like PC Islamabad (North Team), PC Lahore (Center Team) & PC Karachi (South Team) with great enthusiasm and spirit to achieve 2021 objectives along with provision of guidelines, action plan, strategies & tactics. All team members were highly motivated and gave commitment to achieve targets handed over to them.



KHYBER 1 Budget Meeting 2021

At the outset, I wish a very happy and prosperous new year to everyone. This being the first issue of the newsletter this year, we Khyber-1 would like to share some of our activities that have been executed in annual budget meeting 2021.

We have been regularly organizing sales team budget meetings and events which are always executed well and ending with high motivation of team. Marketing team of Khyber-1 hosted the sessions in all regions that includes North, Centre and South followed by TM meetings. Our Leader and Associate Director Marketing & Sales, Mr. Zar Sharaf contributed to the sessions as leader, speaker and motivational influencer along with BUM Mr. Ijaz Ahmed Azeem.

The variety of topics including sales review, IMS analysis, action plan, detailing pattern and Marketing thrust have been discussed in all meetings. Promotional activities on every product to convince our internal customers have been done under the umbrella of theme for the year 2021 "Jeet Ki Lagan".

To give message to the team, move full throttle with high race and stunning pace, flag ship oath ceremony was done to take strong commitment from team by an enthusiastic walk like warriors and convincing Associate Director Marketing & Sales about achieving future goals.

Furthermore, Warrior cut out on product Mionex and Zeespa Selfie frame has been placed in every meeting. Team has given aggressive commitments by taking pictures with cut out, selfie frame and flagship oath to attain their goals for 2021.



Live Webinar

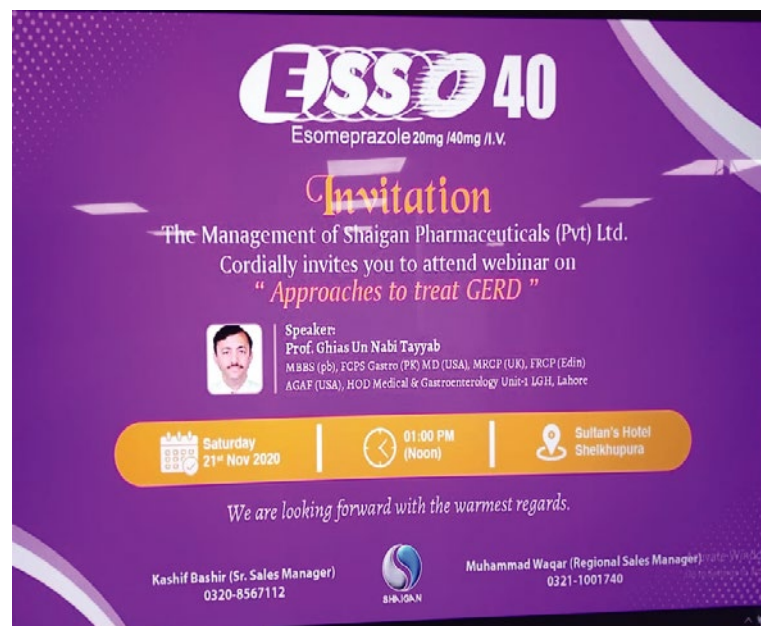
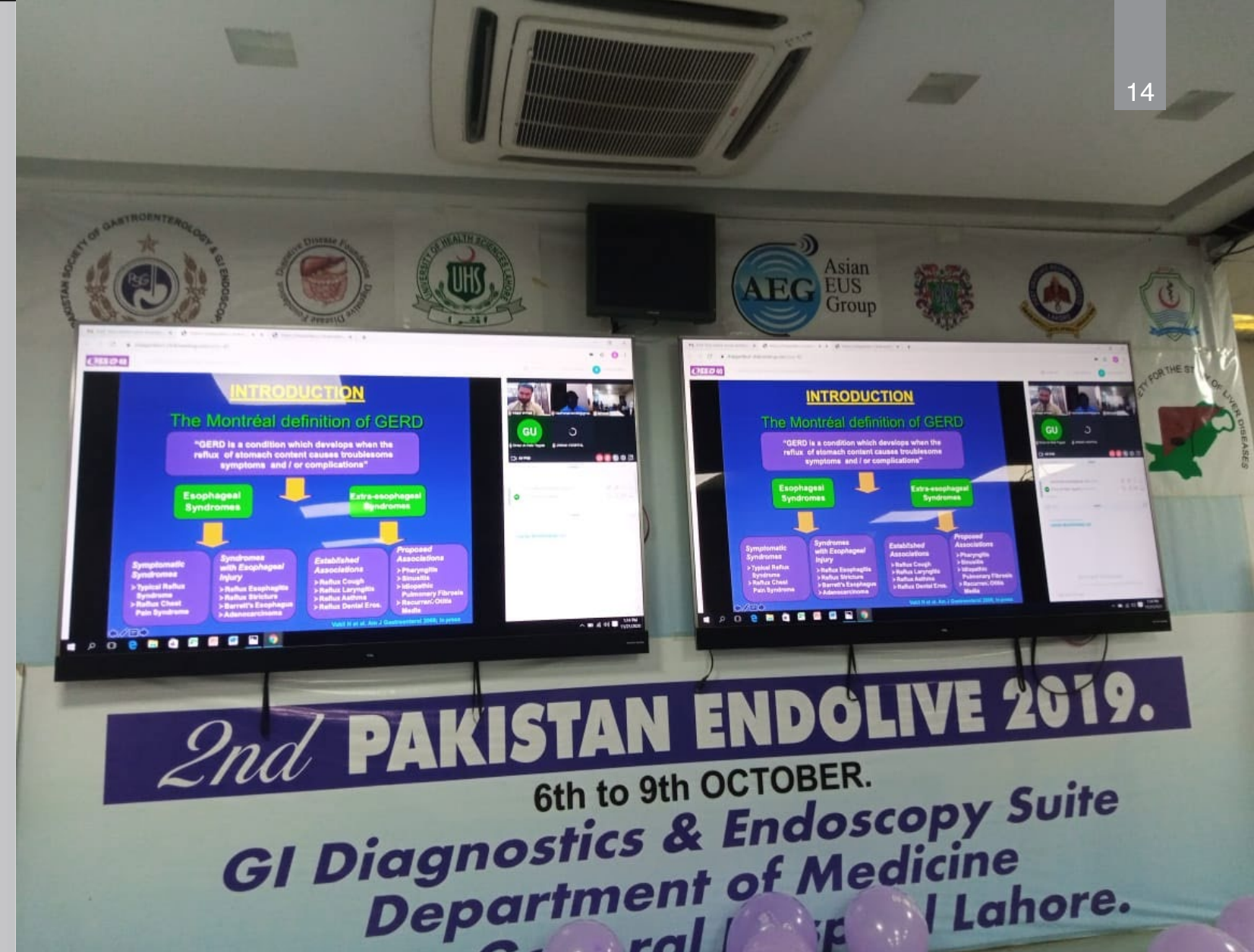
KBU-1 Executed Shaigan's first ever Multi-center interactive Webinar in Lahore on 21st November 2021.

Speaker was Prof. Ghias Un Nabi Tayyab a very eminent Gastroenterologist, who was live with us from Lahore despite being in quarantine he delivered presentation to 5 multi centers having more than 200 doctors sitting live and interacting with speaker.

Webinar was relayed at 5 centers (LGH, Jinnah hospital, Services hospital, Sheikhpura, Sahiwal)

Prof Ghias was very happy to see our services and audience and committed a series of webinars with us in future

We are confident that our strategic moves in digital forums will definitely support us in increasing business Insha Allah.



Fractional Flow Reserve (FFR)



Cardiovascular diseases are the number 1 cause of death globally, taking an estimated 17.9 million lives each year. About 52.5% of which are attributed to Coronary Heart Diseases. In patients with suspected coronary heart disease, the presence of a stenosis has to be verified, its extent assessed, and the need for revascularization determined.

Fractional Flow Reserve (FFR) measurement involves determining the ratio between the maximum achievable blood flow in a diseased coronary artery and the theoretical maximum flow in a normal coronary artery. An FFR of 1.0 is widely accepted as normal. An FFR lower than 0.75-0.80 is generally considered to be associated with myocardial ischemia.

Accurately measure pressure differences across a stenosis, confidently assess its hemodynamic significance, and make confident decisions for all patients & FFR has the right solution for every patient with coronary artery disease.

We are pleased to share with you that Shaigan pharmaceutical under the umbrella of Cardiometabolic forum has done FFR workshop at RIC, Rawalpindi dated 17th Oct, 2020. Dr. Asim Javed who is consultant Interventional cardiologist at RIC Hospital, Rawalpindi moderated the workshop. All doctors who attended the workshop found it valuable in taking right decisions for their (CAD) Coronary Artery Disease patients.

Shaigan pharmaceutical CARDIOMETOBILC teams have arranged another FFR workshop on 24th Oct, 2020 at PC Hotel, Lahore. This workshop was attended by eminent cardiologists and it was conducted by Dr. Asim Javed who is Interventional consultant Cardiologist of RIC, Rawalpindi.

Shaigan pharmaceutical will keep on doing such activities in the quest of improving capacity of Healthcare professionals. This will surely help in treating patients more effectively.



Welcome

to
FFR/iFR Workshop
sponsored by
SHAIGAN Pharmaceuticals



Presenter

Dr. Asim Javed Tamgha-e-Basalat
(MBBS, FCPS, MRCP (UK), MRCPS (Glasg), FSCAI (USA), Fellowship in interventional cardiology (UK), Consultant Interventional Cardiologist at Rawalpindi Institute of Cardiology.

under the umbrella of



Khyber – II Budget Meeting 2021



Group photo of Head office team & North A & B Managers annual meeting at PC Rawalpindi

GM Marketing and Sales address during Annual budget meeting with Centre A,B,& C Region at Nishat Hotel Lahore



GM Sales and Marketing and Sr BUM presenting gift to Mr. Sohail ASM Sahiwal for his excellent performance during 2020



GM Sales and Marketing, Sales Manager South presenting Shield to territory manager for his excellent performance during 2020



Organizational Motivation... reward policy

Shaigan Pharmaceuticals provides a dynamic environment that promotes and celebrates individual and professional growth. At Shaigan each employee is an important member of the family and we have always aim to reward our employees loyalty and dedication towards the company. As a token of appreciation, our deserving employees were commended and rewarded with the approval of Chief Executive

and issued vehicles for their consistent efforts and hard work. We always believe that appreciating employees will always reciprocate in thousand ways. The valued employees will gladly compete in the race, overtake the competitors cross the finish line first, and stand with the organization's name held high on the medal stand.



Ortho Budget Meeting 2021



Annual Budget Meeting 2021

SBU-II planned its Annual Budget Meetings of 2021 Region wise because of pandemic situations. We took across the corporate theme for 2021 Annual Budget meeting

“**Sab Hay Mumkin**”. We also incorporate this theme to our FF in different marketing activities and planned it that it will happen in 2021 to achieve our annual objectives by more than 100%, so whatever are the situations.

Mr. Syed Asrar Shah GM (MKT & Sales) presented video messages of CEO, ED and DO in all regional meetings. Also explain objectives of OBU for the year 2021.

Mr. Muhammad Qaiser Nadeem Sr. BUM also addressed all the regions for the annual objectives and last year achievements. Also explained that this year will be year of Zedron.

Mr. Amjad Iqbal and Mr. Aftab Saleem presented Marketing plans of the year 2021 in all regional meetings.

Live Webinar

According to the need of time we are also planning our marketing activities. As a part of these activities we planned a Live Webinar on Zoom for Zedron brand.

In this Live Webinar state of art lecture was presented by Prof. Dr. Syeda Batool Mazhar, She is HOD of GYN department of PIMS Islamabad. She addressed nearly 100 participants across Pakistan on the topic “Latest Approaches to Manage NVP & HG”. She also endorsed the use of Zedron in NVP & HG with the help of scientific data.



Dermocare Budget Meeting 2021



“Work Hard-Dream Big Never Give up”

Frontlines are the key contributors towards success and they face many challenges during their working including internal, external factors and big challenge of COVID-19. Shaigan top management identify and decided to recognize their efforts which was proven in budget meeting 2021.

As a trend setter, Shaigan planned the budget meeting 2021 at top rated/glorious venues of Pakistan, where management appreciated our team members, for their hard work to keep them on regional and national level.

Shaigan planned 3 regional budget meetings, where Shaigan provided good hotel stay for ASM and TM's fully charged, motivated and energize to achieve target above 100% in 2021.



Khyber Pakhtunkhwa - The Tourist Hotspot



Khyber Pakhtunkhwa formerly known as the North-West Frontier Province (NWFP) (صوبہ سرحد), is one of the five provinces of Pakistan located in the northwestern region of the country along the International border with Afghanistan. Khyber Pakhtunkhwa means the "Khyber side of the land of the Pashtuns, where the word Pakhtunkhwa means "Land of the Pashtuns"

Khyber Pakhtunkhwa is the third-largest province of Pakistan by the size of both population and economy, though it is geographically the smallest of four. Within Pakistan, Khyber Pakhtunkhwa shares a border with Punjab, Baluchistan, Azad Kashmir, Gilgit-Baltistan and Islamabad. It is home to 17.9% of Pakistan's total population, with the majority of the province's inhabitants being Pashtuns and Hindko speakers.

The province is the site of the ancient kingdom Gandhara, including the ruins of its capital Pushkalavati near modern-day Charsadda. Once a stronghold of Buddhism.

Climate:

The climate of Khyber Pakhtunkhwa varies immensely for a region of its size, encompassing most of the many climate types found in Pakistan. Dera Ismail Khan is one of the hottest places in South Asia while in the mountains to the north the weather is mild in the summer and intensely cold in the winter. The air is generally very dry; consequently, the daily and annual range of temperature is quite large.

Demographics :

The province of Khyber Pakhtunkhwa had a population of 35.53 million at the time of the 2017 Census of Pakistan. The Pashtuns of Khyber Pakhtunkhwa observe tribal code of conduct called Pakhtunwali which has four high value components called nang (honor), badal (revenge), melmastiya (hospitality) and nanawata (rights to refuge).

Khyber Pakhtunkhwa - The Tourist Hotspot

Languages :

The most widely spoken language is Pashto, native to 80% of the population. Other languages with significant numbers of speakers include Hindko (9.9%), Saraiki (3.2%), Khowar and Kohistani.

Economy :

Khyber Pakhtunkhwa has the third largest provincial economy in Pakistan. Khyber Pakhtunkhwa's share of Pakistan's GDP has historically comprised 10.5%, 20% of Pakistan's mining output

Folk music and culture :

Pashto folk music is popular in Khyber Pakhtunkhwa and have a rich tradition going back hundreds of years. The main instruments are the rubab, mangle and harmonium. Khowar

folk music is popular in Chitral and northern Swat



Sports :

Cricket is the main sport played in Khyber Pakhtunkhwa. It has produced world-class sportsmen like Shahid Afridi, Younis Khan, Fakhar Zaman and Umar Gul. Besides producing cricket players, Khyber Pakhtunkhwa has the honor of being the birthplace of many world-class squash players, including greats like Hashim Khan, Qamar Zaman, Jahangir Khan and Jansher Khan.

Tourism :

Valleys:

- Chitral Valley
- Kaghan Valley
- Kalam Valley
- Kumrat Valley
- Swat Valley

Lakes :

The following are the accessible lakes ;

- Ansoo Lake
- Daral Lake
- Dudipatsar
- Kundol Lake



- Mahodand Lake
- Jabba Zomalu Lake
- Katora Lake
- Lake Saiful Muluk
- Lulusar
- Pyala Lake

Historic Places :

- Bala Hissar Fort
- Chitral Fort
- Mahabat Khan Mosque
- Kafir Kot
- Khyber Pass
- Takht-i-Bahi

National Parks :

- Broghil Valley National Park
- Chitral National Park
- Lulusar-Dudipatsar National Park
- Saiful Muluk National Park
- Sheikh Buddin National Park

7 common-sense tips for Managing People

1

You Set the Standards

Work as hard, or harder, than your employees / colleagues. Be a role model when managing people. Strive to no more than your best resource about your product line, industry, and their jobs. This does not mean you have to know everything. Still, educate yourself. You frequently hear that "my boss has no idea what I really do in my job the challenges, pressures I face, and time constraints"

2

Be an effective communicator

Communicate the good, the bad, and the ugly at least weekly. In study after study, employees and business leaders overwhelmingly wasn't a leader who is "straight forward". Good interpersonal skills are crucial in managing people.

3

Be authentic, Be real

The # 1 Trait people want to see, to willingly follow their leader is honesty. How can you expect them to look up to you if they don't trust you? Leadership is all about honesty and integrity.



7. Get the Facts first, Listen

Never question their integrity without first gathering all the data. Have an open mind. Let them tell their side of story. Just because you acknowledge what they say doesn't mean you have to agree.

4

The top five things

Ask you people point blank, "What are the top five things I can do to help you succeed?" for example, if they are sales people, what can you do to motivate them to be out in the field instead of in the office?

5

MBWA

Management by walking around. Be accessible to them. Get in trenches with your team. Nothing will gain the respect for you more than that. This is another trait that they want to see in the leaders, and from their management team.

6

Be Willing to fight for them

But before that, set the standards so they know how far they can push something before they ask for it. And when is enough....enough.

These points represent the opinion of a large cross section of employees, most of whom are manager themselves, These are the top Seven "Common-Sense" traits that employees most want from their managers. If nothing else, develop your communication and conflict-resolution skills.

Reshaping the thought process



Shaigan training department initiate a series of thought sharing campaign named as "Reshaping the thought process", by gathering all minds together under the umbrella of "Shaigan training and reinforcement centre", STAR CENTRE. This series will flourish as well as headed by Mr. Syed Asrar Shah (GMMS). The concept is to inculcate a corporate culture to share ideas and expertise which will be a value addition to change existing mind set towards common issues.

Speakers will be head of department, turn by turn, to discuss relevant issue according to their area of expertise.

Our first guest speaker of this series, Mr. Atif Aziz, GM finance (CA, FCA), who presented financial management options, either professional or personal money matters.





SHAIGAN

ISO 9001:2015

ISO/IEC 17025:2017

ACHIEVEMENT OF COVID-19 PREVENTION EXCELLENCE CERTIFICATION

As a nation we must do everything we can to help slow the spread of the virus and help flatten the curve of the COVID-19 pandemic by adopting best hygienic practices and ensuring social distancing. Now more than ever, the people of Pakistan are depending on us to ensure availability of quality medicine instead of lockdown situations. We, as a pharmaceuticals manufacturer must ensure our workforce remains healthy to carry out the critical public health mission.

In the new norm of epidemic prevention and control, SHAIGAN has strictly implemented the requirements of epidemic prevention and control at all levels and also opts to face an independent comprehensive review of our control strategies by a world-famous testing, inspection and certification service organization i.e Bureau Veritas who has developed a solution with the name of "PREVENTION EXCELLENCE LABEL" which resolutely ensure strict epidemic prevention and control precautions are in place.

All these measures were thoroughly audited by Bureau Veritas and we feel honour to state that under the Visionary Leadership of Shaigan Higher Management along with excellence driven team, SHAIGAN has now become the 1st Pharmaceutical Company who has successfully achieved the COVID-19 PREVENTION EXCELLENCE LABEL.

Regards:
Planning & Development Department
Shaigan Pharmaceuticals (Pvt.) Ltd.

New Joiners

Welcome to Shaigan Family



Aftab Saleem
Senior Product Manager



Danial Zia
Quality Assurance Inspector



Muhammad Usman
Validation Officer



Muhammad Zeshan
Accountant



Muhammad Ahsen Qureshi
Quality Assurance Inspector



Ghulam Murtaza
Product Manager



Yasir Maqbool
Senior Product Manager



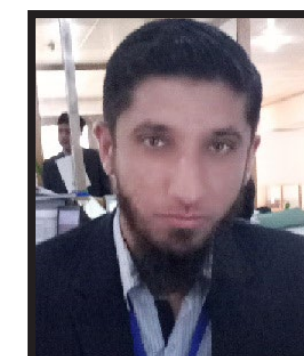
Sardar Sher Ali
SC Coordinator



Muhammad Basharat
Group Product Manager



Hafiz Muhammad Ahsan Munir
Product Manager



Irfan Malik
HR Executive